



October 14, 2009

Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554
Re: Notice of Proposed Rule Making (NPRM)

Dear Commissioners:

The Latino Coalition is a nationwide association of Hispanic business owners formed in 1995 to support economic growth, business efficiency and equal opportunity in all phases of life for America's 43 million people of Hispanic origin. We recognize that wide utilization of broadband by Latino-owned small businesses and Latino households is essential to realizing our goals.

Given the critical importance of broadband to our constituency and the rest of America, we are alarmed at the prospect of any FCC rule-making that would mandate net neutrality. Net neutrality is a false issue. The real and significant issues are deployment of broadband and, even more important, reducing the substantial number of Americans who have the option of broadband access but are not taking advantage of it.

The FCC's own research shows encouraging progress in broadband deployment. Private investment by broadband companies encouraged by America's policy of minimal Internet regulation has brought broadband service within reach of 90 percent of U.S. households. As a testament to the vibrant competition in the broadband market, the percentage of households in zip codes with a choice of four or more broadband carriers surged from 51.5 percent in 2004 to 87.9 percent in 2007. That is a welcome improvement, but there is still important work to be done in providing broadband access in rural areas and other under-served communities.

There is an even bigger challenge in increasing the broadband take rate from the current 63 percent. That represents a broadband gap even more serious than the "digital divide" so widely discussed just a few years back. I would not presume to lecture the FCC on the economic and social imperatives of bringing the broadband adoption rate to 100 percent and closing the remaining gap. You understand them well.



Net neutrality regulation would not support either of these priorities. It would set back the private investment that is essential to broadband growth and compromise the quality of service already available by denying broadband carriers the right to manage their own networks. Adoption of net neutrality regulation would create serious long-term problems for broadband in America.

Sincerely,

A handwritten signature in black ink that reads "Hector V. Barreto". The signature is written in a cursive style.

Hector V. Barreto
Chairman