

Klickitat-Skamania Telecommunications Planning Project

Thursday, February 28th, 2013
1:00 pm – 3:00 pm
Rock Creek Hegewald Center
710 SW Rock Creek Drive
Stevenson, WA

Type of meeting:
Project Update

Project Proponents:
MCEDD, CEKC and WSU-Extension

Agenda

Welcome and Introductions	1:00 p.m. All
LTPT Project Overview <ul style="list-style-type: none"><i>Review of Broadband Planning Project Scope</i>	1:10 p.m. Amanda Hoey
Community Broadband Report <ul style="list-style-type: none"><i>Conclusions</i>	1:15 p.m. Brian Wanless, Linda Williams Carrie Pipinich Monica Babine
Training Priorities <ul style="list-style-type: none"><i>Present Survey Findings and Additional Outreach Plan</i><i>Input on Resources</i>	1:25 pm Brian, Carrie, Linda, Monica
WSBO Updates <ul style="list-style-type: none"><i>Annual Report</i><i>Advisory Council Recommendations</i><i>2013 Grant Cycle</i>	1:40 pm Frieda Ray
Service Updates <ul style="list-style-type: none"><i>ISPs Reporting</i><i>Anchor Institution Connections</i><i>Next Steps</i>	1:55 pm ISPs, All
LTPT Formalization <ul style="list-style-type: none"><i>Recommendations</i>	2:30 p.m. Amanda
Next Steps <ul style="list-style-type: none"><i>Providers Meeting</i><i>Mapping</i><i>Community Forums</i><i>Adoption strategies</i>	2:45 pm Amanda, Monica
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.

Community Forum and Survey Results

From October to November 2012, KSLTPT secured input from residents of Klickitat and Skamania counties about broadband awareness, access, and adoption through community forums and surveys.

Community Forums

Eleven community forums were held resulting in a total attendance of 157 residents. The locations were:

Bickleton	Lyle	Underwood
Dallesport	Stabler	Upper Washougal
Glenwood	Stevenson	White Salmon
Goldendale (chamber and community)		

Each forum included a presentation covering broadband basics, a discussion on its role in communities, an overview of the KSLTPT project and, through a mapping exercise, attendees provided information about current home broadband access.

A second series of community forums will be held in spring 2013.

Community Surveys

Community surveys were designed to learn:

- What residents in Klickitat and Skamania counties knew about Internet services available in the region;
- If they had Internet service in their homes, how they use the Internet; and,
- For those who don't have high speed Internet, what would motivate them to obtain service.

Promotion about the surveys was primarily through the community forums which resulted in 280 responses.

The findings from the forums and surveys will help inform future KSLTPT activity including outreach to additional residents, addressing last mile issues, and providing broadband training.

For more information about KSLTPT community efforts contact:
 Brian Wanless (CEKC) bwanless@icloud.com or 509.250.0737
 Linda Williams (WSUE) lindaj@gorge.net or 509.773.6067
 Or visit our website at: www.mcedd.org/ltpt/ltphome.htm

Key Findings
Many still do not have broadband access.
Those with broadband reported that demand outpaces available bandwidth.
Residents are increasingly dependent on broadband to stay informed, as well as for entertainment, work, connecting with family, and much more.
Home-based businesses need faster speed to be successful.

Key Findings
Compared to regional demographics respondents were wealthier, older and had higher levels of education.
DSL, satellite, and wireless were reported as the most subscribed to home broadband. Overall satisfaction was split but half reported dissatisfaction with speed.
Top uses – news/weather, social media, general information/research followed by entertainment.
Work-related home Internet use was high both for telework and home-based businesses.
Interest in free public computing availability was high.

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Business Assessment Survey Findings

The Business Broadband Assessment Survey was developed to better understand broadband access, adoption, and needs in Klickitat and Skamania counties' business community. 80 businesses responded to the survey during October and early November of 2012.

We received responses from all types of industry including manufacturing, value added agriculture, high tech businesses, artisans, and others. The largest group of respondents were from the outskirts of town (44%), while about 35% were in town and 20% outside of town. These businesses have many types of internet service, and use broadband in a variety of ways.

This information will be used to support working with internet service providers, the Washington State Broadband Office, and our own Local Technology Planning Team to find creative solutions to address the broadband needs of businesses and residents in Klickitat and Skamania County.

Next Steps

- Provide highest need trainings to businesses including website development, effective social media use
- Support tele-work initiatives that allow home based businesses and employees of larger companies to succeed in our communities
- Focus on expanding e-commerce utilization from businesses-only about half reported using e-commerce regularly but those that do say it positively affects their businesses.
- Continue supporting input for the WSBO Broadband map and website

For more information:

Visit our website at: www.mcedd.org/ltp/ltpthome.htm OR Contact Carrie Pipinich (MCEDD) carrie@mcedd.org or 541-296-2266

Why would better broadband help businesses?

"Broaden market reach from regional to national."

"Time is money. Faster is better."

"We could do e-business from this location. Now we cannot."

Key Findings

Almost all businesses that filled out the survey had at least one existing web presence (websites, Facebook pages, etc)

DSL was the most common form of internet service reported.

Slow speeds caused over half of respondents to have difficulty streaming video or doing other broadband intensive uses

Main concerns expressed were about reliability and speed of connections

Majority of respondents said that increased access to broadband would support growing their businesses

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What's Next for the KSLTPT?

The KSLTPT (Klickitat-Skamania Local Technology Planning Team) project is a planning project to increase broadband awareness, access and adoption in Klickitat and Skamania counties. KSLTPT is led by MCEDD in partnership with Community Enrichment for Klickitat County (CEKC) and Washington State University Extension. The group includes representatives from economic development, telecommunications, nonprofits, education, libraries, and local government working together to increase telecommunications access and use in our communities.

Since September, the Planning Team (MCEDD, CEKC, and WSU Extension) has held 11 Community Forums and collected 80 business surveys and 280 resident surveys on broadband use and service. The Planning Team also brought together eight internet service providers, small and large, from throughout the counties to talk about the service available and challenges to increasing that service. Results from each of these activities have been reported to the full KSLTPT to receive input on progress and discuss upcoming activities.

While the initial data gathering to start developing a baseline has been completed, there is still much to be done with the KSLTPT. Our next steps include:

- We will continue to **gather additional information** from the community to support our project as well as statewide broadband policy development and sharing of best practices. Ways that residents and businesses can continue to provide input can be found at: www.mcedd.org/ltpt/participation.htm.
- Our Community Outreach Team will return to discuss the results of our initial efforts and project progress in a second round of **Community Forums** that will be held in the Spring of 2013.
- The Planning Team will continue to **engage with providers** to address barriers to increased service such as the high cost of serving rural areas and work toward creative solutions to our geographic challenges (rural, forested, hilly), and other issues as they arise.
- We will develop **trainings** to provide additional information about utilizing this technology effectively for residents and businesses based on their input from the surveys. These trainings will be held in the Spring of 2013 as well.
- The Planning Team will continue to report back **quarterly** to the **full Klickitat-Skamania LTPT**. Our meetings are scheduled for February 28th and June 6th.

In addition to these activities, our website will remain a source of information about the project and provide a place to find ways to get engaged in the broadband conversation in our region. Please visit it for more information. The link is: www.mcedd.org/ltpt/ltpthome.htm.

Contact: Carrie Pipinich at carrie@mcedd.org, Brian Wanless at ce4kc@me.com, Linda Williams at lindaj@gorge.net

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To: Klickitat-Skamania LTPT Planning Team
From: MCEDD staff
RE: Formalizing Klickitat-Skamania LTPT Group
Date: 9/26/12

Overview

The Klickitat-Skamania Telecommunications Committee is considering opportunities to establish a more formalized approach. Taking on this structure will support effectively completing projects, planning for future efforts, and seeking funding to leverage our current planning. This memo outlines several options for structuring the Klickitat-Skamania LTPT group.

Overarching direction for this group consists of:

Mission: Increase awareness about the relevance of broadband, develop plans for expanded access to high speed internet, and provide opportunities for community education to increase broadband adoption and use to support our strong, rural communities and additional business opportunities.

Vision: Rural communities throughout Klickitat and Skamania Counties are served by affordable broadband that allows them to connect to friends and family, services, education, and business opportunities.

Goal: The Klickitat-Skamania LTPT seeks to more fully document which areas of our region are served, or underserved, by broadband and current awareness about its relevance in our communities in order to improve both access to and adoption.

The effort should also utilize the 7A's identified by Colorado's Broadband Data and Development Program's Lessons Learned Report as a broad guide. The 7A's are:

- **Aggregate Experience**—Engage those who have been involved in previous broadband efforts, community leaders, and those with technical experience.
- **Assess Environment**—What infrastructure is in place and what is missing?
- **Assess Demand**—How much additional capacity do our communities need?
- **Aggregate Demand**—Bring total demand together to allow our communities to collectively look for increased capacity.
- **Aggregate Resources**—What is already in place, or could be implemented, that would lower the costs to serve our residents and businesses?
- **Aggregate Solutions**—What technologies could best serve our area and improve broadband access?
- **Aggregate Sustainability**—Continue seeking opportunities to improve our model and maintain ongoing efforts.

Options

After reviewing best practices documented in the Colorado LTPT Lessons Learned document, the National e-Commerce Extension Initiative and other sources, several options are presented to structure for our work through the KSLTPT.

Option One

Continue the KSTCC/LTPT as it has functioned in the past. This option would retain the open door policy to allow community members, providers, non-profits, governmental and private entities to attend meetings as they like and maintain an equal voice during discussions.

The meetings would continue to be called by the planning team (CECK, MCEDD, and WSU Extension). The planning team will also encourage specific stakeholders to attend meetings where their input would be most valuable.

Option Two

Formalize the KSLTPT under an existing entity, either MCEDD or CEKC.

Ensure the KSLTPT has a broad membership base through outreach to key stakeholders.

This group includes:

- Internet Service Providers
- IT professionals
- Governmental entities, both staff and elected officials as applicable
- Non-profits and community groups
- Workforce training entities
- Participants from previous initiatives with the KSTCC
- Utilities
- Anchor Institutions/Large service users who would benefit from additional capacity including health care centers, public safety, educational institutions, libraries, and large or tech companies

In addition to broader meetings to incorporate feedback from a variety of stakeholders, a core leadership team will continue to meet on a monthly basis. This includes the current planning team-CEKC, MCEDD, and WSU Extension-and other key stakeholders as necessary. The role of this group is to implement the scope of work in the WSBO grant as well as taking additional actions in the future. Because digital development is a process that occurs over time, the team's responsibilities and efforts will evolve but they will continue to coordinate and seek out additional partners needed for specific initiatives. The leadership will also seek input from the broader KSLTPT group to ensure that their efforts are moving in the right direction either when a large project is commencing or quarterly.

This option also incorporates additional structure to our efforts including meeting procedures, producing meeting minutes, and responsibility to participate in the

assessment and action items resulting from this strategic planning effort for those in the planning team and the broader participants.

Option Three

Formalize the KSLTPT into an independent organization that incorporates input from our current planning team and KSTCC.

Ensure the KSTCC is has a broad membership base through outreach to key stakeholders.

This group includes:

- Internet Service Providers
- IT professionals
- Governmental entities, both staff and elected officials if applicable
- Non-profits and community groups
- Workforce training entities
- Participants from previous initiatives with the KSTCC
- Utilities
- Large service users who would benefit from additional capacity including health care, public safety, educational institutions, libraries, and large or tech companies

In addition to broader member meetings to incorporate feedback from a variety of stakeholders, a board continues to meet monthly. This includes representatives from each of the above groups along with the current planning team-CEKC, MCEDD, and WSU Extension. The role of this group would be to implement the scope of work developed in the WSBO grant as well as taking additional actions in the future. Because digital development is a process that occurs over time, the team's responsibilities and efforts will evolve but they will continue to coordinate and seek out additional partners needed for specific initiatives. The board coordinates activities and moves the group forward. However, they must seek input from the broader KSLTPT group regularly to ensure that their efforts are moving in the right direction.

This option also incorporates additional structure to our efforts including drafting organizational by-laws, meeting procedures, producing meeting minutes, support for participation in the assessment and the action items resulting from this strategic planning effort for those on the board and in the broader group.

Recommendation

Our recommendation to the committee is to move forward with **Option Two**. This will allow the KSLTPT to formalize its approach to this collaborative effort while avoiding the additional burden of creating a new organization. KSLTPT will also be able to receive ongoing support from the larger entity under which it is placed through this option.

Overall Conclusions

- Rural broadband resources:
 - * Identify funding sources and partnerships to expand broadband access and adoption
 - * Request "tech team" to assist with a project involving broadband infrastructure expansion
- Explore regional broadband information hub
- Formalize the KSLTPT
- Develop regional approaches

Questions?

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Broadband Adoption: Training Updates

Klickitat-Skamania LTPT
February 28, 2013
Stevenson, WA

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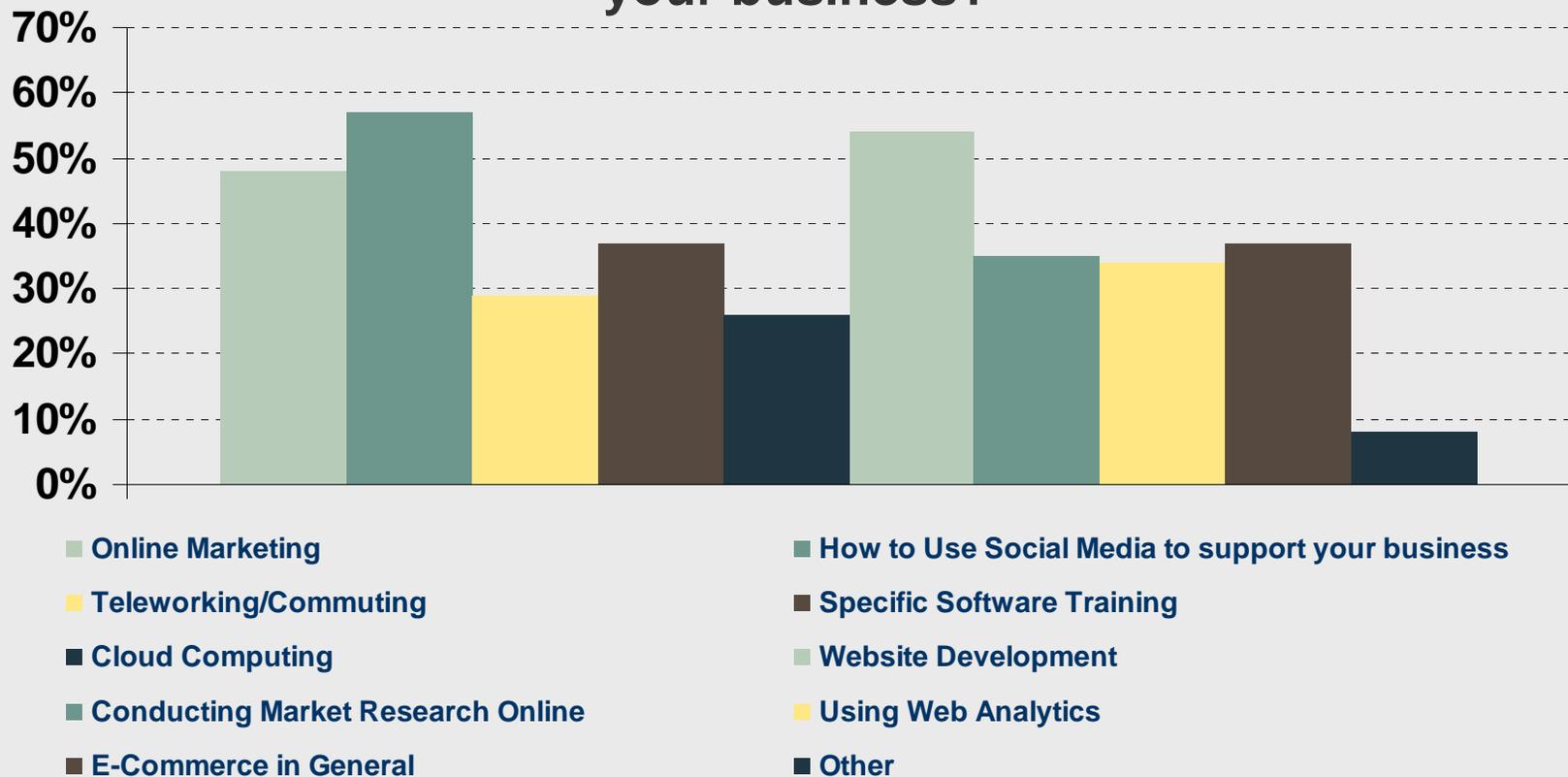


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Business Training

What type of training programs would enable you to utilize the internet more effectively to support your business?



Community Training Needs

- Provide training to support telework and home-based businesses
- Conduct additional outreach about needs

Additional Community Outreach

- Identified libraries as logical first step
- Conducted a survey of regional librarians to identify:
 - Top digital literacy assistance requests
 - Priority training assistance needs
 - Partnership opportunities

Library Survey Results

Topics and Training Priorities

- Top 5 requested digital literacy topics:
 - Tablets
 - Gov't info
 - Email
 - Basic skills
 - Search/buy & sell online
- Top 5 priority trainings needed:
 - New technologies
 - Access online health and wellness
 - Email
 - Web tools (buy and sell online)
 - Social networking

Library Survey Results

Partnership Opportunities

- Librarians expressed unanimous interest in partnering with KSLTPT
- Library resources available to support training:
 - Facility
 - Computers as available
 - Some staff on a limited basis

KSLTPT training may also be a valuable resource for librarians

Feedback

1. Time Frame: May
2. Partnerships and Coordination Opportunities
3. Other feedback?

Questions?

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