



# Washtenaw County Broadband Initiative

## Checkpoint Meeting

Sylvan Township Hall  
January 17, 2013





- I. Introductions
- II. Review of actions to date
- III. Residential survey updates and next steps
- IV. Broadband provider overviews
- V. “Connected Community” broadband assessment
- VI. Next Steps





# About Connect Michigan

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

- Backed by Connected Nation, a national technology-oriented non-profit
- Partner with the Michigan Public Service Commission
- Supporting the National Broadband Plan
- In-State Staff
  - State Program Manager
  - Two Community Technology Advisors





# Our “Connected Community” Planning Approach for Broadband



## Access

Assess and improve the existing **broadband infrastructure** for residents and businesses by working with internet service providers, key decision makers and local beneficiaries.



## Adoption

Assess and increase broadband adoption by local residents/businesses by **reducing barriers & increasing awareness** of broadband’s value to their quality of life.



## Use

Assess and expand the **use of broadband capabilities and applications (websites)** for the greatest benefit to residents, businesses and the overall community.



# *Washtenaw County Broadband Initiative*

## *Actions to Date*

- Western Washtenaw Townships held a kickoff meeting with Connect Michigan, sponsored by Rep. Gretchen Driskell, on Nov 1
  - Sylvan, Dexter, Sharon, Lima, Lyndon, Bridgewater, Webster, Chelsea
- Named Melanie Bell (Chelsea Library) and Peter Psarouthakis (Sharon Township) as team co-champions
- Developed broadband survey being mailed to local residents to identify specific areas in need of broadband service
  - Also online at <https://www.surveymonkey.com/s/washtenawbroadband>
  - Contact Melanie Bell (Chelsea Library) or Dan Manning for printable file
  - Requested response date: February 14, 2014
- Presented our project and plan to the Washtenaw County Chief Elected Officials meeting on December 5, 2013



# *Washtenaw County Residential Broadband Survey*

- 13 Question survey developed by the Broadband Committee based on similar surveys conducted in other Michigan communities
- Surveys distributed in hardcopy (with tax notices, in libraries) and make available online (for access at work, in libraries, etc.)
- Participating municipalities/organizations so far:
  - Chelsea District Library
  - Chelsea Schools
  - Lima Township
  - Lyndon Township
  - Manchester District Library
  - Manchester Schools
  - Sharon Township
  - Sylvan Township
  - Webster Township
- Target return date for all surveys is Feb 14
- The following charts show interim results of online surveys only through January 15 (821 respondents)






# *Washtenaw County Online Survey Participation by Municipality*

Ann Arbor	28	Manchester	25
Bridgewater Township	10	Northfield Township	15
Chelsea	178	Pittsfield Township	7
Dexter	57	Saline	42
Dexter Township	24	Scio Township	5
Freedom Township	11	Sharon Township	28
Grass Lake	6	Sylvan Township	56
Gregory	11	Webster Township	59
Lima Township	47	Whitmore Lake	62
Lodi Township	42	York Township	8
Lyndon Township	63		

# What type of residence do you have?




2. The address listed above in question 1 is a:

		Response Percent	Response Count
<b>Residence</b>		89.5%	728
<b>Residence with an in-home business</b>		9.8%	80
<b>Business</b>		0.6%	5
		answered question	813
		skipped question	8

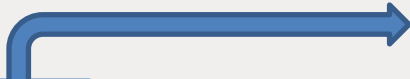


# If you don't subscribe to broadband, why not?

3. If you DO NOT currently subscribe to an internet service at this address, why not? Check all that apply

		Response Percent	Response Count
Have no desire or see no value to using the internet		0.0%	0
Have adequate access to the internet somewhere else (work, school, etc.)		7.4%	7
Broadband internet service is not available at this address		54.3%	51
Broadband service at this address is too slow or too expensive		46.8%	44
		Other (please specify) <a href="#">Show replies</a>	24
		<b>answered question</b>	<b>94</b>
		<b>skipped question</b>	<b>727</b>









Too slow or expensive  
Satellite only  
Data caps  
Service not available



# What type of broadband service do you have?



4. If you subscribe to broadband internet service for this address, what type of service is it?			
		Response Percent	Response Count
Cable internet		44.8%	331
DSL internet		16.9%	125
Wireless internet (tower connection - not cell phone based)		12.2%	90
Cell phone-based internet (3G/4G mobile service or wireless air card)		16.0%	118
Satellite-based internet		8.8%	65
Dedicated T-1 line		0.9%	7
Dial-up internet		0.4%	3
		Other (please specify) <a href="#">Show replies</a>	25
		<b>answered question</b>	<b>739</b>
		<b>skipped question</b>	<b>82</b>

# Who is your current broadband provider?

5. If you currently subscribe to broadband internet service, who is your service provider?				
		Response Percent	Response Count	
Air Advantage		3.3%	20	
AT&T		18.2%	110	
Charter		25.4%	153	
Comcast		<b>32.3%</b>	<b>195</b>	
Iserv		0.0%	0	
Rural Reach		0.5%	3	
Sprint		3.8%	23	
Verizon		16.4%	99	
Frontier	31	 Other (please specify) <a href="#">Show replies</a>	125	
Great Lakes High Speed	10			
EZ Wisp	7			
			<b>answered question</b>	<b>603</b>
			<b>skipped question</b>	<b>218</b>



# If you have service, does it meet your needs?

6. If you subscribe to broadband internet service at this address, does that service meet your needs?

		Response Percent	Response Count
Yes		50.2%	363
No		49.8%	360
		answered question	723
		skipped question	98

# Are you interested in alternate choices?

8. Are you interested in having alternative choices for internet service for this address (whether or not you currently subscribe to broadband internet service at this address)?

		Response Percent	Response Count
<b>Yes</b>		<b>95.4%</b>	<b>765</b>
<b>No</b>		<b>4.6%</b>	<b>37</b>
		<b>answered question</b>	<b>802</b>
		<b>skipped question</b>	<b>19</b>

# How much are you willing to pay for broadband?

9. How much per month are you willing to pay for high speed internet service at this address?



		Response Percent	Response Count
\$20-\$30		18.9%	150
\$31-\$40		18.9%	150
\$41-\$50		24.2%	192
\$51-\$60		18.0%	143
\$61-\$80		12.5%	99
\$81-\$100		7.4%	59

answered question 793

skipped question 28




# Do you have school age students at home?

10. Do you have students that attend school in your household?

		Response Percent	Response Count
<b>Yes</b>		<b>69.4%</b>	<b>560</b>
<b>No</b>		<b>30.6%</b>	<b>247</b>
		<b>answered question</b>	<b>807</b>
		<b>skipped question</b>	<b>14</b>

# Where do you go for internet access?

11. If you DO NOT have high speed internet, where do you go for internet access?

		Response Percent	Response Count
Library		84.1%	69
Coffee Shop		50.0%	41
Community Center		6.1%	5
		Other (please specify) <a href="#">Show replies</a>	72
		answered question	82
		skipped question	739



# How important is high speed internet to you?

12. On a scale of 1 to 5 (1 being the least and 5 being the most) how important is high speed internet to you?

1	2	3	4	5	Rating Average	Rating Count
0.7% (6)	0.7% (6)	3.0% (24)	19.3% (156)	<b>76.3%</b> <b>(618)</b>	4.70	810
answered question						810
skipped question						11

# Interim Survey Results – General Themes

- About 90% of those answering the survey **online** have some type of broadband service
  - 50% of subscribers are satisfied with their service
  - 50% of subscribers are dissatisfied
- Of those who don't subscribe, over half of them say broadband is not available to them
- Of those who don't subscribe, just under half say available broadband is too slow or too expensive
- 95% of all respondents are interested in more choices
- Average “willing to pay” price is roughly \$45/month
- 70% of respondents have students at home
- Broadband is VERY important to nearly all respondents (average 4.7 on 1 to 5 scale)



# *Internet Service Providers Washtenaw County*

## **Cable Providers**

Charter  
Comcast  
Wide Open West (WOW)

## **DSL Providers**

ACD.net  
AT&T  
Frontier  
Iserv  
Windstream

## **Fixed Wireless Providers**

Air Advantage  
D&P Cable  
FreedomNet  
Great Lakes High Speed  
TC3Net

## **Multiple Satellite Providers**

*Is your community aware  
of the options available  
to them?*

# Connect Michigan's Community Engagement Process





# Community Broadband Assessment - Assessment Areas

## Access

Broadband Availability

Broadband Speeds

Broadband Competition

Access to Middle Mile

Mobile Broadband Availability

## Adoption

Digital Literacy

Public Computer Centers

Broadband Awareness

Vulnerable Population Focus

## Use

### Economic Opportunity

Economic & Business Development

Tourism

Agriculture

### Education

K-12 Education

Higher Education

Libraries

### Healthcare

Hospitals & Pharmacies

Health Departments

Nursing Homes & Assisted Care

### Government

Government

Public Safety

Energy & Environment

### Access

#### Broadband Availability

#### *Cornerstone of broadband access*

#### ✓ % of households with 3 Mbps service available

- Which current providers offer 3Mbps service?
- What is the current percentage of households that have 3 Mbps broadband availability?

#### Broadband Speeds

#### *Important to plan for tomorrow's speed needs*

#### ✓ Highest speed tier available to 75% of households

- What is highest speed offered by each provider?
- What is the highest speed offered to at least 75% of households?

### Access

#### Broadband Competition

*Helps lower costs, improve service, allow alternatives*

- ✓ % of households with access to more than 1 provider
  - What is the current percentage of households with access to more than 1 provider?

#### Access to Middle Mile

*Last mile service requires middle mile infrastructure*

- ✓ Availability of fiber infrastructure and bandwidth
  - How many middle mile providers offer fiber technology?
  - Who are your middle mile providers?

### Access

#### Mobile Broadband Availability

*Growing and vital part of next generation marketplace*

- ✓ % of households with access to mobile broadband
  - Which current providers offer mobile broadband service?
  - What is the current percentage of households that have mobile broadband availability?



### Adoption

#### Digital Literacy

*Skills employed to use computers to access information*

✓ **Graduates of digital literacy programs per capita**

- Which organizations provide digital literacy training?
- What training programs are provided?
- How many graduates of these programs last year?

#### Public Computer Centers

*Helps address the barrier of computer ownership*

✓ **Public computing hours per capita per week**

- Which organizations provide public computer access?
- How many computers are available in each center?
- What are the hours of operation for each?

### Adoption

#### Broadband Awareness

***Community campaigns help promote the value of broadband (a major adoption barrier)***

- ✓ **Percent of community reached by awareness campaigns**
  - Which organizations provide broadband awareness programs or campaigns?
  - What programs or campaigns exist?
  - What is the community reach for each campaign?

#### Vulnerable Population Focus

***Some groups find it more difficult to adopt broadband***

- ✓ **Number of groups addressed by community programs increasing awareness, adoption and use of technology**
  - Which organizations offer broadband support programs for vulnerable populations?
  - What programs exist?
  - Which vulnerable groups are served?

### Use

#### Economic Opportunity

***Broadband is a requirement for expanded economic opportunity to residents, businesses and communities***

- ✓ **Points earned for basic and advanced use of broadband**
  - What economic opportunity applications/websites are currently in place utilizing broadband technology?
  - Focus areas include economic development, business development, tourism and agriculture.

#### Education

***An important tool for educators, parents and students to meet current challenges in education***

- ✓ **Points earned for basic and advanced use of broadband**
  - What education applications/websites are currently in place utilizing broadband technology?
  - Focus areas include K-12, higher education and libraries.

### Use

#### Government

***Broadband can change the way government serves the public (efficiency, delivery, openness, safety)***

- ✓ **Points earned for basic and advanced use of broadband**
  - What government applications/websites are currently in place utilizing broadband technology?
  - Focus areas include general government, public safety, energy and the environment.

#### Healthcare

***Broadband will play a key role in addressing the many challenges facing healthcare today***

- ✓ **Points earned for basic and advanced use of broadband**
  - What healthcare applications/websites are currently in place utilizing broadband technology?
  - Focus areas include hospitals, health departments, nursing homes, assisted living facilities and pharmacies.



# *Community Broadband Assessment - Scoring and Certification*

- Information gathered through the Broadband Assessment process is “scored” according to established criteria that reflects best practices for broadband preparedness in other communities
- Each section (Access, Adoption, Use) has a maximum of 40 points
- Certification as a “Certified Connected Community” requires a minimum of 100 points total, with at least 32 points in each section
- Appropriate action plans and results will help improve initial scores
- Successful certification is recognized with unique credentials to be used for community promotion and economic development





# *Washtenaw County*

## *Next Steps*

- ✓ Collect all hardcopy survey responses in each participating township/village/library/school
- ✓ Transfer survey responses to spreadsheet for summarizing and analysis – need to identify a resource to do this
- ✓ Develop survey summaries and “need for service” maps for distribution to broadband providers to solicit service (Dan)
- ✓ Update Connect Michigan maps with local survey data (Dan)
- ✓ Communicate survey results and action plan to local residents
- ✓ Begin collecting information to complete Broadband Assessment
- ✓ Set next meeting date

**Questions?**  
**Comments?**





# Richland Township – Need for Service Map Example

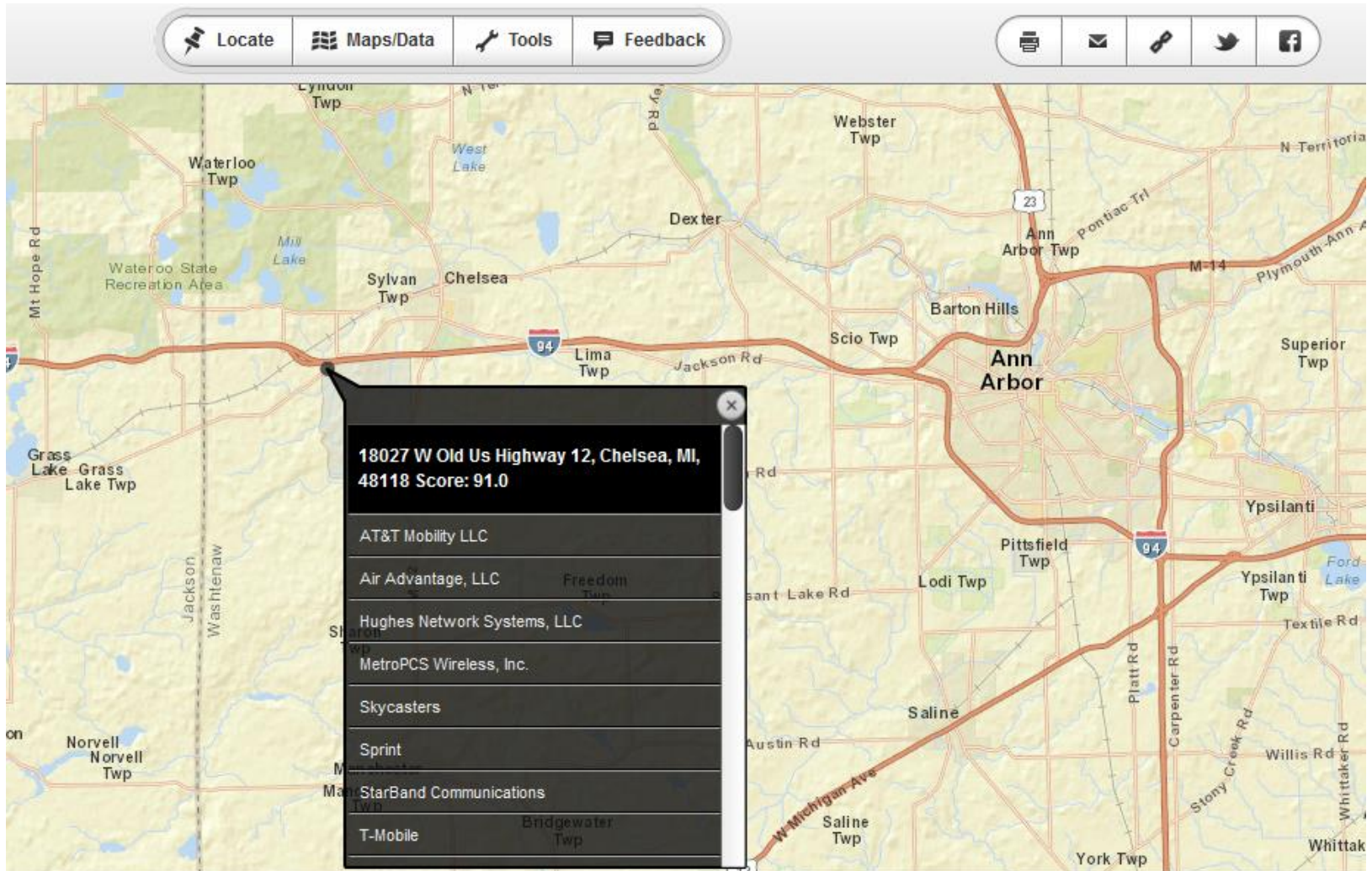
<http://mapalist.com/Public/pm.aspx?mapid=355409>





# Interactive Map – Providers by Address

## 18027 Old US-12, Chelsea, MI





## *Connect Michigan Online Resources*

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

- Interactive map of broadband service
- Report need for broadband service
- Test your current broadband speed
- County-level maps
- Residential and Business research
- Press releases, news and blog posts
- New Community Assessment Portal

**Are You Connected?**  
(video)

<http://bit.ly/I9Z8ww>



[www.facebook.com/ConnectMichigan](http://www.facebook.com/ConnectMichigan)

[www.connectmi.org/data-request](http://www.connectmi.org/data-request)

To request public dataset for use in your own analysis



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