Klickitat-Skamania Telecommunications Planning Project

Thursday, November 29, 2012
1:00 pm – 3:00 pm
Pioneer Center
501 NE Washington Street
White Salmon, WA

Type of meeting:
Project Update

Project Proponents:
MCEDD, CEKC and WSU-Extension

Agenda

Welcome and Introductions	1:00 p.m.
• *Identify Planning Team*	All
LTPT Project Update	1:10 p.m.
• *Review of Broadband Planning Project Scope*	Amanda Hoey
• *Project Progress*	
Community Forum and Survey Initial Findings	1:15 p.m.
• *Community Forums*	Linda Williams, Brian Wanless
• *Survey Results*	Monica Babine
• *Business Survey Initial Results*	Carrie Pipinich, Amanda
LTPT Feedback	2:15 p.m.
• *Responses to or questions about information presented*	Amanda, Monica
• *Gaps in information collected?*	
• *Ideas*	
Next Steps	2:45
• *Providers Meeting*	Amanda, Monica
• *Full reports on survey results*	
• *Adoption strategies*	
Adjourn	3:00 p.m.

KLICKITAT-SKAMANIA LTPT

LOCAL TECHNOLOGY PLANNING TEAM

A planning project to increase broadband awareness, access and adoption in Klickitat and Skamania counties.

Klickitat-Skamania County Community Forums

In Search of Broadband

What is it about Dial-Up you don't understand?!

The Grant Partners

The Klickitat-Skamania LTPT is supported by:

Partners

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The Klickitat Communities

- Bickleton
  - Dallesport
    - Lyle
      - Glenwood
        - White Salmon/Bingen
          - Goldendale

The Skamania Communities

- Underwood
  - Stabler
    - Washougal
      - Stevenson

Why these communities

It was important to visit as many communities as possible given the short time period.

Our choices reflected the major communities and the geographic coverage of the counties.

October turned out to be the designated month to have the forums in both counties.

In the time available, ten community forums occurred.

The forums had from 7 to 24 attendees for a total of 157 attendees.

How the Word got out.

- Three local newspapers: Goldendale Sentinel, White Salmon Enterprise, and Skamania County Pioneer
- Local radio interviews
- Community News Columns
- Facebook and websites i.e. MCEDD
- Community and School Newsletters
- Listserves

What the Communities were presented

- **Discuss *current state* of broadband**
- **Share *understanding* of broadband**
- **A *planning* project to…**

Increase broadband awareness, access and adoption in Klickitat and Skamania Counties.

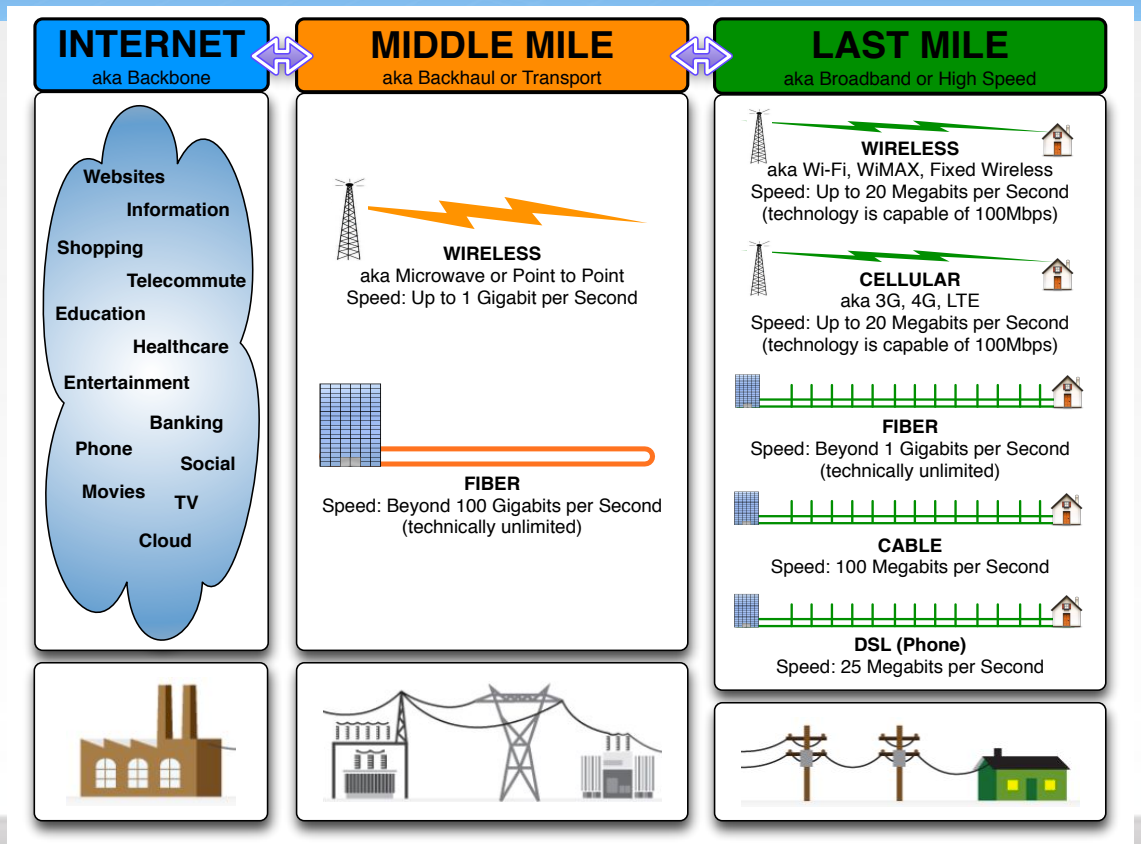
What is Broadband?

Broadband is advanced communications systems capable of providing high-speed transmission of services such as data, voice & video over the Internet.

Transmission is provided by a wide range of technologies, including digital subscriber line (DSL), fiber optic cable, coaxial cable, wireless & satellite.

FCC definition in 2010: 4 Mbps download and 1 Mbps upload

From the Internet to our homes



Graphic provided by Scott Stevens of Keenwire

Attendees at the Community Forums Knew

How important it is to have a High-Speed Internet connection for opportunities such as:

Education, **Culture & Entertainment**, **Tele-health/Telemedicine**, **Electronic Government, Public Safety & Homeland Security, Communications Services, Economic Development.**

The benefits of a solid Broadband connection for:

Economic Development, Government Services, Healthcare, Public Safety, Environmental Sustainability, Urban Revitalization, Senior Citizens, Young People/Adults, Disabled Persons, Entertainment.

It's Not Just About Access but ……

- **Increasing Opportunities**
- **Economic Stability**
- **Providing Services: Federal, Regional, State, and Local**
- **Equality of Education**
- **Entertainment and Media**
- **Public Safety**

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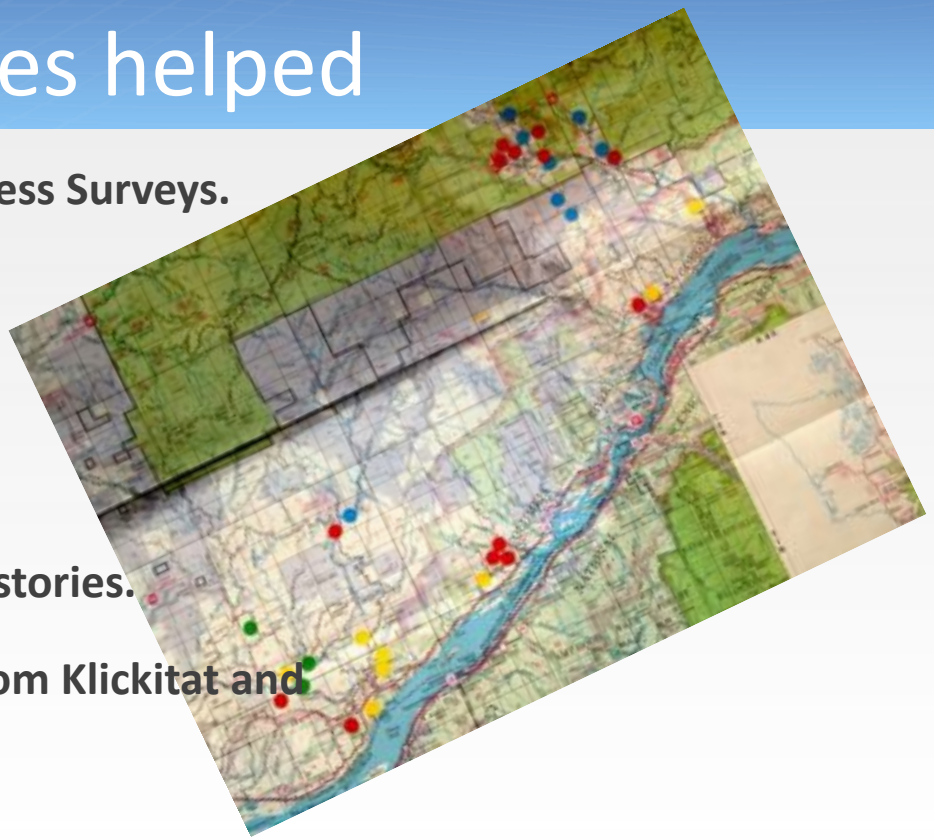
What we found out?

- Some residents are still on dial-up and NO cell service.
- High-speed Internet does create jobs.
- Demand for faster Broadband is on the rise.
- Demand for Broadband is outpacing service.
- There are still locations of NO Internet service.
- Residents very knowledgeable and hungry for service.
- No 1-800-Broadband.

How the Communities helped

- **Took the online Community and Business Surveys.**
- **Took the WSBO Internet Speedtest.**
- **Spread the word about this effort.**
- **Mapped their connection.**
- **Completed 280 surveys and told their stories.**
- **Latest WSBO comments are coming from Klickitat and Skamania Counties.**



One very compelling story

I became eligible to have high-speed wireless internet at my home about 2 years ago. Before that, we had no option but dial-up which was way too slow to really do much.

Having internet at my home became a CRITICAL resource when I was laid off from my full-time job. I was able to job search, network and conduct educational research without having to drive 50 miles (round trip) to do this work. This allowed me to save money and even pick up some paid work that I could do from home. I was more likely to look for work, gain new knowledge, make connections and find opportunities to volunteer or job shadow because of the having the internet in my home.

I believe it is crucial to provide rural areas with adequate internet availability. I now have a full time job am an advocate for improved internet services to our community because of the doors it can open. THANK YOU for working on this issue. I feel very lucky that I was a beneficiary of this work.

Next Steps?

Community follow up in the Spring

Hard look at the Survey Results

Brought to you by:

- Brian Wanless, CEKC

  ce4kc@me.com

- Linda Williams, WSU

  lindaj@wsu.edu

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Klickitat-Skamania LTPT
Community High Speed Internet
Initial Survey Results
November 29, 2012

WSU Extension
Division of Governmental Studies and Services

The Klickitat-Skamania LTPT is supported by:

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General Survey Information

- Online and hard copy versions
- Available October 9 – November 9
- Promotion/distribution through multiple modes
- Completed by 280 in Klickitat and Skamania

Survey coordinator:

Dr. Season Hoard, WSU DGSS

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Survey Demographics

- 43% 60 or older
- 54% Female
- 93% Caucasian
- 56% Bachelor's degree or higher
- 22% Income of $100,000 more
- 47% Employed
- 74% Two adults in households

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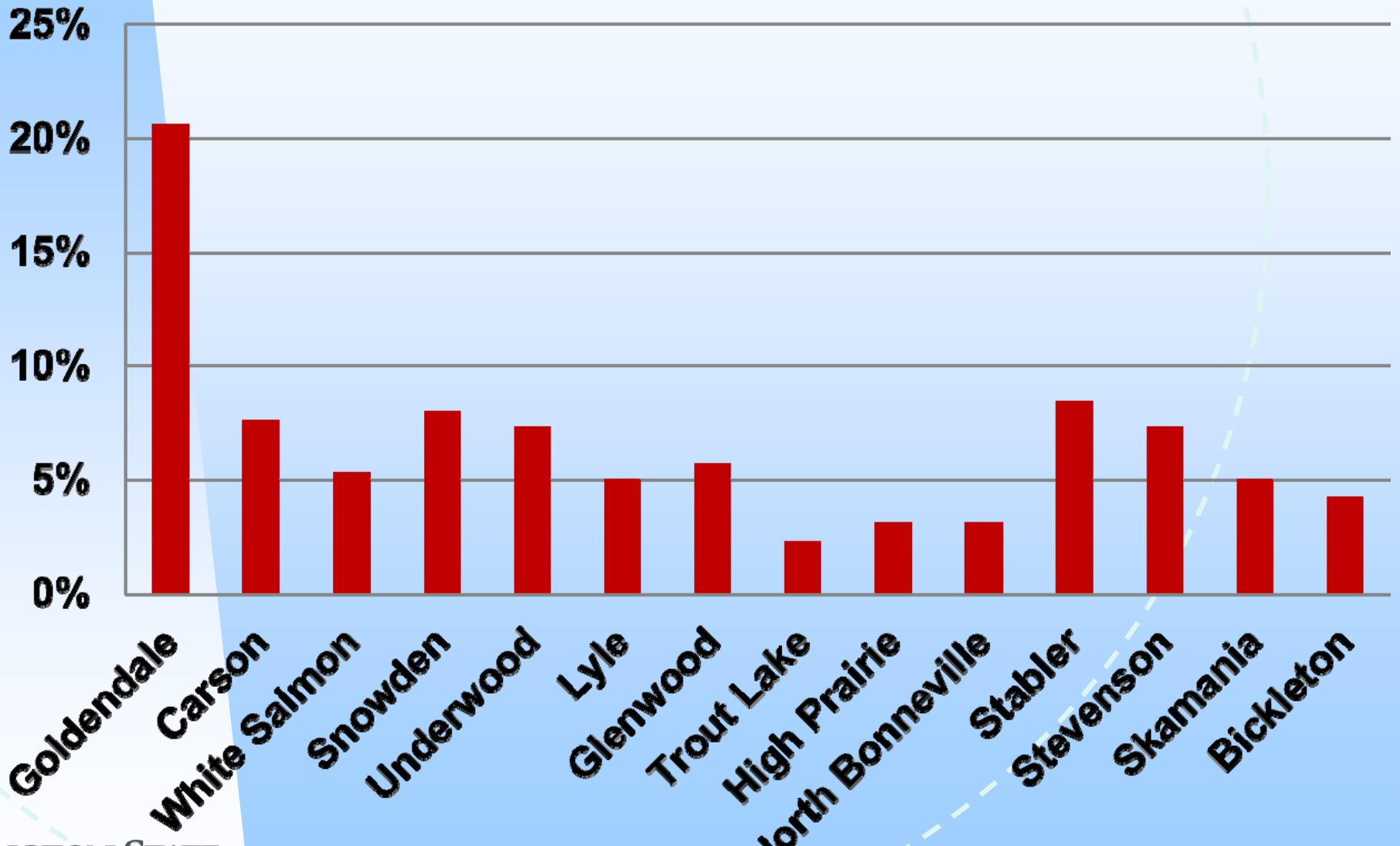
Responses By Community



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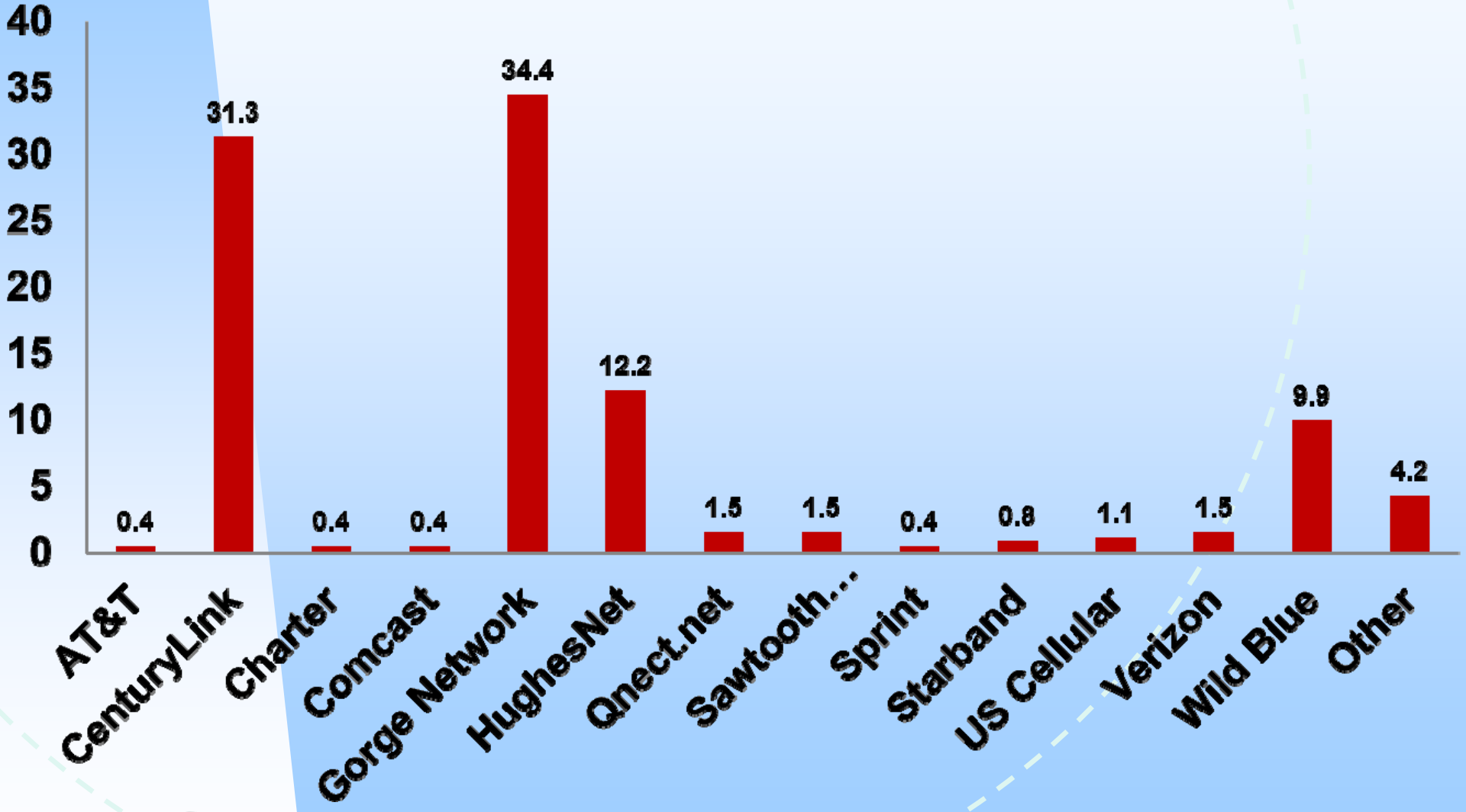
Internet Service Providers



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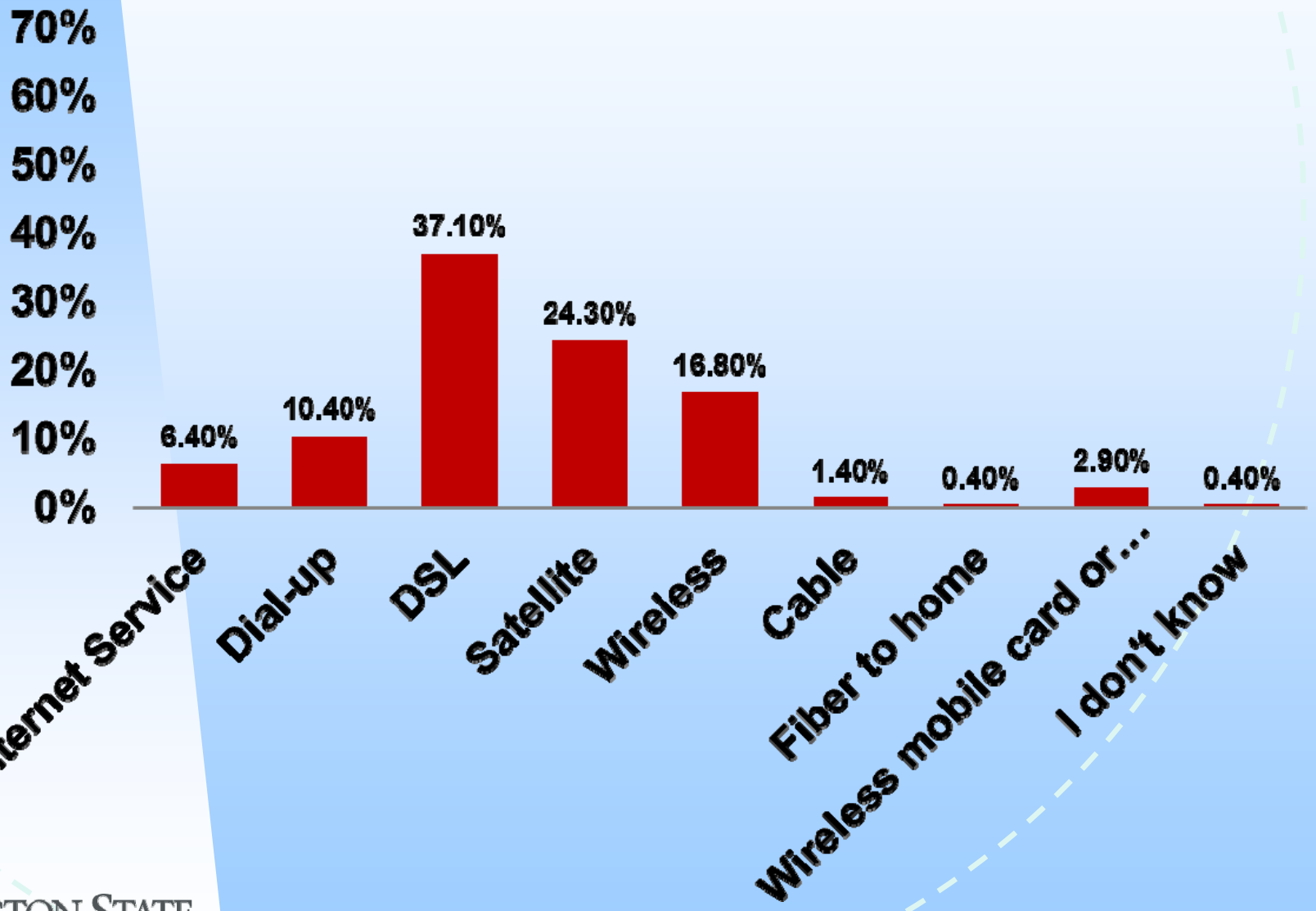
Types of Internet Service



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Home Internet Service Satisfaction

- **Almost half rated price, reliability, and support as either *very satisfied or somewhat satisfied***
- **Over half indicated they were either *very dissatisfied or somewhat dissatisfied* with their speed**
- **Overall Satisfaction – *Equally split***

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Mobile Internet Service Satisfaction

- **Responds were *equally split* on price, speed, and support**
- **On reliability:**
  - **48% *Very Satisfied* or *Somewhat Satisfied***
  - **37% *Somewhat Dissatisfied* or *Very Dissatisfied***
- **Overall Satisfaction – *Equally split***

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Top Daily Home Internet Uses

- News/weather information – 62%
- Social media/networking – 57%
- General information/research – 46%
- Entertainment – 42%

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Work Related Home Internet Use

One or more days per week:

- **Telework – 43%**
- **Home-based business – 39%**

A significant number of comments indicated people are working out of their homes AND more would with improved broadband.

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Public Computer Centers

Only 11% reported weekly or more use of computers at public facilities but….

- **87% Strongly agree or agree about the importance of free public Internet "hotspots"**
- **62% Strongly agree or agree they are more likely to frequent businesses with free Internet "hotspots"**

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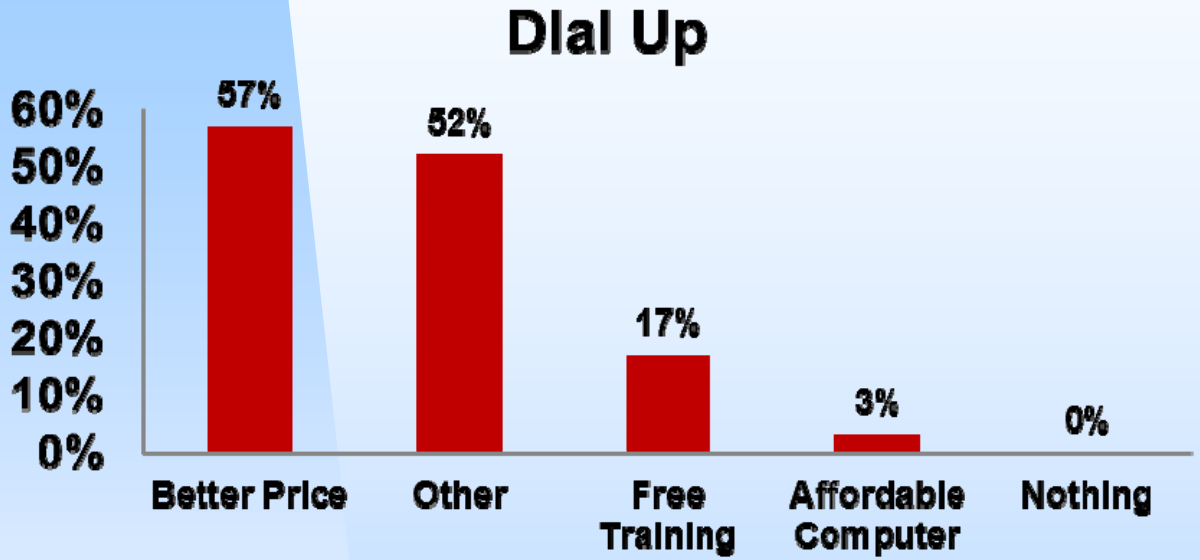
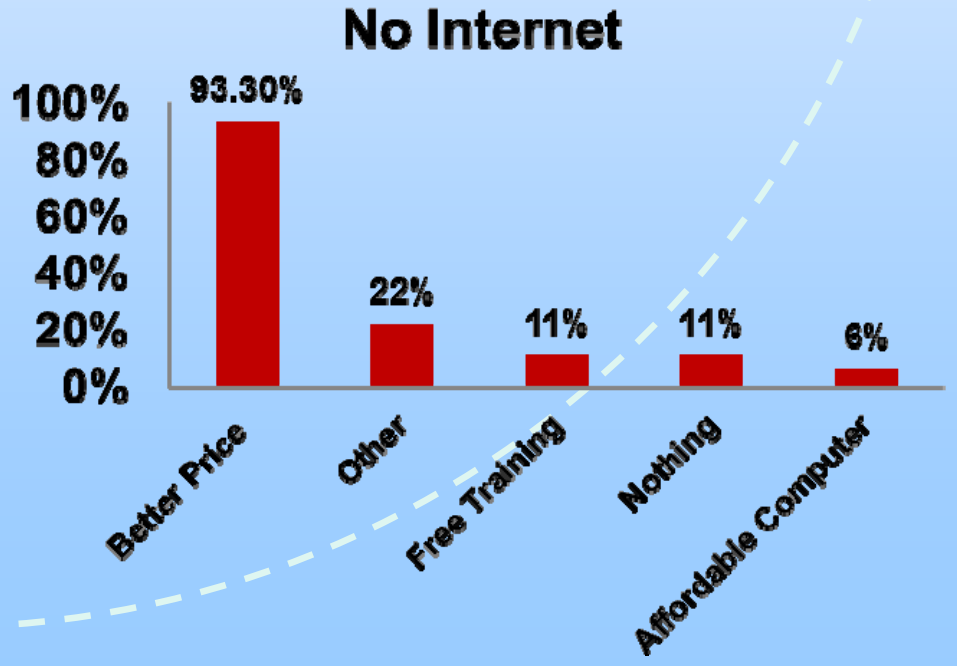
Motivation To Get High Speed Internet





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Those Without High Speed Say…

“I love living in Skamania County, but internet access is a huge issue……”

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Those Without High Speed Say…

"….Currently I commute to (a major city) during the week to work. I would be able to work from home if I had reliable internet access. I would be able to base my small business in Klickitat County and bring much needed jobs into the local labor market."

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Survey Summary

- 280 residents of Klickitat and Skamania provided a wealth of information
- Important to keep in mind the demographics of respondents
- Results will help inform KSLTPT next steps

"We are within 3 miles of the end of the middle mile of HS Fiber. We need the last mile installed. There are plenty of people here who would use it."

Contact Information

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Business Broadband Access Survey
Initial Findings

Klickitat-Skamania LTPT

November 29, 2012

White Salmon, WA

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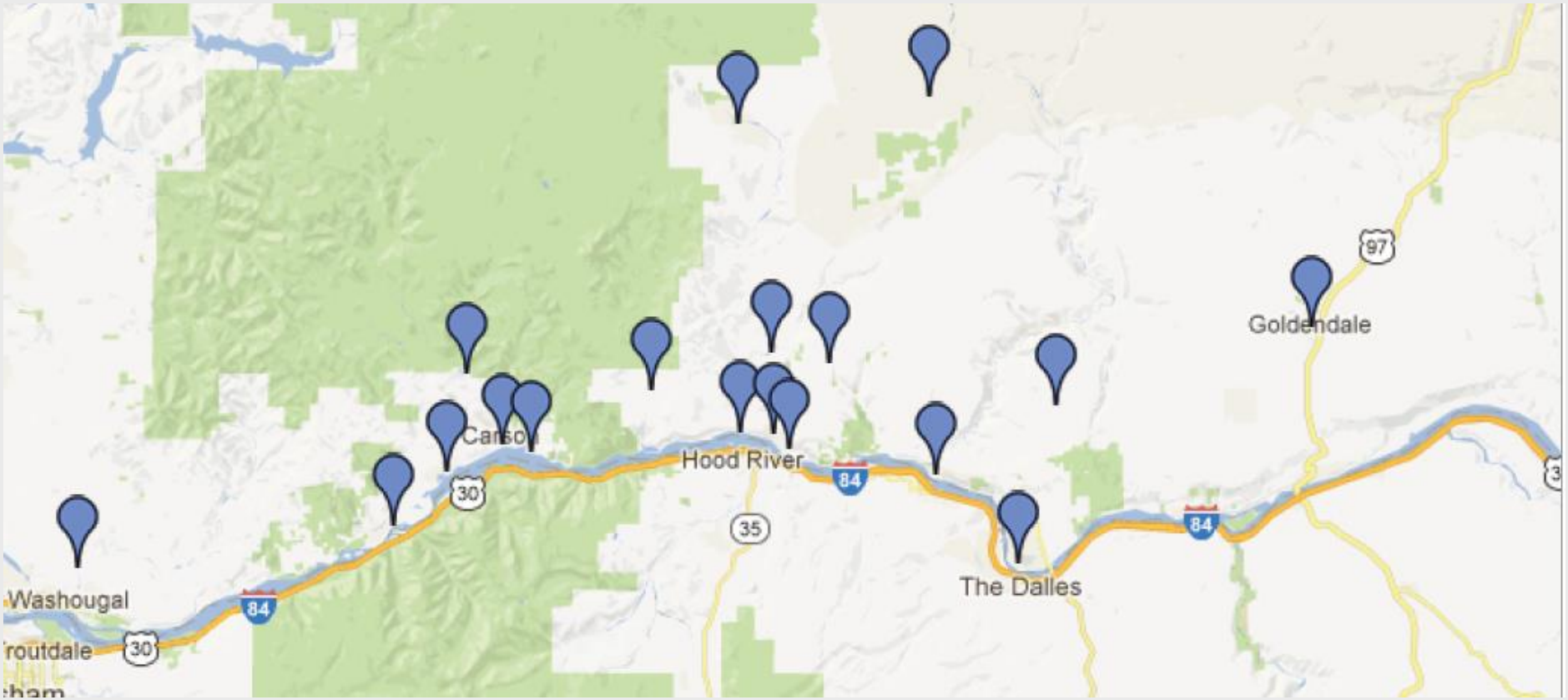
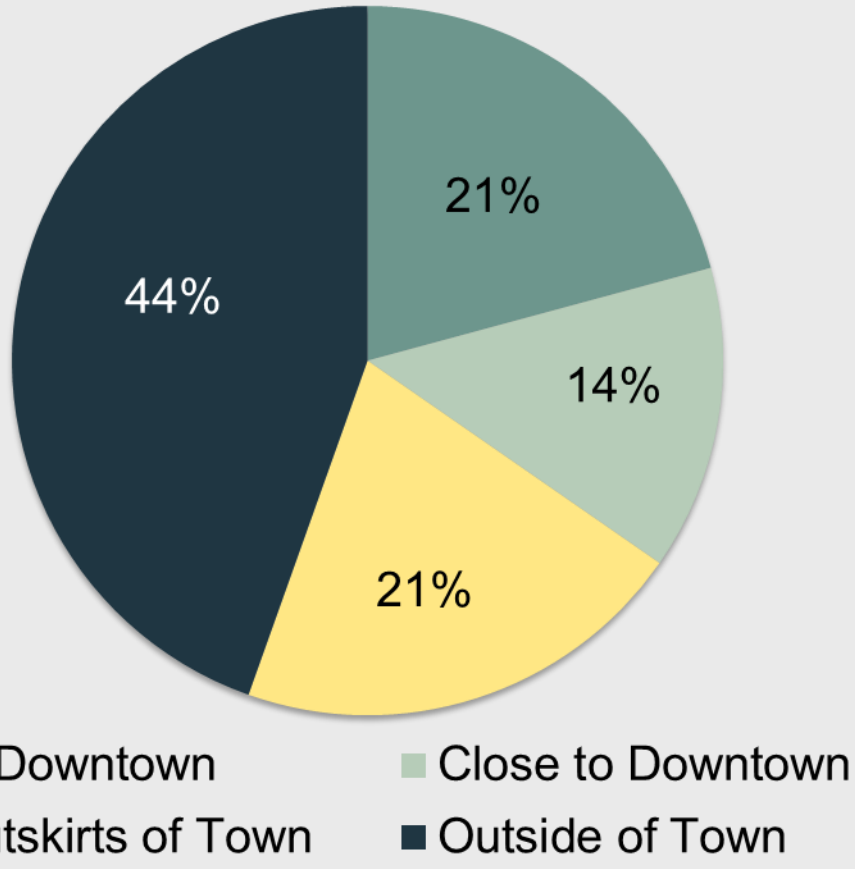
Survey Responses



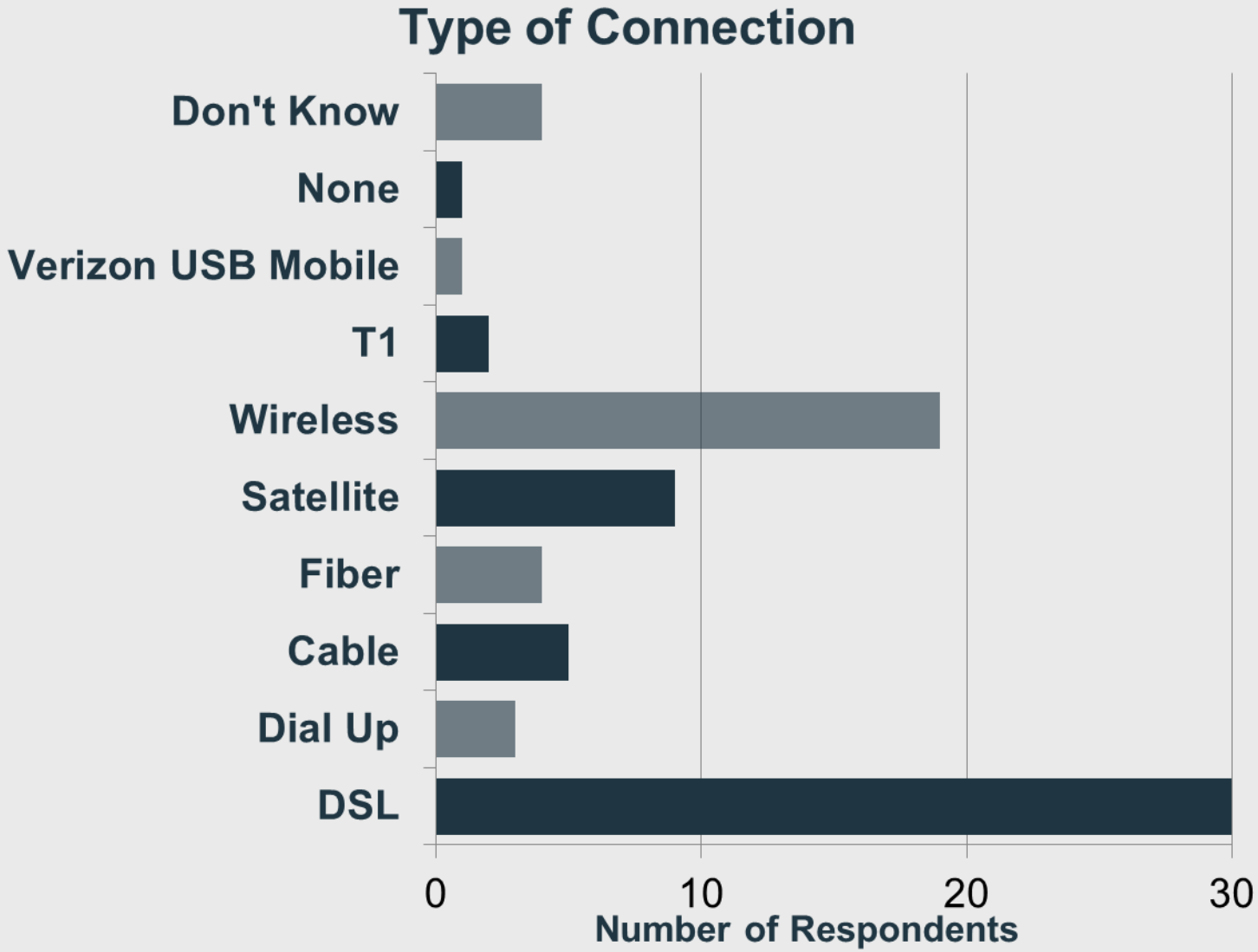
Total Responses: 78

Businesses

Where around town is your business located?



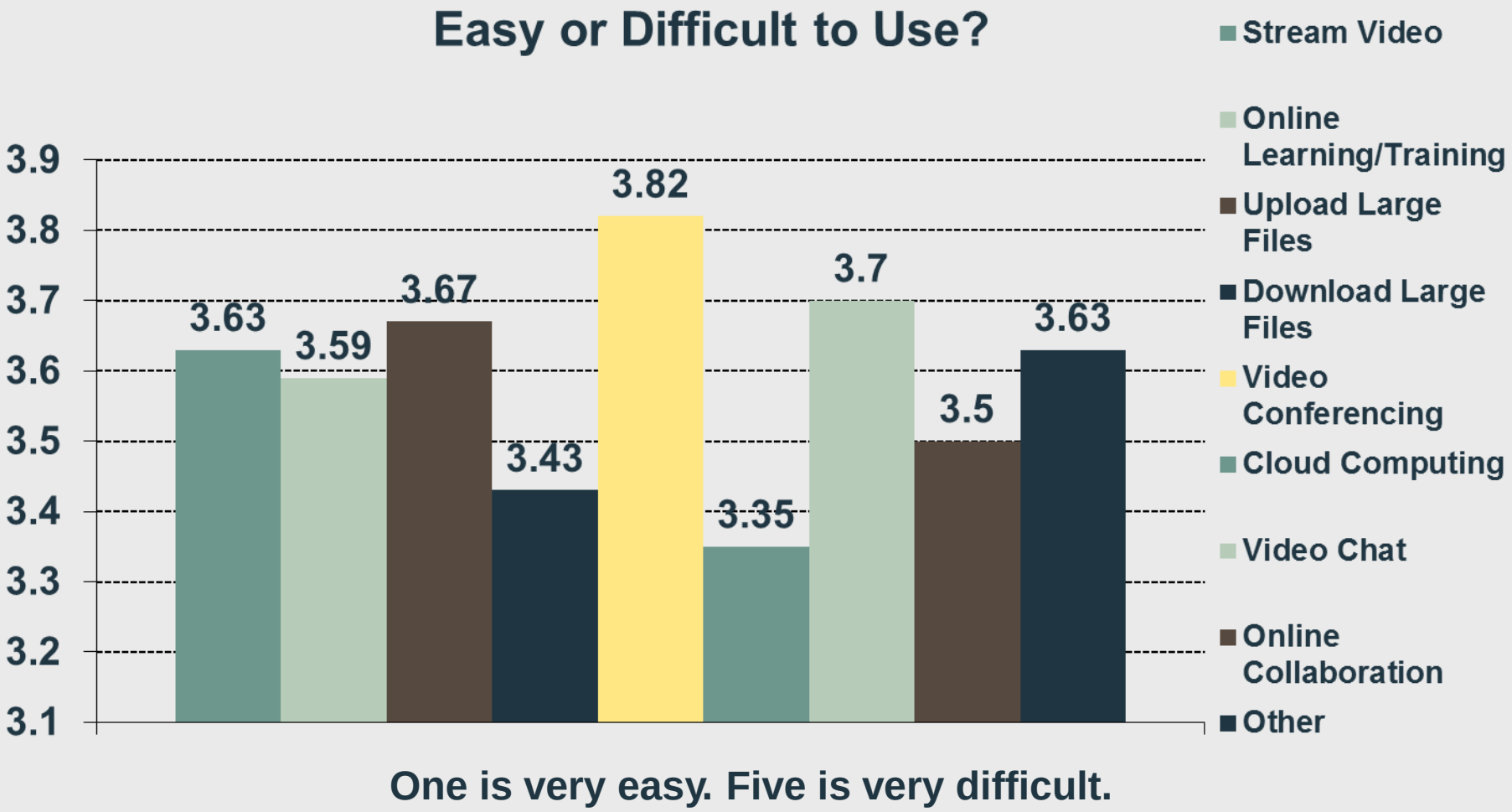
Internet Service



How satisfied are you with your current internet service?

- 60% were dissatisfied or very dissatisfied with their speed
- More were satisfied or very satisfied with their customer service than dissatisfied.
- Overall satisfaction leans toward dissatisfied but about 33% are neutral.

Broadband Intensive Uses



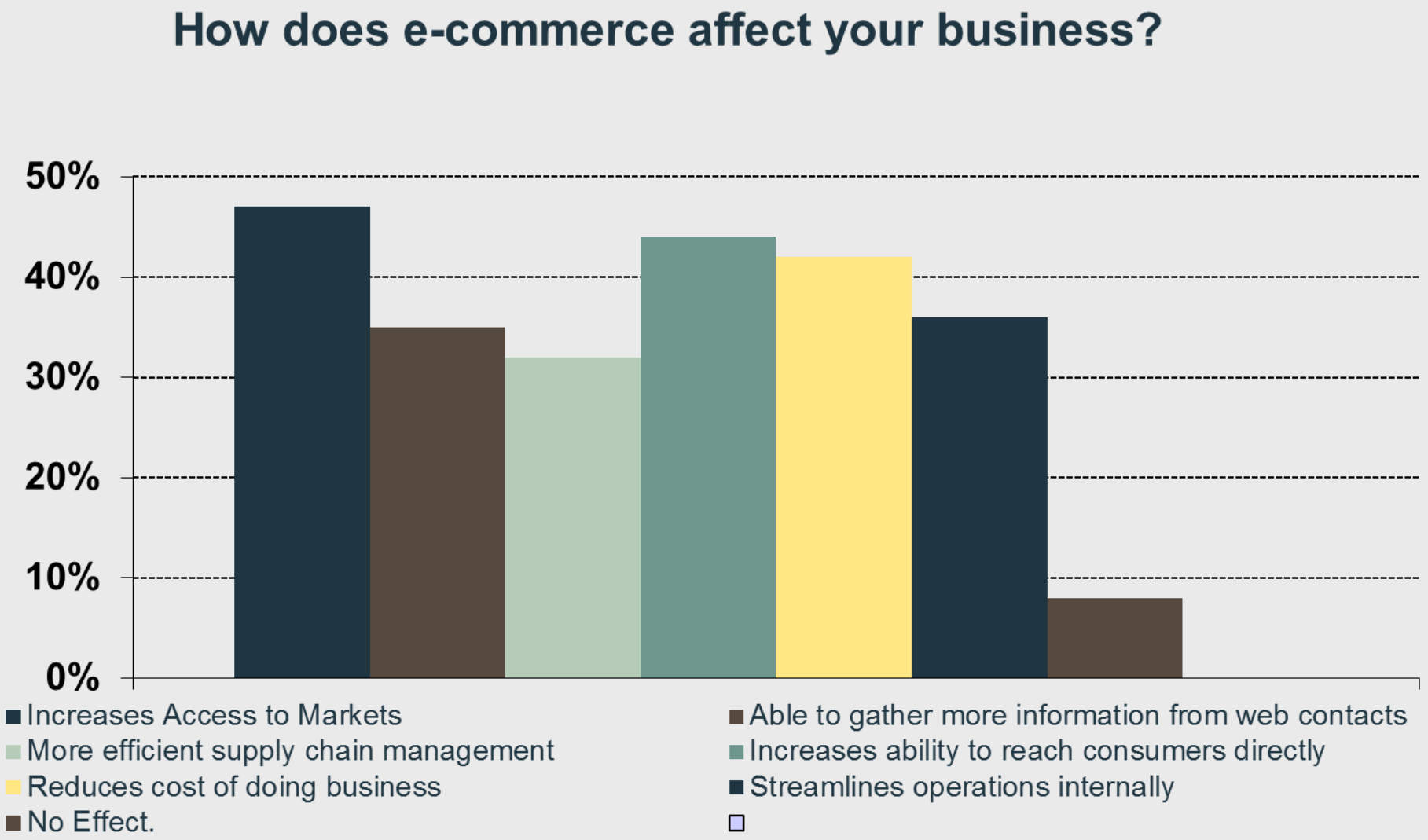
“Time is money.
Faster is better.”

“Better service would bring in more customers.”

“Broaden our market reach from regional to national.”

“Because we could do e-business from this location. Now we cannot.”

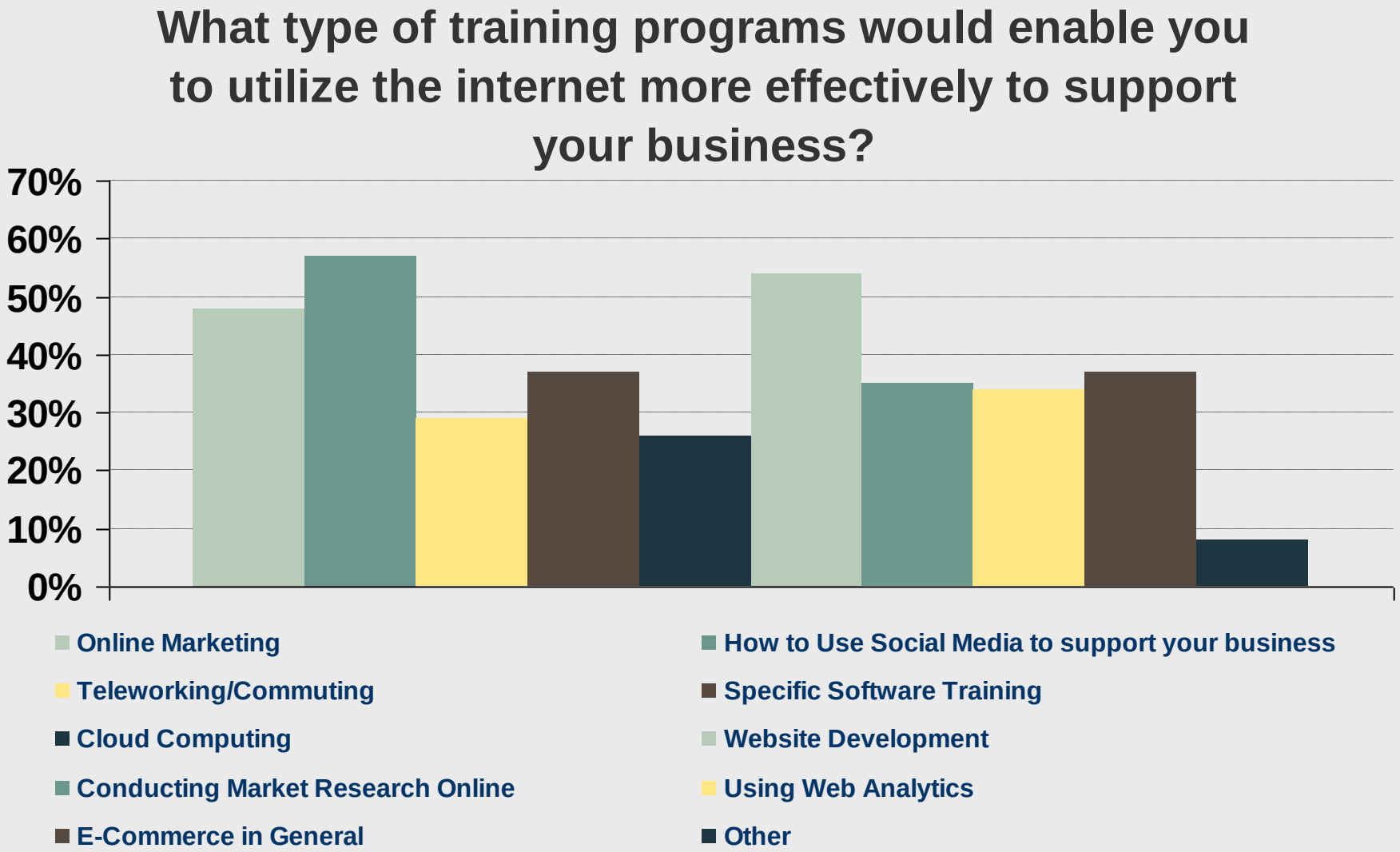
Adoption Opportunities



“I am not as tech savvy as I would like…I need all the help I can get to promote my work.”

“Need to develop the website and social media/on-line presence to gain more customers.”

Adoption Opportunities



Questions?

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carrie@mcedd.org

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