

THIRD QUARTER
The Pick and Roll
10:30a – 11:30a

Karen Twenhafel, TCA, Inc.

Pick and Roll: Wireless Broadband Opportunities In the ARRA

Karen Twenhafel, Senior Consultant, TCA

What is NTIA?

- ▶ National Telecommunications and Information Administration
 - ▶ Dept. of Commerce
- ▶ Advises Executive Branch on telecommunications and information technology policies
 - ▶ Manages Fed. Govt. use of spectrum
 - ▶ Administers infrastructure and public telecommunications grants



The Basics of NTIA's Grants

- ▶ \$4.7 billion to provide access to broadband services
 - ▶ Unserved Areas
 - ▶ Underserved Areas
 - ▶ Public Safety Agencies
 - ▶ Schools, Libraries and Educational Facilities
 - ▶ Facilities provisioning services to "Vulnerable Populations"
 - ▶ Economic zones, development districts, empowerment zones and enterprise communities
 - ▶ "Stimulate demand for broadband, economic growth and job creation"



The Basics of NTIA's Grants

- ▶ Set-Asides from \$4.7 billion pot
 - ▶ \$350 million for statewide broadband mapping
 - ▶ \$250 million for “sustainable” broadband adoption
 - ▶ \$200 million for public computer centers
 - ▶ \$10 million to OIG for Audits

- ▶ Applicants may include
 - ▶ State or Political Subdivision
 - ▶ Tribes
 - ▶ Non-profits
 - ▶ Any other entity that by Rule is “in the public interest”
 - ▶ Service or Infrastructure Provider



Timeline

- ▶ 6 Public Meetings held in March
- ▶ Public Comment Due to NTIA, RUS and FCC: April 13
 - ▶ NTIA, RUS Comments:
<http://www.ntia.doc.gov/broadbandgrants/form.cfm>
 - ▶ FCC Comments: ECFS mechanism
 - ▶ House Commerce Hearing: April 2
- ▶ All monies must be distributed by Sept. 10, 2010
 - ▶ Potential Grant Windows: April-June 2009, September–November 2009 and April-June 2010



The Din of Applicants

- ▶ Who Will Apply?
 - ▶ Expecting thousands of applications
 - ▶ Large Companies
 - ▶ States
 - ▶ Universities
 - ▶ Entrepreneurs
 - ▶ Small Entities
 - ▶ Independent Telecommunications Companies...



The Din of Applicants

- ▶ What will they want to do?
 - ▶ Anything and everything
- ▶ \$350 million for statewide broadband mapping
 - ▶ Mapping of broadband, other telecommunication infrastructure?
- ▶ \$250 million for “sustainable” broadband adoption
 - ▶ Netbooks, Laptop in every backpack
- ▶ \$200 million for public computer centers
 - ▶ Establishing and Established



Rising Above the Din

- ▶ Current Wireless Licenseholders have Advantage
- ▶ NTIA Buzz Words
 - ▶ Shovel-Ready
 - ▶ Bang for Buck
 - ▶ Stimulus
 - ▶ Job Creation
 - ▶ Joint Applications
 - ▶ “Would not happen if not for federal funds”
- ▶ AWS, Lower 700 MHz meant for broadband



Rising Above the Din

- ▶ Look for Opportunities
 - ▶ Power of Politics
 - ▶ Spin, Photo Opps, A Good Story
 - ▶ Joint Ventures
 - ▶ Non-Profits
 - ▶ Local Community
 - ▶ Other Providers
 - Wireless Licenseholders



A Quiet Place (Maybe)

- ▶ \$19 Billion for Health Information Technology
- ▶ \$11 Billion for Electric Smart Grid
- ▶ Assisting Grant Winners



Next Steps

- ▶ Think Creatively
 - ▶ Service Area
 - ▶ 3600 Hybrid License: National Slice

- ▶ Stay Very Informed
 - ▶ Rules
 - ▶ Applications, Grant Awards
 - ▶ Winners' Quarterly Reports

- ▶ Act Like It's the Only Shot
 - ▶ But it may not be...

