



The Global Institute Roadshow Report:
The Current Status of Communities and Needed Support to Move Forward
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Introduction

This report provides a comprehensive summary of the Global Institute Roadshows that took place in 2016. It is composed of three sections. First, it discusses the overview of the Roadshow. Second, it delineates key points that appeared in the discussion session in the Roadshows. Third, it provides analysis results of the survey conducted to ask participants to rate the quality of the event and also share their communities' current situations.

Roadshow Overview

The Global Institute has visited four of five Ohio regions – Central, Northwest, Southwest, and Southeast – to introduce ourselves to the community leaders and to facilitate discussions and awareness around the Broadband Imperative. The Institute Roadshows were hosted by:

- Central: Mid-Ohio Regional Planning Commission (MORPC)
- Northeast: Center for Regional Development (CRD) in Bowling Green State University
- Southwest: Center for Local Government (CLG)
- Southeast: City of Athens

For each Roadshow, the turnout was in the range of 30-35 people from across sectors (public, private, educational, not-for-profit, and partnership organizations).

The Roadshow was composed of the following three sections:

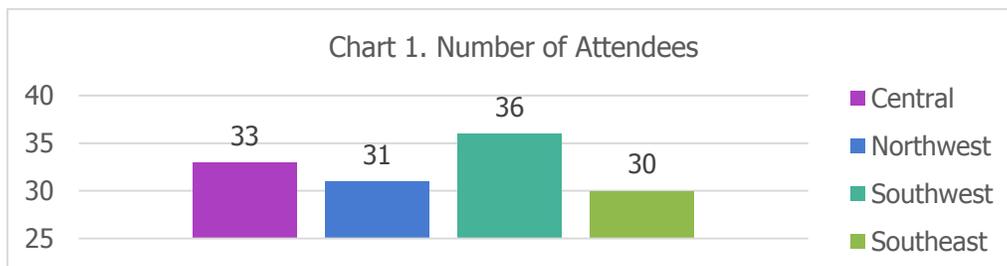
- The Intelligent Community Forum - by Dana McDaniel, City Manager, City of Dublin

- Connect Ohio – Ohio Data and Trends - by Stu Johnson, Interim Executive Director, Connect Ohio
- What’s Happening in the Region? Feedback from the Attendees
- Discussions Facilitated by David Baldwin, Consultant for City of Dublin

In the first session, Mr. McDaniel started the Roadshow and introduced to the audience what the Intelligent Community Movement is and who the Global Institute is to bring awareness to the regions. Mr. Johnson followed, and discussed the current situations of Ohio communities with regards to broadband development. Then, the attendees were asked to share what is happening in their region in the era of the Broadband Economy. Finally, Mr. Baldwin facilitated the discussions with everyone attending to discuss the following topics:

- What are the opportunities?
- What are the challenges?
- Who needs to be at the table?
- How can the Global Institute help?

In the following sections, summaries of the topics discussed in the discussion session of the Roadshows by the topics.

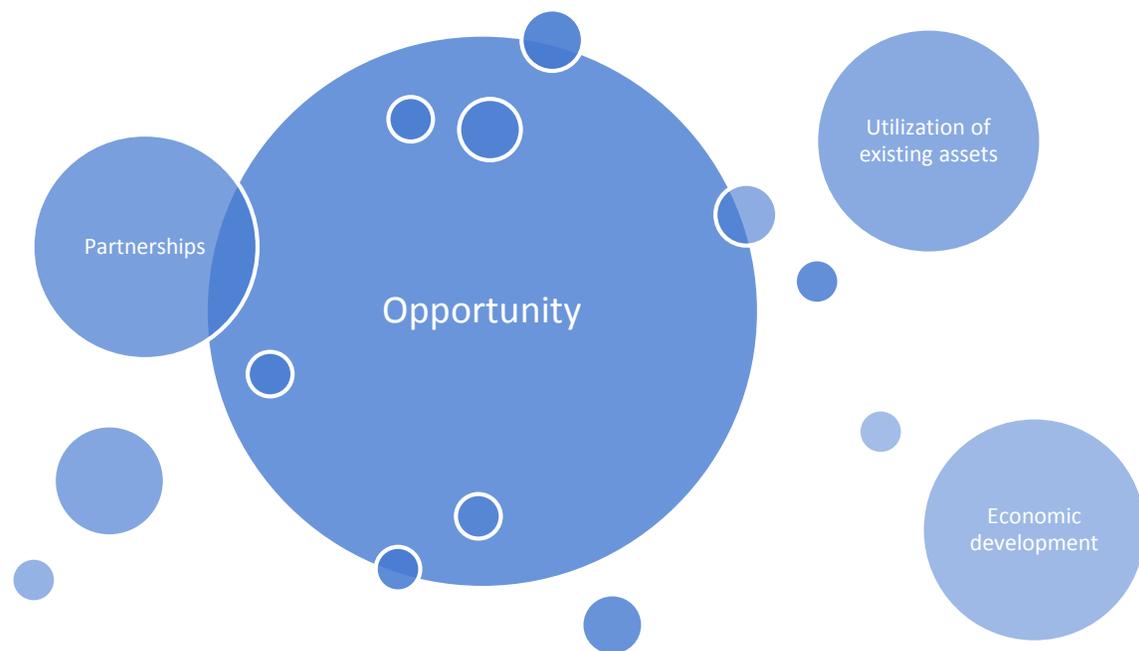


Opportunities

Attendees were asked to share what opportunities they had perceived in the Broadband Economy. Despite the looming challenges that the Broadband Economy presents to communities, they identified many opportunities that can help move efforts forward at a local level. A majority of the identified opportunities can be categorized into partnerships, utilization of existing assets, and economic development.

Attendees identified the need, now more than ever before, for partnerships among various community stakeholders. As broadband networks allow increasingly more access to the wider and larger global market, communities are not physically limited in the ability to expand their economy. By leveraging existing community assets, broadband networks, such as fiber optics, can be deployed to help communities compete in the market. While broadband deployment

presents a challenge to communities, it is an opportunity for communities of every size to be able to survive and thrive in the Broadband Economy.



Challenges

The largest part of the discussion was spent on challenges that the Broadband Imperative possesses to the communities. While collaborations between the public and private sectors might be a great opportunity for bettering the standard of living, frictions between these sectors do certainly exist and hinder progress. Another challenge is that not everyone is aware of the imperative for access to broadband network. If the needs are not perceived, the benefits are missed, and those who don't recognize the benefits would not advocate the push for becoming an Intelligent Community. Additionally attendees noted issues related to the digital divide and digital inequity both in terms of access and knowledge/skills. While in some communities people enjoy the benefit of broadband, in others, there is a lack of access that adversely affects certain portions of the population. Even if broadband access is available, lack of skills and knowledge causes underutilization of the infrastructure and thus social inequity. From a practical standpoint, asking the question of how much is good enough is crucial and challenging. Technology is growing faster and faster, and the Internet speed is accelerating at the same time. Stakeholders would question how much is good enough with the unlimited speed of technological development while facing budgetary constraints. Regulations related to deployment are complex also making efforts toward deployment difficult for those communities who are trying to take steps forward.



Collaboration

Facing these challenges should not stop us from taking action to solve them. The Global Institute asked the attendees to identify who needs to be at the table for discussions and progress forward to meet the Broadband Imperative. The group of stakeholders are shown in the figure below.



The identified government sector includes not only municipal governments such as cities, townships and villages, but also county and state government. As for educational institutions, local schools, universities, and also libraries need to be part of the discussion. It was noted in the discussion that private providers of different sizes should be included for deepening understandings between sectors and for better collaboration. Also discussed was the need for social service organizations to be included, as they interact with those disadvantaged populations that often lack access to sufficient technology and broadband.

Role of the Global Institute

Given the opportunities, challenges, and possibilities for collaborations, the attendees to the Roadshow were asked to give insights on how the Global Institute can help communities to be competitive in the Broadband Economy. Feedback from attendees focused on five main areas in which the Global Institute might be able to help communities.



Convening Stakeholders

The Global Institute might be able to help bring stakeholders together to increase awareness of the need, discuss critical issues surrounding the Intelligent Community Movement, and advocate for communities make progresses. The role of the “convener” could be within an individual community or geographical area or more broadly serving as a statewide convener.

Assist Initiation

The first steps might be the most difficult for many communities. The Global Institute can assist by providing consultation and/or by linking communities that have made progress with those

that are just starting the process. Additionally, the Institute can provide on-line resources and documents that can help develop the framework for community assessment, initiation, deployment and use.

Providing Best Practices

The Global Institute could provide best practice examples to help communities identify how they might pursue becoming an intelligent community and to bring awareness of the need and benefit of pursuing such initiatives. These examples can be provided both on-line and through workshops.

Support for Legislative Affairs

The Global Institute can help support communities individually in the area of broadband regulation and more broadly through legislative advocacy.

Seeking Funding

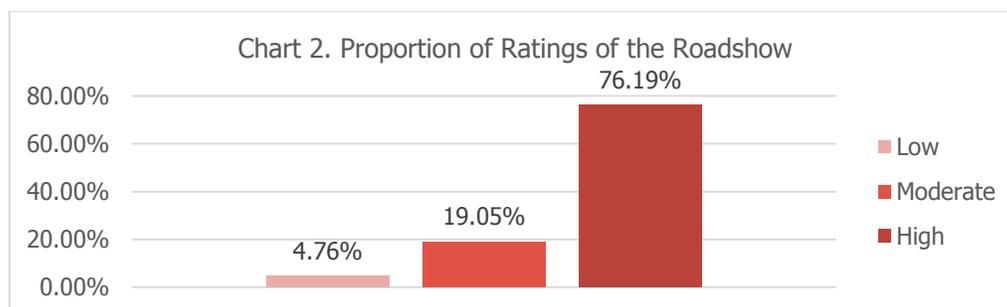
The costs associated with community assessment, education and broadband deployment can be a barrier for many communities. The Global Institute can assist communities in identifying grants and other funding opportunities.

Post-Event Survey – Analysis

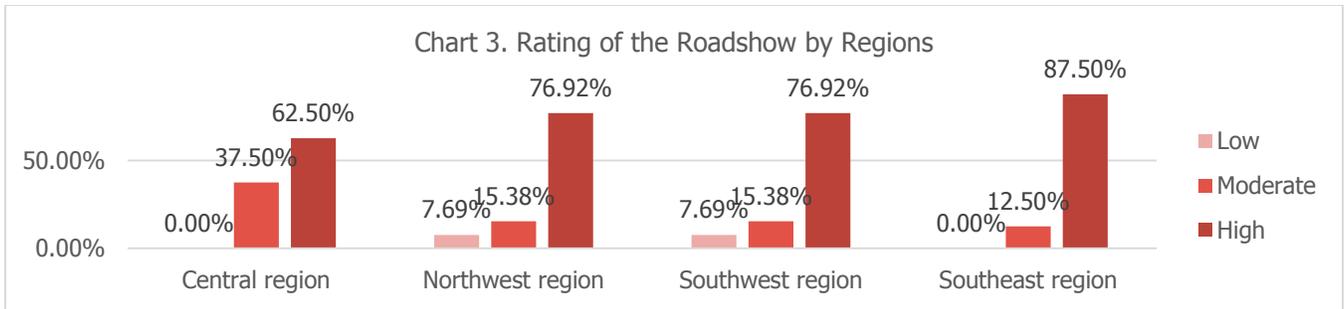
A survey was conducted to ask participants of the Roadshows in Central, Northwestern, Southwestern, and Southeastern regions of Ohio their thoughts on the events. Overall, participants gave positive feedbacks for the Roadshows.

Rating of the Roadshows

The majority of the participants rated the quality of the Roadshow high with the proportion of those who rated it low very limited.

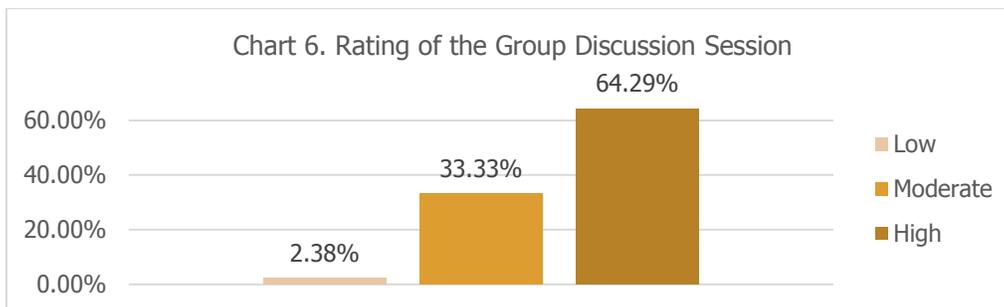
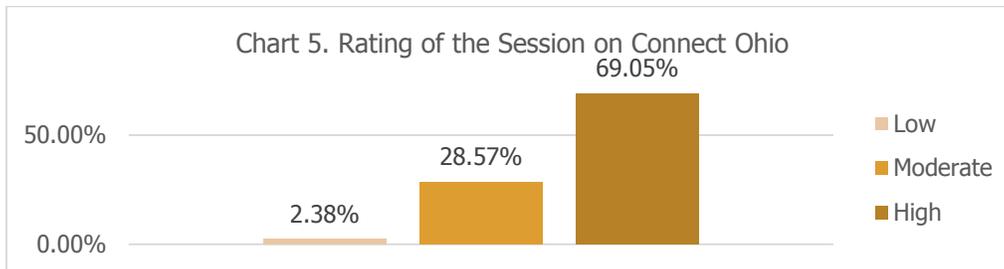
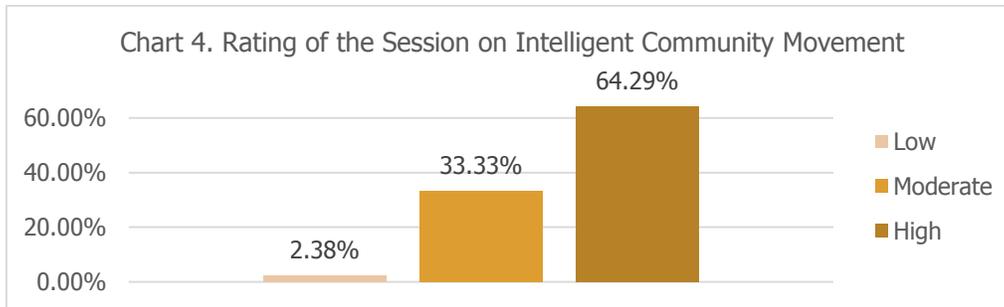


Broken down by regions, the trends follow the general trend with the majority rating the event high. However, comparatively high a proportion of participants for the Central region rated the quality of the event to be moderate.



Rating of the Sections of the Roadshows

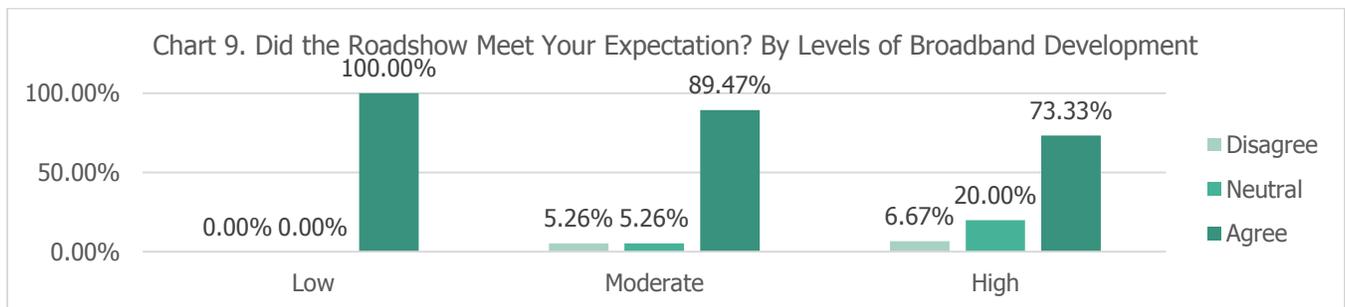
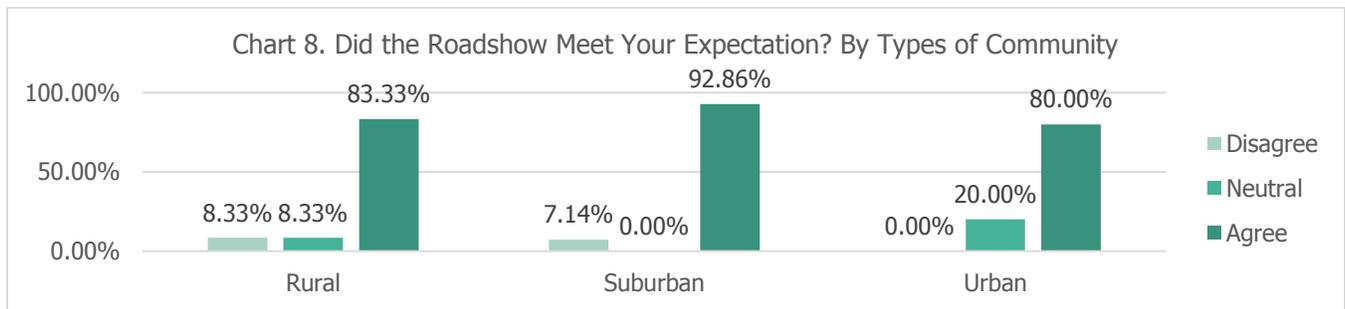
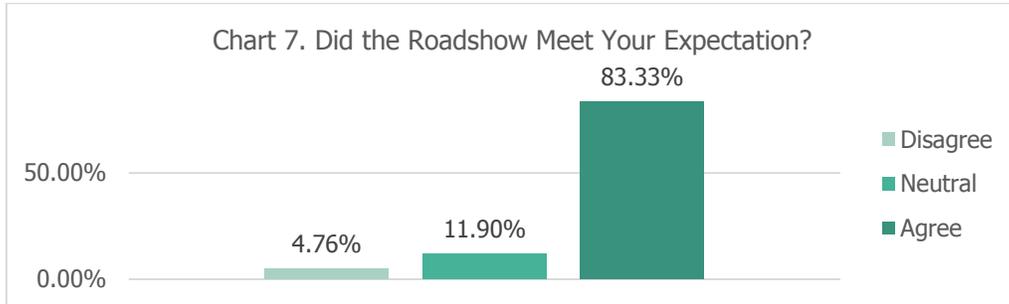
Participants are asked to rate each of the three sections of the Roadshow. As expected by the overall rating, the majority considered the various sections to be of high quality.



Meeting the Expectation

Again, as expected by the overall rating, the majority of the participants suggested that the Roadshows met their expectations. However, comparatively high proportions of the number of

participants from urban communities or communities with higher levels of broadband development suggest that they are neutral on the statement that the Roadshows met their expectation. This might suggest that focus should not only be on deployment of broadband infrastructure, but also on intelligent use of such infrastructure.

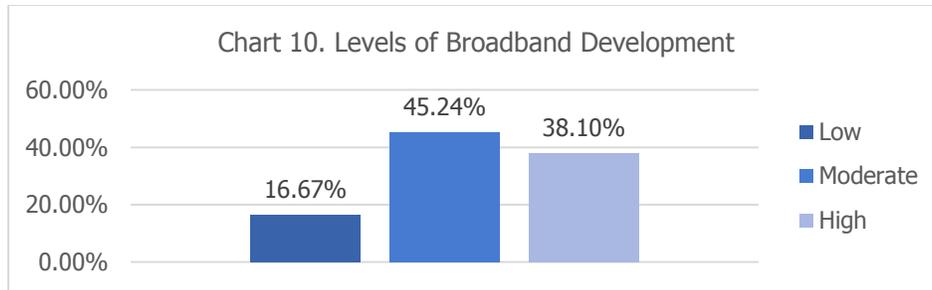


Post-Event Survey – Self-Assessment

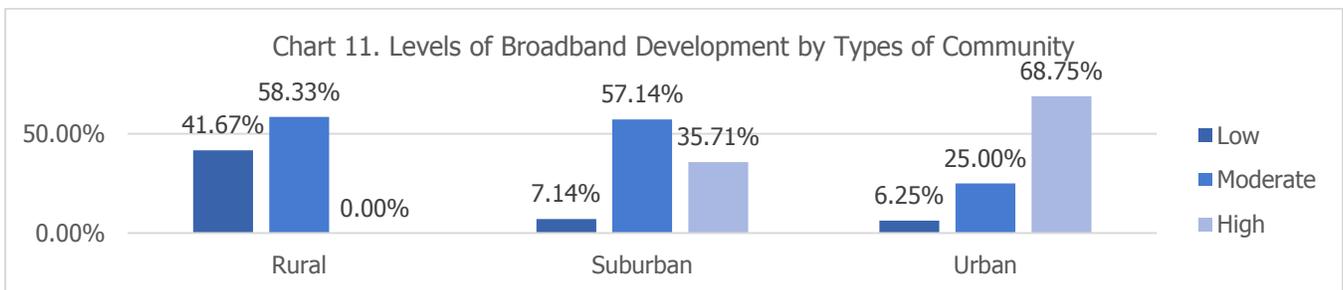
In the same survey, participants to the Global Institute Roadshows in Central, Northwestern, Southwestern, and Southeast Ohio regions were asked to self-assess the current situations of their communities in the Broadband Economy.

Broadband Development in Communities in Ohio

The participants were asked to self-assess the level of their broadband development. The overall results are depicted in Chart 10. The plurality of the participating communities (45.24%) rated their broadband to be at a moderate, with the second largest group (38.10%) being high level.

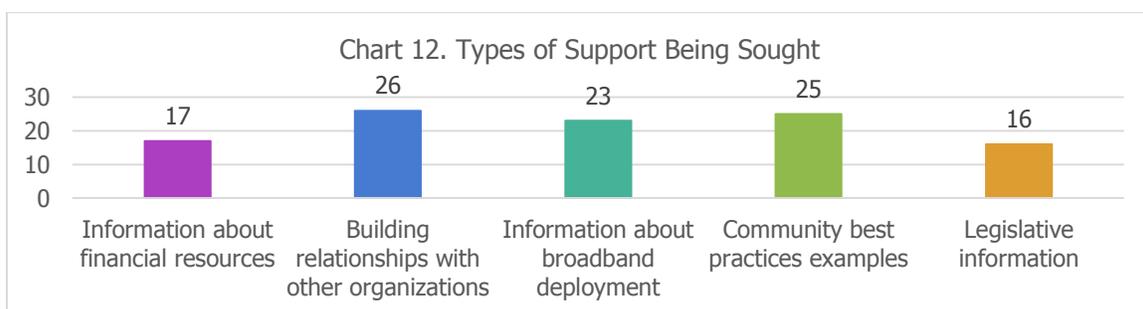


Once broken down into groups by the size of community (see Chart 11), as may be expected, the level of broadband development of urban communities is higher than that of rural communities. It implies that while basic infrastructure of broadband network needs to be established in rural communities, while urban communities need to find ways to utilize the existing infrastructure. It also must be noted that the gap between the proportions of high level broadband development of suburban (35.71%) and urban communities (68.75%). Even if the existing broadband infrastructure might serve basic purposes, additional efforts need to be made in order for suburban communities to compete and survive in the broadband economy.

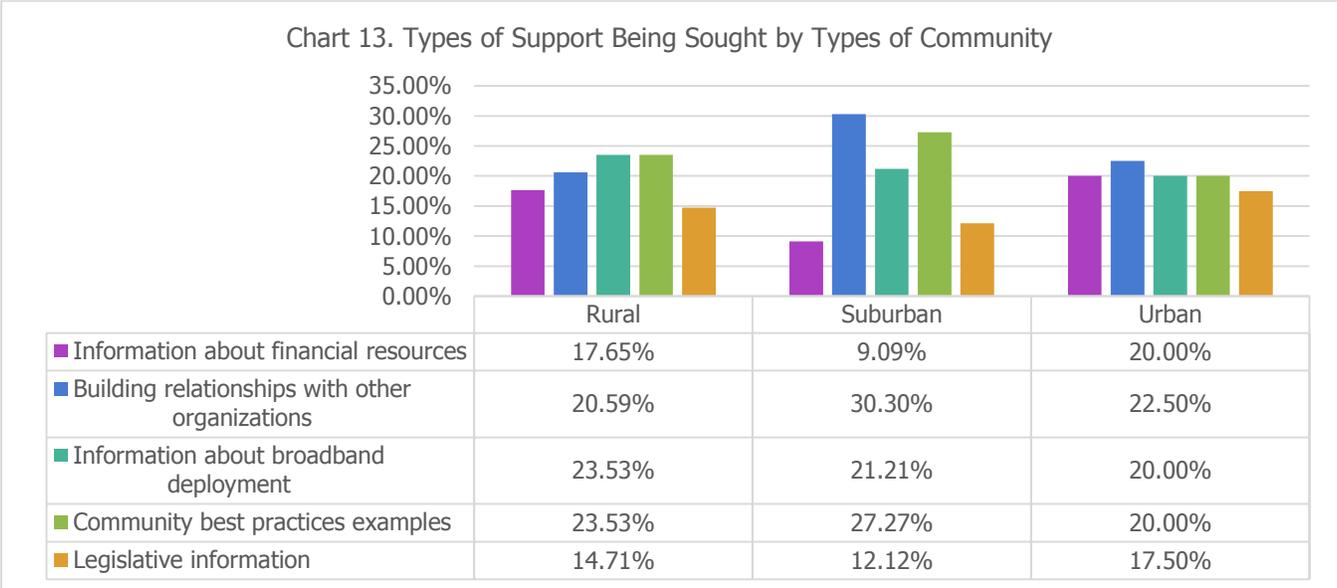


Types of Support Being Sought by Communities in Ohio

The survey asked participants what support the Global institute could provide for communities in order for them to move forward in the Broadband Economy. The overall result is shown in Chart 12. Though all types of the information are considered to be valuable to communities, "Building relationships with other organizations" and "Community best practices examples" are more desired than others.

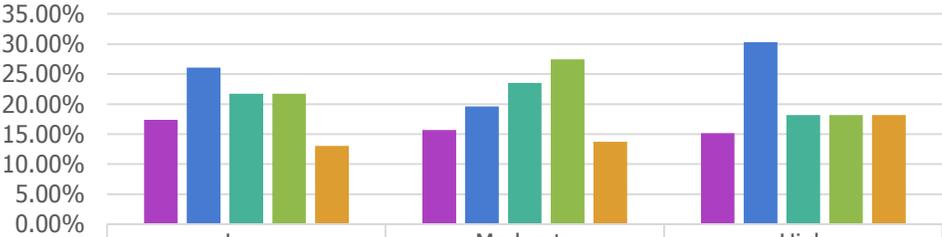


Once the results are broken down by the types of community, there seems to be a slight trend. While rural communities tend to seek information about broadband deployment and community best practices examples, it seems that rural communities are seeking practical information to deploy and advance broadband infrastructure. Suburban communities are also seeking community best practices examples after opportunities to build relationship with other organizations. As indicated by Chart 13, suburban communities with moderate levels of broadband development seem to be seeking best practices of further utilizing the infrastructure. Suburban and urban communities seek to build relationship with organizations. It might be indicated that now that communities have obtained broadband infrastructure of a higher level, they are engaging with other organizations to better utilize the network.



Breaking the needs down by levels of broadband development yield an interesting result. As Chart 14 shows, communities with low and high levels of broadband development show similar needs, making opportunities for building relationships with other organizations the top priority. The reasoning behind the needs might be qualitatively different, however. Communities with low levels of broadband development might be seeking partnerships to initiate improvements in the infrastructure, while those with higher levels might be trying to leverage the existing infrastructure. Communities with moderate levels of broadband are wanting community best practices examples and information about broadband deployment. Those communities seem to be seeking ways to enhance the infrastructure to reach a higher level.

Chart 14. Types of Support Being Sought by Levels of Broadband Development



	Low	Moderate	High
■ Information about financial resources	17.39%	15.69%	15.15%
■ Building relationships with other organizations	26.09%	19.61%	30.30%
■ Information about broadband deployment	21.74%	23.53%	18.18%
■ Community best practices examples	21.74%	27.45%	18.18%
■ Legislative information	13.04%	13.73%	18.18%