

Committee on Energy and Commerce
U.S. House of Representatives
Witness Disclosure Requirement - "Truth in Testimony"
Required by House Rule XI, Clause 2(g)(5)

1. Your Name: Joanne S. Hovis		
2. Your Title: President of CTC Technology & Energy/ CEO of the Coalition for Local Internet Choice (CLIC)		
3. The Entity(ies) You are Representing: CTC Technology & Energy and the Coalition for Local Internet Choice		
4. Are you testifying on behalf of the Federal, or a State or local government entity?	Yes	No X
5. Please list any Federal grants or contracts, or contracts or payments originating with a foreign government, that you or the entity(ies) you represent have received on or after January 1, 2015. Only grants, contracts, or payments related to the subject matter of the hearing must be listed. N/A		
6. Please attach your curriculum vitae to your completed disclosure form.		

Signature: 

Date: March 20, 2017

Joanne S. Hovis, Esq. | President and Director of Business Consulting

Joanne Hovis is an attorney and broadband business analyst with a two-decade background in communications and broadband planning and policy. She is a nationally recognized authority on the broadband market and on the evolving role of public–private partnerships in the provision of communications services to the public.

Ms. Hovis leads the CTC team that advised the states of Connecticut, Kentucky, New Mexico, Kansas; Massachusetts; Maryland, and New York; the cities of Atlanta, Boston, San Francisco, Seattle, and Washington, D.C.; and hundreds of other public entities.

Ms. Hovis oversees all ongoing CTC research and analysis and provides innovative business planning for communications networking initiatives such as San Francisco’s planned fiber network and the interoperable public safety communications network in the National Capital Region (NCR). She also leads CTC’s consulting on the federal E-Rate and Healthcare Connect Fund programs.

Ms. Hovis is CEO of the Coalition for Local Internet Choice (CLIC) and a former president of the National Association of Telecommunications Officers and Advisors (NATOA). She is a member of the boards of directors of the Benton Foundation and the Fiber to the Home Council.

Business Planning and Feasibility Analysis

Ms. Hovis has spearheaded projects that explore a range of business models by which government clients can leverage their assets to build or expand fiber networks, and to incentivize private sector broadband expansion. She is sought nationwide as an expert in municipal broadband business models, fiber and wireless markets, and public–private partnerships. Among the projects she has led are:

- Ms. Hovis advised the **Commonwealth of Kentucky** on strategic and financial planning issues related to the deployment of KentuckyWired, the planned statewide fiber network. Following a comprehensive assessment of the state’s network financial models and projections, she collaborated on the development of a sustainable governance and business model; developed an RFI to identify potential fiber collaborators for the Commonwealth; and used the RFI responses to refine the Commonwealth’s business model and develop an RFP that more closely fit the business model. Ms. Hovis then helped the Commonwealth negotiate a public–private partnership—leading to the signing of a \$250 million to \$350 million concessionaire agreement with a private sector partner.

- Ms. Hovis advised the **City of Atlanta** on strategic and tactical approaches it can take to plan, build, and operate its own fiber network to cost-effectively serve its internal needs, promote private sector broadband investment, and enable competition in the City's residential and business broadband markets. She assisted the City in its discussions with Google Fiber and other telecommunications providers about options for joint build and partnership.
- Ms. Hovis advised the Mayor of **the City of Seattle** regarding the U.S. communications market and business planning strategies for a citywide fiber enterprise. She analyzed the public subsidies a network would require and delivered a full assessment of opportunities and risks. The report included an internal needs analysis, statistically significant market research, an assessment of competing services and technologies, and an evaluation of the business case and financial risks. Ms. Hovis led further analysis of the benefits of FTTP beyond the traditional balance sheet, including cost avoidance, monetary savings, and environmental impact. She also led a business planning working group comprised of the Mayor's senior staff, the directors of the city's two utilities (electric and water/sewer), and the city's CIO.
- Ms. Hovis advises the **State of New Mexico's Department of Information Technology** on broadband planning. She led a team of analysts that produced a guidebook for New Mexico's local governments on the business, financial, and strategic planning necessary to implement city- or county-owned broadband networks. The book-length guidebook offers instructions on documenting the telecommunications infrastructure in local communities and discusses strategies for exploring public-private partnerships to facilitate broadband expansion.
- Ms. Hovis supported the **State of Kansas Department of Commerce** on a needs assessment of the state's network infrastructure. She conducted major market surveys of core sectors across the state (residents, businesses, and community anchor institutions) to evaluate the current uses and needs of broadband infrastructure. She also developed a strategy for the evolution of Kan-ed, the state-created broadband program that serves schools, hospitals, libraries, and higher education institutions.
- Ms. Hovis has advised officials in the **District of Columbia** government on a range of telecommunications and fiber optic projects for almost a decade. She worked with the Office of the Chief Technology Officer (OCTO) to create a business plan and strategy for building a fiber optic network with a wireless overlay in the least-served wards of the city. She performed a business case and technology analysis (including five-year projections) for DC-Net, a fiber optic telecommunications network that provides voice and data services for the District. She analyzed governmental, educational, and public safety uses of the network. She is the strategic fiber adviser to the CTO and the Director of DC-Net, and supports planning for the network's future—including expanding the network to a broader array of end users.
- Ms. Hovis has been the strategic and business planning consultant to the **Urbana-Champaign Big Broadband (UC2B) Coalition (University of Illinois and the cities of**

Champaign and Urbana) for more than six years. Following construction of the coalition's middle-mile network to connect community anchor institutions, Ms. Hovis wrote an RFI to enable the coalition to identify a private partner that would finance and operate an FTTP expansion to serve 100 percent of the community. She evaluated potential partners' proposals, then helped negotiate with two partners to reduce the community's risks and ensure that a partnership would achieve economic development and digital inclusion goals. As a result of the final partnership—which Telecompetitor has called “a particularly good deal for the community”—UC2B secured an open access Gigabit FTTP network buildout. Commenting on the partnership, FCC Chairman Wheeler said that it “provides a valuable model for communities and companies throughout the country.”

- Ms. Hovis provided extensive business planning, market assessment, and strategic planning for the **City and County of San Francisco**. Serving as a key adviser to the city's CIO, she conducted an independent evaluation of the feasibility of San Francisco constructing and operating a municipal FTTP network to serve businesses and residences. As a first step toward the FTTP network, she worked with the City to plan a migration of the leased telecommunications services connecting 250 government facilities to a City middle-mile fiber optic network. She reviewed cost and pricing factors associated with using leased telecommunications services and circuits, as compared with migration to government-owned fiber optics. She projected the return on investment and total cost of ownership (including a wide range of costs from deployment to staffing to maintenance to financing to cutover expenses).
- Ms. Hovis prepared a fiber feasibility study and business case for the **City of Westminster, Maryland** in 2012 and 2013. Following the city's decision to move forward with FTTP pilot projects designed by CTC engineers, Ms. Hovis assisted the city in identifying a private partner to assume operating risk in providing services to the public over the city's FTTP infrastructure.
- Ms. Hovis led a feasibility study of the **City of Ocala, Florida's** fiber optic enterprise. She explored the potential range of business models and services that the city could implement to leverage its existing fiber optic network and staff skill sets. She performed a competitive assessment of existing private sector broadband services and conducted market research to assess current and future demand for high-speed connectivity. She proposed logical expansion strategies derived from in-depth analysis of financial costs, business models, and potential benefits to the community.
- Ms. Hovis devised a business strategy and wrote a business plan for **KINBER**, the statewide backbone and middle-mile fiber infrastructure focused on the higher education and healthcare sectors in Pennsylvania.
- Ms. Hovis developed a broadband feasibility study for **Garrett County, Maryland** with a specific focus on maximizing the benefits and use of the fiber backbone being built by the One Maryland Broadband Network (OMBN) project.

Ms. Hovis' expertise includes the many funding opportunities available to public broadband planners through the federal government and other sources. She has guided clients through each phase of the grant process, from application writing to fund management. Ms. Hovis' grant work has included:

- Supporting more than a dozen clients in securing American Recovery and Reinvestment Act (ARRA) funds through the **Broadband Technology Opportunities Program (BTOP)**. Successful applicants included including the \$22.5 million Urbana-Champaign Big Broadband (UC2B) project, the \$115 million One Maryland Broadband Network (OMBN), the \$32.1 million OpenCape project in Cape Cod, and Washington, D.C.'s \$17.5 million Community Access Network (DC-CAN).
- Securing additional National Telecommunications & Information Administration (NTIA) funds from the **Public Safety Interoperable Communications (PSIC)** grant program on behalf of public health and public safety communications projects in the National Capital Region (NCR), encompassing Washington, D.C. and almost two-dozen surrounding jurisdictions.
- Developing a successful application to the **Appalachian Regional Commission (ARC)** for Garrett County, Maryland.
- Providing business case development and ongoing business planning support to significant **Urban Areas Security Initiative (UASI)** grant-funded projects in the National Capital Region.
- Advising clients on **Rural Utilities Service (RUS)** grant applications, and reviewing business plans that make use of RUS loan funds.

Speaking and Advocacy

Ms. Hovis is in wide demand as a speaker and expert source on broadband deployment and public-private partnership issues. She has testified before the U.S. Congress on matters of broadband deployment and policy; has been interviewed by publications including *Business Week*, *The Washington Post*, *The New Yorker*, and *The Baltimore Sun*; and has been featured on C-SPAN's "The Communicators."

She has provided expert presentations to the Federal Communications Commission, the U.S. Conference of Mayors, the National League of Cities, the Broadband Communities Summit, Technology Policy Summit, the University of Illinois, Case Western Reserve University, the New America Foundation, and the Congressional Internet Caucus.

EDUCATION

Juris Doctor, with honors, University of Chicago Law School, 1994

Bachelor of Arts, with distinction, University of Wisconsin, Madison, 1990

PROFESSIONAL CERTIFICATIONS/LICENSES

Member of Illinois Bar Association

Member of District of Columbia Bar Association

ORGANIZATIONS

- Coalition for Local Internet Choice, CEO
- Benton Foundation, Director
- Fiber to the Home Council, Director
- United States Unified Community Anchor Network, Task Force on Community Anchor Network Economic Models, Charter Member
- National Association of Telecommunications Officers and Advisors, Past President

PRIOR TO COMING TO CTC IN 1997

1996–1997 Litigation/Communications Attorney, Mintz, Levin, Cohn, Ferris, Glovsky, & Popeo P.C., Washington, D.C.

1994–1996 Litigation Attorney, Jenner & Block, Chicago

SELECTED PUBLICATIONS

- “Digitally Unequal: Poor Areas Have Lousy Internet: Here’s What Trump Can Do to Help Them,” MIT Technology Review, December 2016
- “The Emerging World of Broadband Public–Private Partnerships: A Business Strategy and Legal Guide,” co-author, published by the Benton Foundation, 2016
- “The Atomic Age of Data: Policies for the Internet of Things,” contributor as participant at the Aspen Institute Conference on Communications Policy, 2015
- “The Art of the Possible: An Overview of Public Broadband Options,” with the New America Foundation, 2015
- “Better Communities through Better Broadband: A Coalition of Public and Private Interests Affirms the Need for Local Internet Choice,” Benton Foundation Blog, Jan. 23, 2015
- “The Killer App for Local Fiber Networks,” *Broadband Communities* magazine, November/December 2014
- “Gigabit Communities: Technical Strategies for Facilitating Public or Private Broadband Construction in Your Community,” 2014—an independent report sponsored by Google as a guide for local government leaders and planners
- “How communities can facilitate fiber construction,” Google Fiber Blog, Feb. 11, 2014
- “Facilitating Broadband Construction,” *Broadband Communities* magazine, January/February 2014