

ARRA Broadband Investment

What Information Should Communities and Regions be Gathering...



Current Timeline

- ◆ April to June 2009
 - ◆ Develop Framework – Michigan Team
 - ◆ Disseminate Framework to Vendors and Locals for input – Michigan Team
- ◆ Early Summer 2009
 - ◆ First NTIA Notice of Funding Availability expected
 - ◆ Gather needs assessment's from Locals/Regions
- ◆ Summer 2009
 - ◆ Outreach and Grant Guidance Workshops
- ◆ July thru September 2009
 - ◆ Submission of Applications for First Notice
- ◆ Fourth Quarter 2009
 - ◆ First round of award announcements expected

*Timeline based on information as of 6/4/09, subject to change as additional information is received



Timeline Continued...

- ◆ **2010**
 - ◆ Second and Third Notices of Funds Availability
- ◆ **September 30, 2010**
 - ◆ Completion of Grant Awards
- ◆ **September 30, 2012**
 - ◆ Substantial Completion of all Grant Projects
- ◆ **September 30, 2014**
 - ◆ Final Program Audits and Shut-Down

*Timeline based on information as of 6/4/09, subject to change as additional information is received

Information Gathering – Needs Assessment

- ◆ Information is best gathered at the local level
- ◆ Will help shape and determine what areas to invest in across the State
- ◆ What information to be looking for:
 - ◆ Job/economic impact
 - ◆ Broadband coverage levels
 - ◆ Sustainability Model
 - ◆ Ability to stimulate demand

Information Gathering - Jobs

- ◆ Projected Service Provider Direct Jobs:
 - ◆ Immediate (Construction, Electricians, Engineers, etc)
 - ◆ Long term (Maintenance, Network Admin, etc)
- ◆ Potential Business Development and Expansion:
 - ◆ Additional positions as a result of business expansion
 - ◆ Businesses expanding due to Global Economy
 - ◆ Businesses will need to develop new web services and online applications (Potential for new start-ups)
 - ◆ Entrepreneurial and technology opportunities (Home Businesses)
- ◆ List Other Opportunities:
 - ◆ Telecommuting (Work outside major metropolitan areas)
 - ◆ Tourism (“Hot Spots”, online services, tele-working to increase vacation stays)



Information Gathering - Coverage

- ◆ How many unserved homes and businesses will gain the capability to connect to broadband in a given area
- ◆ How many underserved homes and businesses will gain improved broadband connection capabilities in a given area
- ◆ What key access improvements are needed in a given area
 - ◆ Affordability, Speed, QoS, Competition, etc.



Information Gathering – Making the Case for Sustainability

- ◆ Ensuring that a network in your area will be utilized:
 - ◆ Who is at the table in your area
 - ◆ Government, schools, libraries, public safety, hospitals, community collages, public computing centers, etc.
 - ◆ Residents and Businesses
 - ◆ Will you work to increase eGovernment services provided to your businesses and citizens
 - ◆ Examples (permitting, meeting minutes, event planning, etc.)
- ◆ Reducing the initial investment for providers:
 - ◆ Determine Assets Available to Potential Providers
 - ◆ Water towers, antennas, permit efficiencies, letters of support from business and citizens, etc.



Information Gathering - Demand Stimulation

- ◆ Education and training opportunities within your community to learn about broadband
- ◆ What community marketing efforts will take place to increase broadband demand
- ◆ Any move to offer additional community services via the web
 - ◆ Education, commerce, social networking, event planning, permitting, etc.
- ◆ Provide information on citizen and business requests for faster internet connections that have been received

Program Resources

- ◆ NTIA
 - ◆ Web: <http://www.ntia.doc.gov/broadbandgrants/>

- ◆ State of Michigan
 - ◆ Web: <http://www.michigan.gov/recovery>
 - ◆ Email: broadband@michigan.gov
 - ◆ Phone: 517.373.7910 (MDIT)