



City of  
Santa Rosa

Google Fiber For Communities

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# Google Fiber For Communities

- An experiment that Google hopes will make Internet access better and faster for everyone.
- Google plans to test 1Gps broadband networks in one or more trial locations across the country.
- Google plans to offer service at a competitive price to at least 50,000 and potentially up to 500,000 people.



# FTTP / FTTH vs. Cable/DSL

- Fiber To The Premise / Home
- FTTH is 10 to 100 times as fast
- Will support services beyond Internet
- Verizon has a FTTP/FTTH product called “FiOS”

Download Activity	File Size	FiOS (50 Mbps)	Cable (15 Mbps)*
Download 10 songs	50 MB	8 seconds	27 seconds
Download software	75 MB	12 seconds	40 seconds
View a video game demo	125 MB	20 seconds	67 seconds
Download a 2-hour movie	6 GB	16 minutes	53 minutes



# What's In It for Santa Rosa?

- Would help solidify our position as the #1 city in Sonoma County
  - Entrepreneurial infrastructure
  - A “Destination City” for teleworking, work-from-home businesses and networked development
- Would enable an additional competitive offering for video, Internet and voice service



# Verizon FiOS

- FTTH in Q4-2009
  - 3.4million Internet subs
  - 2.9million FiOS TV subs



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INTERNET

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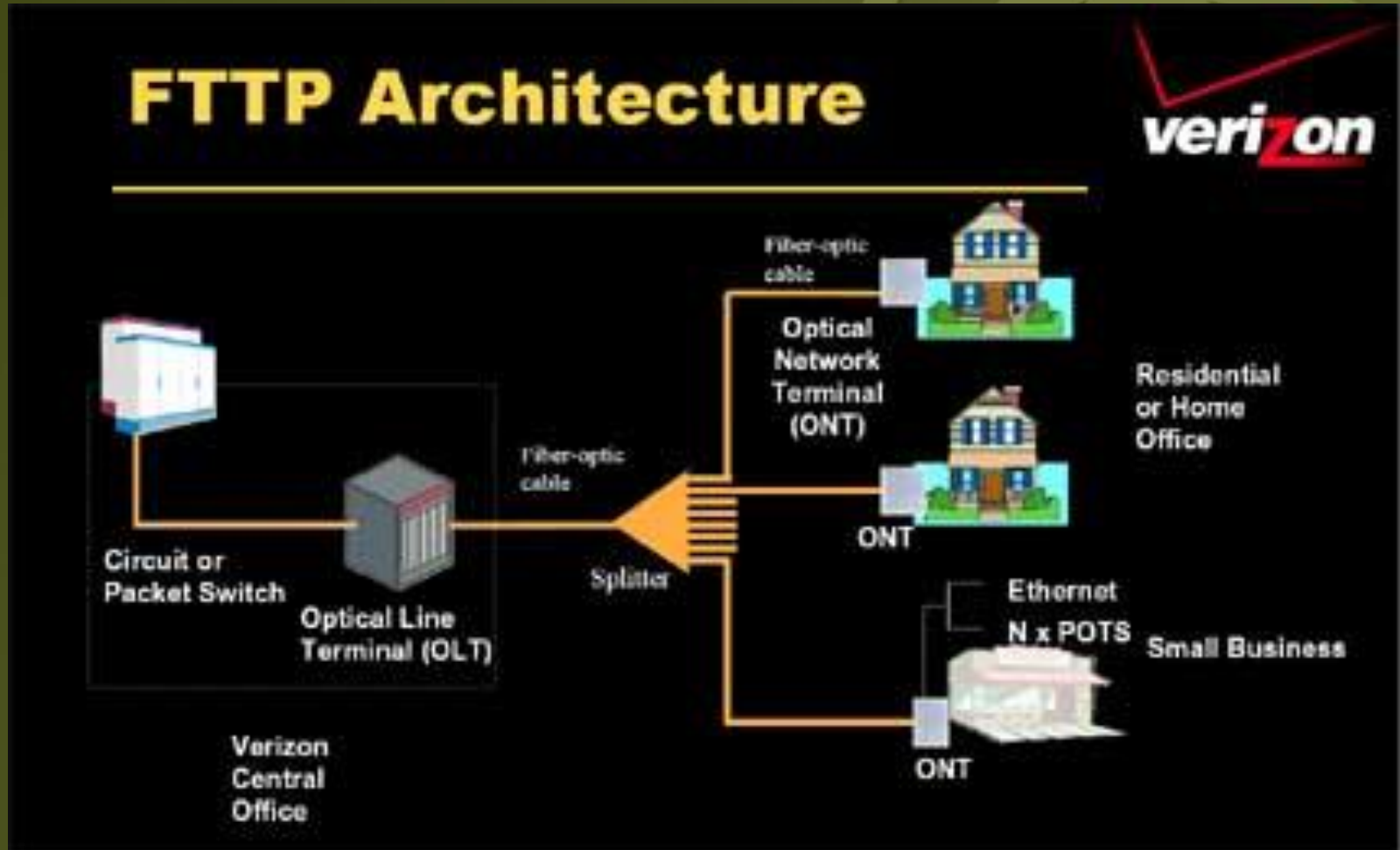


# Verizon FiOS





# Google Fiber For Communities





# What Google Needs to Do...

- Navigate regulatory and permitting
- Deploy fiber in practically ALL roadbeds
- Gain permission to trench through the rose garden – (“the last ¼ mile” problem)
- *In areas where Verizon FiOS is offered, FiOS has captured a > 25% market share against incumbent video/Internet providers*



# What This Means for The City

- Aerial and underground permitting
- Pole-attach agreements, conduit access agreements, micro trenching, etc
- City recovers costs through standard fees
- Will follow a process similar to AT&T U-verse
- Potentially incremental video franchise and UUT revenue

# Micro Trenching

- Less disruptive alternative
- Much more cost-effective
- Already in discussion in SR





# The Google RFI

- Due March 26<sup>th</sup>
- No cost to produce (staff time only)
- First step in selection process
- Next step is more in-depth discussions with a short-list of communities
- Final step will be an agreement between Google and selected cities



# The Google RFI

- “Above all, we’re interested in deploying our network efficiently and quickly, and we are hoping to identify interested communities that will work with us to achieve this goal.”
- “...assess local factors that will impact the efficiency and speed of our deployment, such as the level of community support, local resources, weather conditions, approved construction methods and local regulatory issues...”



# The Google RFI (cont)

- “The RFI is a first step – we plan to consult with local government organizations, as well as conduct site visits and meet with local officials, before announcing our final decision...”
- “We encourage responses from city managers, elected officials, and mayors...”



# The Google RFI (cont)

- “A single point of contact to coordinate the local government and community’s interactions with Google, to obtain as promptly as possible whatever information Google may require, and to resolve any problems that may arise as quickly and effectively as possible...”



# YouTube Video: *Municipal Readiness + Strong Local Support*

## Government

- Mayor Gorin
- Wayne Goldberg
- Shirlee Zane
- Eric McHenry
- Danielle O'Leary

## Schools

- Dr. Carl Wong

## Community

- Juan Hernandez
- Tanya Narath
- Jim Wilkinson
- Ivan Chang

## Business

- Brad Baker
- Dr. Bob Schultz
- Dane Jasper
- Small Business (2-3)



# Next Steps...

- Motion of support from Council
- Create YouTube *Municipal Readiness + Community Support* video
- Gather some more data
- Submit RFI !!!

[www.srcity.org/googlefiber](http://www.srcity.org/googlefiber)