

Feasibility Study: Deployment of a Wireless Network in Folsom



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Prepared by Tellus Venture Associates,
for The City of Folsom, California

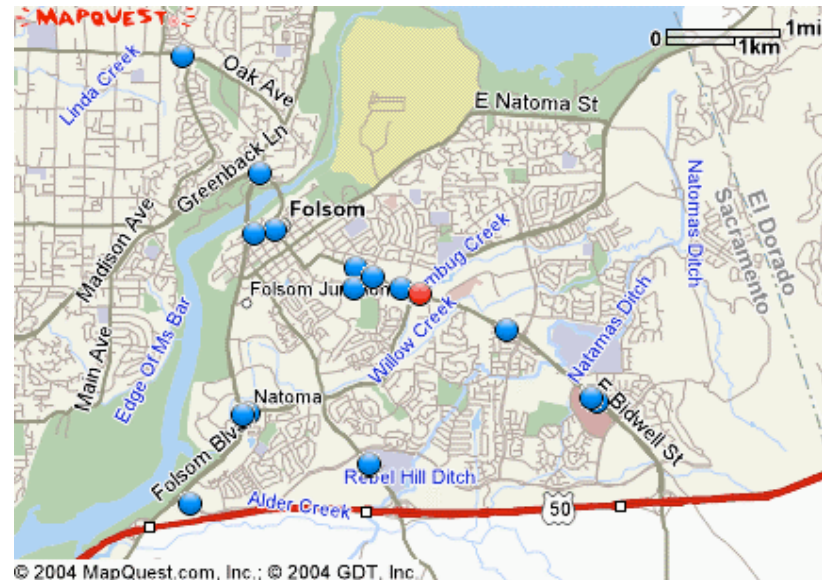
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Feasibility study objectives

- ❑ Can a citywide, wireless network...
 - ❑ Be technically viable?
 - ❑ Succeed financially?
 - ❑ Promote economic development?
- ❑ Research and analysis included...
 - ❑ Market assessment
 - ❑ Spectrum survey & analysis
 - ❑ Conceptual design
 - ❑ Business model & scenarios

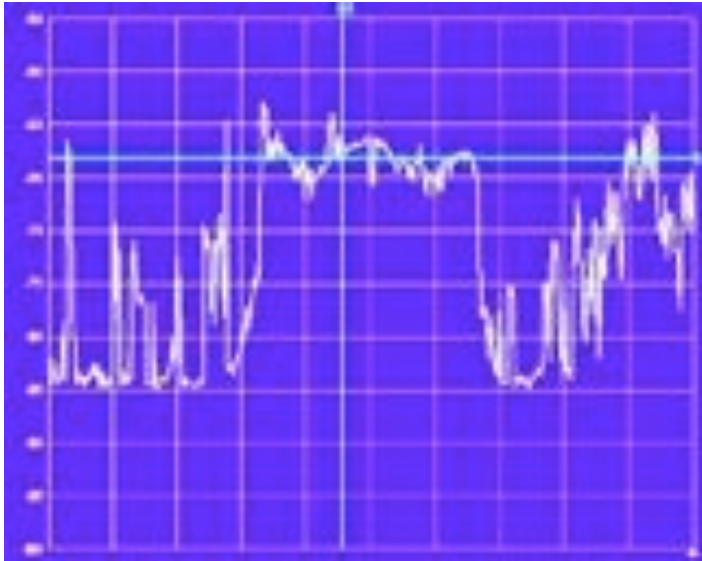
Internet service in Folsom is good

- ❑ Infrastructure up to date
 - ❑ Comcast
 - ❑ SBC
- ❑ Wireless service in-town
 - ❑ Earthlink wireless service
 - ❑ Verizon planning 3G broadband
 - ❑ 30 to 40 WiFi hotspots

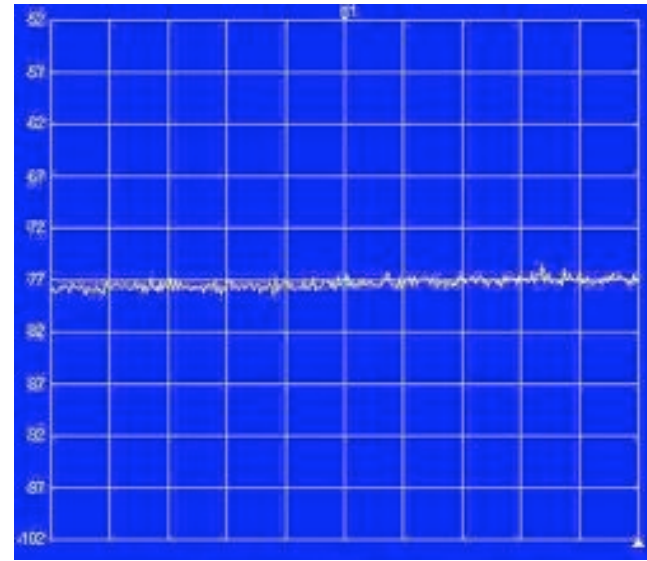


No indication of general or widespread unmet needs, for either the consumer or commercial markets.

Room is available for new service



WiFi frequencies



WiMAX frequencies

Folsom already has a lot of WiFi users and hotspots, but frequencies earmarked for WiMAX are very quiet.

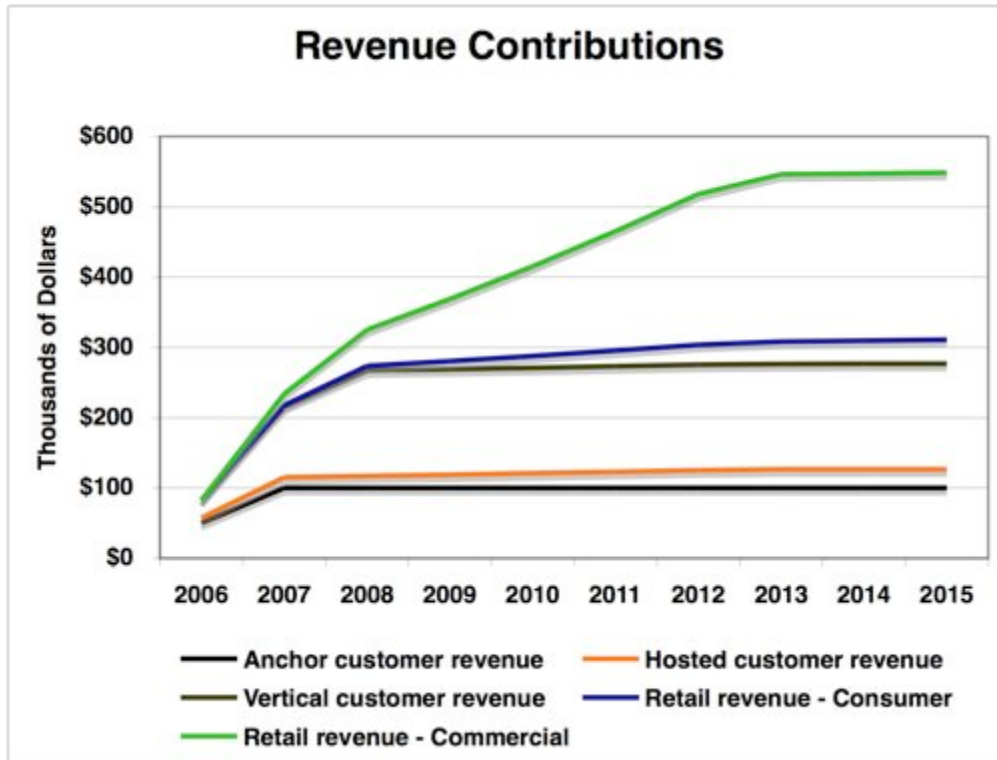
WiMAX is an opportunity to grow



- ❑ Inexpensively provides new networking capability
 - ❑ Create new opportunities for small and large businesses
 - ❑ Reduce costs, increase service for large organizations
 - ❑ Aid research & development
- ❑ Partnership opportunities
 - ❑ WiFi hotspots
 - ❑ New consumer services
- ❑ Can expand to directly serve consumers

Key to success is to focus on serving existing needs with greater flexibility and lower cost.

Business model puts revenue first



- ❑ Four scenarios
 - ❑ Standalone business
 - ❑ Local consortium
 - ❑ ISP partner
 - ❑ Membership
- ❑ Self supporting with user buy-in
- ❑ Partners create growth
 - ❑ ISPs need options
 - ❑ Specific sectors, such as health care
 - ❑ Open to new ventures

Allows existing businesses to expand & develop, creates opportunities for new businesses, improves service for all.

Next step: pilot project

- ❑ Proof of concept
 - ❑ Demonstrate technology works
 - ❑ Show that it's truly useful
- ❑ Claim unused spectrum
- ❑ Use existing public & private assets
 - ❑ Access to City infrastructure
 - ❑ On-going R&D programs
 - ❑ Minimize out of pocket expense

Interested organizations are eager to participate and willing to commit resources.

City Hall Campus – WiFi/Wi-Max Sites

○ Sites with continuous power and equipment housing possibilities.



Kemp Park – WiFi/Wi-Max Sites

○ Sites with continuous power and equipment housing possibilities.





Timeline

- ❑ **October 2006**
 - ❑ Preliminary budget
 - ❑ Funding identified
- ❑ **October/November 2006**
 - ❑ Installation of initial pilot project design
- ❑ **November/December 2006**
 - ❑ SkyTel radio optimization
- ❑ **December 2006/January 2007**
 - ❑ Pilot project operational
- ❑ **August 2007**
 - ❑ Pilot project assessment
 - ❑ Citywide expansion evaluation

City staff currently finalizing work plan for installation.

Questions?

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