Executive Summary

Community Development Leagues of America (CDL) has established a non-profit sector, public-private-partnership with the Executive Office of the State of New Mexico, called Broadband Innovation Group Enablement and Enhancement (BIGEE) extending to the county and small municipality-level of government and economic development participation by using internet-based broadband innovation via a virtual call center operation, that will generate 72,000 new jobs over the next 3 years. This dynamic BIGEE partnership will also deploy an open access, wholesale provisioning network, connecting community anchor institutions across Mississippi and New Mexico, and will bring capacity and support to 4G broadband systems in the underserved portions of these two states, and ultimately, across America. Not only will the BIGEE infrastructure link critical key anchor institutions in both of the project's key states, it will use broadband based delivery mechanisms across this versatile network to significantly address many of the social, economic and health disparities, including childhood obesity and pre/neonatal healthcare problems, that are so pronounced throughout the predominantly rural and vulnerable populations comprising large portions of these territories. BIGEE is partnered with the MS Department of Health, installing digital signage stations in its facilities in every county in the state, providing a two-way interactive computer presence to the Women and Infant Children (WIC) Distribution Centers, with 200 hours of video programming updated daily, to both aide and track the needs of these challenged WIC program participants, which in turn provides valuable data back to MSDH to improve the administration/resource allocation for the program. BIGEE management will be assisted in these middle mile infrastructure, design, deployment, operation and maintenance efforts by its partners, Telamon, Cisco, AfterImage GIS, Level 3, Ceragon and Dell Computers. Additionally, BIGEE has enormous congressional and state government level support, and is working with cooperative support organizations and institutions in each of its two target states, including the Mississippi Library Commission, the New Mexico State Library, the University of New Mexico and the Global Cultural Entrepreneurship Center, the Mississippi Department of Health, the Delta Council, two Historically Black Universities in Mississippi and community colleges in both states, the Navajo, Pueblo and the Choctaw Indian Nations, as well the U.S. League of Small Town Mayors. Particularly, the proposed BIGEE initiative has the support of, and to a great degree has been spawned by leadership from the Congressional Hispanic Caucus. Anticipated project benefits over the 5-year planning period include the following: 72,205 new jobs created 498 schools, libraries, and public computer centers connected 194 health care facilities connected 14 health care and public safety programs launched 41 new systems/last mile broadband service providers added 12,364 new broadband subscribers added 3 years for CDL-BIGEE to reach cash-flow positive Opportunity the proposed system seeks to address Much of the BIGEE region
also has additional challenges, with its large percentage of Hispanic communities, whose vulnerable and typically low-income populations face a consistent uphill battle, where many are immersed in predominantly Spanish speaking households and experience disproportionate struggles in learning broadband technologies shrouded in mostly English. Project proposed funded service area The project's proposed funded service area in New Mexico with 33 counties, and its population (2008 est.) of 1,984,356, includes 91 census-designated communities, with each of New Mexico's 115 libraries plus the University of NM and NM's 5 community colleges, the Navajo Indian Nation and 17 Pueblo tribal entities, all connected by the BIGEE mobile multimedia core platform and technology. Forty four (44.4) % of New Mexico's citizens are Hispanic and 29% of the state's residents speak Spanish and over 4% speak Navajo. Also in Mississippi, BIGEE serves the largest possible segment of the (2008 est.) of 2,938,618 population in each of state's 82 counties and 273 communities it connects through broadband, by its proposed statewide gigabit wireless middle mile network consisting of thirteen GigE rings, and key anchor facilities in those communities, including 241 libraries, 3 designated community centers, all of the state's 101 MSDH county facilities and its 93 WIC centers, a community college district, 2 universities, 5 housing authority projects and a MS-based national community support organization (U.S. STM) all being connected by the robust mobile multimedia core technology. This BIGEE middle mile network is initially set to provide backhaul to 41 wireless mesh community systems, where over 75% of those are located in a seven county area in the heart of the MS Delta, and it will pass 1,117,345 households and 61,874 businesses in MS and the network will pass 754,607 households and 46,869 businesses in NM. Proposed BIGEE services and applications CDL complies with the FCC's four broadband principles (Internet Policy Statement, 05-151), and CDL is willing and able to comply with all non-discrimination and interconnection obligations set forth in the NOFA. Anchor institutions and facilities in the BIGEE network will typically be connected in increments of 10 Mbps to 100 Mbps, at speeds up to 200 Mbps. CDL will be deploying a flat IP middle mile network with enough throughput and carrier-class redundancy to support fourth-generation wireless systems technology well-suited to the region's current needs. The BIGEE evolved packet/multi-media core technology offers a full set of differentiated voice, data, and premium video services in a variety of wireless fashions - fixed, portable and mobile. Qualifications of the applicant CDL is a nonprofit corporation which, in tandem with State of New Mexico's efforts, has been working on the project for nearly two years. In early 2009, CDL's research and analysis led it to identify Telamon Corp. out of Indianapolis as its primary operating partner. Telamon has a proven track record in middle mile construction and operation. CDL combines its regional understanding and mission with partner Telamon's existing capabilities, resulting in a strong, established middle mile operation. CDL's experience, together with that of its lead middle mile partners, Cisco and Telamon Corp., demonstrates that it will be able to rapidly and affordably deploy this BIGEE middle mile network, within 6-12 months of funding. BIGEE Major Job Creation CDL anticipates generating positive EBITDA/cash flow in year 3, thereby ensuring project sustainability without additional government support. The overall infrastructure cost of the BIGEE middle mile system to be deployed will be $98,898,050. Significantly, BIGEE leadership has broken new ground with the establishment of it's unique model to be a leading provider of virtual call center services, with IP switch facilities to be in Santa Fe, NM and Clinton, MS, and which will operate across North America. There are currently 112,000 home-based agents in the U.S., and BIGEE plans to help double that figure over the next 3 years, generating 72,000 new local home agent jobs, in sales, customer service, verification, or
technical support. CDL-BIGEE's partner Telamon has extensive experience designing call centers, then building, operating and ultimately, transferring them to their clients, like BIGEE. It's home-based agents will typically be paid on a per-call basis, with CDL paying $1.50 per call (calls averaging 5 minutes) and making $2.00 for that same call, CDL anticipates generating positive EBITDA/cash flow in year 3, thereby ensuring project sustainability without additional government support. Additionally, CDL expects that its middle mile system deployment will attract multiple other last mile system providers and over a dozen institutional connections over the initial five-year period between 2011 and 2015. Number of jobs estimated to be created or saved as a result of this project In addition to the 72,000 virtual call center jobs created, it is estimated that a total of 205 new jobs will be created as a result of CDL's deployment of broadband in its service region, in the following categories: 83 network deployment and construction jobs 122 local sales and marketing jobs 72,000 local home agents -virtual call center In addition, other jobs will be created as a result of the increase in broadband penetration throughout BIGEE. According to a Study by the Brookings Institution from July 2007, every 1% increase in broadband penetration is projected to yield a .2%-.3% increase in non-farm employment.