Broadband’s Impact on Economic Development: The Real Deal

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Background

- Industry analyst, consultant
- “Tech Titan on Twitter”
- Develops broadband business strategy
- Author of books, reports, blog
Objectives

• Present highlights of survey
• Tips for integrating broadband with economic development
• Provide a starter checklist
Polling Question #1
(use form on right side of screen >>>)

What is your current/potential role with broadband and economic development?

• Exec/mgr/staff - Econ dev department/agency
• Exec/mgr/staff - Other government department/agency
• Elected official
• Community leader
• Nonprofit focused on economic issues
• Economic development consultant
• ISP, other private sector company
• Other
Survey Background

• 3rd Bi-Annual
• Sponsored by Int’l Economic Development Council (IEDC)
• Counterbalance to claims
Four Survey Topics

• State of broadband
• Specifics on broadband impact
• Influence on personal econ dev
• National broadband policies
State of Broadband

- Wireless: 19% community, 18% PPP, 78% private
- Wired: 23% community, 20% PPP, 69% private
- Planning area-wide wireless: 12%, wired 14%
What are primary wired broadband network options in the area you serve? (select all that apply) "Community" networks are those run by local government, public utility and/or community stakeholders.

- Community fiber network mainly in downtown area/business districts: 61 (23%)
- City/area-wide community fiber network for everyone: 63 (23%)
- City/area-wide community cable network for everyone: 64 (24%)
- City/area-wide community network just for government: 40 (15%)
- Fiber network owned, run by community, private company: 54 (20%)
- Cable network owned, run by public-private partnership: 56 (21%)
- Network run by co-op: 23 (9%)
- Network(s) owned solely by private service provider: 185 (69%)
Impact Economic Outcomes

- Attracting biz: 37% wireless, 55% wired
- Retaining: 24% wireless, 42% wired
- Improving: 29%, 40%
- 100 Mbps minimum
<table>
<thead>
<tr>
<th></th>
<th>2-4 Mbps</th>
<th>10-12 Mbps</th>
<th>20-25 Mbps</th>
<th>100-120 Mbps</th>
<th>500 Mbps</th>
<th>1 Gigabit</th>
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</thead>
<tbody>
<tr>
<td>Lure businesses</td>
<td>17 (8 %)</td>
<td>26 (12 %)</td>
<td>30 (13 %)</td>
<td>43 (19 %)</td>
<td>33 (15 %)</td>
<td>77 (34 %)</td>
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<tr>
<td>Retain business</td>
<td>13 (6 %)</td>
<td>35 (16 %)</td>
<td>50 (22 %)</td>
<td>57 (25 %)</td>
<td>33 (15 %)</td>
<td>37 (16 %)</td>
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<tr>
<td>Local companies</td>
<td>12 (5 %)</td>
<td>29 (13 %)</td>
<td>53 (23 %)</td>
<td>55 (24 %)</td>
<td>33 (15 %)</td>
<td>44 (19 %)</td>
</tr>
<tr>
<td>Revive business districts</td>
<td>13 (6 %)</td>
<td>34 (15 %)</td>
<td>50 (23 %)</td>
<td>53 (24 %)</td>
<td>34 (15 %)</td>
<td>38 (17 %)</td>
</tr>
<tr>
<td>Revive communities</td>
<td>14 (6 %)</td>
<td>40 (18 %)</td>
<td>47 (21 %)</td>
<td>55 (25 %)</td>
<td>27 (12 %)</td>
<td>37 (17 %)</td>
</tr>
<tr>
<td>Training</td>
<td>14 (6 %)</td>
<td>33 (15 %)</td>
<td>48 (22 %)</td>
<td>54 (24 %)</td>
<td>40 (18 %)</td>
<td>33 (15 %)</td>
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Personal Economic Dev

- 49% - improve job skills
- 61% - boost entrepreneurialism
- 77% - make home-based businesses potent
- 100 Mbps minimum
Can broadband be used to harness home-based businesses into an economic development force within your area?

- I've seen it happen firsthand: 129 (52%)
- Maybe: 34 (14%)
- Not likely: 17 (7%)
- It's quite likely: 4 (2%)
- It's only possible if you have support programs: 62 (25%)
- Hadn't thought of this before: 2
National Policies

• 79% - 4 Mbps weak goal
• Urban areas teach how to build wealth
• Send in the lawyers
• Keep serenity prayer handy
In urban areas, which of these should produce the greatest economic impact?

- Faster networks, cheaper services: 136 (58%)
- Train people to use broadband to increase wealth: 37 (16%)
- Run broadband awareness campaigns: 8 (3%)
- Teach basics of Web functionality: 11 (5%)
- Wire key institutions in under- or unserved communities: 33 (14%)
- More computing centers: 9 (4%)
Polling Question #2
(use form on right side of screen >>>)

Does your current economic development plan incorporate broadband?

• We have a written plan that incorporates broadband
• We’re revising our plan to include broadband
• Our community just started considering broadband as an economic development tool
• Our economic development team isn’t focused on broadband
• As private-sector provider/partner, we help communities understand economic issues
• As private-sector provider/partner, we don’t get involved with these issues
What Next

• Change hearts and minds
• Understand target audiences
• Understand what broadband can do
• Economic strategy plan integrates broadband
Money (local economy) talks

- Economic agencies should drive much of discussion
- Form local metrics
- Look to others
Who Needs What

• Seek out businesses, revenue generators
• Ask
• Quantitative, qualitative
• See individuals in different light
What Does it Do, How Does It Enable

• A business magnet
• A marketing equalizer
• Individual wealth generator
Broadband as Economic Strategy

- Establish econ dev goals
- Develop benchmarks
- Determine technology that facilitates
- Create necessary programs
Starter Checklist

- Identify your need
- Establish your goal
- Know what tech can and can’t do
- Take the long-term view
- Control your destiny
Q&A

To view the entire survey - http://roisforyou.wordpress.com/
Communities United for Broadband:  
www.communitiesforbroadband.com/

At Broadband Properties Magazine:  
www.munibroadband.com  
Broadband Properties homepage:  www.bbpmag.com

Don’t forget to check out our municipal broadband webinar site for upcoming webinar events!!  
www.Muniwebinar.com

Craig Settles delivers on-site workshops for communities and organizations that want to develop and execute effective broadband strategies.  
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