

Executive Summary

According to the US Census Bureau, nearly 400,000,000 Americans use the Internet. It is apparent that whether for business, entertainment or personal use, the Internet has become a vital need in communities throughout the world.

The City of Rexburg was looking to implement a WiFi mesh system in their city that would allow Internet access to those who needed it. This would enable police officers, building inspectors, city employees, emergency services and other city employees to have access to important information when out of their offices.

BridgeMaxx Communications came to the city with a proposal to cover city limits with WiMax using existing frequencies that they owned. With the cooperation of the city to use their existing water tower, they would provide access and equipment to use the WiMax system at no cost to the city.

Due to BridgeMaxx Communication's willingness to supply Rexburg with equipment at no charge, the city has been able to benefit the community while saving tens of thousands of dollars that would have been spent on both equipment and support costs needed to maintain that equipment.

This program allows city employees to have Internet availability anywhere in town, even while driving in their cars. This helpful tool is growing in popularity and being appreciated by all those who use it. For example, city building inspectors have found that using BridgeMaxx Communications in their vehicles drastically simplifies the permitting process and diminishes unnecessary travel time.

One of the greatest aspects of the BridgeMaxx Collaboration project is how successful it can be if replicated in other cities. If a city with a population of around 27,000 can benefit so much from this project, imagine how helpful this program can be in other cities, whether they be large or small.

We are confident that the BridgeMaxx Collaboration project will greatly improve the quality and effectiveness of lives wherever it is implemented.

Project Narrative

Description of Project

As technological advances continue to increase, the need for convenient and reliable Internet access becomes crucial in both large and small communities. The BridgeMaxx Collaboration project will satisfy this need for any community.

The City of Rexburg was looking to implement a WiFi mesh system in their city that would allow Internet access to those who needed it. The city of Rexburg covers a little over five square miles and has a population of over 27,000 people, 11,000 of which are university students.

BridgeMaxx Communications came to the city with a proposal to cover city limits with WiMax using existing frequencies that they owned. With the cooperation of the city to use their existing water tower, they would provide access and equipment to use the WiMax system at no cost to the city.

The BridgeMaxx project began in the summer of 2007. It allows city employees to have Internet availability anywhere in town, even while driving in their cars. This helpful tool is growing in popularity and being appreciated by all those who use it. For example, city building inspectors have found that using BridgeMaxx Communications in their vehicles drastically simplifies the permitting process and diminishes unnecessary travel time.

Steve Christenson, Rexburg's Information Technology Manager, has been responsible for working with BridgeMaxx Communications to implement the program in Rexburg.

Government Operations Improvement

This project provides a tremendous service to city and government employees. It is a tool of convenience that enables those who use it to be more effective in their responsibilities by eliminating excessive travel time and by having necessary resources at their fingertips.

The success of the program is best measured by the convenience of the service and by the number and satisfaction of those using the WiMax system. We currently have one police vehicle and six city inspector vehicles using the BridgeMaxx Collaboration program, all of which are pleased with the effectiveness of the service.

Future plans consist of expanding the use of WiMax to be available to all city vehicles that need the service, advertising the benefits of free Internet access to the people of Rexburg and using the smaller USB devices that BridgeMaxx Communications has offered the City of Rexburg. We feel that this is a program that will only get bigger and better with time.

Program Benefits

The program gives citizens of the community free public internet access in certain locations and provides city employees with free Internet connections while in their vehicles.

The City of Rexburg has greatly enjoyed the benefits of having Internet access throughout the community. Other cities can easily implement this program, and by so doing improve the effectiveness of city jobs while benefiting the lives of those within their communities.

BridgeMaxx Communications is also working to create small, portable USB devices that city employees can attach to their laptops. These devices will connect users to the WiMax system anywhere in the city, eliminating the need of having to carry a modem to get Internet access. The City of Rexburg will be given these devices free of charge because of their partnership with BridgeMaxx Communications.

In order to measure the program's long-term sustainability and its effect on the community, focus groups and survey's can be used to determine how the people of Rexburg feel about the project. This input will help the City of Rexburg understand what changes the people of Rexburg would like to see happen with the program.

Cost-Benefit Analysis

The greatest aspect of this program is that it costs the City of Rexburg nothing because of the partnership that was formed with BridgeMaxx Communications, so the operational and cost benefits are great.

BridgeMaxx Communications is willing to partner with governments and community leaders to establish a relationship that is beneficial to everyone. In the cities in which they have deployed, elected officials have been able to point to a successful public/private partnership where their city is made more competitive in attracting and retaining employers, where their citizens have access to an excellent value in market leading technologies, and where it didn't cost the taxpayers anything.