



Broadband! Make the Connection!

**Regional Meetings on
Broadband Stimulus Funding Strategies**

February 2010

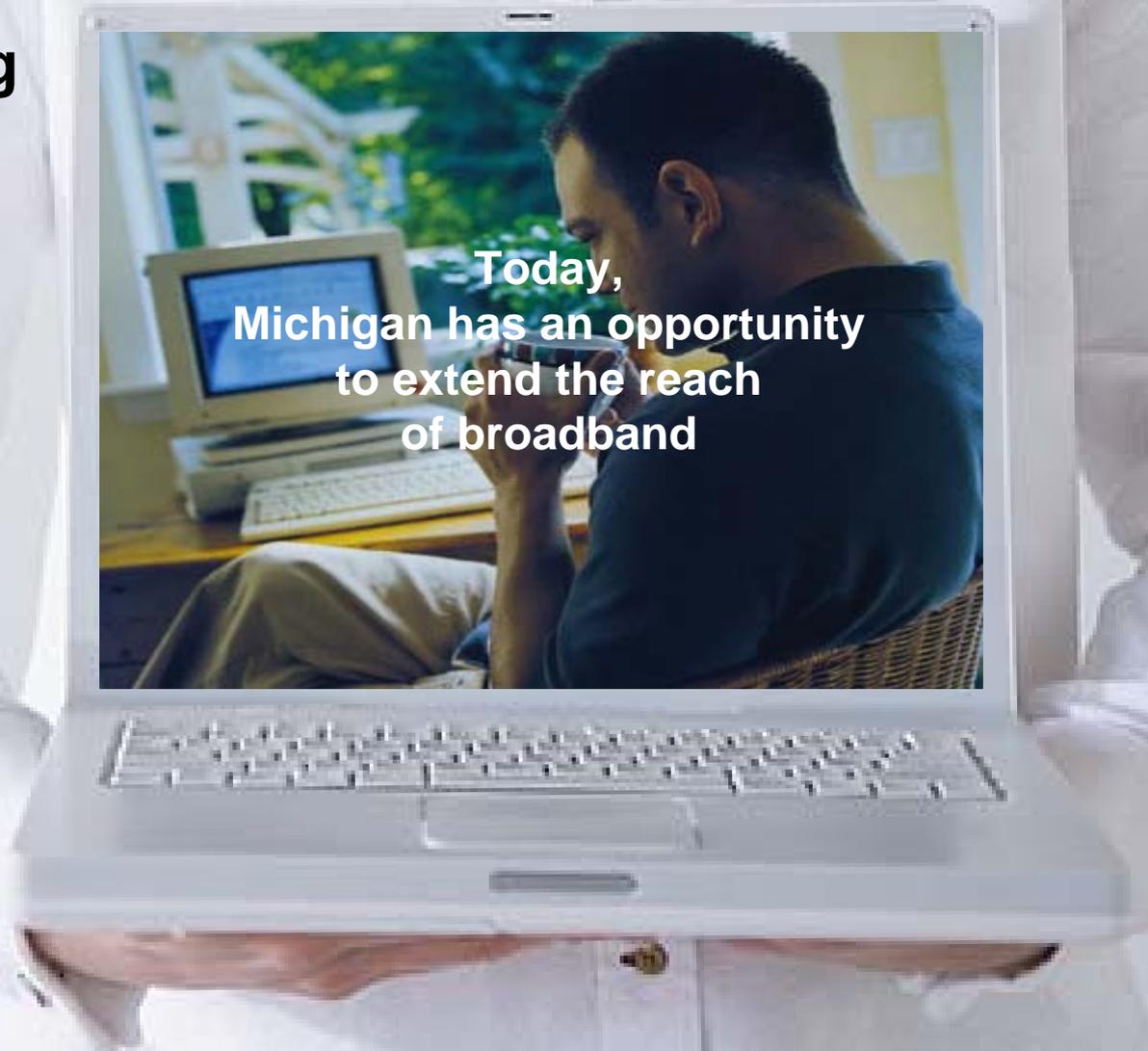


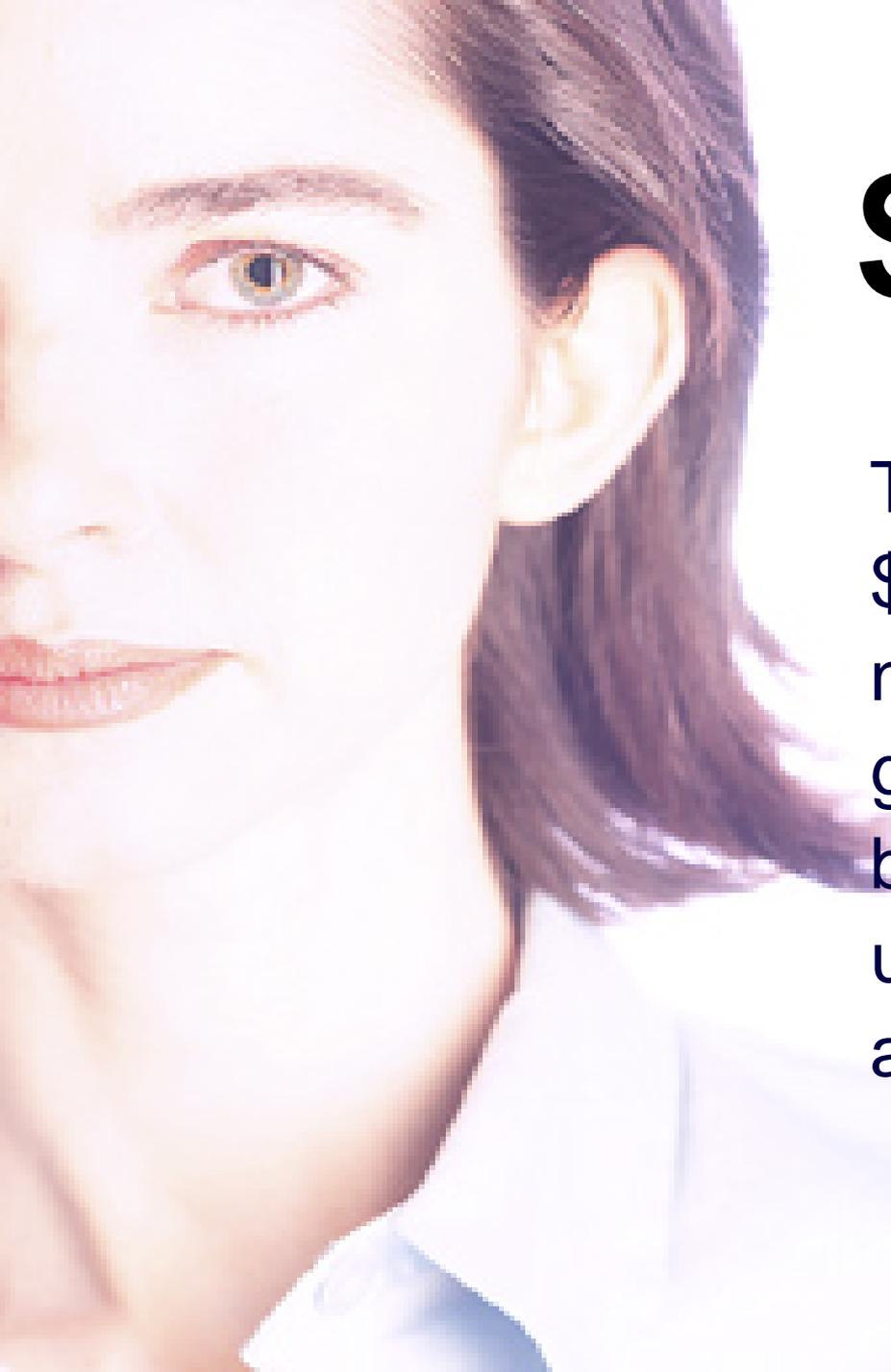
In Michigan today, an estimated **500,000 households** do not have high speed Internet access (broadband).



Consider this...

- Distance learning
- eHealth
- eCommerce
- Citizen services
- Economic development
- Telecommuting

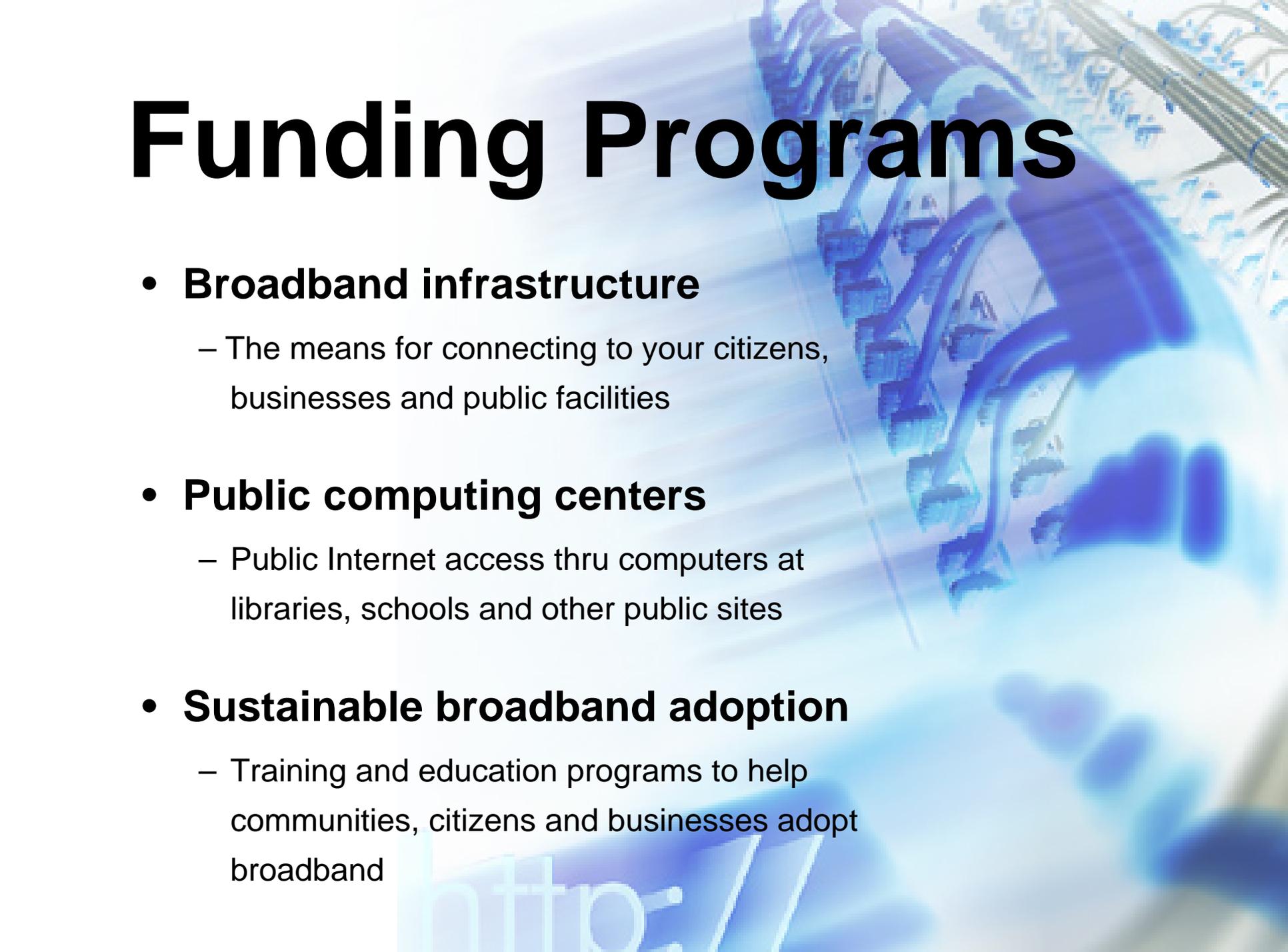




\$7.2 billion

The Recovery Act will make \$7.2 billion available nationally for competitive grants and loans to improve broadband services to unserved and underserved areas.

Funding Programs



- **Broadband infrastructure**
 - The means for connecting to your citizens, businesses and public facilities
- **Public computing centers**
 - Public Internet access thru computers at libraries, schools and other public sites
- **Sustainable broadband adoption**
 - Training and education programs to help communities, citizens and businesses adopt broadband

Michigan's Milestones

2009	
January	<ul style="list-style-type: none"> • Governor's "Call for Projects" • Planning Consortium Established
February	<ul style="list-style-type: none"> • Broadband Framework Developed
March to June	<ul style="list-style-type: none"> • Non-stop Outreach Campaign
July	<ul style="list-style-type: none"> • Statewide Provider Meeting
July to August	<ul style="list-style-type: none"> • Provider-to-Provider / Provider-to-Stakeholder Pairing
August	<ul style="list-style-type: none"> • 80 Applications Submitted in Rd 1 (totaling over \$575 Million)
Sept to December	<ul style="list-style-type: none"> • State Launches a "Call to Action" for Round 2
November	<ul style="list-style-type: none"> • Feds issue RFI for Round 2
December 18	<ul style="list-style-type: none"> • First Rd 1 award in Michigan goes to Chatham Telephone Co. (BIP project) for \$8.6 million
December 28	<ul style="list-style-type: none"> • NTIA awards Connected Nation \$1.3 million for data collection and mapping in Michigan
2010	
January 20	<ul style="list-style-type: none"> • \$33.3 million Round 1 NTIA award to Merit Network, Inc.
January 20	<ul style="list-style-type: none"> • \$895,000 Round 1 NTIA public computing center grant to MSU
Feb 8, 9, 16, 17, 22	<ul style="list-style-type: none"> • Regional seminars in MI on funding strategies
February 16 - March 15	<ul style="list-style-type: none"> • Round 2 Application window



One Opportunity Remains

Funding will be dispersed over two application rounds. Round One closed in August.

One chance remains.

The **Round Two** application window is from **February 16 thru March 15**. All awards will be announced by September 30, 2010.

Anyone can apply, but it's going to take **collaboration...**



Lessons in Collaboration

Across Michigan,
determined communities
like **Bruce Township** and
Manistee County are
making a case for
broadband connectivity.

Here's how...



A local government collaboration roadmap

Bruce Township

A quick demographic snapshot...

- Located in northern portion of Macomb County
- Minimum 5 acre parcel lots
- 40% of households have children under 18
- The median family income is \$73,733

A little history about Internet connectivity...

- Community is largely unserved or underserved
- In 2004, **Macomb County** announced its vision for county WIFI
- Framework for collaboration put in place
 - A **subcommittee** of six clustered northern communities is formed
 - These communities tally **potential resources**

***WIFI effort stalls due to economy,
but ARRA funding sparks new momentum...***



Pop. 8,757

Bruce township treasurer advances collaboration

As citizen demand increases, Bruce Township sets its sights on ARRA opportunity

- Treasurer Debbie Olbrecht implements action steps:
 1. Creates citizen **database** of residents requesting broadband
 2. Puts focus on collaboration with **County CIO**
 3. Updates township board regularly (county CIO invited)
 4. Drafts **resolution** that is shared with subcommittee (each community creates similar resolutions)
 5. Solicits citizen **letters of support** via database (sample letter provided)



Update:
Round 1
application
submitted by
county in
August '09;
results still
pending.

A county government collaboration roadmap

Manistee County



Pop. 25,822

A quick demographic snapshot...

- 45.1 persons per square mile
- 40.8% of county population in urbanized clusters
- 57.5% is in rural (non-farm) areas

A little history about Internet connectivity...

- 2006: **“Envision Manistee County”** (county’s 1st visioning effort)
 - High speed broadband capacity tagged as **high priority**
 - Early achievement: High speed capacity in all 5 county ISDs

In 2009, announcement of ARRA funding programs triggers organized effort within the county...

Connect Manistee County!

County commissioners directed the Alliance for Economic Development to convene all county interests on a leadership team

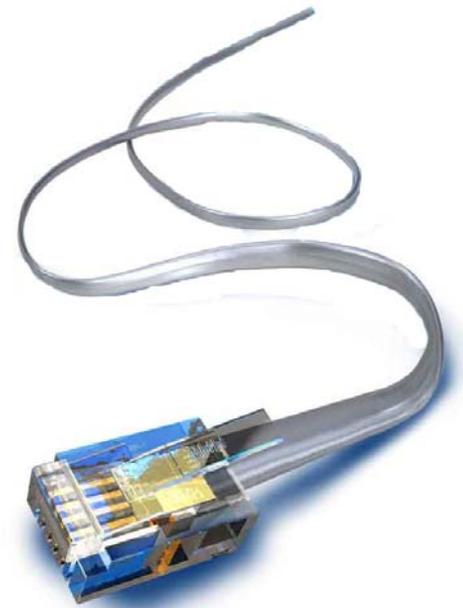
- **Key steps and accomplishments:**

1. Clarified vision: **“Last mile”** high speed broadband
2. Identified and interviewed all known **potential providers** of middle-mile and last mile service
3. Began **inventory of assets and resources** to support implementation
4. Created **inventory of users, uses and projected volumes** to assist providers in understanding financial viability in Manistee County



Next Steps:
Sustain and solidify effort, and continue to present case to providers, elected officials and others

Local Governments Your Call to Action for Round Two!



The Time to Mobilize is Now

*Key Issue: Round Two is your **last opportunity** for ARRA dollars*

- ◆ Review **Round One** proposals
- ◆ Seek out **providers** willing to service your area
- ◆ Mobilize **stakeholders** in your community and neighboring communities
- ◆ Identify **coverage** needs
- ◆ Identify available **assets** for providers (water towers, antennas, etc.)
- ◆ Streamline local, state and utility **licenses** and **permits**
- ◆ Solicit **endorsements** early
- ◆ Build a “**shovel ready**” plan with your provider
- ◆ Visit **Michigan.gov/broadband** for news and updates

Note: Round Two requirements include some changes...

Final Thought

What would statewide availability of broadband mean to Michigan?

- **\$440 billion** increase in gross state product over next ten years
- Creation of **497,000 new jobs** over next ten years

Nationally, a modest (7%) increase in broadband adoption would mean...

- Jobs: Creation of **2.4 million jobs**
- Healthcare: Save **\$670 per household** per year in health care costs
- Mileage: **\$6.4 billion** annual mileage savings
- eCommerce: **3.8 billion hours** of time saved for American consumers

So what are you doing about it?



Michigan...

This is your moment!