The Importance of Broadband

Presenter:
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Broadband Illinois/PCI
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What is Broadband Illinois/PCI?

- Non-profit
- Funded through state and federal grants
- Designated by the state
- Tasked to
  - Increase Internet Access
  - Increase Internet Adoption
  - Publish Data
- Creating eTeams in 10 Regions of Illinois
- Working with colleges and economic development groups to support volunteer eTeams through technical expertise, data, web site, training, contacts, state agency coordination, and other tools
- Vendor/Provider neutral
- Broadband Advocate
Broadband Illinois eTeams
What is Broadband?

High-speed, always-on connection to the Internet.

Organizations define broadband in different ways. For the National Broadband Map, the technology must provide a two-way data transmission (to and from the Internet) with advertised speeds of at least 768 kilobits per second (Kbps) downstream and at least 200 Kbps upstream.
What are Some Uses

• Business Web Sites
• Business to Business Communications
• Finding Answers (Google, Mapquest, Switchboard)
• Purchasing (Amazon, ebay)
• Selling (business web page, ebay, Facebook)
• World News (CNN, Yahoo)
• Basic Communication (Facebook, Yahoo, Gmail)
• Education
• Weather and Travel
• Government Services (illinois.gov)
• Jobs (Monster, company sites)
Connection Options

- **Fiber** is king. Not available to residents in many places. If available, it is likely through phone company or coop.
- **Land line DSL** (Ex. Frontier, Consolidated) Uses phone lines and is usually a good option if you are within a few miles of a town with service. Good price. No download limits, so usually works for Netflix, gaming, etc. Businesses may need advanced options.
- **Cable** (Ex. Mediacom, Comcast) May tie with DSL. Usually only in towns.
- **Tower Wireless** (Ex. Verizon Wireless, Cell One) You have to be close to tower and may need line-of-sight. Some are as fast or faster than DSL/Cable. Some have download limits.
- **Satellite** (Ex. Wildblue, Hughesnet) Usually higher price. You can get it about anywhere. Limited download & speed.
- **Dial-Up** Through the regular phone line and slow.
Middle Mile and Last Mile for High Speed Internet

- **Middle Mile**: The Interstate and main roads. (ICN is mainly middle mile)

- **Last Mile**: The side street and driveway to your door. (Cell One is mainly last mile)

*Note*: Some providers do both (AT&T in some areas.)
How To Find Providers

• Ask neighbors
• Check local library or school
• Go to www.broadbandillinois.org and type in your address. Google contact information, or look in local yellow pages.
• Contact 217-886-4553 or email eteams@broadbandillinois.org
Help get broadband in your area

We're recruiting volunteers to validate broadband speeds and coverage, organize local meetings, and publicize this effort where they live. Learn more »

Share why broadband is important to you

First name  Email address  ZIP code

(Optional) Share why broadband is important to you.

Share

To see carriers, type an address or zip code above or click the map below (see bigger map).
Choosing an Internet Provider?

- Availability
- Price
- Speed
- Reliability
- Technical support/staff
- What You Plan to Use It For
- Download limits
Residential Coverage

Lawrence County

Maximum advertised download speeds
- Lawrence County
  - Faster than or equal to 15 Mbps and less than 25 Mbps
  - Faster than or equal to 1 Mbps and less than 15 Mbps
  - Faster than or equal to 0.5 Mbps and less than 1 Mbps
  - Faster than or equal to 0.3 Mbps and less than 0.5 Mbps

Jasper County

Maximum advertised download speeds
- Faster than or equal to 10 Mbps and less than 25 Mbps
- Faster than or equal to 1 Mbps and less than 10 Mbps
- Faster than or equal to 0.5 Mbps and less than 1 Mbps
- Faster than or equal to 0.3 Mbps and less than 0.5 Mbps

Clark County

Maximum advertised download speeds
- Faster than or equal to 15 Mbps and less than 25 Mbps
- Faster than or equal to 1 Mbps and less than 15 Mbps
- Faster than or equal to 0.5 Mbps and less than 1 Mbps
- Faster than or equal to 0.3 Mbps and less than 0.5 Mbps

Douglas County

Maximum advertised download speeds
- Faster than or equal to 10 Mbps and less than 25 Mbps
- Faster than or equal to 1 Mbps and less than 10 Mbps
- Faster than or equal to 0.5 Mbps and less than 1 Mbps
- Faster than or equal to 0.3 Mbps and less than 0.5 Mbps

broadbandillinois.org
Why is Broadband Important?

• For online learning and distance education
• Gives entrepreneurs and small business owners the opportunity to compete alongside large corporations
• Increases the productivity of businesses
• Connects people to healthcare services
• Makes government services more readily available to citizens - egovernment
• Saves companies and organizations money by letting employees telework
• Allows friends and families to communicate easily
Why is Broadband Important?

• One piece of economic development puzzle
• People will want to know if a house has high speed Internet access before purchasing
• Many businesses will not consider locations unless there is good Internet access
• Teenagers have never known a world without Internet. What does that mean when they are adults?
Economic Development

• If only we had fought for a railroad...

• If only we had fought for an Interstate...

• If only we had fought for high speed Internet...
Half way through PowerPoint - Questions?
Who Is This?

• Forbes Magazine 9\textsuperscript{th} most powerful person in 2011

• College Drop-Out

• Worth $17.5 Billion Dollars
Who Is This?

Mark Zuckerberg
• 27 years old
Internet adoption, 1995-2011

% of American adults (age 18+) who use the internet, over time. As of May 2011, 78% of adults use the internet.


Note: All surveys prior to March 2000 were conducted by the Pew Research Center for People & the Press. For 1995, internet users include those who ever use a home, work or school computer and modem to connect to computer bulletin boards, information services such as CompuServe or Prodigy, or computers at other locations. For 1996 to 1998, internet users include those who ever use a home, work or school computer and modem to connect with computers over the internet, the World Wide Web, or with information services such as America Online or Prodigy. For 2000 to 2004, internet users include persons who ever go online to access the Internet or World Wide Web or to send and receive email. For 2005, internet users include those who at least occasionally use the internet or send and receive email.
Basic eGovernment Ideas

- Email Documents
- Documents online (Ex. Permits and Licenses)
- Information online
- Paying Bills Online

Must weigh your time savings against maintenance of current information.

City of Glendale, CA
http://www.ci.glendale.ca.us
Know Your Providers

• Have a designated contact at the county/city who communicates with providers

• Ask providers if they need ditch access when you are doing water/sewer lines.

• Work with providers to get estimates for industrial parks. Pro-active

• Help providers when there are issues – permits, hurdles, etc.

• Work with providers to know how to market what is available in your community

• Ask providers to let you know about new builds and advancements in your area. Then tell it.
Planning

• When marketing – **tell** what is good about your broadband
• When doing strategic planning, consider broadband
• When writing CDAP and other grants, consider broadband
New Builds and Expansions

- **Frontier** – New Offerings
- **Clearwave** – Southern Illinois – New Build
- **Joink Wireless** – New Towers
- **Cell One** – New Towers
- **ICN, Clearwave** – New Build
- **Metro Network Services** – New Build in Central Eastern
- **Illinois Cooperatives** – New Offerings
- **Consolidated** – New Offerings
- Many Others
Wabash Telephone Cooperative

- [http://www.wabashtelephone.coop/](http://www.wabashtelephone.coop/)
  Wabash Telephone Cooperative received an Infrastructure Loan Award of approximately $21.8 million from the USDA. They are based in Louisville and support 4,512 lines. They plan to install 777 miles of fiber-optic cable, with a goal to complete the project within 5-7 years.

- Several Electric and Phone coops are providers or are considering it. Stay in touch with them.
ICN - Broadband Stimulus Project

- $96M Project
- 1,000 miles of new fiber
- 1,000 miles of dark fiber
- 55 counties
- Complete by August 2013
- Willing to do community training on impact
New Builds and Expansions

East Central Illinois Network

Zak Horn
zhorn@mcc-ixc.com
Access Needs?

• Send access needs to barbara.webster@broadbandillinois.org

• Broadband Illinois is working to assist community leaders to address access needs and market what they already have.

• Volunteer eTeams are active in Southern (blue) and East Central Illinois (light green).

• The eTeams meet at least quarterly to gather and discuss needs, and develop action items to address needs. Please don’t let your county be left out.

• Which region are you in?
Digital Divide Grant from DCEO

- $4 million in funding for **computers and training for public**
- Must be **open for training 12 hours a week** – paid through grant
- Due: **March 16**
- Average award amount in 2011 was approx. **$40,000**. Several funded for less.
- 45 Page Application, but mainly fill in blank.
- Eligible organizations in areas which:
  - at least **40 percent of the students eligible for free or reduced price lunch** under national school lunch program;
  - **OR at least 30 percent of the students eligible for free lunch**.
- Eligible organizations:
  - Public hospitals
  - Libraries
  - Park districts
  - Senior citizen homes
  - State educational agencies
  - Local educational agencies
  - Institutions of higher education
  - Public and private nonprofit or for-profit educational organizations
  - Entities that received a **Community Technology Center grant** under the federal Community Technology Centers Program

[http://tinyurl.com/68rrosy](http://tinyurl.com/68rrosy)
What Next?

• Make contact with your local Internet providers and have one main contact person in your organization
• Find out where Internet needs are in community
• Determine how to address needs – work with providers and talk to other communities
• Make sure that your county has someone representing it on your region’s volunteer eTeam
• Use Internet when it saves time for government
• When planning, consider broadband
• Be proactive with industrial parks – at least do plans
• When there is broadband in your area, tell it
• Help businesses and residents find possible providers by giving out www.broadbandillinois.org
• Determine what new builds mean to your community
Final Questions?
Broadband Illinois/PCI

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Email: eteams@broadbandillinois.org
Phone: 217-886-4553

Web Site: www.broadbandillinois.org