Broadband in the Verde Valley -
A story of ongoing collaboration

Jodie Filardo
Community & Economic Development Director
Verde Valley Regional Economic Organization

- Five municipalities: Camp Verde, Clarkdale, Cottonwood, Jerome and Sedona plus the Yavapai-Apache Nation and Yavapai County communities
- **Volunteers** from VVREO
- Formed Verde Valley Broadband Coalition in April 2009

*A regional collaborative building sustainable economic prosperity*
2009 and 2010...

Resolutions of Support

• Camp Verde,
• Clarkdale,
• Cottonwood,
• Jerome
• Sedona
• plus Yavapai County
The quest begins...

- Vendor meetings – do we have infrastructure and where is it?
- Show me the money - American Recovery and Reinvestment Act of 2009 – NOT!
- Time passed, energy waned, and still no progress
- Glimmer of hope – September 2011 - Governor’s Digital Arizona Council formed
- Hopes dashed – no ARRA funding for the Verde Valley for technical planning
- Hope again - NACOG Broadband Subcommittee
Two steps forward, one step back

• $10,000 from Digital Arizona Council used without on-the-ground progress – one of three projects funded

• 2012 – AZ Legislature passes SB1402, AZ Digital Highways Bill – unfunded mandate
  • Management of state ROW to include transportation-of-information as well as vehicles
  • When funding is provided to ADOT, from a fund to be managed by ASET’s Digital Arizona Project, ADOT will be requested to bury multiple empty fiber-optic conduits along specified state highways-using existing ROW wherever possible
  • Conduits will be leased to broadband providers by the Project on a cost recovery basis. Providers will have pre-agreed to install fiber before conduits are constructed.

• Policies and procedures plus funding are needed
Opportunity knocks...State Route 260

- VV communities unite
- Improve over 7 miles of state highway from I17 along SR 260
- SB1402 opportunity
- Road widening with roundabouts up to Thousand Trails Road and Cottonwood
- OPEN TRENCH
- Broadband opportunity with a deadline
May 15, 2014

Communities, education, businesses, providers, consultants, Arizona Department of Administration, Arizona Department of Transportation
One Gigabit per second for all...

- A Verde Valley-wide phased network for all combining or expanding providers’ existing networks and adding new providers to fill gaps
  - Speed, reliability, and affordability
  - 65,000 residents
- Need aggregate demand study to encourage providers to expand capacity
- Asked ADOA – thus far, no $$$ forthcoming
- Go local - Do it ourselves - VVREO to build demand from key users
  - Education, hospitals, governments, businesses
- Provider plan needed by 2014 year end to sync with ADOT
Jodie Filardo  -  Jodie.filardo@Clarkdale.AZ.gov
928-639-2500