
The Partnership for a Connected Illinois



Jeff Eden Broadband Outreach Director



6/29/11



Regional eTeams

- PCI is required by the Illinois Department of Commerce and Economic Opportunity to develop a statewide network of regional technology teams.



Regional eTeams

- The overall goal of these Regional eTeams (RETs) is to:
 - ◆ Increase broadband access to unserved and underserved areas,
 - ◆ Increase broadband adoption throughout the State of Illinois.
- This is being accomplished through convening, aggregating demand, and developing supply-side solutions.



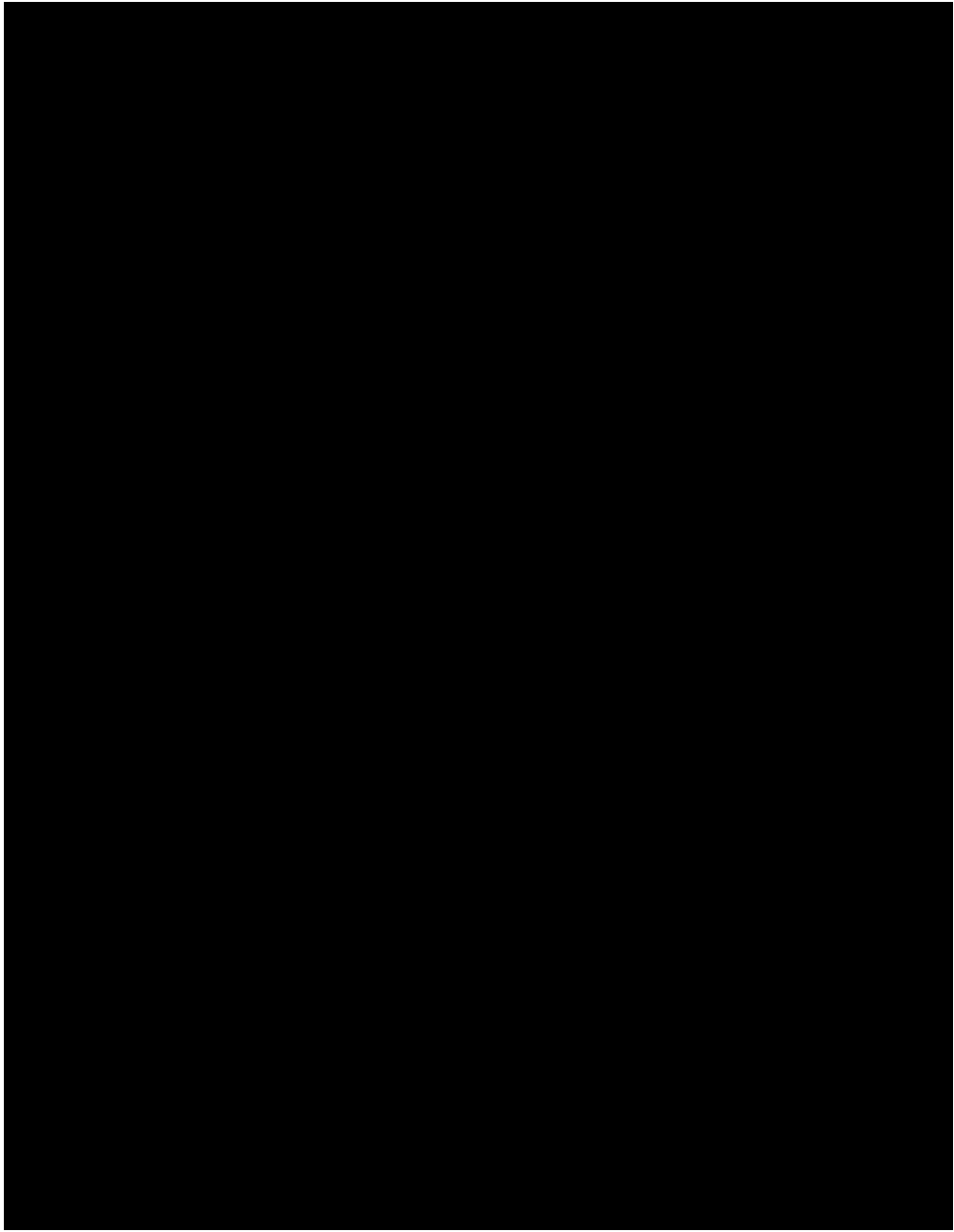
Illinois Broadband Landscape

- The Illinois broadband landscape is organized around existing initiatives that have resulted in significant Federally funded fiber projects.





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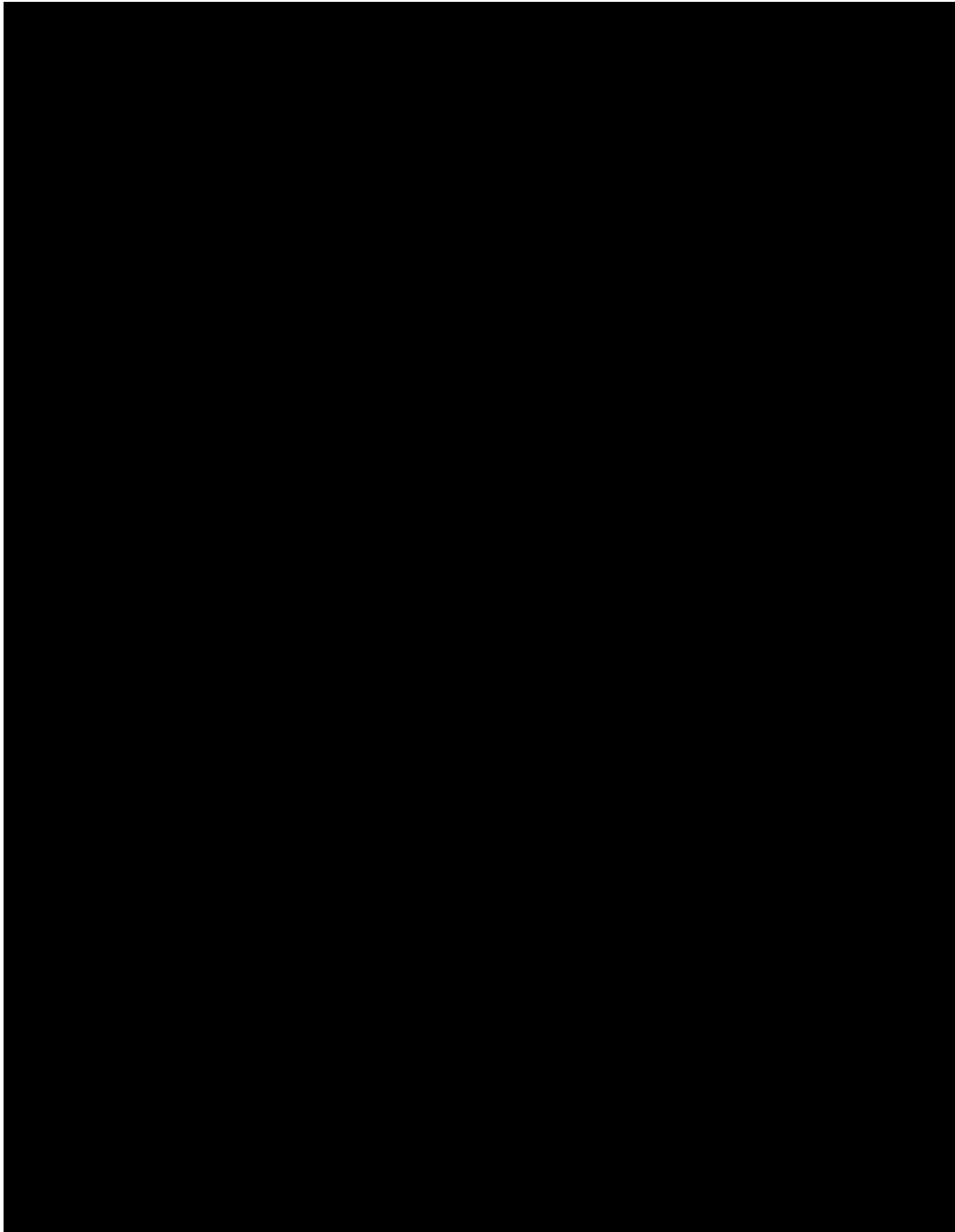
First Three Regional eTeams

- PCI is in the process of developing the first three RETs, which cover 43% of the 102 Illinois counties.





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East Central

Broadband Initiative: ECIDC

Regional eTeam Coordinator: Barbara Webster

Federal Fiber Project: ICN

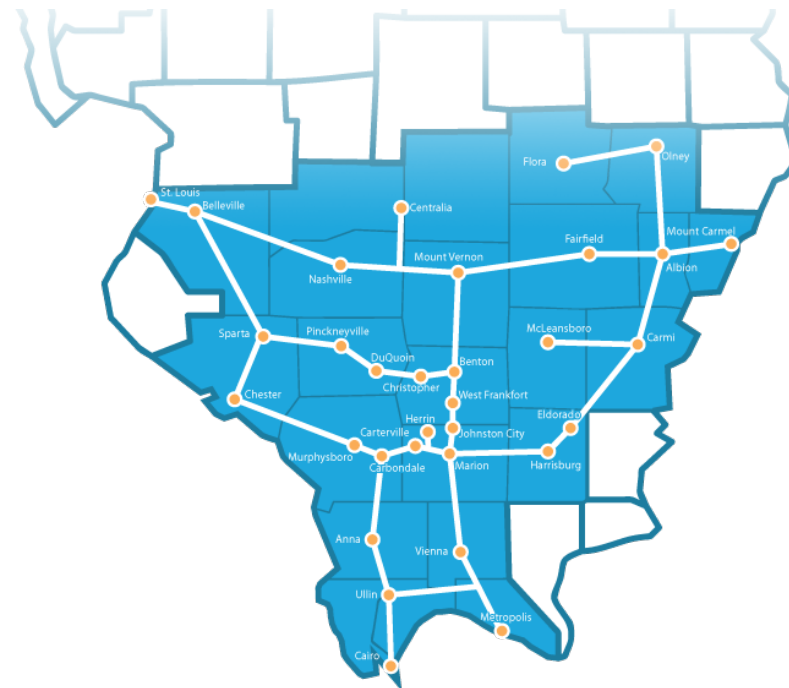


Southern

Broadband Initiative: Connect SI

Regional eTeam Coordinator: Brad Housewright

Federal Fiber Project: Clearwave

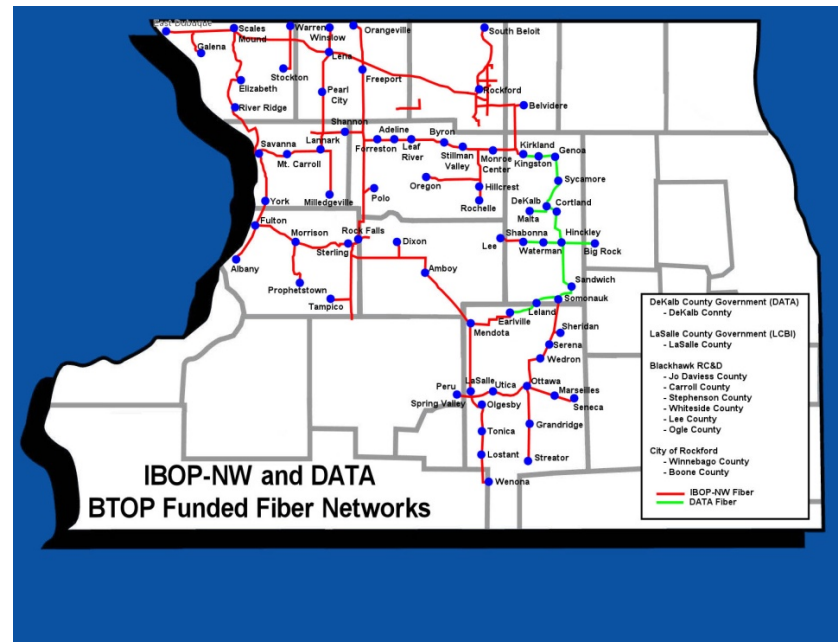


Northwest

Broadband Initiative: NIU

Regional eTeam Coordinator: TBD

Federal Project: NIU Net



Deployment of Regional eTeams

- Deployment of the RETs has been organized into the following phases: Developmental, Planning and Action.



Developmental Phase

- Formation of Executive Committee
- Hire Regional eTeam Coordinator
- Develop regional database
- Develop local website
- Develop data and mapping resources



Planning Phase

- Identify unserved and underserved areas using:
 - ◆ PCI data and mapping.
 - ◆ Both in-person and electronic surveys.
 - ◆ Other electronic data collection resources, including verification tools.
- Work with carriers to identify alternatives to extending service to underserved or unserved areas.



Planning Phase *(cont.)*

- Identify barriers to broadband adoption in residential, CAIs and business users.
- Identify adoption solutions to include training, marketing.
- Create RET Broadband Plan.
- Continue to develop mapping tools via website.
- Continue to develop broadband awareness campaign.



Action Phase

- Implement recommendations contained in the Broadband Plan.
- Work with providers to extend service to unserved and underserved areas.
- Pursue supplemental last-mile grants as required.
- Implement adoption solutions to include training, broadband awareness marketing.
- Pursue supplemental adoption-related grants as required.



Survey Question #1

- How well does your community include representatives from the broadband stakeholder groups?



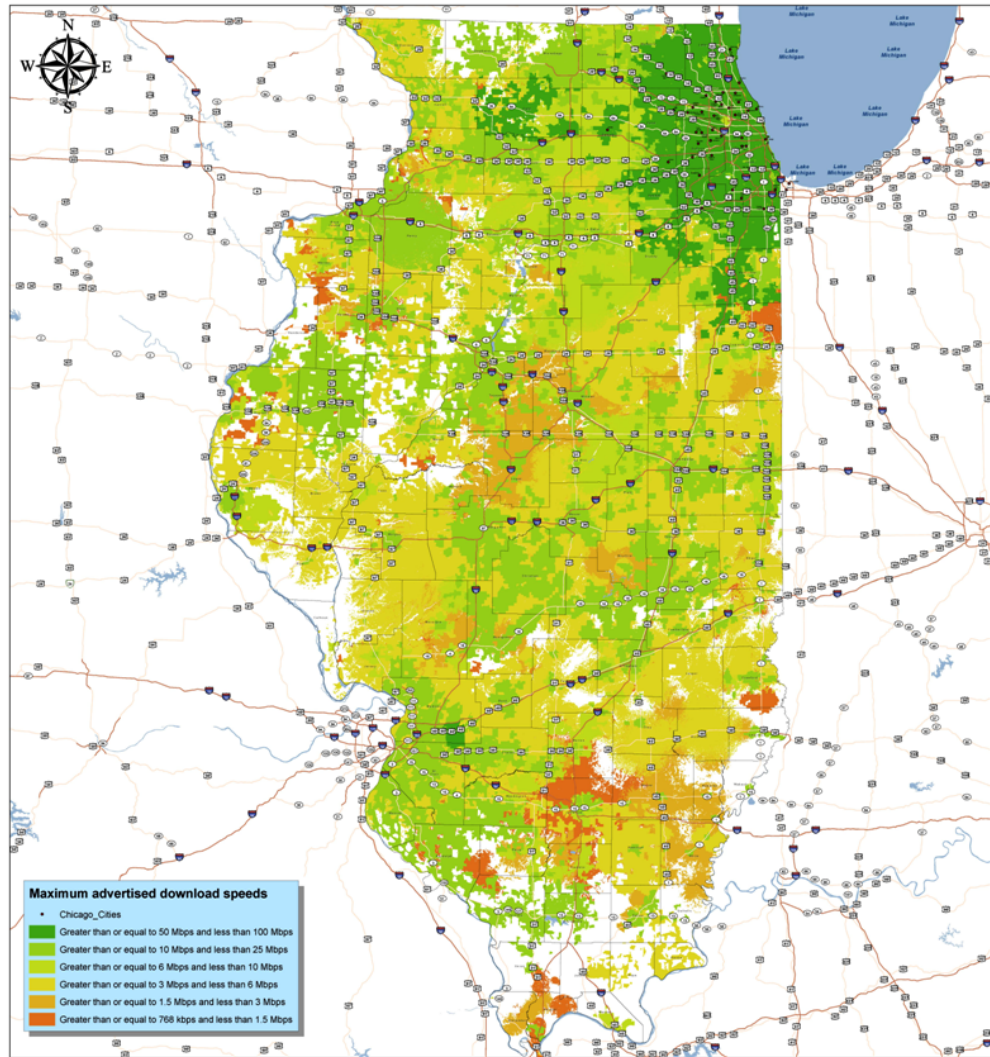
PCI Data and Mapping

- Broadband providers are required to submit access data to PCI, which is also forwarded for display on the National Broadband Map.
- The demand aggregation process is truly informed by the considerable data and mapping resources which PCI has to offer.





Illinois Maximum Advertised Download



broadbandillinois.org



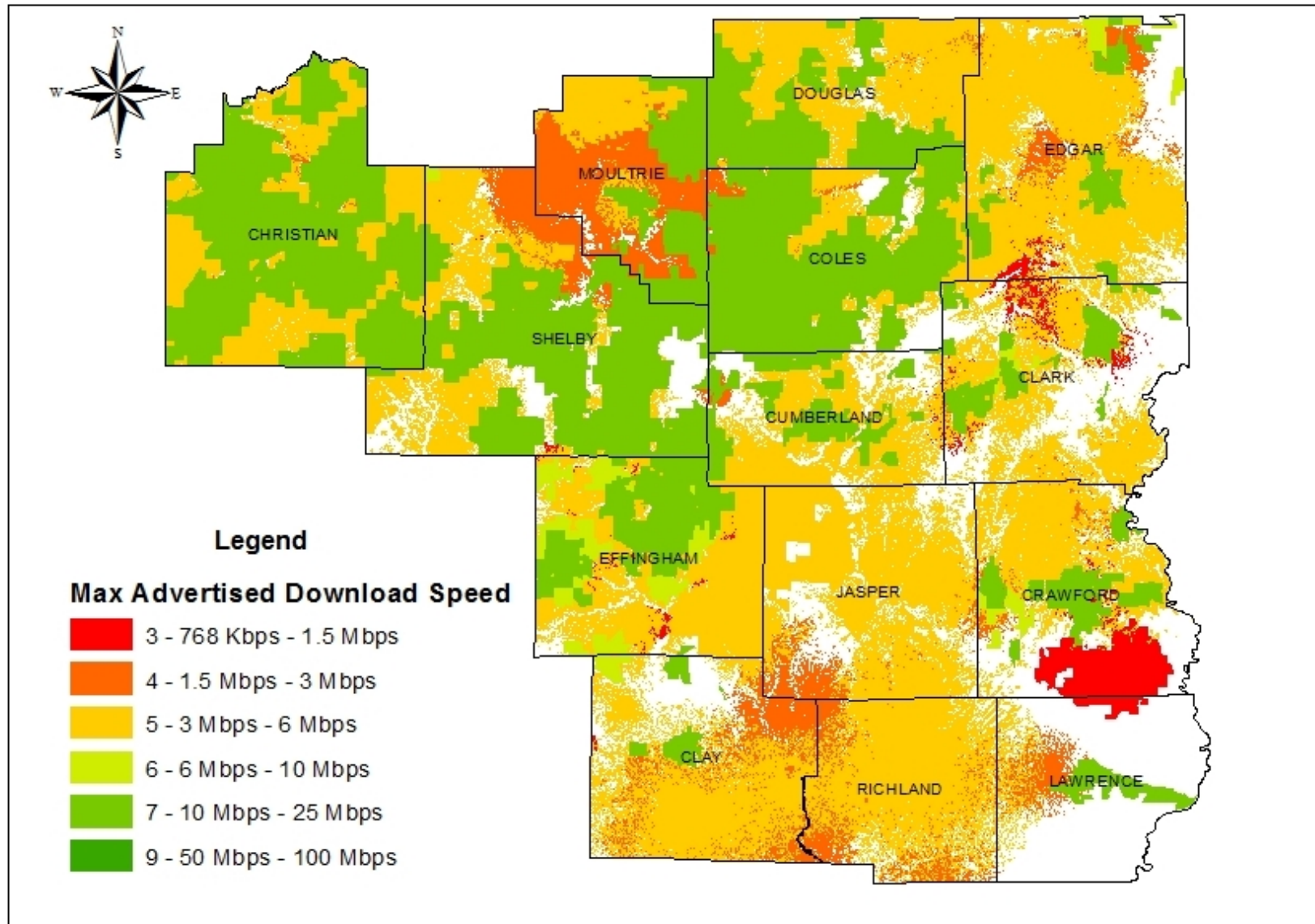
0 25 50 100 Miles

This map was created by Ruben Clark, GISP, Partnership for a Connected Illinois

DISCLAIMER
 This map is meant to be used for preliminary review purposes only. The information depicted on this map is based on a limited amount of available data, and does not constitute an official representation of the State of Illinois. The map will be updated and will contain more accurate information. This map should not be used to make any decisions or requests to the network.
 * The NIA definition of Broadband is greater than or equal to 4Mbps, and not stated areas at this time.



County Broadband Coverage and Speed Tiers

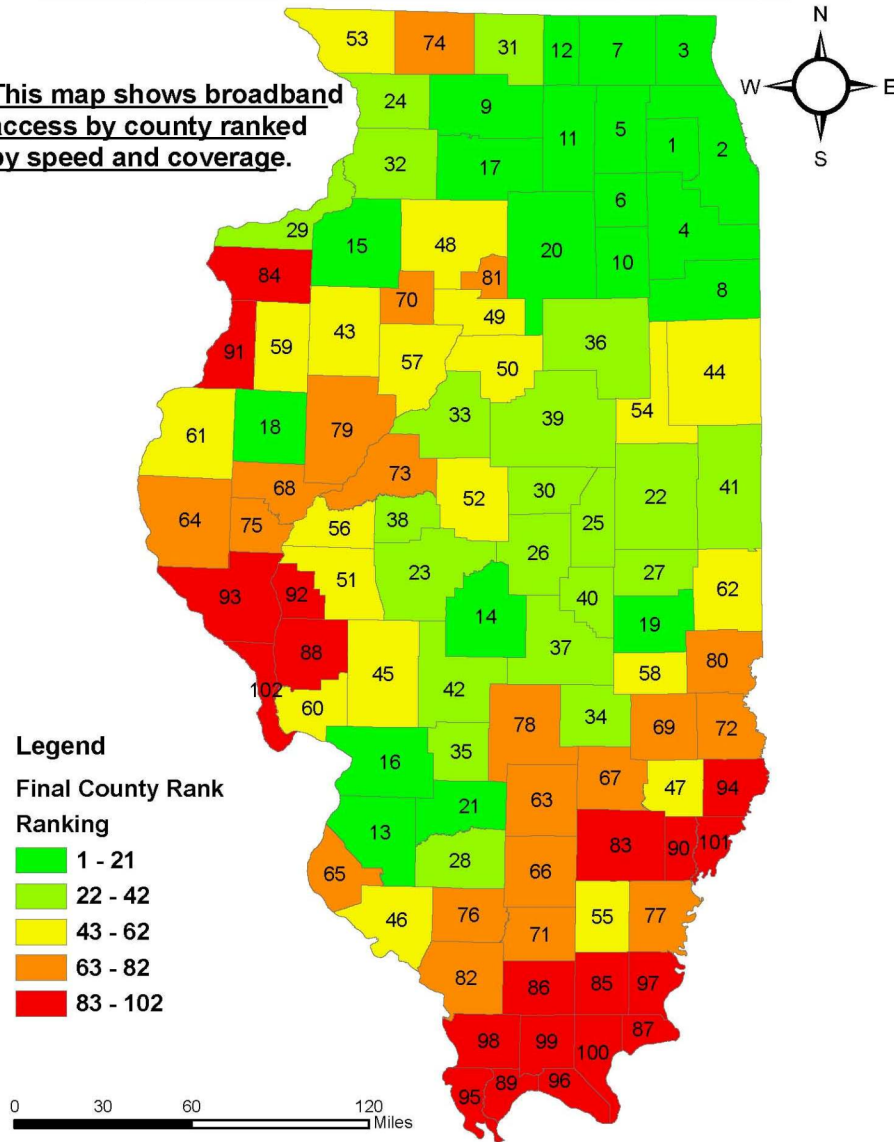


0 5 10 20
Miles

Map created by Andrea Lester

County Rank by Broadband Coverage and Speed

This map shows broadband access by county ranked by speed and coverage.



GeoPDF

- PCI's data and mapping team is using GeoPDF maps, which are zoomable and capable displaying multiple layers of data.



Survey Question #2

- How do you see this supply-side data being used to aggregate demand for improved access?



Goals and Objectives

- An essential component of developing the Regional Broadband Plan is establishing specific regional goals and objectives for both access and adoption.



Goals and Objectives *(cont.)*

- These goals and objectives need to include metrics for the three broadband usage groups, which include:
 - ◆ Residential
 - ◆ CAls
 - ◆ Businesses
- These will be further broken down by defined speed tiers, and for each county.



Metrics

ACCESS								
	# w BB	% w BB	# w 3 Mg	% w 3 Mg	# w 5 Mg	% w 5 Mg	# w 10 Mg	# w 10 Mg
Homes								
CAIs								
Businesses								
ADOPTION								
	# Subs	% Subs	Subs w 3 Mg	% w 3 Mg	Subs w 5 Mg	% w 5 Mg	Subs w 10 Mg	% w 10 Mg
Homes								
CAIs								
Businesses								



Goals and Objectives *(cont.)*

- The first step will be establishing baseline access data for these categories, against which goals can be established.



Goals and Objectives *(cont.)*

- Adoption levels can be measured fundamentally in terms of subscriber penetration.
- Thus, the first step is to determine penetration levels for these categories, against which goals can be established.



Survey Question #3

- What are some of the challenges to adoption you are facing? What are some adoption initiatives you suggest, such as digital literacy training?



Action!

- Once the Planning phase and the Regional Broadband Plan are complete the RETs will proceed to implement solutions recommended in the Broadband Plan.
 - ◆ Working with broadband provider to increase access.
 - ◆ Facilitating outside funding to supplement last-mile projects when necessary, USDA.
 - ◆ Implement and further develop specific adoption related programs, training, broadband awareness.



<http://broadbandillinois.org>

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