



COMPANY CASE STUDY

Council Bluffs Community Wi-Fi Project

How It Started

In the mid 1900s Council Bluffs, IA had been a major railroad hub, but in the early 2000s, most business opportunities migrated across the river to Omaha, the home of Warren Buffet, leaving Council Bluffs. Then in 2014 Google built a data center in the city and donated chrome books to all the students. While the kids could use the chrome books at school, the minute they got home, they lost connectivity. This is when the digital divide came to light.

Who Is Involved

The City of Council Bluffs and Council Bluffs School district formed a Wi-Fi consortium and named the project "BLink - Bluffs Community Wi-Fi". Several partners throughout the community came together to fund this project. No taxpayer dollars have been used.

How Its Going

The community agreed to start with a pilot project of about 1 square mile surrounding one of the school locations, and if that was successful, a new phase would be added. SmartWAVE is now deploying phase 8 and has designed up to phase 12.

KEY TAKEAWAYS

The Network

BLink has been constructed as a "success-based" network. This means they only continue to the next phase when the previous phase has proven successful. SmartWAVE is proud to be on the 12th phase out of the 14 identified.

The BLink Wi-Fi network broadcasts 2 separate SSIDs for the City open access and the School District secured access. This provides the student's traffic with the same authentication, filtering, security, and access to school applications as if they were in the classroom.

BLink funding and implementation continues to be a community wide effort with no tax dollars being used.

The Facts

This project is currently on the Phase 12 Design Phase, with 8 Phases completed with installations.

BLink will eventually cover over 20 square miles providing free community wi-fi to more than 60,000 people.



"The continuous expansion of BLink increases the opportunities for our youth to learn beyond the classroom walls. This project is a great example of public/private partnership. Without the support of Google, Iowa West Foundation, and CBCSD, Bluffs Community Wi-Fi would not be possible."

MATT WALSH

Mayor of Council Bluffs

BLINK PARTNERS

- Iowa West Foundation
- Charles E. Lakin Family Foundation
- Google
- CBTVI7
- CB Area Chamber of Commerce
- Echo Group
- Emspace
- MidAmerican Energy
- Miller Electric
- SmartWAVE Technologies
- Commscope RUCKUS
- UNITE Private Networks
- City of Carter Lake
- OPPD
- Bluffs Electric



SmartWAVE Technologies

Enabling the Wireless Generation...