

EXECUTIVE SUMMARY TOWNSHIP OF IRVINGTON, NJ

"The state of our economy calls for action, bold and swift. And we will act, not only to create new jobs, but to lay a new foundation for growth. We will build the roads and bridges, the electric grids and digital lines that feed our commerce and bind us together." Inaugural Address, President Obama, 01/20/2009.

Irvington recognizes a vital need to build digital lines, to deploy and position broadband service to Irvington residents, to municipal, public safety and educational locations within this economically disadvantaged NJ municipality. The Township is very much aware of what's at stake and why this urban community must connect its deprived to the digital world to not only be able to equally compete with others in the region for more and better opportunities and jobs but also to be more marketable.

As if the loss of America's economic competitiveness was not alarming enough, our inability to deploy universal, affordable, and robust broadband means that a wealth of tangible economic and quality-of-life benefits being enjoyed by citizens in other nations, if not neighboring towns, are denied Irvington's residents. These include hundreds of billions of dollars in new economic development; over a million new and high-paying jobs; enhanced Homeland Security and Public Safety initiatives; better and more affordable health care; increased educational opportunities; reduced energy consumption and reductions in greenhouse gas emissions.

Affordable universal broadband/internet access for all reinvigorates municipalities like Irvington by connecting all citizens with each other, with potential employers, with reference sources, employment opportunities and with information as well as with their governments. Community broadband access provides an ideal opportunity to include those who have too often been excluded from full participation in our economy and society; low-income, minority, rural, elderly, and disabled Americans. Using broadband technologies, everyone could more easily and knowledgeably engage in community affairs at all levels.

Building out broadband to every household, however, is not enough. There must also be access to the digital skills and tools necessary to realize broadband's enormous potential benefits: better jobs, freedom to telework, access to online education and training, remote monitoring of health issues, and so much more.

Through this initiative, Irvington plans to provide businesses essential tools that lend themselves to business retention and business growth; this affordable, community broadband initiative provides a competitive edge for start-up businesses which increases business for the Township; and the initiative allows Irvington to be more attractive to businesses interested in relocating or looking for areas to expand in, so this program lends itself to business attraction, which again leads to overall business growth. The emphasis is about providing the tools and mechanisms, offering the competitive means to grow and be successful; that means many more jobs; more employment for Irvington's

residents. Jobs creation is a key cornerstone of the Irvington program.

Relying too heavily on the marketplace alone to deploy affordable and vibrant broadband has left millions of Americans without these connections and services, denying opportunities to fully participate in, and take advantage of, the vast benefits and advances of the Digital Age. To provide opportunity, and answer the challenge of our nation's new "Sputnik" moment, the new administration launched a well-planned, concerted national effort to deploy robust and affordable broadband to every corner of the nation; Irvington intends to capture this opportunity for its community. Without such an effort, paralleling that which brought telephone service, electricity, and interstate highways across the nation, Irvington citizens will fail to reap broadband's tremendous benefits and will fall further behind a host of competitors.

The Township of Irvington proposes to design, build, deploy, manage, maintain and improve broadband service to its underserved populations and to provide broadband education, awareness, training, access, equipment, and support to Irvington's residents, community anchor institutions (schools, libraries, medical facilities), organizations serving vulnerable populations (low income, unemployed, aged). This project aims to create jobs, stimulate economic development in commercial, industrial and business districts, buttress strategic facilities located in designated development and redevelopment areas, and provide improved broadband service for public safety entities, including police, fire and EMS.

The Irvington NJ Comprehensive Community Broadband Infrastructure Project consists of the installation, management and maintenance of a high-speed fiber telecommunications services network. This integrated communications network is suited to meet all of the broadband access requirements of the municipality and its residents, its school district and community anchor institution users, both reliably and cost-effectively, in union with the Federal Broadband Economic Stimulus Package. The proposed project is presented as a Last Mile Non-Remote BTOP for underserved populations and it integrates and encompasses Middle Mile components to supplement the infrastructure build out.

This advanced network offers end-to-end solutions that deliver ultra-broadband data and in the future, voice & video services with long-term scalability. The project provides all of the components for a best of breed end-to-end network from the subscriber home to the centralized headend. A flexible and scalable design allows any carrier to seamlessly launch next generation ultra-broadband services while setting the basis for meeting its future operational/expansion goals.

The infrastructure addresses the importance of a fully integrated multi-play network for launching next generation ultra-broadband services with a single vendor solution. This single vendor approach for all hardware and software, from the network core and to the access network and home network, offers a sizeable reduction in overall project risk as technical and multi-vendor deployment challenges are managed completely by Irvington's team.

Specific technical details of this customized broadband network and system for Irvington are included in the essay portion of this application.

As part of the build-out and funding through this project, and during the duration of the grant, qualified end users will be eligible for free or subsidized broadband services. This satisfies the intent of the project and meets the compelling reason to build the infrastructure in the first place.

Irvington's population is 60,695, with 22,032 households. Even though the entire municipality qualifies, the proposed service area includes approximately 36,580 people and 15,071 households; businesses are estimated to number 650; community anchor institutions and public safety entities are approximately 17. More details are in other sections of the application, e.g., service area.

The network/system build-out benefits Irvington residents who are financially prohibited from broadband services and high speed internet. In fact, in the future, this project can be tapped as the epicenter, as the foundation of a larger and more extensive/expansive broadband and internet network that serves the underserved and underprivileged populations in other surrounding urban communities, e.g., East Orange, Orange, Newark, Hillside, etc.

Starting on his first day in office, the President declared that the deployment of universal, affordable, and robust broadband Internet access to every American household is one of his top priorities. His administration immediately began the process of designing and successfully executing a coordinated and effective National Broadband Strategy (NBS); a "coherent roadmap of policies and goals that complement and accelerate efforts in the marketplace to achieve universal adoption of affordable high-speed Internet connections."

It is vital to NBS success to include initiatives that eliminate the digital divide, and promote the transformation of broadband technologies to address the difficult challenges faced in urban communities in the areas of economic growth, job creation, health care, education, public safety, energy consumption and climate change. When massive and wide-ranging solutions to these pressing national problems are delivered to digitally-connected and Internet-savvy citizens, demand for comprehensive broadband exponentially increases. The Irvington project proposes such initiatives and solutions and is viewed as a model for other urban communities.

By Irvington promoting both the supply of and the demand for broadband, in the spirit of the NBS, it creates a "virtuous circle" in which an increased supply of robust and affordable broadband stimulates creation of applications that produce wide-ranging, valuable social benefits that in turn causes citizens to demand even more viable and affordable broadband; which consequently stimulates greater investment; which then results in even more applications that trigger greater demand for more services.

Using the NBS as a compass, Irvington's strong local leadership intends to bring an end to the stand-off between those ready to invest in the deployment of broadband as technologies and applications emerge and those ready to invest in transforming technologies and applications for those waiting for broadband to be built.

Research indicates that connecting towns like Irvington to broadband brings remarkable economic, social, cultural, personal, and other benefits to its residents. Citing this research, a bipartisan chorus of America's leaders advocates for the availability of affordable broadband access across the nation. Irvington intends to deliver to its most disadvantaged the opportunities that are sought for their children and themselves through universal, affordable and quality broadband: to reach for the American Dream in the Digital Age.

Irvington applauds President Obama, the Dept. of Commerce and related agencies for this Broadband Technology Opportunity Program. It permits urban centers like Irvington to bring broadband to its citizens, businesses, community organizations, and anchoring institutions. The Township is excited about this chance to partner with the government in its quest to both bridge the digital divide and solve community broadband needs.

"Here, in the country that invented the Internet, every child should have the chance to get online. That's how we'll strengthen America's competitiveness in the world."