
Determining the Community Impact of Next-Generation, High Speed Broadband Services

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Reedsburg is one of three U.S. communities selected to be part of a ground-breaking research project to quantify the economic and social benefits of high-speed broadband services delivered via direct fiber-optic connections. "Reedsburg Utility Commission enthusiastically supports this initiative and is actively participating to further explore how our community and others like Reedsburg can realize the benefits of fiber connectivity," said Dave Mikonowicz P.E., General Manager.

The project is sponsored by the Fiber-to-the-Home (FTTH) Council, a non-profit organization that promotes accelerated deployment of next-generation fiber optic networks to homes and businesses across America. The FTTH Council has contracted with Massachusetts Institute of Technology, Carnegie Mellon University and Strategic Networks Group to research the power of vastly higher bandwidth as it relates to business investment, economic growth, job creation and various educational and lifestyle benefits in the communities where these networks have been deployed. Data gathered from this study will help the FTTH Council in its efforts to inform network service providers – as well as business leaders, government officials and other policymakers – of the returns that investing in fiber optic connections can bring to communities across the country.

Because businesses and organizations in Reedsburg, WI are using this next-generation technology, they will be invited in the next week to participate in a brief survey that will explore the impact that broadband over optical fiber has had on their operations. Senior managers are being requested to complete the survey, which asks about the specific operational and economic impacts of your high-speed fiber optic connection. "The more businesses and organizations that participate in the survey the more accurate our results will be," said Catherine Rice, Director of Marketing and Sales. "We hope that our results will help us to better understand our customers needs as well as to help promote Reedsburg in its economic development efforts", said Rice.

Through understanding how Reedsburg businesses and organization use and benefit from fiber-optic connections we can help other organizations and communities learn from our collective experience. Reedsburg's support of the survey will help build a storehouse of knowledge that other communities will be able to use to learn from our experiences and build their own next-generation fiber networks.

About Reedsburg Utility Commission

Reedsburg Utility Commission owns and operates a FTTH network, and provides premier telecommunications service to the City of Reedsburg, consisting of voice, data, and cable TV services. For more information on Reedsburg Utility Commission please visit: www.ReedsburgUtility.com

About the Fiber-to-the-Home Council

The Fiber-to-the-Home Council is a non-profit organization established to help its members with planning, marketing, implementing and managing FTTH solutions. Council membership includes municipalities, utilities, developers, and traditional and non-traditional service providers, creating a cohesive group to share knowledge and build industry consensus on key issues surrounding fiber to the home. Communities and organizations interested in exploring FTTH options may find information on the FTTH Council web site at www.ftthcouncil.org