FTTH at the Local Level: Articulating the Vision, Engaging the Public, Building Consensus and Executing the Plan

Joe Reardon
Attorney
McAnany, Van Cleave & Phillips
Former Mayor
Kansas City, Kansas
November 20, 2013
Google’s “What’s In It For Me Factor”

About this Site
KC Digital Drive is a community-driven, regional effort to take advantage of our unique infrastructure and establish Kansas City as a global leader in digital innovation. KC Digital Drive is charged with the implementation and stewardship of Playing to Win in America’s Digital Crossroads, the digital playbook produced by the Mayor’s Elyseean Innovations Team.

Key Playbook Initiatives
LaunchKC
Digital Sandbox
KC Startup Village
US Ignite
Code for America
KC 20 Librarian

Upcoming Events

Top Gig Ideas
1 Comments
Form Innovation Groups at Local Libraries
1 Billion Bits Building next gen apps and developers

The Latest
September 15, 2013
1 Billion Bits Building next gen apps and developers
Kansas City, Kansas = Google Fiber?

Our Plan, we:

- focused on our strengths
- assembled community leaders
- leveraged our assets
- built community support and awareness
Fiber as Infrastructure

Cities = infrastructure

Public purpose to improve infrastructure

- Quality of Life
- Economic Development
- Job Creation
Fiber as Infrastructure

Compare fiber to traditional infrastructure

- streets/highways
- sewers/water
- today, fiber
Education and Action

- Relate fiber to the impact on everyday life to achieve level of interest in project
- Know your audience and speak to issues important to them
- Work at the grassroots to gain maximum impact
Education and Action

Your Audience and The Rule of Three:
1. Cheerleaders
2. The Middle
3. We’re Against (everything)
Education and Action

- Try to get Groups 1 and 2 together.
- It’s ok if Group 3 doesn’t show.
- Dialogue between Groups 1 and 2 is important.
Tell the story on a widespread and localized plane:

The Potential of Google Fiber and Why it is Important
Cities and Economic Development

- Economic Development as a way to improve quality of life
- Economic Development as a way to broaden tax base and help pay for cost of government
- Economic Development as a way to create jobs and employment opportunities for citizens
Cerner Continuous Campus Kansas City, Kansas
Children’s Campus $16 million investment in Downtown
Prescott Plaza - $21 Million Development

In the last 3 years opened or reopened 3 urban grocery stores
Google Fiber Applicants

1,100 cities applied over 1 year ago to be the first Google Fiber City
Local Applicants

- 22 Cities in Kansas
- 37 Cities in Missouri
Why Did So Many Cities Apply?

Cities dwell in infrastructure

- Streets
- Sidewalks
- Sewers

Good Infrastructure supports commerce and economic development

- Creates Jobs
- Builds thriving communities
Infrastructure & Kansas City

- Great infrastructure built this region
  - Kansas and Missouri Rivers used for commerce
  - Railroad hub (second largest in the country)
- Infrastructure continues to be instrumental
  - Industry today relies on Rail
  - Highway corridors support commerce
  - Airports move people and goods
Today’s Economy

- Driven by data and communication
- The largest employers in our region rely on technology and information
  - Sprint
  - Garmin
  - Cerner
  - KU Med
Education

- As jobs become more connected to technology and information, education becomes more critical to our success
- Education must quickly become more focused on technology, information and creativity

Technology Widens Gap Between Rich and Poor
Gap Between Richest and Poorest Widened in Most Industrialized Countries
What does 1 Gig Mean?
Watch TV shows & movies anytime, anywhere.
Only $7.99 a month.

Start Your Free Month

Watch on your PS3, Wii, Xbox, PC, Mac, Mobile, Tablet and more.

TV shows & movies streamed instantly over the Internet

No commitments, cancel online anytime
Do we really need 100x faster?
46 killed in Hyatt as tea dance turns

Blast opens hole in levee

'A GOOD DAY FOR AMERICA'
A WORLD WITHOUT BIN LADEN

For new KC mayor, key focus is ethics

Argentina neighborhood resident Mary North received a new retaining wall earlier this summer next to her house on South 34th Street. Thanks to donated materials and labor arranged by the Argentine Neighborhood Development Association, the North

Inside: A special 8-page section on the hunt, the death and the consequences
J.P. Morgan Haunted by Decision on Loans
The discovery of a 2006 meeting in which J.P. Morgan executives decided to continue selling shoddy mortgage securities despite red flags led to the biggest settlement between a U.S. company and government.

$13 Billion Settlement

Obama Shifts on Border Overhaul
President Obama said in an interview he would accept a piecemeal approach to revamping immigration, a shift from calls for comprehensive reform.

* Watch Full WSJ Interview
* Full CEO Council Coverage

Consumer Prices Ease

How Would Fed Deal With Debt Ceiling Crisis? Look to Minutes for Clues

A Year Along the Syria-Turkey Border
War disrupts lives in ways large and small as the battle for control of Syria forces hundreds of thousands to flee.

* US Interactive: Explore the Borderlands

What's News —
BUSINESS & FINANCE

A Second Life for An Old Oil Field
One of Texas' oldest oil fields, in decline for decades, has become one of the hottest

TRIALS

CHIEF LIFE OFFICER

MARKETS

Overview U.S. Europe Asia FX Rates Futures

DJIA 15977.04 +10.01 0.06%
Nasdaq 3940.48 +8.92 0.23%
S&P 500 1790.96 +3.08 0.17%
Global Dow 2433.96 -3.05 0.13%
FTSE 100 6680.52 -17.49 0.26%
Nikkei 225 15076.08 -50.48 0.33%

Include my portfolio here (no thanks)

Market Data | MoneyDeal | Portfolio | Customize Watchlist

Tankin Batashvili in Georgia, left, and near Aleppo, right.

Chechen Blowback: The Rebel Commander That Assad, Russia and the U.S. All Fear
Tankin Batashvili is an ethnic Chechen whose warring skills, learned in the U.S.-funded Georgian army, are being used by a group at odds with more mainstream Syria rebels.

* U.S. Weighs Destroying Arms at Sea | Photos: Chechens Enter
100 times faster internet
100 times the possibilities

Google Fiber
33,669 likes · 681 talking about this

Product/Service
At up to 1000 Mb per second, Google Fiber is 100 times faster than today's average broadband, allowing you to get what you want instantaneously.

Hey Kansas City entrepreneurs. We're sponsoring the NewME Accelerator Kansas City Popup at the Fiber Space Lounge this weekend, Nov 15-17. Learn more about the program, and sign up to attend: http://goo.gl/UeA0gM

NewME Kansas City PopUp - NewME Accelerator Reservations
goo.gl
Sporting Kansas City

www.SportingKC.com

In their circles
31 people

- Christopher Meyers
- Erica Zapien
- Kyle Rogers

Have them in circles
223,722 people

Story

Tagline
Kansas City's professional Major League Soccer team. Proud to be locally owned and playing at state-of-the-art Sporting Park.

Introduction
Welcome to Sporting Kansas City's official page on Google+.

Contact Information

Contact info
Phone 888-4KC-GOAL
Next Steps

• Demand Driven System and pricing will be competitive

• Schools and governments are connected at no charge

• Bi-State Innovations Team set tone for regional approaches to success
Watch: Sandra Lawrence Explains Fiber Benefits in Telehealth Services

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1 Billion Bits: Building next gen apps and businesses
The Mayors’ Bistate Innovations Team

The Mayors’ Bistate Innovations Team consists of people appointed by the mayors of Kansas City, Kansas, and Kansas City, Missouri, to develop a playbook for capitalizing on Google’s plans to build ultra-high speed Internet connections in the metro area. The team’s mission is to help maximize the positive impact of the Google Fiber network throughout the Kansas City metro area.

The Mayors’ Bistate Innovation Team has two primary objectives. Short-term, the focus is on how KCK and KCMO residents can benefit from ultra-high speed Internet connections to the home. Bringing digital services to underserved markets is a key part of this phase. Long-term, the focus is on spurring innovation and ingenuity to strengthen the region’s economic base, create companies and jobs. On May 22, 2012, the team presented a beta version of its playbook, Playing to Win in America’s Digital Crossroads, to Mayor Sly James and Joe Reardon.

Meet the Team

Kansas City, Missouri, Mayor Sylvester James and Unified Government Mayor/CEO Joe Reardon have appointed a Bistate Innovations Team of 12 individuals, led by Mike Burke and Dr. Ray Daniels.

Ray Daniels
Kansas Co-Chair
Kansas Co-Chair Ray Daniels is former Superintendent of the Kansas City, Kan., School District and current Chair of the Kansas City, Kansas, Community College Board of Trustees. He is a Senior Associate with Cress & Joffus, LLC. He serves on numerous civic boards and commissions, including United Way of Wyandotte County, the Children’s Campus of Kansas City, KCPT public television and the Community Foundation of Wyandotte County. Daniels began his career in education as an English teacher in Kansas City, Kan.

Mike Burke
Missouri Co-Chair
Missouri Co-Chair Mike Burke is a director and Vice President of King Hechler, PC. He is a lifelong Kansas City resident and attended Rockhurst High School. He received his undergraduate degree in History from Georgetown University in 1970 and his Juris Doctor from Georgetown University Law Center. He was Research Editor for Law and Policy in International Business. Mr. Burke has served at the highest levels of many of the city’s boards and commissions, philanthropic organizations and public events. He was recently appointed by Mayor James to chair Kansas City’s newly created Arts Task Force. Mr. Burke is a resident of Kansas City, Mo., north of the river.

Barbara Atkinson
Kansas
Barbara Atkinson is Executive Vice Chancellor of the University of Kansas Medical Center and Executive Dean of the University of Kansas School of Medicine. She leads the University of Kansas Medical Center’s efforts to enhance human health by championing leading-edge biomedical research, providing exceptional students with excellent educational opportunities and patients with access to the latest advances in medicine. She is focused on improving our region’s health by bringing a National Cancer Institute-designated comprehensive cancer center to the Medical Center and advancing the Medical Center’s prestigious research programs in cancer, neurology, liver, kidney and reproductive biology. In 2010, she was appointed by President Barack Obama to the Presidential Commission for the Study of Bioethical Issues.

Bernard Franklin
Kansas
Bernard Franklin is a founder of The Franklin Group, a strategic communications and public affairs firm based in Kansas City. He has more than 30 years of public service experience, including serving as Deputy Director of the District of Columbia Black Cabinet under Mayor Marion Barry Jr. and as Director of Government Affairs for the Metropolitan Area Planning Council (MAPC).

Contributing Authors

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Other Perspectives

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comments Communities Community community
broadband competition Compute conference
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County Craig creates Crosby Dalton Dainesville data
Pilot Projects and Strategies

- Ensure Universal Access and Capacity
  - Digital Inclusion
  - Community Education and Awareness
  - Digital Infrastructure
  - Fiber to the Community
KANSAS CITY DIGITAL INCLUSION FUND

2013 GRANT GUIDELINES

Overview:
The Kansas City region has emerged as a global leader in the new digital economy. But far too many residents are excluded from the economic, education, health, social and cultural benefits of the digital age because they haven’t adopted or don’t use the Internet at home. With a strong history of entrepreneurialism, vibrant community spirit, and development of a first-of-its-kind high speed fiber network, Kansas City is uniquely positioned to undertake high impact digital inclusion initiatives to close the region's digital divide.

- The challenge: Recent data show that 25 percent of Kansas Citians don’t have broadband at home, and 19 percent don’t use the Internet at all. When asked why they aren’t online, non-users cite two main reasons: lack of relevance and lack of access.
- The opportunity: The Digital Inclusion Fund will support local projects that provide consumers access to high-speed Internet and help solve the Internet deficit, creating greater opportunities for Kansas City's citizens and businesses.

The fund’s vision and mission:

The Greater Kansas City Community Foundation Digital Inclusion Fund will support initiatives that provide, improve, and expand access to the Internet in the Kansas City metropolitan area, particularly in the areas of education, health, and economic development, to reduce the digital divide.

The fund’s charter:

The fund's purpose is to create and support sustainable initiatives that will provide Internet access to Kansas City residents who are currently Internet-ineligible, while simultaneously investing in digital inclusion projects that help close the digital divide.

The fund’s goals:

The fund will focus on three principal goals:

- Education: To help close the digital divide in education by providing Internet access to children and adults in schools and community centers.
- Health: To help close the digital divide in health care by providing Internet access to patients and medical providers.
- Economic Development: To help close the digital divide in economic development by providing Internet access to businesses and entrepreneurs.

The fund’s strategies:

The fund will achieve its goals through the following strategies:

- Grants: The fund will award grants to organizations that are working to close the digital divide in the Kansas City metropolitan area.
- Partnerships: The fund will form partnerships with other organizations that are working to close the digital divide in the Kansas City metropolitan area.
- Collaborations: The fund will collaborate with other organizations that are working to close the digital divide in the Kansas City metropolitan area.

The fund’s impact:

The fund’s impact will be measured by the number of people who gain Internet access, the number of people who benefit from Internet access, and the number of people who benefit from the fund's initiatives.

The fund’s outcomes:

The fund’s outcomes will be measured by the number of people who gain Internet access, the number of people who benefit from Internet access, and the number of people who benefit from the fund's initiatives.

The fund’s evaluation:

The fund will evaluate its progress and outcomes by collecting data on the number of people who gain Internet access, the number of people who benefit from Internet access, and the number of people who benefit from the fund's initiatives.

The fund’s reporting:

The fund will report on its progress and outcomes by publishing an annual report that includes information on the number of people who gain Internet access, the number of people who benefit from Internet access, and the number of people who benefit from the fund's initiatives.

The fund’s financial management:

The fund will maintain sound financial management by ensuring that all financial transactions are recorded accurately and that all financial statements are prepared in accordance with generally accepted accounting principles.
Pilot Projects and Strategies

• Drive Innovation through Demonstration
  ▪ Neighborhoods
    • Mesh Wi-Fi Networks
    • House of the Future
  ▪ Education
    • Pre-K Teacher Coaching
    • K-12 Classroom Demonstrations
    • Libraries Pilot
  ▪ Arts and Culture
    • Digital Arts
  ▪ Health
    • Telehealth Pilot
    • Medical Reimbursement
  ▪ Local Governments
    • Innovation in Government
What We Do

**Sector Serviced:** Education and Workforce Training, Health and Wellness, Public Safety and Emergency Preparedness

**What it Does:** Utilizing next generation networks, Brief+Case Health (BCH) will be a revolutionary mobile solution for remote presence healthcare services anywhere in the world.

Unlike existing telemedicine solutions, BCH incorporates SightDeck technology enabling high quality interactive collaboration between multiple points.

This solution provides the ability treat patients, educate providers and perform medically necessary procedures with real-time supervision.

**So What?** Brief+Case Health is truly an example of translative science/technology. It is a powerful tool for addressing the shortage of healthcare providers world-wide and fully demonstrates how next generation networks can change or improve existing solutions for the betterment of the world.
Pilot Projects and Strategies

- Expand Economic Opportunities
  - University Research Capacity
  - IT Workforce Development
  - Proof-of-Concept and Fab Labs
  - Technology Transfer
  - Support Online Gaming Development
  - Innovation Hubs/Tech Districts
  - Access to Capital
The Kansas City Startup Village (KCSV) is an entrepreneur-led, organic, grassroots initiative helping to bolster the Kansas City entrepreneur and startup community. Our mission: to create

Featured Press

- CNN
- AP
- The Wall Street Journal
- VentureBeat
- Fast Company
- The Washington Post
Pilot Projects and Strategies

- Establish Global Leadership
  - Global Roundtables
  - Convention Center Technology
  - Marketing the Region
How to get the very most from a Google Fiber hook-up

BY SCOTT CANON
The Kansas City Star

If a standard broadband connection resembles a babbling brook of potential Internet data running by your house, then what Google Inc. sells in a few Kansas City neighborhoods is a raging river.

So wouldn't it be nice to draw from that channel with something bigger than your old tap?

Good news for you: Your old computer will work with a Google Fiber hook-up.

Whether it can extract the advertised gigabit speeds from the new glass wire connecting your house to the Internet is another thing. More good news: No one really figures what to do with a gigabit — broadband about 100 times greater than available in most American homes — so you're not missing out yet.

There is reason to capture as much of the torrent of data connected to your house as possible. To get 8 of the buffering on your streaming video, to upload thousands of pictures in minutes rather than days, to download huge documents instantaneously, you'll need all the speed you can muster.

If you want to see if you're suited properly for a gig, as the kids say, start by looking at the back of your computer. There should be an ethernet port. It's a slot for a plug that looks like a phone connection, but fatter. If the numbers next to the plug read 10, you don't have a gigabit. The 1000 represents the bits of information that can pass through in a second. A gig is a thousand megabits.

"Anything that's less than five years old should probably be OK," James Vacuum, a computer technician.
Questions?