Broadband in Delaware

Opportunities and Challenges for Economic Development

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20th Annual Delaware Institute for Local Government Leaders
Rehoboth Beach Convention Center

October 30, 2008
Broadband Glossary of Terms

- Bandwidth
- Cookies
- DSL
- 3G
- VOIP
- He’s not
- URL
- VDSL
- XML
- MBPS
- really going to
- ISP
- HTTP
- FTP
- talk about all
- IP
- Wi-Fi
- WiMax
- BPL
- Fiber Optic
- these terms,
- Hotspots
- MP3
- is he?
What’s so “New” About the New Economy?

- Need 1: New Skills
- Need 2: New Infrastructure
The Game Plan

I. Broadband: Starting Point and Definitions

II. Pop Quiz #1

III. Rural Broadband Issues and Opportunities

IV. Pop Quiz #2
**What Is Broadband?**

- **Broadband Is…**
  - **Fast and Feature Rich**
    - According to FCC, a speed of at least 200 kilobytes per second is necessary to be called “Broadband”
  - **Multi-Platform**
    - DSL
    - Cable
    - Wireless
    - Fiber
    - BPL

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Why Talk About Broadband in Delaware?

2007 State New Economy Index

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U.S. Average: 10.00
Broadband Has Been Supersized...
Starting a Broadband Conversation

Sussex Broadband Project

- Research Broadband Issues and Initiatives
- Map Wi-Fi Hotspots in Sussex
- Assess Municipal Broadband Use
Broadband Quiz: Part 1
Question 1. Where Do You Live?

A. Sussex County

B. Kent County

C. New Castle County

D. Other
Question 2. Are You a Regular?

Including today, how many DILGLs have you attended?

A. 1
B. 2 - 4
C. 5 - 9
D. More than 10
At your home, how do you connect to the Internet?

A. Dialup
B. DSL
C. Cable
D. Wireless
E. Fiber/T1
F. No Connection
G. Don’t Know
Question 4. Internet for Your Municipal Government

How does the organization you represent connect to the Internet?

A. Dialup
B. DSL
C. Cable
D. Wireless
E. Fiber/T1
F. No Connection
G. Don’t Know
Question 5. Rural Broadband

What percent of rural households nationwide would you guess have a Broadband Internet connection in their home?

A. 20%
B. 40%
C. 60%
D. 80%
Question 6. Suburban Broadband

What percent of suburban households nationwide would you guess have a Broadband Internet connection in their home?

A. 20%
B. 40%
C. 60%
D. 80%
Rural Broadband: Issues and Opportunities
Rural Development Issues

- Rural Economic Obstacles
  - Distance
  - Lack of economies of scale (Market Size)
  - Perceived lack of dynamism

- Persistent Rural Problems
  - Out migration of youth
  - Lack of high-paying jobs
  - Poverty
  - Less access to health care and educational options
How is Broadband Faring in Rural Areas?

Home broadband penetration by community type

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Why Less Broadband Use in Rural Areas?

The “Last-Mile” problem

- Low Population Density = Disincentive to Invest

But it’s not all about infrastructure…

- Low adoption rates in workplace leads to…
- Lack of direct personal contact…leads to…
- Less demand for Broadband
An Unclear Picture

- Generally, coverage is good due to cable and telephone company service
- Some areas underserved

### Table 17

Percentage of Zip Codes with High-Speed Lines in Service as of June 30, 2007
(Over 200 kbps in at least one direction)

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<th>Three</th>
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Broadband Applications

- Business
- Telecommuting
- Telemedicine
- Distance Learning
- E-government
- Public Safety
- Tourism
Municipal Applications

- Public Safety
- Serve Information to the Public
- Communicate with “In the Field” Employees
- “Meter Reading”
- GPS Applications

Working Without Wires

Municipal WiFi is coming. Government employees, not citizens, may be the biggest users. BY CHRISTOPHER SWOPE
Tourism

- 56% of leisure travelers and 76% of business travelers bring their laptops when traveling.

- Ocean City, MD created a Wi-Fi network.
  - Free Wi-Fi area
  - Public safety applications
Internet helps lift sales for beach businesses

Money

Efficiency

Edge

Loyalty

Source: www.connectingcommunities.info
Features of Demand Aggregation

- Inventory existing Broadband services
- Educate businesses and consumers on broadband utility
- Build demand for Broadband around specific “killer apps”
- Demonstrate demand for enhanced Broadband services to providers
Public-private partnerships (P3s) fund, build, and operate infrastructure

Cooperative members provide “Last Mile” services
Wireless Communities Georgia

- Has funded wireless networks for economic development, educational access, and government services
- Funded towns range significantly in population

- Key features of successful networks
  - Anchor-tenant agreements
  - Municipal uses of network
Broadband Quiz: Part 2
The provision of **Broadband** Infrastructure and Service **is critical for a region’s** economic development?

A. Strongly Disagree

B. Disagree

C. Neither Agree, Nor Disagree

D. Agree

E. Strongly Agree
The **U.S. government should play a larger role** in promoting enhanced Broadband services and infrastructure?

A. Strongly Disagree
B. Disagree
C. Neither Agree, Nor Disagree
D. Agree
E. Strongly Agree
State governments should play a larger role in promoting enhanced Broadband services and infrastructure?

A. Strongly Disagree
B. Disagree
C. Neither Agree, Nor Disagree
D. Agree
E. Strongly Agree
Local governments should play a larger role in promoting enhanced Broadband services and infrastructure?

A. Strongly Disagree
B. Disagree
C. Neither Agree, Nor Disagree
D. Agree
E. Strongly Agree
Question 11: What are Your Preferred Approaches?

In order of preference, **rank these approaches** for enhancing Broadband in your locality…

A. **Do Nothing:** Telecom companies will do it.

B. **Aggregate Demand:** Inventory services; educate on usefulness; encourage providers to enhance offerings

C. **Form a Cooperative:** P3s build infrastructure; members provide “Last-Mile” services

D. **Create Local Networks:** P3s create local Broadband networks; governments and residents can use service
Thank You For Your Attention!

For more information contact:

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