WideOpen Networks
The Gigabit Solution

What Other Communities are Doing

Many of our community and local government clients are making space available on existing public safety towers and water tanks for fixed point wireless broadband service providers.

And we are helping some of our local governments customers to identify where poor broadband service is in their area. Once those areas are identified, we are designing and constructing new broadband towers to help fill in the gaps. Some of the things to know about this approach:

WISPs (Wireless Internet Service Providers) can put their equipment on cellular towers, but those towers are usually clustered near major roads and highways, leaving rural areas with poor or no cellular phone service and poor broadband service.

Cellular towers are often not only in the wrong places, but the fees to put Internet broadband equipment on those towers are often too high for the low margin WISP business. Affordable priced community-owned towers help get more broadband to more residents and businesses more quickly.

Taking Control of Broadband Deployment
Is Your Community Ready for Broadband?

Affordable and widely available access to high speed broadband has become an economic and community necessity in the United States. In the past eighteen months, we have conducted dozens of county-wide and city-wide residential and business broadband surveys, and compared to what we were seeing just two or three years ago, the differences are really striking.

• 90% or more of residents are reporting that they want better Internet access—the highest we have ever seen.

•60% or more report that they have no choice of Internet providers.

•More than 90% are reporting that the Internet is "very important" to their household.

•Work from home and business from home activities have skyrocketed, and we are now frequently seeing 40% or more of respondents reporting that they are trying to work from home full or part time.

Broadband Infrastructure One Step at a Time

- Getting better broadband in your community does not have to have a multi-million dollar price tag. We have seen very small communities achieve amazing results.
- You have to start with a plan that is aligned with your economic and community development goals.
- The plan also has to be matched with realistic funding and financing capacity.

When will we see results?

Doing broadband right takes planning and time. Most of our successful communities started small. Connecting municipal facilities and running fiber through the downtown or to a key business park is an achievable first step.

If you need wireless broadband in underserved areas, we have a variety of practical strategies.

A conversation with David Sobotta, our Vice President of Marketing, can be your first step.

540-552-2150

dsobotta@wideopennetworks.us

www.wideopennetworks.us

Results from business broadband surveys are very similar.

•More than 95% of businesses are reporting that the Internet is "essential" to their business.

•More than 80% are typically reporting that they need better Internet service than they currently have.

•Businesses are saying that they are not happy with the technical support they are getting from their provider (often as high as 40%).

•Close to 90% of businesses are reporting that the Internet is very important to the future success of their business.

In response to these kinds of statistics, more communities are becoming pro-active in encouraging improved broadband availability. Some of our work with them includes:

✦Drafting improved tower ordinances that distinguish between the larger cellular towers and the usually much smaller and less obtrusive broadband-only towers deployed by WISPs. WISPs tell us regularly that onerous permitting processes discourage or slow down their service expansion plans.

✦Developing a community-wide broadband master plan that identifies where community-owned conduit and handholes should be placed to help accelerate fiber to the home and fiber to the business. Municipal conduit can be leased out to the private sector, getting fiber services to businesses sooner and creating a revenue stream for future expansion.

✦Some communities are enlisting our help to design "dark fiber" networks, which means putting fiber cable into the conduit and leasing fiber strands to private sector companies. This generates more revenue than conduit leases, and requires very little maintenance and management.

✦We are also helping to develop "dig once" policies and procedures, and have even helped train planners and public works staff to specific, install, and maintain broadband infrastructure.

Not sure if you are ready to manage basic broadband infrastructure like conduit, handholes, and dark fiber after it has been built? We can help with that too. We can track, monitor, manage, and coordinate repairs and maintenance of your broadband infrastructure.

Get your community "broadband ready" with our help.