



Update on Broadband in Rural Michigan

Michigan Commission of Agriculture and Rural
Development

September 12th, 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





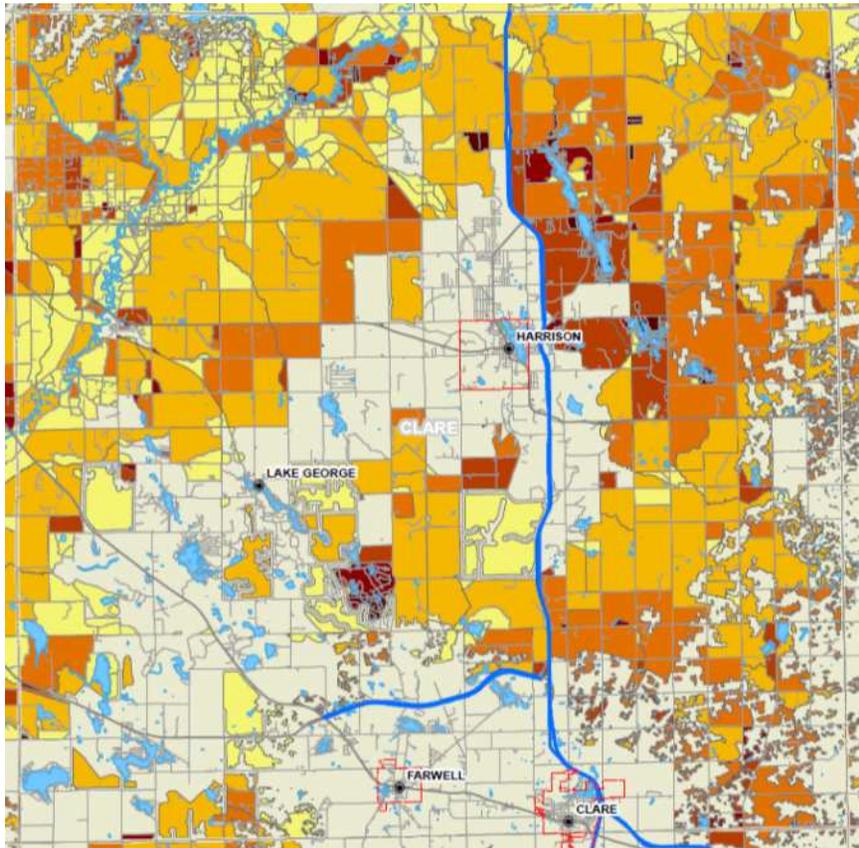
Program Update

- Michigan Farm Bureau video highlights the importance of broadband in rural Michigan
<http://www.youtube.com/user/michiganfarmbureau>
- Collaborative learning plan researching technology training for small rural businesses published and presented last week
- Michigan Rural Council local broadband conversation kits and video
- October 2012 data submission in progress
- Clare County progress

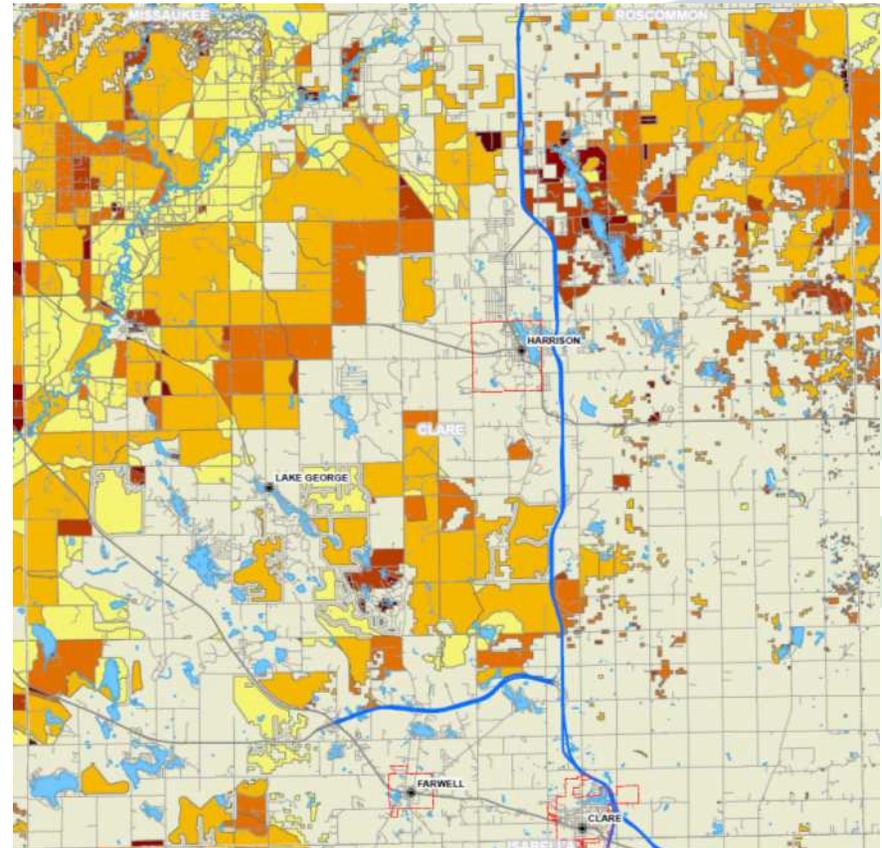


Clare County Progress

Unserved Household Density: October 2011
69% of households with access to 3 Mbps



Unserved Household Density: April 2012
81% of households with access to 3 Mbps





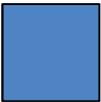
CONNECTEDSM
Community Engagement Program

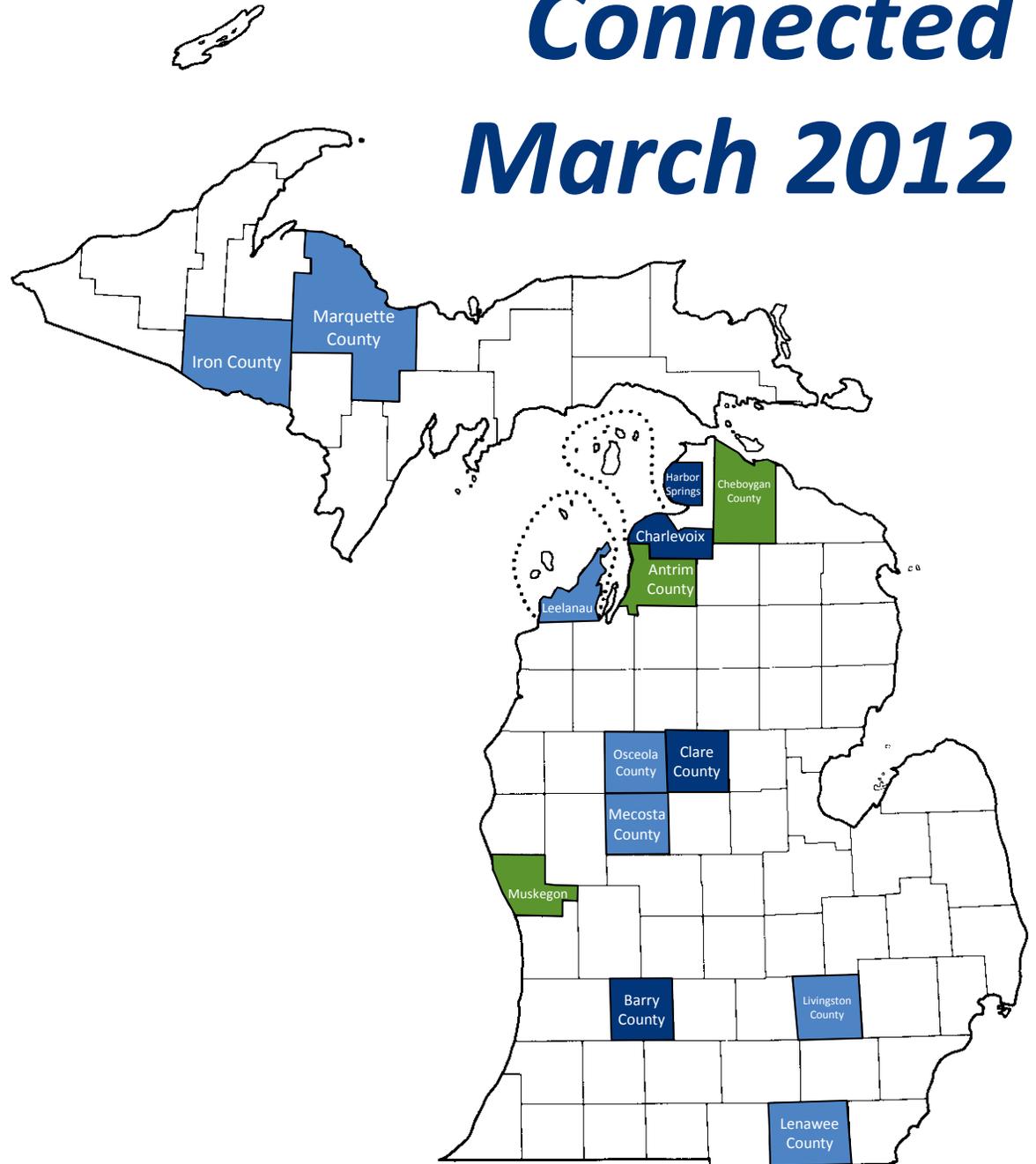
- Engage local community teams (e.g. chambers, Farm Bureau, local economic development, libraries, schools, local government, providers, etc.)
- Assess the local broadband landscape
 - Access
 - Adoption
 - Use
- Develop goals and action plans
- Implement projects to increase broadband and technology





Connected March 2012

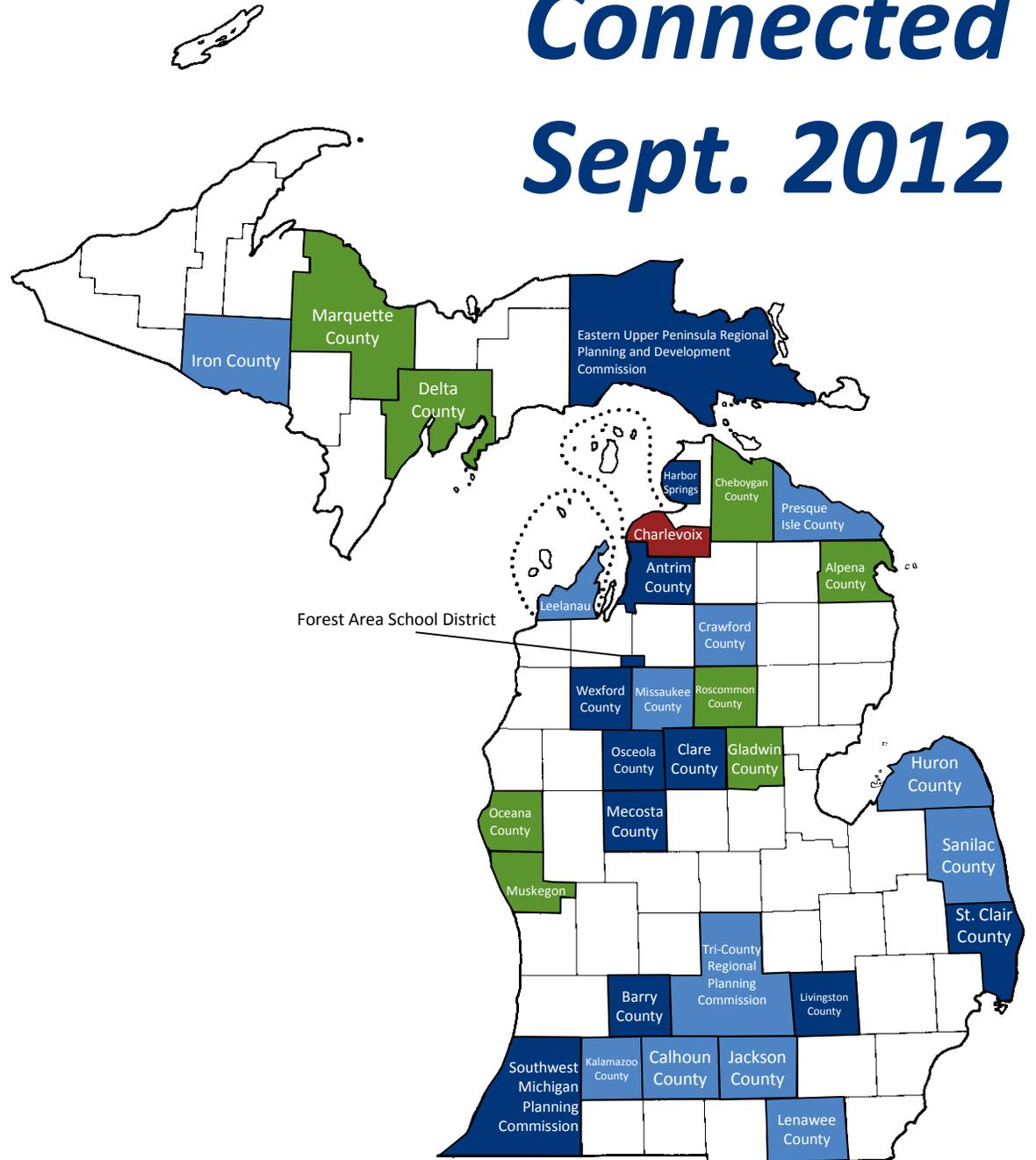
-  Certified Community
-  Participating Communities
-  Teams Forming
-  Interested Communities





Connected Sept. 2012

- Certified Community
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Charlevoix County First Connected Certified

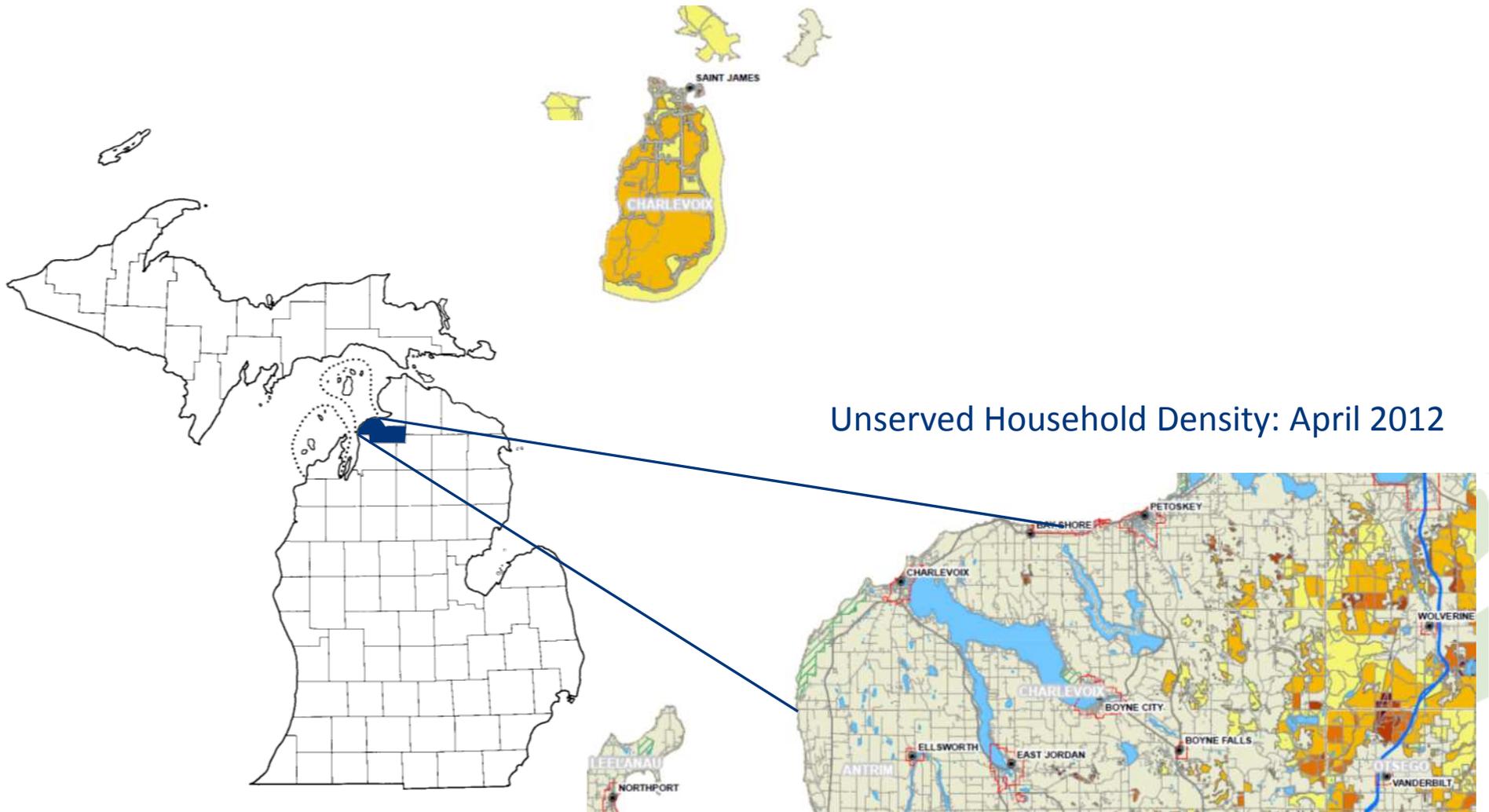
- Charlevoix County became the first community in Michigan and the nation to earn Connected certification status and complete a county-wide technology plan
- Announcement event held August 22nd in Boyne City
- Garnered 50 million media impressions (views) through media at local, state, and national levels





Charlevoix County

Jan Kellogg, Northern Lakes Economic Alliance



Unserved Household Density: April 2012



Charlevoix County

Jan Kellogg, Northern Lakes Economic Alliance

- What makes Charlevoix County unique?
 - Northwest tip of the Lower Peninsula
 - Population concentrated in three cities, but many rural residences too
 - Charlevoix is quite prosperous, Boyne City and East Jordan more working class
 - 30% of housing units are seasonal
 - Hilly and wooded topography
- Three cities and county cooperate well, along with many other entities
- Most local leaders and governments are progressive, forward thinkers. They realize the importance of broadband.





Charlevoix County

Jan Kellogg, Northern Lakes Economic Alliance

- Why is broadband important to Charlevoix County?
 - Realize the importance of broadband to the economy
 - Education and healthcare need good broadband
- Why is NLEA participating?
 - NLEA is a four-county economic development non-profit
 - Staff and directors have pushed for better broadband access for many years





Charlevoix County

Jan Kellogg, Northern Lakes Economic Alliance

- What does Charlevoix County expect to achieve?
 - Learn best practices from other communities
 - Keep up to date on latest broadband developments
 - Exchange ideas, information between communities and other participants
 - Develop a plan of action for better broadband adoption and access
 - Keep the broadband conversation going





Thank You



CONNECT
Michigan®

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