



## davis downtown business association

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March 25, 2010

The Honorable Ruth Asmundson  
City of Davis  
23 Russell Boulevard  
Davis, CA 95616

Dear Mayor Asmundson:

The Davis Downtown Business Association (DDBA) strongly supports the City of Davis' campaign to become a Google "Fiber for Communities" test site.

Downtown Davis is at the cultural and economic center of our eclectic community that pairs a world-class university with the agricultural heritage of a quickly-expanding City. DDBA actively leads and energizes the Downtown to appeal to residents and visitors alike. In addition, the DDBA has been proactive in making use of new technologies, including the establishment of a wireless network throughout the Downtown, adoption of social networking to better communicate with members and customers and hosting web/social media marketing training to enable businesses to make better use of these tools.

The presence of high speed fiber and increased capacity of wireless access would be a tremendous asset to our Downtown businesses and visitors and help to solidify Downtown Davis as a hub of innovation and creativity. On a daily basis, Downtown cafes are filled with UC Davis students, staff and entrepreneurs working on wireless networks. Also, we are home to one of the highest-use rail stations along the Capital Corridor, bringing a daily supply of travelers and scholars, toting their laptops and hand-held devices.

We believe Davis to be a unique community with characteristics making it ideal for a Google "Fiber Communities" test site, and highly recommend selection of the City.

Sincerely,

Joy Cohan  
Director