

# Broadband

## A Key Economic Differentiator



TOWN OF JUPITER

# Broadband Defined

- High-speed internet or communications access
  - It provides:
    - Higher transmission speeds
    - Highest quality services: streaming media, VoIP, Interactive services, video (TV/cable), voice, data



# Broadband Advantages

## Economic Development

Promotes economic development and revitalization by:

- Creating new jobs and attracting new industries.
- Providing access to regional, national, and worldwide markets.

## Telehealth & Telemedicine

Facilitates provision of medical care to unserved and underserved populations through remote diagnosis, treatment, monitoring, and consultations with specialists.

## Education, Culture, & Entertainment

Overcomes geographical and financial barriers to provide access to a wide range of educational, cultural, and recreational opportunities and resources.

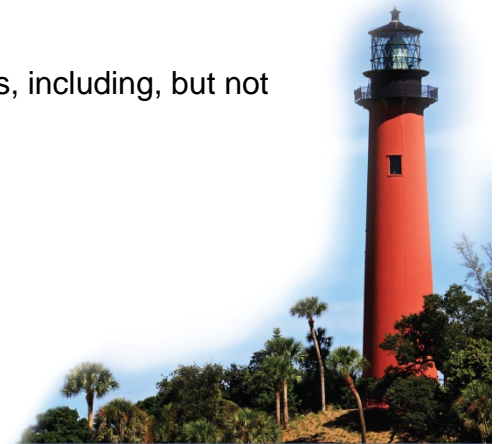
## E-Government

Helps streamline people's interaction with government agencies, and provide information about government policies, procedures, benefits, and programs.

## Public Safety & Homeland Security

Helps protect the public by facilitating and promoting public safety information and procedures, including, but not limited to:

- Early warning/public alert systems and disaster preparation programs.
- Remote security monitoring and real time security background checks.
- Backup systems for public safety communications networks.



1+GBPS

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## Bandwidth Comparisons

- 64 kbps: a standard phone line
- 128 kbps: ISDN
- 1.5 Mbps: T1 Line
- 20 Mbps: Max speed current Wireless technology
- 100 Mbps: Max speed supported by DSL
- 160 Mbps: Max speed supported by Cable

Today, fiber bandwidth is orders of magnitude bigger than other technologies. As new generations of 10 Gbps equipment is deployed, the fiber tunnel will off the page!

### Only the Beginning

In a few years, even 1 Gbps will look small. Video, ultra-high definition and 3D content will be commonplace.

# Case Studies

- Concurrent Technologies: Bringing technology to Jupiter – perhaps?
- Coutleur & Hearing: Securing your data?
- Scripps and Torrey Pines: Biotech collaborations...
- What about our existing businesses: Business retention?
- Martin County: A strategic priority!



# Jupiter's Broadband Initiative Overview

- Phase I: Connecting key Town facilities
  - Lowered operational costs
  - Improved services
- Phase II & III: Promoting economic development in the community
  - Jupiter provides the infrastructure; Service providers provide the services and content
  - Business model: Built on demand
  - Costs: \$4M over the next 7 years
  - ROI timeframe (projected): 2016-17



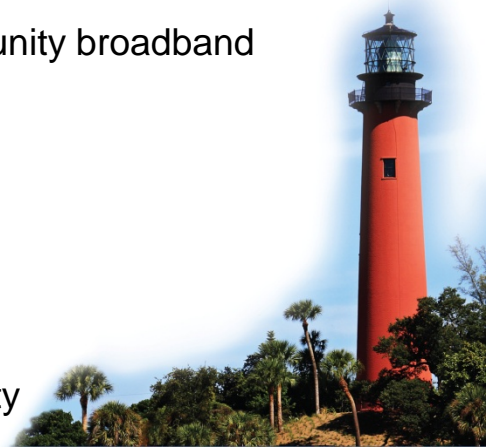
# North County Vision

- Partners

- North County Chamber of Commerce
  - Economic Development Committee
    - Community Broadband Subcommittee
- Business Development Board
- J-Biz
- PGA Corridor Association
- Residential Property Association Managers

- Community Broadband Subcommittee Goals

- Use Broadband Access as a key differentiator for attracting high quality, high salaried industries to northern PBC.
- Raise awareness of cities and local businesses on the need for community broadband
  - Impact to economic development
  - Impact to education and R&D institutions
  - Impact to government Service Delivery
- Help provide business outreach
- Provide a forum for continuing dialog
- Identify measures for broadband
- Promote local government collaboration in northern Palm Beach County



# Making it Happen

- Things you can do today
  1. Require constructing conduit for future fiber in your own infrastructure/roadway/sewer/water projects and development applications
  2. Create and adopt “Outside Plant Standards” (OPS) within your codes
- Long Term
  3. View broadband as a strategic initiative in your community
  4. Develop a business plan for broadband
  5. Partner with other cities, the private sector, and the Chamber of Commerce to promote broadband





For a copy of Jupiter's OPS or for more  
information...

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# Additional Resources

- Fiber to the Home Council
  - <http://www.ftthcouncil.org/en>
- National Broadband Plan
  - <http://www.broadband.gov/>

