

Rebuilding Alaska's Local Economies and Communities

Role of Broadband



October 22, 2020

Agenda

- **What is broadband?**
- **Why does broadband matter?**
- **What is a connected community?**
- **How are we supporting broadband partnerships in Washington State?**



What is Broadband?

Broadband refers to **high-speed Internet access** that is always on and is significantly faster than traditional dial-up access. Broadband includes several high-speed transmission technologies, such as **fiber optic, wireless, Digital Subscriber Line (DSL) and coaxial cable.**

Minimum upload and download speeds are essential to quality of service for end user customers. **The FCC currently defines high speed Internet access** as download speeds of at least **25 Mbps** and upload speeds of at least **3 Mbps.**

Why Does Broadband Matter?

- Broadband is the link that ties your community together and connects it to the world.
- It doesn't matter if your community is in an urban center or a remote area; high-speed Internet access is the tool that will help your community members and institutions thrive.

Education



K-12 schools **spend** more than **\$7 billion a year** on textbooks



Going digital can **save** schools as much as **\$600 per student** per year

Broadband helps schools reallocate funds to resources and activities that **enrich student learning**.

Telehealth



Hospitals without electronic health records will spend **\$371 billion** more over 15 years than their counterparts

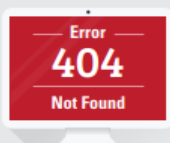


Telehealth reduces hospital admissions by **25 percent** and overall length of stay by **59 percent**

Broadband improves healthcare outcomes, controls costs and **extends the reach of healthcare**.

Why Does Broadband Matter?

Local Business



97 percent of Americans search online for local products and services, but **just half** of small businesses have websites



Small business owners report that using broadband **increases sales** and **cost savings, creates jobs** and **retains sales** and **jobs**

Broadband **unleashes entrepreneurship** and **empowers small businesses** to compete online.



BROADBANDUSA
CONNECTING AMERICA'S COMMUNITIES

Government



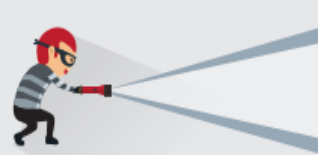
Without an online presence, governments are **slower to distribute information, address critical issues** and **receive feedback**



Broadband reinvents the concept of "business hours," **connecting** citizens to government **any time** and **anywhere**

Broadband **increases engagement and collaboration** between governments and citizens.

Public Safety



Communities without access to real-time data experience **25 percent** higher rates of lost lives, injuries and crime



Broadband enables emergency services to utilize **one integrated network** for coordinated responses times

Broadband enables **quick access to emergency services** so that first responders can **save lives**.

Community



Communities with adoption rates below 80 percent have **2,000 fewer businesses** than their counterparts



Broadband access can increase home values by an average of **3.1 percent**

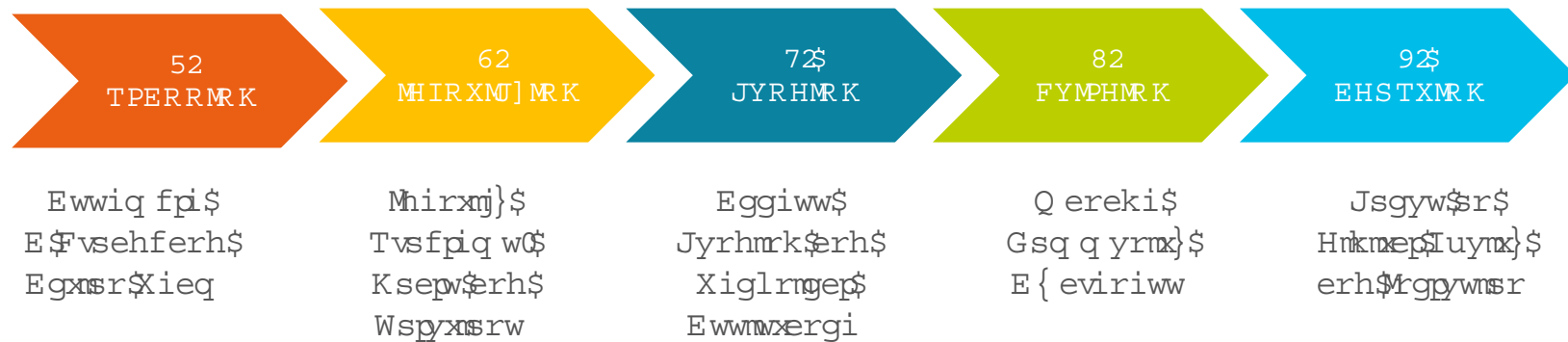
Broadband is a pillar for community sustainability and growth.

The Connected Community



- Data Collection
- Economic Development
- Smart Technology
- Cost-Savings
- Access
- Mobility
- Inclusion
- Sustainability
- Innovation
- Education
- Health
- Mapping
- Resiliency & Business Continuity
- Civic Engagement
- Data Driven Decisions
- Workforce Development

Washington Approach: Broadband is Local



What is a Broadband Action Team?

A small *but mighty* group of people who care about broadband and work to increase:

- **Awareness**
- **Access**
- **Use**



BAT is a trademark of Washington State University Extension. The use of this logo without WSU Extension permission is prohibited without prior written approval. Contact extension.broadband@wsu.edu

Why Form a BAT?

Local communities know more about their broadband availability and needs than ***any state or federal agency.***



Who Should be on a BAT?

Everybody...because broadband touches **everyone**

- Elected officials (commissioners, mayors, council members)
- Information technology experts
- Broadband experts and providers
- Librarians
- Medical (clinics, hospitals)
- Schools (K-12, higher ed)
- Citizens (young and old)
- Tribes
- Emergency management
- Workforce development
- Economic development
- Fire districts
- State and Federal legislators
- Other....



Broadband **ACTION TEAMS**

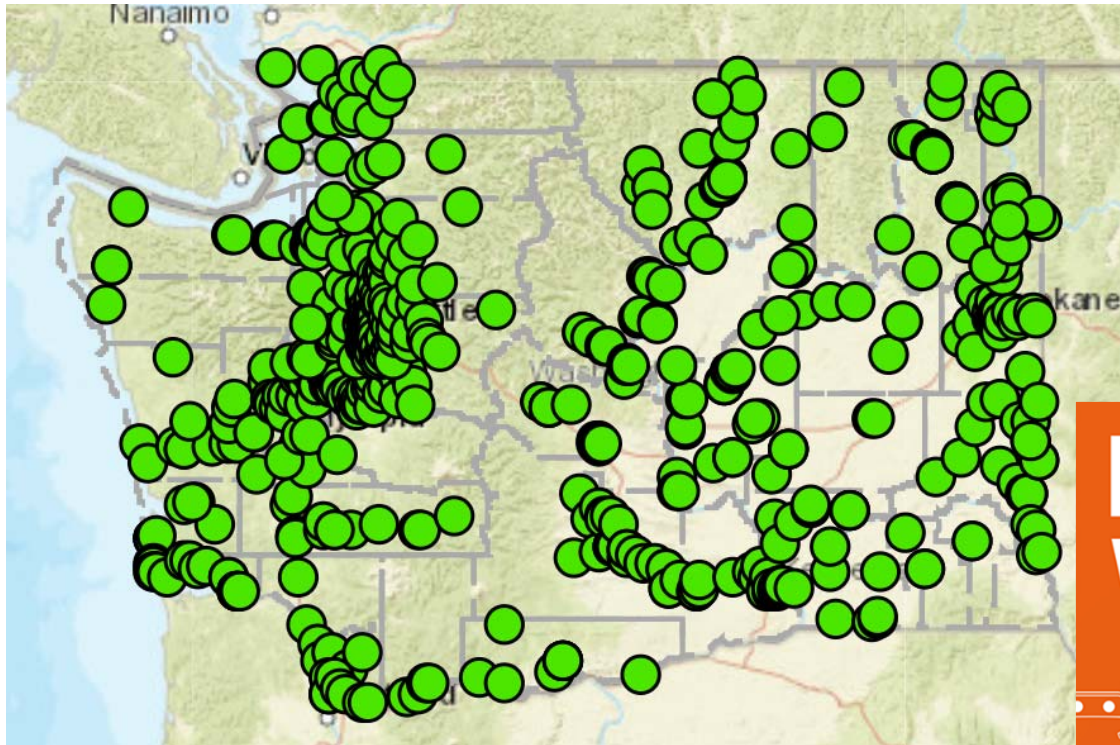


What do BATs do Locally?

- **Awareness**
 - Tech Expos
 - Gadget Garages
- **Access**
 - Community Broadband Surveys
 - Secure Mobile Hotspots for Students
- **Use**
 - Digital Day Camps
 - Microsoft 4-H Tech Changemakers



BATs Support COVID Response Access





Drive-in WiFi hotspot



www.driveinwifi.wa.gov

STAY INSIDE.
STAY HEALTHY.




In partnership with





BATs Help with Data Gathering

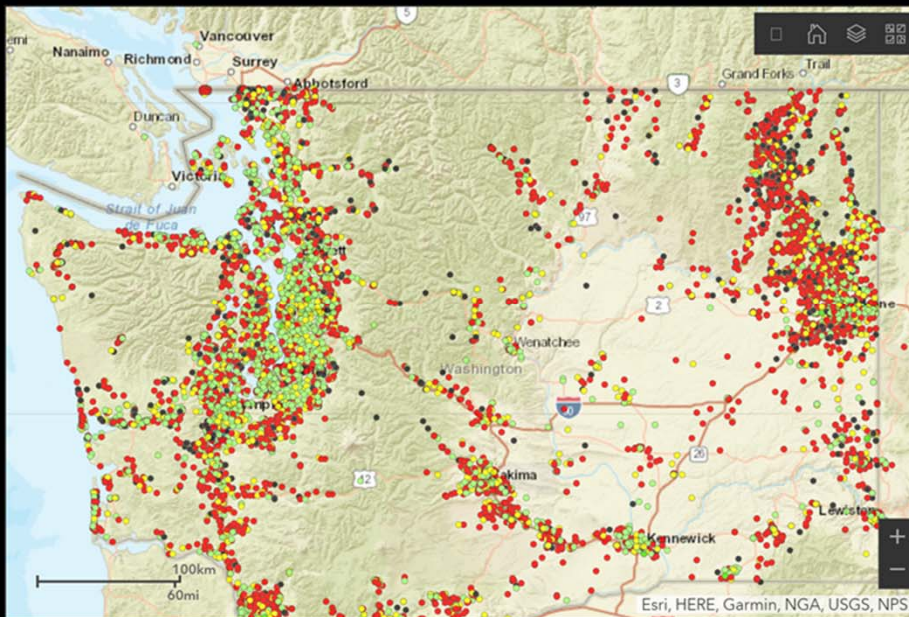
Washington Broadband Survey Results

Map Legend

All Download Speeds

Download

- High > 500 mbps
- Medium 25 - 500 mbps
- Low 10 - 25 mbps
- Very Low 0 - 10 mbps
- No Service



Results Map Disclaimer: The average speeds reflected on the map will be skewed because the people most likely to participate in our speed test will be those with poor connectivity. Those who are served will be less likely to participate and as a result, the reported averages will be lower than reality. Still, this map allows us to identify areas of concern around the rural parts of Washington. We use this map to prompt deeper conversations.

[Click here to return to the Washington State Broadband Office Page](#)

Total Survey Responses

27,954

Have Broadband Access

26,078

No Broadband Available Count

1,876

Max Download Speed MBPS

2,691.9

Average Download Speed MBPS

42

Do you have broadband?



Greater than 0 Less than 10 mbps

10,454

Max Upload Speed MBPS

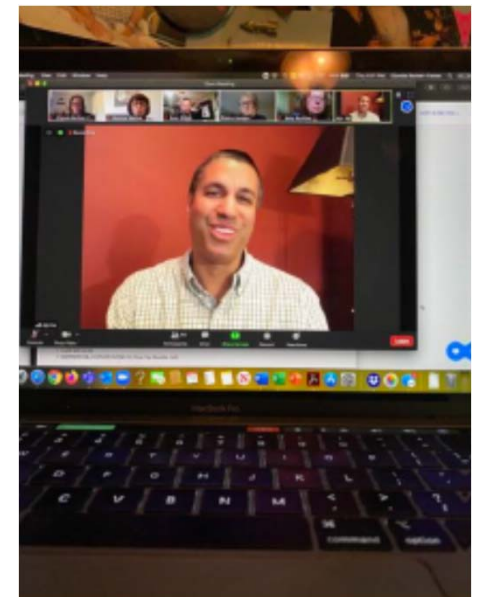
4,003.5

Average Upload Speed MBPS

10.7

BATs Participate in Policy Discussions

- **Congresswoman Cathy McMorris Rodgers**
- **Governor Jay Inslee**
- **FCC Chairman Pai**
- **Visits to Washington DC**



Broadband **ACTION TEAMS**



How do You Decide What to Work on?

- **Define** community priorities and goals
- **Assess** assets and gaps
- **Seek input** from residents and businesses
- **Meet regularly** to discuss opportunities
- **Be action-oriented!**



Broadband **ACTION TEAMS**



Thank you

Monica Babine
Program for Digital Initiatives
Division of Governmental Studies and Services
Washington State University Extension
206.999.8032
babinem@wsu.edu



BAT is a trademark of Washington State University Extension. The use of this logo without WSU Extension permission is prohibited without prior written approval. Contact extension.broadband@wsu.edu