#### **Connected Nation Texas**

Hays County Broadband Assessment Kick-off Presentation

Funded by St. David's Foundation March 7, 2022

# FOUNDATION

**Pam Waggoner** Broadband Solutions Manager, Connected Nation Texas



#### **Connected Nation**



Our mission is to improve lives by providing innovative solutions that expand the access, adoption, and use of high-speed internet and its related technologies to all people.



Everyone belongs in a **Connected Nation**.

CNTX is a Texas-based subsidiary of Connected Nation, a national non-profit, dedicated to closing the "Digital Divide".

- Network mapping, validation, and analysis
- Residential and business technology research
- Local state, and national policy analysis
- Community technology planning

The goal of the program is to be the conduit and framework through which you can address broadband and technology issues to achieve stability, sustainability, and transformation.

## What is Broadband?

- Broadband: high-speed internet access that is always on and faster than traditional dial-up access.
- Two Types of Service:
  - Fixed, terrestrial broadband;
    - Service designed for permanent, stationary use at a home, business, or institution
    - Includes cable, fiber, fixed wireless, T1, and DSL.
    - Excludes mobile broadband and non-terrestrial services (satellite)

#### Mobile broadband;

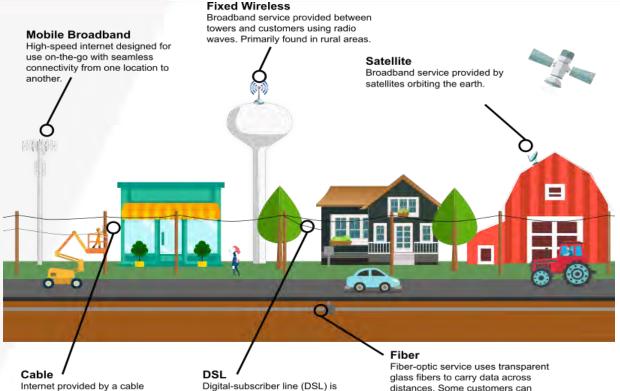
- Wireless internet service designed for continuous use on a portable device with seamless connectivity from one geographic location to the next.
- **Fixed and mobile services** are treated as equally important but have different frameworks, funding, business models, capabilities, etc.
- With the introduction of new **Low Earth Orbit** technologies, satellite is becoming a viable broadband solution particularly for areas where there is no other service or in truly rural locations. Newer technologies overcome many of the shortfalls of previous satellite broadband technologies and provide comparable speeds and latency to other networks.







#### **Broadband technology**

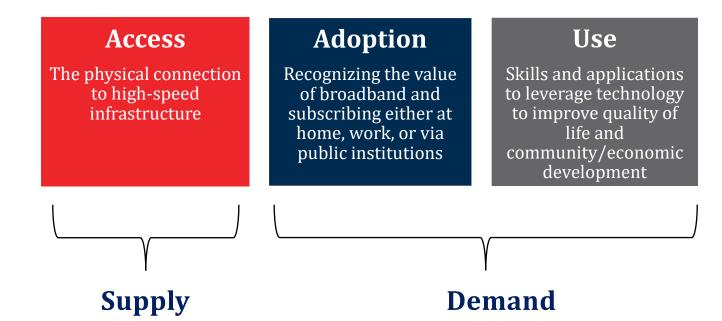


television company over a mixed coaxial and fiber-optic network.

Digital-subscriber line (DSL) is broadband delivered over a mixed network of fiber and traditional copper phone lines. Fiber-optic service uses transparent glass fibers to carry data across distances. Some customers can received fiber connections directly to their home, but fiber is also used to transport data from communities to the broader internet.

#### **Core components of connectivity**





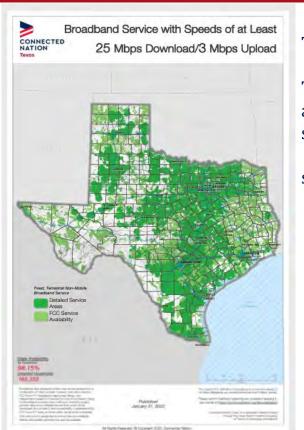
Check out Hays County or your residence on our county and interactive maps at https://connectednation.org/texas/mapping-analysis/

Texas residents are encouraged to provide feedback on their broadband connectivity using this link.

However, this link should be considered additional feedback to the more comprehensive county-wide survey. https://connectednation.org/texas/feedback

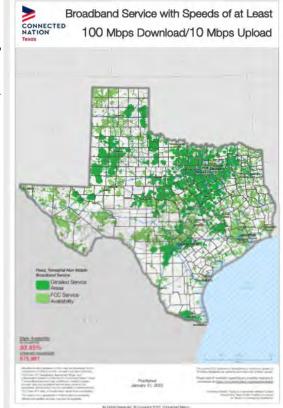
#### FCC defined broadband





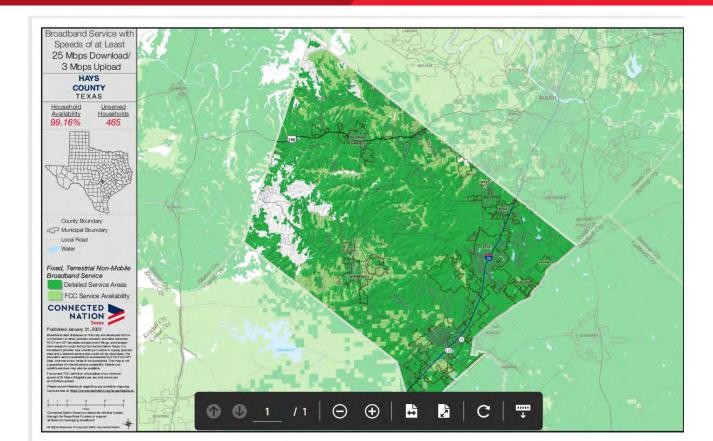
The FCC defines high speed internet at 25/3 Mbps. As you can see on the map, Texas still does not have 100% coverage at this speed. When we look at broadband service with speeds at 100/10 Mbps, we know that 575,861Texans are without speeds adequate enough to run most applications today.





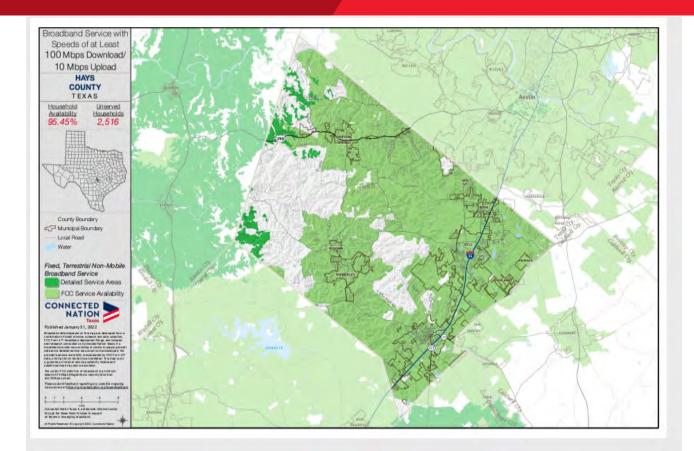
#### Hays County broadband





#### Hays County broadband





#### **RDOF: Hays County**



RDOF (**Rural Digital Opportunity Fund**) Award: The FCC allocated \$9.2 billion of its Rural Digital Opportunity Fund through a "reverse auction" system, in which companies apply for money by making the case that they can deliver the best service to an area at the lowest price. Locations included areas without internet of at least 25/3 Mbps.

#### • Hays County:

➤ LTD Broadband LLC 12 new locations and \$17,574 new money

➢ Resound Networks, LLC: 2,515 new locations and \$1,282,858 new money

Hays County, TX Total: 2,527 new locations and \$1,300,432 new money





## **Connected Engagement**

#### **Community assessments and planning**

A community engagement framework for facilitating the expansion of technology access, adoption, and use in a local or regional context.

ENGAGE	<ul> <li>Multi-sector community broadband planning team</li> <li>Broadband Solutions Managers</li> </ul>
ASSESS	<ul> <li>Identify local assets and current projects</li> <li>Assess local broadband access, adoption, and use</li> </ul>
PLAN	<ul> <li>Collaborate to develop a technology action plan</li> <li>Prioritize action items</li> </ul>
PROMOTE	<ul> <li>Build awareness locally via events &amp; media</li> <li>Implement priority projects</li> </ul>







### **Community champion(s)**



- The team needs strong local leadership, a task that should not be placed on only one person, although in smaller communities, a single champion may be the only one available.
- Teams with two to four co-leaders tend to work best, particularly in large communities.
- Team leaders are responsible for: identifying and recruiting other team members; coordinating, scheduling, and facilitating team meetings; soliciting additional community involvement for planning and implementation; and collaborating with Connected staff.
- One of the co-leaders should be an elected representative of the primary governing body within the community, (e.g., for a county, a county commissioner; for a city, a member of the city council).
- These leaders can often solicit participation and cooperation from other organizations in the community or from regional or state entities, as needed.

## **Community broadband team**



- The Connected program brings together nearly every sector of a community, as well as its residents and businesses to examine and address broadband technology issues along the spectrum of access, adoption, and use.
- Given the comprehensive impact of broadband in a community, the Connected team, assessment, and plan need to be as equally diverse.
- The Connected assessment requires a thorough and far-reaching distribution of several survey instruments designed to collect pertinent information about technology in the community.
- The Connected team should be established with a diverse group of individuals to match the task at hand and best represent key broadband and technology users in the community. Team members should have a desire for community improvement, a passion for technology, local knowledge and context, and be a leader and influencer within the community

#### **Community Engagement**



## What does a Community Technology Team look like?





Broadband Providers



## **Community broadband team**



The following is a list of stakeholder groups that should be represented on a Connected team. The list is not exhaustive, but provides a general guide.

- Broadband providers
- Chamber of Commerce and/or Visitor Bureau
- Community development planners
- County government (elected and/or staff)
- Economic development corporations
- Emergency management
- Higher education institutions
- K-12 education
- Key business leaders
- Libraries
- Local Farm Bureau and/or university extension staff
- Local government officials and/or staff from municipalities in the community

- Hospital, healthcare facilities, and health department
- Local non-profits and foundations (particularly those using, offering, or centered on technology)
- Local technology and marketing professionals (e.g., web developers, computer repair, etc.)
- Media outlets
- Public safety or 911 directors or staff
- Regional development council or commission
- Senior centers, commission on aging, or similar

#### **Survey home page**



Hays County Data gathering is the first step for improving your internet connection. Choose a survey below that best represents your role in your community. You may take more than one survey if you have more than one role in the community, (you own a home in the community and own a small business, or you own a home in the community and work at the library, etc.).



Survey portal is live now: <a href="https://www.myconnectedcommunity.org/hays-county/">https://www.myconnectedcommunity.org/hays-county/</a>

### **Connected engagement launch**





1. Launch the survey: Several methods to distribute online surveys and paper surveys are available. All social media outlets should be used along with counties and cities' websites, and public gatherings. Mailings in utility bills and K-12 school newsletters are very helpful.

<u>Survey Targets</u>: Targets are set for households and businesses All entities for other sectors should respond if possible.

- Households Hays 7,343 responses needed
- Businesses -: Hays 459 responses needed
- Libraries and other community organizations
- K-12
- Higher Ed
- Government County, Cities in Hays County, and other political subdivisions
- Agricultural Very important this sector participates
- Public Safety Police, Fire, EMS, 911 Center, etc.
- Healthcare Hospital, urgent cares, doctor's offices, etc.
- 2. Tabulate/Analyze Data
- 3. Develop a series of recommended action projects
- 4. Map the survey results
- 5. Plan presentation July 2022

#### **Timeline for Connected engagement**



March 7th – June 3<sup>rd</sup>, 2022 Survey & Data Collection

#### July 2022 Action Plan Development and Presentation

**June 2022** 

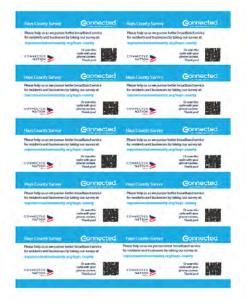
Data Analysis & Assessment

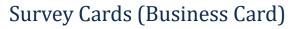
#### **Connected community kit**



#### Marketing Materials

• Photo Selection (community can choose up to three photos or provide their own)



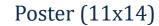






https://myconiectedcommunity.org/hays-county/







One-Pager (8.5x11)

#### **Connected community kit**



#### Marketing Materials



#### Invitation for Kickoff Event





## Questions?

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