

# Something is happening!

## Governor's Conference on Rural Development November 19, 2010

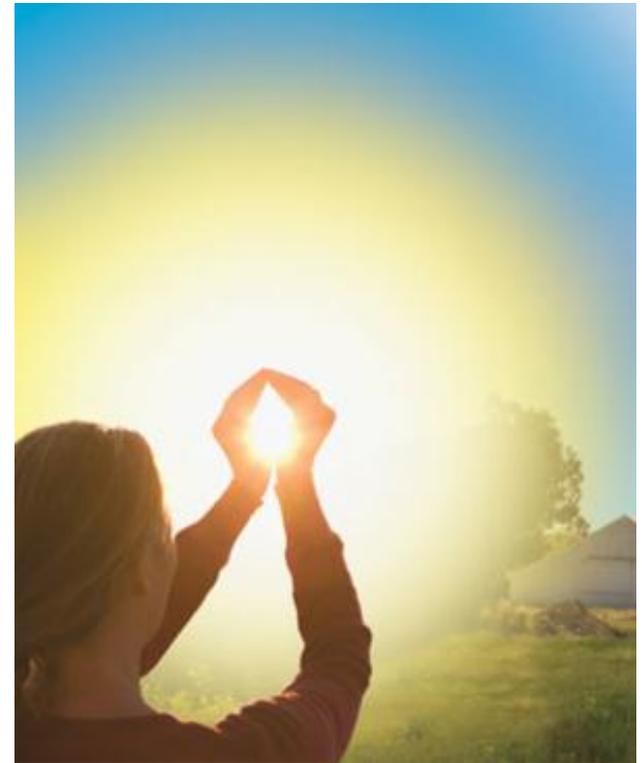


Funded by the Nebraska Public Service Commission through a grant from the Department of Commerce's National Telecommunications and Information Administration (NTIA) .



# Broadband for the Future

- Ever-changing
- It is an essential link to how we live, work, and play in the 21st century
- It defines services delivered to homes and businesses and also types of work functions that can be carried out



Growing Jobs, Industries, and Talent: A Competitive Advantage Assessment and Strategy for Nebraska. Prepared for the Nebraska Department of Economic Development and the Nebraska Department of Labor



# Who Has Adopted Broadband?

- 64% nationwide – Census Bureau CPS
  - Urban households – 66%
  - Rural households – 51%
- 76% of Nebraska households

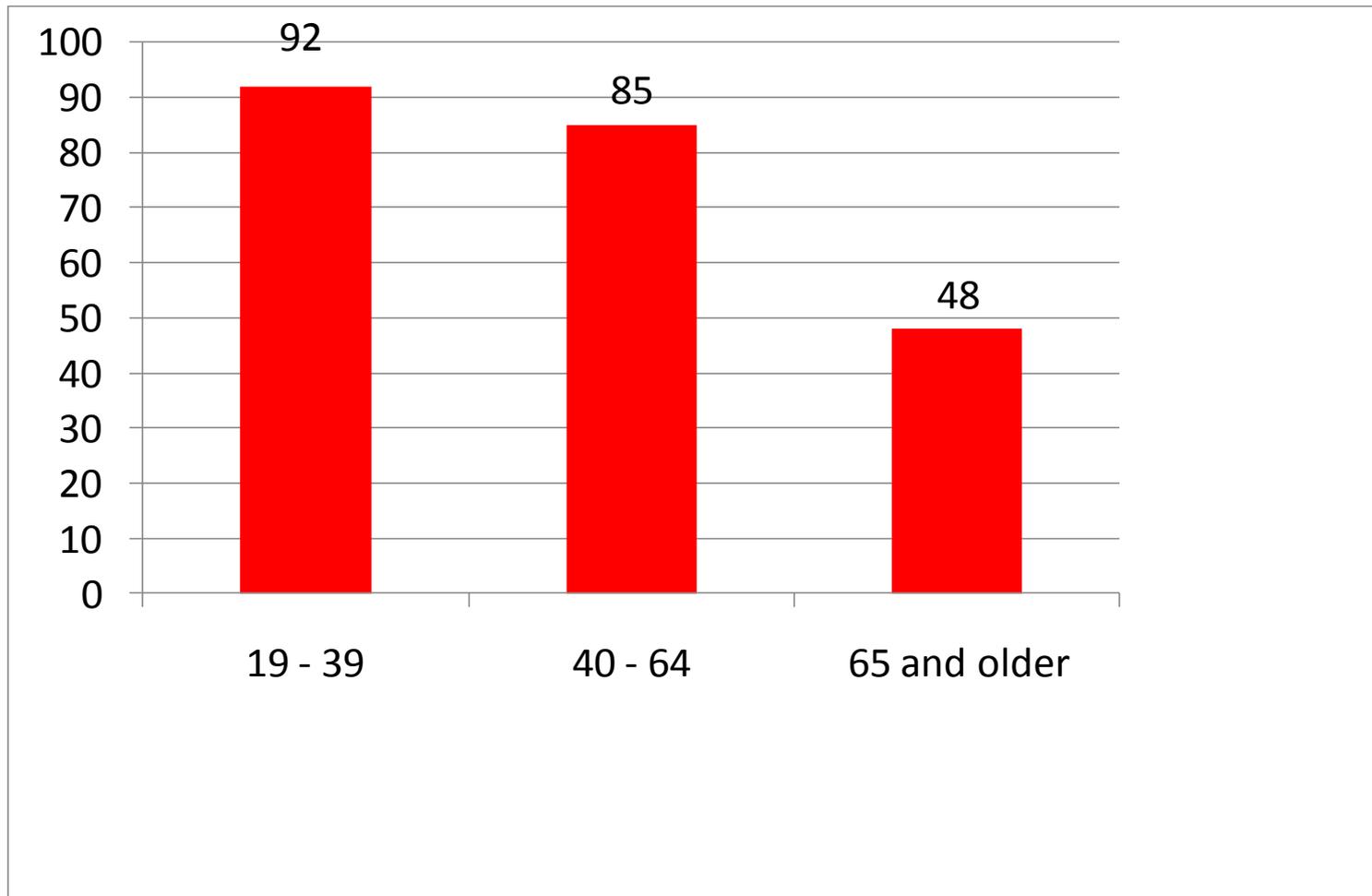


Source: *Internet Connectivity and Use in Nebraska Research Report*, June 2010, [www.psc.state.ne.us/](http://www.psc.state.ne.us/)

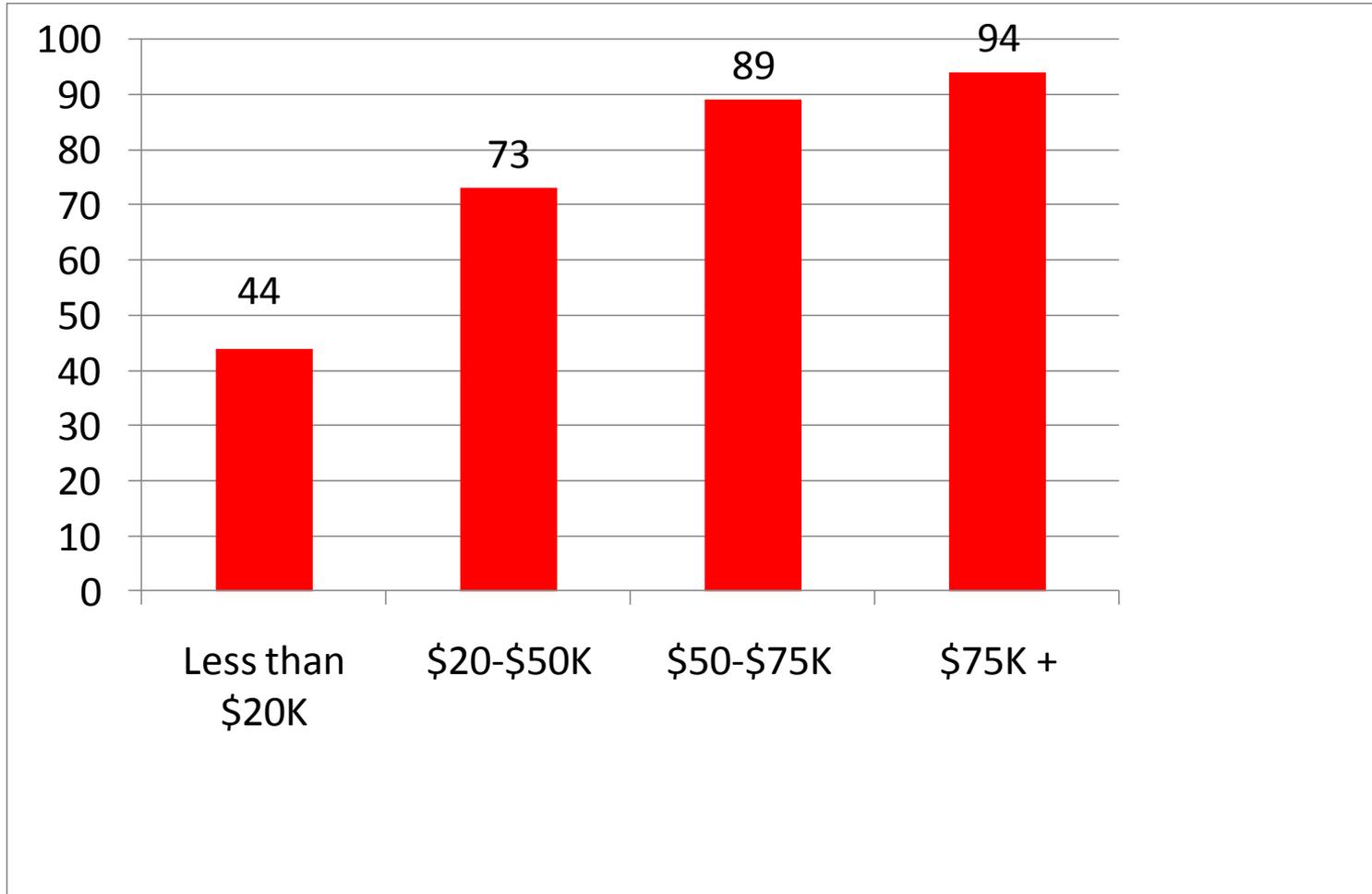
# Not all connectivity is equal

- Less likely to have broadband service
  - Age
    - Older persons
  - Household Income
    - Households with lower incomes
  - Education
    - Persons with lower education levels
  - Families
    - Households without children

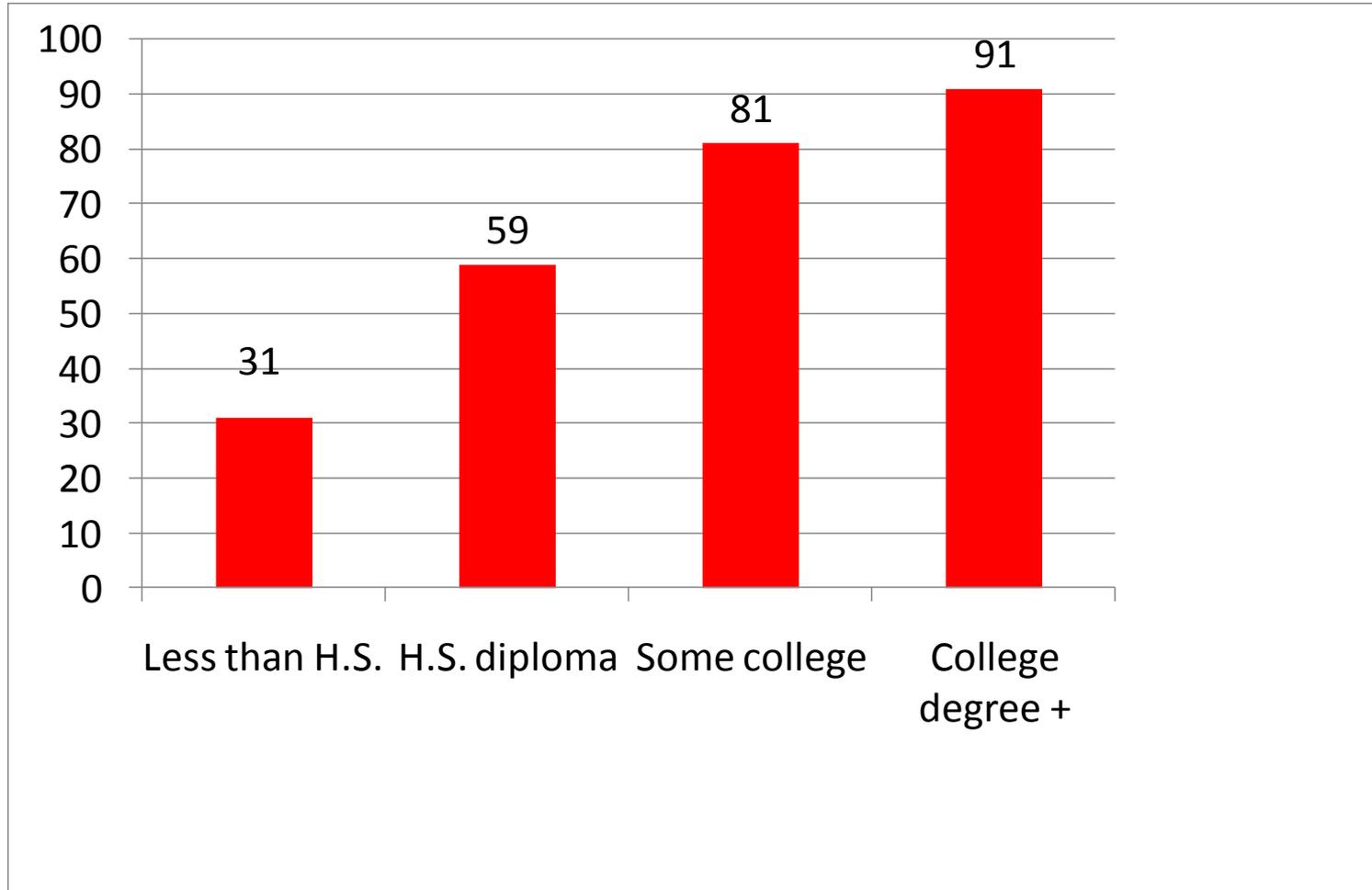
# Broadband Service by Age



# Broadband Service by Household Income



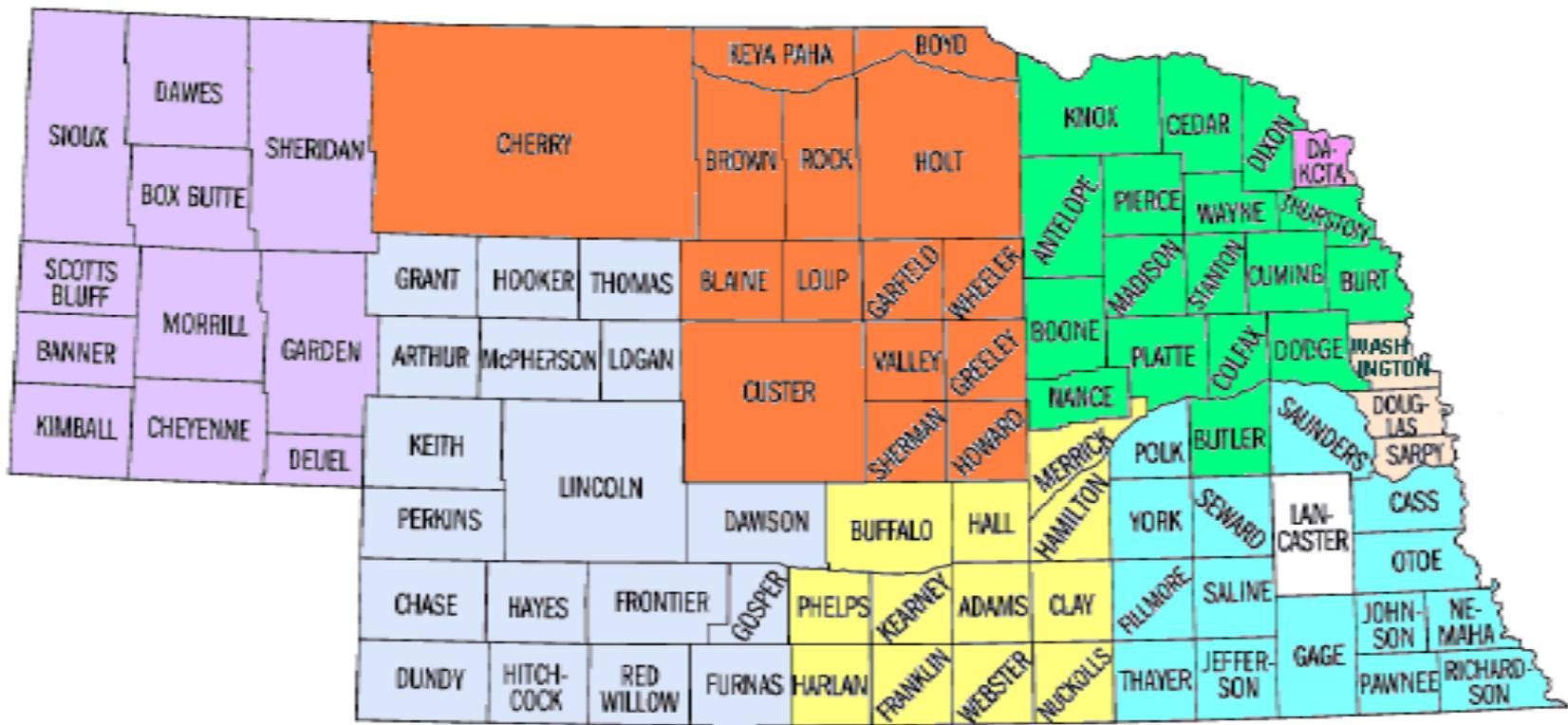
# Broadband Service by Education

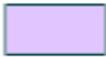


# Connectivity Varies Across NE

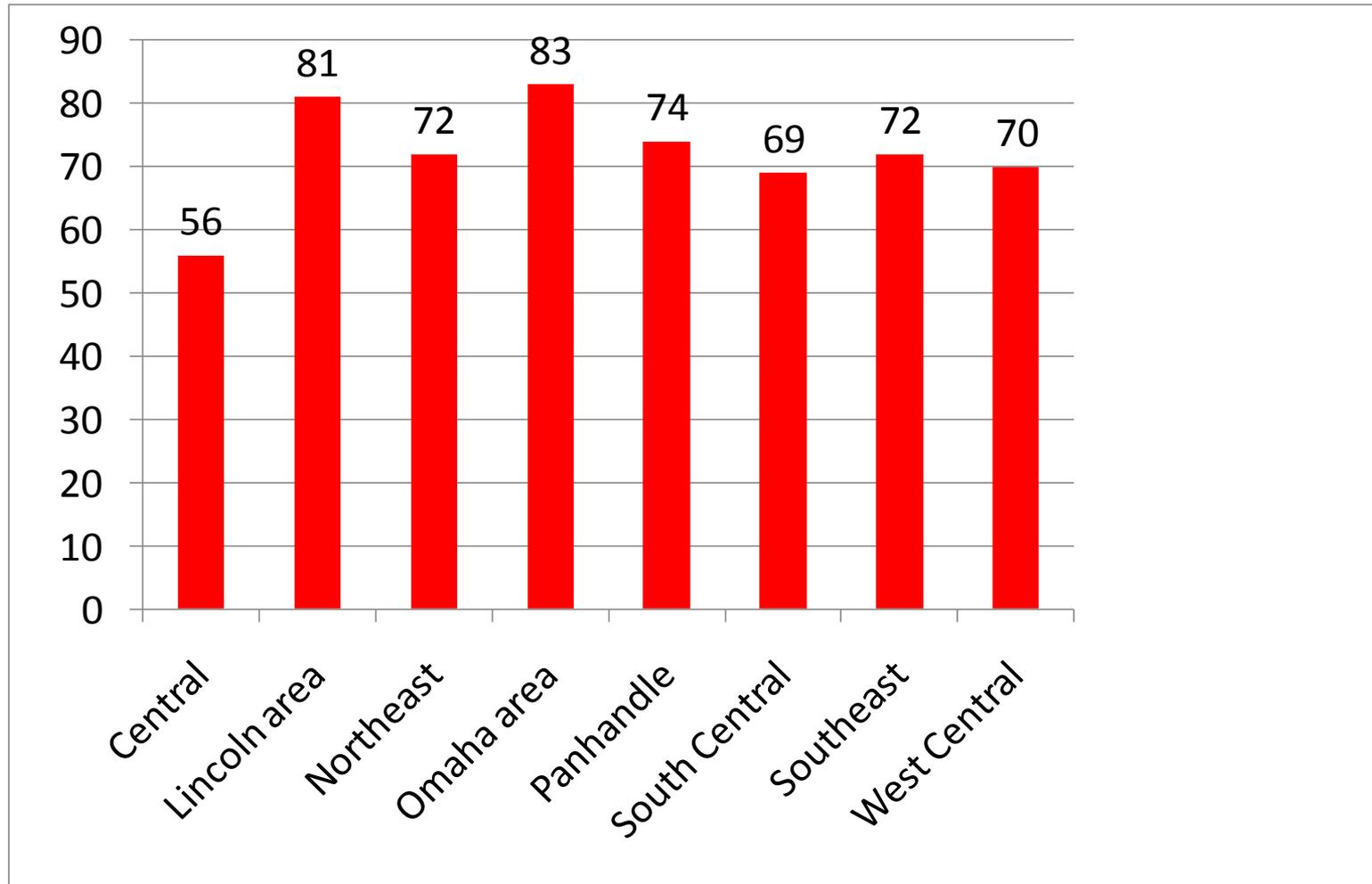
- Metropolitan areas are more likely to have
- Central Nebraska is least likely

# Regions



- |   |  |
|---|--|
|  Panhandle Area Development District                 |  Northeast Nebraska Economic Development District   |
|  Central Nebraska Economic Development District      |  Siouxland Interstate Metropolitan Planning Council |
|  West Central Nebraska Economic Development District |  Metropolitan Area Planning Agency                  |
|  South Central Economic Development District         |  Southeast Nebraska Development District            |

# Broadband Service by Region



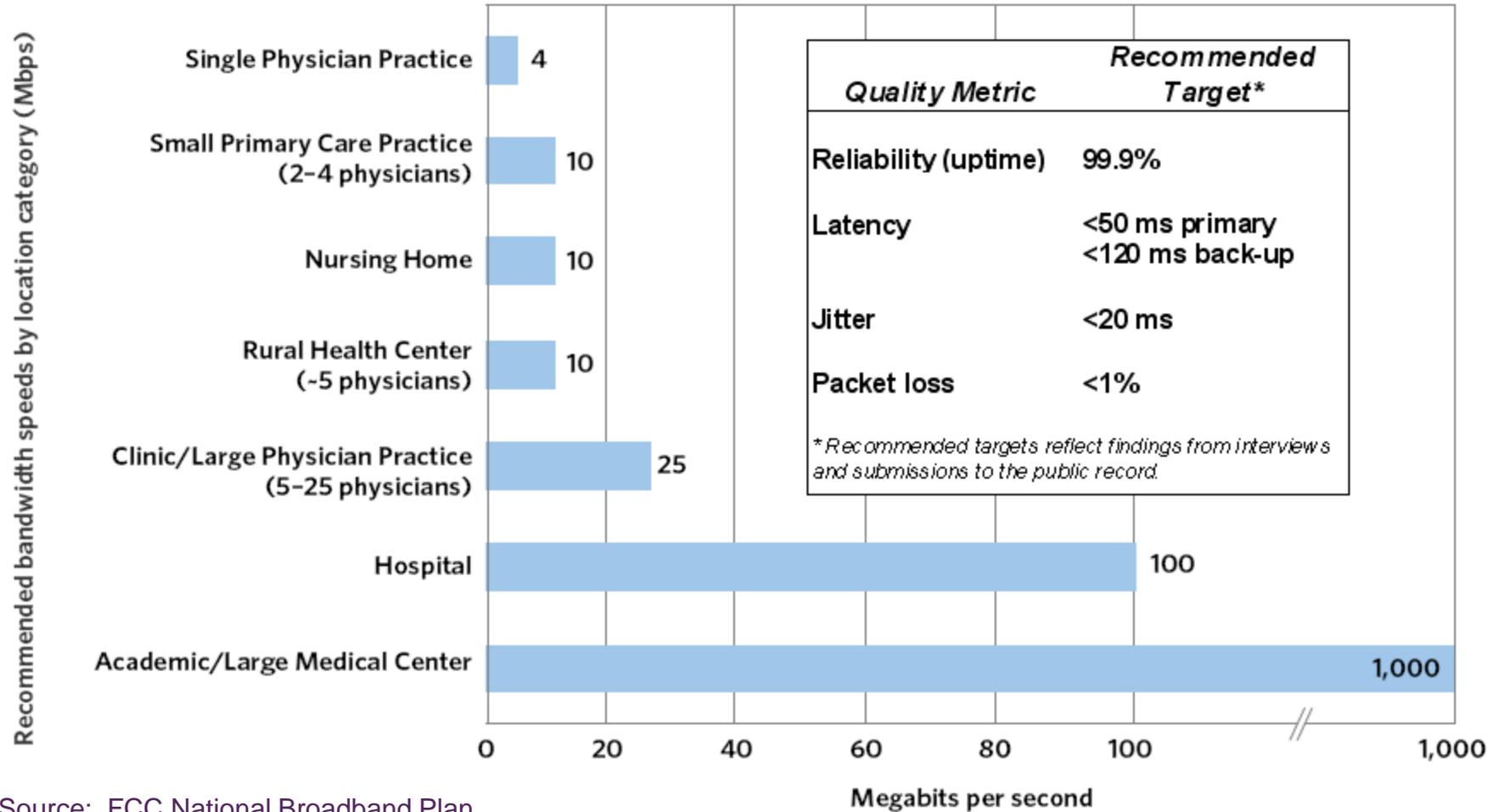
# What Nebraskans told us about future use?

- 86% exchanging health information
- 80% online banking
- 79% tele-medicine applications
- 78% distance learning opportunities
- 78% online government services
- 76% contributing to economic growth in community



Source: Internet Connectivity and Use in Nebraska Research Report, June 2010,  
[www.psc.state.ne.us/](http://www.psc.state.ne.us/)

# Speeds Needed for E-Health Applications



Source: FCC National Broadband Plan,  
<http://www.broadband.gov/plan/>

# Broadband Speed — What does it mean?

Downstream speed	Approx time to download 3 megabyte pop song
56 kilobits/second (kbps)	7 minutes
200 kbps	2 minutes
768 kbps	30 seconds
1.5 megabits/second (mbps)	15 seconds
3 mbps	8 seconds
6 mbps	4 seconds
10 mbps	2 seconds
100 mbps	¼ second

# What does Speed mean to me?

- Show videos

# Check Out Your Speed

- <http://speakeasy.net/speedtest/>
- <http://www.broadband.gov/qualitytest/about/>
- <http://speedtest.net/>
- <http://www.dslreports.com/>
- <http://sandhillswireless.com/SpeedTest/index.php>

# Why would consumers need 1 Gbps connections?

*In the same way that the transition from dial-up to broadband made possible the emergence of online video and countless other applications, ultra high-speed bandwidth will drive more innovation – in high-definition video, remote data storage, real-time multimedia collaboration, and others that we cannot yet imagine. It will enable new consumer applications, as well as medical, educational, and other services that can benefit communities. If the Internet has taught us anything, it's that the most important innovations are often those we least expect.*

Source: Google Fiber for Communities,  
<http://www.fiberforcommunities.com/index.html>

# Broadband Plan

- Increase broadband adoption
- Expand usage in Nebraska
- Understand the reasons and barriers not subscribed
- Create and maintain economic opportunities and competitiveness
- Engage citizens and stakeholders



# How Can You Be Engaged?

- Regional Forums
  - Serving on Planning Committees
    - Region plans
    - Statewide plan
  
- Focus Groups
  
- Statewide Conference



# Regional Forums

- March 23 – Northeast - Norfolk
- March 30 - WNDN – Gering
- March 31 - North Central Region – Valentine
- April 6 – New Frontier - TBA
- April 7 – Southwest Region - TBA
- April 13 – Southeast Region - Lincoln
- April 14 - Central Region
- April 27 – Omaha - TBA

# It can only happen with you!

- Promote, support and attend the forums
- Review survey results – provide feedback
- Identify further needs within regions
- Share ideas to address broadband adoption and utilization



# Helpful Sites

- Public Service Commission - <http://www.psc.state.ne.us/>
- Nebraska Rural Initiative - [http://ruralinitiative.nebraska.edu/resources/internet\\_access/map.html](http://ruralinitiative.nebraska.edu/resources/internet_access/map.html)
- NTIA Broadband - [www2.ntia.doc.gov/](http://www2.ntia.doc.gov/)
- FCC National Broadband Plan - [www.broadband.gov/](http://www.broadband.gov/)
- Pew Research Center's Internet & American Life Project – [www.pewinternet.org](http://www.pewinternet.org)
- Public Policy Institute of California – Does Broadband Boost Local Economic Development – [www.ppic.org](http://www.ppic.org)
- Community Broadband Snapshot Report, Broadband's Impact on Economic Development: The Real Deal, September 2010 - <http://successful.com/>



# Broadband Planning Team Members

- Anne Byers, *Nebraska Information Technology Commission, anne.byers@nebraska.gov*
- Connie Hancock, *UNL Extension, chancock1@unl.edu*
- Tim O'Brien, *Nebraska Department of Economic Development, tim.obrien@nebraska.gov*
- Charlotte Narjes, *UNL Center for Applied Rural Innovation, cnarjes@unl.edu*
- Becky Vogt, *UNL Center for Applied Rural Innovation. rvogt2@unl.edu*



# Project Partners

- Nebraska Information Technology Commission
- State of Nebraska Department of Economic Development
- UNL Extension
- UNL Center for Applied Rural Innovation





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