



Regional Support for Broadband

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Context

Connected Nation, non-profit dedicated to expanding broadband access, adoption, and use. Core competencies include:

- Community Engagement and Planning
- Research & Analysis
- Policy Consultation
- Mapping/GIS
- Digital Literacy

By the Numbers:

- **10** state-based broadband public-private partnerships, from Alaska to Puerto Rico, impacting **876** counties
- **1,200+** unique broadband provider relationships in data collection and processing
- Broadband availability mapping across **37% of the U.S. landmass** and **27.6 million households**
- **170** communities actively engaged in local technology planning activities

Access

The physical connection to high-speed infrastructure

Adoption

Recognizing the value of broadband and subscribing either at home, work, or via public institutions

Use

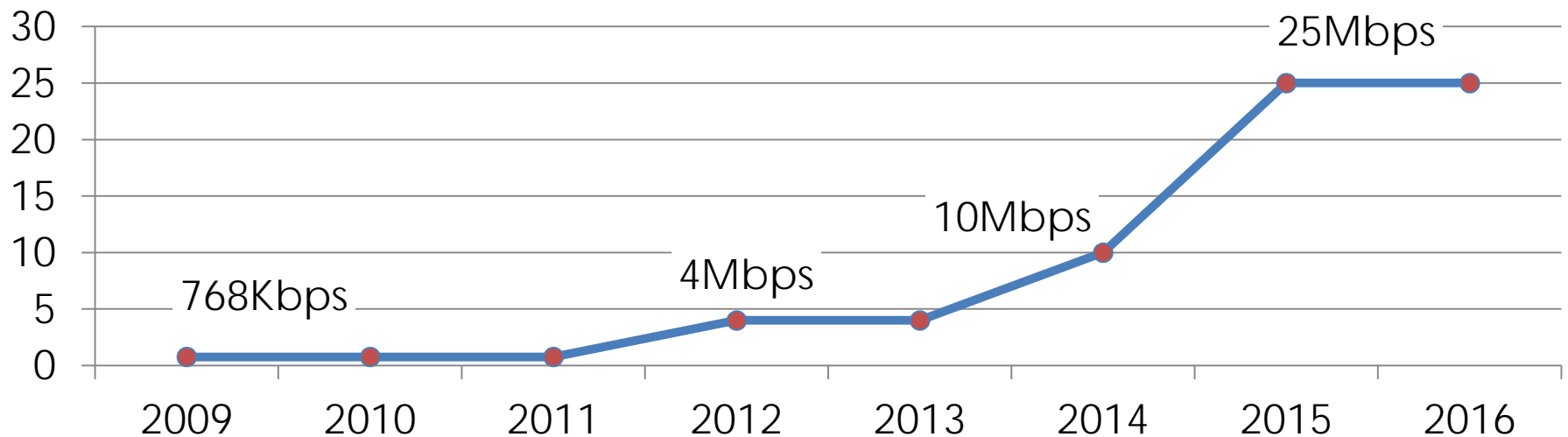
Skills and applications to leverage technology to improve quality of life and community/economic development



Broadband Defined

- More commonly referred to as high-speed internet access
- Any kind of connection other than dial-up
- Several platforms:
 - Cable
 - Digital subscriber line (DSL)
 - Fiber-optic
 - Fixed wireless
 - Mobile wireless
 - Satellite

Broadband Download Speed Definition History

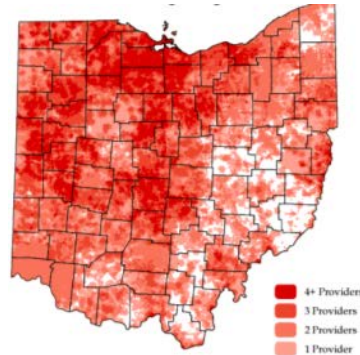




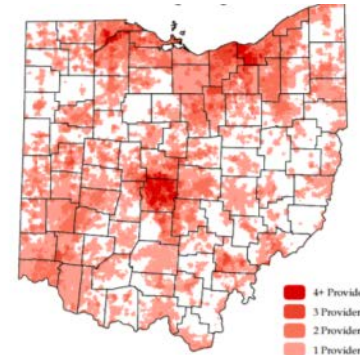
Infrastructure Issues

The increasing speed gap in rural and fringe urban/suburban areas is occurring nationally, creating entire regions without adequate infrastructure

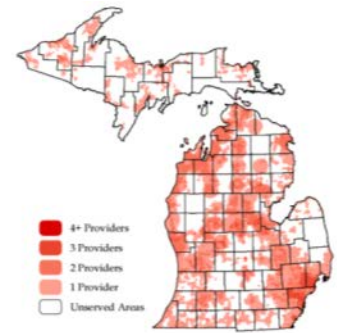
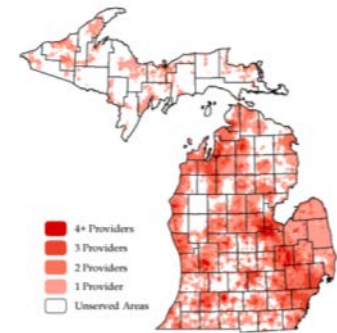
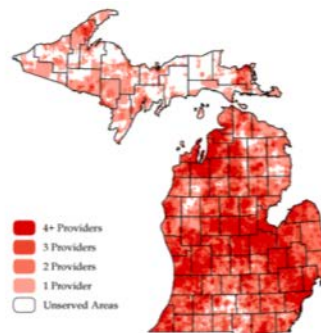
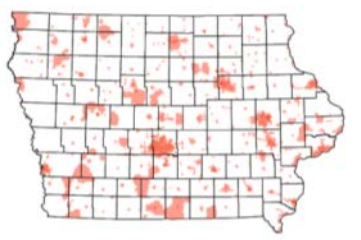
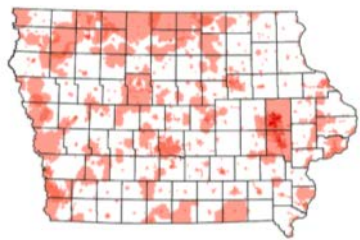
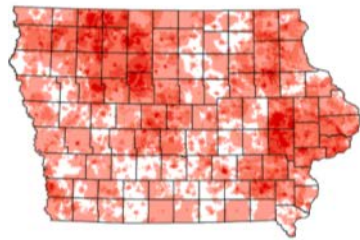
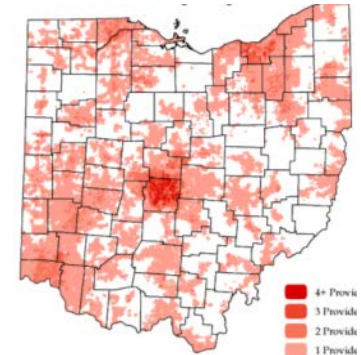
3 Mbps



10 Mbps



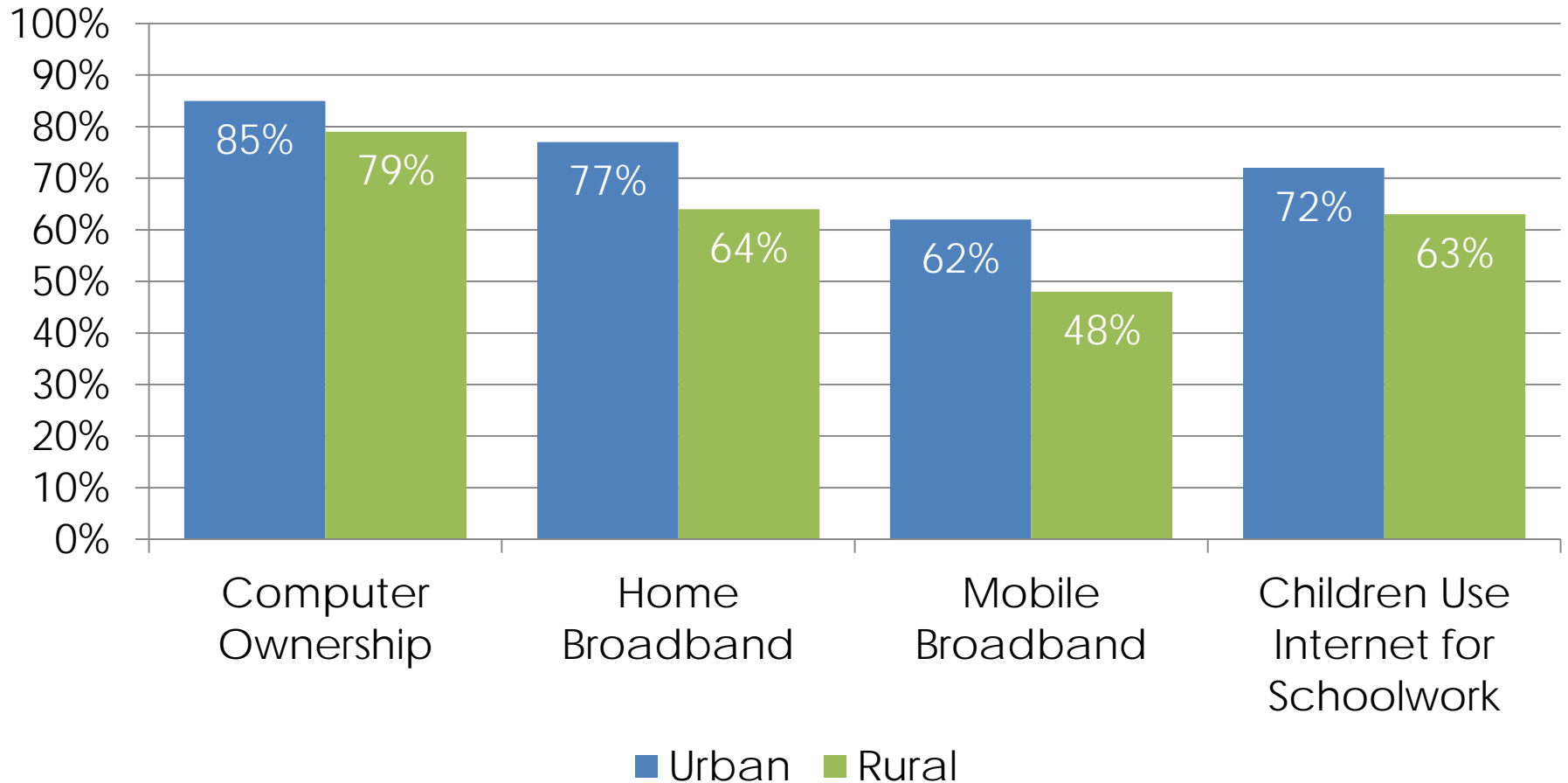
25 Mbps





Adoption & Use Issues

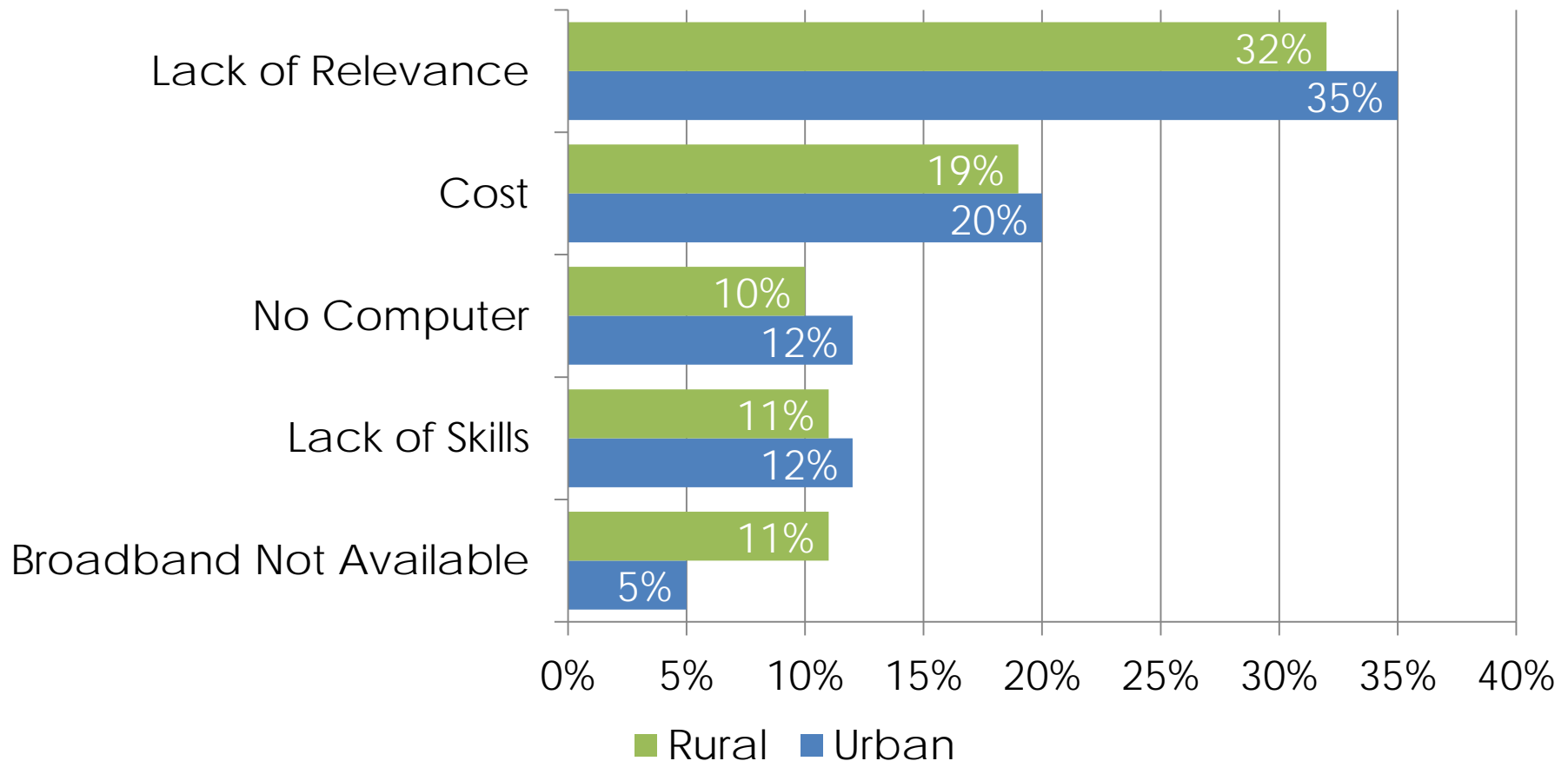
Residential Technology Adoption and Use





Adoption & Use Issues

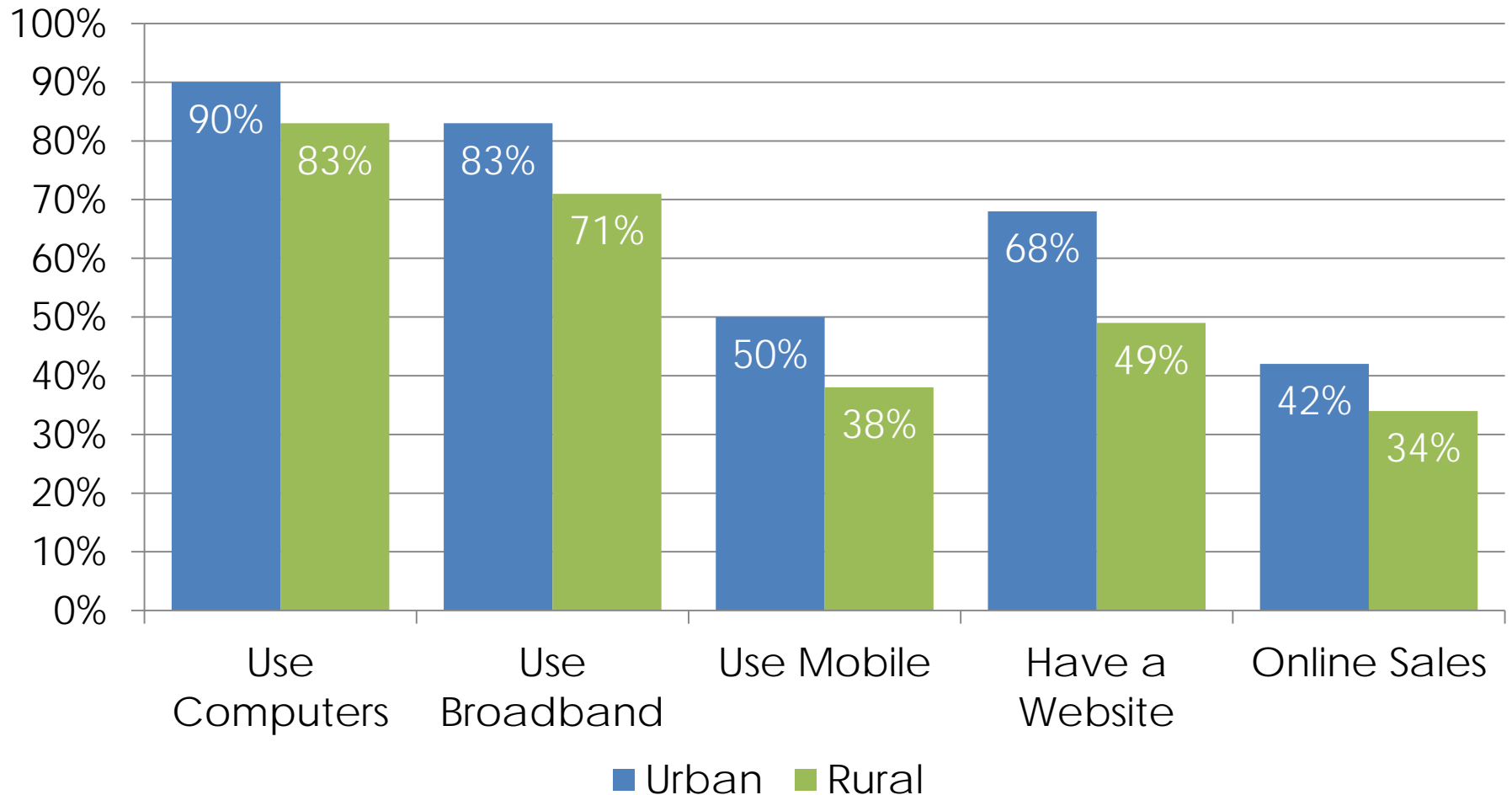
Household Barriers to Adoption and Use





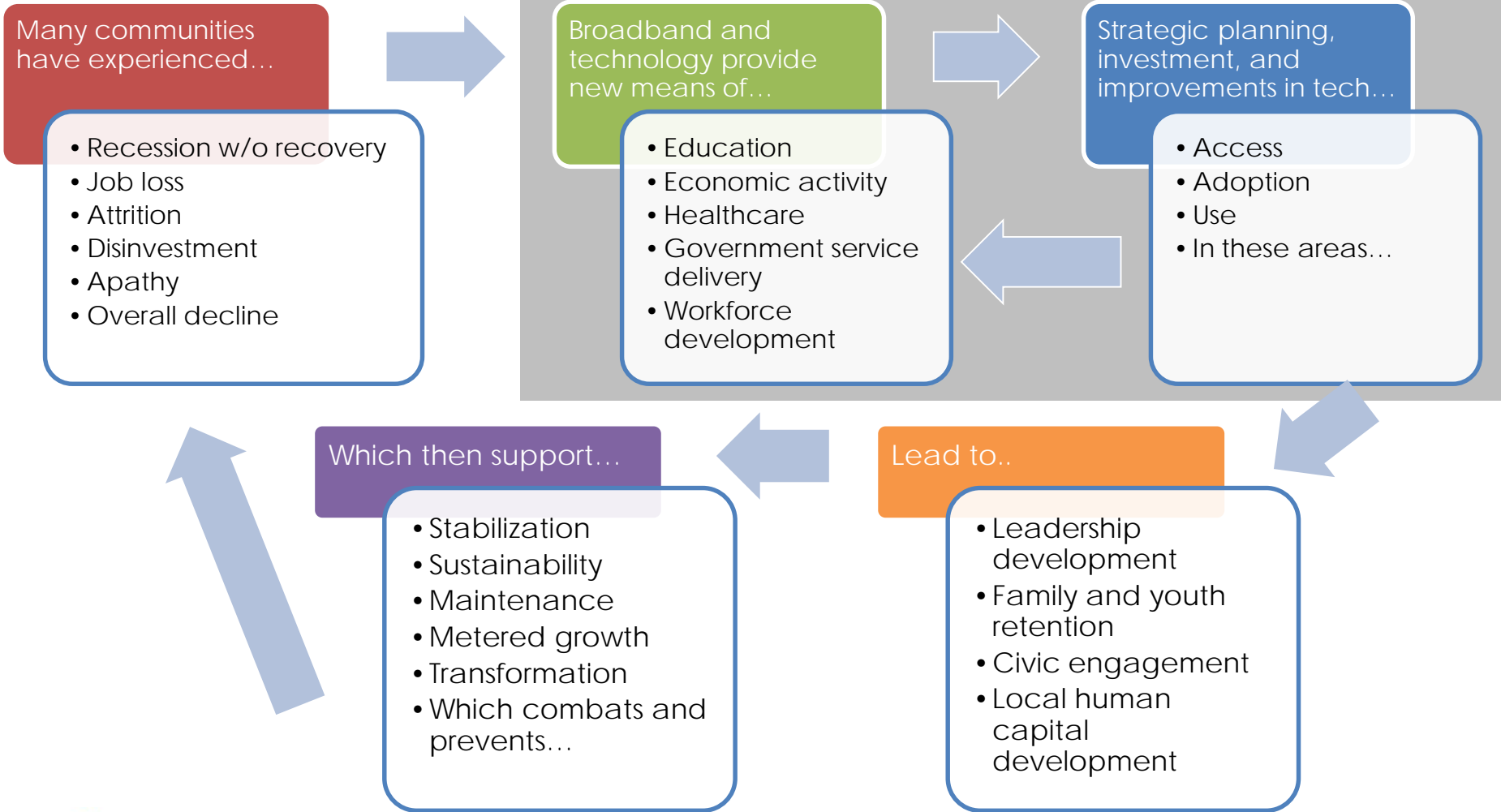
Adoption & Use Issues

Business Technology Adoption and Use





Effecting Change - Broadband Planning Framework





Connected Community Engagement Program

Empowering Local, Collaborative, and Data-Driven Technology Planning to Inform Intelligent, Digital Development

ENGAGE

- Multi-sector community broadband planning team
- Community Technology Advisors



ASSESS

- Identify local assets and current projects
- Assess local broadband access, adoption, and use



PLAN

- Collaborate to develop a technology action plan, framed by the NBP

PROMOTE

- Build awareness locally via events & media
- Promote status via certification





Connected Community Engagement Program

ACCESS

Availability

Speed

Competition

Platform
Depen-
dency

Middle Mile

Mobile

ADOPTION

Digital Literacy

Public
Computers

Home
Adoption

Affordability

Freq. of Use

USE

Agricul-
ture

Econ.
Dev.

Talent/
Work-
force

Govern-
ment

Health-
care

Higher
Ed.

K-12
Ed.

Libra-
ries

Public
Safety

Tourism

- Is our infrastructure adequate?
- Are we addressing barriers to broadband adoption?
- Are we pursuing meaningful application of broadband?





Connected Community Engagement Program

Ogemaw County, MI

- Rural area of central Michigan
- Trouble getting rural areas connected
- County economic development corporation undertaking project to locate and map vertical assets in rural areas as a means to expand wireless internet
- Looking to catalog agricultural assets including elevators, silos, water towers, etc.

Washtenaw and Jackson Cos., MI

- Rural townships and neighborhoods struggled with high demand, but no infrastructure expansion
- Formed a non-profit organization to work to expand broadband access
- 92% of those surveyed wanted more choices
- Want to construct fiber network and lease to a carrier for operation

Harbor Springs, MI (HarborActive)

- Rural, dispersed, and often seasonal population
- Wants to improve the digital literacy of the community
- Developed their own training program to train groups of all types on the latest technology including social media, tablets, website development, etc.
- Wine and Web (most popular)

West Central, MI

- Rural area with a need to expand economic development
- Instead of focusing on attracting new businesses, programs aimed at retaining, growing, and sustaining those already in the community
- MichiganWorks office conducting training programs to get more businesses online with social media and websites



Lessons Learned

- **Widen the Discussion:** Cross-sectoral teams/groups/initiatives are the most impactful when addressing local broadband issues.
- **Plan for More:** Demand for bandwidth and changing definitions perpetuate the digital divide. Plan for and invest in more than you need.
- **Collaboration vs. Competition:** Us vs. them mentality prevents communication and innovative solutions.
- **Don't Forget Adoption:** While pipes are important, don't forget that just because it's there doesn't mean it's being used in meaningful ways to improve quality of life.
- **Identify Best Practices:** Talk to your neighbors, find regional/national interest groups to identify solutions that could work for you.
- **Celebrate Success:** Announce and build awareness for success, no matter their scale, as well as future initiatives in front of the entire community.
- **Establish Partnerships:** Better broadband is achieved together not a thing to go and get. Open dialog can lead to mutual benefit.