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An Introduction to FirstMile.US

Susan Estrada, President

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The First Mile Philosophy

- Titus Moetsabi, an African, developed the idea of communities as being at the first mile of connectivity.
 - Connect yourself to the rest of the world and all it has to offer.

The time has come for action

shouldn't your children receive
the best education possible—
no matter where you live
or how much money you have?

sick and tired of watching our nation
lose the broadband race?

shouldn't **EVERYONE** have access
to the latest in e-healthcare—
something that could lower costs?

why can't **YOU** choose where and how
you get your information
and entertainment?



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Our Mission and Vision

- Mission: To educate, advocate and focus the debate on the power and promise of big broadband in the United States
- Vision: Every member of the American public has access to big broadband, the 21st century pathway to a better overall quality of life

The Dichotomy of Agendas

- Everyone believes
- But, everyone has their own agenda
- Find the common points in the agendas and make forward progress

Subcommittee by Tony Cragg



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Big Broadband? What's that?

- There are variety of broadband connection characteristics that allow great strides in the types of applications used.
 - size of the bandwidth
 - latency (bottlenecks)
 - symmetry (same bw in both directions)
- It's a sliding scale based on time.
 - Most experts agree that we need at least 100 megabits of broadband bandwidth to support the kind of applications we expect in the next five years. Some have even suggested that one gigabit of bandwidth is essential by 2010.
- *Fact: usability studies show a goal of 300 ms response time for any application but no longer than 1 second.*



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Primary objectives and purposes of FirstMile.US

- Building market demand for big broadband services
 - Building public awareness of the importance of big broadband
 - Catalyzing a grass-roots legion of big broadband evangelists nationwide



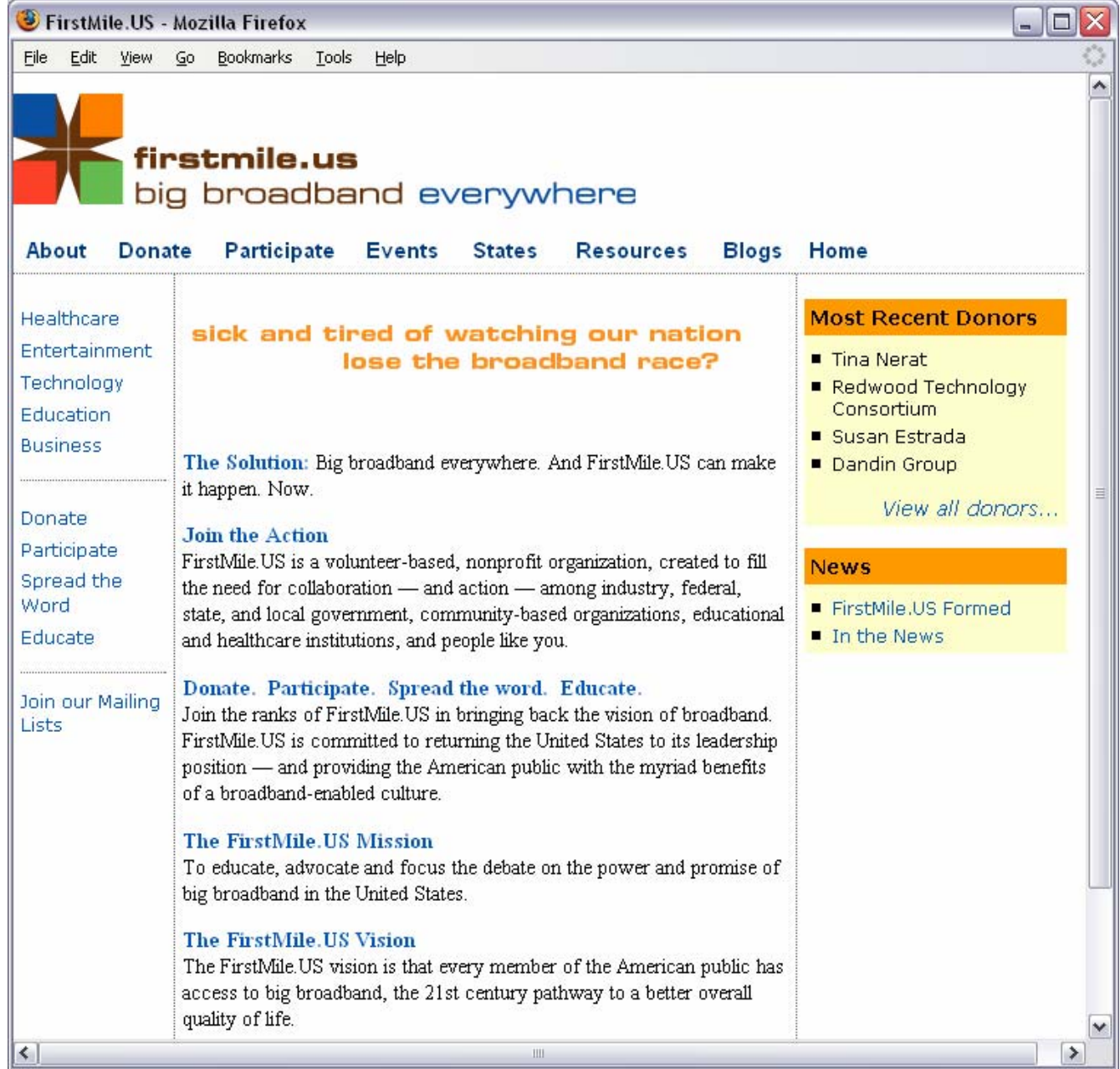
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How are we going to build demand?

- Provide electronic communications via the web to support online collaboration tools such as discussion blogs, resource listings and event locations
- Host face to face meetings, conferences, seminars and workshops to educate the general public on big broadband
- Provide briefings to help policymakers understand the impact of their policies on the deployment of big broadband
- Build online toolkits for advocacy, community readiness, and others as needed
- Engage in other activities related to educating the public about big broadband issues and concerns


FirstMile.US
has adopted a
Web-based
outreach
strategy
organized by
state and our
focal areas of
healthcare,
entertainment,
technology,
education and
business.



The screenshot shows the FirstMile.US website in a Mozilla Firefox browser window. The browser title is "FirstMile.US - Mozilla Firefox". The website features a navigation menu with links for "About", "Donate", "Participate", "Events", "States", "Resources", "Blogs", and "Home". The main content area is divided into three columns. The left column contains a list of focal areas: "Healthcare", "Entertainment", "Technology", "Education", and "Business". Below this is a "Join our Mailing Lists" link. The middle column features a headline: "sick and tired of watching our nation lose the broadband race?". Below the headline is a section titled "The Solution:" followed by a paragraph: "Big broadband everywhere. And FirstMile.US can make it happen. Now." This is followed by a "Join the Action" section, a paragraph describing the organization, and a "Donate. Participate. Spread the word. Educate." section with a paragraph about joining the ranks. The bottom of the middle column contains two sections: "The FirstMile.US Mission" and "The FirstMile.US Vision". The right column has a "Most Recent Donors" section with a list of donors: Tina Nerat, Redwood Technology Consortium, Susan Estrada, and Dandin Group, followed by a "View all donors..." link. Below that is a "News" section with a list of news items: "FirstMile.US Formed" and "In the News".

FirstMile.US - Mozilla Firefox

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About Donate Participate Events States Resources Blogs Home

Healthcare
Entertainment
Technology
Education
Business

Donate
Participate
Spread the Word
Educate

Join our Mailing Lists

sick and tired of watching our nation lose the broadband race?

The Solution: Big broadband everywhere. And FirstMile.US can make it happen. Now.

Join the Action
FirstMile.US is a volunteer-based, nonprofit organization, created to fill the need for collaboration — and action — among industry, federal, state, and local government, community-based organizations, educational and healthcare institutions, and people like you.

Donate. Participate. Spread the word. Educate.
Join the ranks of FirstMile.US in bringing back the vision of broadband. FirstMile.US is committed to returning the United States to its leadership position — and providing the American public with the myriad benefits of a broadband-enabled culture.

The FirstMile.US Mission
To educate, advocate and focus the debate on the power and promise of big broadband in the United States.

The FirstMile.US Vision
The FirstMile.US vision is that every member of the American public has access to big broadband, the 21st century pathway to a better overall quality of life.

Most Recent Donors

- Tina Nerat
- Redwood Technology Consortium
- Susan Estrada
- Dandin Group

View all donors...

News

- FirstMile.US Formed
- In the News



Big Broadband Bill of Rights

- A discussion document meant to help people understand the components of broadband
 - Pipes
 - Applications
 - Devices
 - Policymakers

Planned Activities

- Public Awareness Toolkit
 - Simple, easy-to-understand strategies for explaining the value of big broadband to every member of the American public
- Community Building Toolkit
 - “How To” guides to create a first mile vision in your community
- Top 50 Contests
 - Feature top 60-second videos that embody our big broadband vision



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Sources of Funding

- **Founding Circle Drive – Ends December 1**
 - The Founding Circle Drive has key volunteers raise funds through corporate and individual contributors. Partners and donors are recognized in numerous ways for the valuable role they play in the organization. We anticipate the drive will cover the start-up expenses.
- **Partner Program - Ongoing**
 - FirstMile.US Partners stand out from the crowd – and show the world that they are visionaries in the big broadband world. Any organization or individual that wants to demonstrate their commitment to the goals of FirstMile.US is encouraged to become our Partner.
 - Becoming a FirstMile.US Partner makes it easy to give and participate at the same level as your colleagues.
- **Grants - Ongoing**
 - FirstMile.US is pursuing grant opportunities to fund targeted projects as well as the planned activities listed earlier.

Organization

- California public benefit organization
 - Currently working on 501c3 paperwork
- Volunteer-based
- Board of Directors
 - Comprised of a group of individuals with deep broadband beliefs
 - Jim Baller
 - Steve Corbató
 - Susan Estrada
 - Dewayne Hendricks
 - Lynn St.Amour
- Staff
 - Currently volunteer
 - Susan Estrada, President
 - Concordia Chen, Webmaster
 - Julie Van Fleet, Government Relations



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Next Steps

- **Donate**
 - Invest in the future of big broadband by investing in FirstMile.US
- **Participate**
 - Blogs, events, resources, mailing list, web
- **Spread the Word**
 - Tell others about FirstMile.US and big broadband
- **Educate**
 - Create a First Mile vision in your community