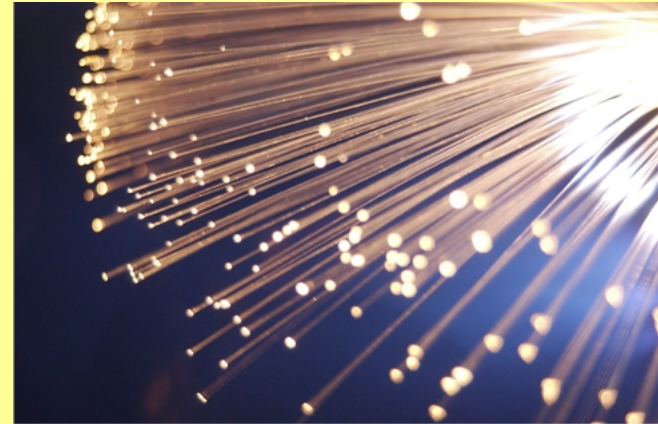# OaklandWEB

Internal Team KickOff

May 11, 2011

By: Deborah Acosta
Economic Development Unit
CEDA

CITY OF OAKLAND

OaklandWEB Mission

- Oakland will become the model for urban cities using municipal broadband to drive economic development, improved healthcare service delivery, education transformation and improved government service delivery.

OaklandWEB Goals

1. **Expand the City's fiber optic network**

What do we now own?

- City Hall Plaza Fiber Ring

- Fiber down 14th Street to Library and County offices

- Fiber down Broadway to OPD headquarters

- Where else?

OaklandWEB Goals

2. **Reduce municipal broadband costs, improve service delivery, and increase staff efficiency**

Current City of Oakland IT costs:

• Communication costs: average $600,000 annually.

• New T-1 lines: $2,000 average installation expense and an additional $250 per month per connection.

• One T-1 connection carries 24 digitized voice channels or data at a rate of 1.5 megabits per second

3. **Use fiber optic network as an incentive tool to attract and expand business.**

Social Media: a core factor in business expansion

Oakland's innovative growth industries will require ubiquitous, affordable access to high-bandwidth broadband:

- Digital Media / Software Technology

- Clean and Green Technology

- Medical Care and Life Sciences

- International Trade and Logistics

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OaklandWEB Goals

4. **Create revenue opportunities through City-owned fiber optic network.**

Citywide Cable   Citywide FTTH   Partial Fiber

What other public organizations are creating revenues through a publically-owned fiber optic network?

Over 54 cities, big and small, own citywide fiber networks while another 79 own citywide cable networks.*

- **BART**
- **Palo Alto, CA**
- **Loma Linda, CA**
- **Chattanooga, Bristol and Jackson, Tennesee**
- **Chanute, Kansas**
- **Ashland, Oregon**

*NEW RULES PROJECT "Publically Owned Broadband Networks: Averting the Looming Broadband Monopoly" March 23, 2011

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# Oakland Wireless Broadband Study
2007

Goal: *To determine if a wireless broadband system can be deployed to achieve key objectives:*

- Enhance Economic Development

- Improve Public Safety

- Increase effectiveness of public and private organizations through improved technology access

- Help to overcome the digital divide

- Improve quality of life for all Oaklanders.

- **Study demonstrated feasibility of a citywide broadband system based on wireless technology. Capital costs to fund this system were dependent upon the successful application for BTOP ARRA funds.**

- **Study identified critical need to build out City's fiber optic backhaul infrastructure.**
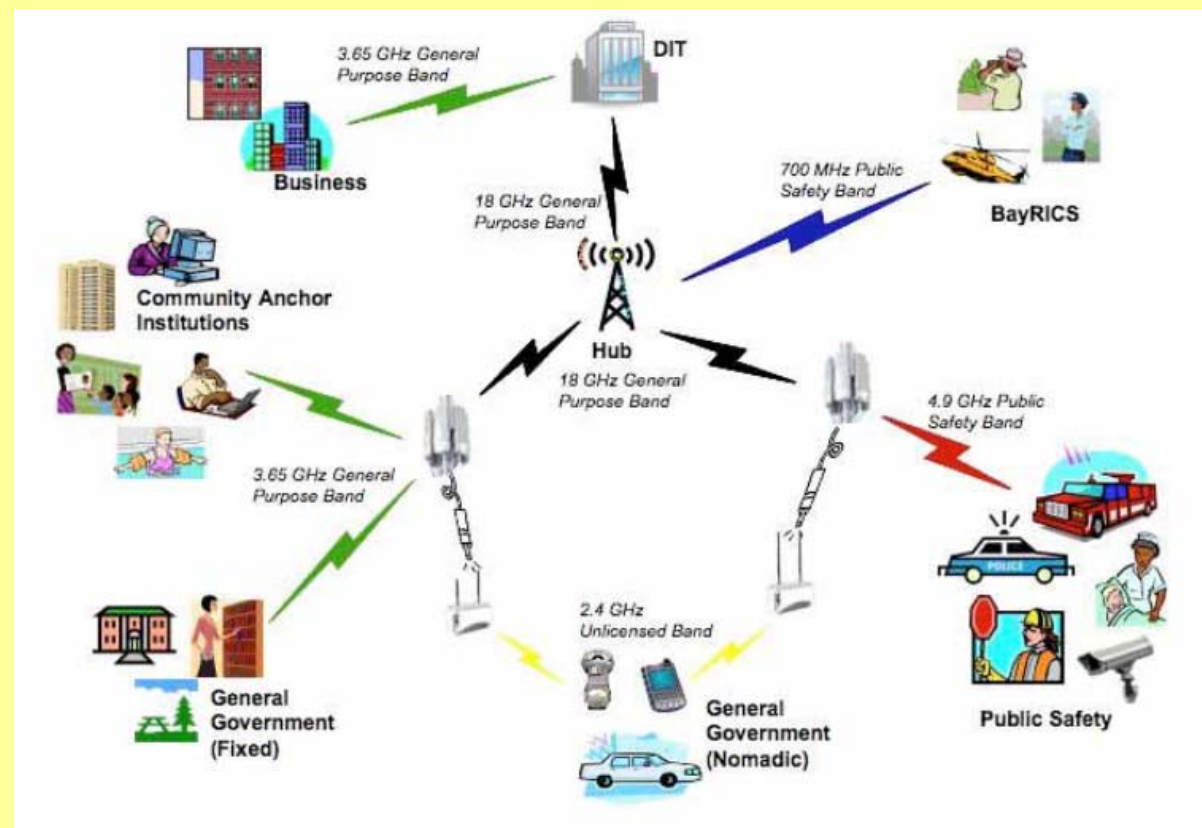
OaklandWEB – BTOP Grant Application 2010

- **In March 2010**, the City Oakland, along with partners IP Networks and Cisco, developed a $24 million ARRA/Broadband Technology Opportunity Proposal.

- If approved, these funds would have leveraged the partnership's resources to deploy OaklandWEB, a $35 million Middle Mile Broadband Fiber Optic Network Infrastructure.

- This network would provide a broadband superhighway 80 Gigabit Backhaul Backbone and up to 10 Gigabit connection points to key government institutions, public safety agencies, and other community anchor institutions including community colleges, the Port of Oakland, healthcare providers and more.

PROPOSED BENEFITS:

- **Economic Development / Business Expansion and Job Creation**

- **Increased Revenues/Business Tax for City**

- **Address Digital Divide issues**

- **Improved public safety communication**

- **Increase capacity of health care, education and community service organizations to serve their constitutents.**

BayWEB – Bay Area Wireless Enhanced Broadband System (2010)

What is BTOP/BayWEB?

- Approved Broadband Technology Opportunity Program (BTOP) grant application: $50.6M grant funding provided by NTIA, and $21.8M match provided by Motorola.
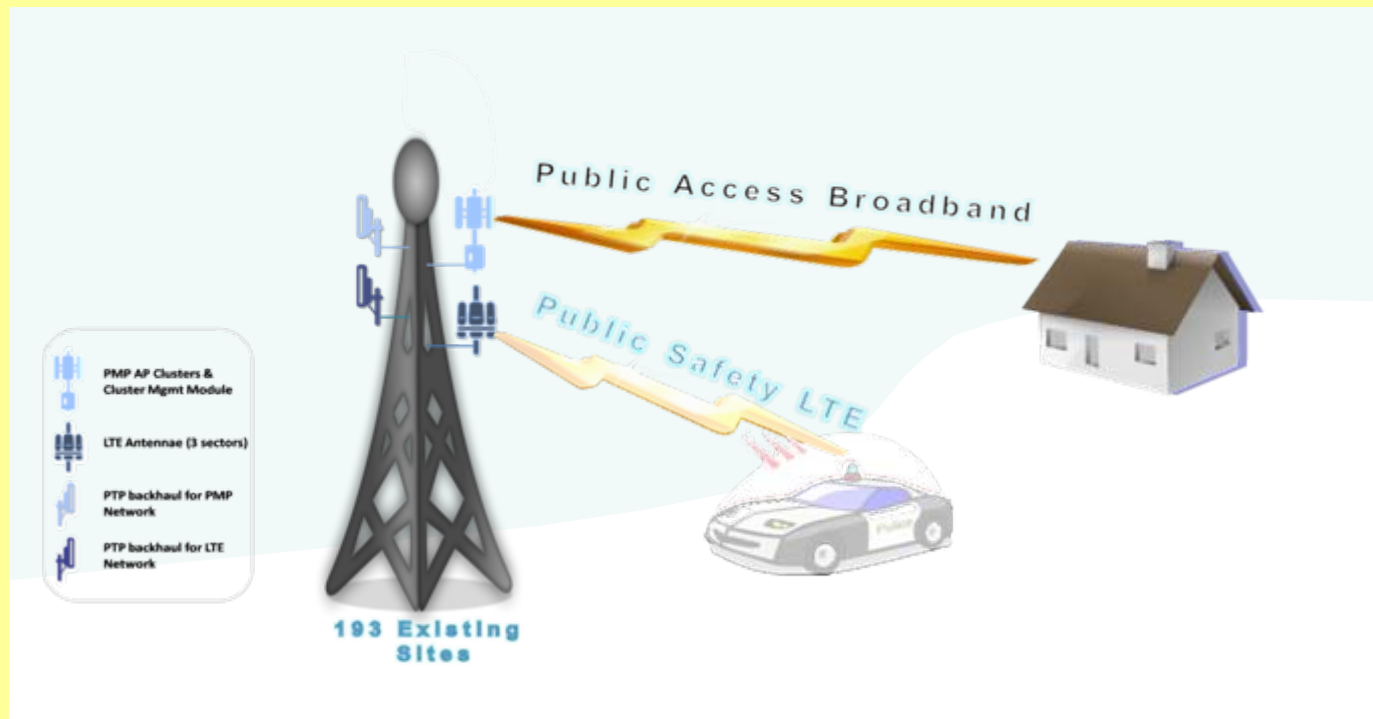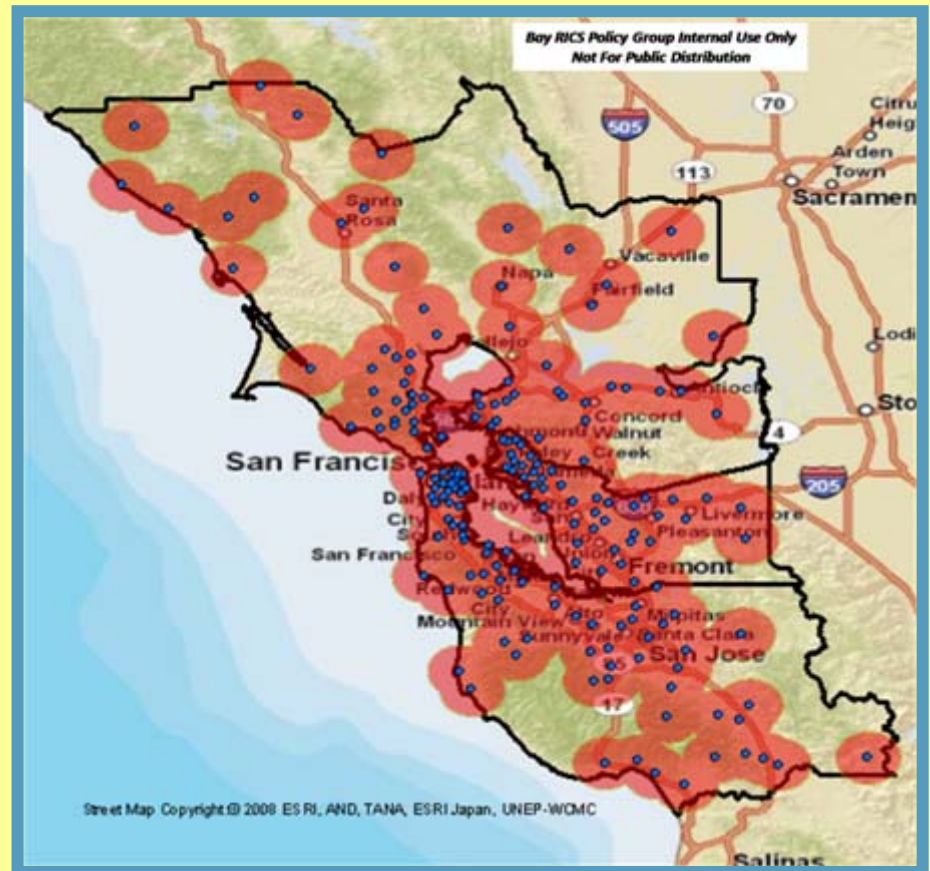
BayWEB – What It Proposes To Do

Deployment

•193 Points of Presence deployed at many of the same sites as Public Safety LTE Network

•Regional Deployments Begin Q1, 2011

•Entire Network Deployment Complete Q3, 2013

OaklandWEB Team: What are the points of intersection between BayWEB deployment and Oakland's efforts to build a middle mile fiber optic network?

Team OaklandWEB

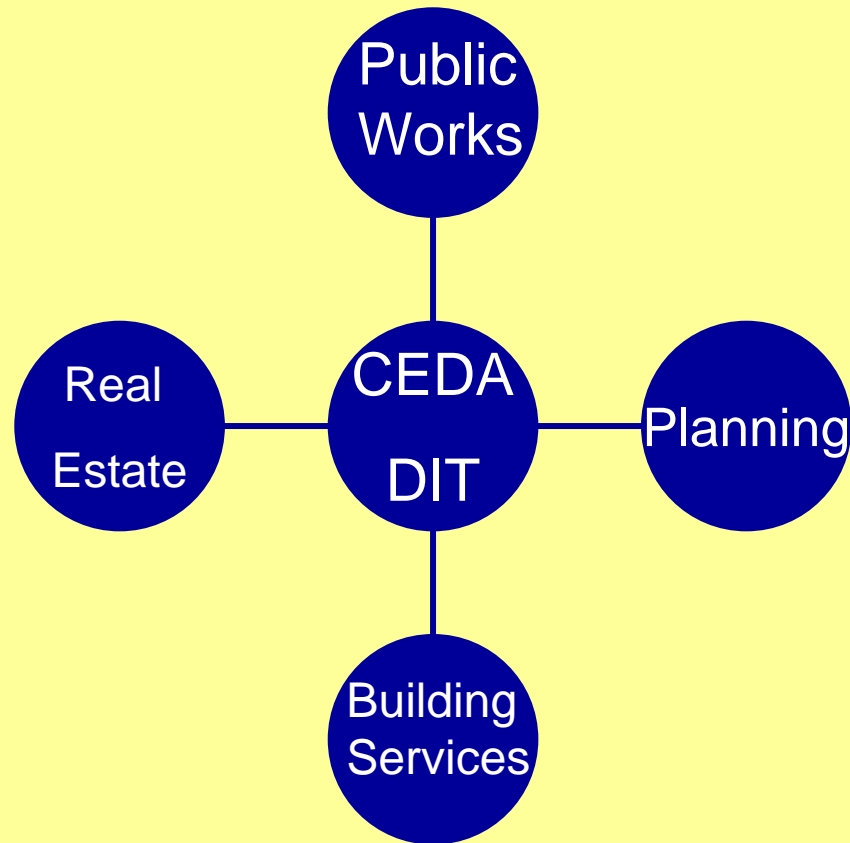Internal City Team
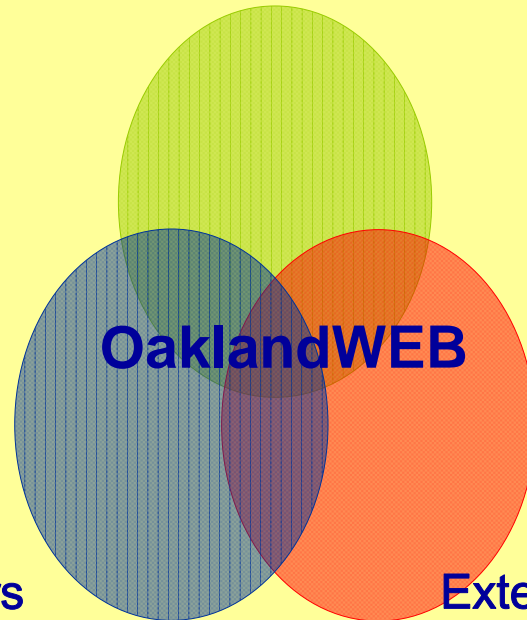
OaklandWEB

Private Partners

External Public Partners

- ISP
- Fiber / Cable
- Network

- Business Community (Targeted industries, etc.)

- BART
- Port of Oakland
- County of Alameda

- Peralta CCD
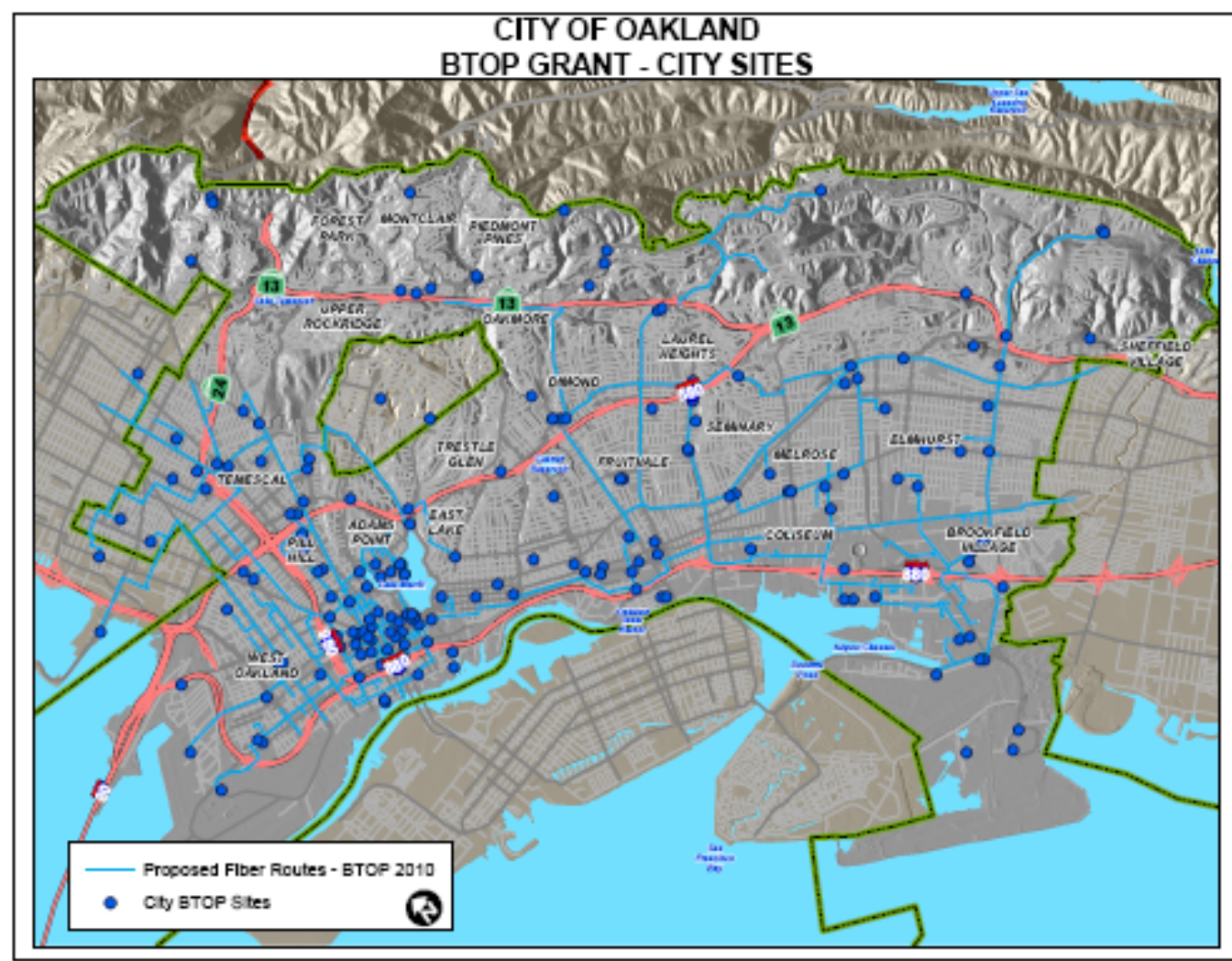- Cal State East Bay
- OUSD

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Internal OaklandWEB Team

Are we missing any internal City resources??

Connecting the Oakland Fiber Landscape

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BTOP GRANT - CITY SITES

Internal Team Roles

Team Leaders – Primary Roles

CEDA

- Coordinate internal and external partnerships and projects

- Maintain Mission Focus

DIT

- Manage coordination of internal and external contributions to fiber optic build out. ***Lead for all City fiber optic build outs.***

- Lead on Public/Private Fiber Agreements, internal and external.

Internal Team Roles

Public Works

- Include fiber installation in capital improvement projects (roads, sewers, transportation)

Real Estate

- Identify and assist in use of City assets to develop fiber optic network

Internal Team Roles

Planning

- Develop and implement entitlement additions to Code that requires new development projects to include fiber optic build out for City ownership

Building Services

- Enforcement of fiber optic entitlement requirements

City Team OaklandWEB – Next Steps

- Identify unit representatives to actively participate on OaklandWEB team

- How do we organize this effort to ensure project moves forward effectively?

- Schedule regular Team meetings AND / OR develop systematic way to chart Team member progress (such as Basecamp, online project collaboration tool - http://basecamphq.com)