



Connect Michigan

Broadband Mapping Initiative

Michigan Senate
Energy Policy and Public Utilities Committee
May 20, 2010

Brent Legg
Director, Stakeholder Relations & Development
blegg@connectnation.org

Cassie Ruhlman
Stakeholder Relations Manager – Michigan
cruhlman@connectednation.org

Connect Michigan is a subsidiary non-profit of Connected Nation, a national 501(c)(3) organization with primary offices in Washington, DC and Bowling Green, KY.

Connected Nation's mission is to generate and support economic development across the United States by:

- 1) Enabling the expansion of broadband availability, and
- 2) Working to increasing broadband adoption rates

Connect Michigan has partnered with the Michigan Public Service Commission to create the state's first broadband inventory maps and engage in a research project to better understand broadband adoption across the state. Connect Michigan is the recipient of a \$1.8 million grant under the National Telecommunications and Information Administration's (NTIA) State Broadband Data & Development Grant Program (SBDD), a grant program funded by the American Recovery & Reinvestment Act (ARRA).

- **To develop strong working relationships with all of Michigan's broadband providers and support an environment of public/private collaboration on broadband issues among all stakeholders**
- **To create Michigan's first detailed maps of broadband coverage and launch a robust, user-friendly interactive map**
- **To utilize the resulting maps to accurately pinpoint any remaining gaps in broadband availability**
- **To assess the level of connectivity currently provided to Michigan's “community anchor institutions” (i.e., schools, libraries, hospitals, etc.)**
- **To assess broadband use among Michigan's businesses and residents, and identify barriers to broadband adoption**

- On April 30, Connect Michigan submitted an initial dataset to NTIA, representing broadband data from 99 unique broadband providers across Michigan—representing 77.34% of the provider community (99 out of 128 unique providers identified).
- Of those 99 providers, 86 are included on the updated broadband map. 13 providers are exclusively middle-mile (backhaul) providers and cannot be mapped per NTIA guidelines. However, this middle-mile data was submitted to NTIA.
- Of the 29 providers that are not represented in the initial submission:
 - 10 providers have either refused to participate in the voluntary program or have remained unresponsive to the numerous contact attempts by Connect Michigan.
 - 19 providers are currently in some form of progress toward data submission but were not able to either submit or verify coverage areas at the time of the April 30 submission to NTIA.

Key Findings & Next Steps

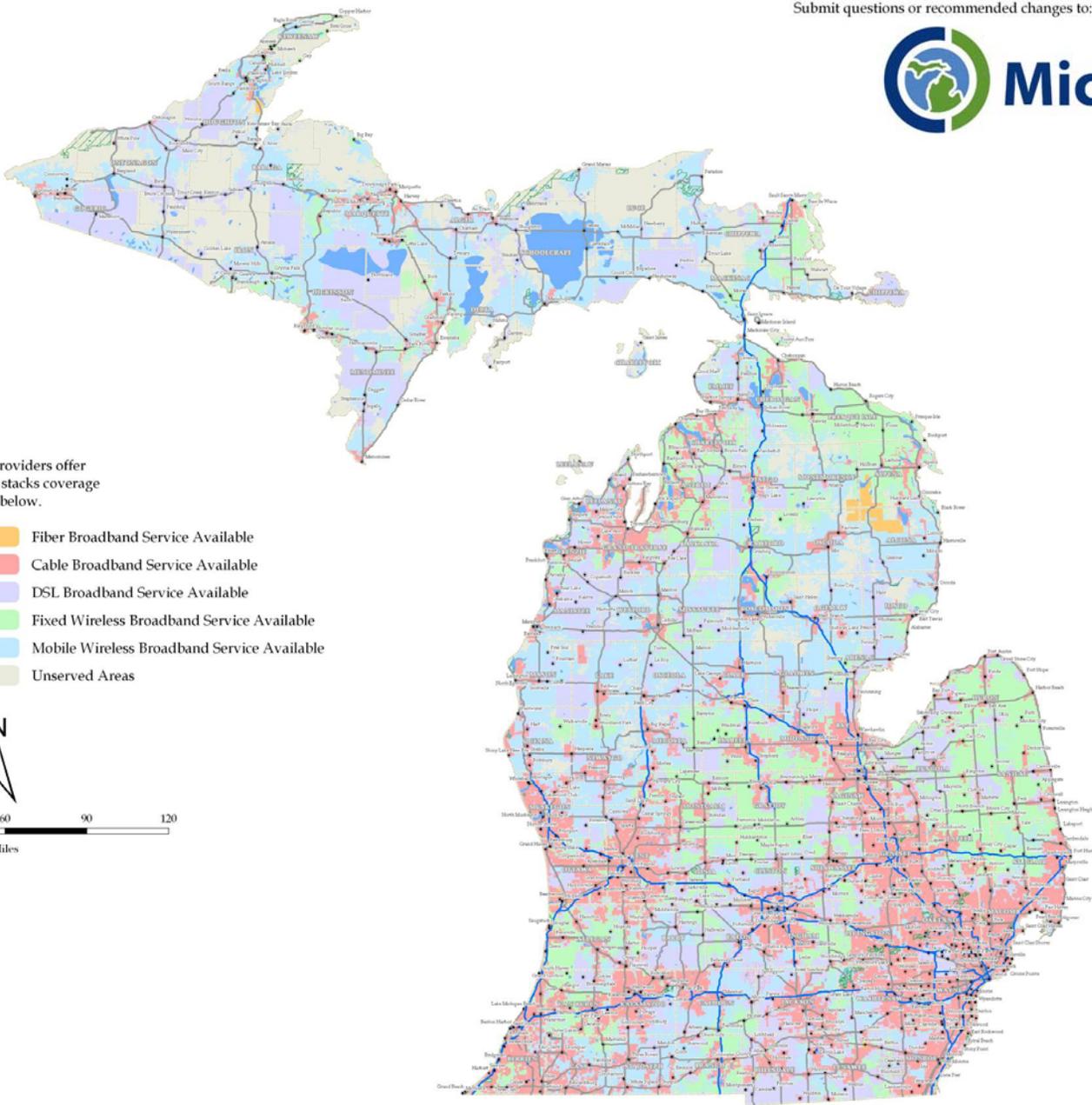
- **Key Findings:**
 - **95.41% of Michigan households have access to broadband service of at least 768 kbps downstream (excluding mobile and satellite service)**
 - **4.59% of Michigan households are unserved, representing approximately 174,000 unserved households**
- **Earlier today, the maps generated by this initial data-collection process were released to the public in an interactive format called “BroadbandStat” via www.connectmi.org**
- **The maps will be continuously updated for a period of at least two years (up to five years, pending funding availability).**
- **Official dataset submissions to NTIA will occur every six months; the next submission will occur in September**
- **Connected Nation’s Engineering & Technical Services Division and Research Division will undertake an ongoing process of validating the coverage information reflected on the maps.**
- **The public is also invited to provide feedback via www.connectmi.org**

Broadband Service Inventory for the State of Michigan

Submit questions or recommended changes to: maps@connectednation.org



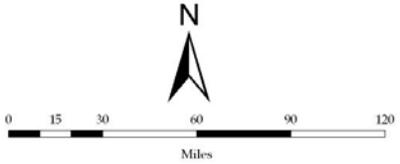
Updated April 30, 2010



Symbology

In areas where multiple broadband providers offer service, this platform composite map stacks coverage display layers in the order presented below.

- City
- Interstate
- US Road
- County Boundary
- Water
- National and State Lands
- Fiber Broadband Service Available
- Cable Broadband Service Available
- DSL Broadband Service Available
- Fixed Wireless Broadband Service Available
- Mobile Wireless Broadband Service Available
- Unserved Areas



- The *BroadbandStat* web application represents the nexus between mapping current broadband availability and planning for the future.
- *BroadbandStat* is a powerful, yet user-friendly and customizable tool that will allow state leaders and the public to:
 - Search for and identify broadband service at a specific address, including available speeds and service providers
 - Understand & track broadband deployment over time
 - Analyze and prioritize unserved and underserved areas using population and household density information
 - Track ARRA-funded broadband projects
 - Build and evaluate scenarios to help score and prioritize future broadband infrastructure proposals
 - Track broadband adoption rates and barriers to broadband adoption across Michigan.

BroadbandStat Demonstration

- Research on broadband adoption, broadband use, and barriers to broadband adoption will help complete the picture of Michigan's broadband landscape.
- To plan for the future, it's important to understand where the “digital divide” exists and what is causing it.
- Connect Michigan will launch a statewide research project to understand broadband adoption issues, including:
 - Adoption rates
 - Demographic factors that impact adoption
 - Monthly subscription costs
 - Computer ownership rates
 - Awareness/computer literacy issues and trends
- The resulting data will be used to create additional analytical layers within the BroadbandStat application.
- A sample research report for the State of Ohio can be found here: http://connectoh.org/documents/Res_OH_06192009_FINAL.pdf



Connect Michigan

Broadband Mapping Initiative

Michigan Senate
Energy Policy and Public Utilities Committee
May 20, 2010

Brent Legg

Director, Stakeholder Relations & Development
blegg@connectnation.org

Cassie Ruhlman

Stakeholder Relations Manager – Michigan
cruhlman@connectednation.org