



GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT
BROADBAND OUTREACH CENTER
BROADBAND.UTAH.GOV

Utah Broadband Advisory Council

Thursday, June 18, 2015

2:00 p.m. – 4:00 p.m.

GOED Offices

Attendees:

Kelleigh Cole, Utah Governor's Office of Economic Development
Chris Tellington, Utah Governor's Office of Economic Development
Jessie Pechmann, Utah Automated Geographic Reference Center
James Toledo, Division of Indian Affairs
Melissa Hearst, United States Forest Service
Jason Morgan, Electric Lightwave/Integra
Steve Proctor, Utah Communications Authority
Jack Walkenhorst, All West Communications
Brad Baird, Economic Development Corporation of Utah
Aaron Hildreth, Intellipop
Charles Baldwin, Bitstream Communications
Sabrina Scott, Utah Education and Telehealth Network
Dennis Sampson, Utah Education and Telehealth Network
Rick Gaisford, Utah State Office of Education

Lynn Beecher, Skywire Fiber
Mike Giles, Frontier
Michael Merrill, Salt Lake Chamber of Commerce
Diane Bradshaw, Direct Communications

Phoned In:

Stan Klemetson, Utah Ignite
Dirk Christoffersen, XO
Jeff Goodridge, Strata
Bruce Todd, Strata
Dave Ryan, Strata
Dave Meecham, Strata
Ryan Larsson, Digis

Announcements:

Kelleigh Cole updated the council on the launch of the locate.utah.gov map, some articles that covered the website, and various other organizations that published the press release. The FCC has a pending comment window open for the Lifeline Program and the DC meeting with the Broadband Initiatives Group went well. The FCC has begun its data collection and Kelleigh asked the FCC in the DC meeting specifically about their collection policies. The FCC has just begun processing data and has not announced a release date. The agency has not confirmed whether data will be displayed on a national map. During the next week or two, the Outreach Center will be reaching out to the providers to collect data for mapping purposes. The state data submission will change in a few ways. Utah wants to keep collecting the data as services areas rather than census blocks and providers will report maximum advertised speeds, which will not be grouped into tiers.

Stanley Klemetson from Utah Ignite discussed his progress. Stan said that they started in February and that the goal is to encourage providers to offer gigabit speeds. Their idea is to set up a webpage with apps from U.S. Ignite groups from around the country.

Kelleigh then updated the council about a meeting with Salt Lake County on the infrastructure projects going on throughout the area. The Utah Broadband Outreach Center is helping the county develop a dig-once strategy.

Steve Proctor then gave an update on the FirstNet program. He said that 52 states have finished their consultation checklists and that FirstNet testified before congress and said land mobile networks are still a priority. Mission critical voice is a worldwide standard priority. There will be two seminars to give users updates on the progress of the program in September and then in December.

Kelleigh then finished the updates with another announcement for the Utah Broadband Tech Summit, taking place on October 14.

Jessie Pechmann then presented the two maps of the month. The May 2015 Map of the Month showed CAF II eligible areas and the June 2015 Map of the Month showed Enterprise Zones, newly added, on the locate.utah.gov website. She explained that the FCC has released its eligibility for the CAF program along with its new speed goal. The Enterprise Zones are crucial to the mapping features of locate.utah.gov because they help development in rural areas.

Kelleigh then began the breakout sessions with 5 sets of questions on various topics: marketing, promoting deployment and adoption, mapping, statistics, the broadband summit, and the advisory council. There were five different breakouts and after each session the council regrouped and had one person from each group present their answers.

I. Mapping

- a. What mapping services would be helpful to providers? Are there specific data sets or analysis that we could provide to providers that would be helpful?
 - i. Making the interactive map more granular and displaying the percentage of homes that are connected would be very helpful. In addition, providers would like to use the tools to see how data is being used and how it is being translated.
 - ii. A link to the status of Federal land and what it is designated as. The United States Forest Service has a feature like this on their website and could be useful.
 - iii. More economic development features would be a good idea and perhaps a map of the dark fiber in conjunction with the Utah Department of Transportation projects.
 - iv. A way to understand the dispute resolution process and procedures.
 - v. A way to identify which speeds are actually provided and not solely what is advertised as well as their prices.
- b. What mapping services would be helpful for other Broadband Advisory Council Members and stakeholders?
 - i. A view of the jurisdiction lands that are off limits to infrastructure. These are mostly wilderness areas.
 - ii. Last mile data.
 - iii. The download and upload speeds need to be accurate.
- c. Are there additional data sets that would be useful to analyze with the broadband data?
 - i. Data on existing communication sites and their locations.
 - ii. On this issue, the Forest Service encouraged co-location and on existing sites.
 - iii. Data on tribal communication infrastructure.
 - iv. Last mile data and especially where there are gaps in the infrastructure.
 - v. New fiber build maps
 - vi. Public WiFi and hotspots
 - vii. Spectrum maps
 - viii. Tower locations
 - ix. An FCC geo search tool
 - x. Non-adopters
- d. Are there any specific changes to the data format or collection that you would recommend that we consider?
 - i. Don't aggregate data to census blocks
 - ii. Gathering data from the FCC and then reviewing it, preferably in person.
 - iii. Statistical data
- e. Do you have any suggestions for the map of the month?
 - i. Hot spots with WIFI
 - ii. Unserved/underserved areas
 - iii. Focus on unserved and underserved areas to help create connections and partnerships
 - iv. Peaks with known communications sites, including backhaul
 - v. Jessie Pechmann from AGRC commented that AGRC is in the process of creating a map of the unserved and underserved areas.

II. Marketing

- a. How can the outreach center promote the locate.utah.gov site?
 - i. Through local governments and chambers of commerce and their websites.
 - ii. EDCUtah
 - iii. Tradeshows
 - iv. Site selector magazine
- b. What audiences would you like to see using the residential broadband map? How can we reach them?
 - i. Provider customers that can be reached through mailers or TV ads
 - ii. City/county governments
 - iii. Residential developers
- c. How would you like to see the residential map marketed?
 - i. Using email to utah.gov addresses
 - ii. Any utah.gov website
 - iii. TV ads
 - iv. Increase the Search Engine Optimization (SEO)
 - v. City/county governments/chambers

- vi. Through social media outlets
- d. What audiences would you like to see using locate.utah.gov? How can we reach them?
 - i. Providers, residents, users though working strongly with EDCU
 - ii. Businesses
 - iii. Economic development agencies both local and national
 - iv. Personal contact
- e. How can we market locate.utah.gov locally?
 - i. Through utilizing providers' websites with a link
 - ii. State agencies
 - iii. Mass mailing of website flyer
 - iv. Through providers and officials communicating about their websites
- f. How can we market locate.utah.gov nationally?
 - i. Through the same methods of local marketing but on a national scale.
 - ii. Conferences

III. Promoting Deployment and Adoption

- a. Are there ways the center can better support private sector deployment of infrastructure?
 - i. Encourage advertising and helping providers get their speeds marketed
 - ii. Neighborhoods might be interested in cost sharing
 - iii. Bringing all players to talk and discuss infrastructure deployment
 - iv. Put in extra conduit for broadband
 - v. The permitting process could be streamlined.
 - vi. Notices of open road projects
 - vii. There could updates to statewide tower siting laws
- b. How can the Center team more effectively work with communities to implement best practices?
 - i. Put best practices on website like a toolkit for users
 - ii. Advertise to the league of cities and towns
 - iii. Standardized processes
 - iv. Aid with understanding land use restraints
 - v. Incorporate communication with developer communities
 - vi. Work with rural development office more
 - vii. Present mapping data to cities/counties at government meetings
- c. Are there any broadband adoption efforts the center should engage in?
 - i. Educating the general public about what is available in the state.
 - ii. Educating low adopting communities/groups and low-income groups
 - iii. More coordination with job centers through the Department of Workforce Services (DWS)
- d. Are there ways the broadband project can help rural businesses?
 - i. Marketing services need to be improved
 - ii. Helping to connect possible customers with providers
 - iii. Help justify why it is worthwhile to have broadband to rural development
 - iv. Focusing on infrastructure availability
 - v. Help with service to unserved and underserved areas
- e. Are there ways the center can help with federal lands issues?
 - i. Help groups to understand constraints, priorities, capacity, revenues, and payments.
 - ii. Continue meetings and invite federal employees
 - iii. Creating relationships with field offices, such as National Parks, BLM, USFS, in Utah and the region could help with permitting issues
- f. Are there other barriers to deploying broadband in Utah that we can help with?
 - i. Help with public/private partnerships
 - ii. Dig-once policies
 - iii. Utilize dark fiber
 - iv. Compiling the needs/demands in unserved and underserved areas

IV. Statistics

- a. What information would be useful to include in the Center's Annual Report?
 - i. A status update/progress report on issues identified in last year
 - ii. Successful projects implemented

- iii. A member score card
 - iv. What is the competitive landscape?
 - v. Broadband adoption
 - vi. Numbers of underserved and unserved
 - vii. Successes and numbers of increased amounts of carriers
- b. What industry statistics would be useful for the center to report to the legislature?
- i. What companies are doing to keep current in a changing world
 - ii. What is available at each address aggregated to a community level
 - iii. Economic development and tax revenues
 - iv. Actual speeds
 - v. Numbers of underserved and unserved
 - vi. Speeds and capacity
- c. What center statistics would be useful for the center to report to the legislature?
- i. Communities that have been reached/visited
 - ii. Demographics/logistics of Council
 - iii. Success stories regarding partnerships
- d. What stats would be useful in evaluating the success of the center?
- i. Improve data verification
 - ii. Increased standard of living
 - iii. The number of new businesses
 - iv. Growth rates
 - v. Issues you have vs. what has been and is currently being resolved

V. **Broadband Summit**

- a. What breakout sessions would you like to see at the Broadband Summit?
- i. Importance of broadband to business and how broadband can meet their needs
 - ii. Blue Stake laws
 - iii. Native American issues
 - iv. From the head to the customer, how does it work?
 - v. What do you do with a gig?
 - vi. Streamlining permitting process
 - vii. Industry tech demos (connected car, home, etc.)
- b. What groups would you like to see invited to the Broadband Summit?
- i. Providers
 - ii. Utah Education Network
 - iii. Community leaders
 - iv. Businesses
 - v. Tribal governments
 - vi. Government agencies from both state and local levels
 - vii. All stakeholders, providers, and consumers
 - viii. Fiber providers
 - ix. Developers from both residential and commercial groups
 - x. Tech companies
- c. Are there any specific keynote speakers you would like us to invite to the Broadband Summit?
- i. Glen Ricart
 - ii. Martin Cooper, cell phone inventor
 - iii. US Ignite
 - iv. Adobe
 - v. New companies to Utah
 - vi. NSA
 - vii. Fire Eye
 - viii. Cyber security

VI. **Advisory Council**

- a. Are there any groups you would like to see presentations from at the Advisory Council?
- i. Supercomputing at University of Utah
 - ii. Connection points
 - iii. Joe Breen
 - iv. Security issues on broadband because networks are vulnerable
 - v. Private providers and what they are doing in their networks

- vi. Net neutrality
- vii. Bandwidth throttling
 - i. SITLA
 - ii. Utah Foundation
 - iii. Telehealth update
 - iv. University research on technology/RF/Internet