RuralReach.com

March 7, 2014

Ms. Marlene H. Dortch
Federal Communications Commission
445 Twelfth St., S.W.
Washington, D.C. 20554

RE: WC Docket No. 10-90
Expression of interest to participate

Dear Ms. Dortch,

RuralReach.com hereby expresses interest in participating in the FCC's Rural Broadband Experiment WC Docket #10-90 to provide high speed Internet services to underserved rural areas. We are currently providing this service in a limited area but have been unable to expand because of the costs involved. We are looking forward to providing services to a greater number of residents in the area and this program will help us to do so.

Submitting Entity:

RuralReach.com
Fixed Wireless Internet Service Provider
!6590 Heim Rd.
Chelsea, MI 48118

Proposed Service Area
Western Washtenaw County Michigan
Sylvan Township, Sharon Township, Lodi Township, Manchester Township, Dexter Township, Webster Township, Lima Township

Anchor Institutions to be served:
Schools – 4
Township Halls – 7
Volunteer Fire Departments – 3

Tract ID's:

26161431000
26161432000
26161444000
26161445000
26161447000
26161448000

Broadband Technologies to be deployed:
Fixed Wireless
Fiber Optic

Contemplated Service Offerings:
Fixed Wireless:

Lowest Service Tier : 4.0 Mb Download, 2.0 Mb Upload
Mid Service Tier: 6.0 Mb Download, 2.0 Mb Upload
Highest Service Tire: 8.0 Mb Download, 4.0 Mb Upload

Fiber Optic:

Up to 30 Mb Download, 10 Mb Upload

Estimated Funding required: PHASE ONE –get connected

$250,000 per year for 5 years –Tower/Backhaul fee's (access to 7-10 existing communications towers) –estimated, actual costs TBD

One time cost: (Estimates only, actual costs TBD): PHASE TWO –fiber where possible

Engineering Study $150,000
Fiber optic build-out to each township hall ($10,000 to $30,000 per mile) Approx $1.1 million
Additional towers for harder to reach areas approx $250,000

Preliminary Plan: PHASE ONE

The primary goal is to get quality broadband access to as many homes as possible as quickly as possible. The best way to do this would be to lease access to existing communications towers to mount radios and sector antennas in a pattern sufficient to provide 360 degrees of coverage to the surrounding area. With careful placement and radio frequency planning it would be possible to offer services almost immediately to residents in non-terrain challenging areas of the county. In the more hilly areas supplemental self-supporting towers may have to be erected with links back to the main tower sites. The locations of these small towers can be negotiated with local property owners in exchange for free Internet services. The Internet backhaul could be sourced at each tower location (if available) or from a single location with point-to-point wireless links between the tower sites. Multiple link paths are recommended to provide redundancy and availability should a tower or tower link fail. The annual cost is projected to last 5 years until the revenue from the subscriber density is such to exceed the cost of service delivery.

Preliminary Plan: PHASE TWO

After initial wireless connectivity and universal access is established during the first phase rolling out fiber optic cable into the area would provide an opportunity to get even more bandwidth

and reliability. The thought is to install the fiber optics to a central location such as the township hall (may not be the best location for all townships) and use it as a a distribution point to residents local to the location. The fiber link from the tower or originating location could also be potentially used as a feeder link for residents and/or neighborhoods between the tower site and the township hall or other distribution point.

Thank You,

Jack Westbrooks

Owner

RuralReach.com