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Broadband and Real Estate Webinar

CRAIG LEWIS, NORTH AMERICAN PRACTICE LEADER

CALLISONRTKL-US

AUGUST 25, 2021
ULI Curtis Infrastructure Initiative

Promotes locally driven infrastructure solutions that are equitable, and resilient, and that enhance long-term community value.

- Brings together global networks of ULI members focused on infrastructure to enable strategic partnerships and local action.
  - ULI Spring/Fall Infrastructure Forum
  - District Council Infrastructure Grant Cohort
  - Infrastructure and Land Use Exchange

- Provides capacity building and technical assistance intended to shift in policy practice, change in community/industry prioritization, change in design/planning, and/or new infrastructure investments.

- Conducts primary research, develops case studies, and curates resources with significant infrastructure focus to provide replicable, sustainable, and model solutions.

uli.org/infrastructure
New Broadband Report!

Broadband and Real Estate: Understanding the Opportunity

- Broadband is as Essential as Electricity
- Creates Universal Value
- Need to Address Digital Divide
- The Real Estate Industry can Lead
- Don’t Sweat the Technical Details
- Inadequate Regulations
- Understand Your Need

The full *Broadband and Real Estate: Understanding the Opportunity* report is available on ULI’s Knowledge Finder at knowledge.uli.org/search
Broadband is essential infrastructure
Broadband is essential infrastructure
Broadband is essential infrastructure
Today's Speakers

Eric Bathras
Cities and Broadband Leader, Technology Solutions Group, AECOM

Mia Ruffin
Economic Development Planner and Broadband Lead, Baton Rouge Capital Region Planning Commission

Jeff Reiman
President, The Broadband Group

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Broadband & Real Estate: Understanding the Opportunity

Speaker
Eric Bathras
The Landscape of Broadband Infrastructure.

Speaker
Eric Bathras
The Broadband Stack.

The combination of physical infrastructures and technologies that public and private sector service providers use to connect to devices, locations, end-users and communities in order to improve quality of life experiences, enhance public safety initiatives and increase economic development activities.

Broadband is the foundation to **bridge the divide**

**Why**
- Smart Cities, Communities & Campuses
- Devices – Buildings - Homes

**How**
- Wireless
- Public Networks
- Data Centers

**What**
- Private Networks
- Broadband (Fiber & Internet)

**Digital Divide**
- Knowledge, Improvement & Advancement
- Mobility
- Transport
- Applications
- Data & Information
Forces Shaping The Broadband Stack.

Value of Broadband

Realized when meaningful applications, services and content is delivered to end-users
Capital Region Planning Commission is a nonprofit public agency which opened its doors in 1967, was formed to coordinate joint action in solving problems, to provide comprehensive regional planning and review and to provide technical assistance to member governments.
Relevant Obstacles and Priorities

**RURAL COMMUNITIES**
- Low Population Density, Low Competitive Edge
- Lack of Digital Literacy Needed to Create a Broadband Strategic Plan
- Absence of Private Provider Broadband Access

**URBAN COMMUNITIES**
- Affordability
  - Reliable, Geographically Specific Data
  - Equitable Strategic Planning
  - Prioritizing Sustainability and Longevity

**Capital Region Diversity of Communities and Demands**

**Mid to Low Rankings in State Broadband Accessibility Comparisons**

**National Health Crisis Response**

**Worldwide Covid-19 Impact**
Case Study

Plank Rd Corridor

Disinvested throughway anticipating better broadband accessibility. Efforts to date have included the generations of citizens who call its surrounding neighborhoods home.
Broadband, Real Estate, and Regional Planning

Partnerships and Assistance

Stakeholder Collaboration

Goal Setting

Research and Data Sharing
Questions?

Mia Ruffin
Economic Development Planner, CRPC
Office: 225.383.5203 | Email: MRuffin@crpcla.org
Broadband and Real Estate: Understanding the Opportunity

Jeff Reiman – President, The Broadband Group
August 25, 2021
Master Planned Communities are the Innovators in America

- **1987**: Industry’s First FTTH Network (Heathrow, FL)
- **2000**: Verizon’s First FTTH Network (Northern VA)
- **2004**: Qwest/CenturyLink’s First FTTH Network (Lone Tree, CO)
- **2009**: First Major MSO (Bright House) FTTH Gigabit Network (Metro): (Tampa, FL)
“I don’t know the first thing about fiber optics, but I know what people need.

And I know the most important thing we do is communicate.”

Jeno F. Paulucci
Founder Jeno’s Pizza, Chung King and Heathrow Land & Development
Technology as Lifestyle
Kantar Futures

SHIFTING FROM SCREENS TO SENSORS

REPLACING ROUTINE TOIL, FREEING PEOPLE TO FOCUS ON HIGHER-ORDER PRIORITIES

FACILITATING STRONGER, BETTER RELATIONSHIPS TO MAXIMIZE THE MOMENTS THAT MATTER
Robust Wireless Requires Fiber Connectivity

Wires still matter

In fact, advanced wireless coverage and speeds requires more fiber lines.
“Actions taken today will affect what kind of broadband networks the city has in ten years. And, in ten years, whether it has faster, cheaper, better broadband networks will affect everything that state and city does.”

- Blair Levin, Brookings Institute
we all live here

Moderated Discussion w/ Q&A
Thank You!
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