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Initial and Supplemental Proposals awarded to Nebraska Public Service Commission (PSC) from the U.S. Department of Commerce National Telecommunications and Information Administration (NTIA). NTIC, UNL, DED and the AIM Institute are cooperatively leading the broadband planning efforts.





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Let's Talk About Broadband - How Can We Leverage Broadband to Increase Growth?

2012 NEDA Fall Conference

Presented by Becky Vogt and Charlotte Narjes

UNL Center for Applied Innovation



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About the Nebraska Broadband Initiative

Broadband is a foundation for economic growth, job creation, global competitiveness and a better way of life.

broadband.nebraska.gov



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Goals of this initiative include:

- Increase adoption and utilization of broadband
- Develop regional broadband plans
- Increase understanding of importance of broadband as a foundation of economic growth



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NEDA Broadband Survey

- Insight - how membership is using technology
- Identify barriers in adopting broadband
- Help identify educational opportunities to better utilize
- Establish benchmarks

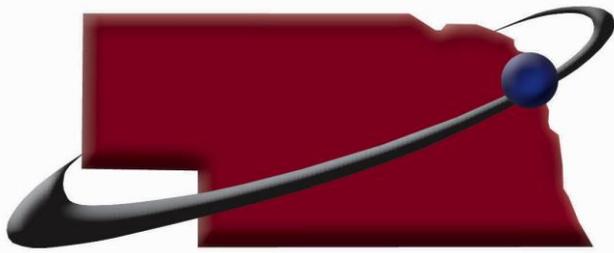


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NEDA Broadband Survey

- Online survey distributed to 333 members via listserv
 - 76 responses (23% response rate)
- Types of organizations responding:
 - 68% - city/county/regional economic development company/organization
 - 33% - service providers



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Population of Area Served

- 7% under 1,000
- 9% between 1,000 and 2,499
- 14% between 2,500 and 4,999
- 18% between 5,000 and 9,999
- 14% between 10,000 and 19,999
- 21% between 20,000 and 99,999
- 18% 100,000 or more



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Type of Area Served

- 38% city, town or village
- 33% county
- 14% region
- 9% state
- 3% multi-state region
- 3% other



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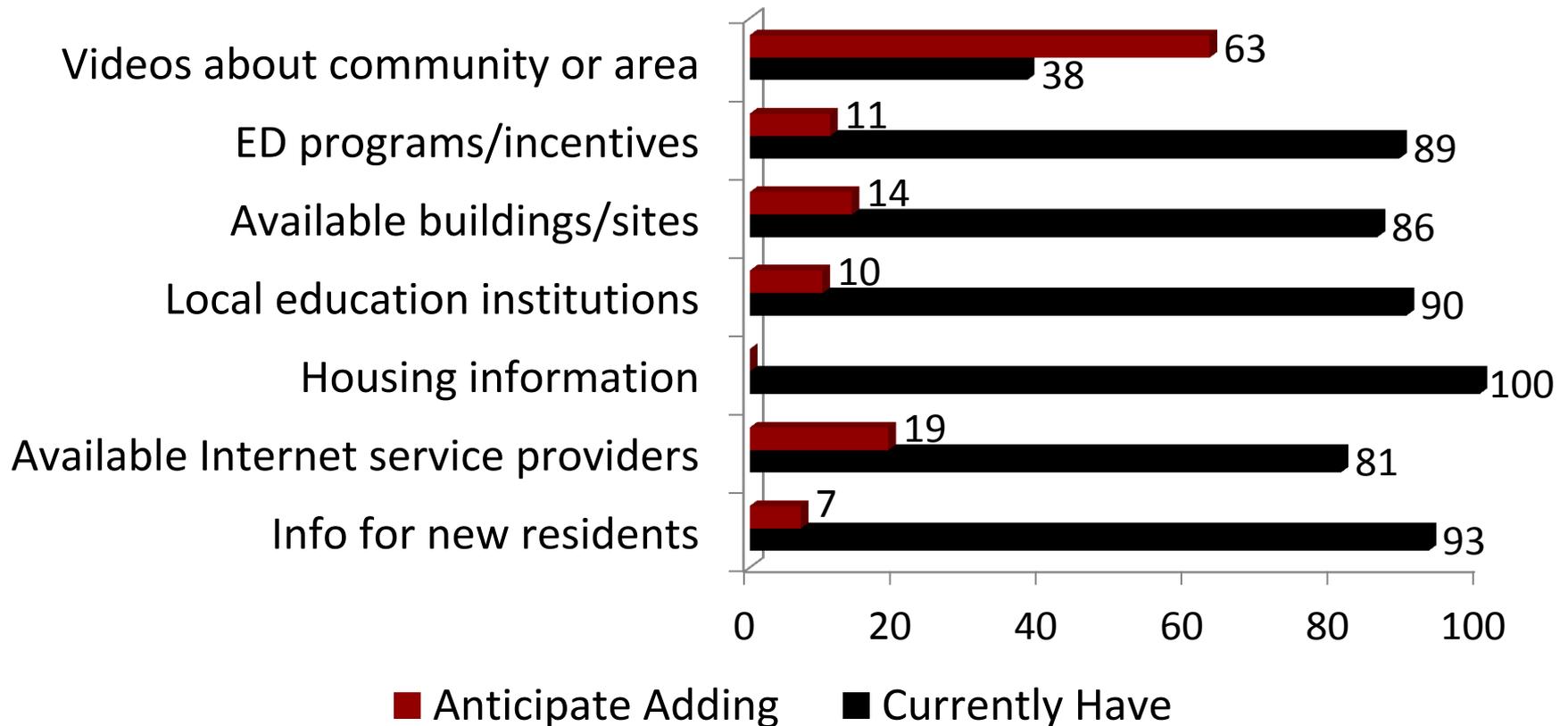
TECHNOLOGY USE

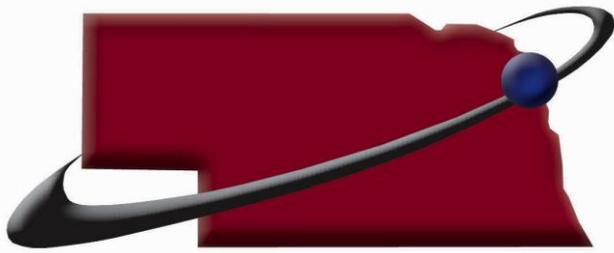


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Items on Website

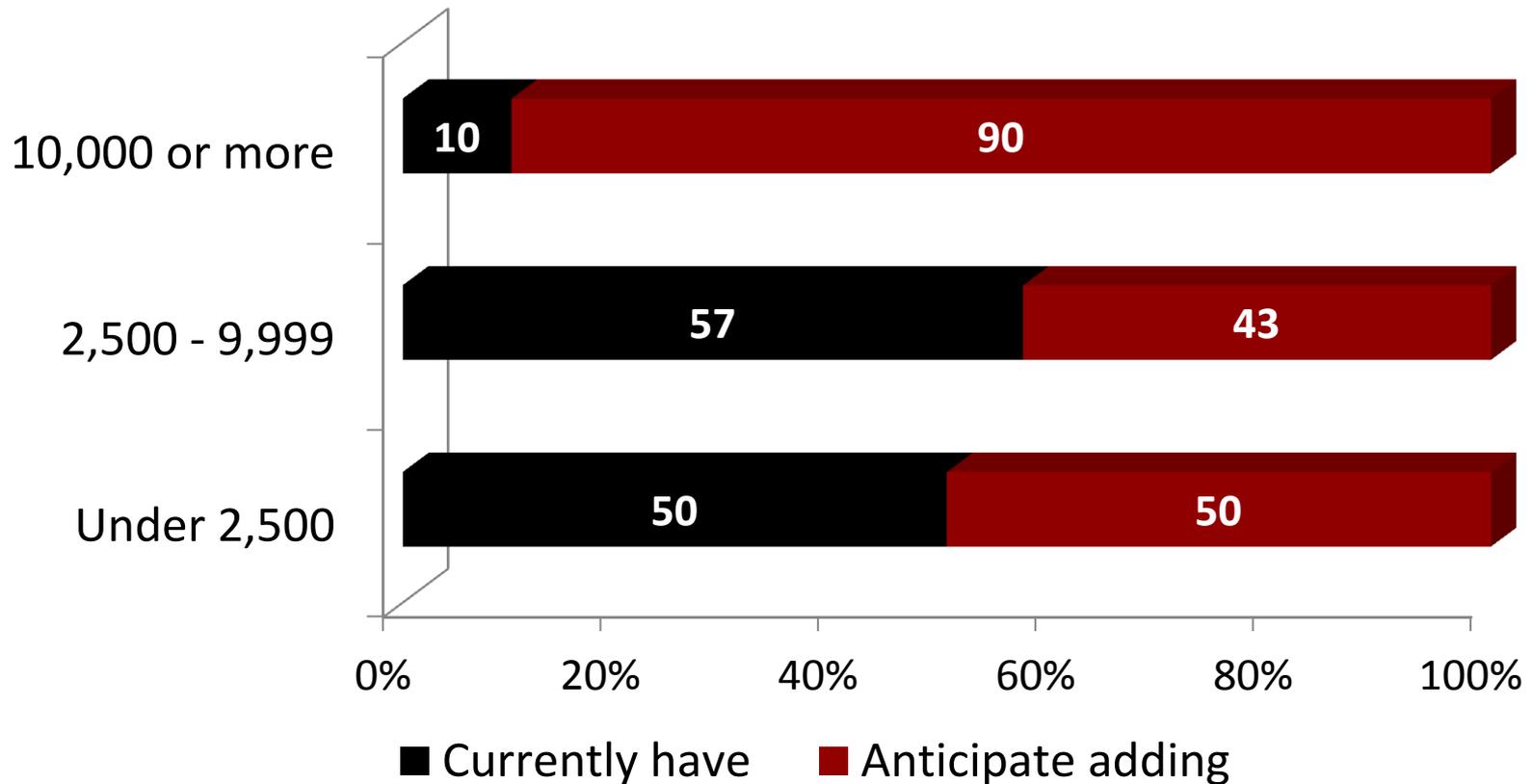




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Videos on Website by Population Served

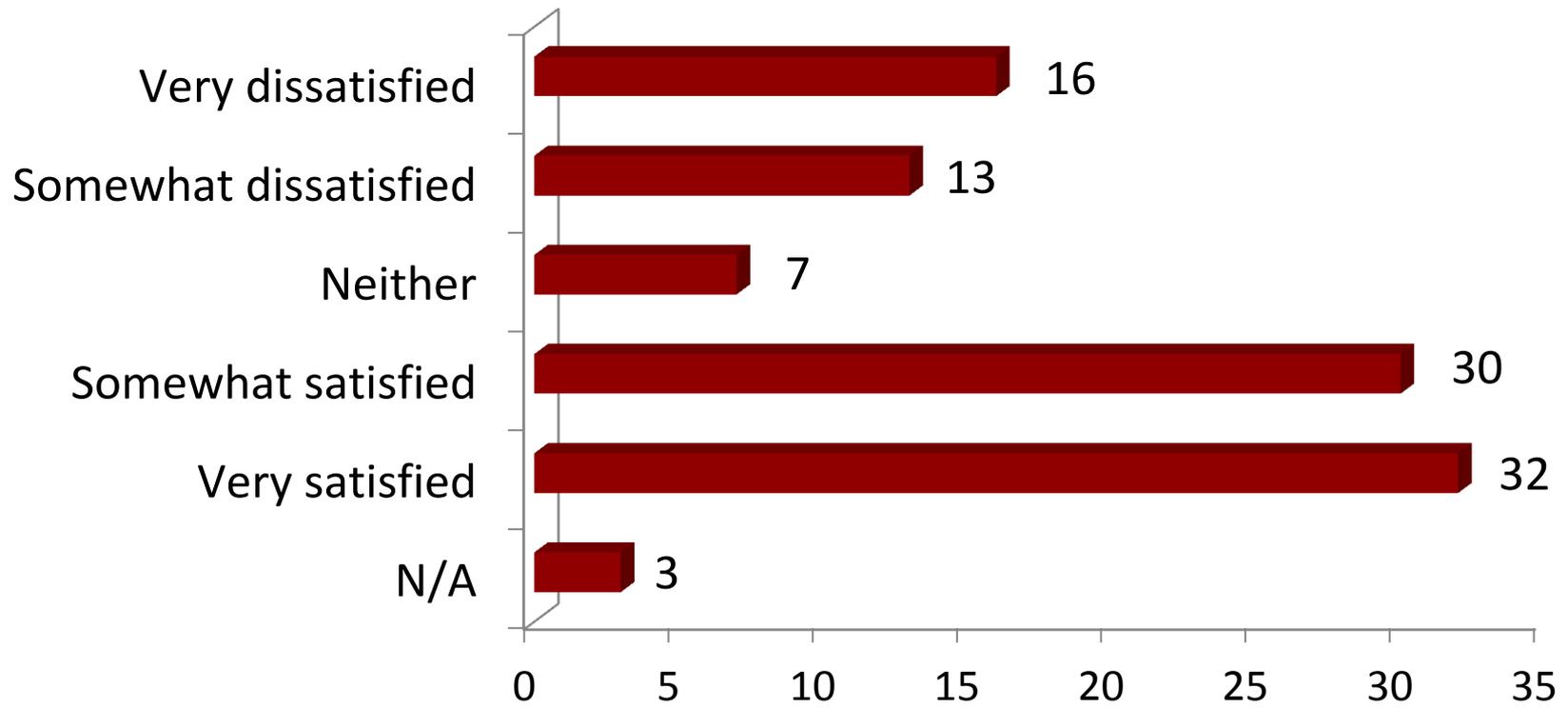




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Satisfaction with Website





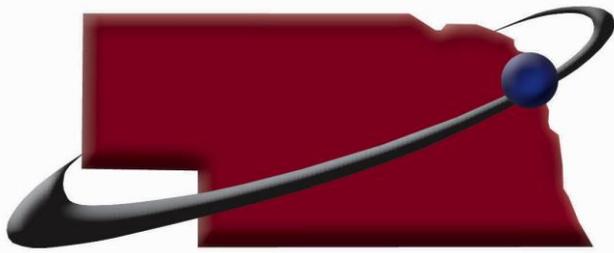
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Comments about Website

- Needs Improvement (38.2%)
- Resources available (20.6%)
- Challenge maintaining (16.2%)
- Content (14.7%)
 - Adequate, good (30%)
 - Weak (70%)
- Friendliness of Website (22.1%)
 - User-friendly (53.3%)
 - Not user-friendly (46.7%)





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Comments about Website

It has most of the information.

Our pitfall is maintaining the site.

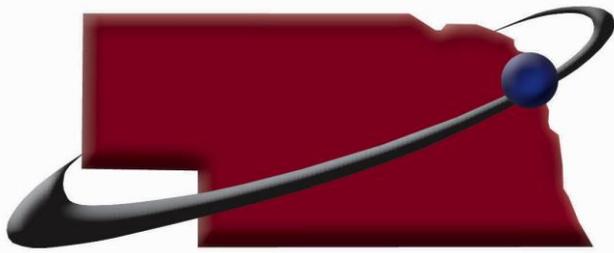
Easy to maneuver. Feel it has an attractive look.

Good information.

Just had it revamped and not up to our standards.

Difficult time finding a web developer.

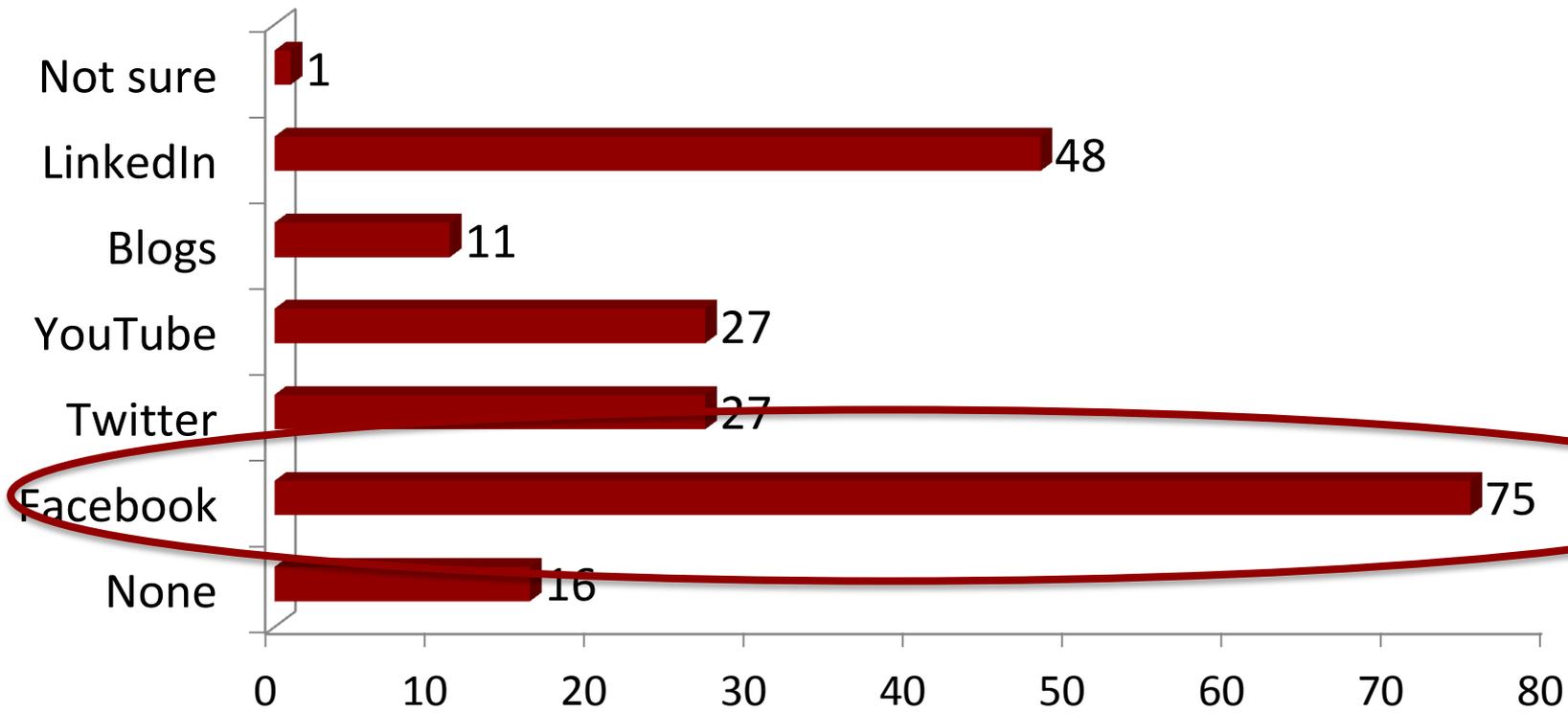
No pictures, not user friendly...we are in the process of a complete overhaul 😊



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Social Media Tools Used

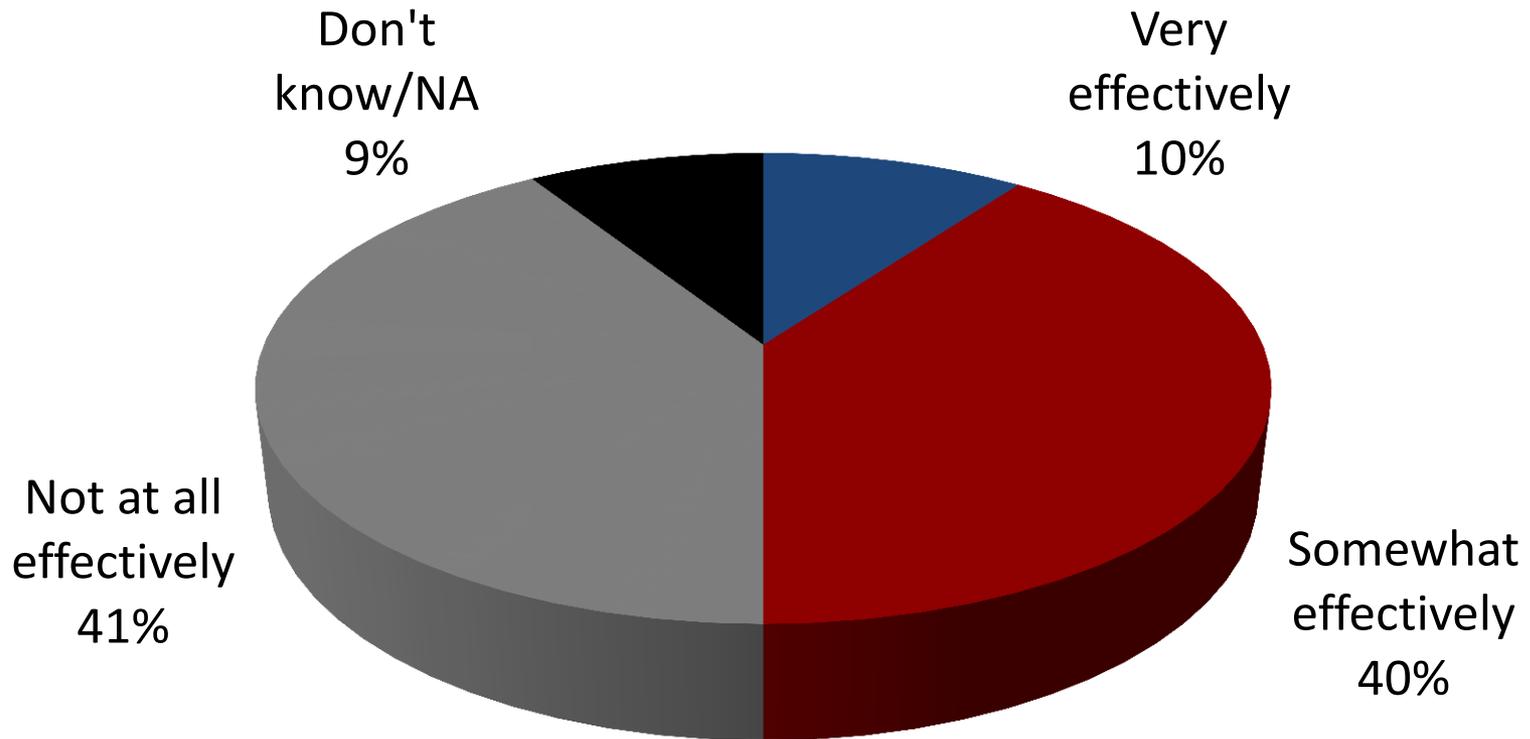




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Confidence in Using Social Media Effectively





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Satisfaction with Internet Connection Speeds

Upload speeds

- 68% fast enough
- 22% average, but not quite fast enough
- 56% of economic developers vs. 83% of service providers indicated fast enough

Download speeds

- 65% fast enough
- 25% average, but not quite fast enough



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PERCEPTIONS OF TECHNOLOGY IN COMMUNITY OR AREA

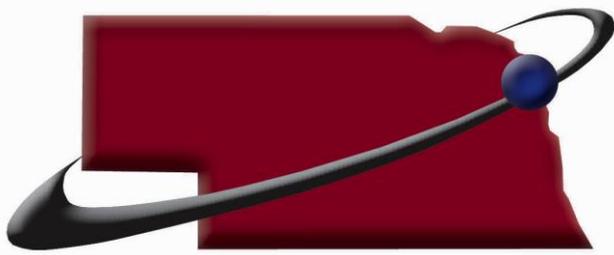


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Economic Development Plan Currently or Will Be Incorporating Broadband

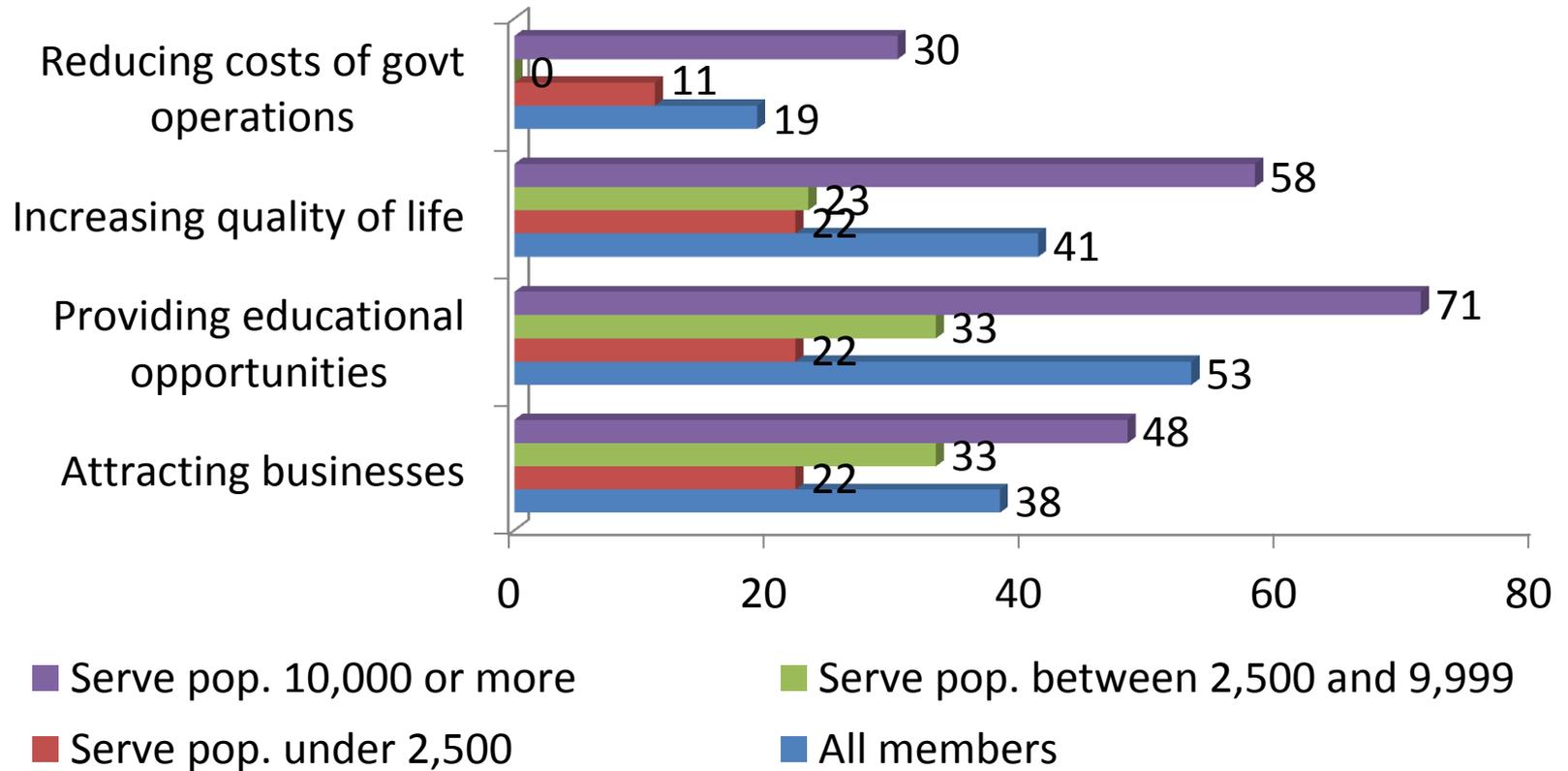
- 28% of economic development organizations
 - 11% serving population of 2,500 or less
 - 36% serving population between 2,500 and 9,999
 - 25% serving population of 10,000 or more



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Perceived Effectiveness of Broadband Utilization in Locale



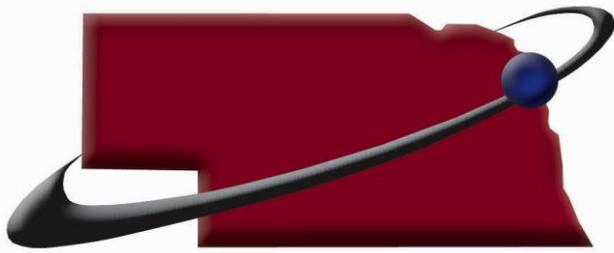


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Belief that Access to High-Speed Internet Services is Accomplishing Various Items

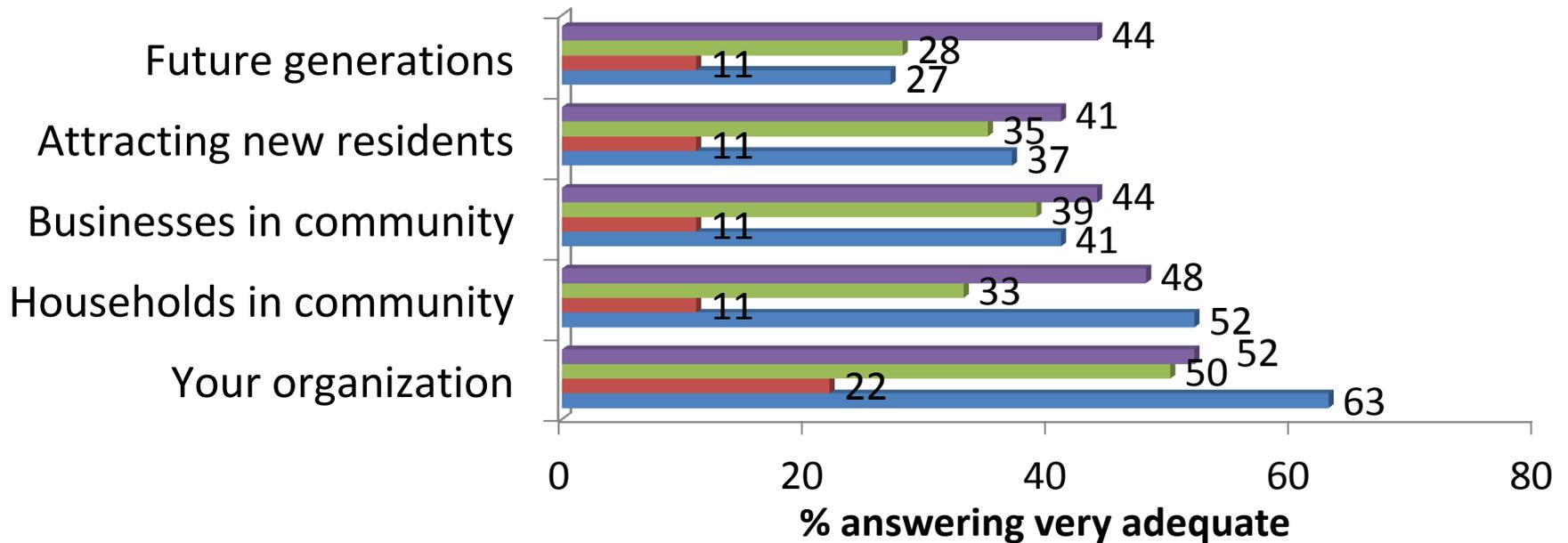
- Staying in touch with family/friends (92%)
- Accessing financial services (83%)
- Reaching higher education levels (76%)
- Getting health information (64%)
- *Community and emergency alerts (61%)*
- *Improving job skills/professional development (60%)*
- Finding a better job (60%)
- *Starting a home-based business (51%)*
- Transitioning to a new industry or profession (45%)



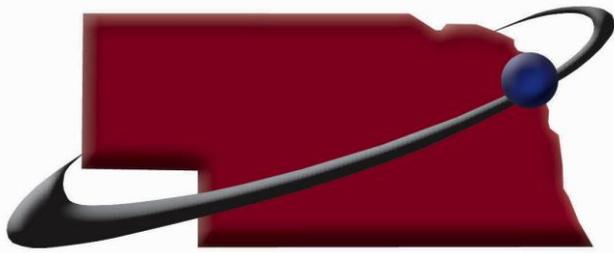
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Perceived Adequacy of Internet Services



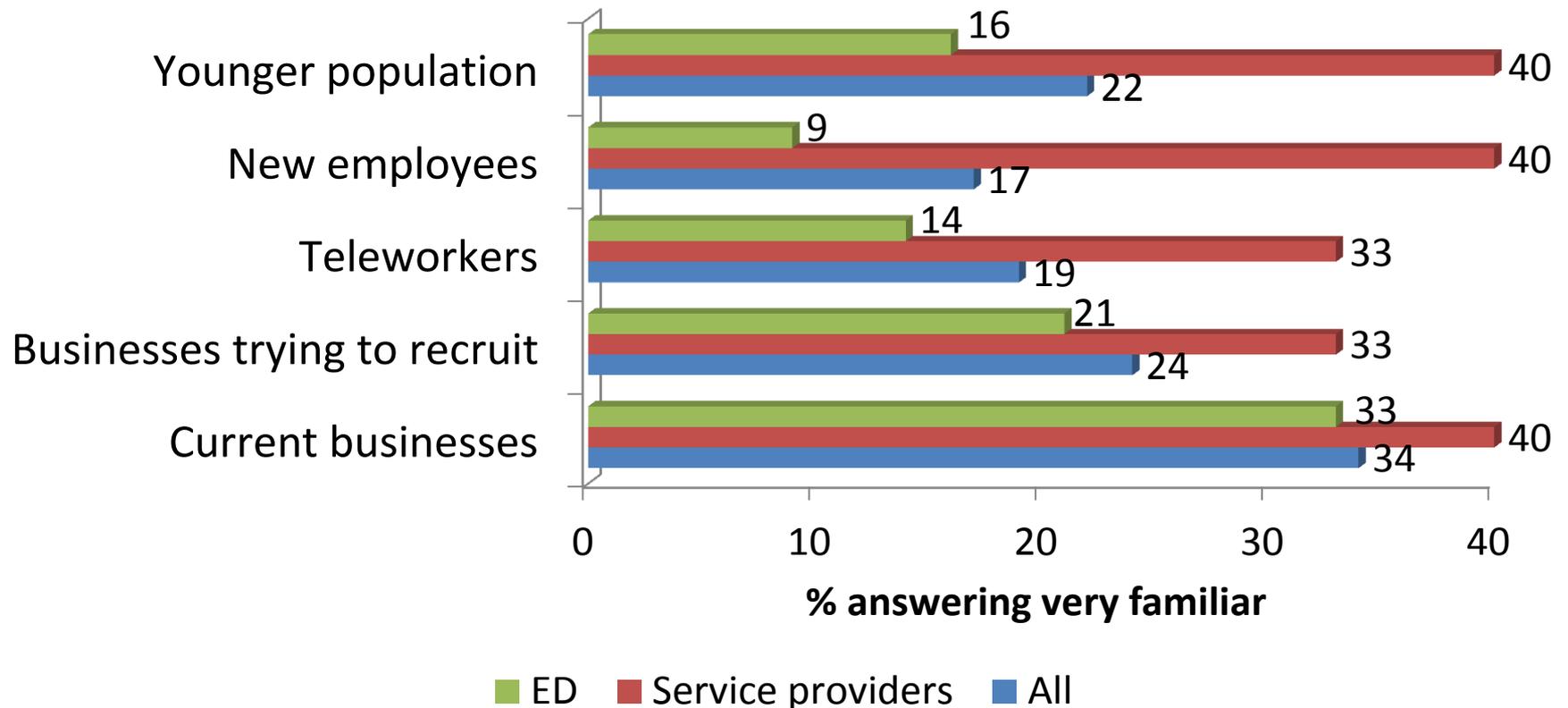
- Serve pop. 10,000 or more
- Serve pop. Between 2,500 and 9,999
- Serve pop. Under 2,500
- All members

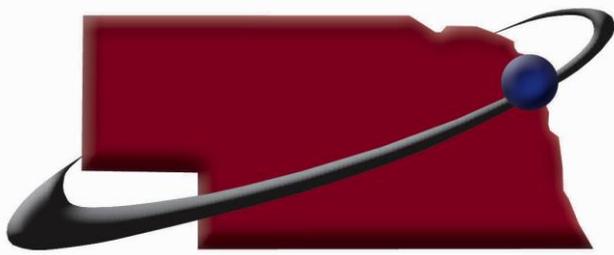


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Familiarity with Internet Service Needs





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Most Economic Benefits to Business in Late Adoption Applications

Fast/early adoption	Access government Electronic document transfer Accessing collaborative tools Research by staff Website Teleworking
Late Adoption	Selling goods and services Rich media or service creation Deliver services and context Social networking

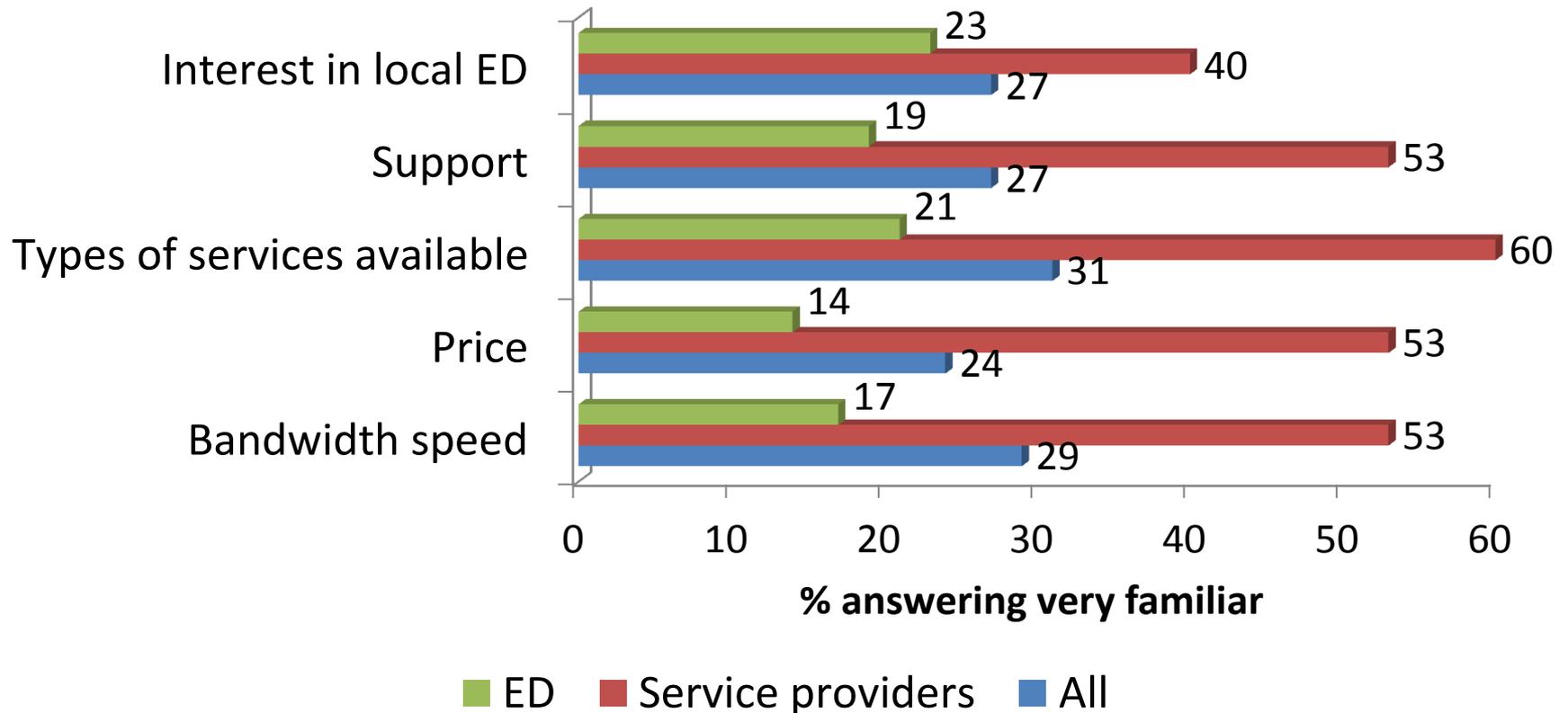
Source: Strategic Networks Group – sngroup.com/research-library/



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Familiarity with Internet Offerings and Services

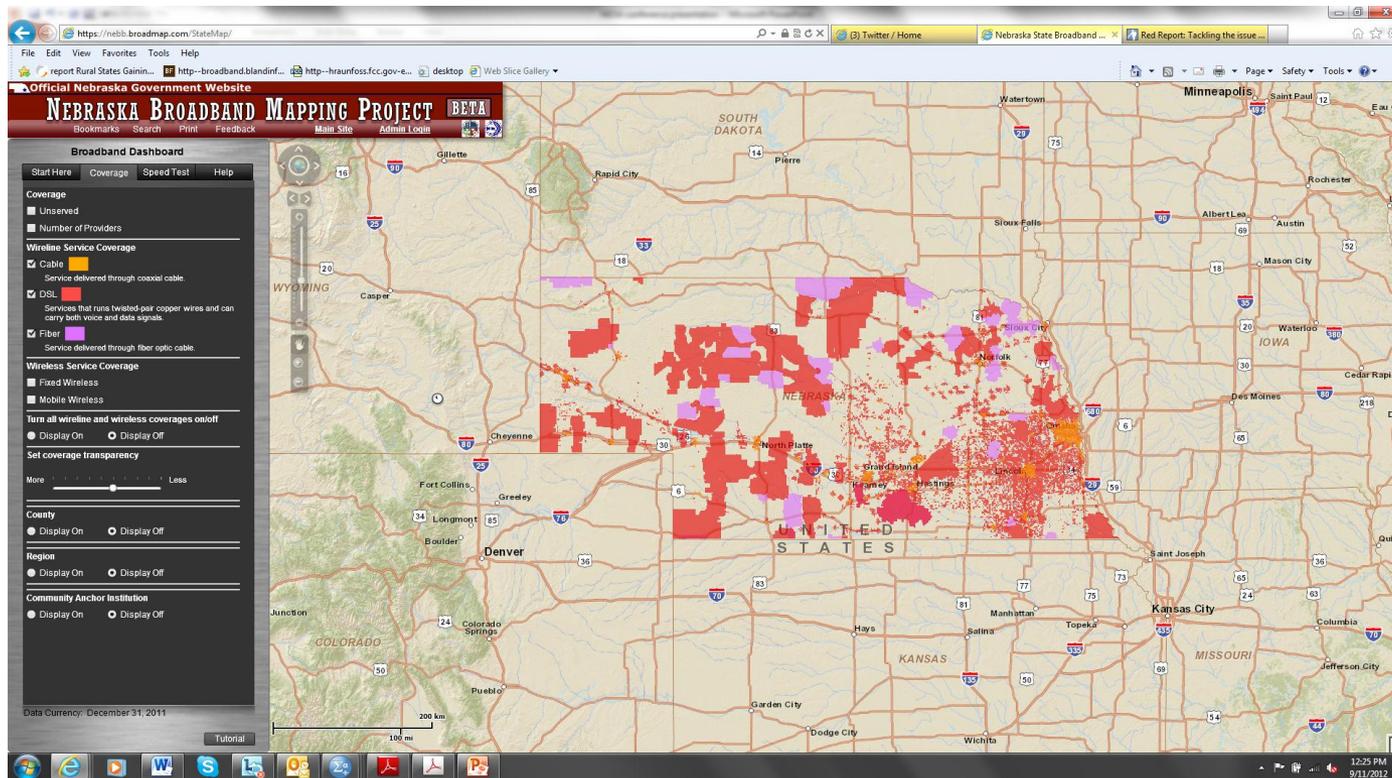




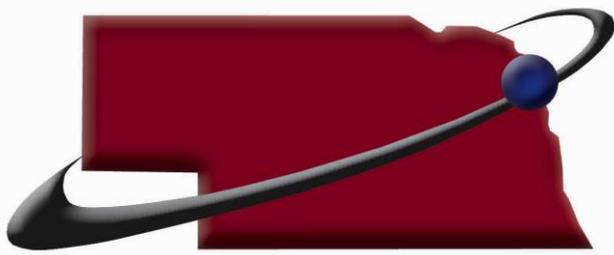
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Where Can I Find What is Available?



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What Will Drive Adoption and Utilization?

- Adoption (51%)
 - Training (58%)
- Availability (29%)
 - 55% desire more
- Affordability (20%)
- Best Practices --
 - Collaboration
 - Setting Priorities

Training – serious shortage of technology training for business owners

Local company laid fiber throughout community

Rural Nebraska without fiber is being left further behind

Joint effort with city, chamber and economic development

Line of communication between local officials and broadband providers



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Questions on Survey Results?



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Let's Talk...Your Insights

When you think of your community or region what do you believe the greatest opportunities are to utilize high speed Internet to achieve economic growth / sustainability?



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Let's Talk...Your Insights

What challenges/barriers do you believe need to be overcome before broadband is widely adopted?



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Let's Talk...Your Insights

Any words of advice on how to increase broadband utilization and adoption within our region?



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Let's Talk...Your Insights

What are some things you would like to see NEDA do in the area of technology and broadband?



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Let's Talk...Your Insights

What goals would like to see included in the broadband plan around economic development?



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Let's Talk...Your Insights

Any suggestions for the broadband planning efforts?



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<http://broadband.nebraska.gov>



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