



The State of Broadband in Rural Michigan

Michigan Commission of Agriculture and Rural Development

March 13, 2012



About Connect Michigan

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

- Backed by Connected Nation, national technology-oriented non-profit
- In-State Staff
 - State Program Manager
 - Two Community Technology Advisors
- Three major programs
 - Mapping
 - Research
 - Community Planning and Outreach





A Comprehensive Approach to Broadband

Access:

Physical connection to high-speed infrastructure.

Adoption:

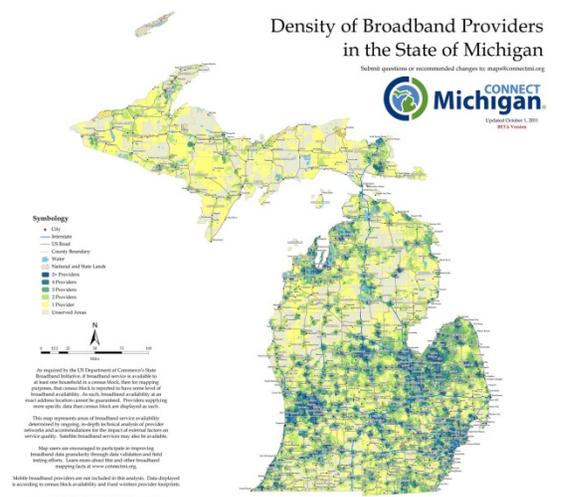
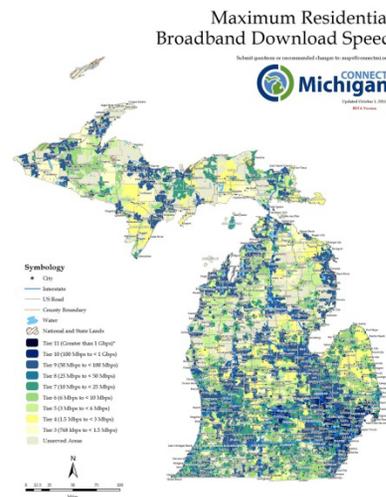
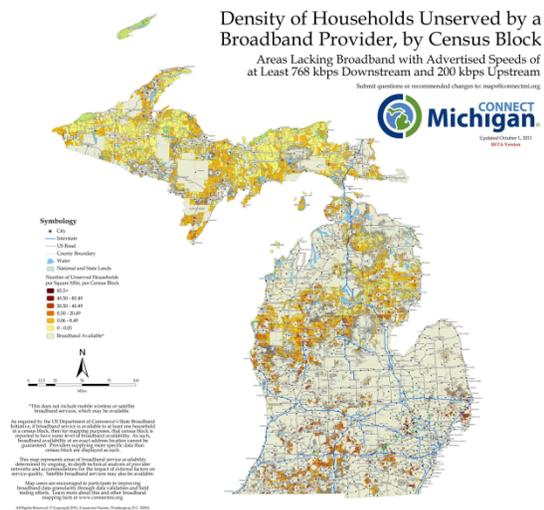
Recognizing the value in broadband and subscribing either at home, work, and/or via public institutions
(e.g. libraries, schools, government, etc.)

Use:

Having the skills necessary to utilize and exploit broadband and related technologies.

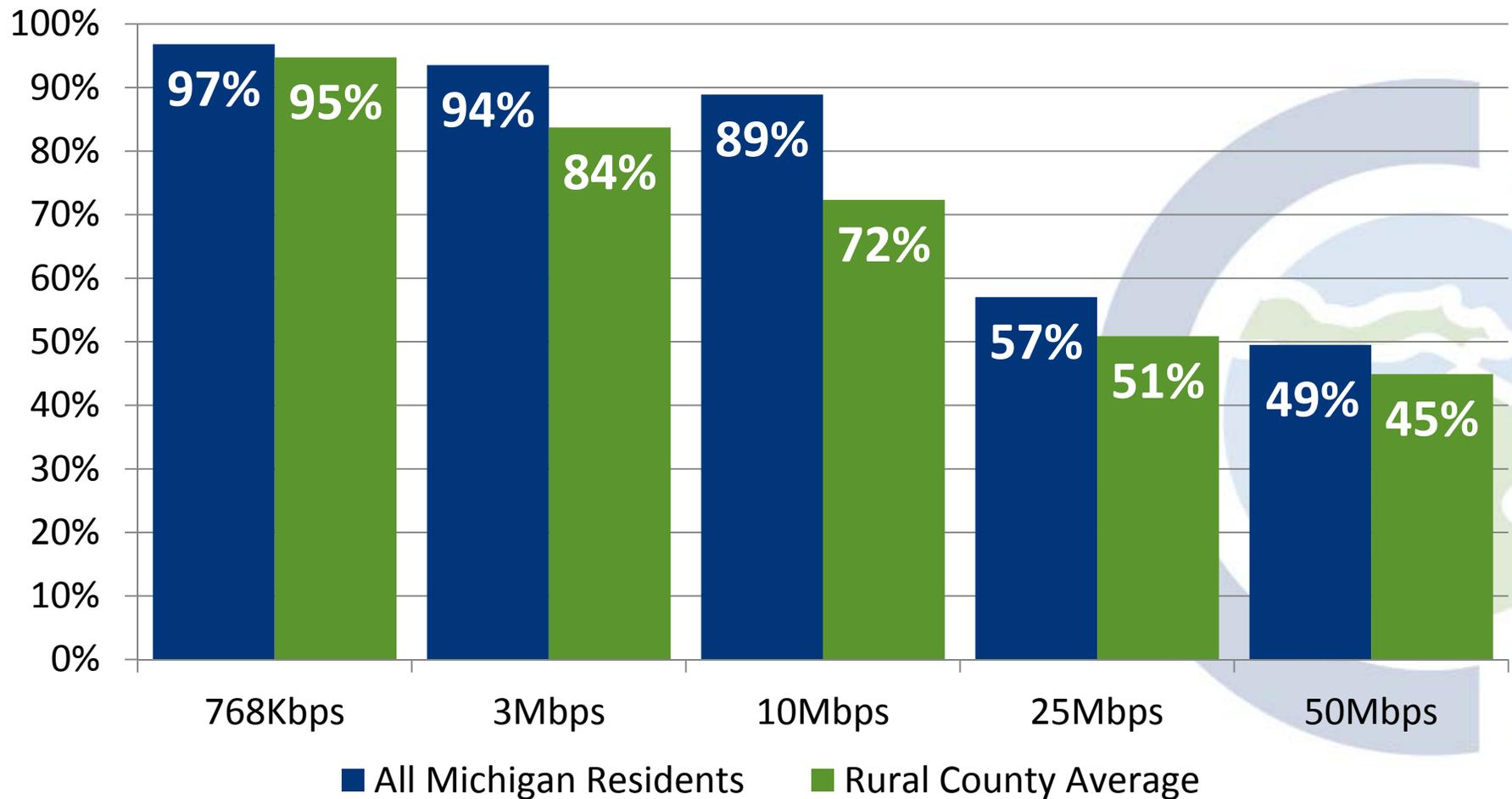
Broadband Access Maps in Packet

- Density of Households Unserved by a Broadband Provider
- Maximum Residential Broadband Download Speed
- Density of Broadband Providers





Residential Access by the Numbers





Barriers to the Expansion of Broadband Access

- Survey of providers of all technology types
- Asked to identify barriers preventing them from further developing their networks:

Hard Barriers

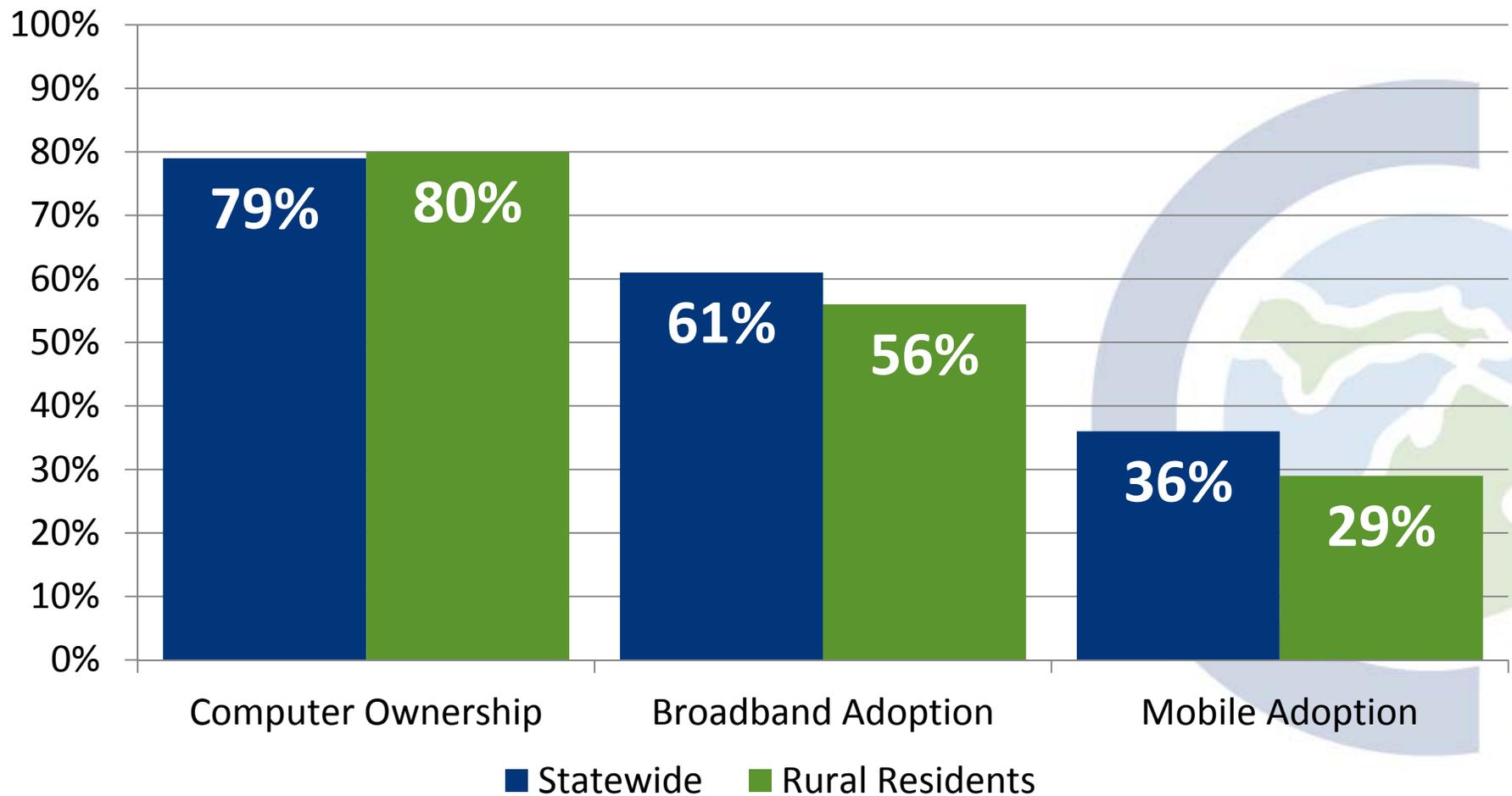
1. Low density of households
2. Cost of middle mile access
2. Tower restrictions or permitting
3. Pole restrictions or permitting
4. Physical geography and terrain
5. Trenching restrictions and permitting

Soft Barriers

1. Real or perceived cost of broadband
2. Lack of awareness of broadband's benefits
2. Digital literacy skills of the public
3. Real or perceived cost of computer ownership
4. Concerns related to online security

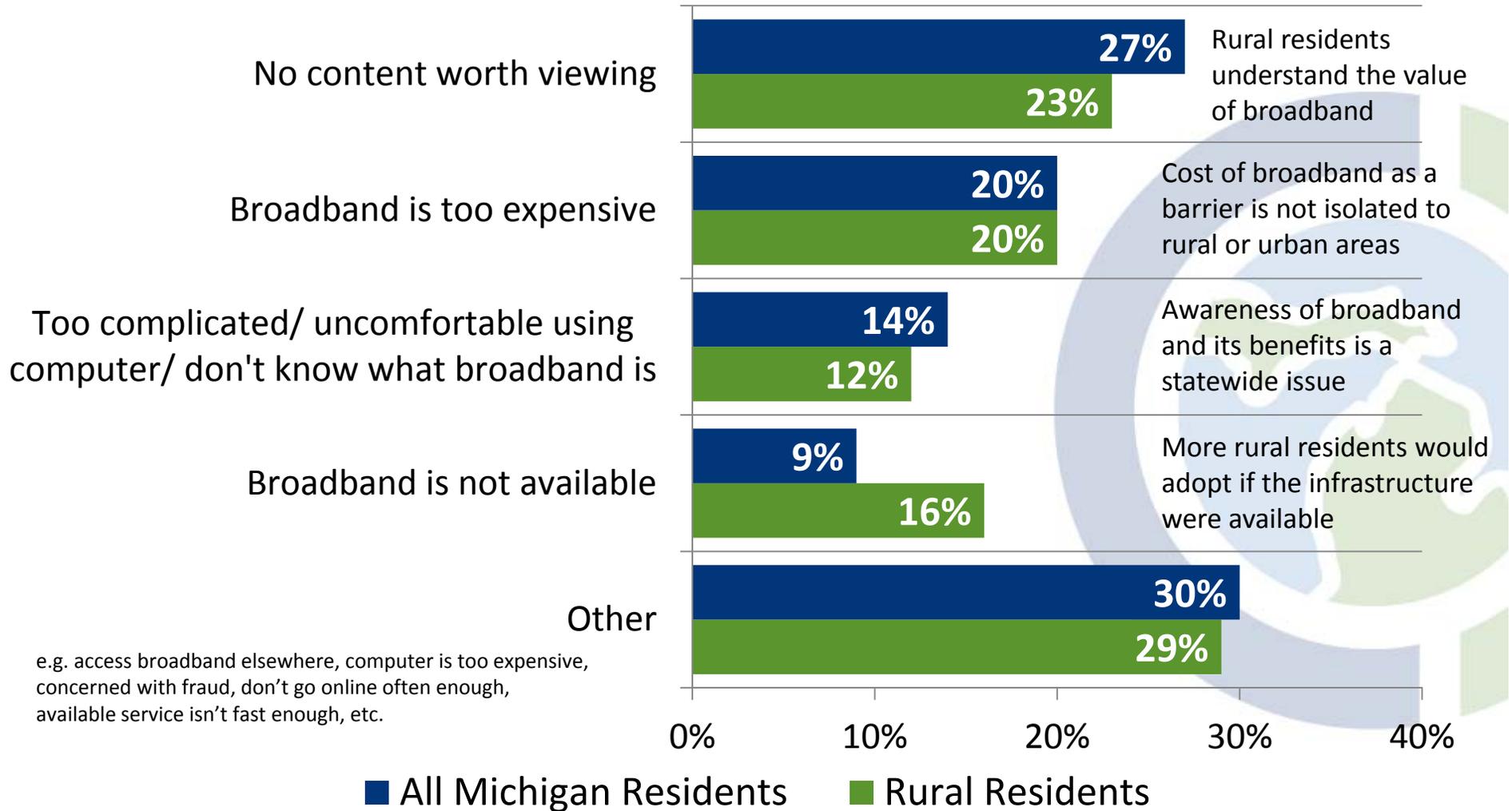


Residential Broadband Adoption



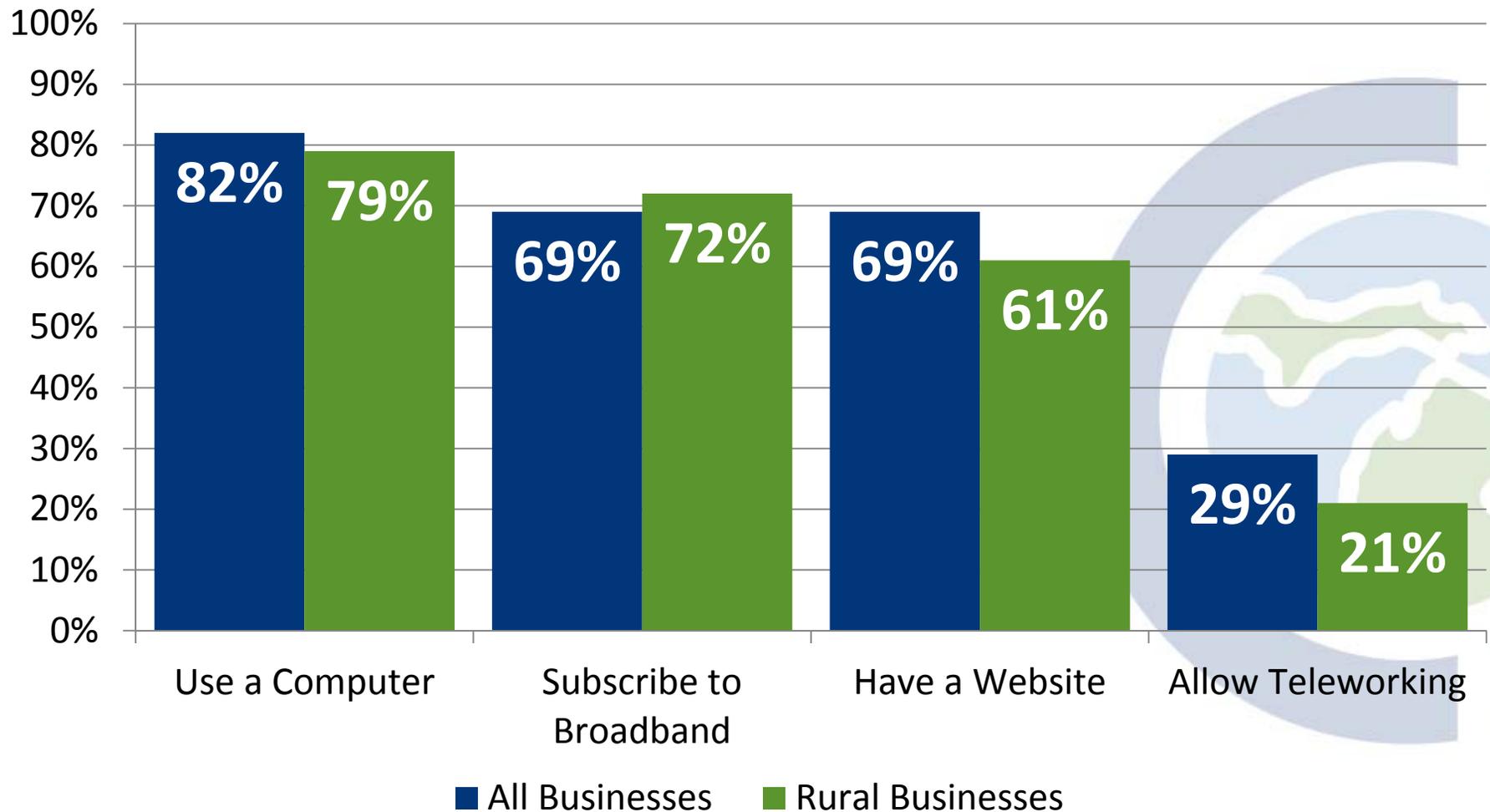


Barriers to Residential Adoption



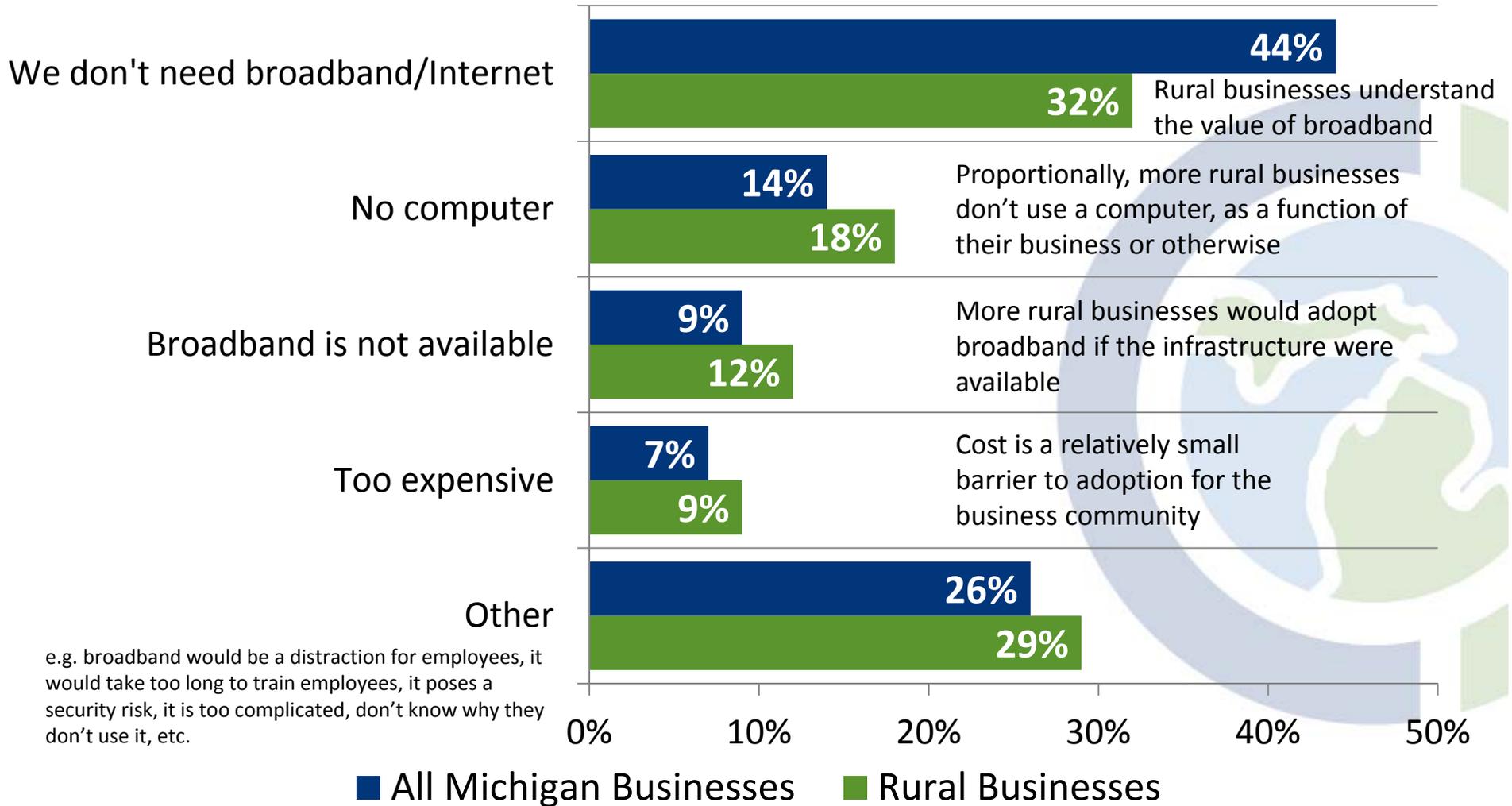


Business Broadband Adoption



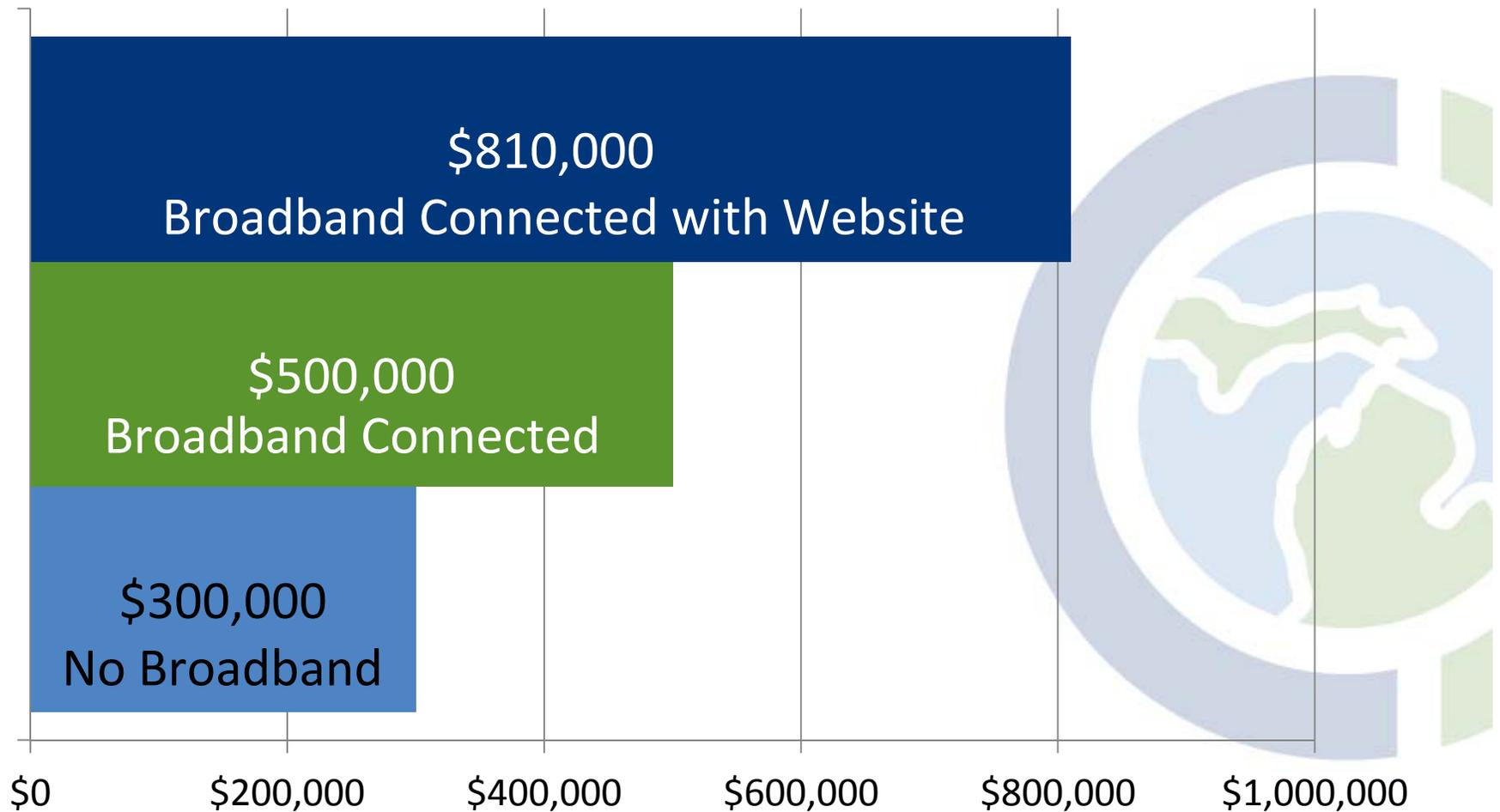


Barriers to Business Adoption





Broadband vs. Business Revenue





Program Actions and Next Steps

- Statewide and regional partnerships
- Outreach and awareness campaign
- Provider outreach and coordination
- Connected community certification program
 - Engage local community teams
 - Assess the local broadband landscape
 - Develop goals and action plans
 - Implement projects to increase broadband access, adoption, and use
 - Participating Communities (to date)
 - Barry County
 - Charlevoix County
 - Clare County
 - Harbor Springs & six neighboring townships
 - Teams forming in ten additional communities





Thank You



CONNECT
Michigan®

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