

We're the right fit for a GoogleBit.

One of the planning participants sent this email:

*“So after the meeting tonight, I was talking with my wife, and she asked me a simple question ‘Besides me being your wife, why would I want to go to this?’ I proceeded to give here some of the reasons, and the only one that even gave her a hint of interest was being able to download a entire feature length movie in 5 minutes (but Netflix instant makes that not as relevant ). I left that conversation and found myself continually thinking back to it. A couple of hours later I realized that she was not convinced and is hesitant to give up her Sunday afternoon for this event.*

*And I think there are many more out there like her ... people who lead busy lives. People who live close enough to Nevada City or Grass Valley to have DSL or Cable and are satisfied with the speed. People who are not technical and can are not sure what a GB is and how it will really improve their lives and the community. Many of my friends fall in this category, and after failing to convince my wife I am not sure how to approach them. How do we convince these people that coming out to this event is something they want to do?”*

Here are some of the benefits of having a Googlebit:

**JOBS** - Nevada County has lost and will continue to lose many jobs. Adding infrastructure for bandwidth is like building highways during the "Great Depression". It may just bring a few jobs here now, but in the future it lays a foundation that will help Nevada County sustain jobs into the future.

**MEDICAL** - Future medical services will (and currently do) depend on high bandwidth for remote medical diagnosis, imaging, access to specialists, etc. As medical costs become more and more costly, remote medical diagnosis will help provide advanced services at lower costs especially in rural areas.

**EDUCATION** - While school age children may have DSL, more and more interactive video will move into schools and already has in urban areas. CENIC, a non-profit that provides optical fiber access to many California schools and universities, is currently applying for federal grants to extend their network to school, public libraries and government centers. This would just start to put Nevada County on par with urban areas should the grant be won and the network built. Our county libraries have digital access but way below demand and two libraries are woefully lacking in Internet access at all. Libraries are the new digital media centers for those in our remote and geographical diverse terrain who can't get DSL or other reliable high speed bandwidth.

**THE ARTS** - music and filmmaking now utilize computers. Not required, but more and more useful for creative endeavors. Such files and exchange and interchange require more and more bandwidth. Think of concerts where the performers are in different regions of the world, but playing together.

**PUBLIC SAFETY** - Full streaming video in every vehicle will give our public safety officers quick and full access to police/fire databases from every remote area. Remote viewing/monitoring of fires, and emergency site communications will also be provided.

**SOCIAL MEDIA** - often thought of as fluffy nonsense -- and it may be. But, there are those who see the trend as one where people connect and widen their circles of connections and positive influence. One indicator is simply AT&T's 3G network demands have increased 5,000% in the last 1-3 years and even after an expected buildout with \$18 billion they do not think they can keep up with demand.

**TECHNOLOGY TRENDS** - The following ranks daily use of media by source: television, computer, internet, radio, music, phone, video, and gaming. All these are dramatically increasing. "Gone are the days when the number of TV's in a household determined the number of video signals sent into your home; four or more video feeds per household may be a likely requirement in the very near future". In short, bandwidth consumption will be driven by TV and video. Email alone is relatively low bandwidth use until you start adding hi-resolution photos and video ... "Network levels at peak use times can be as much as twenty-five times higher than during low-use periods". "With each passing month, U.S. households are consuming more and more bandwidth, and this trend will continue to accelerate. The number of bandwidth consuming devices per household is growing and the consumer's media consumption habits are changing, driven by new trends in passive viewing and recording, internet video and on-demand viewing, multitasking with more than one device, and the growing availability of high-definition programming. This increase in video consumption is driving the increase in bandwidth usage. Already, more than 44% of U.S. households are defined as high-bandwidth users. By 2011, these households will require at least 40 Mbps of bandwidth, with many needing as much as 80 Mbps."

We will see more bandwidth-hungry applications like high-definition tele-doctors and telemedicine, video instant messaging and ubiquitous tele conferencing, personal video recorders with cloud storage, HD television online, realtime data back-ups and 3D live conferencing.

**NEVADA CITY TECH CENTER** - Currently the home of 2wire and Grass Valley (Group), you might expect other local media outlets and entertainment venues to find compelling reasons to cluster around high capacity bandwidth. Aside from HD Television broadcasting services, it would be easy to imagine broadcasting 3D interviews, musical productions, creating remote business centers for tele-conferencing, tele-commuting, etc.

**BUSINESS** - Nevada County itself is a germination point for broadcast television and video production tools. Some of the very equipment used for broadcasting the Vancouver Olympics was developed here. A Gbps to the home, will attract more businesses of this nature.

**LOWER COST OF DIGITAL ACCESS/POWER** - As the network bandwidth increases it could mean that what you can only do on a powerful laptop you will be able to do over the network with low-cost computers. The computing power will move to data centers and cost of services will be considerably less.

**WORLDWIDE COMPETITION** - The US is in 15 - 17th place in digital bandwidth access. Many other developing countries are now investing more than the US in education and digital

infrastructure. Increasingly US forecasters are pointing to the danger of the US losing more of its best and brightest, or not creating the best and brightest. This is clearly the direction of the current administration stimulating broadband access with \$43 billion, and the FCC coming out with a national broadband policy plan on March 15, 2010 -- the very reason that Google is looking to find model communities to build "Fiber for Communities".

**SUSTAINABLE COMMUNITY** - The rise in businesses, the continual community attraction, and retaining viable communities here establishes the City and County tax base which maintains the community infrastructure for libraries, schools, police, fire, and roads. It is this infrastructure of economic sustainability, coupled with natural and social resources that make our community the livable, lovable, community that it is.

Not unlike the Iroquois nation notion of 7 generations as a determining factor in decision-making -- it was deemed appropriate to think seven generations ahead (a couple hundred years into the future) to decide whether the decisions they made today would benefit their children seven generations into the future. "In every deliberation, we must consider the impact on the seventh generation... even if it requires having skin as thick as the bark of a pine."—Great Law of the Iroquois

Today seven generations is often an ecological concept that urges the current generation of humans to live sustainability and work for the benefit of the seventh generation into the future. This is usually a difficult or easy-to-forget goal because we can't see beyond seven generations in our families and it applies in particular to things like the environment, education, and infrastructure (water, power, digital access).

Ultra-high speed Internet access fits well 7 generations out. For our kids, their kids, their kids' kids, and their kids' kids' kids' kids' kids' kids. A Googlebit today.