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Brenda Cooper  
CIO  
City of Kirkland, Washington

Brenda:

I am the SVP of Operations for a mid-sized technology company named INRIX that has chosen to have its headquarters in Kirkland, WA for the past 5 years. Our company provides current traffic information (e.g., traffic conditions, travel times, best travel routes based on the current traffic conditions, etc.) to our mainly B2B customers on approximately 1.5 million miles of roadway in North America and Europe. We are 1 of 4 companies world-wide doing this at this scale and our long list of customers includes Ford, Mapquest, BMW, TomTom, AT&T Wireless, T-Mobile, Apple, etc.

In order to create our products, we input massive amounts of real-time data 24x7 from vehicles and cell phones that provide current information about their location, heading and speed. We input approximately 2 million pieces of data every 15 minutes, and we then recalculate and distribute to numerous customers the current traffic conditions across all 1.5 million miles of roadway every 60 seconds. We currently move about 3,000 GBytes of data each month, and I expect that number to double each year for the foreseeable future. This is a very bandwidth intensive operation and we do this all over the public internet.

Kirkland has been a great choice for our headquarters given it enables reasonable commutes for our employees, enables close proximity to SeaTac, provides close proximity to customers and partners in the area, and is also simply a beautiful part of Washington. Increasing the capacity and cost efficiency of getting high bandwidth services to our local data center facilities and headquarters would allow us to provide better service and support to our customers, grow faster, and remain very motivated to keep our headquarters in Kirkland.

My understanding is that Kirkland is submitting an application to be chosen by Google for their Fiber for Communities Project. I am a huge proponent of Kirkland being selected, and hopefully from my description above I have made it very clear that this would certainly be of interest and benefit to INRIX, Inc., happily located in Kirkland, WA.

Sincerely,



Alex T. Meyer  
SVP, Operations