

Broadband USA Applications Database

Applicant Name: CHAMPION WIFI CORP., LLC

Project Title: Monrovia WIFI Project

Project Type: Last Mile

Executive Summary

The opportunity the proposed system seeks to address is to provide improved access to broadband service to consumers residing in the underserved area of Monrovia California. According to data provided by the State of California PUC in December 2008, Monrovia has only a 35% broadband subscribership rate. This subscribership rate is significantly below the Los Angeles County rate of 54% and more than 20% below the statewide broadband subscribership rate of 56%. The Project seeks to improve the rate of subscribership in two principal ways: (1) partner with community anchor institutions to provide free access to residents and improve education/awareness, and (2) provide an affordable and more accessible broadband option. General description of the proposed funded service areas. The proposed funded service area is the City of Monrovia, CA, located in east Los Angeles County. It is in the San Gabriel Valley and is one of the oldest communities in the Los Angeles region. The City of Monrovia has an area of 13.8 sq. miles. However, this includes a large wilderness area above the foothills. The proposed funded service area is contiguous set of census tracts which comprise an area of 7.2 square miles. Number of households and businesses passed. According to the 2000 decennial census, the proposed funded service area has 13,957 households and 842 businesses passed. In addition, the network will pass six community-anchor institutions: Monrovia Police, Monrovia Fire, City Hall, Community Center, Public Library and Downtown Business Improvement District. Applicant is partnering with the City of Monrovia to involve the primary community anchor institutions (Public Library, City Hall, and Community Center), public safety, and key economic development agencies. Applicant's parent company, CBC Broadband Holdings, LLC (CBC) is already partnering with the City to provide free landline based broadband access to the City library. Applicant will expand upon this partnership by adding WiFi access to all principal anchor institutions and parks and collaborate with City educational efforts to increase awareness and education. The applicant has also involved the Monrovia Fire Department to develop a public safety component (4.9 GHz) on the network. The department will use the Project to improve public safety and public health through the use of WiFi readers on the EKG machines. The Monrovia Fire Department is also going to deploy laptops and data kits on all emergency vehicles to aid in the rapid transmission of data to hospitals. Another element is the partnership to add free WiFi to job trainees in the City Enterprise Zone. The city is a leading applicant for the designation and expects to hear in the next 30-90 days if it has been selected. The downtown Monrovia Business Improvement District (BID) is a district focused on improving businesses and economic conditions for merchants in downtown. The Applicant is working with the BID to develop access for members and is developing a program that will provide wireless access to the Monrovia farmers market, which attracts as many as 4,000 to 5,000 visitors to downtown each week. Proposed services and applications for the proposed

funded service areas and users. Applicant is planning to offer WiFi broadband service both indoor and outdoors anywhere in the City. The service will be available from PDA and laptops using widely available standards based software and hardware. The applicant is proposing attractively priced plans to make the program more affordable. Prices for the plans will start at \$19.95 for 1.5mbps of service and will include the ability to access service anywhere in the City. Applicant will also link network to existing WiFi aggregators (e.g. boingo) to allow aggregator subscribers to access the network. Since network is accessible from sub-\$300 devices such as netbooks and PDA's (e.g. iPod Touch), Applicant feels this platform will make broadband more affordable and accessible. Applicant's Approach to addressing the non discrimination and interconnection obligations will be consistent with the NOFA non-discrimination and network interconnection obligations. Applicant will adhere to the principles contained in the FCC Internet Policy Statement (FCC 05-151); Applicant will not favor any lawful Internet application and content over others. Applicant will display all network management policies in a prominent location on its web page and will provide notice to customers of changes to these policies. Applicant will connect to the public Internet directly using its existing Internet connectivity. Applicant will allow interconnection to requesting parties, both the ability to connect to the Internet and physical interconnection. The type of system that will be deployed is a dual band (2.4 GHz public access and 4.9 GHz public safety) WiFi network which covers over 95% of the built out area of the city using existing aerial infrastructure to which Applicant has access rights. The 2.4 GHz band will serve all consumer uses of the internet and allow consumers to access the Internet. The 4.9 GHz band will be used by public safety personnel as a secure network. The existing aerial network will provide both the platform from which the access points will be hung and the power to drive the network. Qualifications of the Applicant that demonstrate the ability to implement and operate a broadband infrastructure and/or be a sustainable broadband services provider. The Applicant's parent, CBC Broadband Holdings, LLC, the video franchisee in Monrovia, will also contribute its extensive experience and resources to the venture. Applicant currently operates a 6000 subscriber broadband services company and its executives collectively bring nearly 100 years of industry experience. In addition, Applicant is partnering with industry leaders Arris and BelAir Networks to plan, build and install the WiFi network. The combination of this experience and infrastructure will provide the WiFi network a more sustainable platform from which to offer service than if it were "green field." The Applicant will share billing systems, customer service and network operations between the two systems. In addition, the WiFi network will hang on aerial plant to which Applicant has access rights. This shared use will save time and will eliminate two of the largest impediments to sustainable WiFi systems which are power and pole rights. In addition, Champion executives bring a wealth of experience in serving underserved populations. CBC executives created one of the largest Hispanic telecommunications firms in the country with a network that passed 2.6 million homes, had revenues in excess of \$100 million and had over 400 employees. They will bring this experience to bear in helping to address the underserved nature of this population in Monrovia. According to the State of California Emerging Technology Fund report dated June 2008, Latinos have the worst rate of broadband adoption in the State at 35% versus 55% of the overall population. According to US Census data, 32% of Monrovia is Hispanic. Applicant believes this segment of the population is severely underserved and will create a program to improve subscribership among this population. Among the programs that Applicant will provide are: in-language technical support, a local service center with in-language instruction, and in-language billing. Overall infrastructure cost of the system. The project offers a cost-effective public-

private solution to the challenge of a severely underserved area by combining an existing infrastructure of Champion Broadband with a WiFi network. The overall cost of systems is \$2,914, 072. This cost will provide a dual band WiFi network for 13,957 households at a cost of \$209 per home passed. The cost of this dual band wireless system is significantly less than the typical \$1500 to \$2500 per home passed for fiber based systems. Overall expected subscriber projections for the project: Applicant estimates that 1,084 new accounts will be created as a result of this project being implemented. This amount breaks down into 958 residential broadband subscriptions, 72 commercial accounts and 48 public safety wifi accounts. In addition, 6 anchor institutions will be added as subscribers. The residential penetration will increase 6.8% from 34.9% to 42%. By achieving this goal Champion would remove the City of Monrovia from the list of underserved communities by exceeding the 40% benchmark. Number of jobs estimated to be created or saved. Applicant estimates that 100 jobs can be created or saved with this network. Applicant will create three new direct permanent jobs in conjunction with this effort and five construction jobs related to the implementation of the network. Applicant also is partnering with two local entities to ensure economic growth and job creation occur as a byproduct of the network. The downtown Monrovia Business Improvement District (BID) is a district focused on improving businesses and economic conditions for merchants in downtown. The Applicant is working with the BID to develop access for members and is seeking to develop a program that will provide wireless access to the Monrovia farmers market, which attracts as many as 4,000 to 5,000 visitors to downtown each week. Applicant estimates this can create or save 25 jobs among the 80 members. The Applicant is also partnering with the City in an application to become a State of California Enterprise Zone. As a part of this application, the Applicant has pledged to provide all job trainees in the enterprise zone with free WiFi access. Applicant estimates it can help save or create 70 jobs partnering with the enterprise zone.