BROADBAND PLAN KICKOFF

NOV. 1, 2013

OVERVIEW

This project is funded through a grant to the Nebraska Public Service Commission by the U.S. Department of Commerce's National Telecommunications and Information Administration through the American Recovery and Reinvestment Act.

Broadband.nebraska.gov

BROADBAND PLANNING TEAM/PARTNERS

- University of Nebraska—Lincoln
- Nebraska Public Service Commission
- Nebraska Information Technology Commission
- Nebraska Department of Economic Development
- AIM Institute

BROADBAND MAPPING AND PLANNING

- Broadbandmap—broadbandmap.nebraska.gov
- Household survey
- Videos and webinars
- Broadband conference
- Regional broadband plans
- Business survey

BROADBAND PLAN LEADERSHIP

NITC and NITC Community Council

- 9 member commission chaired by Lt. Governor Lavon Heidemann
- Advisory groups on community technology, eHealth, education, state government and GIS
- Develops an annual statewide technology plan
- www.nitc.nebraska.gov

“Plans are nothing; planning is everything.”

– Dwight D. Eisenhower

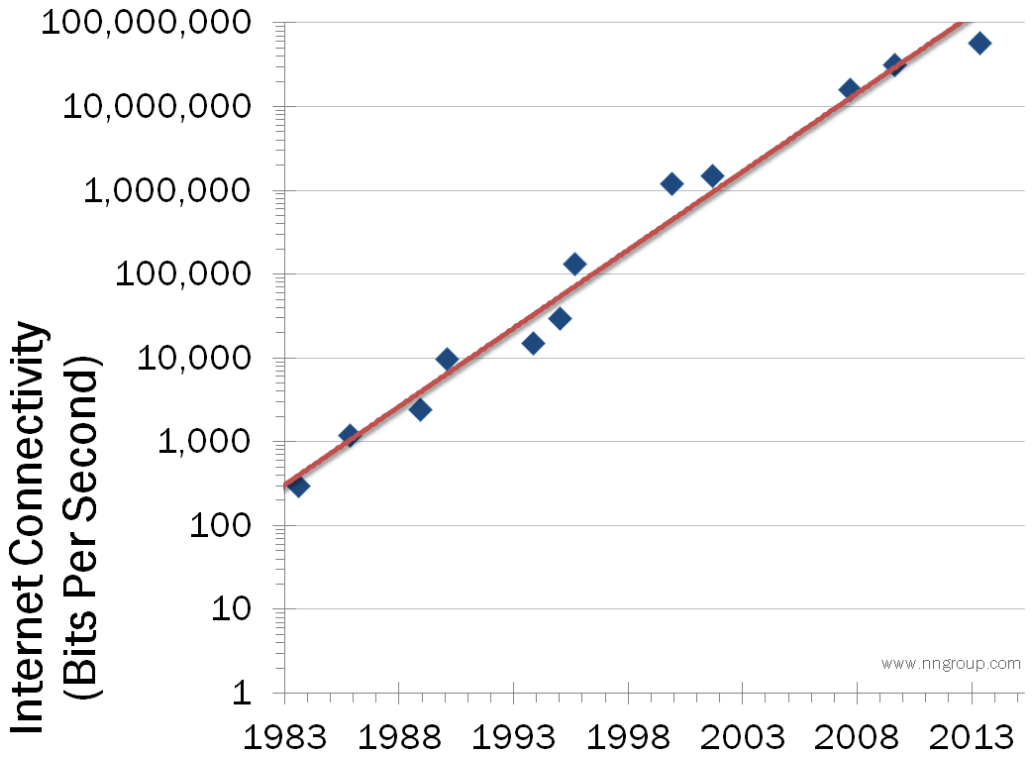
Plans are quickly outdated, but planning builds capacity.

WHY DO WE NEED A BROADBAND PLAN?

- Meet the demand for increasing connection speeds

NIELSEN'S LAW OF INTERNET BANDWIDTH

A high-end user's connection speed grows by 50% per year.



http://www.nngroup.com/articles/law-of-bandwidth

WHY DO WE NEED A BROADBAND PLAN?

- Meet the demand for increasing connection speeds
- Create capacity to effectively utilize broadband
- Stimulate the demand for increasing connection speeds

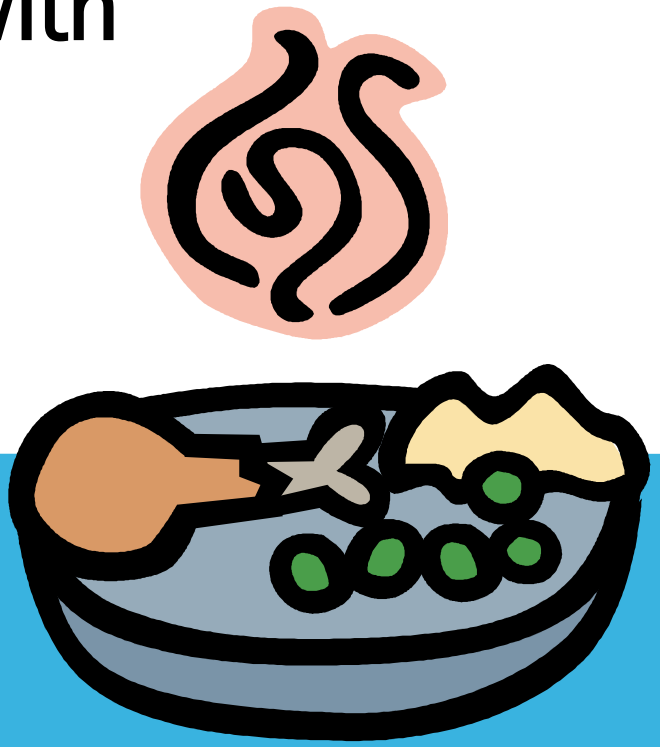
PROCESS

- Develop a common understanding
- Develop a shared vision
- Identify priority areas
- Form workgroups

PROCESS

Action Items

- Aligning activities and leveraging resources—What can we do together with existing resources?



PROCESS

Action Items

- Sprinkling of thinking big—What could we do if we had additional resources?

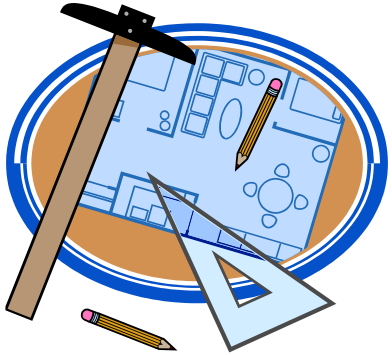
BECAUSE

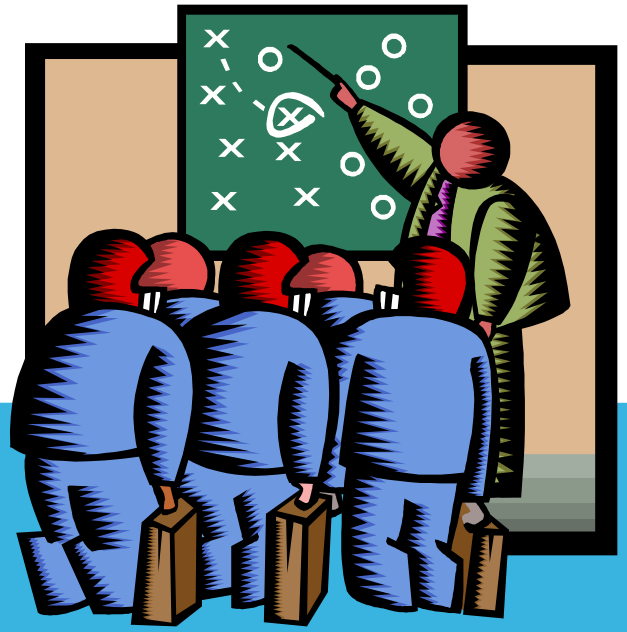
Sometimes committed and organized stakeholders can help create funding opportunities or are prepared to seize funding opportunities.

- Nebraska Statewide Telehealth Network
- Health Information Exchange—NeHII and eBHIN
- Network Nebraska-Education

OUTCOMES

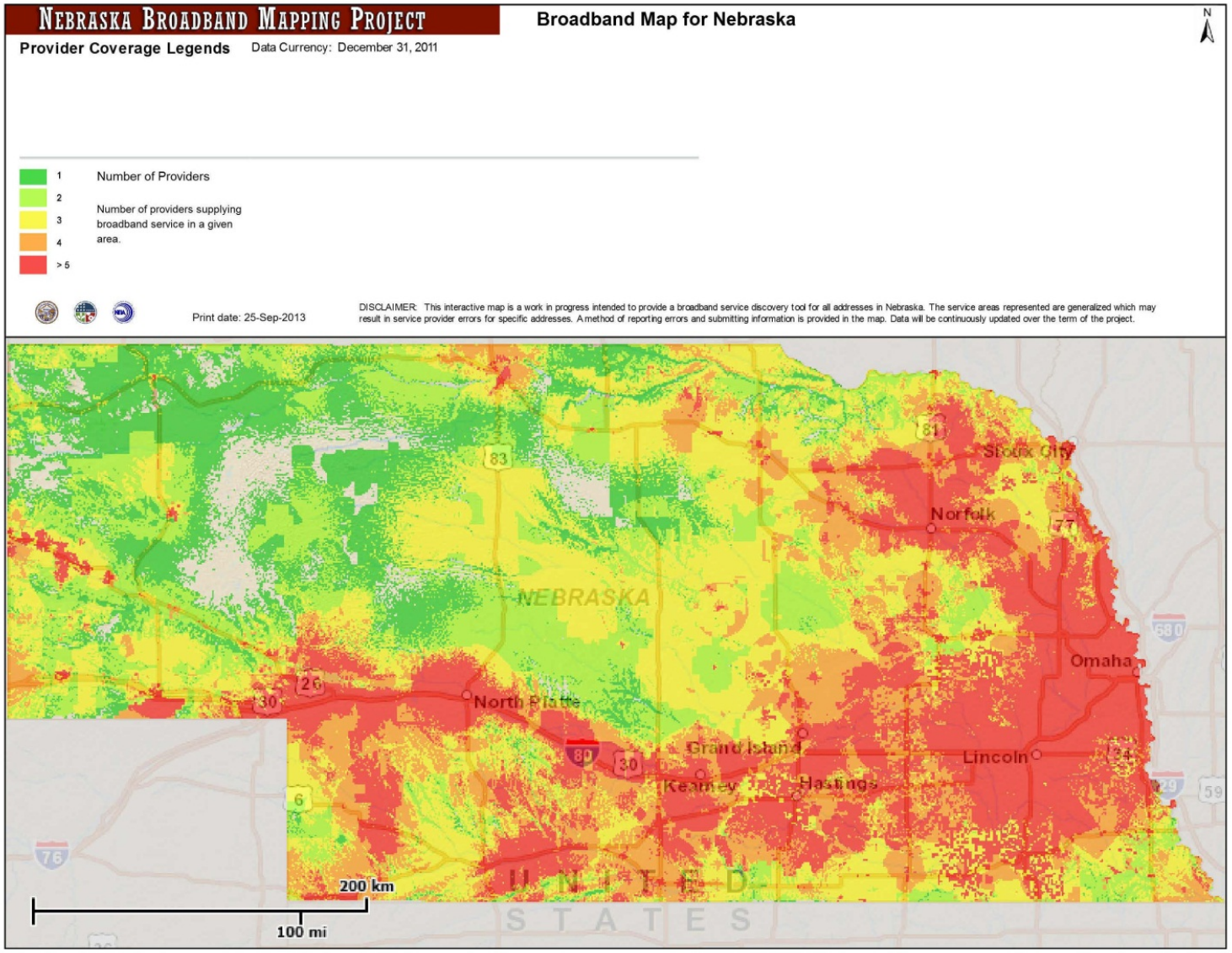
- A plan
- Social capital to implement the plan



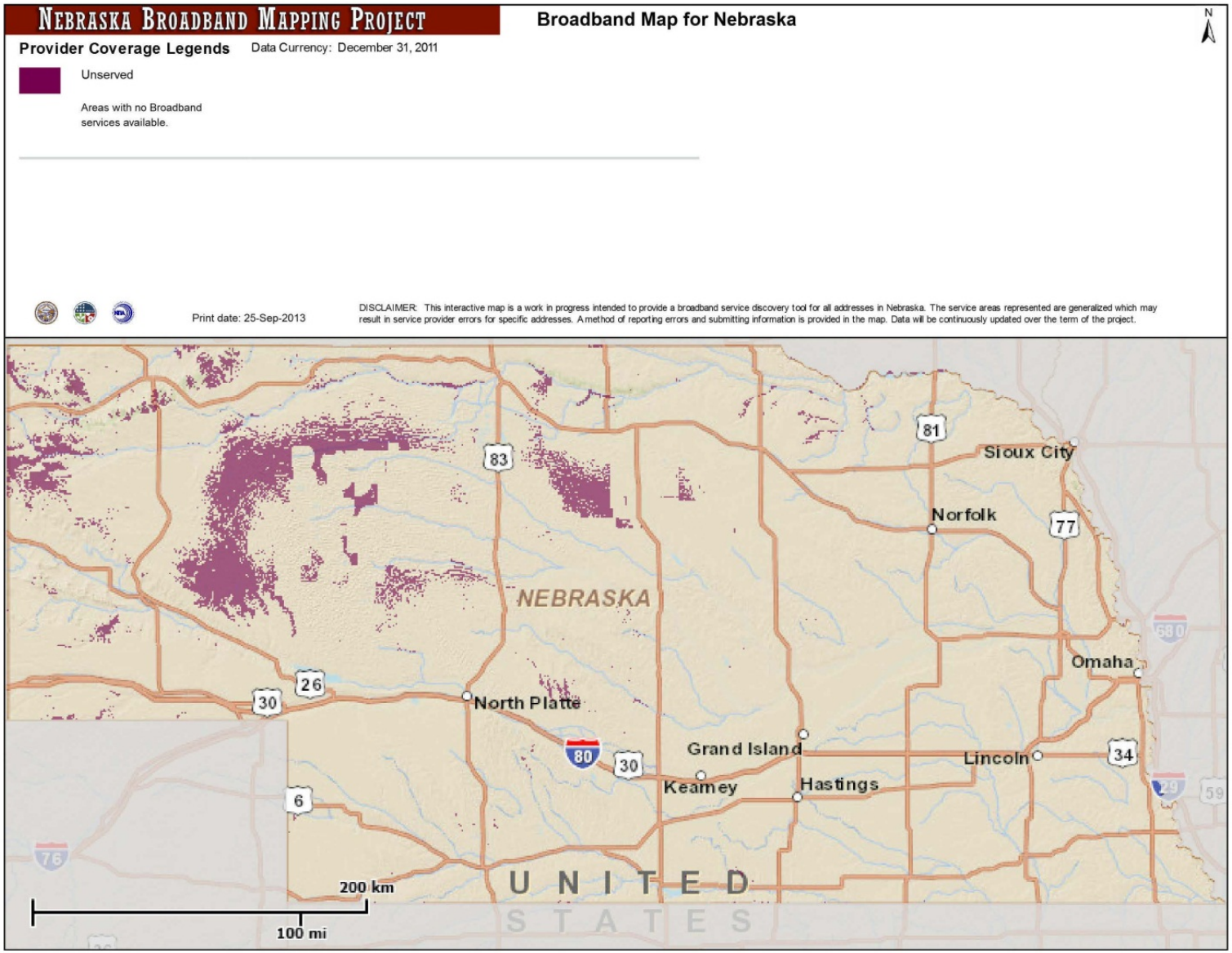


DEVELOPING A COMMON UNDERSTANDING

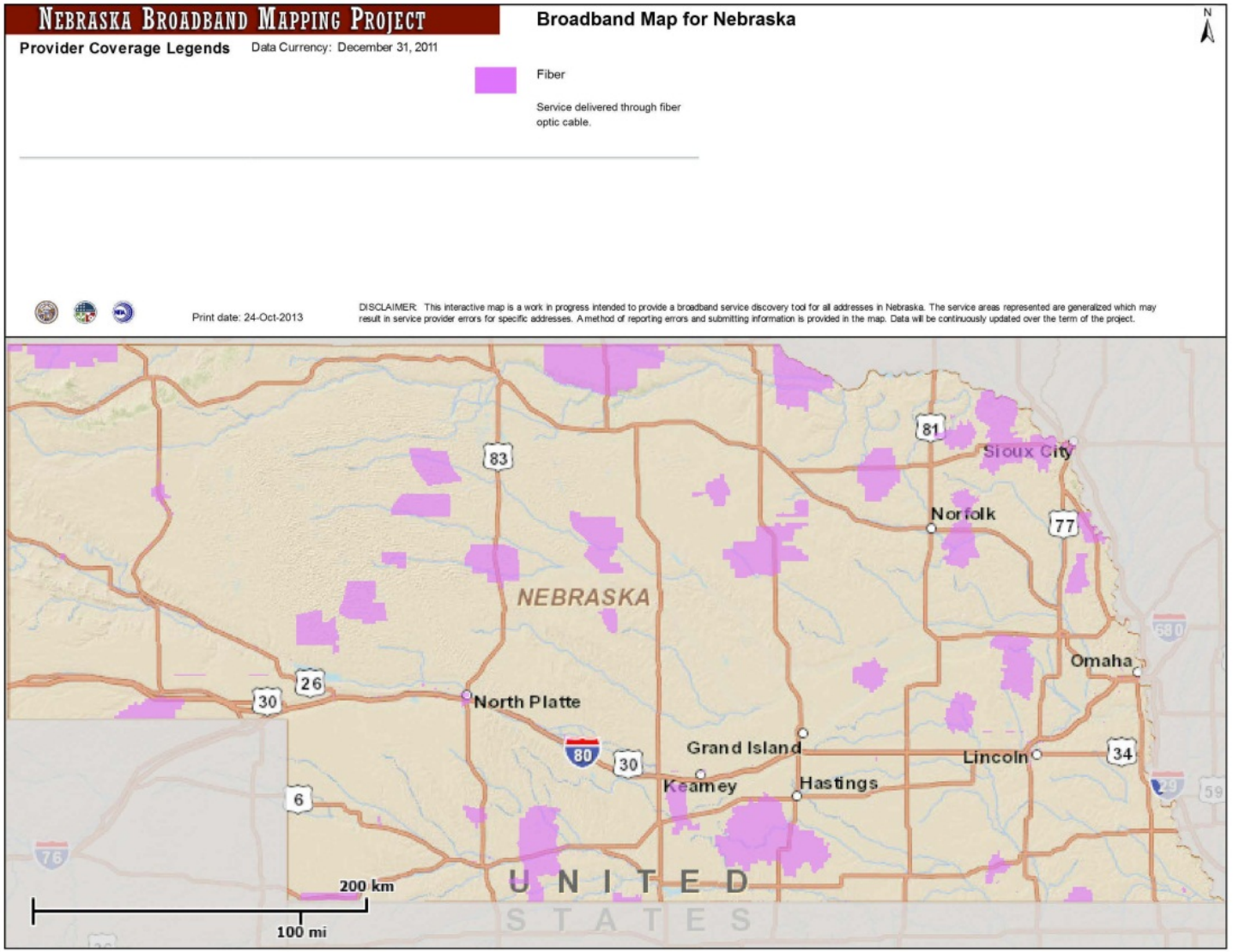
WHERE IS BROADBAND AVAILABLE?



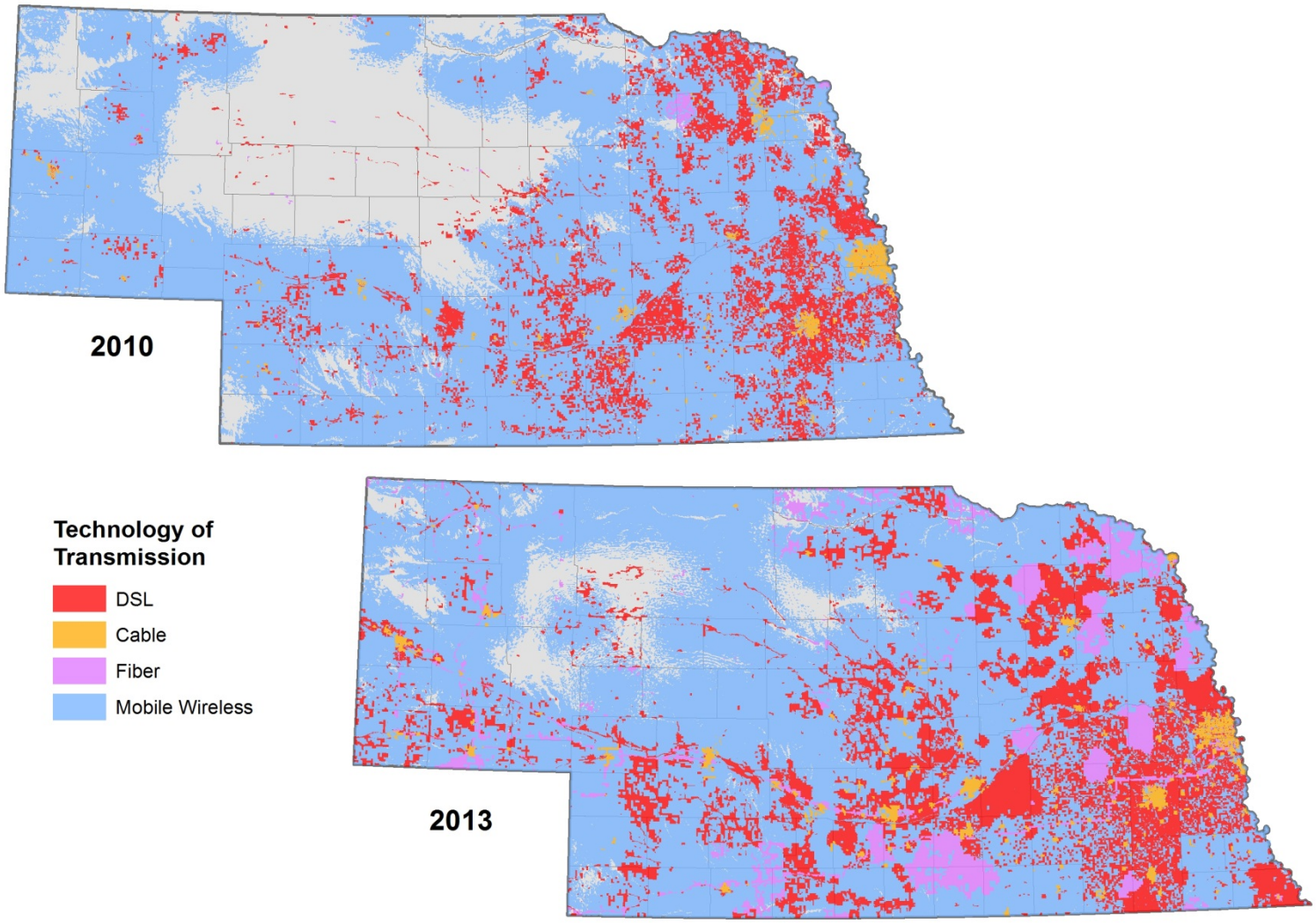
WHERE ISN'T BROADBAND AVAILABLE?



WHERE IS FIBER AVAILABLE?



HOW HAS BROADBAND DEPLOYMENT GROWN?



HOW DOES NEBRASKA COMPARE?

98.4% of Nebraskans have broadband available, ranking Nebraska 30th (www.broadbandmap.gov)

- Colorado—99.4%
- South Dakota 98.8%
- Iowa—98.4%
- Kansas--98.1%
- Wyoming—94.8%

MAKING THE DATA BETTER

- Go to broadbandmap.nebraska.gov and take the speedtest.
- Go to broadbandmap.nebraska.gov and provide feedback.

MAKING THE DATA BETTER

- **Download the Mobile Pulse app.**
  - No personal data collected
  - No more than 100 MB of data per month

BROADBAND ADOPTION

- 70% of U.S. adults have broadband connections at home. (Pew, May 2013)
- 15% of U.S. adults are offline. (Pew, May 2013)
- 72% of U.S. households have broadband (CPS, Oct. 2012)

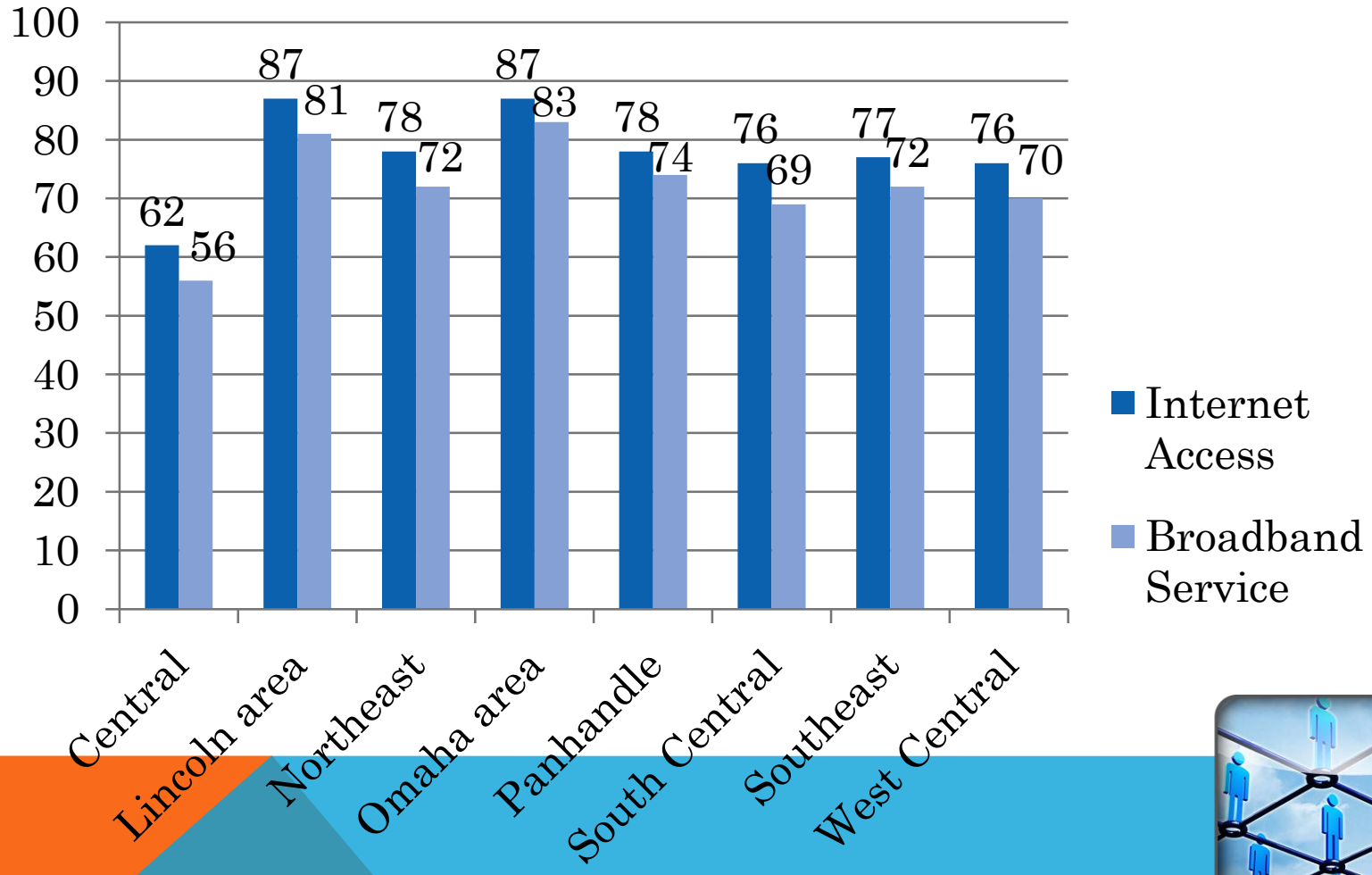
BROADBAND ADOPTION–NEBRASKA

- Generally average or better
  - 30% Nebraskans highly connected vs. 27% of Americans (2011 CPS)
- Regional differences , with urban areas adopting at higher levels and rural areas at lower levels

BROADBAND ADOPTION

- 76 % of Nebraskans had broadband at home (UNL, 2010)

BROADBAND ADOPTION



BROADBAND ADOPTION

Gaps

- Lower–income residents
- People over 65
- People without a college degree
- Non-metropolitan residents

LT. GOVERNOR LAUNCHED BUSINESS SURVEY

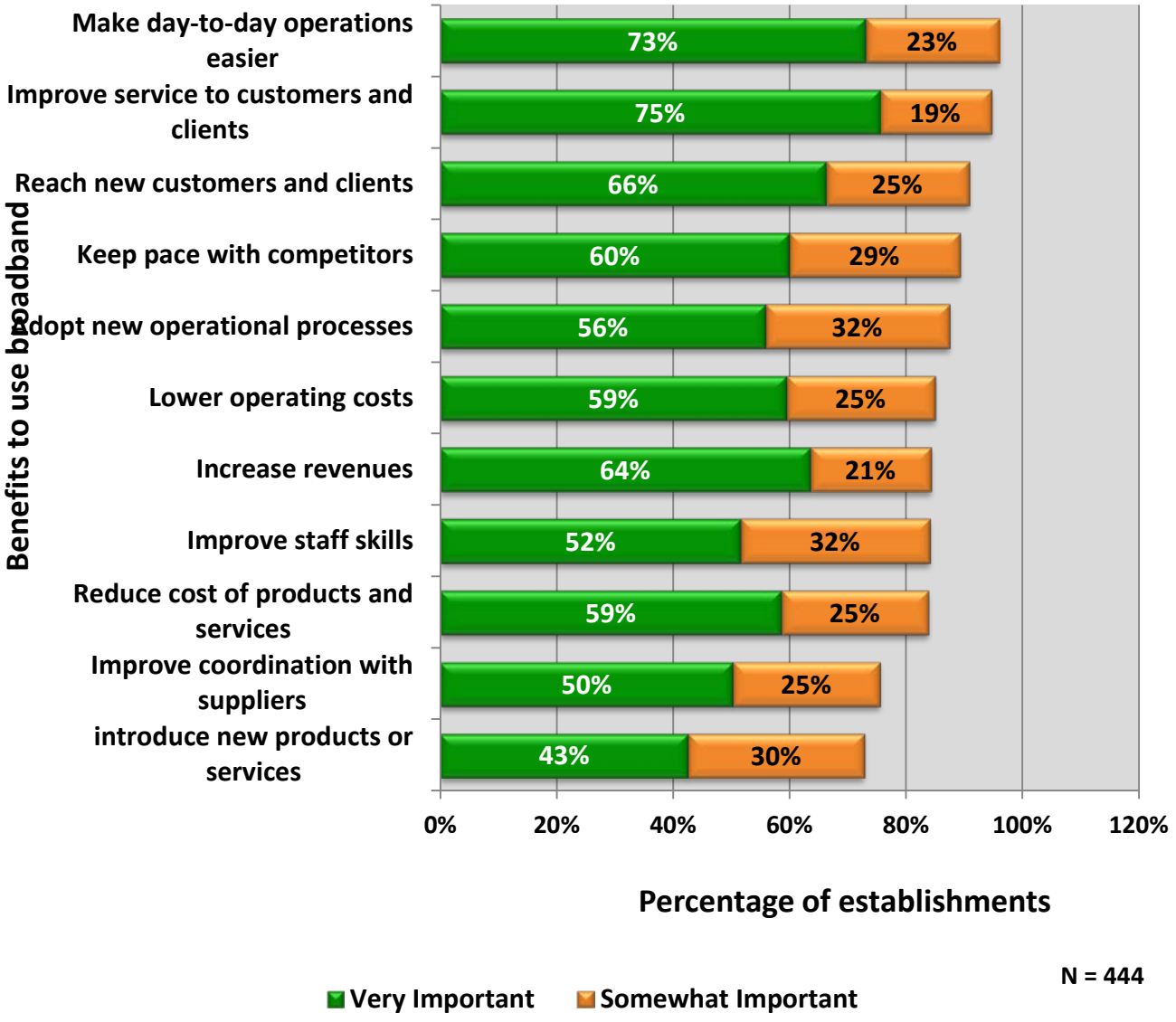
Goal: To increase economic vitality by more

effectively using broadband technologies.

CURRENT STATUS

- Survey Launched September 3
- Preliminary results (n-444) shared at the Nebraska Broadband Conference
- Survey open through November 15
- Results available beginning of December

BENEFITS IDENTIFIED BY BUSINESSES



HOW ARE NEBRASKA BUSINESSES UTILIZING BROADBAND?

- Purchasing Goods and Services – 85%
- Banking and Financial – 80%
- Government Transactions – 74%
- Advertising and Promotion – 70%
- Teleworking – 61%
- Selling Goods and Services – 58%

Data provided by Strategic Network Group n=444

REGIONAL PLANS

Overview:

- Key element in NBPI within Capacity Building
- Regional planning teams
- Assessment, perceptions, opportunities, input, strategic actions

REGIONAL PLANS

Overview:

- Info collected via forums, surveys, focus groups, team meetings
- Coaches assimilated information into regional plans.
- Vision, priorities, actions

REGIONAL PLANS

Consistent vision:

- Attract and retain population
- Increase economic development
- Increase well-being/quality of life
- Decrease digital divide

REGIONAL PLANS

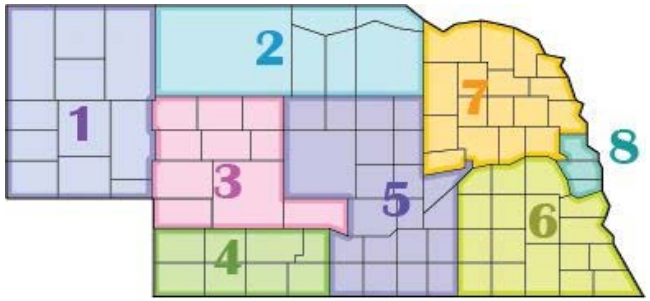
Consistent priorities:

- Digital literacy
- Availability and affordability
- Economic development
- Agriculture

REGIONAL PLANS

Regional plans and summaries are located online at…

http://broadband.nebraska.gov/



DISCUSSION

What are our strengths?

What resources/assets do we have?

What could we be doing better?

DEVELOPING A SHARED VISION

DISCUSSION

Where do we want to be in the future?

What does success look like?

IDENTIFYING PRIORITY AREAS

REGIONAL PLAN PRIORITY AREAS

- Digital Literacy and Adoption/Advanced Technology Training
- Economic Development
- Agriculture
- Broadband Availability and Affordability

STATEWIDE FOCUS AREAS

- Education
- Health Care
- Local Government

FORM PRIORITY WORK GROUPS

WRAP UP

ADJOURN—THANK YOU!

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