

Creating the Broadband Plan: Next Steps and New Opportunities

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Project Partners

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



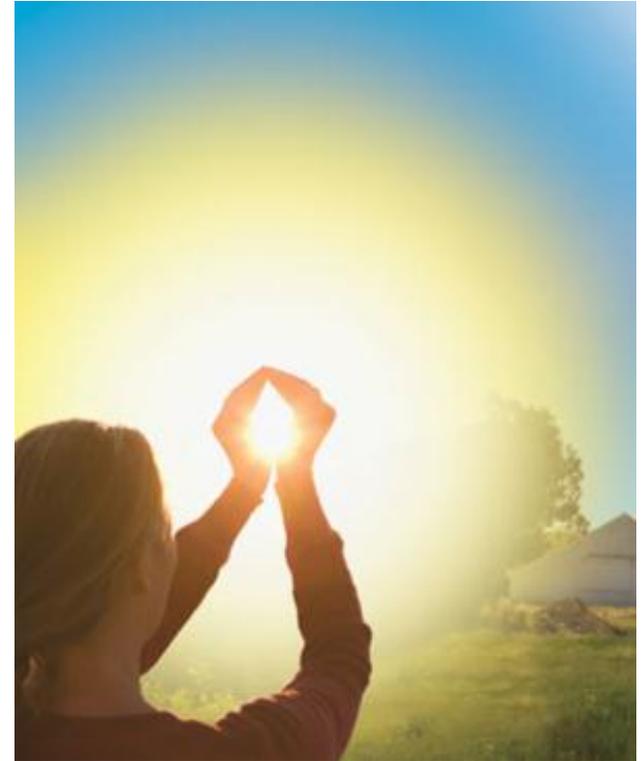
Reasons for Broadband Planning

- To increase broadband adoption
- To expand usage in Nebraska
- To understand the reasons and barriers not subscribed
- To create and maintain economic opportunities and competitiveness
- To engage citizens and stakeholders



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



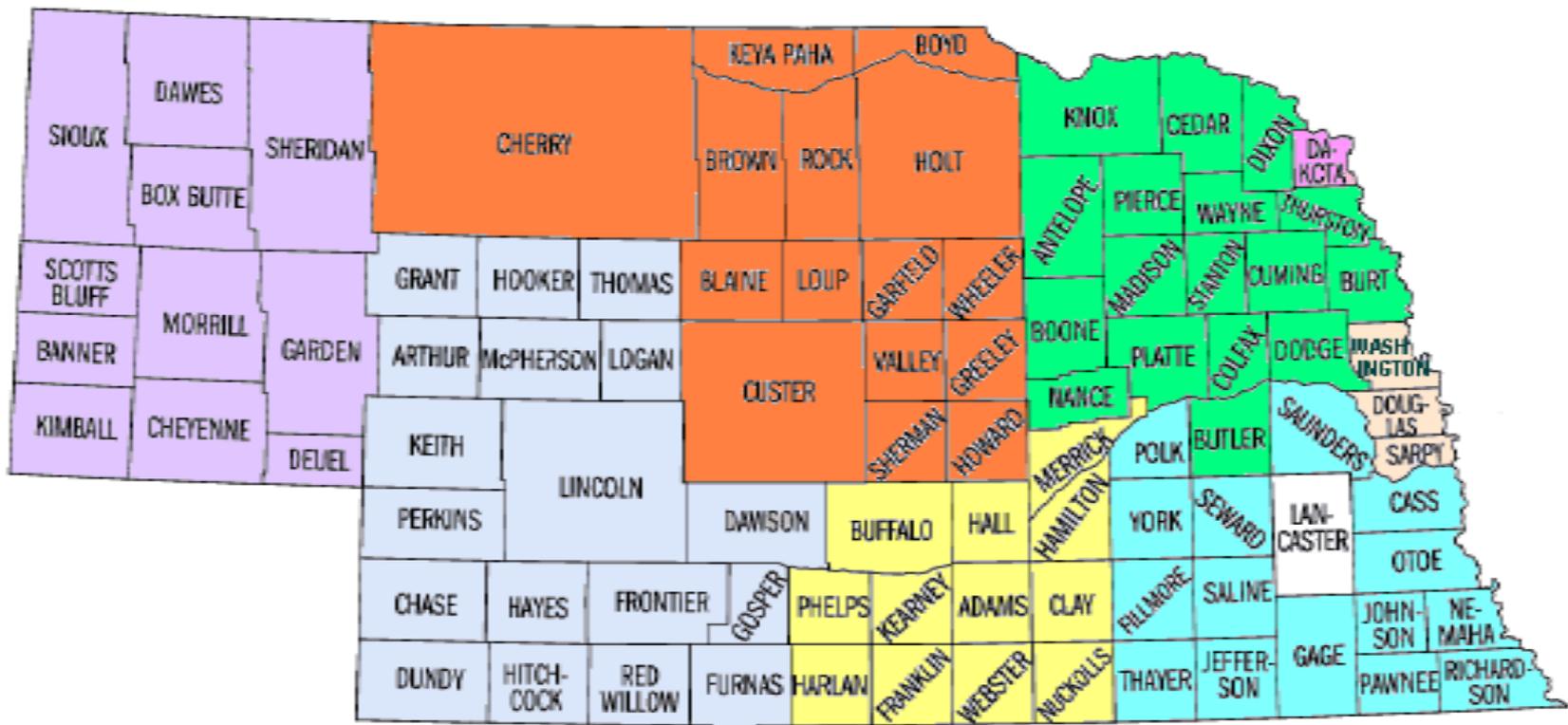
Does Broadband Impact Economic Growth?

- Broadband leads to local economic growth
 - Broadband does not cause growth
- Broadband expansion is associated with population growth
- Economic benefits to residents appear to be limited



Source: Does Broadband Boost Local Economic Development by Jed Kolko, Public Policy Institute of California.

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 |

Who Has Adopted Broadband?

- 66% nationwide – Pew Foundation
- 76.6% of Nebraska households
- 93% of the households with children had broadband service (96%)
- Metro areas are more likely to have service
 - 53% North Central region vs. 83% Omaha



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

Not all connectivity is equal

Broadband service by age

47.8% of those age 65
and older

vs.

93% ages 19-39



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



Not all connectivity is equal

Broadband service by education

31% with less than high school education

vs.

91% with at least 4-year college degree



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

Not all connectivity is equal

Broadband service by income levels

44% with household
incomes under \$20,000

vs.

94% (93% nationwide) of
persons with household
incomes of \$75,000 or
more



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

Access to Public Use Facilities

- 75% households have access
- Southeast and North Central region are less likely
- American Indian/Alaska Natives are less likely
- Minority groups are more likely than whites to use the computer resources



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

What Are Broadband Users Doing?

	Dial-up Users	Broadband Users
Send or receive e-mail	95	99
Check weather reports and forecasts	70	94
Use an online search engine	76	93
For education or research	73	93
Get news online	59	90
Buy a product online	59	88
Visit a state or local government website	63	85
Make travel arrangements	35	78
Watch a video on videosharing site like YouTube or GoogleVideo	23	75
Listening to music	34	74
Online banking or bill pay	30	73
Use a social networking site like Twitter, MySpace, Facebook	35	71



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



Broadband Applications Importance for the Future



- 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/

Next Steps

- Identify a subcommittee/project team/regional coach
- Focus Groups
- Regional forums
- Business Survey



Regional Planning Teams

- Regional coach
- Working with Regional Networks
- Broad representation - including Industry representatives, community/regional partners, community anchor institutions, businesses and other groups
- Train-the-trainer program to assist regions in developing plans



Focus Groups

- To provide greater understanding of utilization as well as barriers
- Begin identifying ideas to increase broadband adoption
- Key community anchor institutions, industry representatives, businesses and other groups
- Additional focus groups with low usage rate populations



Regional Forums

Opportunity to be Engaged

- Present broadband mapping and household survey results
- Engage in conversation
- Initial forums in 2011. A second forum will be after the regional and statewide plans are created



Business Survey

- DED's Business Retention and Expansion program
- Over 1,000 businesses
- 10 questions related to technology and broadband adoption and usage



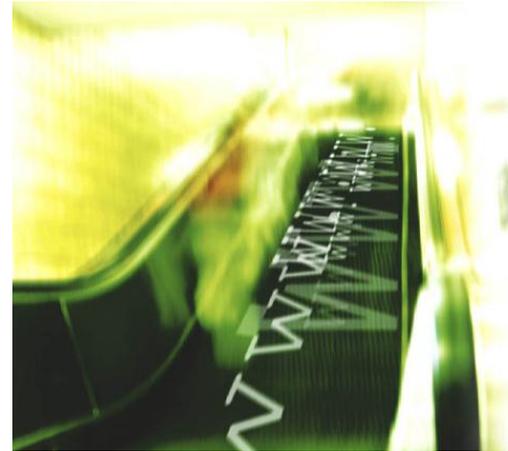
Creating a Plan

- Each Region is unique
 - Process will include creating a vision for the region, identifying stakeholders and establishing goals
 - Process is evolutionary
- Create the
State of Nebraska Plan



Supplemental Planning Grant

- Capacity Building
- Technical Training
- Local Planning



Capacity Building

Establishing benchmarks

- Inventory of Broadband and Digital Literacy Programs
- Focused Surveys – including in underserved areas
- Expanded Business Survey
- Government and Economic Developer Survey
- Follow-up Statewide Household Survey (2014)



Technical Assistance

- Cross training opportunities
 - Regional workshops
 - Annual Statewide Conference
 - Best practice videos
- Technical assistance – to local economic development personnel supporting entrepreneurs through the use of broadband technologies,
- Central broadband web presence



Local Planning

- Regional Group Efforts – regional and cultural coaches
- Community/regional teams in underserved areas
- Focus Groups
- Community sector discussions with businesses, entrepreneurs, government and agriculture.



Help Create the Vision!!!



- 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
- 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
- Public Policy Institute of California – Does Broadband Boost Local Economic Development – www.ppic.org
- Community Broadband Snapshot Report, Broadband's Impact on Economic Development: The Real Deal, September 2010 - <http://successful.com/>



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