

# Verde Valley Broadband Cooperative

## VVREO Symposium Update

January 8, 2010

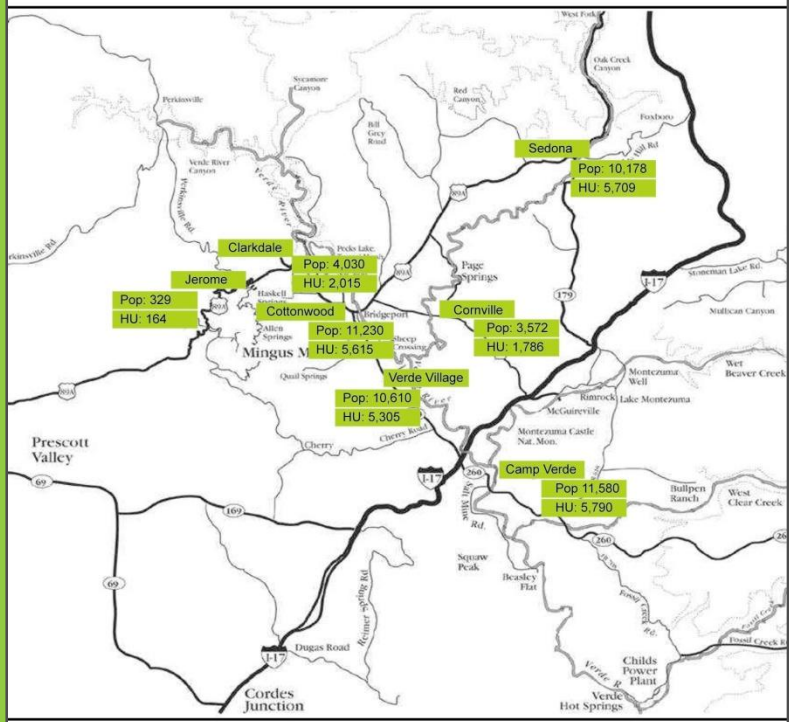
Sherry Bailey

Community Development Director

Town of Clarkdale

Estimated 60,000 residents  
in the Verde Valley per 2000 Census

Verde Valley Broadband Cooperative



Pop = Population  
HU = Household Units

1/21/2010

# What is the VVBC?

- Verde Valley Broadband Cooperative, loosely cooperating to bring enhanced broadband to the Verde Valley
- Project operating under the umbrella of VVREO
- Project managers from the Town of Clarkdale and City of Sedona
- Support team from Cottonwood, Jerome, Camp Verde, and interested businesses

# Current VV Internet Situation

## 1. Multiple providers - examples

- Phone company – Qwest
- Cable companies – Cable One, NPG Cable
- Wireless service providers – AT&T, Commspeed, eSedona, Sprint, and Verizon
- Back haul provider - SparkPlug

## 2. Levels of service vary

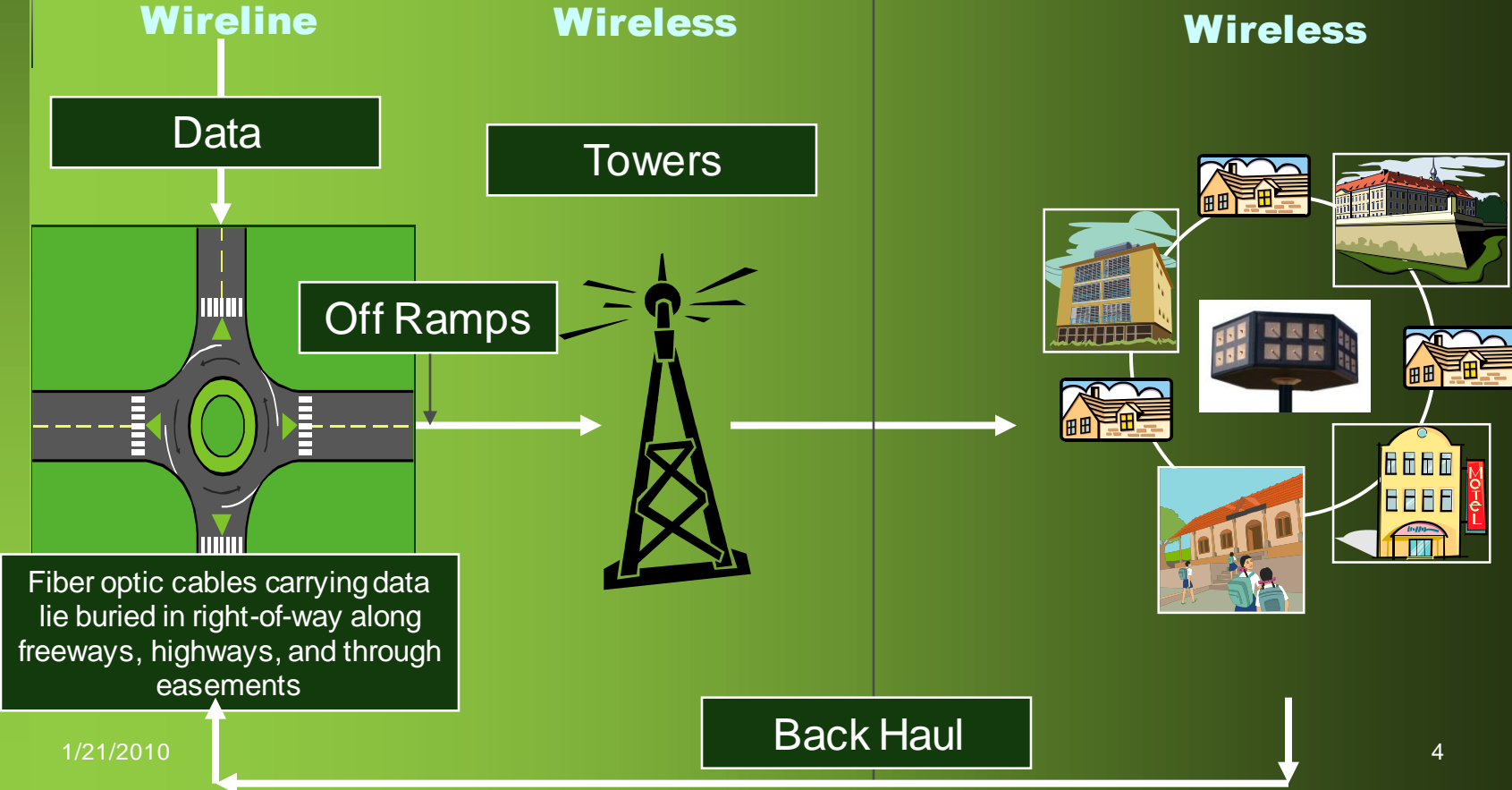
- Range from no availability to 7 Mbps for a rare few lucky subscribers
- Service speeds rarely compete with the best in urban areas

## 3. Municipalities interested in expanded broadband

# Network Terms

## Middle mile

## Last mile



# VV Broadband Needs

1. Support for economic development and job growth fulfilling the complex broadband demands of commercial and residential users including anchor institutions and vulnerable populations
2. Valley wide, affordable, globally competitive, fast and high-quality service availability
3. Speeds to handle existing and emerging capabilities

“Two-way data transmission with advertised speeds of at least 768 kilobits per second (kbps) downstream and at least 200 kbps to end users”

Source: Notice of Funding Availability for Broadband Initiatives Program and Broadband Technology Opportunities Program, p. 18

# Federal Stimulus Program Update

1. A total of \$7.2 billion in rural broadband access funds for grants and loans based on Feb, 2009 signing of the American Recovery and Reinvestment Act and NOFA issued July 2009
2. 3 separate applications based in the VV were submitted for round one: Town of Clarkdale (\$1,207,655 public computer center), REW Networks (\$20,404,135 last mile remote area) and Castillo Technologies (\$5,102,241 last mile non-remote area)
3. CableOne, NPG Cable, Commspeed, and Qwest filed a Public Notice Response against both last mile projects
4. First round of funds were distributed through grant application processes led by the Rural Utilities Service (RUS), National Telecommunications & Information Administration (NTIA), and the Federal Communications Commission - **no VV projects were funded**

# Verde Valley Collaboration

## **Diverse public & private regional approach**

- Collaboration across all incorporated and unincorporated entities in the Verde Valley – **Resolutions from all municipalities in support of enhanced broadband driven by VVBC**
- Partnerships with key providers representing as varied a set of technologies as possible, e.g., back haul providers, wireless broadband providers, and cable companies – **Provided support to REW Networks following outreach to existing providers**
- Services providing commercial and residential products to all including anchor institutions, plus underserved and vulnerable populations – **Reaching out to anchors now**
- Funded by federal grants if awarded, but based on a fiscally-sound approach

# 2009 Project Timeline

APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC+
<ul style="list-style-type: none"> <li>•VVBC initial formation</li> </ul>	<ul style="list-style-type: none"> <li>•Technical outreach at Yavapai College</li> <li>•Mayors &amp; Managers meeting at Yavapai County</li> </ul>	<ul style="list-style-type: none"> <li>•Outreach to AZ Telecommunications &amp; Information Council</li> <li>•Jerome Town Council presentation</li> <li>•VVBC Public Strategic Planning</li> <li>•VVBC Finance meeting</li> </ul>	<ul style="list-style-type: none"> <li>•Notice of Funding Availability issued</li> <li>•Follow-up to Mayors &amp; Managers Meeting</li> <li>•Outreach to political channels</li> <li>•Camp Verde opts out</li> <li>•Yavapai County explores options</li> <li>•Federal grants workshop in NM</li> <li>•Clarkdale Town Council Resolution</li> </ul>	<ul style="list-style-type: none"> <li>•Sedona City Council Resolution</li> <li>•Round 1 - Grant submission for Public Computing Centers</li> <li>•Outreach to Providers</li> <li>•Cottonwood and Jerome Resolutions</li> <li>•Build middle mile and last mile strategies</li> <li>•Map resources</li> <li>•Build budgets and funding strategies</li> </ul>	<ul style="list-style-type: none"> <li>•Camp Verde Resolution</li> <li>•Present projects to State evaluators for support</li> </ul>	<ul style="list-style-type: none"> <li>•Re-constitute our approach to work with incumbent providers across communities</li> </ul>	<ul style="list-style-type: none"> <li>•Develop political support for VV projects</li> <li>•Reached out to Representative Kirkpatrick's office for political support</li> </ul>	<ul style="list-style-type: none"> <li>•First round funding notices released - no VV projects funded</li> </ul>



# What We Need From You

Community Support as project opportunities arise in each community

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