



OneCommunity

NATOA 2010

Strategies for Enhancing
Broadband & Economic
Development in your
Community



Transforming Communities

- ❧ Bridge the digital divide
- ❧ Employ community technology resources to support community programs that address their top social priorities
- ❧ Increase innovation through network applications and services
- ❧ Reduce expenses by aggregating disparate networks
- ❧ Invest and build community assets and shared infrastructure
- ❧ Attract and grow businesses within your communities



OneCommunity is working with Cuyahoga County to enhance network services, including providing emergency management communications, wireless connectivity, Voice over IP, and video conferencing capabilities for county employees and across jurisdictions.



Using Broadband to Spur Economic Development in your Community

- ❧ **Broad community governance** model, collaboration
- ❧ **Co-investment** to address top social priorities
- ❧ **Open, neutral network** that:
 - Aggregates demand;
 - Creates public/private partnership opportunities;
 - Enables sharing of public and private assets;
 - Facilitates carrier exchange and community Intranet;
 - Delivers high capacity, best of breed solutions;
- ❧ **Highest quality infrastructure** that enables access to leading edge services and applications
- ❧ **Capital-creation ability** of shared stakeholders public assets/service contracts



How Broadband Impacts Economic Development

- ⊗ Aggregation of opportunity to use broadband
- ⊗ Trans Sector Collaboration
- ⊗ Attracts community and business partners
- ⊗ Increases investment opportunity and spreads risk
- ⊗ Reduces costs for core infrastructure and services
- ⊗ Creates more sustainable growth
- ⊗ Fosters innovation



Economic Development through Job Creation

Create Jobs, Boost Productivity and Revitalize America Resources: Robert Atkinson, Daniel Castro and Stephen Ezell	
OneCommunity - OMMC & FCC RHCPP Network Investment	
Broadband Jobs	
Total Additional Investment (per year) (1)	\$ 69,189,025.60
% Capitalized Labor in Telephone Plant (2)	28%
% Capitalized Labor in Installing Fiber Optic Plant (3)	0.5
\$ Amount of Labor Needed to Implement the Broadband Investment (4)	\$ 31,135,061.52
Average Total Compensation of Telecom Industry Worker (May 2007) (5)	\$ 89,326.00
# Direct Telecommunications Jobs Created from Given BB Investment	349
Cost of Capital Equipment to Deploy Broadband at Given Investment Level	\$ 38,053,964.08
% Amount of Capital Equipment Expense that goes to Labor (Employee Compensation) (6)	35%
\$ Amount towards Labor for Capital Equipment	\$ 13,318,887.43
Average Total Compensation for Computer and Electronic Products Mfg. Worker (May 2007) (7)	\$ 93,769.00
# Jobs Created Directly through Manufacturing of Required Capital Equipment	142
(Leakage of Mfg. Jobs Through Imports of Capital Equipment) (8)	-47
# U.S. Jobs Created Directly through Manufacturing of Required Capital Equipment	95
Net Direct Jobs	444
Employment Multiplier	
Employment Multiplier of Communications IndustryJobs (9)	2.52
Indirect and Induced Jobs Created by Direct Telecommunications Jobs Created	1118
Employment Multiplier of (Communications Equipment) Manufacturing IndustryJobs (10)	2.91
Indirect and Induced Jobs Created by Comm. Equip. ManufacturingJobs Created	277
Net Indirect+Induced Jobs	1395
Total Jobs Created	
Total = Direct+Indirect+Induced	1839
Network Effect Multiplier	1.17
# Jobs from Network Effect	2151
Total Additional Jobs Created	3990



E-Solutions Benchmarking Against Industry Peers

Study completed By SNG

www.sngroup.com

Digital Economy Index

Benchmarking by Industry
(Professional, Manufacturing, Health)

- Green – top 25% utilization
- Yellow – middle 25% to 75%
- Red – bottom 25%

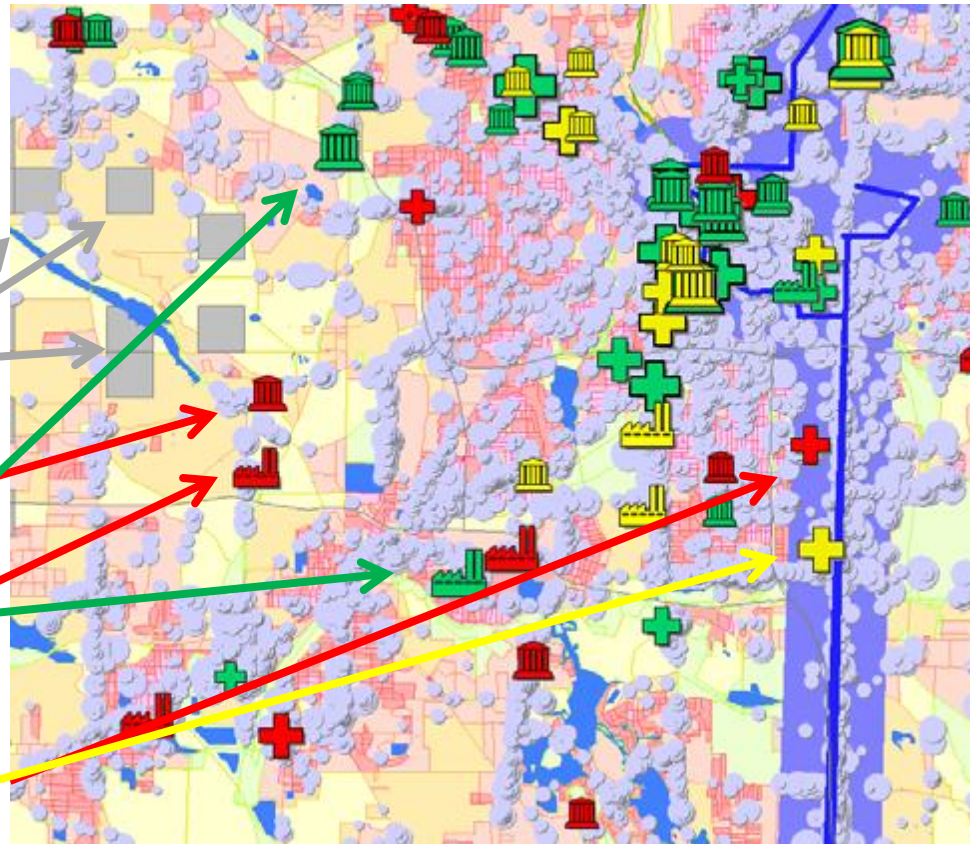
(size of square indicates # of staff)

Grey squares – unserved by
DSL or cable broadband

“Professional & Technical Services”
business – in bottom 25% of utilization

“Manufacturing / Processing”
establishments – in bottom
25% of utilization

Large “Health Care & Social Services”
establishments that are under-utilizing
e-solutions and are in fiber footprint

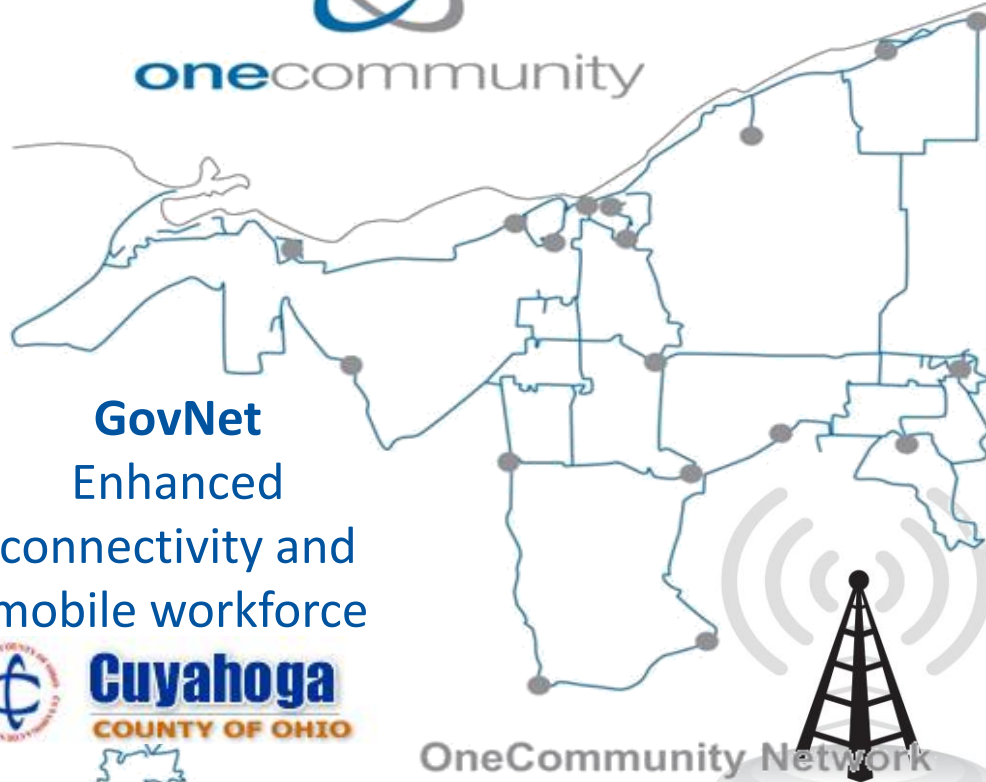


Northern Ohio Impact

Hybrid fiber/wireless network
connecting rural and urban communities



onecommunity



GovNet
Enhanced
connectivity and
mobile workforce



Cuyahoga
COUNTY OF OHIO



OneCommunity Network

Community Access

Public access and community collaboration

HealthNet

Telemedicine and e-medical
records for >100 urban
& rural hospitals across
22 counties



Education

Digital Resource Library
and distance learning



Economic Impact by the Numbers: 2004-2010

Creating Opportunities and Efficiencies

Connecting more than 1,000 sites

Connected public interest institutions, including schools, libraries, governments, and hospitals directly and via aggregation

Attracted \$113 MM (private & federal)

Regional investment from foundations, stakeholders and partners

Saved \$15 MM for use in applications

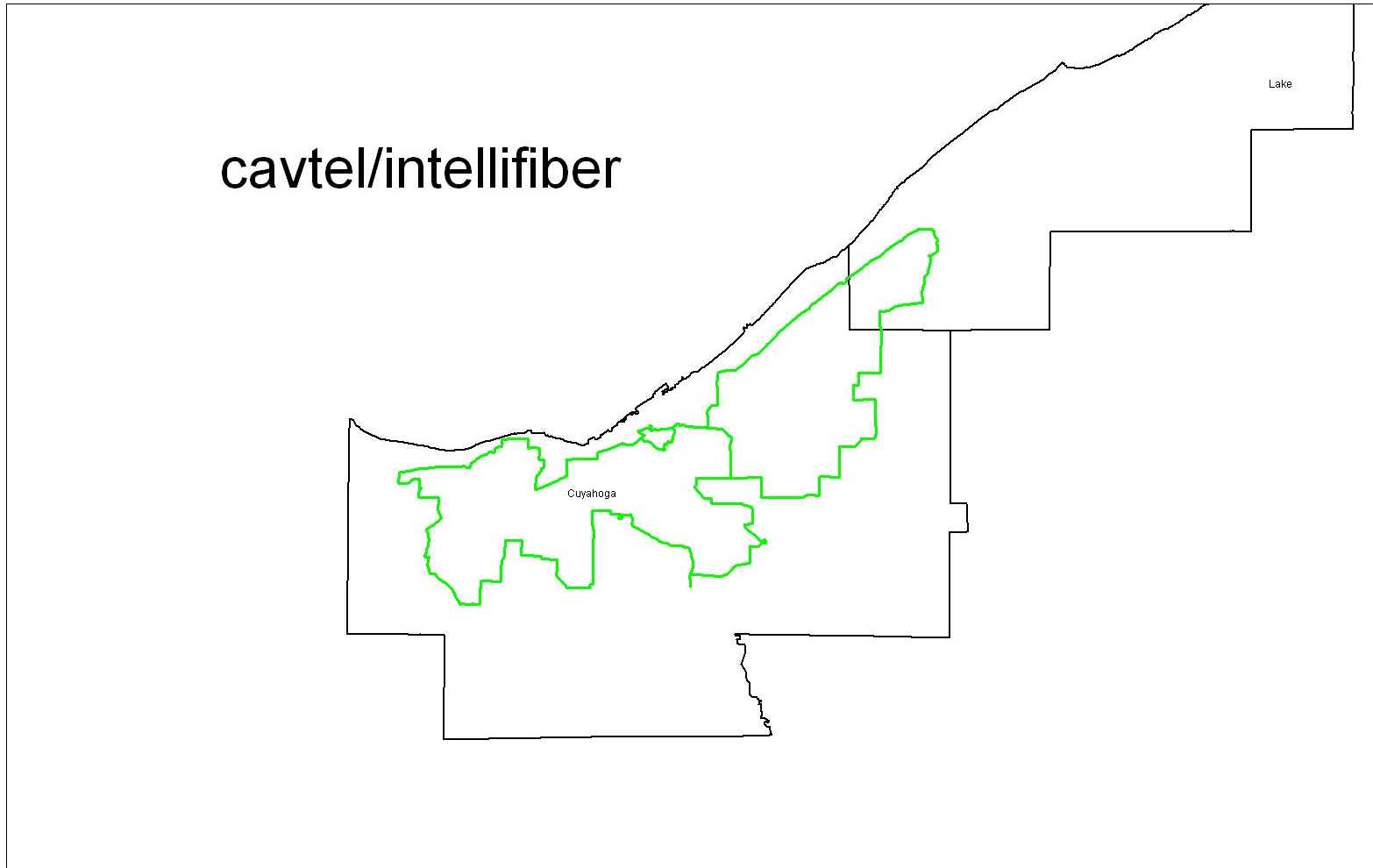
Cost savings provided by OneCommunity for community subscribers

\$36 MM raised for partners

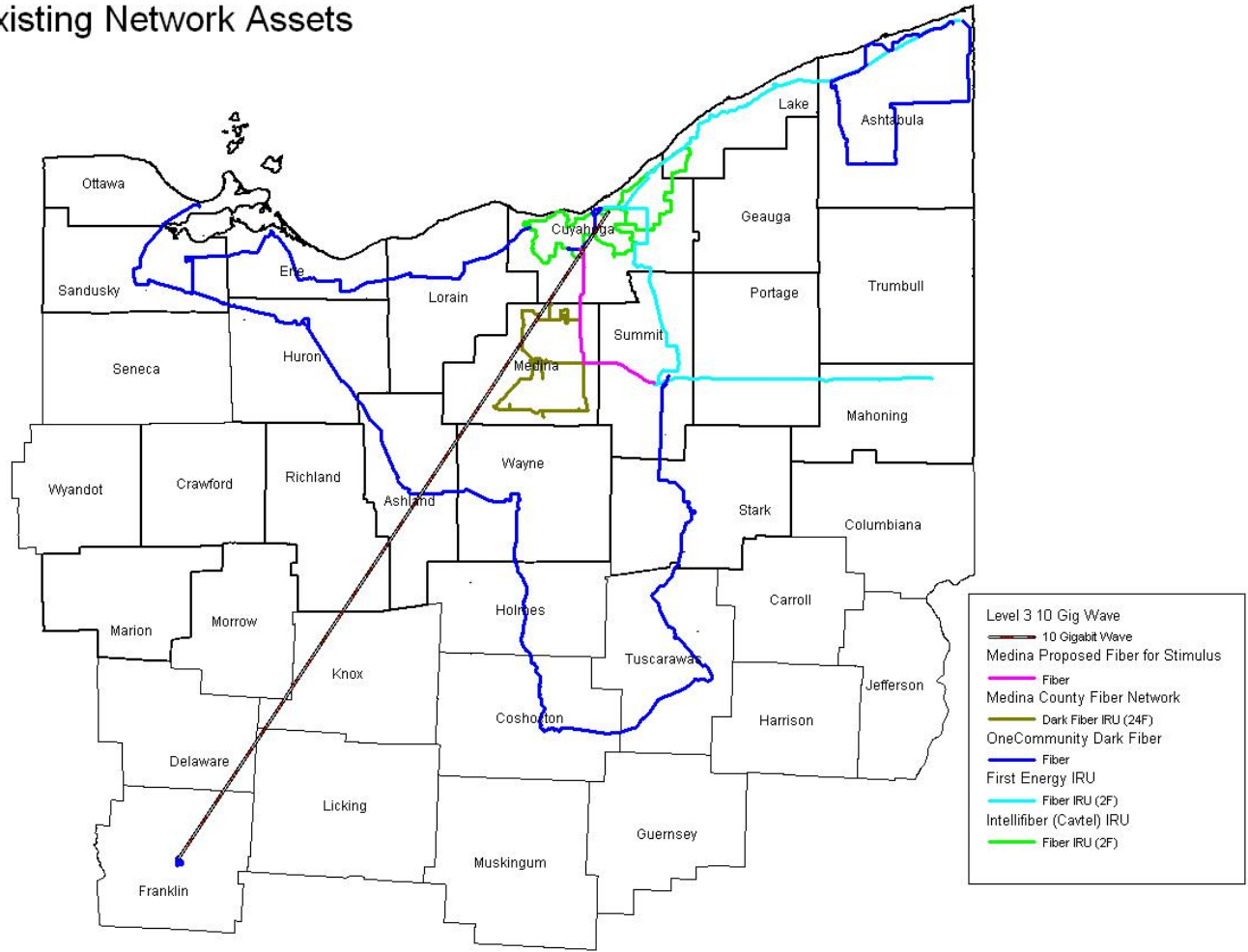
Funds raised by OneCommunity for broadband social and economic development programs directly impacting our community partners



OneCommunity's Initial Footprint

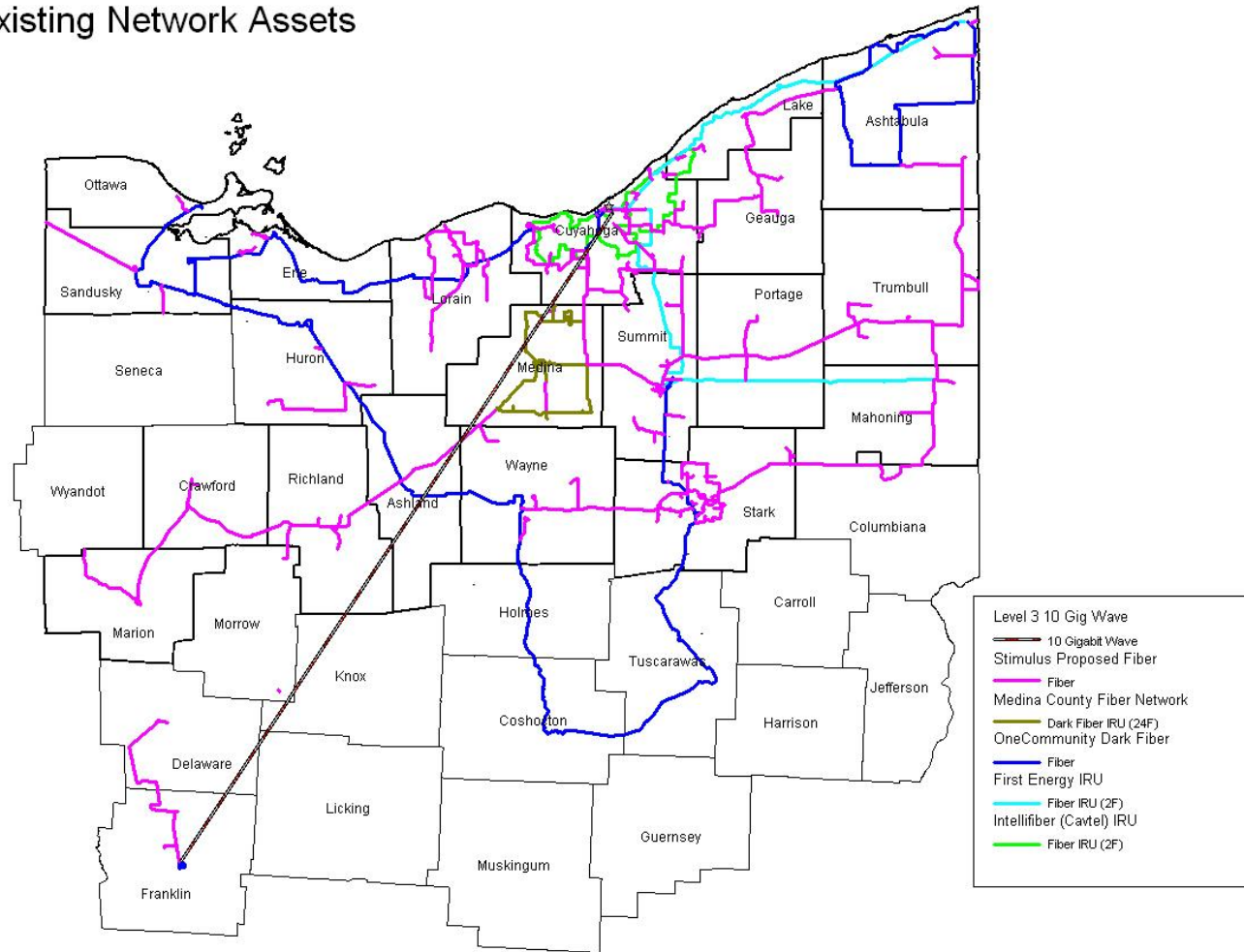


OneCommunity Existing Network Assets

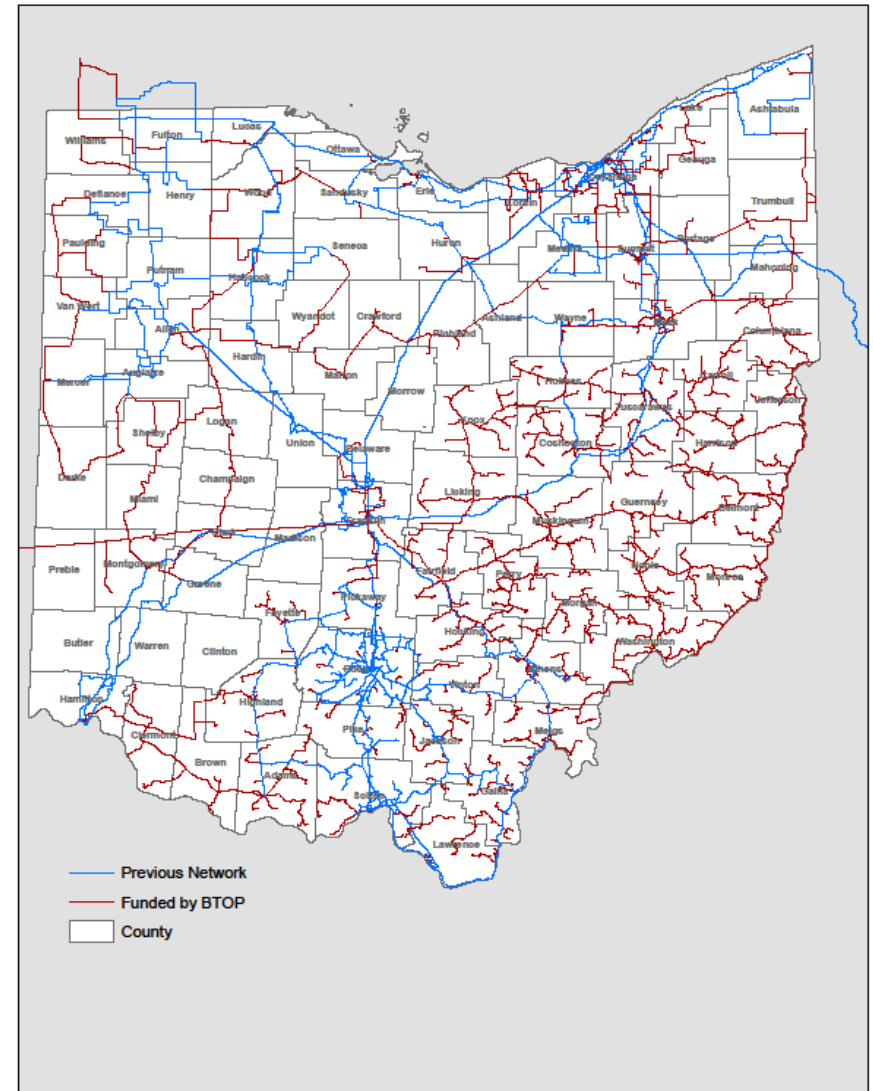
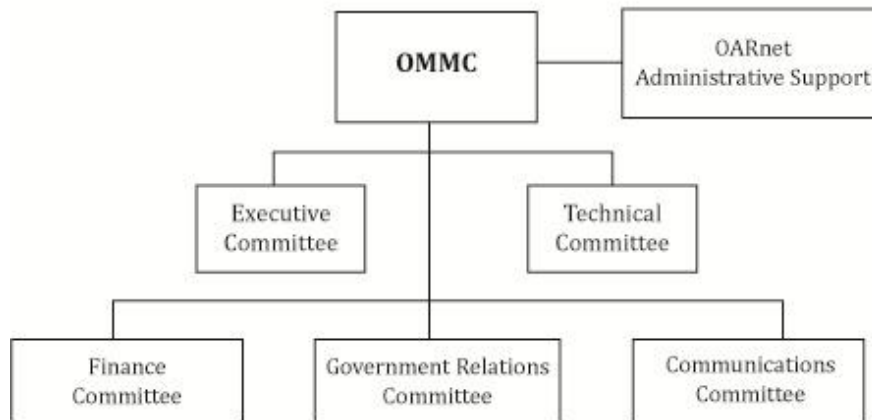
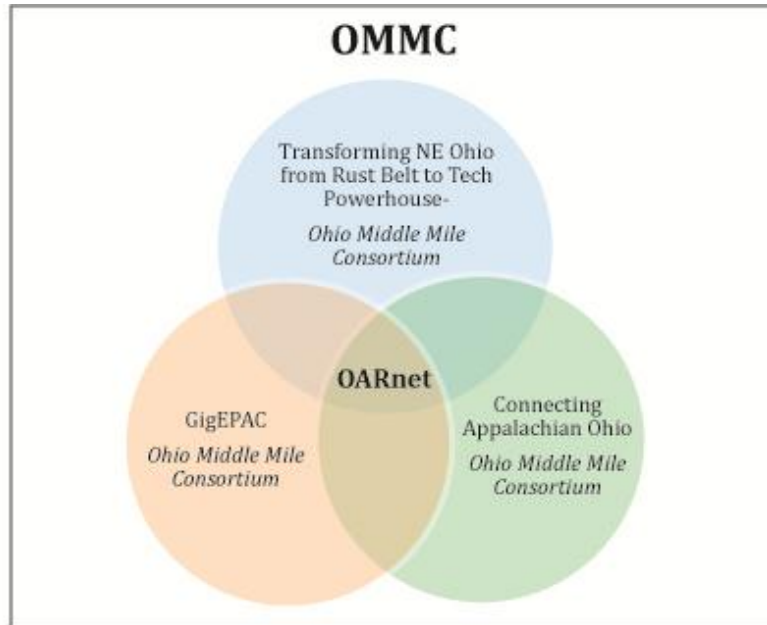


BTOP/CCI Grant Includes \$45 Million

OneCommunity Existing Network Assets



Ohio Middle Mile Consortium (OMMC)



Keys for Success

- ❧ Collaboration and strong leadership
- ❧ Broad community support and involvement
- ❧ Community anchor institutions as beneficiaries
- ❧ Open Network Exchange/Open Network Provider approach
- ❧ Strong carrier relationships
- ❧ Technology as a service and capacity enabler
- ❧ Shared investment, multiple stakeholders

