

## **Electronic Solutions, Inc.**



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April 20, 2006

### **Situation, Target, Proposal (STP) Analysis - Telecommunications**

#### **SITUATION – High Speed Data Services**

Voice and data services utilizing high speed Internet is available in limited areas of Person County. At present, about 60% of Sprint provided phone lines are able to receive high speed DSL. There are currently two providers of DSL – Sprint and Electronic Solutions, Inc. Fiber optic high speed data services are available along several of the major highways including 158 East, 501 South, 49 South, 158 East to Blalock Dairy Road, 501 N. to 4 way. Fixed, broadband wireless Internet services are available within 5 miles of Roxboro and approximately 2 miles near Woodland School at Hyco Lake.

#### **TARGET**

100% coverage of P.C. is optimum for DSL. 80% coverage is acceptable. All major roadways should be covered by fiber optic cable. High speed DS3 and ATM circuits are desirable along all major highways. High growth areas and business sites such as being developed near Hyco Lake and 501 North should have data services available for business growth.

#### **PROPOSAL**

1. Identify areas by priority and expected growth in P.C. Provide data to Sprint for inclusion in their long range planning.
2. Solicit wireless broadband vendors to provide coverage in high growth areas and business areas (This implementation is in progress with high speed wireless available at Hyco Lake by Electronic Solutions, Inc.) Other areas identified as high growth should be identified and information provided to ESI and others for future expansion and build-out of services.

#### **SITUATION – Wireless Phone Services**

Wireless phone services are limited or non-existent in most of the northern sectors of the County. Business growth is limited or stymied by lack of services in the northern sectors. Carriers complain of high tower application cost inhibiting expansion.

#### TARGET

All areas of the county need wireless services. Acceptable coverage would be 95% of all homes and businesses in the county. An application permit cost that is attractive to carriers is desired.

#### PROPOSAL

1. Work with all major carriers to develop an agreeable plan to cover 95% of the county with wireless services. A prioritized plan that identifies growth and need areas could be used to develop a comprehensive expansion plan that benefits the carrier and Person County.
2. Reduce the application for new cell towers to a rate comparable to other building permits. Use "in house" expertise to approve tower site request using guidelines established by Trigon customized for Person County.
3. Investigate the feasibility of cost sharing or other means with potential cell company to encourage expansion in Person County. This may involve committing to service contracts by county and/or businesses prior to build-out by the cell company.

#### **SITUATION – WiFi Internet Access**

A recent independent survey reflects that 78% of respondents indicate that they would use a WiFi Hotspot or better known as a wireless Internet access point if available in restaurants and public meeting places. Currently, very few public access WiFi Hotspots are available.

#### TARGET

Public buildings and local restaurants would have public access WiFi Hotspots for using the Internet free. These would be places that people are mobile or using the Internet on a infrequent basis. WiFi Hotspot locations should be advertised.

#### PROPOSAL

1. The county should install public access Hot Spots in public access buildings such as the County office building, the public library and other public buildings.
2. Businesses will be encouraged to install WiFi access for their customers.
3. A list of all available Hot Spots would be available on a common web site/s such as Person County web site, the Chamber of Commerce and the City of Roxboro web sites.