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

• Broadband map—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Plans are quickly outdated, but planning builds capacity.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

Gaps

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

- Make day-to-day operations easier: 73% Very Important, 23% Somewhat Important
- Improve service to customers and clients: 75% Very Important, 19% Somewhat Important
- Reach new customers and clients: 66% Very Important, 25% Somewhat Important
- Keep pace with competitors: 60% Very Important, 29% Somewhat Important
- Adopt new operational processes: 56% Very Important, 32% Somewhat Important
- Lower operating costs: 59% Very Important, 25% Somewhat Important
- Increase revenues: 64% Very Important, 21% Somewhat Important
- Improve staff skills: 52% Very Important, 32% Somewhat Important
- Reduce cost of products and services: 59% Very Important, 25% Somewhat Important
- Improve coordination with suppliers: 50% Very Important, 25% Somewhat Important
- Introduce new products or services: 43% Very Important, 30% Somewhat Important

Percentage of establishments

- Very Important
- Somewhat Important

N = 444
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
ADJOURN—THANK YOU!
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