

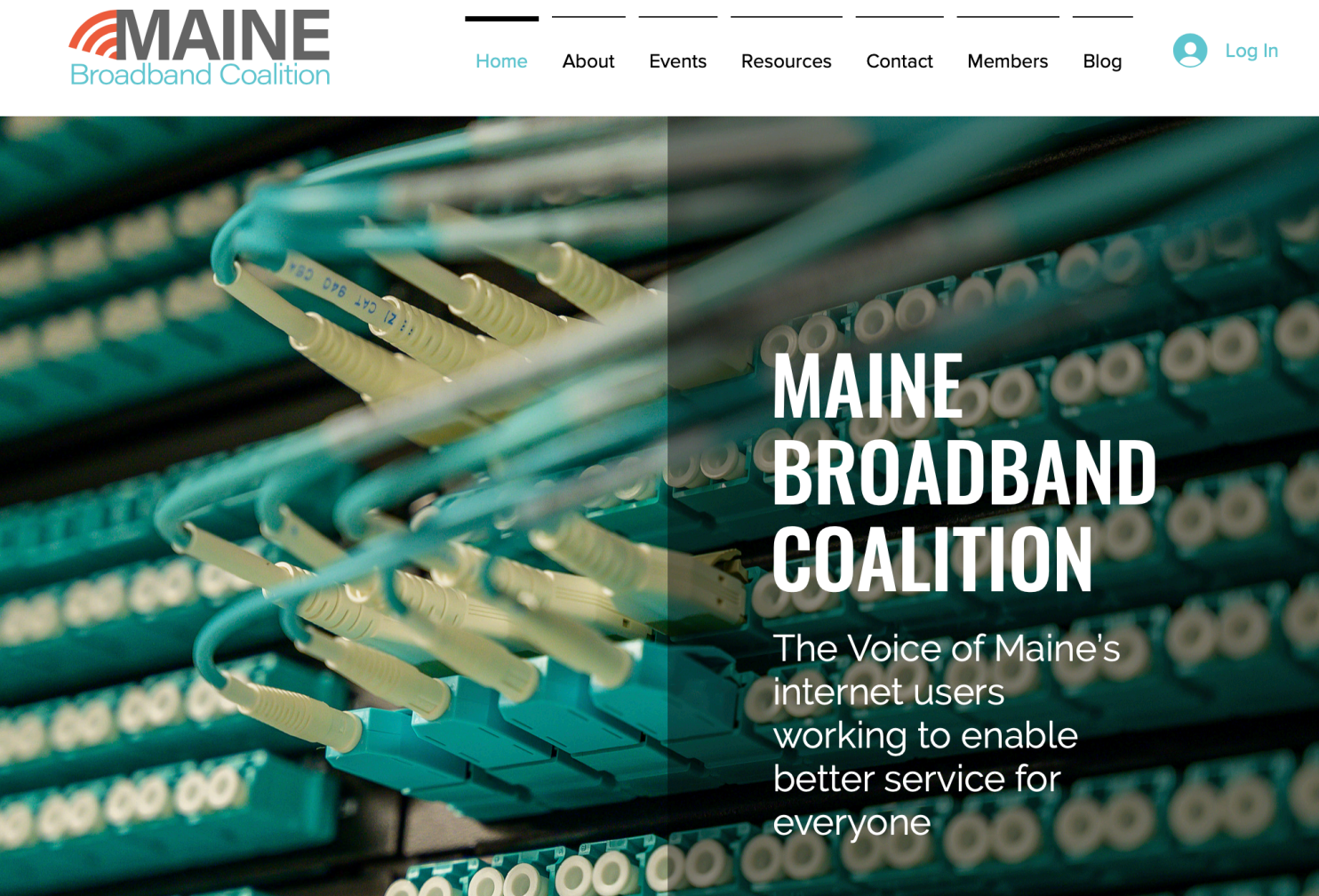
Broadband Progress in Maine – Where we are, and strategies for making the case

Peggy Schaffer, Director, ConnectME Authority

Nick Battista, Senior Policy Officer, Island Institute

MTUG Webniar: September 25th, 2019



A close-up photograph of several rows of network patch panels. Numerous yellow and blue Ethernet cables are plugged into the ports, creating a dense, layered pattern of wires and connectors. The image is slightly blurred, emphasizing the depth and complexity of the network infrastructure.

MAINE BROADBAND COALITION

The Voice of Maine's
internet users
working to enable
better service for
everyone

MBC in 2019

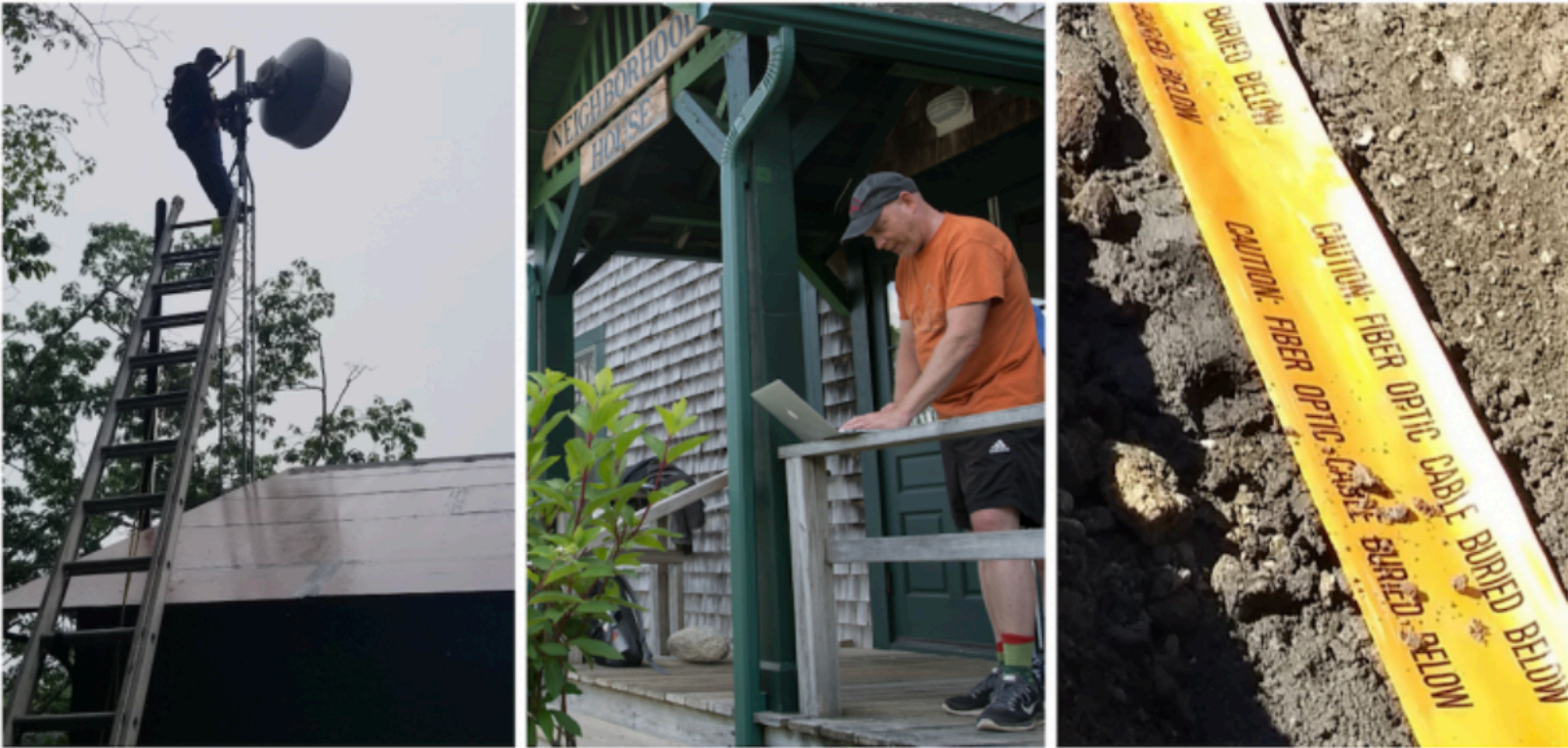
- Same mission and focus on representing the voice of internet users in statewide discussions
- Leadership transition
- New organizational structure
- Building new partnerships
- Increasing capacity to do work beyond grass roots policy advocacy

Maine Broadband Coalition (MBC) is a network of public policy professionals, educational institutions, businesses, non-profit organizations and individuals who care deeply about Maine's economic future. An important purpose of the MBC is to assemble cogent, fact-based information to help public policy makers and Maine citizens make the best choices about building a robust and productive information technology infrastructure — decisions we are all facing right now. We welcome one and all to this effort.



2019 MAINE BROADBAND SUMMIT

OCTOBER 28 & 29, 2019 • THOMAS COLLEGE • WATERVILLE, MAINE



Join us for Maine's annual broadband summit, focused on inspiring and empowering community leaders to address the challenges of bringing reliable, high-speed internet to Maine.

Day 1 of the two-day conference will bring together local leaders from communities across Maine to share experiences and updates on their community-driven broadband projects.

On Day 2, local leaders will be joined by state and regional leaders, technical experts, and affiliated partners to help connect communities with resources and tools for reaching broadband goals

For more information please see:

<http://www.islandinstitute.org/event/2019-maine-broadband-summit>

Everybody gets a
Gig

My Goal:
Put broadband in
every conversation
around Maine's
economy.

Build stronger community partnerships.

Expand the understand of the potential of
broadband

How we build this stuff is important.

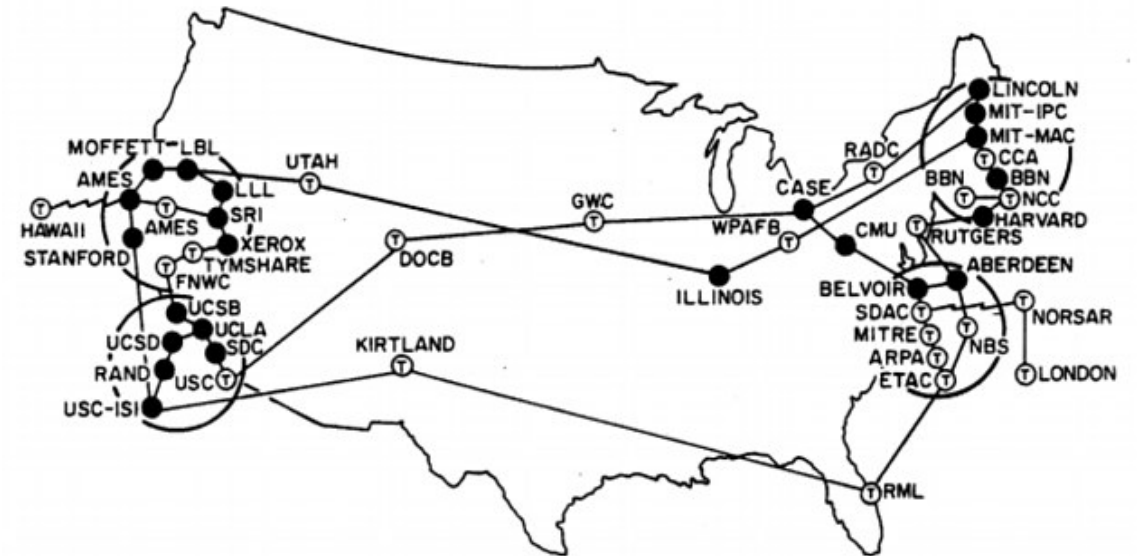
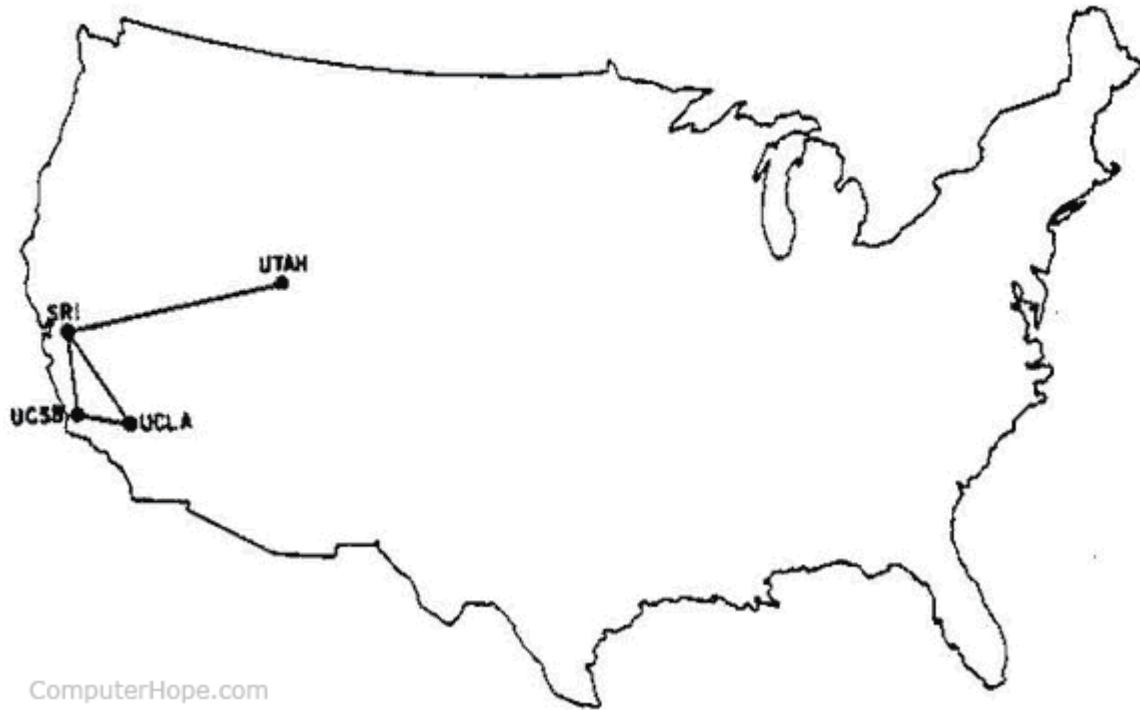
Who owns it is important.

Get real data on economic impact.

Everybody gets a GIG! (bit)

Where it Started

The entire Internet in 1969





And NOW? IoT is here.

We are using
more.
LOTS MORE.
That is only
going to
increase.

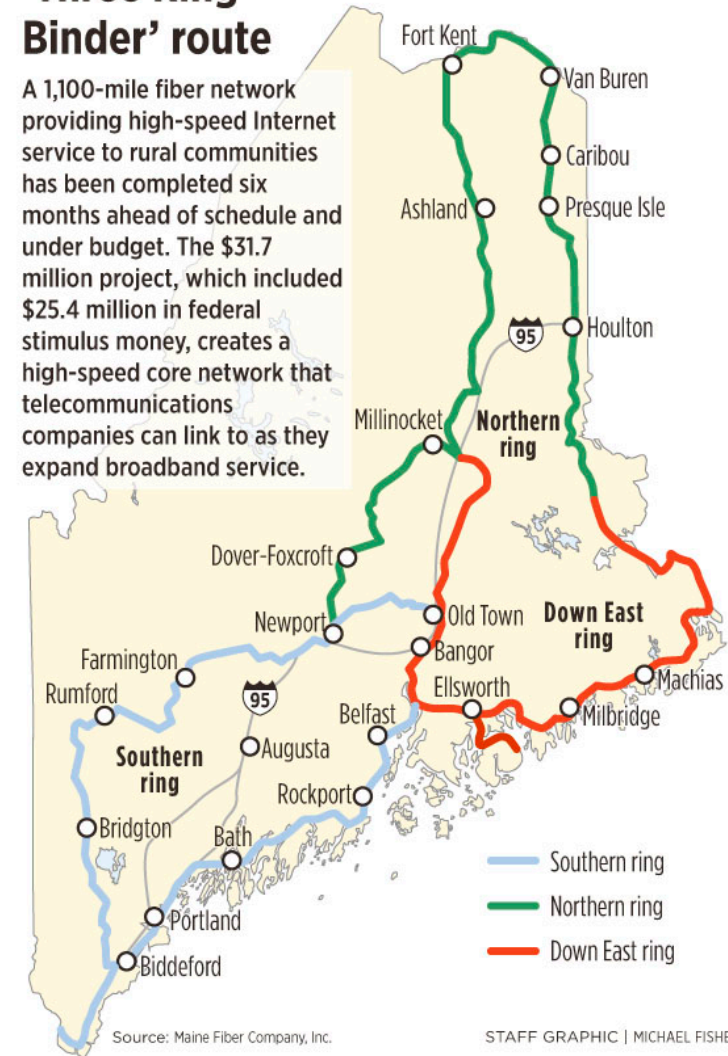
- World Wide Users:
- 12/1995 – 16 M 3/2019 – 4,346M (up 33M since 12/ 2018)
- Average monthly data use for households grew from:
 - **2017: 201.6 gigabytes**
 - **2018: 268.7 gigabytes in 2018**
 - **Growth rate of 33**
 - **An increase of 67.1 gigabytes in just a YEAR**
 - **EVERYBODY NEEDS ACCESS TO A GIG(bit)**

Maine Assets

- 3 Ring Binder
- Maine School Library Network
- Great Local providers/Vendors
- Maine Broadband Coalition 😊
- ConnectME 😊
 - Community Planning
 - Infrastructure
- Momentum

'Three Ring Binder' route

A 1,100-mile fiber network providing high-speed Internet service to rural communities has been completed six months ahead of schedule and under budget. The \$31.7 million project, which included \$25.4 million in federal stimulus money, creates a high-speed core network that telecommunications companies can link to as they expand broadband service.

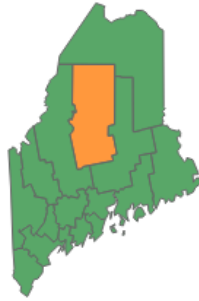


MAINE HOUSEHOLD DATA 25/3 MBPS			
County	Total households	Households with less than 25/3 Mbps	% of households with less than 25/3 Mbps
Maine	722,106	83,144	11.5
Piscataquis	7,572	5,826	76.94
Franklin	11,684	6,196	53.03
Hancock	23,748	8,290	34.91
Waldo	16,820	5,395	32.07
Washington	14,065	4,399	31.28
Oxford	20,723	5,498	26.53
Somerset	21,376	4,917	23.00
Aroostook	29,852	5,080	17.02
Lincoln	15,021	1,385	9.22
Penobscot	61,787	5,461	8.84
Sagadahoc	15,613	1,366	8.75
Knox	16,813	1,276	7.59
Kennebec	50,829	1,047	2.06
York	82,588	972	1.18
Cumberland	117,871	1,068	0.91
Androscoggin	44,747	318	0.71

- Dramatic gap between rural and urban counties
- Developed using FCC Form 477 data which assumes that if one address in a census block is covered the entire block is covered so the availability is overstated.
- Information is accurate from a directional perspective and is aligned to what the FCC will use to make their decisions.

- Androscoggin
- Arostook
- Cumberland
- Franklin
- Hancock
- Kennebec
- Knox
- Lincoln
- Oxford
- Penobscot
- Piscataquis
- Sagadahoc
- Somerset
- Waldo
- Washington
- York

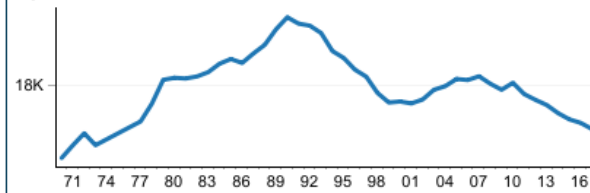
Piscataquis County



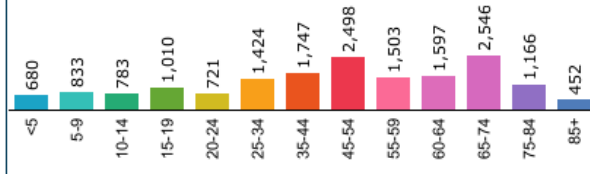
2017 Median Household Income



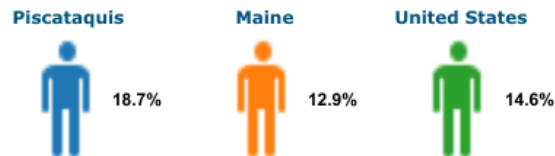
Population



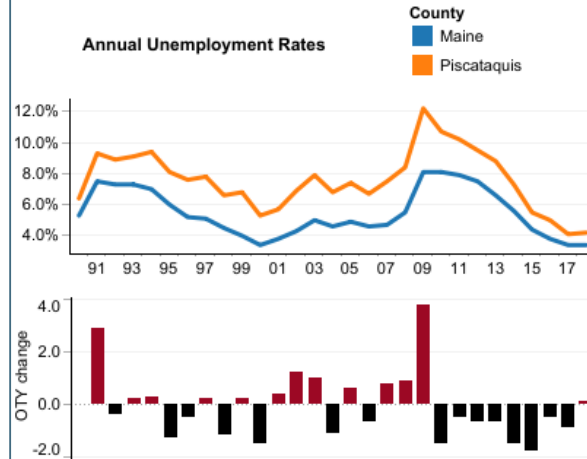
2017 Population by Age



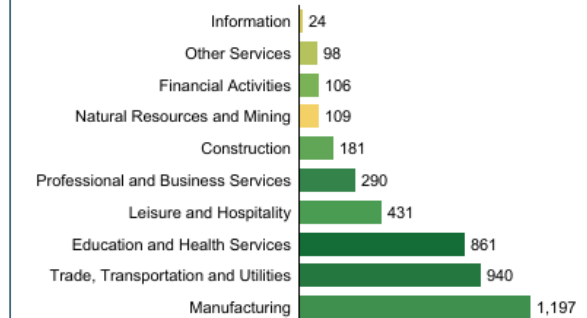
2017 Poverty Rates



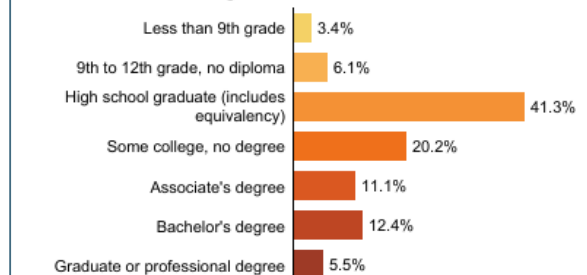
Annual Unemployment Rates



2017 Average Annual Covered Private Employment by Major Industry



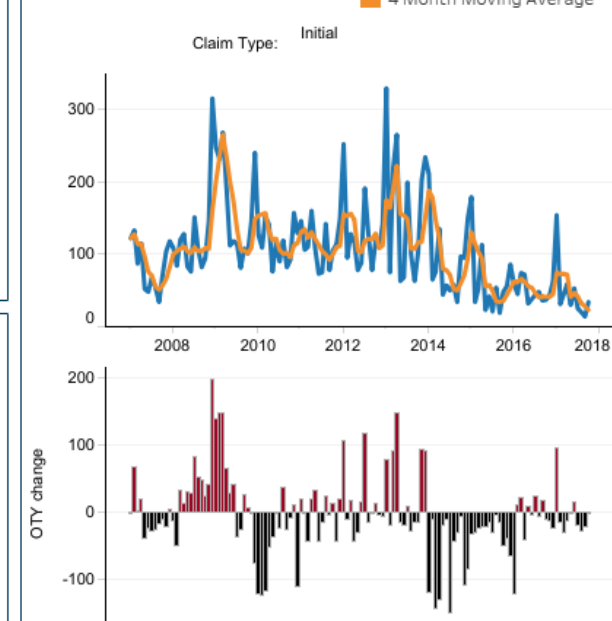
Educational Attainment Age 25+ in 2017



Average Private Employment, Total All Industries

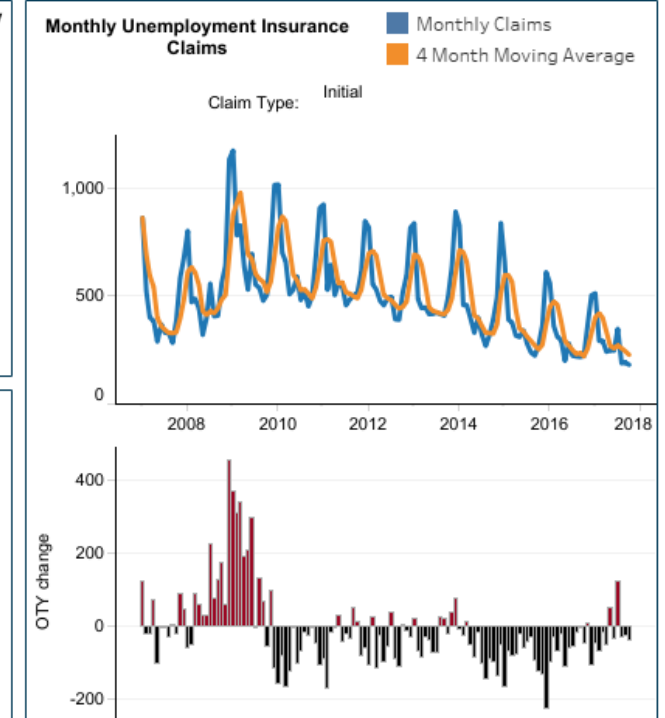
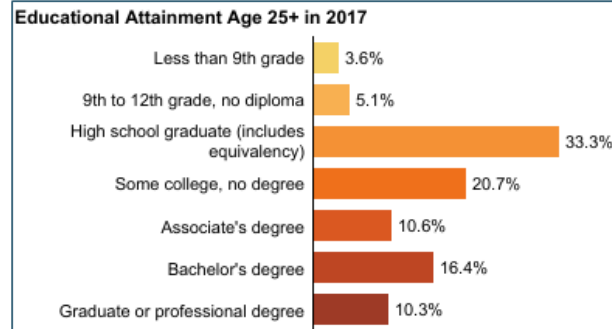
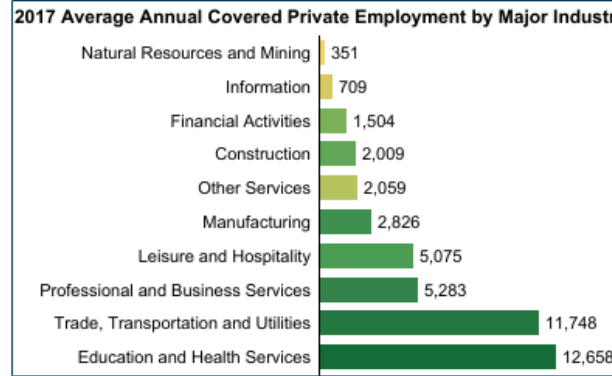
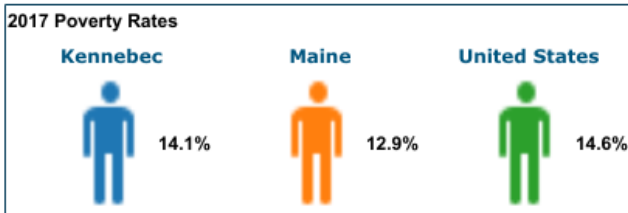
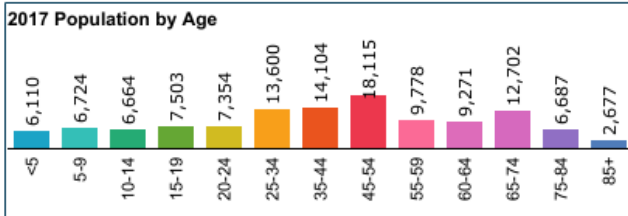
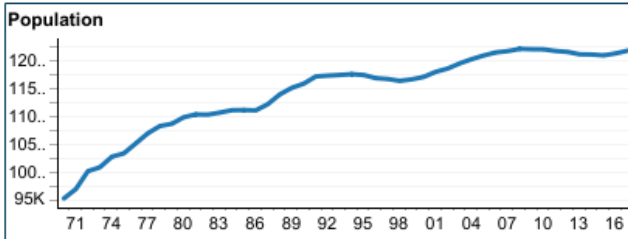
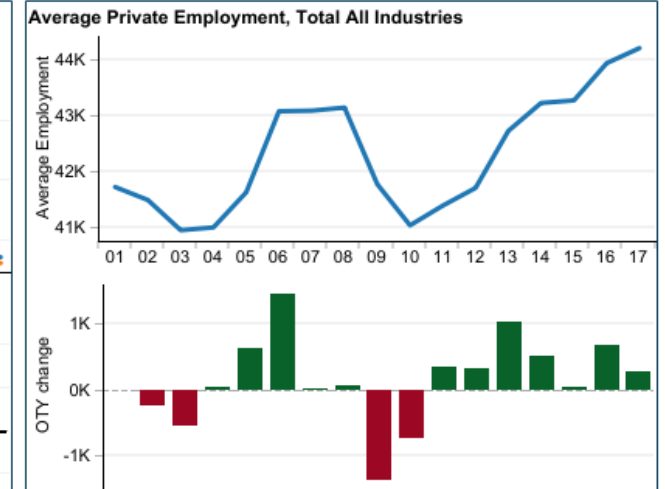
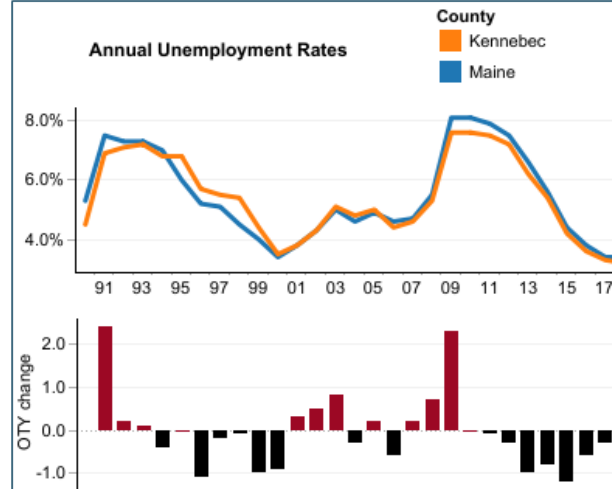


Monthly Unemployment Insurance Claims

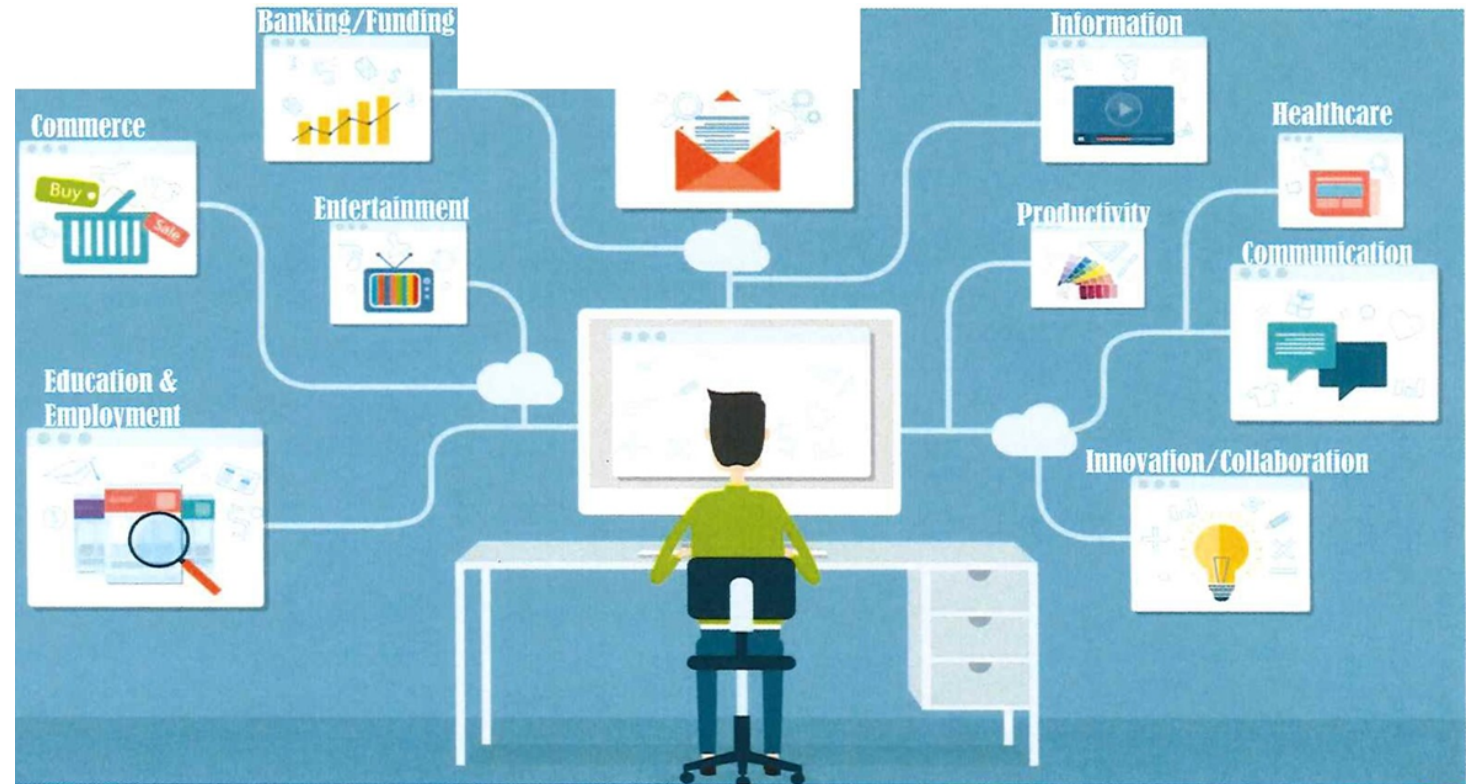


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- Waldo
- Washington
- York

Kennebec County



Digital Age
Makes
Possible:





2017 Digital Economy in the US

2006-2016 Growth Rates:
Digital Economy 5.6%
Overall Economy 1.5%

- 5.1 Million Jobs
- 6.9% of GDP (\$1.35 Trillion)
- \$132,223 in average compensation

**BUT GUESS
WHAT?** You need
to be connected to
a fast, reliable
network

Significant Changes in workforce are here

- Up to 54 million workers in the US (one-third of workers) in 2030 may need to switch occupational categories
- Google, Apple and 12 other companies no longer require a B.A
- 82% of middle-skill jobs require digital skill, and increase of 4% since 2015 (46% of all jobs)

sources: [McKinsey Global Institute](#) (2017)
[Capital One](#); [Burning Glass](#), and [Glass Door](#)



Telehealth

Most significant
innovation in
modern Health care
Mobile health is a
\$23B industry,
expected to grow to
\$102B by 2022.



Monitoring



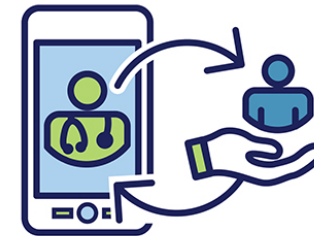
Chat



Diagnose



EKG



Remote
Medicine



Interactivity



App Software



P2P



Patient

Telework: 21st Century Economic Development

50% of US workforce hold
jobs that are compatible
with Telework

- Teleworkers can save \$4000 per year by not commuting
- Companies can save \$2000 a year per employee
- Increased productivity and reduces turn over
- Environmental savings from less transportation, smaller building, less heat and air conditioning.



Digital Inclusion

— taking
advantage of the
promise of the
internet with
required
components

Affordable and Robust high speed connection

Internet Enabled affordable devices that meet the needs of the user

Digital literacy training

Quality technical support

Applications and online content that encourage self-sufficiency, participation and collaboration

source: National Digital Inclusion Alliance

What is happening now in Maine

Community Planning

Maine Community Foundation/Island Institute

Next round of CME grants

FCC: \$20.4B RDOF reverse auction

USDA: RUS and ReConnect

Potential Telehealth initiative

In state Funding: Where we are right now.

ConnectME Fund (.25% on landlines and broadband – about \$900K)

\$2m in the Governor's Budget (surcharge on phone lines)

Pending bond bills. Infrastructure only.

CMP Power Line?

Foundations (Libra) Other potential investors.

Success Stories

Islesboro, South Portland, Downeast
Broadband Utility, Cambridge

Community planning efforts taking root:
Oxford, Franklin, Lincoln, Piscataquis

Community Planning success - Bowdoinham

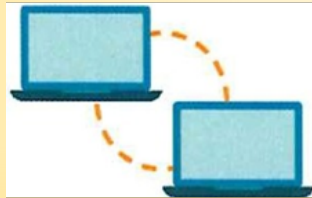
Federal Funding Successes – Cranberry Isle,
Alton, Sanford

Challenges: It's all work. Timing is critical.
Partners are required.

Unlocking Rural Maine's digital potential: High Speed connectivity disrupts the role that location traditionally plays in the economy.

Broadband as an economic tool is cheap

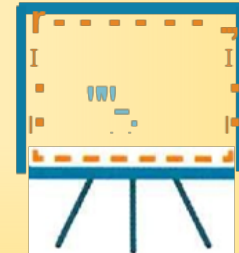
- \$47 B per year to GDP
- 360,000 jobs in the next three years
- 4:1 ROI on investment



Increase Connections in
Rural Maine



Increase the talent pipeline of candidates
trained in digital skills (cloud, digital
marketing)



Increase adoption of digital training and
digital tools by rural small businesses so they
can scale their operations

What can you do?

Create or work	Create or work with your local Broadband Committee
Become	Become a broadband champion in your community
Push	Push for funding at the state level
Don't stop	Don't stop when you get connected

Don't forget to attend the 2019 Maine Broadband Summit!

For More resources:

- ConnectME Authority
<https://www.maine.gov/connectme/home>
- Island Institute -
<http://www.islandinstitute.org/broadband>
- Maine Broadband Coalition -
<https://www.mainebroadbandcoalition.org>

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Is your
property ready
for broadband
hookUp?
Get busy!