

# HARBOR AREA REGIONAL BOARD OF RESOURCES, INC.

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## TECHNOLOGY ACTION PLAN

PREPARED BY CONNECT MICHIGAN  
AND THE  
HARBOR, INC. BROADBAND TEAM



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ACCESS



ADOPTION



USE

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## INTRODUCTION

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The purpose of this report is to summarize the community's assessment of local broadband access, adoption, and use, as well as the best next steps for addressing any deficiencies or opportunities for improving the local technology ecosystem.

### Background

Today, technology plays a pivotal role in how businesses operate the type of service consumers expect, how institutions provide services, and where consumers choose to live, work, and play. The success of a community has also become dependent on how broadly and deeply the community adopts technology resources – this includes access to reliable high-speed networks, digital literacy of residents, and the use of online resources locally for business, government, and leisure. As noted in the National Broadband Plan, broadband Internet is “a foundation for economic growth, job creation, global competitiveness and a better way of life.”<sup>1</sup>

Despite the growing dependence on technology, as of 2012, 30% of Americans did not have a high-speed connection at home.<sup>2</sup> Connected Nation's studies also show that 17 million families with children do not have broadband at home – and 7.6 million of these children live in low-income households. In 2012, Connected Nation also surveyed 7,004 businesses in 9 states. Based on this data, Connected Nation estimates that at least 1.8 million businesses - 24% - in the United States do not utilize broadband technology today.<sup>3</sup>

Deploying broadband infrastructure, services, and application, as well as supporting the universal adoption and meaningful use of broadband, are challenging - but required - building blocks of a twenty-first century community. To assist communities, Connected Nation developed the Connected Community Engagement Program to help your community identify local technology assets, complete an assessment of local broadband access, adoption, and use, and develop an action plan for pursuing solutions.<sup>4</sup>

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1 *Connecting America: The National Broadband Plan*, Federal Communications Commission, April 2010, <http://www.broadband.gov/download-plan/>

2 *Consumer Broadband Adoption Trends*, Connected Nation, Inc., March 2013, <http://www.connectednation.org/survey-results/residential>

3 Connected Nation, *Broadband and Business: Leveraging Technology to Stimulate Economic Growth*, <http://www.connectednation.org/survey-results/business>

4 Connected Nation, parent company for Connect Michigan, is a national non-profit 501(c)(3) organization that works in multiple states to engage community stakeholders, state leaders, and technology providers to develop and implement technology expansion programs with core competencies centered around the mission to improve digital inclusion for people and places previously underserved or overlooked.

## Methodology

By actively participating in the Connected Community Engagement Program, the HARBOR, INC. Broadband Team is boosting the community's capabilities in education, healthcare, and public safety, and stimulating economic growth and spurring job creation. The HARBOR, INC. Broadband Team has collaborated with multiple community organizations and residents to:

1. Empower a community team leader (local champion) and create a community team composed of a diverse group of local residents from various sectors of the economy including education, government, healthcare, the private sector, and libraries.
2. Identify the community's technology assets, including local infrastructure, providers, facilities, websites, and innovative uses employed by institutions.
3. Complete the Connected Assessment, a measurement of the community's access, adoption, and use of broadband based on the recommendations of the National Broadband Plan.
4. Match gaps in the local broadband ecosystem to solutions and best practices being utilized by communities across the nation.
5. Pursue Connected Certification, a nationally recognized platform for spotlighting communities that excel in the access, adoption, and use of broadband.

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## CONNECTED ASSESSMENT

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The Connected assessment framework is broken into 3 areas: **ACCESS**, **ADOPTION**, and **USE**. Each area has a maximum of 40 points. To achieve Connected Certification, the community must have 32 points in each section and 100 points out of 120 points overall.

The **ACCESS** focus area checks to see whether the broadband and technology foundation exists for a community. The criteria within the **ACCESS** focus area endeavors to identify gaps that could affect a local community broadband ecosystem including: last and middle mile issues, cost issues, and competition issues. As noted in the National Broadband Plan, broadband **ACCESS** “is a foundation for economic growth, job creation, global competitiveness and a better way of life.”

Broadband **ADOPTION** is important for consumers, institutions, and communities alike to take the next step in fully utilizing broadband appropriately. The **ADOPTION** component of the Connected Assessment seeks to ensure the ability of all individuals to access and use broadband.

Broadband **USE** is the most important component of **ACCESS**, **ADOPTION**, and **USE** because it is where the value of broadband can finally be realized. However, without access to broadband and **ADOPTION** of broadband, meaningful **USE** of broadband wouldn't be possible. As defined by the National Broadband Plan (NBP), meaningful **USE** of broadband includes those areas of economic opportunity, education, government, and healthcare where values to individuals, organizations, and communities can be realized.

### Analysis of Connected Assessment

The Community Technology Scorecard provides a summary of the community's Connected Assessment. The Connected Assessment's criteria are reflective of the recommendations made by the Federal Communications Commission's National Broadband Plan. Lower scores indicate weaknesses in the community's broadband ecosystem, but do not necessarily signify a lack of service.

- HARBOR, INC. achieved a score of 110 points out of 120 for overall broadband and technology readiness which indicates that the community is exhibiting high success in technology access, adoption, and use and has surpassed the score of 100 required for Connected certification.
- The county scored 34 out of a possible 40 points in broadband access primarily because of some gaps in broadband availability. While broadband availability is at 92.98% of households having access to 3 Mbps, HARBOR, INC. is generally consistent with the state average of 97.39%.

- HARBOR, INC. exceeded the 32 points in each focus area that are required for certification and has qualified for full certification.

While the results indicate that the community has made tremendous strides and investments in technology, this technology plan will provide some insight and recommendations that will help the community continue to achieve success.



| <b>Community Technology Scorecard</b><br>Community Champions: Rachel Smolinski<br>Community Advisor: Tom Stephenson |                               |   |            |                        |
|---|-------------------------------|---|------------|------------------------|
| FOCUS AREA  | ASSESSMENT CRITERIA           | DESCRIPTION   | SCORE      | MAXIMUM POSSIBLE SCORE |
| ACCESS  | Broadband Availability        | 92.98% of homes have access to 3 Mbps                                   | 10         | 10                     |
|   | Broadband Speeds              | 77.45% of households with access to less than 50 Mbps                   | 5          | 5                      |
|   | Broadband Competition         | 83.1% of households with access to more than 1 broadband provider       | 3          | 5                      |
|   | Middle Mile Access            | Availability of middle mile fiber infrastructure is from 5 providers    | 6          | 10                     |
|   | Mobile Broadband Availability | 99.83% of households with access to mobile broadband                    | 10         | 10                     |
|   | <b>ACCESS SCORE</b>           |   |            | <b>34</b>              |
| ADOPTION  | Digital Literacy              | Program grads are greater than 7 per 1,000 residents over the past year | 8          | 10                     |
|   | Public Computer Centers       | 500 computer hours per 1,000 low income residents per week              | 10         | 10                     |
|   | Broadband Awareness           | Campaigns reach 100% of the community                                   | 10         | 10                     |
|   | Vulnerable Population Focus   | At least 5 groups   | 10         | 10                     |
|   | <b>ADOPTION SCORE</b>         |   |            | <b>38</b>              |
| USE   | Economic Opportunity          | 2 advanced, 7 basic uses  | 10         | 10                     |
|   | Education                     | 4 advanced, 3 basic uses  | 10         | 10                     |
|   | Government                    | 4 advanced, 2 basic uses  | 10         | 10                     |
|   | Healthcare                    | 1 advanced, 6 basic uses  | 8          | 10                     |
|   | <b>USE SCORE</b>              |   |            | <b>38</b>              |
| <b>COMMUNITY ASSESSMENT SCORE</b>   |                               |   | <b>110</b> | <b>120</b>             |

### Itemized Key Findings

The HARBOR, INC. Broadband Team identified the following key findings (in addition to findings illustrated in the community scorecard) through its technology assessment:

### ACCESS

- 19 last-mile broadband providers currently provide service in HARBOR, INC.:
  - 92.98% of households have access to 3 Mbps.
  - More than 75% of HARBOR, INC. homes have access to 50 Mbps service.
  - 83.1% of HARBOR, INC. households have access to more than 1 provider.
- Middle mile fiber infrastructure is available from 5 providers in HARBOR, INC.
- 99.83% of HARBOR, INC. households have access to mobile broadband.

### ADOPTION

- 1 digital literacy program exists in the community resulting in 58 graduates over the past year.
- 4 public computer centers (PCC) with a total of 26 computers are open to the public.
- 4 broadband awareness campaigns are reaching 100% of HARBOR, INC.
- 6 organizations are working with vulnerable populations.

### USE

- At least 9 uses of broadband were identified in the area of economic opportunity including 2 advanced uses and 7 basic uses.
- At least 7 uses of broadband were identified in the area of education including 4 advanced uses and 2 basic uses.
- At least 6 uses of broadband were identified in the area of government including 4 advanced uses and 2 basic uses.
- At least 7 uses of broadband were identified in the area of healthcare including 1 advanced use and 6 basic uses.

In addition to the items identified above, the HARBOR, INC. Broadband Team identified the following technology resources in the community:

#### **Technology Providers**

- 19 broadband providers were identified in HARBOR, INC.
- 2 hardware providers
- 3 network developers
- 1 web developer

#### **Technology Facilities**

- 5 public computing centers
- 11 wireless hotspots
- 0 video conference facilities



### **Community Websites**

- 2 Business-related websites (excluding private businesses)
- 2 Education-related websites
- 10 Government-related websites
- 5 Healthcare-related websites
- 1 Library-related website
- 1 Tourism-related website
- 1 Agriculture-related website
- 1 Community-based website

### **Community Priority Projects**

The Connected Assessment has culminated in the outlining of projects designed to empower the community to accelerate broadband access, adoption, and use. Below are six priority projects, followed by a complete list of all action items.

1. Facilitate a Technology Summit
2. Develop Free Social Media Classes and Internet Safety Workshops for the Community's Local Businesses and Non-Profits
3. Complete a Vertical Assets Inventory
4. Create Local Jobs Via Teleworking Opportunities
5. Evaluate Local Policies and Ordinances
6. Develop Public-Private Partnerships to Deploy Broadband Service

### **Complete List of Action Items**

Below is a complete list of 12 action items proposed by the HARBOR, INC. Broadband Team to accelerate broadband access, adoption, and use. Detailed descriptions of each solution proposed by Connect Michigan can be found in the *Action Plan* section later in this report.

### **ACCESS**

#### **Broadband Availability**

1. Perform an Analysis of Local Policies and Ordinances

#### **Broadband Speeds** – No Action Items

#### **Broadband Competition**

2. Develop Public-Private Partnerships to Deploy Broadband Service

#### **Middle Mile Access**

3. Study and Possibly Reassess Major Telecom Purchase Contracts

**Mobile Broadband Availability**

4. Complete a Vertical Assets Inventory

**ADOPTION****Digital Literacy**

5. Distribute Digital Literacy Content

**Public Computer Centers** – No Action Items**Broadband Awareness**

6. Facilitate a Technology Summit
7. Develop Free Social Media Classes and Internet Safety Workshops for the Community's Local Businesses and Non-Profits

**Vulnerable Population Focus** – No Action Items**USE****Economic Opportunity**

8. Create Local Jobs Via Teleworking Opportunities

**Education**

9. Improve Education through Digital Learning

**Government**

10. Improve Online Business Services Offered by the Government
11. Pursue Next Generation 911 Upgrades

**Healthcare**

12. Promote Telemedicine in Remote Areas

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## DETAILED FINDINGS

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### Current Community Technology Developments in HARBOR, INC.

During the assessment process, the community team identified projects that are currently in development or implementation. These projects are helping to enhance technology in HARBOR, INC.:

- The Harbor Springs area broadband survey was launched in July in an attempt to facilitate the expansion of reliable, affordable high-speed Internet to residents, businesses, and visitors to the HARBOR, INC. service area that is currently unserved or underserved as a long-time initiative of HARBOR, INC. A small subcommittee has been meeting over the past few years to work on the initiative and most recently has been working with a larger, regional broadband team to facilitate the process through the Connect Michigan Connected Community Engagement Program. One of the projects implemented to address access is a broadband survey for residents in the service area in order to provide more information to the team and to attract potential service providers to the area. The survey was launched in July via a mailing to over 6,600 property owners.

*Status:* The survey was closed at the end of September 2012, and a summary of results including maps may be found at <http://www.harborinc.org/broadband.asp>. The HARBOR, INC. Executive Director (ED) is currently working with service providers to expand and enhance their service in the area.

- In November of 2011, the voters of the Harbor Springs Public School approved a \$3.9 million technology and transportation bond allowing the school to install Wi-Fi in all the school facilities this fall and to launch a 1:1 iPad Initiative learning program.

*Status:* The school continues to implement the technology bond activities. Wi-Fi and multimedia equipment are installed and operational. The iPad initiative is moving forward with the teacher and staff training and pilot 1:1 program in classrooms; a total of 890 students have iPads or MacBook Air laptops.

- HARBOR, INC. is currently conducting a feasibility study for their service area and some surrounding townships within Emmet County. This study will determine the potential economic impact of an expansion of Internet broadband infrastructure in communities within the area that are currently unserved by broadband speeds of 10Mbps or higher. The study will examine the scope of economic growth that would be made possible through the increase of low impact, high-tech home-based businesses and tele-working. Additionally,

the results from this feasibility study along with an engineering analysis (once funded) examining needed infrastructure will be utilized to pursue future funding for the installation of adequate broadband infrastructure in the area.

*Status:* The feasibility study is in process, with a planned completion date of December 2014. We are currently looking for funds to complete the engineering analysis.

- Digital Literacy classes at the Harbor Springs Library. The Harbor Springs Library launched a Summer Technology Series and iPad User Group where it will be hosting a series of classes about operating and maintaining computers and iPads.

*Status:* The Library hosted several iPad and technology classes during the summer of 2012 and 2013. It is anticipated that the classes will be offered as needed in the future.

- Increase access to broadband in unserved areas within the service area. The HARBOR, INC. Broadband Team facilitated discussions and helped to foster a collaborative project between a technology service provider and communities within the service area. HARBOR, INC. continues to provide liaison services to service providers looking to offer expanded service or provide service in the area. In addition, HARBOR, INC. will connect communities and/or organizations looking for assistance with service providers.

*Status:* Ongoing

- The HARBOR INC. Broadband Team is supporting the use of the region's 911 Emergency Tower Network by private broadband providers.

*Status:* The director of CCE 911 participates on the Broadband Team. We work with the director to evaluate options for using existing 911 towers for broadband service in the area. HARBOR, INC. serves as a liaison for service providers and the director.

- In working with the Emmet County Planning and Zoning Department, the HARBOR, INC. team helped examine the community's zoning ordinances for any unnecessary local regulatory barriers that would inhibit the expansion of broadband.

*Status:* HARBOR, INC. reviewed the Emmet County ordinance related to a tower application in coordination with the Emmet County Planner, Connect Michigan, and the applicant. The zoning ordinance does not prohibit expansion; however, we have submitted proposed revisions of the ordinance to the Emmet County Planning Commission that will address Internet-based communication towers specifically. The proposed revisions are now running through the County's normal process for public input and approval.

- Develop Hot Spots in the downtown area and at the township halls for both the residents and visitors.

*Status:* The HARBOR, INC. Broadband Team has discussed options for providing this service, and the ED has evaluated a community wireless proposal from a local service provider. It does not appear to be feasible to establish a cost-effective, sustainable community wireless network in the area; however, the Team will pursue “hot spots” in the area. Downtown businesses with existing wireless service will be encouraged to provide a guest portal for public use. The ED will also provide assistance to townships that are interested in providing a “hot spot.”

- Develop free website and social media classes and workshops for the community’s local businesses and non-profits – scheduled to be launched fall of 2012.

*Status:* A free social media workshop titled “Online Business Tools” was offered at the Harbor Springs Library in 2013 and 2014. It is anticipated that more specific social media clinics will be offered as needed.

- Upgrade community websites.

*Status:* HARBOR, INC. has launched its community website. This site serves as a conduit for community information including technology related resources. We currently host websites for several townships. Social media will be integrated into all aspects of the site.

- Facilitate a Digital Works Center in the Harbor Springs Area. This partnership with Connect Michigan and Connected Nation will utilize their digital learning model to establish a Digital Works program that trains, places, and mentors high quality business candidates, connecting them to national companies looking for qualified personnel. The program will establish co-working centers in rural settings where job demand is high, few employers exist, and the cost of living is lowest. Once trained and connected with a national company, candidates may choose to work out of the Digital Works Center or out of their homes.

*Status:* Submitted a HARBOR, INC. community profile to Connect Michigan; currently looking for funding to implement.

## **HARBOR, INC. Assessment Findings**

Today, residents in the HARBOR, INC. area (or sections of the community) are served by 19 providers. Currently, broadband is defined as Internet service with advertised speeds of at least 768 Kbps downstream and 200 Kbps upstream. According to Connect Michigan’s latest broadband mapping update, the following providers have a service footprint in the HARBOR, INC. community:

| Broadband Providers            | Website  | Technology Type     |
|--------------------------------|--|---------------------|
| Charter Communications Inc.    | <a href="http://www.charter.com">www.charter.com</a>                                 | Cable               |
| Parish Communications          | <a href="http://www.parishonline.net">www.parishonline.net</a>                       | Cable               |
| AT&T Michigan                  | <a href="http://www.att.com">www.att.com</a>   | DSL                 |
| CenturyLink                    | <a href="http://www.centurylink.com">www.centurylink.com</a>                         | DSL                 |
| Iserv                          | <a href="http://www.iserv.net">www.iserv.net</a>                                     | DSL                 |
| RACC Enterprises LLC           | <a href="http://www.racc2000.com">www.racc2000.com</a>                               | DSL, Fixed Wireless |
| Chain of Lakes Internet        | <a href="http://www.torchlake.com">www.torchlake.com</a>                             | Fixed Wireless      |
| Cherry Capital Connection, LLC | <a href="http://www.cherrycapitalconnection.com">www.cherrycapitalconnection.com</a> | Fixed Wireless      |
| Gaslight Media                 | <a href="http://www.gaslightmedia.com">www.gaslightmedia.com</a>                     | Fixed Wireless      |
| Lighthouse.Net                 | <a href="http://www.lighthouse.net">www.lighthouse.net</a>                           | Fixed Wireless      |
| miSpot                         | <a href="http://mispot.net">http://mispot.net</a>                                    | Fixed Wireless      |
| SpeedConnect                   | <a href="http://www.speedconnect.com">www.speedconnect.com</a>                       | Fixed Wireless      |
| AT&T Mobility LLC              | <a href="http://www.wireless.att.com">www.wireless.att.com</a>                       | Mobile Wireless     |
| Sprint                         | <a href="http://www.sprint.com">www.sprint.com</a>                                   | Mobile Wireless     |
| Verizon Wireless               | <a href="http://www.verizonwireless.com">www.verizonwireless.com</a>                 | Mobile Wireless     |
| Hughes Network Systems, LLC    | <a href="http://www.hughesnet.com">www.hughesnet.com</a>                             | Satellite           |
| Skycasters                     | <a href="http://www.skycasters.com">www.skycasters.com</a>                           | Satellite           |
| StarBand Communications        | <a href="http://starband.com">http://starband.com</a>                                | Satellite           |
| ViaSat, Inc.                   | <a href="http://www.exede.com">www.exede.com</a>                                     | Satellite           |

Below is a list of local technology companies that are providing technical services or distributing/selling technical resources.

| Company Name             | Website   | Provider Type      |
|--------------------------|---|--------------------|
| Harbor Springs Computers | <a href="http://harborspringscomputers.com/">http://harborspringscomputers.com/</a> | Network Integrator |
| Insite Technology        | <a href="http://www.insite-tech.com/">www.insite-tech.com/</a>                      | Network Integrator |
| Alphageek Web Design     | <a href="http://www.alphageekwebdesign.com">www.alphageekwebdesign.com</a>          | Web Developer      |
| Donnelly Strough CO      | <a href="http://donnelly-strough.com/">http://donnelly-strough.com/</a>             | Hardware Provider  |
| Watshall Computer        | <a href="http://www.watshall.com/">www.watshall.com/</a>                            | Network Integrator |
| Mintaka Design           | <a href="http://mintakadesign.com/">http://mintakadesign.com/</a>                   | Hardware Provider  |

Below is a list of organizations that are making technological resources available to the community. These include organizations that provide videoconferencing, public computing, and wireless hotspots.

| Organization Name | Website | Resource Type |
|-------------------|---------|---------------|
|-------------------|---------|---------------|

|  |  |                          |
|--|--|--------------------------|
| North Central Michigan College-Library | <a href="http://www.ncmich.edu/">www.ncmich.edu/</a>                             | Public Computer Facility |
| NCMC Learning Support Services (LSS)   | <a href="http://www.ncmich.edu/advising/">www.ncmich.edu/advising/</a>           | Public Computer Facility |
| North Central Michigan College SCRC    | <a href="http://www.ncmich.edu/scrc.html">www.ncmich.edu/scrc.html</a>           | Public Computer Facility |
| Harbor Springs Library                 | <a href="http://www.harborspringslibrary.org/">www.harborspringslibrary.org/</a> | Public Computer Facility |
| Cross Village Township Office          | <a href="http://www.crossvillage.info/">www.crossvillage.info/</a>               | Public Computer Facility |
| Pellston Regional Airport              | <a href="http://www.pellstonairport.com">www.pellstonairport.com</a>             | Wireless Hotspot         |
| Boyne Highlands Resort                 | <a href="http://www.boyne.com/">www.boyne.com/</a>                               | Wireless Hotspot         |
| Nubs Nob                               | <a href="http://www.nubsnob.com/">www.nubsnob.com/</a>                           | Wireless Hotspot         |
| Harbor Springs Airport                 | <a href="http://www.harborspringsairport.com/">www.harborspringsairport.com/</a> | Wireless Hotspot         |
| Northern Lights Recreation             | <a href="http://www.northernlightsrec.com/">www.northernlightsrec.com/</a>       | Wireless Hotspot         |
| Stained Cup Coffee Co                  | <a href="http://www.stainedcupcoffee.com/">www.stainedcupcoffee.com/</a>         | Wireless Hotspot         |
| Vernales                               | <a href="http://vernales.com/">http://vernales.com/</a>                          | Wireless Hotspot         |
| Compass Room                           | <a href="http://www.truenorthgolf.com/">www.truenorthgolf.com/</a>               | Wireless Hotspot         |
| Stafford's Pier Restaurant             | <a href="http://www.staffords.com/pier">www.staffords.com/pier</a>               | Wireless Hotspot         |
| Polish Kitchen                         | <a href="http://www.famouspolishkitchen.com/">www.famouspolishkitchen.com/</a>   | Wireless Hotspot         |
| Teddy Griffin's Road House             | <a href="http://www.teddygriffins.com/">www.teddygriffins.com/</a>               | Wireless Hotspot         |

Below is a list of community websites (sorted by category) designed to share and promote local resources.

| Organization Name  | Website  | Website Category |
|--|--|------------------|
| MSU Extension  | <a href="http://www.msue.msu.edu/">www.msue.msu.edu/</a>                               | Agriculture      |
| Harbor Area Regional Board of Resources, Inc. (H.A.R.B.O.R., Inc.) | <a href="http://www.harborinc.org/">www.harborinc.org/</a>                             | Business         |
| Northern Lakes Economic Alliance                                   | <a href="http://www.northernlakes.net/">www.northernlakes.net/</a>                     | Business         |
| Harbor Springs Area Historical Society                             | <a href="http://www.harborspringschamber.com/">www.harborspringschamber.com/</a>       | Community Based  |
| Harbor Springs Public Schools                                      | <a href="http://www.harborps.org/">www.harborps.org/</a>                               | Education        |
| North Central Michigan College                                     | <a href="http://www.ncmich.edu/">www.ncmich.edu/</a>                                   | Education        |
| City of Harbor Springs   | <a href="http://www.cityofharborsprings.com/">www.cityofharborsprings.com/</a>         | Government       |
| Cross Village Township   | <a href="http://www.crossvillage.info/">www.crossvillage.info/</a>                     | Government       |
| Emmet County   | <a href="http://www.emmetcounty.org">www.emmetcounty.org</a>                           | Government       |
| Friendship Township  | <a href="http://www.harborinc.org/ftwp.asp">www.harborinc.org/ftwp.asp</a>             | Government       |
| Little Traverse Bay Band of Odawa Indians                          | <a href="http://www.ltbbodawa-nsn.gov/index.html">www.ltbbodawa-nsn.gov/index.html</a> | Government       |
| Little Traverse Township   | <a href="http://www.harborinc.org/lttpw.asp">www.harborinc.org/lttpw.asp</a>           | Government       |
| North West Michigan Council of                                     | <a href="http://www.nwmcog.org">www.nwmcog.org</a>                                     | Government       |

|   |  |            |
|---|--|------------|
| Governments                                   |  |            |
| Pleasantview Township                         | <a href="http://www.harborinc.org/pvtwp.asp">www.harborinc.org/pvtwp.asp</a>               | Government |
| Readmond Township                             | <a href="http://www.harborinc.org/rtwp.asp">www.harborinc.org/rtwp.asp</a>                 | Government |
| West Traverse Township                        | <a href="http://www.harborinc.org/wttwp.asp">www.harborinc.org/wttwp.asp</a>               | Government |
| Bay Bluffs Emmet County Medical Care Facility | <a href="http://baybluffs.org/">http://baybluffs.org/</a>                                  | Healthcare |
| Health Department of Northwest Michigan       | <a href="http://www.nwhealth.org/">www.nwhealth.org/</a>                                   | Healthcare |
| Little Traverse Primary Care                  | <a href="http://www.littletraverseprimarycare.com/">www.littletraverseprimarycare.com/</a> | Healthcare |
| Perry Farm Villages                           | <a href="http://www.pvm.org/">www.pvm.org/</a>   | Healthcare |
| United Way of Northwest Michigan              | <a href="http://www.unitedwaynwmi.org/">www.unitedwaynwmi.org/</a>                         | Healthcare |
| Harbor Springs Library                        | <a href="http://www.harbor Springs library.org/">www.harbor Springs library.org/</a>       | Libraries  |
| Harbor Springs Area Chamber of Commerce       | <a href="http://www.harbor Springs chamber.com/">www.harbor Springs chamber.com/</a>       | Tourism    |

## Connected Assessment Analysis



### Access Score Explanation

**Broadband Availability** (10 out of 10 Points Possible) – is measured by analyzing provider availability of 3 Mbps broadband service gathered by Connected Nation’s broadband mapping program. In communities that may have broadband data missing, community teams were able to improve the quality of data to ensure all providers are included.

- According to the April 2014 data collected by Connect Michigan, 98.92% of HARBOR, INC. area residents had access to broadband speeds of 3 Mbps or greater.

**Broadband Speeds** (5 out of 5 Points Possible) – is measured by analyzing the speed tiers available within a community. Connected Nation will analyze broadband data submitted through its broadband mapping program. Specifically, Connected Nation will break down the coverage by the highest speed tier with at least 75% of households covered. In communities that may have broadband data missing, community teams were able to improve the quality of data to ensure all providers are included.

- According to the April 2014 data collected by Connect Michigan, 77.45% of HARBOR, INC. area residents had access to broadband speeds of 50 Mbps.



**Broadband Competition** (3 out of 5 Points Possible) – is measured by analyzing the number of broadband providers available in a particular community and the percentage of that community’s residents with more than one broadband provider available. Connected Nation performed this analysis by reviewing the data collected through the broadband mapping program. In communities that may have broadband data missing, community teams were able to improve the quality of data to ensure all providers are included.

- **According to the April 2014 data collected by Connect Michigan, 83.01% of HARBOR, INC. area residents had access to more than one broadband provider.**

**Middle Mile Access** (6 out of 10 Points Possible) – is measured based on a community’s availability to fiber. Three aspects of availability exist: proximity to middle mile points of presence (POPs), number of POPs available, and available bandwidth. Data was collected by the community in coordination with Connected Nation.

- **HARBOR, INC. area is served by 5 middle mile fiber providers.**

**Mobile Broadband Availability** (10 out of 10 Points Possible) – is measured by analyzing provider availability of mobile broadband service gathered by Connected Nation’s broadband mapping program. In communities that may have mobile broadband data missing, community teams were able to improve the quality of data to ensure all providers are included.

- **According to the April 2014 data collected by Connect Michigan, 99.83% of HARBOR, INC. area residents had access to mobile broadband service.**



### Access Score Explanation

**Digital Literacy (8 out of 10 Points Possible)** – is measured by first identifying all digital literacy programs in the community. Once the programs are determined, a calculation of program graduates will be made on a per capita basis. A digital literacy program includes any digital literacy course offered for free or at very low cost through a library, seniors center, community college, K-12 school, or other group serving the local community. A graduate is a person who has completed the curriculum offered by any organization within the community. The duration of individual courses may vary. A listing of identified digital literacy offerings is below.

| Organization Name                | Program Description             | Number of Grads |
|----------------------------------|---------------------------------|-----------------|
| North Central Mich. Coll.        | Business and community outreach | 58              |
| <b>Total Graduates 2013-2014</b> |                                 | 58              |

**Public Computer Centers (10 out of 10 Points Possible)** – is measured based on the number of hours computers are available each week per 1,000 low-income residents. Available computer hours is calculated by taking the overall number of computers multiplied by the number of hours open to a community during the course of the week. A listing of public computer centers available in HARBOR, INC. area is below.

| Organization Name      | Number of Open Hours per Week | Number of Computers | Available Computer Hours per Week |
|------------------------|-------------------------------|---------------------|-----------------------------------|
| NCMC                   | 54 hours per week             | 20                  | 1,080                             |
| Cross Village          | 56 hours                      | 1                   | 56                                |
| Emmet County Office    | 45 Hours                      | 1                   | 45                                |
| Harbor Springs Library | 40 hours                      | 4                   | 160                               |
|                        |                               |                     |                                   |

**Broadband Awareness (10 out of 10 Points Possible)** – is measured based on the percentage of the population reached. All community broadband awareness programs are first identified, and then each program’s community reach is compiled and combined with other campaigns. A listing of broadband awareness programs in HARBOR, INC. area is below.

| Organization Name       | Campaign Description                                    | Community Reach |
|-------------------------|---|-----------------|
| NCMC                    | Business and community outreach                         | 78%             |
| Harbor Springs Library  | Weekly technology class (iPads, e-mail, computer usage) | 95%             |
| The Village of Hillside | Technology class (iPads, e-mail, computer usage)        | 17%             |
| HARBOR INC.             | Monthly e-Newsletter                                    | 100%            |

**Vulnerable Population Focus (10 out of 10 Points Possible)** – A community tallies each program or ability within the community to encourage technology adoption among vulnerable groups. Methods of focusing on vulnerable groups may vary, but explicitly encourage technology use among vulnerable groups. Example opportunities include offering online GED classes, English as a Second Language (ESL) classes, video-based applications for the deaf, homework assistance for students, and job-finding assistance. Communities receive points for each group on which they focus. Groups may vary by community, but include low-income, minority, senior, children, etc. A listing of programs focusing on vulnerable populations in HARBOR, INC. is listed below.

| Organization Name             | Program Description  | Vulnerable Group           |
|-------------------------------|--|----------------------------|
| NCMC                          | Business and community outreach  | Low-income and elderly     |
| Harbor Springs Library        | Technology training  | Low-income, youth, seniors |
| The Village of Hillside       | Technology training  | Seniors                    |
| MiWorks                       | Job finding assistance   | Unemployed                 |
| MiWorks- Adult Learning Labs. | Adult Learning Labs - GED, GED or high school diploma, prepare for college, or improve their reading, writing, math, and keyboarding | Low-income adults          |
| MiWorks-Youth services        | Youth skills training  | Youth                      |



### Use Score Explanation

**Economic Opportunity (10 out of 10 Points Possible)** – A community receives one point per basic use of broadband and two points per advanced use of broadband. Categories within

economic opportunity include: economic development, business development, tourism, and agriculture. Identified uses of broadband in the area of economic opportunity are listed below and identified as basic or advanced.

| Application Provider  | Description  | Basic / Advanced |
|---|--|------------------|
| Online banking  | Availability of free online banking for consumers and businesses   | Basic            |
| MiWorks-virtual employment  | Virtual employment assistance programs and individualized job training   | Advanced         |
| Michigan Small Business Technology and Development                        | Google online - program to help small & medium businesses with technology  | Advanced         |
| Northern Lakes Economic Alliance-Business Resource Centers                | (10) Business resource centers in the libraries to help start and expand businesses                                    | Basic            |
| 1 free publicly accessible wireless hotspot available per 5,000 residents | 2 free hot spots - one at the Cross Village Township hall and Harbor Springs Library and Nub's Nob and Boyne Highlands | Basic            |
| Harbor Chamber of Commerce  | 100% of local attractions online   | Basic            |
| Visit Harbor Springs Michigan   | Presence of an online tourism portal for the promotion of local tourism attractions and events                         | Basic            |
| Service Core of retired executives SCORE/Harbor Springs                   | Program to help small & medium businesses with technology  | Basic            |
| MiWorks- Computer Lab   | Lab - 12 public computers available for job-seekers and local businesses   | Basic            |

**Education (10 out of 10 Points Possible)** – A community receives one point per basic use of broadband and two points per advanced use of broadband. Categories within education include K-12, higher education, and libraries. Identified uses of broadband in the area of education are listed below and identified as basic or advanced.

| Application Provider   | Description   | Basic/ Advanced |
|--|---|-----------------|
| Char-Em  | Availability of online courses for K-12 students  | Advanced        |
| Initiatives focused on elevating STEM (Science, Technology, Engineering, & Mathematics) literacy | The school districts located in Emmet County are partners with the Michigan STEM Partnership a statewide collaboration. | Advanced        |
| Harbor Springs Schools - Destiny Online  | Presence of library automation system   | Basic           |

|                                       |   |          |
|---------------------------------------|---|----------|
| Harbor Springs Public Schools         | 100% of classrooms connected to Internet via broadband                    | Basic    |
| Harbor Springs Schools - Power School | 75% of schools with online interaction with parents                       | Advanced |
| Harbor Springs Schools                | 100% of libraries connected to Internet via broadband                     | Basic    |
| Harbor Springs Schools - Power School | 75% of K-12 classes with online access to curricula, homework, and grades | Advanced |

**Government (10 out of 10 Points Possible)** – A community receives one point per basic use of broadband and two points per advanced use of broadband. Categories within government include general government, public safety, energy, and the environment. Identified uses of broadband in the area of government are listed below and identified as basic or advanced.

| Application Provider                         | Description  | Basic/Advanced |
|--|--|----------------|
| HARBOR Inc. website-plus 5 township websites | Presence of a local community website  | Basic          |
| CCE 911 system                               | Availability of ubiquitous, interoperable wireless public safety network                             | Advanced       |
| City of Harbor Springs                       | Energy Smart Program- replacing old equipment with high efficient equipment                          | Basic          |
| City of Harbor Springs                       | Applications for Zoning and Business permits, as well zoning codes, city budgets and maps are online | Advanced       |
| City of Harbor Springs/Police Department     | Public safety answering points with broadband  | Advanced       |
| Emmet County                                 | Updated zoning ordinances on communication towers  | Advanced       |

**Healthcare (8 out of 10 Points Possible)** – A community receives one point per basic use of broadband and two points per advanced use of broadband. Entities within healthcare can include, but are not limited to, hospitals, medical and dental clinics, health departments, nursing homes, assisted living facilities, and pharmacies. Identified uses of broadband in the area of healthcare are listed below and identified as basic or advanced.

| Application Name                             | Description   | Basic/Advanced |
|--|---|----------------|
| McLaren Northern Michigan Hospital - website | Online listing of healthcare professionals within community | Basic          |
| McLaren Northern Michigan Hospital           | Availability of telemedicine (send or receive)              | Advanced       |
| Computer access for                          | 2 computers at Perry Farms, 1 computer at Village of        | Basic          |

|  |   |       |
|--|---|-------|
| those living in nursing homes and assisted living facilities | Hillside, and 1 computer at Harbor Springs Friendship Center and 1 computer |       |
| McLaren Northern Michigan Hospital                           | Online payment of bills   | Basic |
| McLaren Northern Michigan Hospital                           | Online Pre-Registration   | Basic |
| McLaren Northern Michigan Hospital                           | E-Shop; employee can order uniforms and supplies online                     | Basic |
| McLaren Northern Michigan Hospital                           | eNewsletter- Community Health Education and Fitness Programing              | Basic |

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## ACTION PLAN

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### Community Priority Projects

This exercise has culminated in the outlining of projects to allow the community to continue its recognized excellence in technology and broadband planning across the community. Below are six priority projects, each describing a project plan with suggested steps. This is followed by a complete list of all action items.

#### *Perform an Analysis of Local Policies and Ordinances*

High capital investment costs, including permit processing, pole attachment costs, and lack of effective planning and coordination with public authorities, negatively impact the case for deployment. For example, the FCC's National Broadband Plan concludes that, "the rates, terms, and conditions for access to rights of way [including pole attachments] significantly impact broadband deployment." The costs associated with obtaining permits and leasing pole attachments and rights-of-way are one of the most expensive cost functions in a service provider's plans to expand or upgrade service, especially in rural markets where the ration of poles to households goes off the charts. Furthermore, the process is time consuming. "Make ready" work, which involves moving wires and other equipment attached to a pole to ensure proper spacing between equipment, and compliance with electric and safety codes can take months to complete.

Community and provider collaboration to problem solve around local pole attachment and other right of way issues is one of the most effective opportunities to encourage faster, new deployment of infrastructure.

#### **Goal**

Ensure that local policies are conducive to broadband build-out.

#### **Benefits**

1. Lowers cost barriers to improve the business case for broadband deployment.
2. Encourages good public policy and provider relations.

#### **Action Items**

1. Review local policies, ordinances, and other barriers to broadband deployment and consult with community leaders, providers, utilities, and other members of the community to ensure that they are supporting policies (local ordinances, pole attachments, and right-of-way) that are conducive to broadband build-out.

2. Develop an awareness campaign targeted towards community leaders to inform them of the benefits of broadband to the entire community derived from access to global resources that outweigh the need for some policies.

**Status:** In progress and successful.

### *Develop Public-Private Partnerships to Deploy Broadband Service*

Public-private partnerships take many forms, limited only by the imagination and legal framework in which the municipality operates. Some communities issue municipal bonds to fund construction of a network that they lease to private carriers, with the lease payments covering the debt service. Others create non-profit organizations to develop networks in collaboration with private carriers or provide seed investment to jumpstart construction of networks that the private sector is unable to cost-justify on its own.

A public-private partnership should not be simply seen as a method of financing. The strength of these partnerships is that each party brings something important to the table that the other doesn't have or can't easily acquire. The community can offer infrastructure (publicly-owned building rooftops, light poles, towers, and other vertical assets for mounting infrastructure) for the deployment of the system, as well as committed anchor tenants. Private-sector partners bring network-building and operations experience.

#### **Goal**

Fund broadband network deployment.

#### **Benefits**

1. The public sector transfers much of the risk for private investment. For example, the public sector has many funding tools available, including incentivizing continued investment through tax credits, encouraging greater availability of private capital through government guaranteed loans, or government being a direct source of capital through loans or grants.
2. The partnership can aggregate demand and reduce barriers to deployment. By working together, public and private parties can educate and build awareness needed for the public to better integrate the use of broadband into their lives, thereby improving the business case for broadband deployment.
3. A good partnership concentrates investment on non-duplicative networks and aims to ensure that all residents have access to adequate broadband service.

#### **Action Items**

1. Decide on the technology (e.g. cable, DSL, fiber, etc.).
2. Issue an RFP.
3. Develop a finance and ownership model.



**Status:** In progress.

### *Complete a Vertical Assets Inventory*

Wireless communications equipment can be placed in a wide variety of locations, but ideally, wireless providers look for locations or structures in stable conditions, with reasonably easy access to electricity and wired telecommunications, and with a significant height relative to the surrounding area. “Vertical assets” are defined as structures on which wireless broadband equipment can be mounted and positioned to broadcast a signal over as much terrain as possible. These assets include structures such as cell towers, water tanks, grain silos, and multi-story buildings.

The lack of easily accessible and readily usable information regarding the number and location of vertical assets prevents the expansion of affordable, reliable wireless broadband service. Wireless broadband providers must determine if it is worth the effort and expense to collect and analyze this data when making investment decisions. Public sector organizations are faced with the same challenges. A centralized and comprehensive vertical assets inventory can help wireless broadband providers expedite decisions regarding the deployment of affordable, reliable broadband service in rural areas.

#### **Goal**

Develop a single repository of vertical assets, such as communications towers, water tanks, and other structures potentially useful for the support of deploying affordable, reliable wireless broadband in less populated rural areas or topographically challenged areas.

#### **Benefits**

1. The vertical assets inventory provides data for private and public investment decisions, lowering the initial cost of efforts needed to identify potential mounting locations for infrastructure.
2. The inventory can encourage the expansion of affordable, reliable wireless broadband services to underserved areas by shortening project development time.

#### **Action Items**

1. Identify or develop a vertical assets inventory toolkit to provide guidelines to identify structures or land that could serve as a site for installation of wireless communications equipment.
2. Data to collect would include vertical asset type, owner type, minimum base elevation, minimum height above ground, and location.

3. Identify and map elevated structures utilizing your community's GIS resources. The resulting database should be open ended; localities should be encouraged to continuously map assets as they are made available.

**Status:** In progress.

### *Facilitate a Technology Summit*

Develop and host a technology summit for residents and businesses to increase awareness of broadband value, service options, and the potential impact on quality of life. The technology summit should facilitate community partnerships between leaders in local government and the private sector, including non-profits and private businesses in the education, healthcare, and agriculture sectors, with the goal of ensuring that residents have at least one place in the community to use powerful new broadband technologies, and that this asset will be sustained over time. Further, the technology summit should highlight success stories as evidence of the impact of technology.

#### **Goal**

A technology summit should bring together community stakeholders to develop a dialogue about how public and private stakeholders can collectively improve broadband access, adoption, and use.

#### **Benefits**

1. Highlights successes, opportunities, and challenges regarding community technology planning.
2. Develops ongoing dialogue around improving broadband access, adoption, and use.
3. Unifies community stakeholders under one vision.

#### **Action Items**

1. Create community partnerships.
2. Identify funding sources and hosts.
3. Identify suitable speakers.
4. Develop relevant content.

**Status:** In progress.

### *Develop Free Social Media Classes and Internet Safety Workshops for the Community's Local Businesses and Non-Profits*

Methods of implementing a small and medium business broadband awareness program include, but are not limited to, facilitating awareness sessions, holding press conferences led by

community leaders, inviting speakers to community business conferences or summits, and public service announcements. It is also important to educate local businesses about Internet tools that are available at minimum or no cost to them.

A training program, or entry-level “Broadband 101” course, could be utilized to give small and medium businesses an introduction on how to capitalize on broadband connectivity, as well as more advanced applications for IT staff. In addition, incorporate a program designed to help community members who are using the Internet to identify and avoid situations that could threaten their safety, threaten business or government networks, compromise confidential information, compromise the safety of children, compromise their identities and financial information, or destroy their reputations.

Training should include resources for non-IT staff, such as how to use commerce tools for sales, streamline finances with online records, or leverage knowledge management across an organization.

Additional training might include:

- “How-to” training for key activities such as online collaboration, search optimization, cybersecurity, equipment use, and Web 2.0 tools.
- Technical and professional support for hardware, software, and business operations.
- Licenses for business applications such as document creation, antivirus and security software, and online audio and videoconferencing.
- Website development and registration.
- Basic communications equipment, such as low-cost personal computers and wireless routers.

### **Goals**

- Businesses adopt and use broadband-enabled applications, resulting in increased efficiency, improved market access, reduced costs, and increased speed of both transactions and interactions.
- Ensure that community members are aware of how to navigate the Internet safely.

### **Benefits**

- Provides entrepreneurial support.
- Eliminates knowledge gap about how best to utilize broadband tools, increasing productivity.
- Promotes business growth and workforce development.
- Broadband empowers small businesses to achieve operational scale more quickly by lowering start-up costs through faster business registration and improved access to customers, suppliers, and new markets. According to Connected Nation’s 2012 Jobs and

Broadband Report, businesses that are using the Internet bring in approximately \$300,000 more in median annual revenues than their unconnected counterparts.

- This project helps ensure that community members have a solid understanding of cyber threats.
- There are many risks, some more serious than others. Among these dangers are viruses erasing entire systems, a hacker breaking into a system and altering files, someone using someone else's computer to attack others, someone stealing credit card information, sexual predators making advances at children, and criminals making unauthorized purchases. Unfortunately, there's no 100% guarantee that even with the best precautions some of these things won't happen, but there are steps that can be taken to minimize the chances.

### **Action Items**

- Identify federally or state sponsored business support programs (e.g. Chamber of Commerce, SBA, EDA, Agriculture, or Manufacturing extension) that include assistance with broadband or IT content.
- Identify or develop a business awareness and training program.
- Identify or develop online training modules for businesses. For example, the Southern Rural Development Center, in partnership with National Institute of Food and Agriculture, USDA, administers the National e-Commerce Extension Initiative. As the sole outlet nationally for e-Commerce educational offerings geared at Extension programming, the National e-Commerce Extension Initiative features interactive online learning modules. In addition, the program's website offers a library of additional resources and a tutorials section for greater explanation on website design and function. Modules and presentations include: A Beginner's Guide to e-Commerce, Doing Business in the Cloud, Electronic Retailing: Selling on the Internet, Helping Artisans Reach Global Markets, and Mobile e-Commerce. To see some examples, click here: [http://srdc.msstate.edu/ebeat/small\\_business.html#](http://srdc.msstate.edu/ebeat/small_business.html#).
- Partner with a local library or community center to offer security-awareness training initiatives that include classroom style training sessions and security awareness websites and information booklets.
- Awareness training can also be used to alleviate anxiety for community members who are not using the Internet because of fear of cyber threats.

**Status:** The HARBOR, INC. team has successfully launched a program that has hosted a series of social media and e-marketing workshops for the local businesses and non-profits in the HARBOR, INC. region. That program is being improved to incorporate training on Internet safety in future workshops to further meet the needs of its local business and non-profit community.

### ***Create Local Jobs Via Teleworking Opportunities***

Connected Nation's Digital Works program is a hybrid between an employment agency and a co-working facility that connects residents with online training courses and connections with companies that lack a physical presence in the community. The Digital Works program creates

jobs in areas facing high unemployment by leveraging broadband technology for call center and IT outsourcing. Extended training is available for HTML programming and other technical positions as well. The program is providing an avenue for communities to create a job incubator, retaining workers in the area and attracting corporate jobs while providing a pathway for improving a worker's competitive advantage in the twenty-first century workforce with specified coursework and training.

At the end of training, workers are placed in available positions that match their skills and interests. All jobs pay above minimum wage, and the training provides opportunities for placement at levels for upward mobility. This is work that can be done from home or at the Digital Works center that is provided through a partnership with the community.

### **Goal**

Connect IT training and education with remote employment opportunities.

### **Benefits**

1. This type of project can educate, train, employ, and has the potential to ultimately increase the productivity and economic competitiveness of your community's workforce.
2. The physical infrastructure and training exposes a broad spectrum of residents to the benefits of telecommunications and productive uses of the Internet.
3. Through training and work, participants will rely heavily on local ISPs, broadband technology, and emerging IT technologies to provide services to a global marketplace, in turn fostering the demand-driven strengthening of your community's physical Internet infrastructure.

### **Action Items**

1. The Digital Works program requires a site suitable for establishing office infrastructure, educational partners to develop the workforce, and business relationships with enterprises willing to hire workers through the digital factory.
2. Identify the physical, financial, and technological resources needed to establish a digital factory.
3. Space to house workspace and training and support offices will be needed, as well as the equipment, such as computers and monitors for video conferencing and training.
4. Develop partnerships with companies who would provide contractual employment to program graduates.
5. Visit [www.digitalworksjobs.com](http://www.digitalworksjobs.com) to learn more.

**Status:** In progress.

## Complete List of Action Items

Below is a complete list of 12 action items proposed by the HARBOR, INC. Broadband Team to accelerate broadband access, adoption, and use.

### ACCESS

#### **Broadband Availability**

##### **1. Perform an Analysis of Local Policies and Ordinances**

High capital investment costs, including permit processing, pole attachment costs, and lack of effective planning and coordination with public authorities, negatively impact the case for deployment. For example, the FCC's National Broadband Plan concludes that, "the rates, terms, and conditions for access to rights of way [including pole attachments] significantly impact broadband deployment." The costs associated with obtaining permits and leasing pole attachments and rights-of-way are one of the most expensive cost functions in a service provider's plans to expand or upgrade service, especially in rural markets where the ration of poles to households goes off the charts. Furthermore, the process is time consuming. "Make ready" work, which involves moving wires and other equipment attached to a pole to ensure proper spacing between equipment, and compliance with electric and safety codes can take months to complete.

Community and provider collaboration to problem solve around local pole attachment and other right of way issues is one of the most effective opportunities to encourage faster, new deployment of infrastructure.

#### **Goal**

Ensure that local policies are conducive to broadband build-out.

#### **Benefits**

3. Lowers cost barriers to improve the business case for broadband deployment.
4. Encourages good public policy and provider relations.

#### **Action Items**

3. Review local policies, ordinances, and other barriers to broadband deployment and consult with community leaders, providers, utilities, and other members of the community to ensure that they are supporting policies (local ordinances, pole attachments, and right-of-way) that are conducive to broadband build-out.
4. Develop an awareness campaign targeted towards community leaders to inform them of the benefits of broadband to the entire community derived from access to global resources that outweigh the need for some policies.

**Status:** In progress and successful.

**Broadband Speeds** – No Action Items.

### **Broadband Competition**

#### **2. Develop Public-Private Partnerships to Deploy Broadband Service**

Public-private partnerships take many forms, limited only by the imagination and legal framework in which the municipality operates. Some communities issue municipal bonds to fund construction of a network that they lease to private carriers, with the lease payments covering the debt service. Others create non-profit organizations to develop networks in collaboration with private carriers or provide seed investment to jumpstart construction of networks that the private sector is unable to cost-justify on its own.

A public-private partnership should not be simply seen as a method of financing. The strength of these partnerships is that each party brings something important to the table that the other doesn't have or can't easily acquire. The community can offer infrastructure (publicly-owned building rooftops, light poles, towers, and other vertical assets for mounting infrastructure) for the deployment of the system, as well as committed anchor tenants. Private-sector partners bring network-building and operations experience.

#### **Goal**

Fund broadband network deployment.

#### **Benefits**

1. The public sector transfers much of the risk for private investment. For example, the public sector has many funding tools available, including incentivizing continued investment through tax credits, encouraging greater availability of private capital through government guaranteed loans, or government being a direct source of capital through loans or grants.
2. The partnership can aggregate demand and reduce barriers to deployment. By working together, public and private parties can educate and build awareness needed for the public to better integrate the use of broadband into their lives, thereby improving the business case for broadband deployment.
3. A good partnership concentrates investment on non-duplicative networks and aims to ensure that all residents have access to adequate broadband service.

#### **Action Items**

1. Decide on the technology (e.g. cable, DSL, fiber, etc.).
2. Issue an RFP.
3. Develop a finance and ownership model.

**Status:** In progress.

### **Middle Mile Access**

#### **3. Study and Possibly Reassess Major Telecom Purchase Contracts**

Demand for broadband capacity across community institutions represents a key segment of the overall demand for broadband in many communities. The purchasing power of this collective should be leveraged to help promote greater competition in the broadband market and drive increased investment in backhaul and last mile broadband capacity.

#### **Goal**

Leverage the demand for broadband across community institutions to promote competition and investment in broadband services.

#### **Benefits**

1. By aggregating demand within a local community, these institutions will be able to demonstrate to interested broadband providers existing pent-up demand and help justify private investments to bring greater capacity backhaul service to that community.
2. The increased backhaul capacity can in turn benefit the whole community.

#### **Action Items**

1. Develop partnerships between local high-capacity demand institutions, including local civic leaders, government entities, public safety agencies, libraries, hospital or clinics, and schools, in a coordinated effort to aggregate local demand needs for increased broadband capacity and service.

#### **Implementation Team**

To be determined.

### **Mobile Broadband Availability**

#### **4. Complete a Vertical Assets Inventory**

Wireless communications equipment can be placed in a wide variety of locations, but ideally, wireless providers look for locations or structures in stable conditions, with reasonably easy access to electricity and wired telecommunications, and with a significant height relative to the surrounding area. “Vertical assets” are defined as structures on which wireless broadband equipment can be mounted and positioned to broadcast a signal over as much terrain as possible. These assets include structures such as cell towers, water tanks, grain silos, and multi-story buildings.



The lack of easily accessible and readily usable information regarding the number and location of vertical assets prevents the expansion of affordable, reliable wireless broadband service. Wireless broadband providers must determine if it is worth the effort and expense to collect and analyze this data when making investment decisions. Public sector organizations are faced with the same challenges. A centralized and comprehensive vertical assets inventory can help wireless broadband providers expedite decisions regarding the deployment of affordable, reliable broadband service in rural areas.

### **Goal**

Develop a single repository of vertical assets, such as communications towers, water tanks, and other structures potentially useful for the support of deploying affordable, reliable wireless broadband in less populated rural areas or topographically challenged areas.

### **Benefits**

1. The vertical assets inventory provides data for private and public investment decisions, lowering the initial cost of efforts needed to identify potential mounting locations for infrastructure.
2. The inventory can encourage the expansion of affordable, reliable wireless broadband services to underserved areas by shortening project development time.

### **Action Items**

1. Identify or develop a vertical assets inventory toolkit to provide guidelines to identify structures or land that could serve as a site for installation of wireless communications equipment.
2. Data to collect would include vertical asset type, owner type, minimum base elevation, minimum height above ground, and location.
3. Identify and map elevated structures utilizing your community's GIS resources. The resulting database should be open ended; localities should be encouraged to continuously map assets as they are made available.

**Status:** In progress.

## **ADOPTION**

### **Digital Literacy**

#### **5. Distribute Digital Literacy Content.**

Leverage the abundant digital literacy content available online to distribute to local trainers. Currently, numerous non-profit organizations and for-profit corporations provide curriculum that can be adapted for classroom or self-paced study. Some organizations also provide additional resources for instructor use, including classroom setup information, teaching tips for

each course, additional practice, test item files, and answers to frequently asked questions. Digital literacy content can be deployed via local websites (a community portal), print material, podcasts, blogs, and videos.

### **Goal**

Facilitate partnerships in order to provide digital literacy training.

### **Benefit**

1. Increasing the community's digital literacy facilitates widespread online access to education and other public and government services, provides equal access to opportunities such as jobs and workforce training, enables people to find information about their health, and offers the opportunity to increase levels of social interaction and civic involvement.

### **Action Items**

1. Develop partnerships with local organizations and equip them with digital literacy content.
2. Train staff to deliver the curriculum to potential adopters.
3. Promote local organizations as a source of broadband access and training.
4. Engage non-adopters with a comprehensive public outreach campaign, helping them understand the benefits of broadband service and inviting them to experience the value at their libraries.
5. Provide curriculum to teach computer and Internet use as well as the skills required to utilize the Internet effectively for essential services, education, employment, civic engagement, and cultural participation.
6. Offer compelling promotion to participants, giving them the opportunity to adopt the technology for everyday use in their homes.

**Public Computer Access** – No action items.

### **Broadband Awareness**

#### **6. Facilitate a Technology Summit**

Develop and host a technology summit for residents and businesses to increase awareness of broadband value, service options, and the potential impact on quality of life. The technology summit should facilitate community partnerships between leaders in local government and the private sector, including non-profits and private businesses in the education, healthcare, and agriculture sectors, with the goal of ensuring that residents have at least one place in the community to use powerful new broadband technologies, and that this asset will be sustained over time. Further, the technology summit should highlight success stories as evidence of the impact of technology.

**Goal**

A technology summit should bring together community stakeholders to develop a dialogue about how public and private stakeholders can collectively improve broadband access, adoption, and use.

**Benefits**

1. Highlights successes, opportunities, and challenges regarding community technology planning.
2. Develops ongoing dialogue around improving broadband access, adoption, and use.
3. Unifies community stakeholders under one vision.

**Action Items**

1. Create community partnerships.
2. Identify funding sources and hosts.
3. Identify suitable speakers.
4. Develop relevant content.

**Status:** In progress.

### **7. Develop Free Social Media Classes and Internet Safety Workshops for the Community's Local Businesses and Non-Profits.**

Methods of implementing a small and medium business broadband awareness program include, but are not limited to, facilitating awareness sessions, holding press conferences led by community leaders, inviting speakers to community business conferences or summits, and public service announcements. It is also important to educate local businesses about Internet tools that are available at minimum or no cost to them.

A training program, or entry-level "Broadband 101" course, could be utilized to give small and medium businesses an introduction on how to capitalize on broadband connectivity, as well as more advanced applications for IT staff. In addition, incorporate a program designed to help community members who are using the Internet to identify and avoid situations that could threaten their safety, threaten business or government networks, compromise confidential information, compromise the safety of children, compromise their identities and financial information, or destroy their reputations.

Training should include resources for non-IT staff, such as how to use commerce tools for sales, streamline finances with online records, or leverage knowledge management across an organization.

Additional training might include:

- “How-to” training for key activities such as online collaboration, search optimization, cybersecurity, equipment use, and Web 2.0 tools.
- Technical and professional support for hardware, software, and business operations.
- Licenses for business applications such as document creation, antivirus and security software, and online audio and videoconferencing.
- Website development and registration.
- Basic communications equipment, such as low-cost personal computers and wireless routers.

### **Goals**

1. Businesses adopt and use broadband-enabled applications, resulting in increased efficiency, improved market access, reduced costs, and increased speed of both transactions and interactions.
2. Ensure that community members are aware of how to navigate the Internet safely.

### **Benefits**

1. Provides entrepreneurial support.
2. Eliminates knowledge gap about how best to utilize broadband tools, increasing productivity.
3. Promotes business growth and workforce development.
4. Broadband empowers small businesses to achieve operational scale more quickly by lowering start-up costs through faster business registration and improved access to customers, suppliers, and new markets. According to Connected Nation’s 2012 Jobs and Broadband Report, businesses that are using the Internet bring in approximately \$300,000 more in median annual revenues than their unconnected counterparts.
5. This project helps ensure that community members have a solid understanding of cyber threats.
6. There are many risks, some more serious than others. Among these dangers are viruses erasing entire systems, a hacker breaking into a system and altering files, someone using someone else’s computer to attack others, someone stealing credit card information, sexual predators making advances at children, and criminals making unauthorized purchases. Unfortunately, there's no 100% guarantee that even with the best precautions some of these things won't happen, but there are steps that can be taken to minimize the chances.

### **Action Items**

1. Identify federally or state sponsored business support programs (e.g. Chamber of Commerce, SBA, EDA, Agriculture, or Manufacturing extension) that include assistance with broadband or IT content.
2. Identify or develop a business awareness and training program.

3. Identify or develop online training modules for businesses. For example, the Southern Rural Development Center, in partnership with National Institute of Food and Agriculture, USDA, administers the National e-Commerce Extension Initiative. As the sole outlet nationally for e-Commerce educational offerings geared at Extension programming, the National e-Commerce Extension Initiative features interactive online learning modules. In addition, the program's website offers a library of additional resources and a tutorials section for greater explanation on website design and function. Modules and presentations include: A Beginner's Guide to e-Commerce, Doing Business in the Cloud, Electronic Retailing: Selling on the Internet, Helping Artisans Reach Global Markets, and Mobile e-Commerce. To see some examples, click here: [http://srdc.msstate.edu/ebeat/small\\_business.html#](http://srdc.msstate.edu/ebeat/small_business.html#).
4. Partner with a local library or community center to offer security-awareness training initiatives that include classroom style training sessions and security awareness websites and information booklets.
5. Awareness training can also be used to alleviate anxiety for community members who are not using the Internet because of fear of cyber threats.

**Status:** The HARBOR, Inc. team has successfully launched a program that has hosted a series of social media and e-marketing workshops for the local businesses and non-profits in the HARBOR, Inc. region. That program is being improved to incorporate training on internet safety in future workshops to further meet the needs of its local business and non-profit community.

**Vulnerable Population Focus** – No action items.

## USE

### **Economic Opportunity**

#### **8. Create Local Jobs Via Teleworking Opportunities**

Connected Nation's Digital Works program is a hybrid between an employment agency and a co-working facility that connects residents with online training courses and connections with companies that lack a physical presence in the community. The Digital Works program creates jobs in areas facing high unemployment by leveraging broadband technology for call center and IT outsourcing. Extended training is available for HTML programming, and other technical positions as well. The program is providing an avenue for communities to create a job incubator, retaining workers in the area and attracting corporate jobs while providing a pathway for improving a worker's competitive advantage in the twenty-first century workforce with specified coursework and training.

At the end of training, workers are placed in available positions that match their skills and interests. All jobs pay above minimum wage, and the training provides opportunities for

placement at levels for upward mobility. This is work that can be done from home or at the Digital Works center that is provided through a partnership with the community.

### **Goal**

Connect IT training and education with remote employment opportunities.

### **Benefits**

1. This type of project can educate, train, employ, and has the potential to ultimately increase the productivity and economic competitiveness of your community's workforce.
2. The physical infrastructure and training exposes a broad spectrum of residents to the benefits of telecommunications and productive uses of the Internet.
3. Through training and work, participants will rely heavily on local ISPs, broadband technology, and emerging IT technologies to provide services to a global marketplace, in turn fostering the demand-driven strengthening of your community's physical Internet infrastructure.

### **Action Items**

1. The Digital Works program requires a site suitable for establishing office infrastructure, educational partners to develop the workforce, and business relationships with enterprises willing to hire workers through the digital factory.
2. Identify the physical, financial, and technological resources needed to establish a digital factory.
3. Space to house workspace and training and support offices will be needed, as well as the equipment, such as computers and monitors for video conferencing and training.
4. Develop partnerships with companies who would provide contractual employment to program graduates.
5. Visit [www.digitalworksjobs.com](http://www.digitalworksjobs.com) to learn more.

**Status:** In progress.

### **Education**

#### **9. Improve Education through Digital Learning**

Several digital learning platforms are available for K-12 implementation. For example, CFY is a national education nonprofit that helps students in low-income communities, together with their teachers and families, harness the power of digital learning to improve educational outcomes. The organization is unique in that it operates both "in the cloud" (through PowerMyLearning.com, a free K-12 online learning platform) and "on the ground" (through its Digital Learning Program, a whole school initiative that works hands-on with all three of the constituents that impact student achievement: teachers, parents, and students).

PowerMyLearning.com is a free online educational tool that helps students, teachers and parents locate and access over 1,000 high-quality online digital learning activities — videos, simulations, and other educational software — to propel student achievement in subjects including math, English, science, and social studies. The platform features a kid-friendly design. There is a playpoint/badge feature to help motivate students. In addition, students can rate digital learning activities and share them with friends via e-mail, Facebook, and Twitter. CFY also provides onsite training to instruct teachers how to integrate PowerMyLearning into their classrooms.

### **Goal**

Increase student attention and engagement, encourage students to take ownership of their learning, and make it easier for teachers to differentiate instruction without embarrassing students.

### **Benefits**

1. Increase learning time by extending learning beyond the classroom walls.
2. Individualize learning and increase student engagement in school.
3. Encourage self-directed learning.
4. Enable parents to more effectively support their children at home.

### **Government**

#### **10. Improve Online Business Services Offered by the Government**

Developing more e-Government applications not only provides value to businesses, but also allows the government to realize cost savings and achieve greater efficiency and effectiveness. Examples of activities include paying for permits and licensing, paying taxes, providing services to the government, and other operations.

### **Goal**

Build an e-Government solution that improves the ability of businesses to conduct business with the government over the Internet.

### **Benefits**

1. Facilitates business interaction with government, especially for urban planning, real estate development, and economic development.
2. e-Government lowers the cost to a business conducting all of its interaction with government. Further, as more businesses conduct their business with government online, their transaction costs will be lowered. The cost to a business for any interaction decreases as more technology and fewer staff resources are needed.
3. e-Government provides a greater amount of information to businesses and provides it in a more organized and accessible manner.

### Action Items

1. The first step in the process of providing e-Government services to constituents is developing a functional web portal that allows businesses to have access to resources easily. Such a portal can enable outside businesses looking for new opportunities to make informed decisions about working in a certain community.
2. In addition, often overlooked in e-Government deployment are the issues of audiences and needs. Local governments must determine who will visit the website and what sort of information and services they will typically seek. A first step toward meeting general needs of constituents is to provide online access to as broad a swath of governmental information and data as is possible. The sort of information that should be included is:
  - Hours of operation and location of facilities.
  - Contact information of key staff and departments.
  - An intuitive search engine.
  - Access to documents (ideally a centralized repository of online documents and forms).
  - Local ordinances, codes, policies, and regulations.
  - Minutes of official meetings and hearings.
  - News and events.

### 11. Pursue Next Generation 911 Upgrades

The overall system architecture of Public Safety Answering Points (PSAPs) has essentially not changed since the first 911 call was made in 1968. These 911 systems are voice-only networks based on original wireline, analog, circuit-switched infrastructures that prevent easy transmission of data and critical sharing of information that can significantly enhance the decision-making ability, response, and quality of service provided to emergency callers. To meet growing public expectations of 911-system functionality (capable of voice, data, and video transmission from different types of communication devices), that framework should be replaced. This would require replacing analog phone systems with an Internet Protocol (IP)-based system. This system would provide an enabling platform for current technology as well as future upgrades.

For example, in January 2013, the Federal Communications Commission proposed to amend its rules by requiring all wireless carriers and providers of “interconnected” text messaging applications to support the ability of consumers to send text messages to 911 in all areas throughout the nation where 911 Public Safety Answering Points (PSAPs) are also prepared to receive the texts (which requires an IP-based system). Text-to-911 will provide consumers with enhanced access to emergency communications in situations where a voice call could endanger the caller, or a person with disabilities is unable to make a voice call. In the near term, text-to-911 is generally supported as the first step in the transition to a Next Generation 911.

### Goal



Design a system that enables the transmission of voice, data, or video from different types of communication devices to Public Safety Answering Points (PSAPs) and onto emergency responder networks.

### **Benefits**

1. Transitioning to a “Next Generation” IP-based network will enable the public to make voice, text, or video emergency calls from any communications device. With Next Generation 911, responders and PSAPs will gain greater situational awareness, which will enable better-informed decisions, resulting in better outcomes and, ultimately, a safer community. By capitalizing on advances in technologies, you are enabling:
  - Quicker and more accurate information to responders
  - Better and more useful forms of information
  - More flexible, secure and robust PSAP operations
  - Lower capital and operating costs

### **Action Items**

1. If you're involved in PSAP decision making and are faced with replacing aging systems or purchasing new technology for the very first time, you need to consider what your most immediate requirements are and where you need to be 10 years from now. Your community can take a measured and practical approach that spreads the operational impact and costs of a Next Generation 911 transition over time. Your local agency should choose a starting point that makes the most sense and provides immediate benefits for their PSAP, responders, and communities they serve. For example, according to [Intrado, Inc.](#), a provider of 911 and emergency communications infrastructure to over 3,000 public safety agencies, local public-safety agencies can implement any of the following next-generation 911 components today, and provide immediate benefits with little to no disruption of current operations:
  - A public-safety-class, IP-based network
  - IP-based call processing equipment (CPE) in public-safety answering points (PSAPs)
  - Geographic information system (GIS) data enhancements
  - Advanced 911 data capabilities and applications

### **Healthcare**

#### **12. Promote Telemedicine in Remote Areas**

Promote the delivery of healthcare services from a distance using video-based technologies. Telemedicine can help to address challenges associated with living in sparsely populated areas and having to travel long distances to seek medical care - particularly for patients with chronic illnesses. It also addresses the issue of the lack of medical specialists in remote areas by awarding access to specialists in major hospitals situated in other cities, states, or countries. While telemedicine can be delivered to patient homes, it can also be implemented

in partnership with local clinics, libraries, churches, schools, or businesses that have the appropriate equipment and staff to manage it. The most critical steps in promoting telemedicine are ensuring that patients and medical professionals have access to broadband service, understand the main features of telemedicine, are aware of the technologies required for telemedicine, and understand how to develop, deliver, use, and evaluate telemedicine services.

One relevant funding opportunity includes [Distance Learning and Telemedicine Loans and Grants Program](#). The USDA provides loans and grants to rural community facilities (e.g. schools, libraries, hospitals, and tribal organizations) for advanced telecommunications systems that can provide healthcare and educational benefits to rural areas. Three kinds of financial assistance are available: a full grant, grant-loan combination, and a full loan.

**Goal**

Deliver improved healthcare services to rural residents.

## APPENDIX 1: STATEWIDE PERSPECTIVE OF BROADBAND

### Statewide Infrastructure

As part of the Michigan State Broadband Initiative (SBI), and in partnership and at the direction of the Michigan Public Service Commission (MPSC), Connect Michigan produced an inaugural map of broadband availability in spring 2010. The key goal of the map was to highlight communities and households that remain unserved or underserved by broadband service; this information was essential to estimating the broadband availability gap in the state and understanding the scope and scale of challenges in providing universal broadband service to all citizens across the state. Since the initial map’s release, Connect Michigan has collected and released new data every six months, with updates in October and April annually.

The most current Statewide and County Specific Broadband Inventory Maps released in the spring of 2014 depict a geographic representation of provider-based broadband data represented by cable, DSL, wireless, fiber, etc. These maps also incorporate data such as political boundaries and major transportation networks in the state. Vertical assets that can be utilized for broadband network facilitation or transmission will be added to the interactive mapping application in October 2012. A statewide map is found at [www.connectmi.org/mapping/state](http://www.connectmi.org/mapping/state). The county maps are found at [http://www.connectmi.org/community\\_profile/find\\_your\\_county/michigan/emmet](http://www.connectmi.org/community_profile/find_your_county/michigan/emmet).

**Table 1: Estimate of Broadband Service Availability in the State of Michigan By Speed Tier Among Fixed Platforms**

| SBI Download Speed Tiers          | Unserved Households ('000) | Served Households ('000) | Percent Households by Speed Tier |
|-----------------------------------|----------------------------|--------------------------|----------------------------------|
| <b>At Least 768 Kbps/200 Kbps</b> | 37                         | 3,836                    | 99.05                            |
| <b>At Least 1.5 Mbps/200 Kbps</b> | 46                         | 3,826                    | 98.80                            |
| <b>At Least 3 Mbps/768 Kbps</b>   | 103                        | 3,769                    | 97.33                            |
| <b>At Least 6 Mbps/1.5 Mbps</b>   | 251                        | 3,621                    | 93.52                            |
| <b>At Least 10 Mbps/1.5 Mbps</b>  | 279                        | 3,594                    | 92.80                            |
| <b>At Least 25 Mbps/1.5 Mbps</b>  | 515                        | 3,357                    | 86.70                            |
| <b>At Least 50 Mbps/1.5 Mbps</b>  | 646                        | 3,227                    | 83.33                            |
| <b>At Least 100 Mbps/1.5 Mbps</b> | 647                        | 3,226                    | 83.30                            |
| <b>At Least 1 Gbps/1.5 Mbps</b>   | 3,867                      | 5                        | 0.14                             |

Source: Connect Michigan, April 2014.

Table 1 reports updated summary statistics of the estimated fixed, terrestrial broadband service inventory (excluding mobile and satellite service) across the state of Michigan; it presents the number and percentage of unserved and served households by speed tiers. The total number of households in Michigan in 2010 was 3,872,508, for a total population of 9.88 million people. Table 1 indicates that 99.05% of households are able to connect to broadband at download speeds of at least 768 Kbps. This implies that the number of households originally estimated by Connect Michigan to be unserved has dropped from 121,701 households in the fall of 2010 to 36,603 households in the spring of 2014. Further, approximately 3,769,134 households across Michigan have broadband available of at least 3 Mbps download speeds and 768 Kbps upload speeds. The percentage of Michigan households having fixed broadband access available of at least 6 Mbps download speeds is estimated at 93.52%.

Taking into account both fixed and mobile broadband service platforms, an estimated 99.92% of Michigan households have broadband available from at least one provider at download speeds of 768 Kbps or higher and upload speeds of 200 Kbps or higher. This leaves 3,100 households in the state completely unserved by any form of terrestrial broadband (including mobile, but excluding satellite services).

As differences in broadband availability estimates between the fall of 2010 and the spring of 2013 show, additional participating broadband providers can have a large impact upon Michigan broadband mapping inventory updates. Further, the measured broadband inventory provides an estimate of the true extent of broadband coverage across the state. There is a degree of measurement error inherent in this exercise that should be taken into consideration when analyzing the data. This measurement error will decrease as local, state, and federal stakeholders identify areas where the displayed coverage is underestimated or overestimated. Connect Michigan welcomes such feedback to be analyzed in collaboration with broadband providers to correct errors identified in the maps.

In addition, the broadband availability data collected, processed, and aggregated by Connect Michigan has been sent on a semi-annual basis to the NTIA to be used in the National Broadband Map, and comprises the source of Michigan's broadband availability estimates reported by the NTIA and the FCC in the National Broadband Map. The National Broadband Map can be found here: <http://www.broadbandmap.gov> and the Map's specific page for Michigan can be found here: <http://www.broadbandmap.gov/summarize/state/michigan>.

### **Interactive Map**

Connect Michigan provides My ConnectView,<sup>TM</sup> an online tool developed and maintained by Connected Nation, intended to allow users to create completely customized views and maps of broadband infrastructure across the state. The self-service nature of this application empowers Michigan's citizens to take an active role in seeking service, upgrading service, or simply

becoming increasingly aware of what broadband capabilities and possibilities exist in their area, city, county, or state.

<http://www.connectmi.org/interactive-map>

For additional maps and other related information, visit: <http://www.connectmi.org/broadband-landscape>.

## **Business and Residential Technology Assessments**

To complement the broadband inventory and mapping data, Connect Michigan periodically conducts statewide residential and business technology assessments to understand broadband demand and trends across the state. The purpose of this research is to better understand the drivers and barriers to technology and broadband adoption and estimate the broadband adoption gap across the state of Michigan. Key questions the data address are: who, where, and how are households in Michigan using broadband technology? How is this technology impacting Michigan households and residents? Who is not adopting broadband service and why? What are the barriers that prevent citizens from embracing this empowering technology?

Through Connect Michigan's research, many insights are able to be collected. The most recent residential technology revealed the following key findings:

- Statewide, 71% of Michigan residents subscribe to home broadband service. Even though this represents a 10 percentage point gain from 2011, it means that more than 2.1 million Michigan adults still do not subscribe to home broadband service.
- The cost of broadband is becoming a smaller barrier among Michigan residents who do not subscribe to broadband; fewer Michiganders who do not subscribe to broadband cite cost as the main reason for not subscribing, while a larger share say they don't see home broadband service as relevant or useful.
- Broadband empowers Michigan workers to search for jobs or find better jobs. Statewide, 40% of Michigan Internet users search for jobs online, including 55% of low-income Internet users.

Additionally, an assessment on technology in businesses released in May 2012 in a report titled *Technology Adoption among Michigan Businesses* revealed the following key findings:

- Across Michigan, 69% of businesses subscribe to broadband service, representing approximately 70,000 Michigan businesses that still do not use or benefit from broadband.
- Michigan business establishments that use broadband report median annual revenues that are approximately \$300,000 higher than businesses that do not use broadband.
- Online sales in Michigan account for approximately \$9.2 billion in annual sales revenue, including nearly \$1.8 billion for small businesses with fewer than five employees and more than \$1.9 billion for rural Michigan businesses.

For more information on the statewide information described, visit the Connect Michigan website at <http://www.connectmi.org/>.

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## APPENDIX 2: PARTNER AND SPONSORS

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**Connect Michigan**, in partnership with the Michigan Public Service Commission (MPSC), supports Michigan’s reinvention and technological transformation through innovation, job creation, and entrepreneurship via the expansion of broadband technology and increased usage by Michigan residents. In 2009, Connect Michigan partnered with the Michigan Public Service Commission to engage in a comprehensive broadband planning and technology initiative as part of the national effort to map and expand broadband. The program began by gathering provider data to form a statewide broadband map and has progressed to the planning and development stage. At this point, the program is expanding to include community engagement in local technology planning, identification of opportunities with existing programs, and implementation of technology projects designed to address digital literacy, improve education, give residents access to global Internet resources, and stimulate economic development.

[www.connectmi.org](http://www.connectmi.org)

The **Michigan Public Service Commission (MPSC)** is the lead Michigan agency for the State Broadband Initiative that is responsible for working with Connect Michigan, overseeing the Michigan initiative, and providing direction of the project. The MPSC facilitates interactions with other state government entities, broadband providers, and other Michigan stakeholders. They view promoting broadband view Connect Michigan activities as complementary to their mission to “grow Michigan’s economy and enhance the quality of life of its communities by assuring safe and reliable energy, telecommunications, and transportation services at reasonable rates.”

<http://www.michigan.gov/mpsc>

**Connected Nation** (Connect Michigan’s parent organization) is a leading technology organization committed to bringing affordable high-speed Internet and broadband-enabled resources to all Americans. Connected Nation effectively raises the awareness of the value of broadband and related technologies by developing coalitions of influencers and enablers for improving technology access, adoption, and use. Connected Nation works with consumers, community leaders, states, technology providers, and foundations, including the Bill & Melinda Gates Foundation, to develop and implement technology expansion programs with core competencies centered on a mission to improve digital inclusion for people and places previously underserved or overlooked.

<http://www.connectednation.org>

The **National Telecommunications and Information Administration (NTIA)** is an agency of the

United States Department of Commerce that is serving as the lead agency in running the State Broadband Initiative (SBI). Launched in 2009, the NTIA's State Broadband Initiative implements the joint purposes of the Recovery Act and the Broadband Data Improvement Act, which envisioned a comprehensive program led by state entities or non-profit organizations working at their direction, to facilitate the integration of broadband and information technology into state and local economies. Economic development, energy efficiency, and advances in education and healthcare rely not only on broadband infrastructure, but also on the knowledge and tools to leverage that infrastructure.

The NTIA has awarded a total of \$293 million for the SBI program to 56 grantees, one each from the 50 states, 5 territories, and the District of Columbia, or their designees. Grantees such as Connect Michigan are using this funding to support the efficient and creative use of broadband technology to better compete in the digital economy. These state-created efforts vary depending on local needs but include programs to assist small businesses and community institutions in using technology more effectively, developing research to investigate barriers to broadband adoption, searching out and creating innovative applications that increase access to government services and information, and developing state and local task forces to expand broadband access and adoption.

Since accurate data is critical for broadband planning, another purpose of the SBI program is to assist states in gathering data twice a year on the availability, speed, and location of broadband services, as well as the broadband services used by community institutions such as schools, libraries, and hospitals. This data is used by the NTIA to update the National Broadband Map, the first public, searchable nationwide map of broadband availability launched February 17, 2011.

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## APPENDIX 3: THE NATIONAL BROADBAND PLAN

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The National Broadband Plan, released in 2010 by the Federal Communications Commission, has the express mission of creating a high-performance America—a more productive, creative, efficient America in which affordable broadband is available everywhere and everyone has the means and skills to use valuable broadband applications. The plan seeks to ensure that the entire broadband ecosystem—networks, devices, content and applications— is healthy.

The plan recommends that the country adopt and track the following six goals to serve as a compass over the next decade:

**GOAL No. 1: At least 100 million U.S. homes should have affordable access to actual download speeds of at least 100 megabits per second and actual upload speeds of at least 50 megabits per second.**

**GOAL No. 2: The United States should lead the world in mobile innovation, with the fastest and most extensive wireless networks of any nation.**

**GOAL No. 3: Every American should have affordable access to robust broadband service and the means and skills to subscribe if they so choose.**

**GOAL No. 4: Every American community should have affordable access to at least 1 gigabit per second broadband service to anchor institutions such as schools, hospitals, and government buildings.**

**GOAL No. 5: To ensure the safety of the American people, every first responder should have access to a nationwide, wireless, interoperable broadband public safety network.**

**GOAL No. 6: To ensure that America leads in the clean energy economy, every American should be able to use broadband to track and manage their real-time energy consumption.**

To learn more, visit: [www.broadband.gov](http://www.broadband.gov).



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## APPENDIX 4: WHAT IS CONNECTED?

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The goal of Connect Michigan’s Connected program is to empower locally informed and collaborative technology planning that addresses each community’s need for improved access, adoption, and use of technology:

- **ACCESS** – Does your community have access to affordable and reliable broadband service?
- **ADOPTION** – Is your community addressing the barriers to broadband adoption?
- **USE** – Are residents using technology to improve their quality of life?

Connected Nation leverages state-based public-private partnerships to engage residents at the local level. Regionally based staff provide “train-the-trainer” activities to local leaders, such as librarians, school administrators, economic development professionals, and public officials, and help them organize multi-sector technology planning teams, inventory local technology resources and initiatives, assess local technology access, adoption, and use, and develop local strategies that target specific technology gaps in the community.

Connected’s community technology-planning framework is cyclical. As with other forms of community planning – and especially so with technology planning – change is the only constant. At the community level, changing technology requirements, shifting demographics, economic drivers, and workforce requirements may expose or create new digital divides. Connected’s community technology-planning framework supports a sustained effort.

### Connected Planning Process

Connected’s community technology-planning framework provides a clear path for the sustainable acceleration of broadband access, adoption, and use.



**Step 1: Engage.** Successful strategies to bridge the local digital divide and increase broadband access, adoption, and use are predicated on broad and sustained stakeholder participation. A successful local technology planning team should include people from multiple sectors, including:

- State and Local Government
- Public Safety
- Education (K-12, Higher Ed)
- Library
- Business & Industry, Agriculture, Recreation and Tourism
- Healthcare
- Community Organizations
- Technology Providers

**Step 2: Assess.** The Connected planning process guides the local technology planning team through an assessment of community technology resources, strengths, assets, needs, and gaps in order to identify and develop strategies to address specific technology gaps and opportunities in the community. Bolstered by benchmarking data that had been gathered through Connect Michigan’s mapping and market research, the local technology planning team works with community members to benchmark local broadband access, adoption, and use via the Connected Assessment, which measures:

| ACCESS                           | ADOPTION                       | USE                      |
|----------------------------------|--------------------------------|--------------------------|
| 1. Broadband Availability        | 6. Digital Literacy            | 10. Economic Opportunity |
| 2. Broadband Speeds              | 7. Public Computer Centers     | 11. Education            |
| 3. Broadband Competition         | 8. Broadband Awareness         | 12. Government           |
| 4. Middle Mile Access            | 9. Vulnerable Population Focus | 13. Healthcare           |
| 5. Mobile Broadband Availability |                                |                          |

**Step 3: Plan.** Once community resources and needs are identified, the community planning team begins to identify local priorities and policies, programs, and technical solutions that will accelerate broadband access, adoption, and use. Connected Nation provides recommended actions based on best practices from communities across the United States.

**Step 4: Act.** The technology planning team works together to ensure that selected policies, programs, and technical solutions are adopted, implemented, improved, and maintained. The Connected program also provides a platform for collaboration and the sharing of best practices between communities. Connected Nation also provides communications support to raise awareness of your community’s efforts. For communities that measurably demonstrate proficiency in broadband access, adoption, and use in the Connected Assessment, Connected Nation offers Connected certification, a nationally recognized certification that provides an avenue for pursuing opportunities as a recognized, technologically advanced community.

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## APPENDIX 5: GLOSSARY OF TERMS

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### #

**3G Wireless - Third Generation** - Refers to the third generation of wireless cellular technology. It has been succeeded by 4G wireless. Typical speeds reach about 3 Mbps.

**4G Wireless - Fourth Generation** - Refers to the fourth generation of wireless cellular technology. It is the successor to 2G and 3G. Typical implementations include LTE, WiMax, and others. Maximum speeds may reach 100 Mbps, with typical speeds over 10 Mbps.

### A

**ARRA** - American Recovery and Reinvestment Act.

**ADSL - Asymmetric Digital Subscriber Line** - DSL service with a larger portion of the capacity devoted to downstream communications, less to upstream. Typically thought of as a residential service.

**ATM - Asynchronous Transfer Mode** - A data service offering by ASI that can be used for interconnection of customers' LAN. ATM provides service from 1 Mbps to 145 Mbps utilizing Cell Relay Packets.

### B

**Bandwidth** - The amount of data transmitted in a given amount of time; usually measured in bits per second, kilobits per second, and megabits per second.

**BIP - Broadband Infrastructure Program** - Part of the American Recovery and Reinvestment Act (ARRA), BIP is the program created by the U.S. Department of Agriculture focused on expanding last mile broadband access.

**Bit** - A single unit of data, either a one or a zero. In the world of broadband, bits are used to refer to the amount of transmitted data. A kilobit (Kb) is approximately 1,000 bits. A megabit (Mb) is approximately 1,000,000 bits.

**BPL - Broadband Over Powerline** - An evolving theoretical technology that provides broadband service over existing electrical power lines.

**BPON - Broadband Passive Optical Network** - A point-to-multipoint fiber-lean architecture network system which uses passive splitters to deliver signals to multiple users. Instead of running a separate strand of fiber from the CO to every customer, BPON uses a single strand of fiber to serve up to 32 subscribers.

**Broadband** - A descriptive term for evolving digital technologies that provide consumers with integrated access to voice, high-speed data service, video-demand services, and interactive delivery services (e.g. DSL, cable Internet).

**BTOP - Broadband Technology Opportunities Program** - Part of the American Recovery and Reinvestment Act (ARRA), BTOP is the program created by the U.S. Department of Commerce

focused on expanding broadband access, expanding access to public computer centers, and improving broadband adoption.

## C

**Cable Modem** - A modem that allows a user to connect a computer to the local cable system to transmit data rather than video. It allows broadband services at speeds of five Mbps or higher.

**CAP - Competitive Access Provider** - (or "Bypass Carrier") A company that provides network links between the customer and the Inter-Exchange Carrier or even directly to the Internet Service Provider. CAPs operate private networks independent of Local Exchange Carriers.

**Cellular** - A mobile communications system that uses a combination of radio transmission and conventional telephone switching to permit telephone communications to and from mobile users within a specified area.

**CLEC - Competitive Local Exchange Carrier** - Wireline service provider that is authorized under state and federal rules to compete with ILECs to provide local telephone and Internet service. CLECs provide telephone services in one of three ways or a combination thereof: a) by building or rebuilding telecommunications facilities of their own, b) by leasing capacity from another local telephone company (typically an ILEC) and reselling it, or c) by leasing discreet parts of the ILEC network referred to as UNEs.

**CMTS - Cable Modem Termination System** - A component (usually located at the local office or head end of a cable system) that exchanges digital signals with cable modems on a cable network, allowing for broadband use of the cable system.

**CO - Central Office** - A circuit switch where the phone and DSL lines in a geographical area come together, usually housed in a small building.

**Coaxial Cable** - A type of cable that can carry large amounts of bandwidth over long distances. Cable TV and cable modem broadband service both utilize this technology.

**Community Anchor Institutions (CAI)** - Institutions that are based in a community and larger user of broadband. Examples include schools, libraries, healthcare facilities, and government institutions.

**CWDM - Coarse Wavelength Division Multiplexing** - Multiplexing (more commonly referred to as WDM) with less than 8 active wavelengths per fiber.

## D

**Dial-Up** - A technology that provides customers with access to the Internet over an existing telephone line. Dial-up is much slower than broadband.

**DLEC - Data Local Exchange Carrier** - DLECs deliver high-speed access to the Internet, not voice. DLECs include Covad, Northpoint, and Rhythms.

**Downstream** - Data flowing from the Internet to a computer (surfing the net, getting e-mail, downloading a file).

**DSL - Digital Subscriber Line** - The use of a copper telephone line to deliver "always on" broadband Internet service.

**DSLAM - Digital Subscriber Line Access Multiplier** - A piece of technology installed at a telephone company's CO that connects the carrier to the subscriber loop (and ultimately the customer's PC).

**DWDM - Dense Wavelength Division Multiplexing** - A SONET term which is the means of increasing the capacity of SONET fiber-optic transmission systems.

## E

**E-rate** - A federal program that provides subsidy for voice and data lines to qualified schools, hospitals, Community-Based Organization (CBOs), and other qualified institutions. The subsidy is based on a percentage designated by the FCC.

**Ethernet** - A local area network (LAN) standard developed for the exchange data with a single network. It allows for speeds from 10 Mbps to 10 Gbps.

**EON - Ethernet Optical Network** - The use of Ethernet LAN packets running over a fiber network.

**EvDO - Evolution Data Only** - A new wireless technology that provides data connections that are 10 times faster than a regular modem.

## F

**FCC - Federal Communications Commission** - A federal regulatory agency that is responsible for, among other things, regulating VoIP.

**Fixed Wireless Broadband** - The operation of wireless devices or systems for broadband use at fixed locations such as homes or offices.

**Franchise Agreement** - An agreement between a cable provider and a government entity that grants the provider the right to serve cable and broadband services to a particular area - typically a city, county, or state.

**FTTH - Fiber To The Home** - Another name for fiber to the premises, where fiber optic cable is pulled directly to an individual's residence or building allowing for extremely high broadband speeds.

**FTTN - Fiber To The Neighborhood** - A hybrid network architecture involving optical fiber from the carrier network, terminating in a neighborhood cabinet that converts the signal from optical to electrical.

**FTTP - Fiber To The Premise (Or FTTB – Fiber To The Building)** - A fiber optic system that connects directly from the carrier network to the user premises.

## G

**Gbps - Gigabits per second** - 1,000,000,000 bits per second or 1,000 Mbps. A measure of how fast data can be transmitted.

**GPON - Gigabyte-Capable Passive Optical Network** - Uses a different, faster approach (up to 2.5 Gbps in current products) than BPON.

**GPS - Global Positioning System** - A system using satellite technology that allows an equipped user to know exactly where he is anywhere on earth.

**GSM - Global System for Mobile Communications** - This is the current radio/telephone standard in Europe and many other countries except Japan and the United States.

## H

**HFC - Hybrid Fiber Coaxial Network** - An outside plant distribution cabling concept employing both fiber optic and coaxial cable.

**Hotspot** - See *Wireless Hotspot*.

## I

**IEEE** - Institute of Electrical and Electronics Engineers (pronounced “Eye-triple-E.”).

**ILEC - Incumbent Local Exchange Carrier** - The traditional wireline telephone service providers within defined geographic areas. They typically provide broadband Internet service via DSL technology in their area. Prior to 1996, ILECs operated as monopolies having the exclusive right and responsibility for providing local and local toll telephone service within LATAs.

**IP-VPN - Internet Protocol - Virtual Private Network** - A software-defined network offering the appearance, functionality, and usefulness of a dedicated private network.

**ISDN - Integrated Services Digital Network** - An alternative method to simultaneously carry voice, data, and other traffic, using the switched telephone network.

**ISP - Internet Service Provider** - A company providing Internet access to consumers and businesses, acting as a bridge between customer (end-user) and infrastructure owners for dial-up, cable modem, and DSL services.

## K

**Kbps - Kilobits per second** - 1,000 bits per second. A measure of how fast data can be transmitted.

## L

**LAN - Local Area Network** - A geographically localized network consisting of both hardware and software. The network can link workstations within a building or multiple computers with a single wireless Internet connection.

**LATA - Local Access and Transport Areas** - A geographic area within a divested Regional Bell Operating Company is permitted to offer exchange telecommunications and exchange access service. Calls between LATAs are often thought of as long-distance service. Calls within a LATA (IntraLATA) typically include local and local toll telephone services.

**Local Loop** - A generic term for the connection between the customer’s premises (home, office, etc.) and the provider’s serving central office. Historically, this has been a wire connection; however, wireless options are increasingly available for local loop capacity.

**Low Income** - Low income is defined by using the poverty level as defined by the U.S. Census Bureau. A community’s low-income percentage can be found at [www.census.gov](http://www.census.gov).

## M

**MAN - Metropolitan Area Network** - A high-speed data intra-city network that links multiple locations with a campus, city, or LATA. A MAN typically extends as far as 50 kilometers (or 31 miles).

**Mbps - Megabits per second** - 1,000,000 bits per second. A measure of how fast data can be transmitted.

**Metro Ethernet** - An Ethernet technology-based network in a metropolitan area that is used for connectivity to the Internet.

**Multiplexing** - Sending multiple signals (or streams) of information on a carrier (wireless frequency, twisted pair copper lines, fiber optic cables, coaxial, etc.) at the same time. Multiplexing, in technical terms, means transmitting in the form of a single, complex signal and then recovering the separate (individual) signals at the receiving end.

## N

**NTIA** - National Telecommunications and Information Administration, which is housed within the United State Department of Commerce.

**NIST** - National Institute of Standards and Technology.

## O

**Overbuilders** - Building excess capacity. In this context, it involves investment in additional infrastructure projects to provide competition.

**OVS - Open Video Systems** - A new option for those looking to offer cable television service outside the current framework of traditional regulation. It would allow more flexibility in providing service by reducing the build-out requirements of new carriers.

## P

**PON - Passive Optical Network** - A Passive Optical Network consists of an optical line terminator located at the Central Office and a set of associated optical network terminals located at the customer's premises. Between them lies the optical distribution network comprised of fibers and passive splitters or couplers.

## R

**Right-of-Way** - A legal right of passage over land owned by another. Carriers and service providers must obtain right-of-way to dig trenches or plant poles for cable and telephone systems and to place wireless antennae.

**RPR - Resilient Packet Ring** - Uses Ethernet switching and a dual counter-rotating ring topology to provide SONET-like network resiliency and optimized bandwidth usage, while delivering multi-point Ethernet/IP services.

**RUS - Rural Utility Service** - A division of the United States Department of Agriculture that promotes universal service in unserved and underserved areas of the country through grants, loans, and financing.

## S

**Satellite** - Satellite brings broadband Internet connections to areas that would not otherwise have access, even the most rural of areas. Historically, higher costs and lower reliability have prevented the widespread implementation of satellite service, but providers have begun to overcome these obstacles, and satellite broadband deployment is increasing. A satellite works by receiving radio signals sent from the Earth (at an uplink location also called an Earth Station) and resending the radio signals back down to the Earth (the downlink). In a simple system, a signal is reflected, or "bounced," off the satellite. A communications satellite also typically converts the radio transmissions from one frequency to another so that the signal getting sent down is not confused with the signal being sent up. The area that can be served by a satellite is determined by the "footprint" of the antennas on the satellite. The "footprint" of a satellite is the area of the Earth that is covered by a satellite's signal. Some satellites are able to shape their footprints so that only certain areas are served. One way to do this is by the use of small beams called "spot beams." Spot beams allow satellites to target service to a specific area, or to provide different service to different areas.

**SBI** - State Broadband Initiatives, formerly known as the State Broadband Data & Development (SBDD) Program.

**SONET - Synchronous Optical Network** - A family of fiber-optic transmission rates.

**Streaming** - A Netscape innovation that downloads low-bit text data first, then the higher bit graphics. This allows users to read the text of an Internet document first, rather than waiting for the entire file to load.

**Subscribership** - Subscribership is the number of customers that have subscribed for a particular telecommunications service.

**Switched Network** - A domestic telecommunications network usually accessed by telephones, key telephone systems, private branch exchange trunks, and data arrangements.

## T

**T-1 - Trunk Level 1** - A digital transmission link with a total signaling speed of 1.544 Mbps. It is a standard for digital transmission in North America.

**T-3 - Trunk Level 3** - 28 T1 lines or 44.736 Mbps.

## U

**UNE - Unbundled Network Elements** - Leased portions of a carrier's (typically an ILEC's) network used by another carrier to provide service to customers.

**Universal Service** - The idea of providing every home in the United States with basic telephone service.

**Upstream** - Data flowing from your computer to the Internet (sending e-mail, uploading a file).

## V

**VDSL (or VHDSL) - Very High Data Rate Digital Subscriber Line** - A developing technology that employs an asymmetric form of ADSL with projected speeds of up to 155 Mbps.



**Video On Demand** - A service that allows users to remotely choose a movie from a digital library and be able to pause, fast-forward, or even rewind their selection.

**VLAN - Virtual Local Area Network** - A network of computers that behave as if they were connected to the same wire even though they may be physically located on different segments of a LAN.

**VoIP - Voice over Internet Protocol** - A new technology that employs a data network (such as a broadband connection) to transmit voice conversations.

**VPN - Virtual Private Network** - A network that is constructed by using public wires to connect nodes. For example, there are a number of systems that enable one to create networks using the Internet as the medium for transporting data. These systems use encryption and other security mechanisms to ensure that only authorized users can access the network and that the data cannot be intercepted.

**Vulnerable Groups** -Vulnerable groups will vary by community, but typically include low-income, minority, senior, children, etc.

## W

**WAN - Wide Area Network** - A communications system that utilizes cable systems, telephone lines, wireless, and other means to connect multiple locations together for the exchange of data, voice, and video.

**Wi-Fi - Wireless Fidelity** - A term for certain types of wireless local networks (WLANs) that uses specifications in the IEEE 802.11 family.

**WiMax** - A wireless technology that provides high-throughput broadband connections over long distances. WiMax can be used for a number of applications, including last mile broadband connections, hotspots, and cellular backhaul and high-speed enterprise connectivity for businesses.

**Wireless Hotspot** - A public location where Wi-Fi Internet access is available for free or for a small fee. These could include airports, restaurants, hotels, coffee shops, parks, and more.

**Wireless Internet** - 1) Internet applications and access using mobile devices such as cell phones and palm devices. 2) Broadband Internet service provided via wireless connection, such as satellite or tower transmitters.

**Wireline** - Service based on infrastructure on or near the ground, such as copper telephone wires or coaxial cable underground, or on telephone poles.