



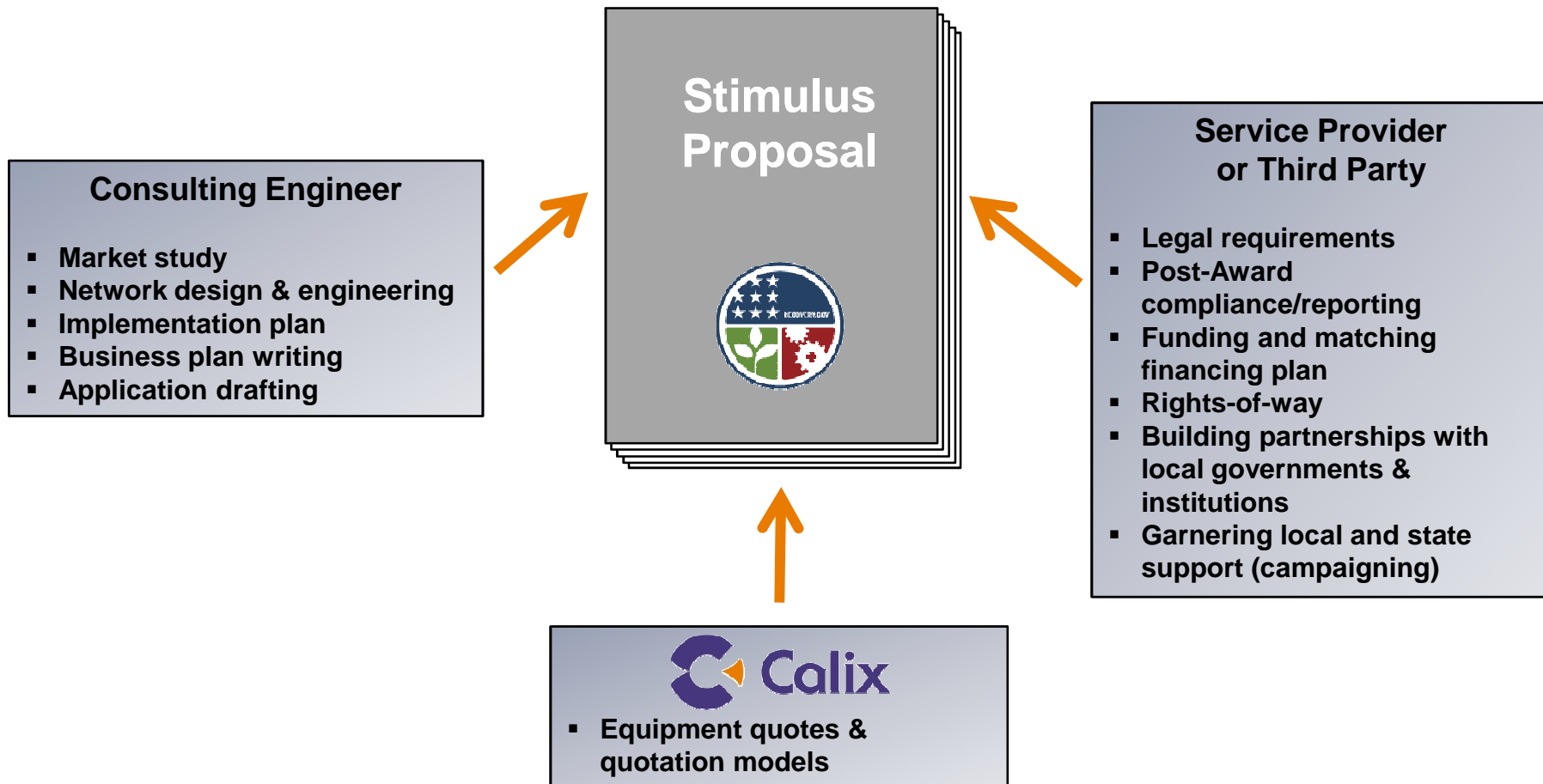
Play your hand properly

- ▶ Know your requirements
 - ▶ *Think strategically about your network*
- ▶ Know their (RUS/NTIA) requirements
 - ▶ *Shovel ready...Create jobs...Competent...Serve the public interest*
- ▶ Know your strengths
 - ▶ *Relationships: Local/community/state*
 - ▶ *History of success*
 - ▶ *Vendor ecosystem*
- ▶ Consider maximizing your hand
 - ▶ Think **BIG** – Under enormous pressure to perform – help them help you
 - ▶ Think **STRATEGICALLY** – Deep fiber, plan for the future
 - ▶ Think **BROADLY** – Leverage **community, relationships, vendors, partners**

Stay educated

- ▶ Leverage Calix and state/national organizations for the latest info

◀ A complementary approach



How do I stop someone from using stimulus funds to overbuild me in an area?

- ▶ Offer and advertise a 3 Mbps in my service area **and**
- ▶ Ensure that 50% of households have access to 768 kbps down and 200 kbps up **and**
- ▶ Get the penetration rate (including yours and other operators) over 40%

Monitor the application website for submitted projects

- ▶ Maps highlighting proposed areas can be viewed at:
<http://broadbandsearch.sc.egov.usda.gov/silvermap/eligibilitymap.aspx>
- ▶ Between August 14th and September 13th you can file comments on submitted projects being proposed for your service areas:
<http://broadbandusa.sc.egov.usda.gov/>
- ▶ You will need to present data that the area does not meet the definitions for “unserved” or “underserved”
 - ▶ *In any given project proposal you need to successfully argue that a census block does not meet the requirements*



Calix

ACCESS INNOVATION