

Google is the Bull's Eye

As most people know, Google is looking for a community where it can—at its own expense—install a fiber-optic network capable of delivering internet speeds of 1 gigabit per second...which translates into a speed at least 100 times faster than the fastest service most citizens can buy.

Durham is an excellent candidate for this project. With participation from many, many Durham organizations and individuals, the Durham application was submitted to Google on Friday, March 26. More than 1,100 other communities in America also applied.

Here is a look at the process and the end product (note that there were strict limits on the number of characters in each response):

The [application](#) itself, which was completed largely by the infrastructure subcommittee;

A [white paper](#) produced by the innovation subcommittee;

A [website](#) created for the project by the community engagement subcommittee;

And finally, links to the [social media](#) engaged as well as [videos](#) and [news coverage](#) of the process.

The submission of the application is not the end of this story. A conversation has begun that will not end even if Google respectfully declines Durham as the location for their network. The groundswell of support and the fluidity with which local government and the community worked together is a very tangible example of why Durham is the best place for the project and why Durham will continue its push for a fiber-optic network.

Many people deserve thanks for their efforts in this project so far – almost too many to name. It's a testament to Durham's overarching brand and personality as a community that is creative, collaborative, entrepreneurial, and inclusive.



There are more aspects of the effort that will continue to be unveiled over the coming days and weeks. Thanks for all of the support. It's one of the reasons Durham is a place where great things happen.



[Durham News Service](#) is a service of the Durham Convention & Visitors Bureau, an internationally accredited local tourism development authority and the official destination marketing organization for Durham, North Carolina, including Research Triangle Park.

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101 East Morgan Street, Durham, NC 27701 USA
(919) 687-0288 | (800) 446-8604
TDD (919) 688-8680 | FAX (919) 683-9555

www.durham-nc.com

