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Urban Land Institute

Urban Land Institute
Curtis Infrastructure Initiative

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.

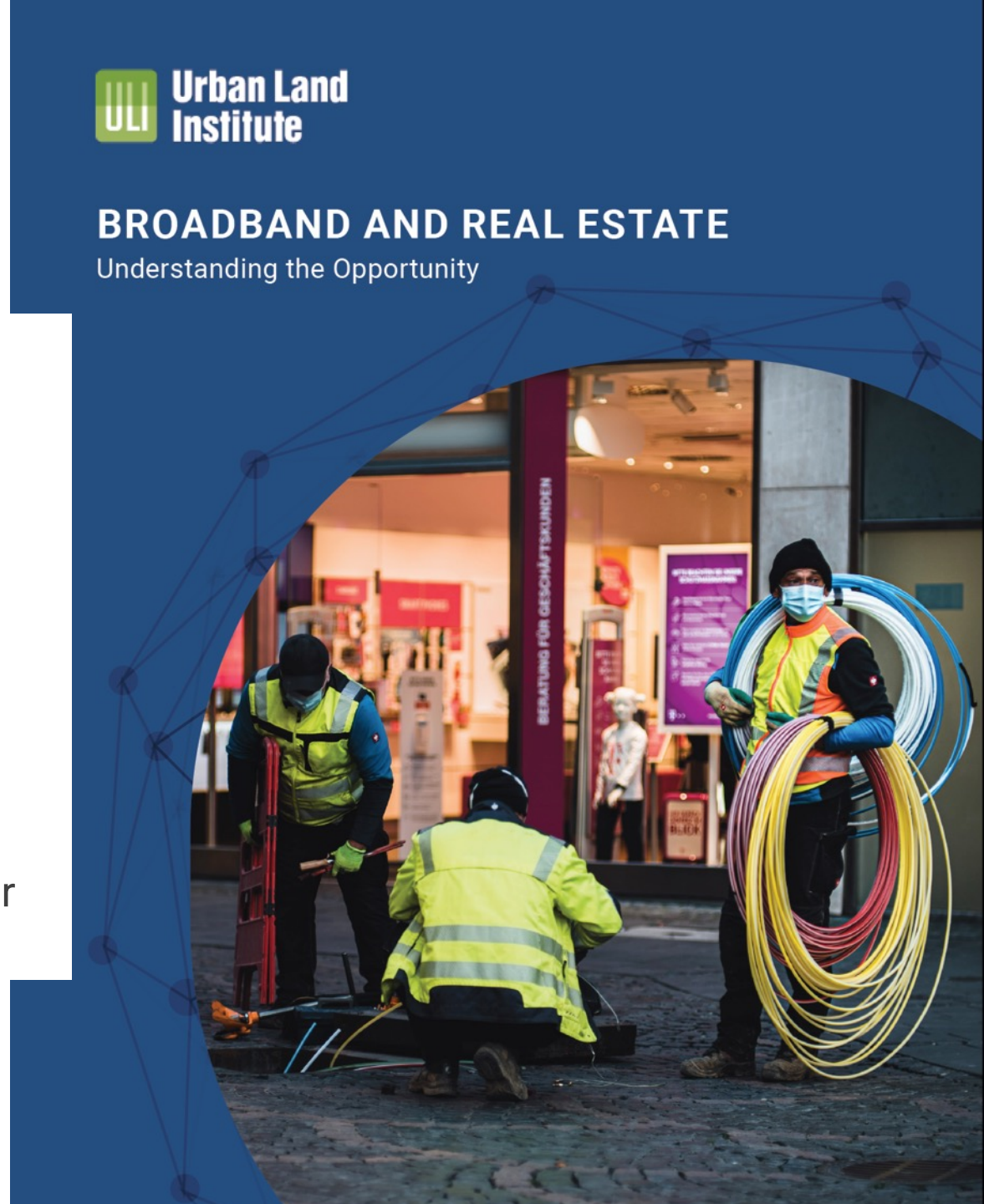
New Broadband Report!

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

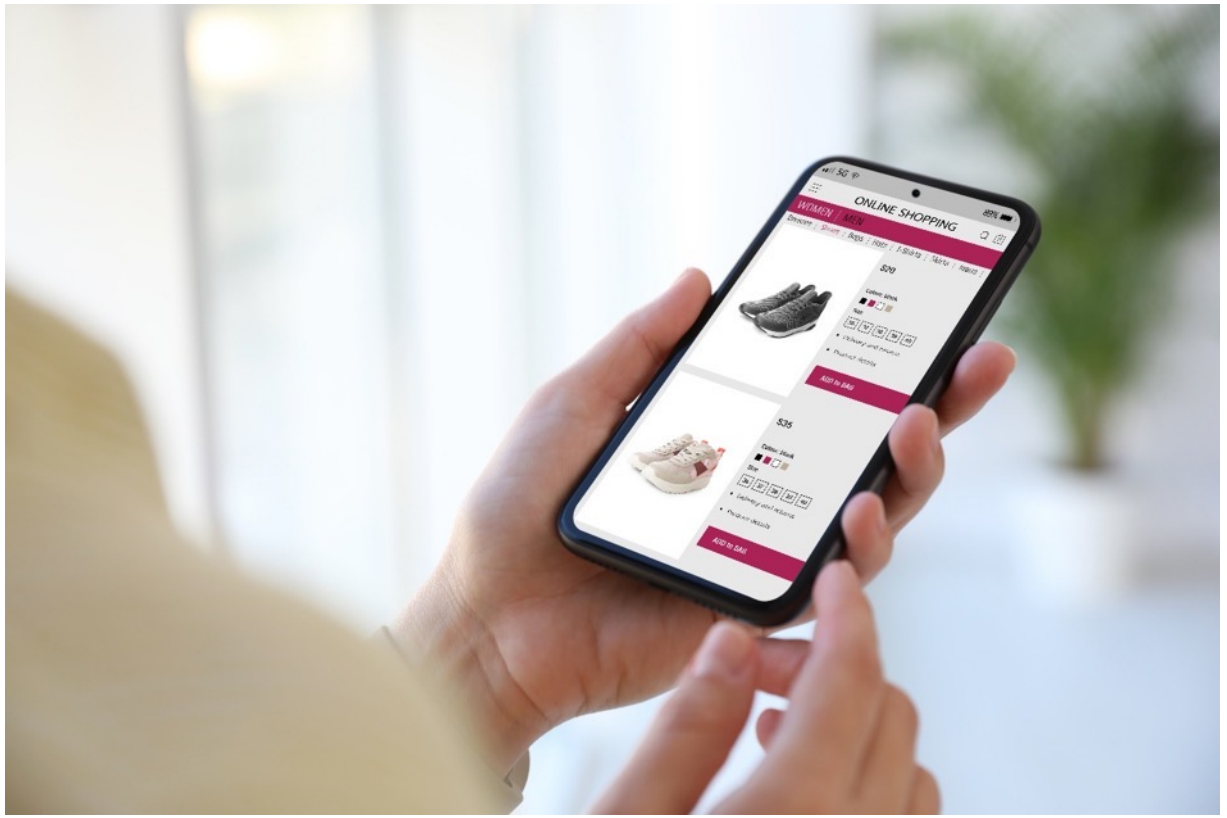
The full ***Broadband and Real Estate: Understanding the Opportunity*** report is available on ULI’s Knowledge Finder at knowledge.uli.org/search

Urban Land Institute Curtis Infrastructure Initiative



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

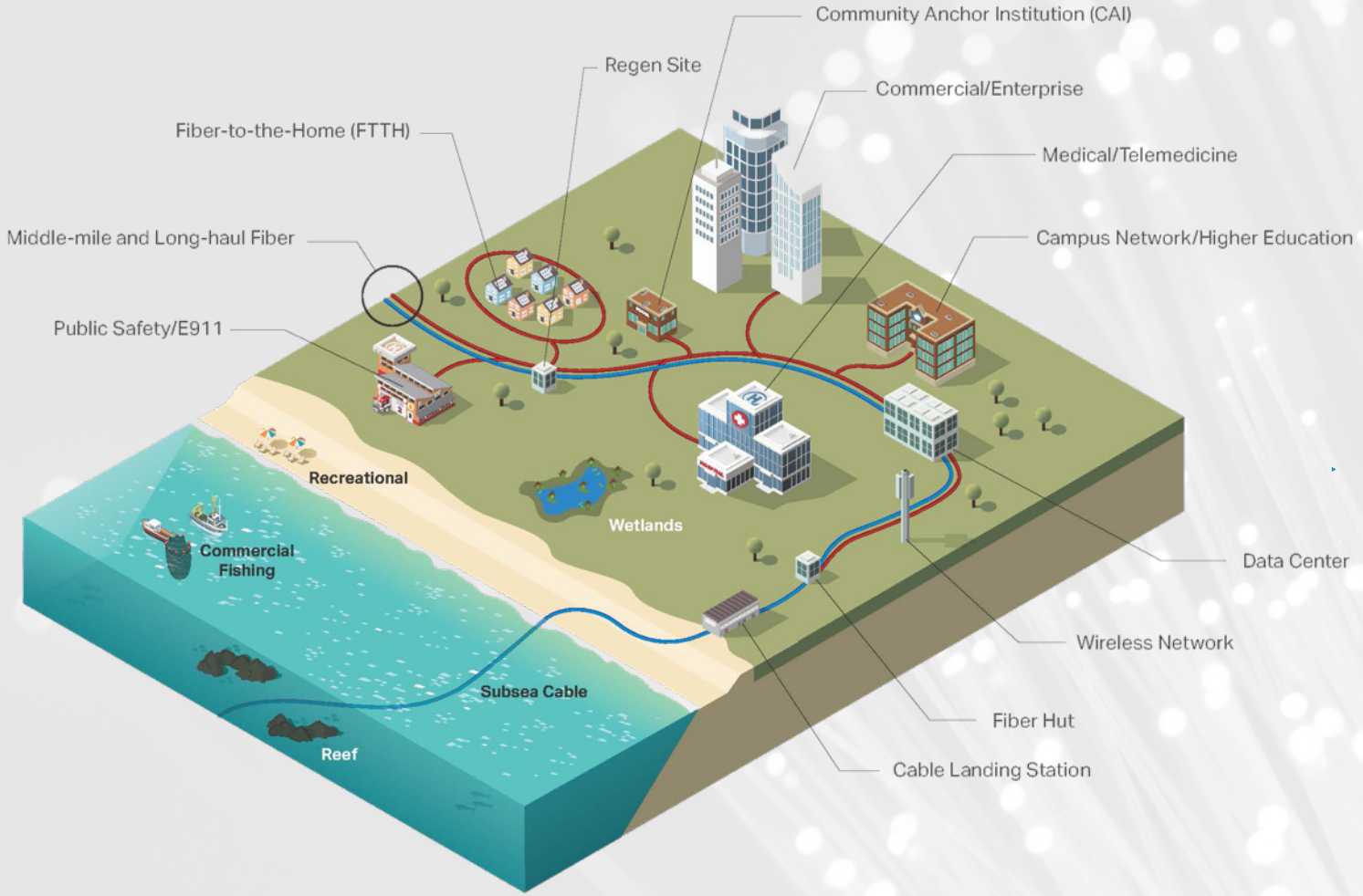
President, The Broadband Group

Broadband & Real Estate: Understanding the Opportunity

Speaker
Eric Bathras

The Landscape of Broadband Infrastructure.

Speaker
Eric Bathras

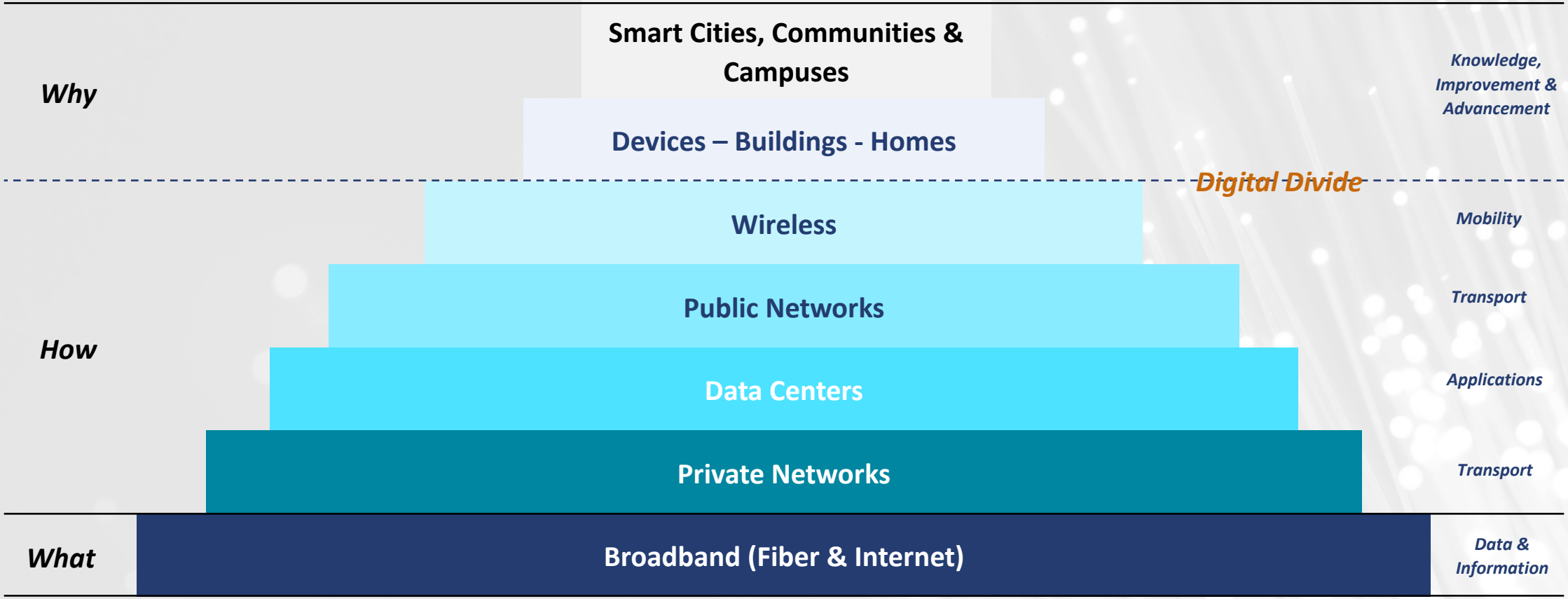


The Broadband Stack.

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.

Speaker
Eric Bathras

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



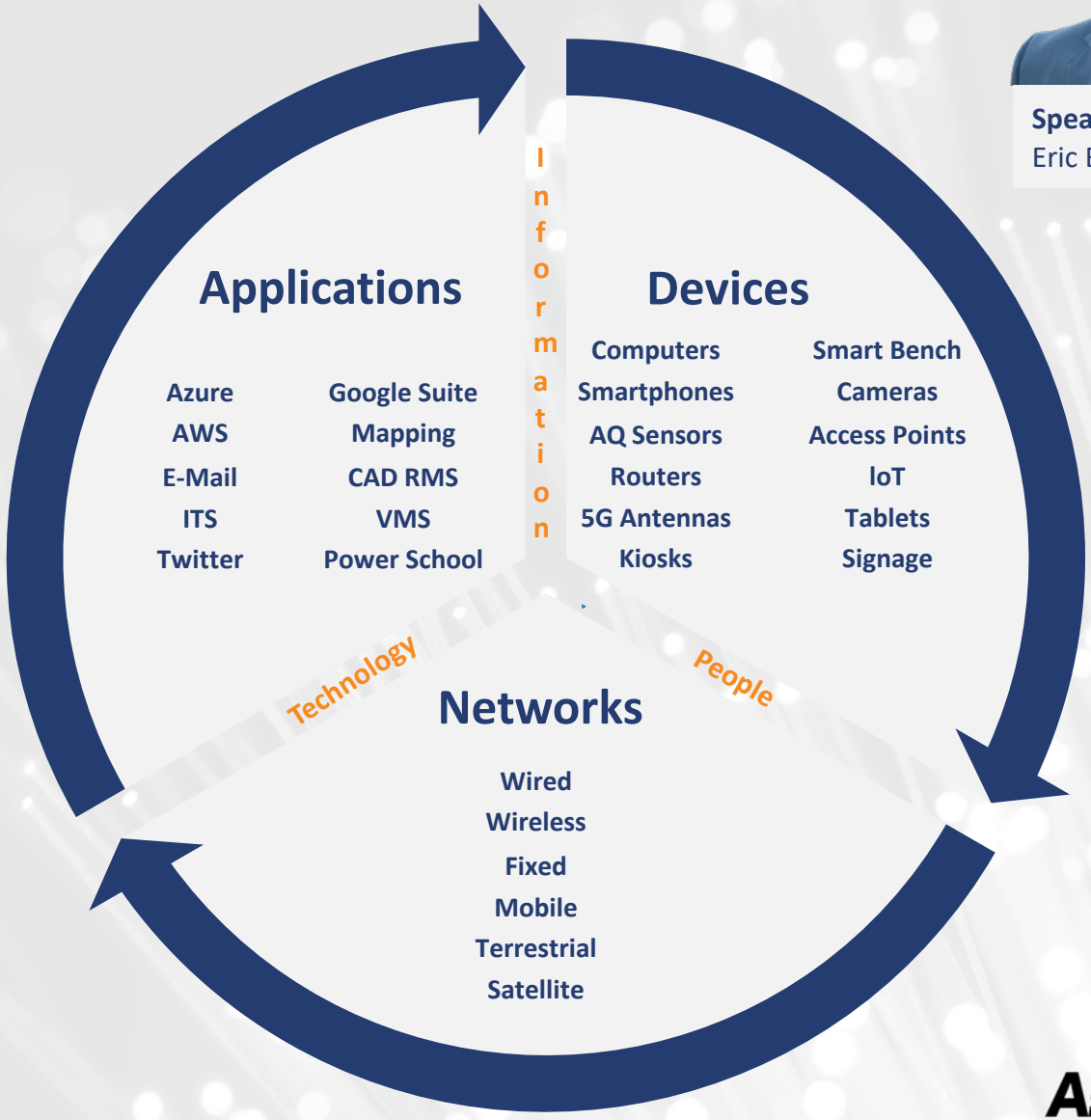
AECOM

Forces Shaping The Broadband Stack.

Speaker
Eric Bathras

Value of Broadband

Realized when meaningful applications, services and content is delivered to end-users



AECOM

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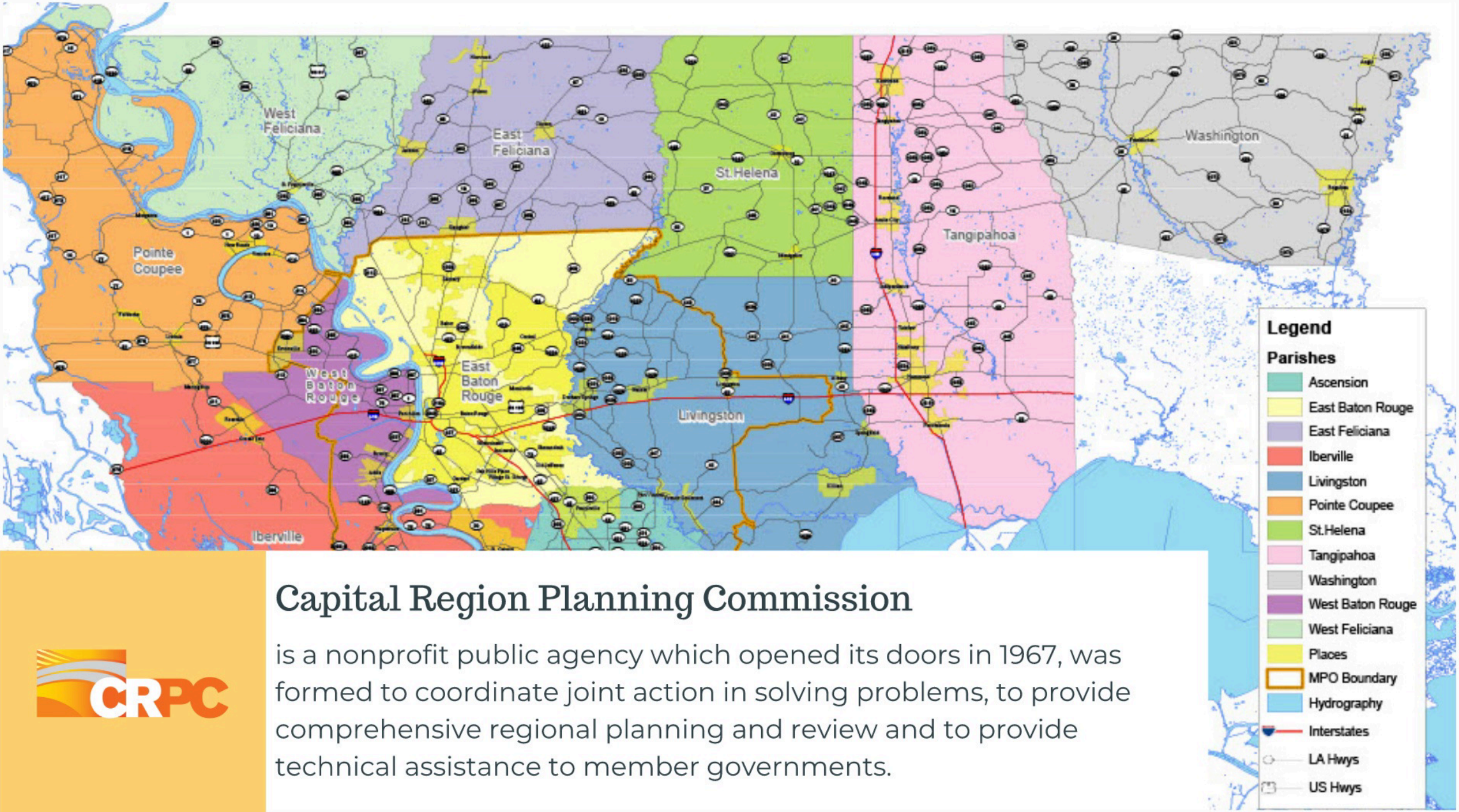
Regional Planning Perspective

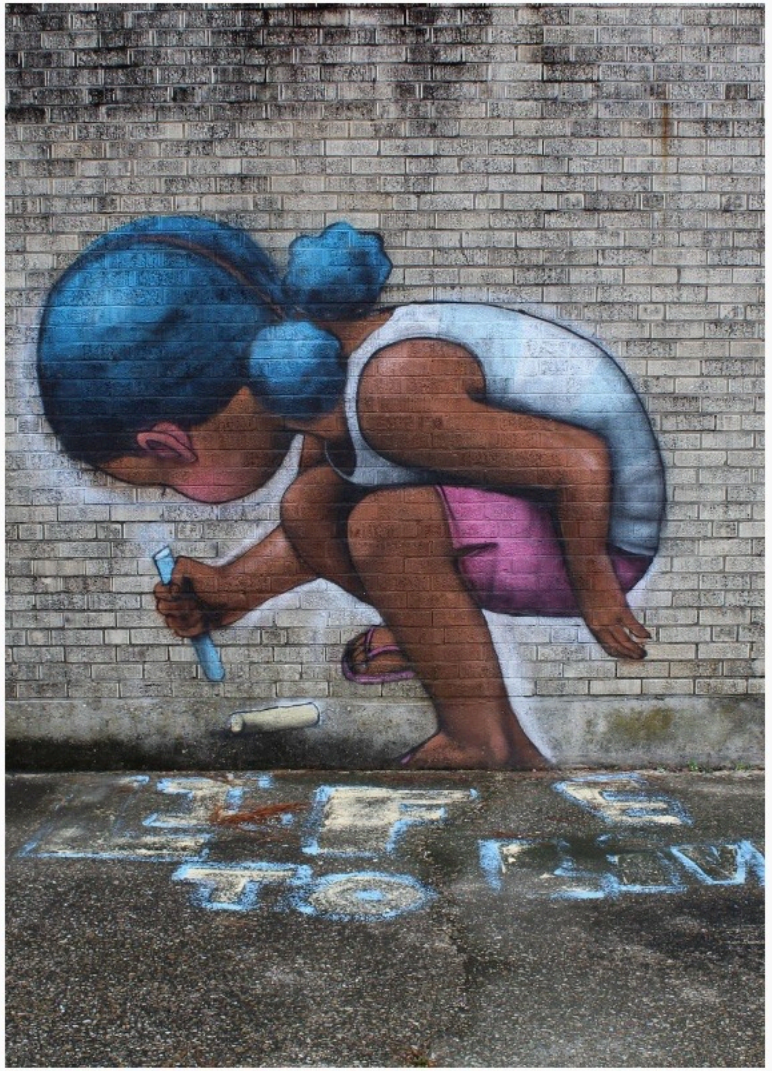
Mia Ruffin, Economic Development Planner



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.

Statewide Broadband Collaboration



Grant Funding Technical Assistance

Local Transportation Needs

30s to mid 40s

Louisiana's Broadband Access Ranking

Federal Communications Commission

Current: 25/3

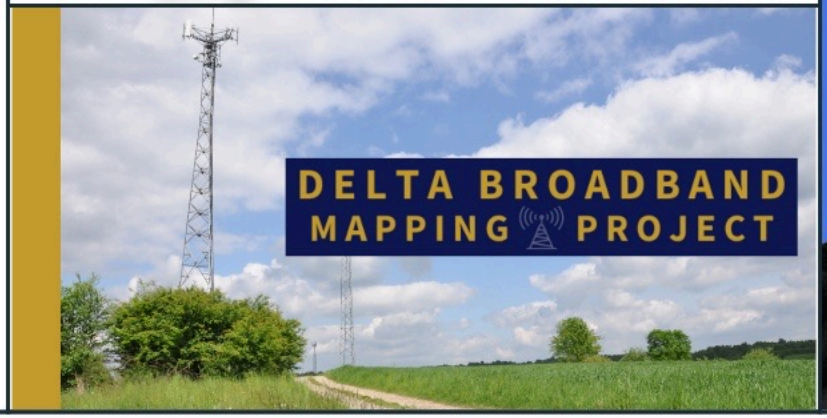
Future: 100/10

ConnectLA

Broadband Toolkit

A Complete Guide for Louisiana's Local Leaders

LAPDD



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

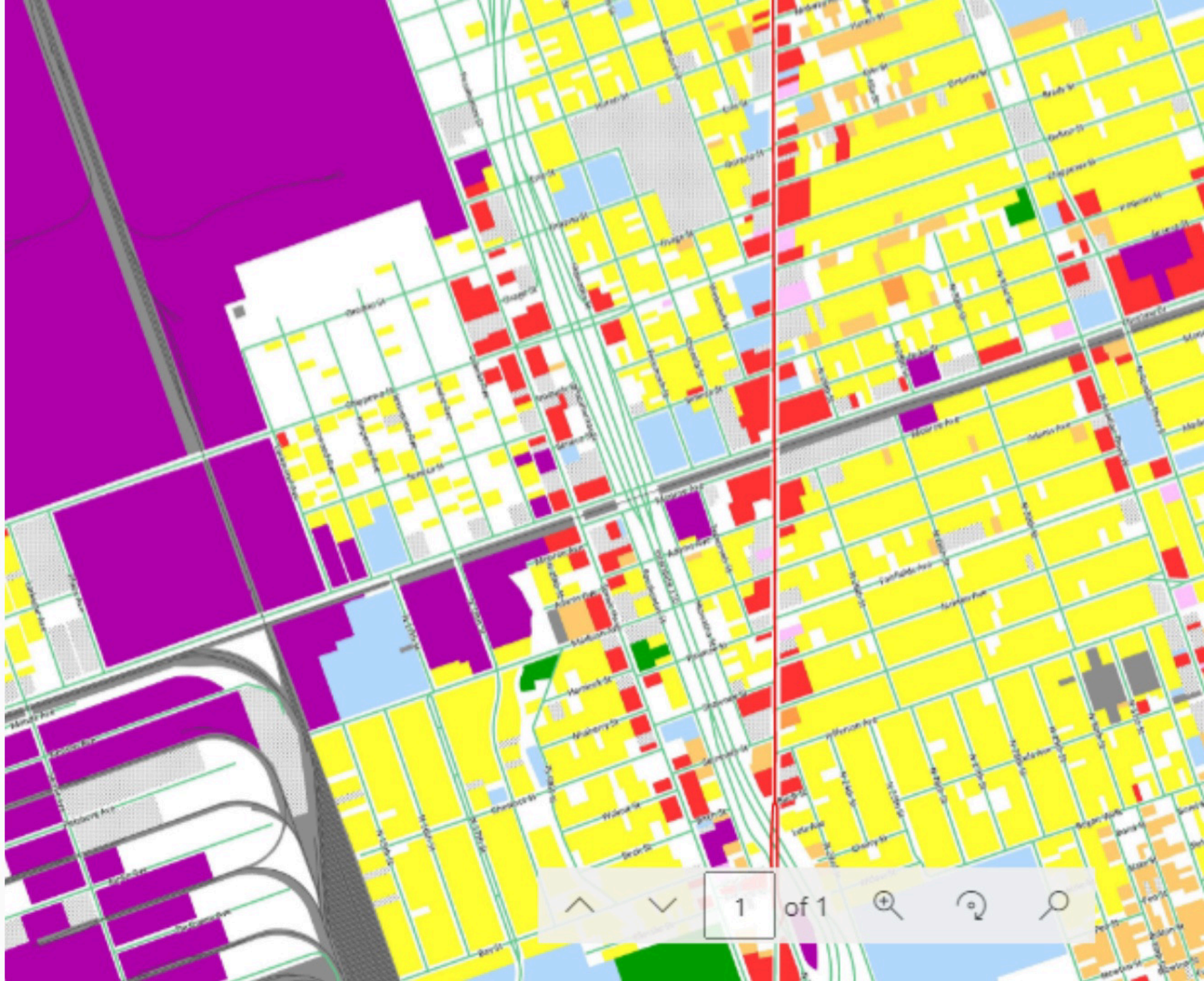
National Health Crisis Response

Worldwide Covid-19 Impact

Case Study

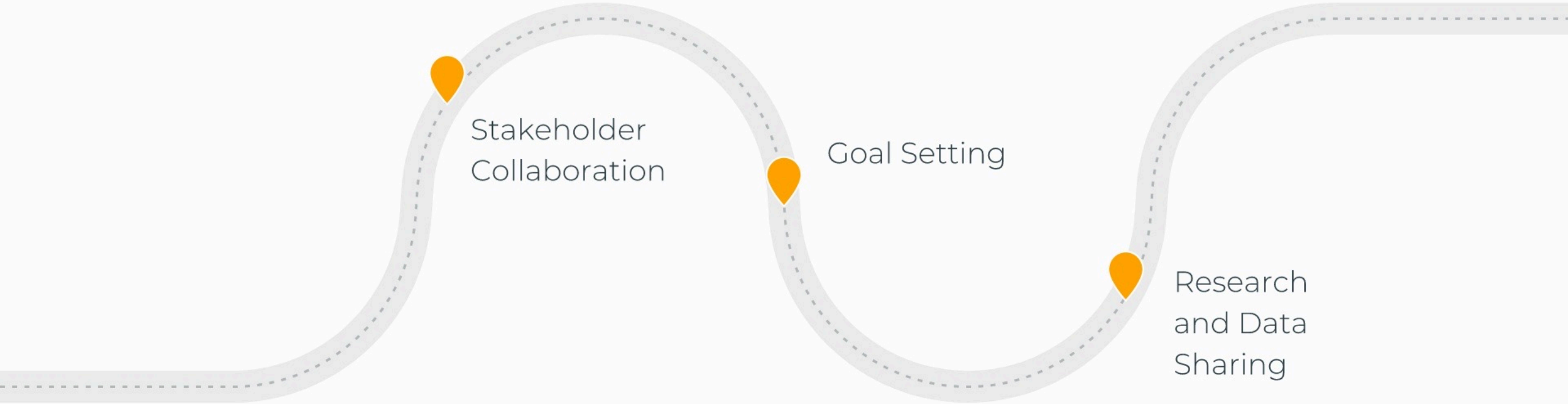
Plank Rd Corridor

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



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)

2004

Qwest/CenturyLink's First FTTH Network (Lone Tree, CO)

Verizon's First FTTH Network (Northern VA)

2000

First Major MSO (Bright House) FTTH Gigabit Network (Metro): (Tampa, FL)

2009

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HEATHROW

"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.

THE BROADBAND GROUP

"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

Moderated Discussion w/ Q&A

Thank You!

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