The Broadband Imperative

Southwest Michigan Prosperity Region
RPI Collaborative Committee

February 4, 2016

Agenda

I. Connect Michigan Overview

II. The Broadband Challenge

III. The Connected Community Program

IV. Broadband vs. Southwest Michigan's Prosperity Goals

V. Suggested Approach for "Connected SWM"

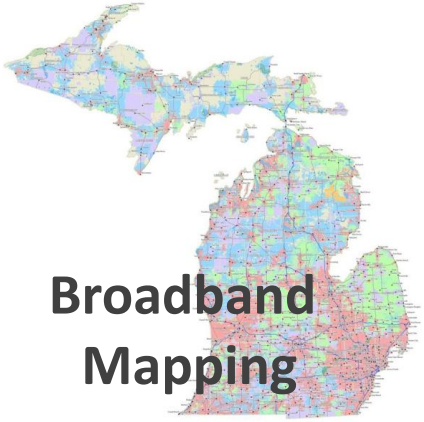
VI. Questions / Discussion

About Connect Michigan

Connect Michigan is a non-profit organization tasked with facilitating the expansion of broadband access, adoption and use throughout the state.

CONNECTED NATION ⟷ CONNECT Michigan ⟷ MICHIGAN PUBLIC SERVICE COMMISSION

Community Broadband Planning



Broadband Mapping

Broadband Research

What is Broadband?

broad·band
/ˈbrôdˌband/
(noun)
a high-capacity transmission technique using a wide range of frequencies, which enables a large number of messages to be communicated simultaneously.

Broadband Technologies

Phone/DSL

Cable

Wireless

Mobile

Fiber

Satellite

FCC Broadband Definitions

Previous ➡ *4 Mbps download speed*

Standard ➡ *10 Mbps download speed*

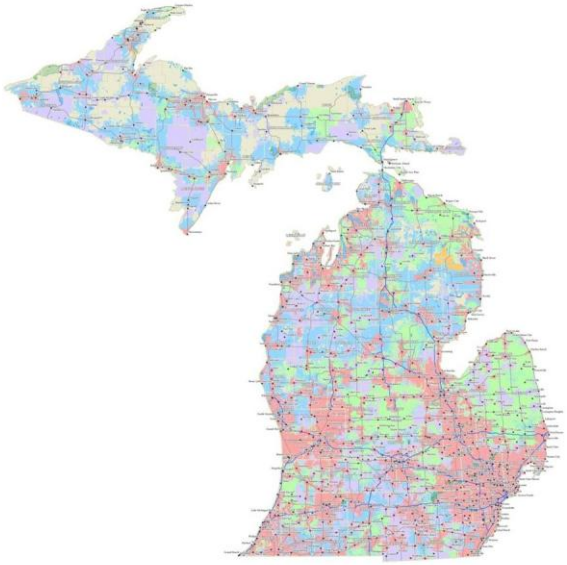
Advanced ➡ *25 Mbps download speed*

CONNECT Michigan

The Broadband Challenge

"Broadband is the new essential infrastructure. Access to broadband does not guarantee success, but lack of access to broadband will guarantee stagnation and decline."

***Susan Crawford**,*
National Economic Council



1.9 million adults without broadband at home in 2014

Technology is changing the way we teach and learn

53,000 Michigan businesses without broadband in 2014

CONNECT Michigan

Broadband's Impact On Our Communities

Broadband Linked to Population Growth

Counties that have better broadband access tend to be adding population at a faster rate than counties that don't have as much access. And the counties with the worst levels of access are losing population, a new study finds.*

Broadband Has Made Us Better Informed

Three-quarters of online adults (76%) say access to the internet has made the average American better informed.**

Broadband Has Improved Our Ability to Learn

87% of online adults say the internet has improved their ability to learn new things and also increased their ability to "share ideas and creations with others.".**

Broadband Boosts Income Levels

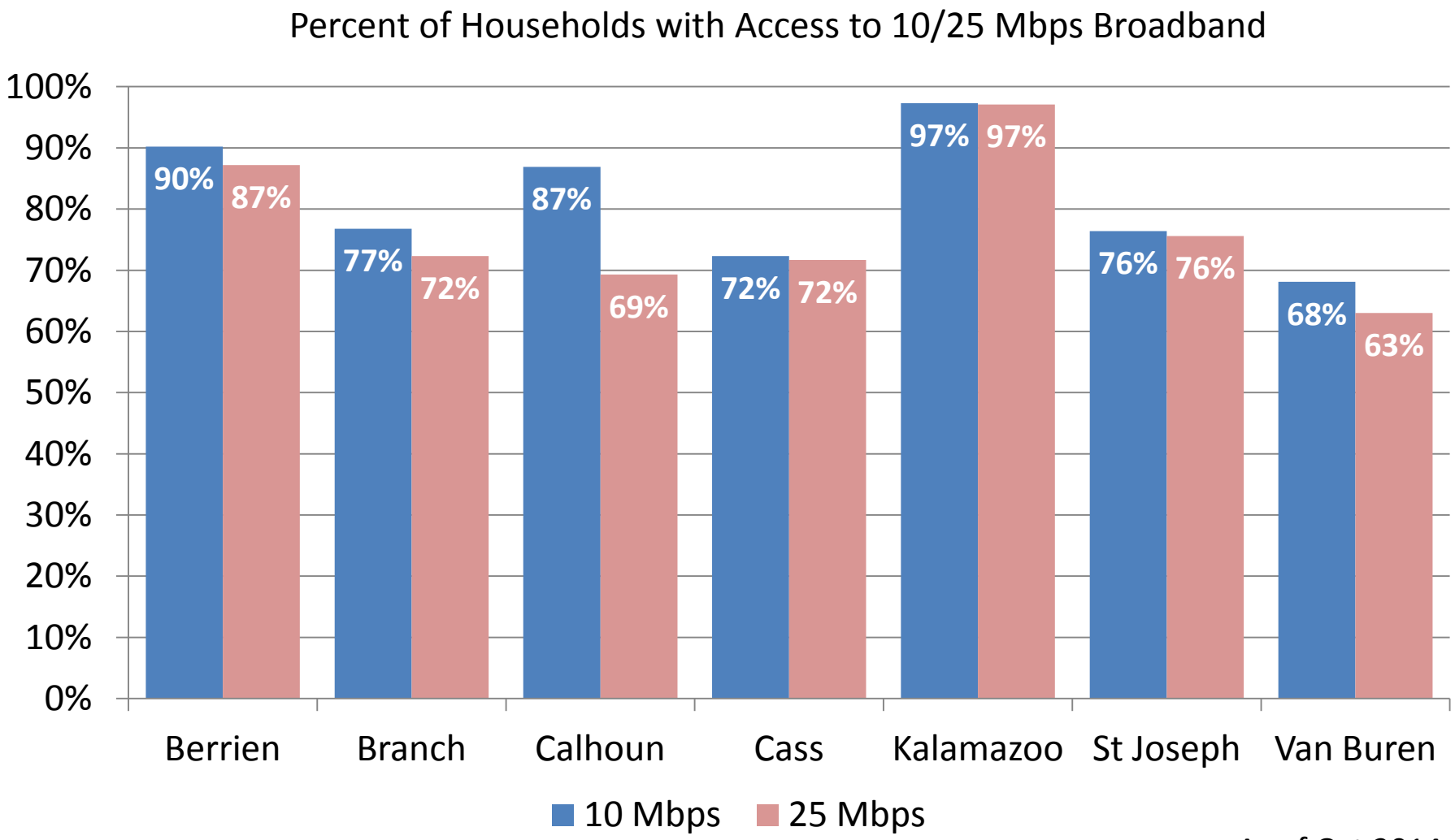
A new study sponsored by Ericsson confirms that broadband access positively affects household income – but only if the broadband exceeds a minimum speed threshold.***

* http://www.dailyyonder.com/broadband-linked-population-growth/2015/01/22/7688

** Pew Research Center, December 8 2014

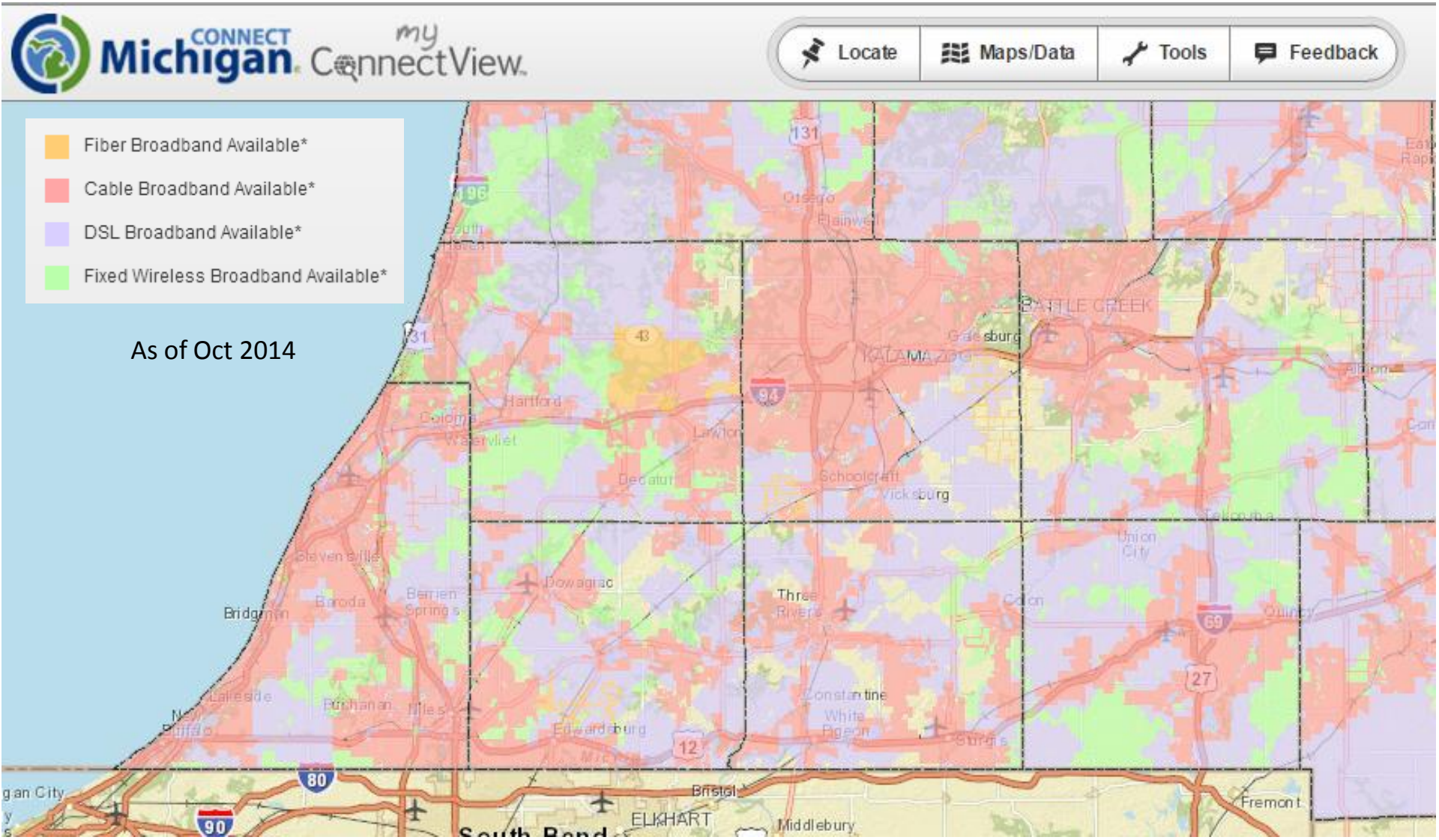
*** Broadband Communities – November/December 2013

SW Michigan Counties Broadband Availability



As of Oct 2014

SW Michigan Counties Coverage by Technology



What is CONNECTED℠?

*A community-based initiative to understand, assess, plan for and improve the **access**, **adoption** and **use** of broadband (high speed Internet) to benefit its residents and businesses.*

ACCESS

ADOPTION

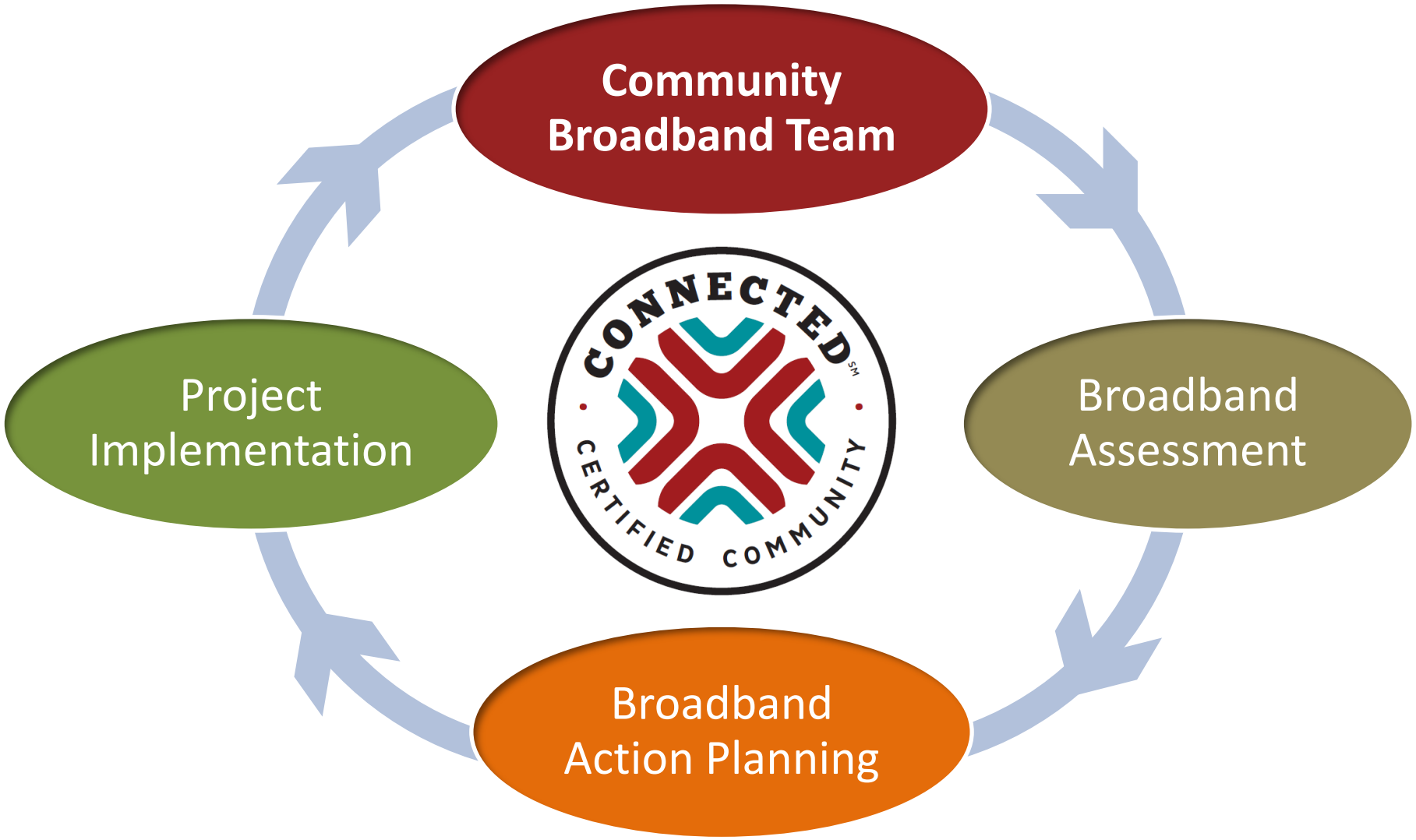
USE

Facilitated by CONNECT Michigan

Why Participate in CONNECTED℠?

- Establishes a central ***broadband planning process*** which typically does not exist in communities today
- Provides a ***forum for two-way communication*** of broadband issues and potential solutions with all sectors of the community
- Develops ***improved relationships*** between community leaders, local broadband providers and others for future projects
- Prepares communities to ***take timely advantage of funding and project opportunities*** as they arise

CONNECTED℠ Core Elements



The CONNECTED℠ Community Team

Local Team Champion

Connect Michigan Advisor

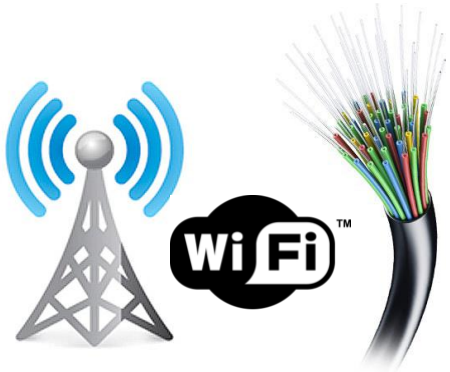
Community Broadband Team

Broadband Assessment

Community Broadband Assessment

Access

Broadband Infrastructure



Availability
Speeds
Providers
Technologies
Middle Mile

Adoption

Community-based Support Resources

Digital Literacy Training
Broadband Awareness
Public Internet Access
Vulnerable Populations
Barrier Elimination

Use

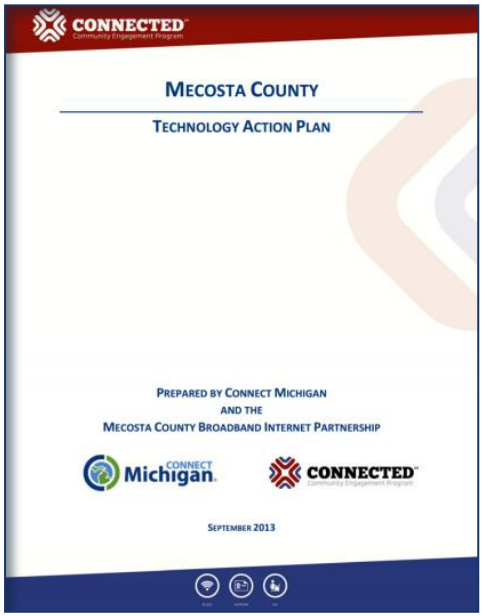
Community-based Online Services

Economic Development
Education
Government
Healthcare

CONNECTED℠ Action Planning

- Areas in need of improvement identified by assessment results
- Recommendations provided by Connect Michigan
- Key actions and “Priority Projects” are developed by the Community Broadband Team
- Final action plan is documented and published in the formal Technology Action Plan deliverable

Broadband Action Planning



CONNECTED℠ Sample Actions

Project #1

“Last mile” projects with broadband providers

Project #2

Add Digital Literacy training courses at library

Project #3

Expand wi-fi network in the downtown main street area

Project #4

Conduct residential broadband survey to assess needs

CONNECTED℠ Management

Project Implementation

- Develop partnerships with key organizations to deploy projects
- Manage issues and track progress of projects in the Technology Action Plan
- Conduct communication meetings to report project status, evaluate and discuss new issues, and improve relationships with partners and stakeholders
- Share information, successes and “best practices” with other Connected Communities
- Continue to raise and support the awareness of broadband’s benefits across the community

CONNECTED℠ Certification

- Formal recognition of those communities demonstrating excellence in broadband Access, Adoption and Use
- Measured by scoring on Community Broadband Assessment based on nationally recognized scoring criteria

- Earns use of the “Connected Certified Community” logo to promote a broadband-friendly environment to attract new businesses, new residents and other opportunities

CONNECTED℠ Success Examples

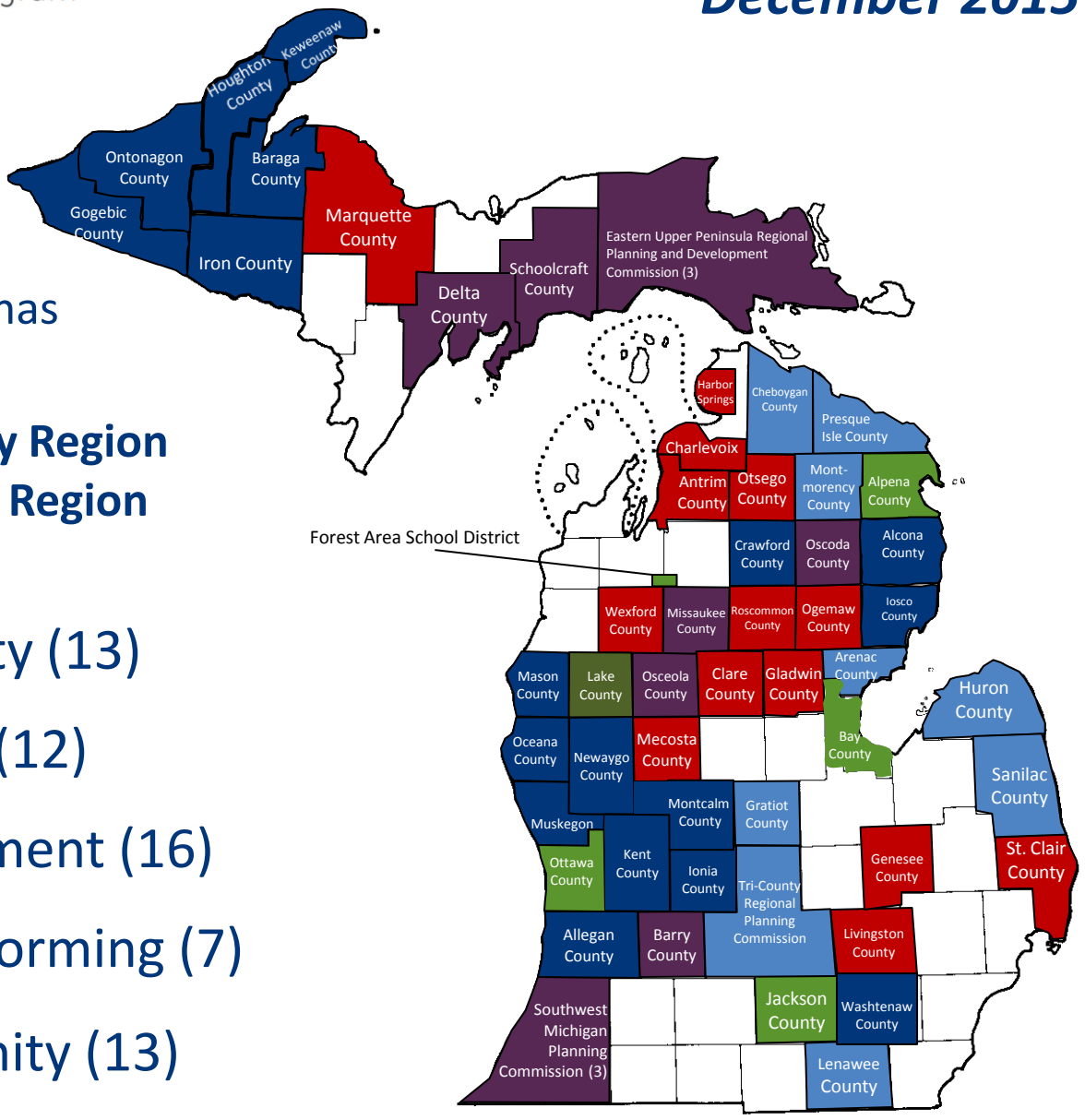
- **Clare County:** Public-private partnership between local government, schools, libraries, broadband provider led to broadband network expansion into rural areas
- **Small Town Fiber Networks:** Growing number of small towns (Big Rapids, Gaylord, Alma, Ithaca, Sebewaing) are working with local providers as partners to deploy “Gigabit” speeds
- **Harbor Springs:** Developed their own technology training program to increase digital literacy skills of its residents and businesses
- **Otsego County:** County Commission on Aging worked with “BeBloomin” web developer to roll out an internet technology training program for seniors using local library and senior center as training hubs
- **Keweenaw County:** Developed a mobile tourism app to provide visitors with relevant area information, result of a partnership between the Convention & Visitors Bureau and Keewenaw Chamber of Commerce

CONNECTED℠
Community Engagement Program

Community Status
December 2015

Connect Michigan currently has Regional Partnerships with:

- **West Michigan Prosperity Region**
- **East Michigan Prosperity Region**



- Certified Community (13)
- Received Final Plan(12)
- Completing Assessment (16)
- Community Team Forming (7)
- Interested Community (13)

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Broadband Supports SWM's RPI Goals and Opportunities

Community Development

Improve the livability of our region's communities to attract and retain talented workers

Education

Promote talent development and retention

Broadband

- ✓ *Enables teleworking*
- ✓ *Supports entrepreneurs*
- ✓ *Enhances property values*
- ✓ *Provides a lifeline for younger professionals*
- ✓ *Creates an environment for innovation and creativity*
- ✓ *Increases technology skills*
- ✓ *Provides access to online education and information*

Broadband Supports SWM's RPI Goals and Opportunities

Infrastructure

Encourage expansion and improvement of regional infrastructure

RPI Strategies

Advance regional communication and collaboration

Broadband

- ✓ *CONNECTED broadband planning process*
- ✓ *Enhanced speeds and bandwidth*
- ✓ *Public/private partnerships*
- ✓ *Community stakeholder participation*
- ✓ *County and region-wide broadband planning*
- ✓ *Sharing of best practices*

CONNECTED℠

Southwest Michigan Prosperity Region

- ✓ Our CONNECTED planning methodology is flexible and could accommodate multiple approaches:
  - ✓ Convene county-specific stakeholder teams in each of the four “new” counties (Kalamazoo, St. Joseph, Branch and Calhoun)
  - ✓ Refresh the Assessment for previously engaged counties of Berrien, Cass and Van Buren
  - ✓ Consolidate all seven county Assessments and Action Plans to develop a Regional Assessment and Technology Action Plan

  - or -

  - ✓ Convene a region-wide stakeholder team representing all seven counties to complete a region-wide Assessment and Action Plan

Questions & Discussion

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CONNECT Michigan

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CONNECTED℠

www.connectmycommunity.org