



BUSINESS ADVISORY

Rancho Cucamonga Redevelopment Agency

FOR IMMEDIATE RELEASE

FEBRUARY 25, 2010

Welcome To “Rancho Googlemonga” *City Seeks Nod From Google For Fiber Project*

Rancho Cucamonga, CA — The City of Rancho Cucamonga announced today the launch of its “**Rancho Googlemonga**” campaign, a community-wide effort to bring Google’s Fiber for Communities project to this Southern California community of 177,000.

Google, Inc. recently announced its intentions to initiate an experiment that it hopes will make Internet access faster and better for everyone. The company plans to test ultra-high-speed broadband networks in one or more trial locations across the country. The networks will deliver Internet speeds more than 100times faster than what most Americans have access to today — over a gigabyte per second fiber-to-home connections.

Currently, Google is soliciting Requests for Information (RFI) from communities that are interested in being considered as potential candidates. In response to Google’s RFI, the City of Rancho Cucamonga has begun the RFI process and intends to submit its package prior to Google’s deadline.

In addition to Google’s request that municipalities provide information about their communities including demographic and geographic data, infrastructure assets and related information, the company is also soliciting feedback from

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community stakeholders — residents, business owners and their employees, representatives of community organizations, etc.

Through its “Rancho Googlemonga” campaign, **the City will take a multimedia approach to encourage all community stakeholders to submit a nomination form on behalf of Rancho Cucamonga.** The City will utilize multiple media platforms to accomplish this task in hopes of generating thousands of online submittals to the Google website. In addition to traditional media outlets (newspapers, print materials) the City will also tap into its electronic resources such as the City and Redevelopment Agency websites, email blasts, electronic newsletters, social media sites and digital displays.

Even though it is anticipated that there will be numerous cities competing for a slice of the Fiber for Communities pie (which may ultimately be only one slice), Rancho Cucamonga officials are confident that the City has as good a chance as any to convince Google that Rancho Cucamonga should be the community selected to launch its fiber network.

“We have a very enthusiastic and engaging group of citizens when it comes to innovation and technology,” commented Rancho Cucamonga Mayor Donald Kurth. **“That’s why Google’s Fiber for Communities effort is the right project at the right time for the right community — and we believe that community is Rancho Cucamonga.”**

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With the assistance of its 177,000 residents, thousands of business professionals and representatives of local community organizations communicating the same message, it could certainly bring more awareness of the City's desire to bring Google's project to Rancho Cucamonga.

Rancho Cucamonga residents, business owners, employees, community organization members and anyone else who lives or works in the community can nominate the City through a special web page that has been posted on the Rancho Cucamonga Redevelopment Agency website at:

RCRDA.us/Google

The web page provides information, instructions and direct access for submitting a nomination form to Google, and the City is encouraging the entire community to take part in the effort. The deadline for submitting nominations is March 26, 2010 unless Google chooses to close the nomination period early.

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