

# Broadband Assessment and Action Planning

## St Clair County Broadband Survey Results

July 15, 2021



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Michigan

# St Clair County Broadband Survey Results



- I. Broadband Survey Metrics
- II. Residential Survey Results
  - I. Key Findings
  - II. Interactive Map
- III. Business Survey Highlights
- IV. Sector Survey Highlights
- V. Initial Recommendations
- VI. Next Steps



# St Clair County Broadband Survey Metrics



Survey Period: November, 2020 – May, 2021

## Verified Survey Responses

Residential	869
Business	32
Agriculture	5
Government	13
Health Care	1
Higher Education	2
K-12 Education	5
Libraries & Comm Orgs	3
Public Safety	7



# Broadband Survey Analysis Deliverables

- Summary of key findings for each survey type
- Detailed presentation on question-level results of each survey type (residential and sectors)



Table of Contents

02	Household Survey Results
20	Agriculture Sector Survey Results
33	Business Sector Survey Results
54	Government Sector Survey Results
66	Health Care Sector Survey Results
77	Higher Education Sector Survey Results
90	K-12 School Sector Survey Results
105	Library and Community Organization Sector Survey Results
120	Public Safety Sector Survey Results

The image shows a "Table of Contents" page from the report. It lists various survey results sections with their corresponding page numbers. The background is a light blue with a red diagonal stripe at the bottom right. The Connected Nation Michigan logo is in the bottom right corner.

- St Clair County Broadband Interactive Map
- Initial recommended actions to seed the St Clair County Technology Action Plan

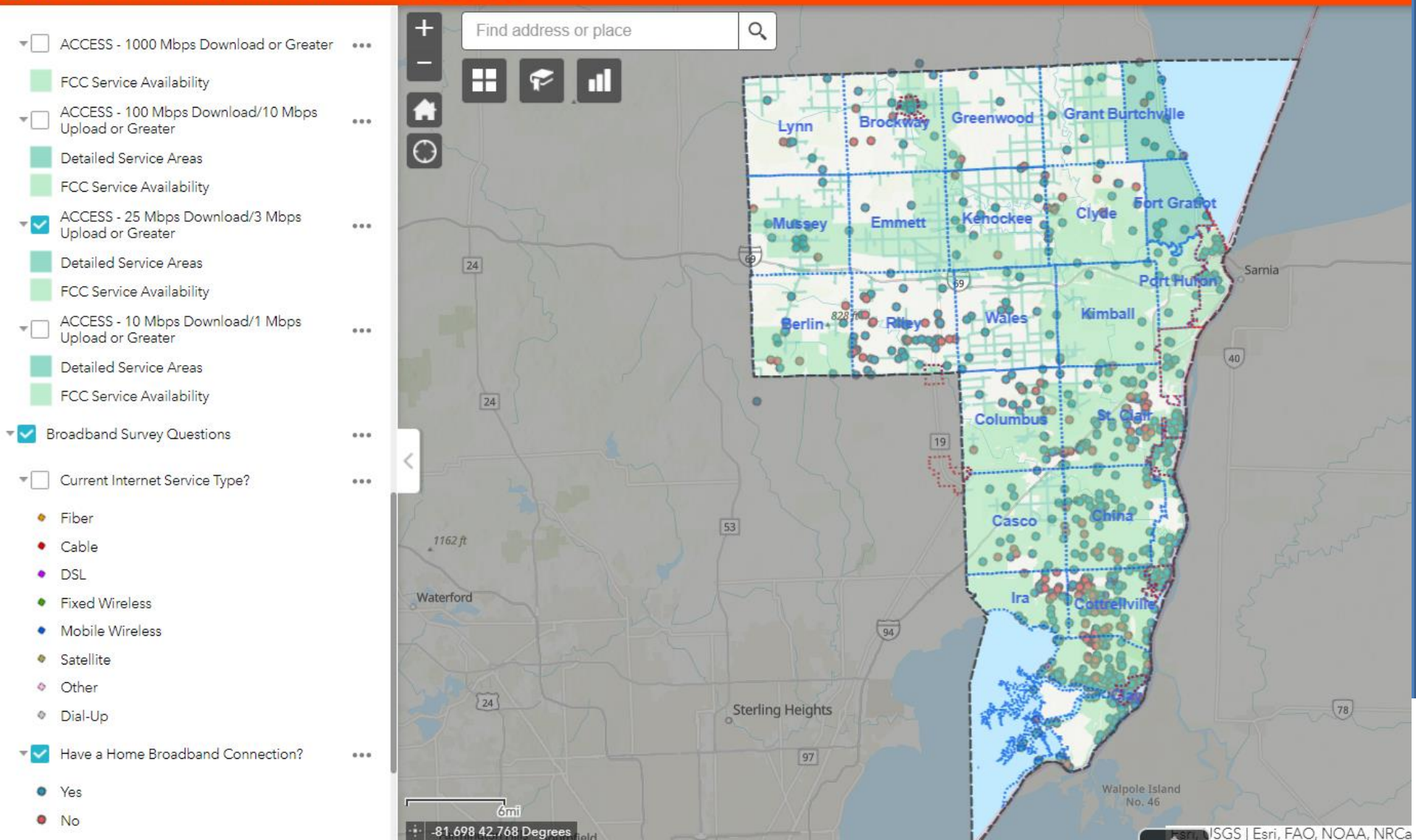
# St Clair County Interactive Map

<http://connectednation.org/michigan/stclair/interactivemap>

St. Clair County, Michigan - Broadband App

CONNECTED PROGRAM

Connected Nation





# SUMMARY OF SURVEY RESULTS

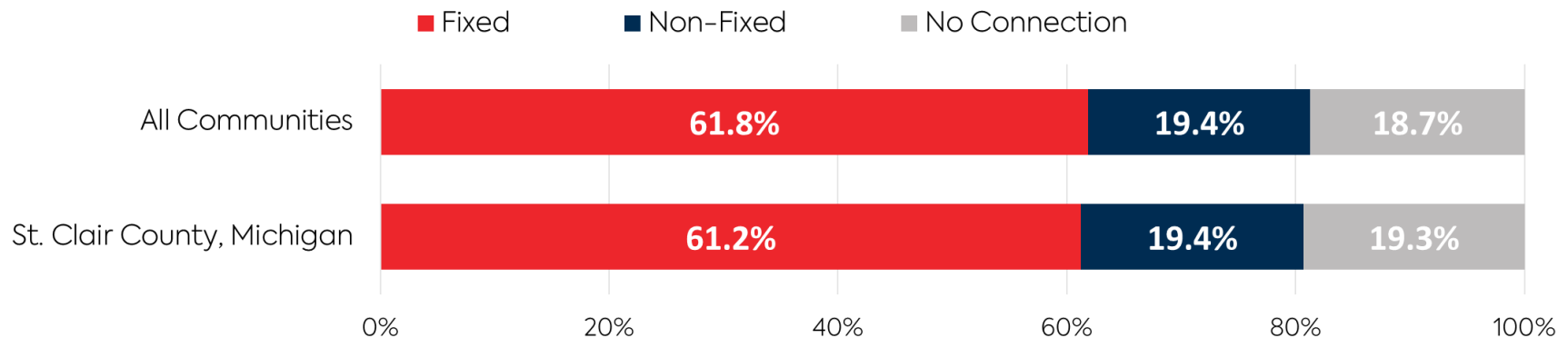
# St Clair County Broadband Survey Summary

## Households – Residential Survey (1 of 8)



**80.6%** of St Clair County households currently subscribe to a broadband service

- 61.2% use a “fixed” service (fiber, cable, DSL, fixed wireless)
- 19.4% use a “non-fixed” service (mobile, satellite)
- **19.3%** do not subscribe
- All communities: 62% fixed, 19% non-fixed, 19% unsubscribed



Based on 869 St Clair County Household survey responses

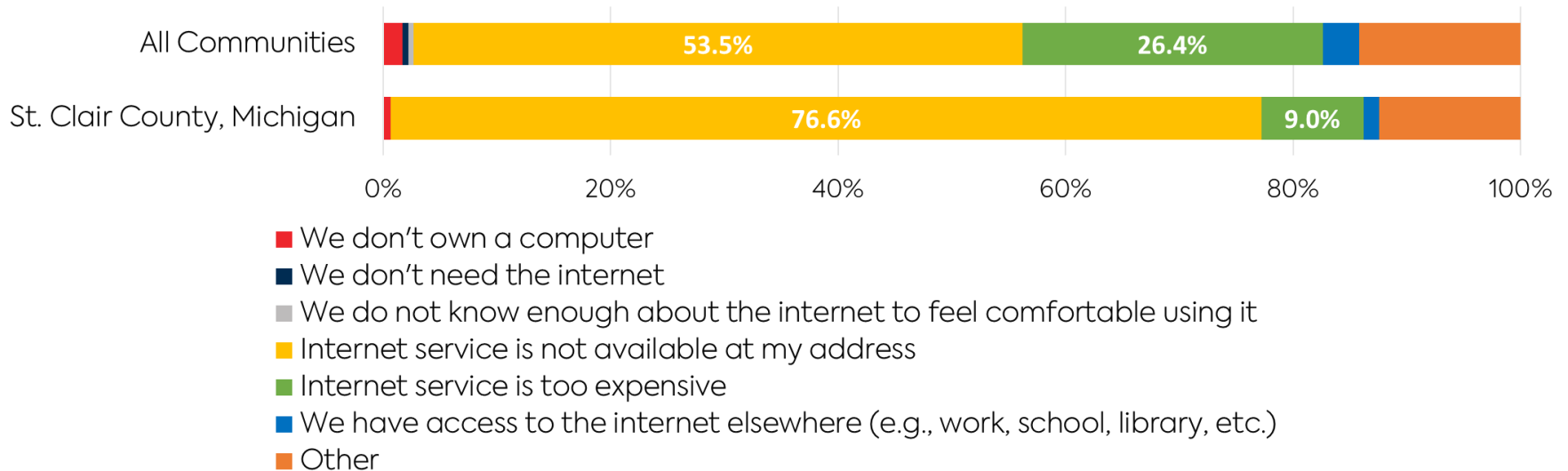
# St Clair County Broadband Survey Summary

## Households – Residential Survey (2 of 8)



**76.6%** of broadband “non-adopters” in St Clair County (15% of all residents) say service is not available at their address

### Reasons for Not Subscribing to Broadband



Based on 869 St Clair County Household survey responses

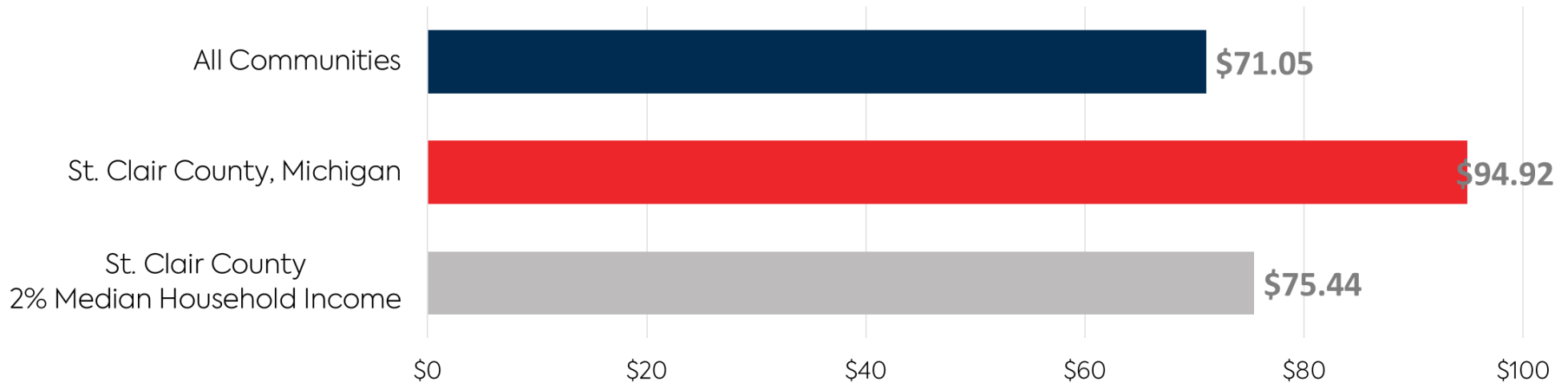


# St Clair County Broadband Survey Summary

## Households – Residential Survey (3 of 8)



On average, St Clair County households pay **significantly more** for their broadband service than those in other communities (\$94.92 vs. \$71.05/month)



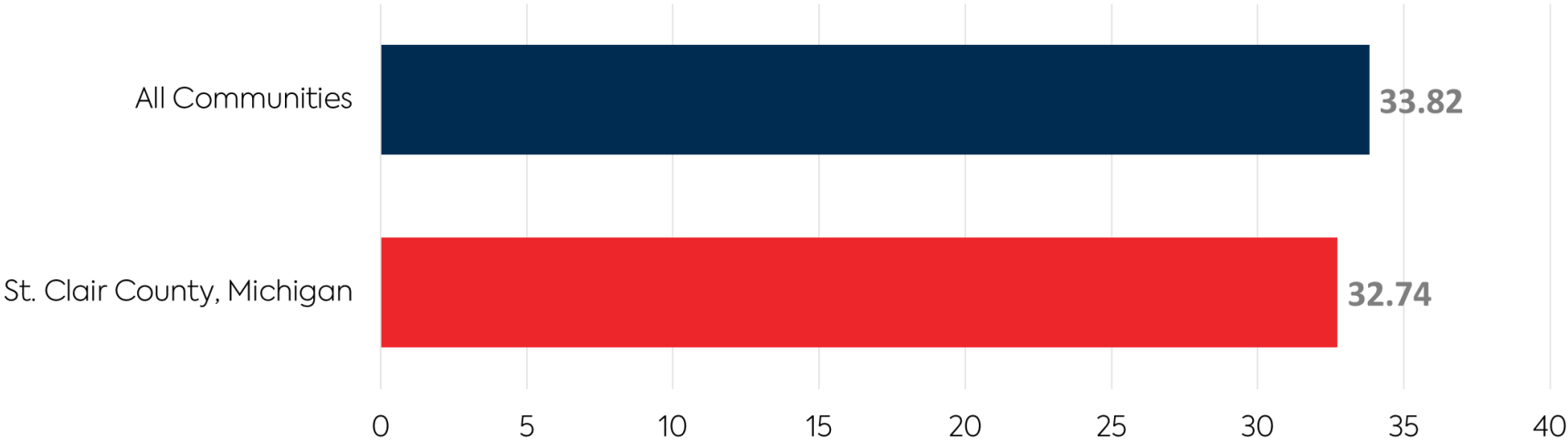
Based on 869 St Clair County Household survey responses

# St Clair County Broadband Survey Summary

## Households – Residential Survey (4 of 8)



St Clair County households experience **slightly slower download speeds** vs. other communities (32.74 Mbps vs. 33.82 Mbps)



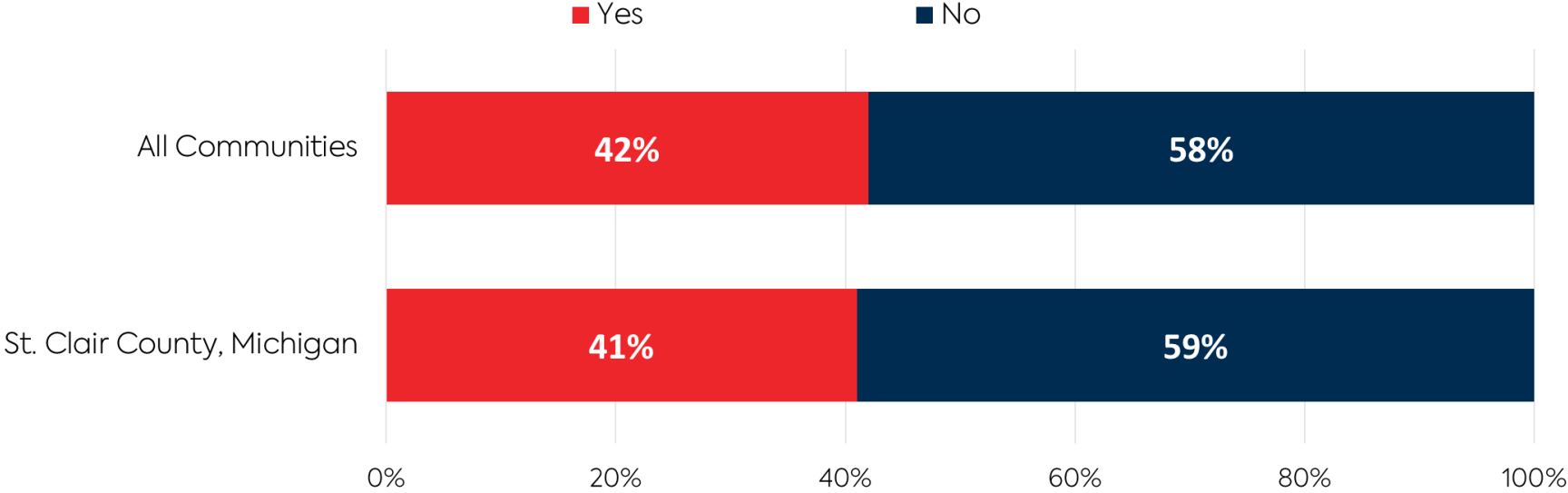
Based on 869 St Clair County Household survey responses

# St Clair County Broadband Survey Summary

## Households – Residential Survey (5 of 8)



**41%** of St Clair County households are satisfied with their current broadband service, which is consistent with the average of households in other communities at 42%



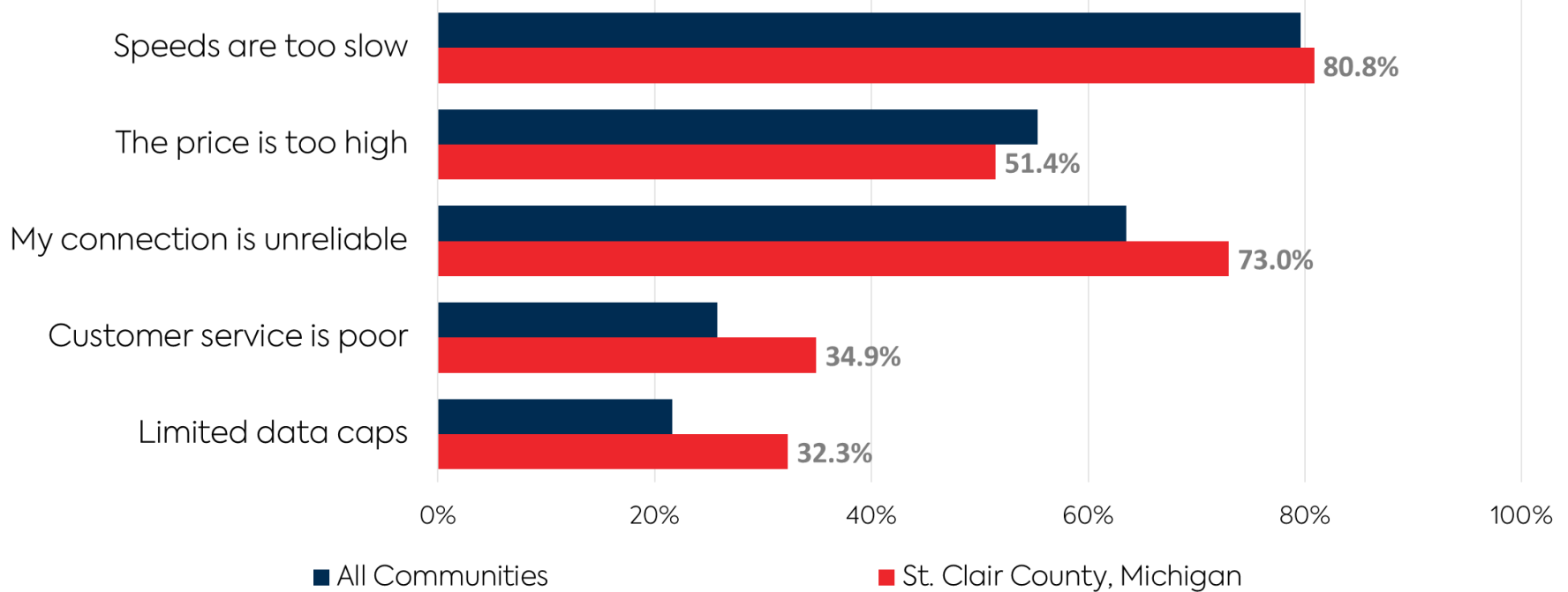
Based on 869 St Clair County Household survey responses

# St Clair County Broadband Survey Summary

## Households – Residential Survey (6 of 8)



Primary concerns affecting satisfaction from St Clair County residents are speeds, service reliability and cost



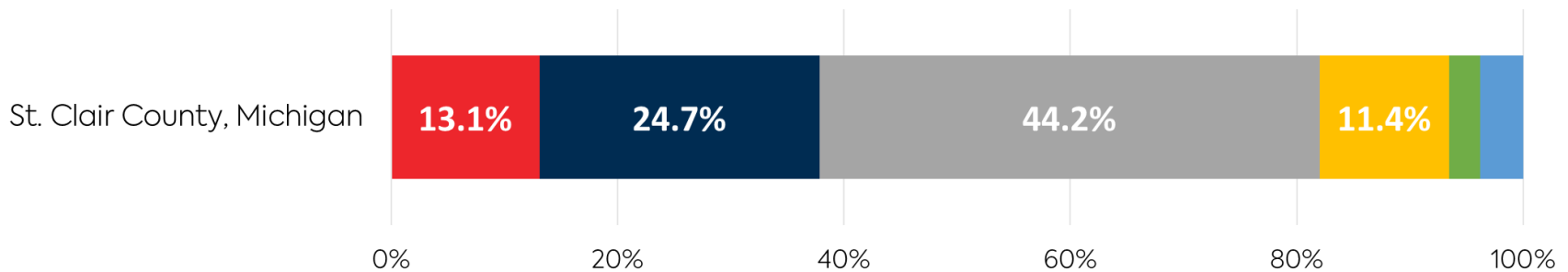
Based on 869 St Clair County Household survey responses

# St Clair County Broadband Survey Summary

## Households – Residential Survey (7 of 8)



91% of St Clair County residents subscribe to a mobile broadband service, with 13% of residents using their mobile device as their primary access to broadband.



- Mobile internet service is our primary home internet source - we exclusively use our smartphones to go online
- We use our mobile service to connect other household devices to the internet
- Mobile internet service is a secondary connection; we mostly use a fixed internet connection to go online from home
- We subscribe to mobile internet service but we don't use it at home
- Unsure
- Other

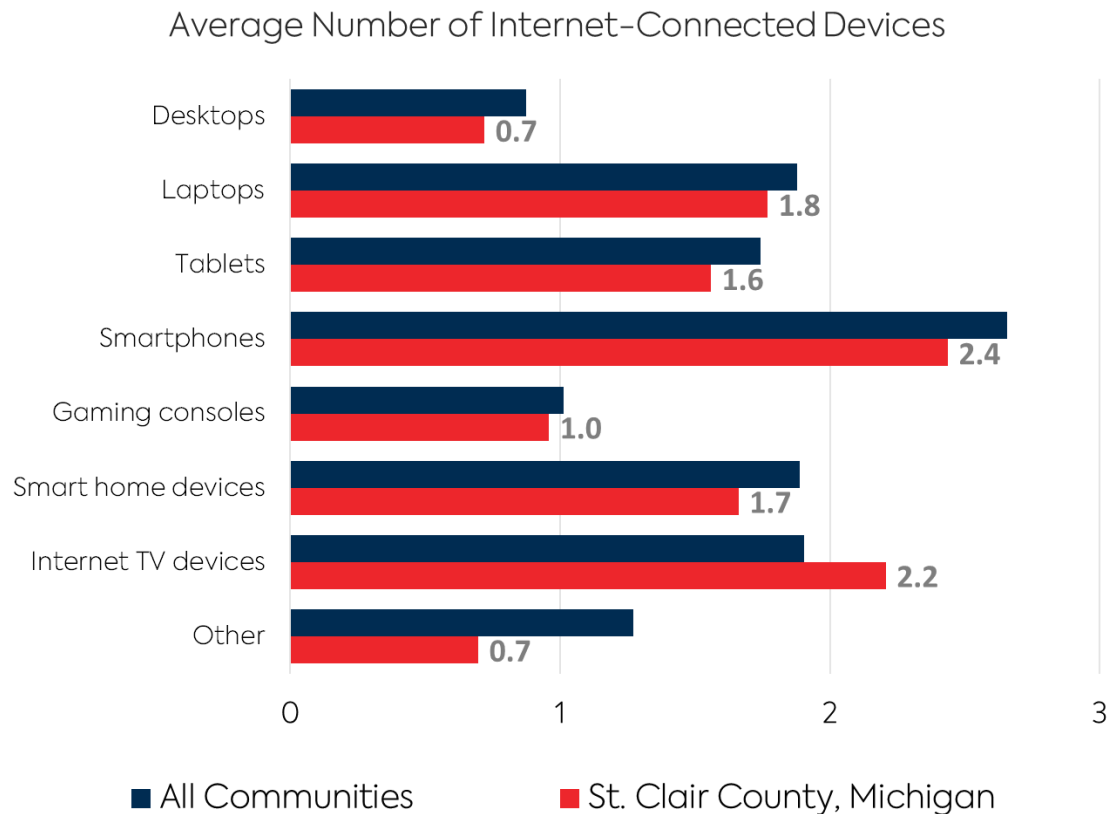
Based on 869 St Clair County Household survey responses

# St Clair County Broadband Survey Summary

## Households – Residential Survey (8 of 8)



Broadband-connected households in St Clair County have an average of 12 internet-enabled devices



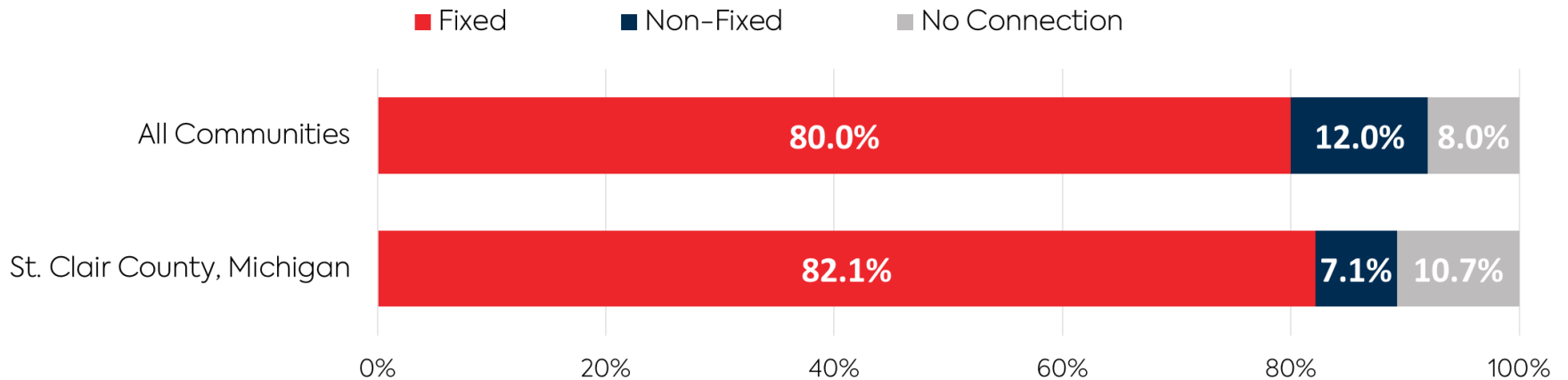
Based on 869 St Clair County Household survey responses

# St Clair County Sector Summary

## Businesses (1 of 8)



82% of St Clair County businesses have a fixed-broadband connection, while 7% have non-fixed connections and nearly 11% do not subscribe at all



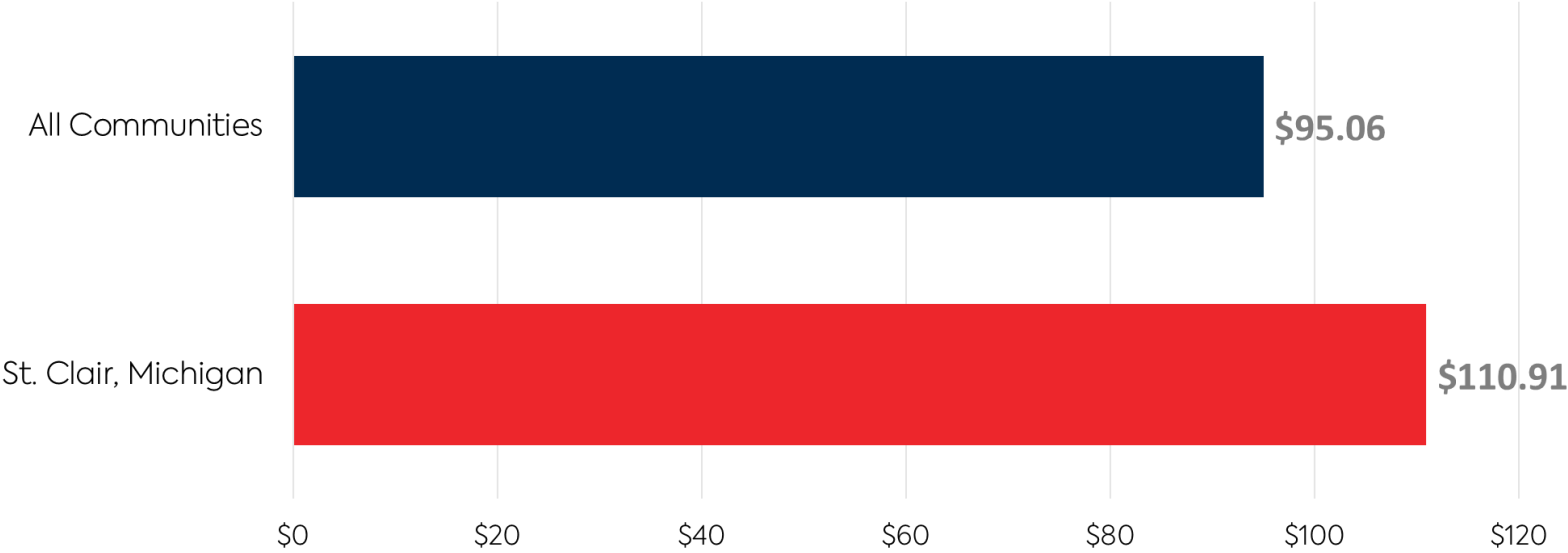
Based on 32 St Clair County Business survey responses

# St Clair County Sector Summary

## Businesses (2 of 8)



On average, St Clair County businesses **pay 17% more** for their broadband service than those in other communities (\$110.91 vs. \$95.06/month)



Based on 32 St Clair County Business survey responses

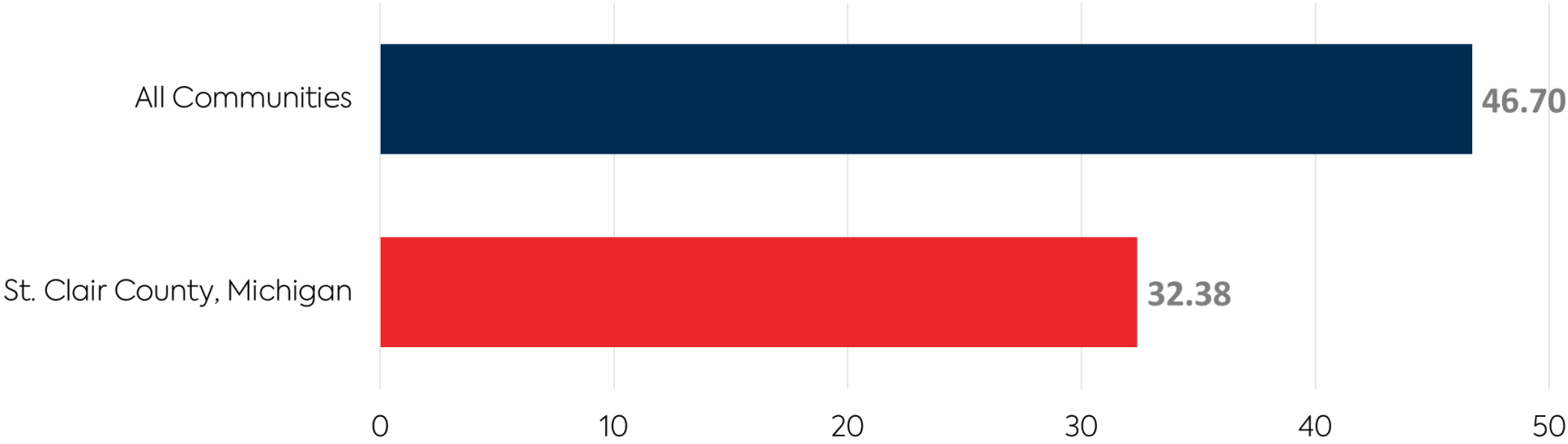


# St Clair County Sector Summary

## Businesses (3 of 8)



St Clair County businesses average **31% slower** download speeds vs. other communities (32.38 Mbps vs. 46.7 Mbps)



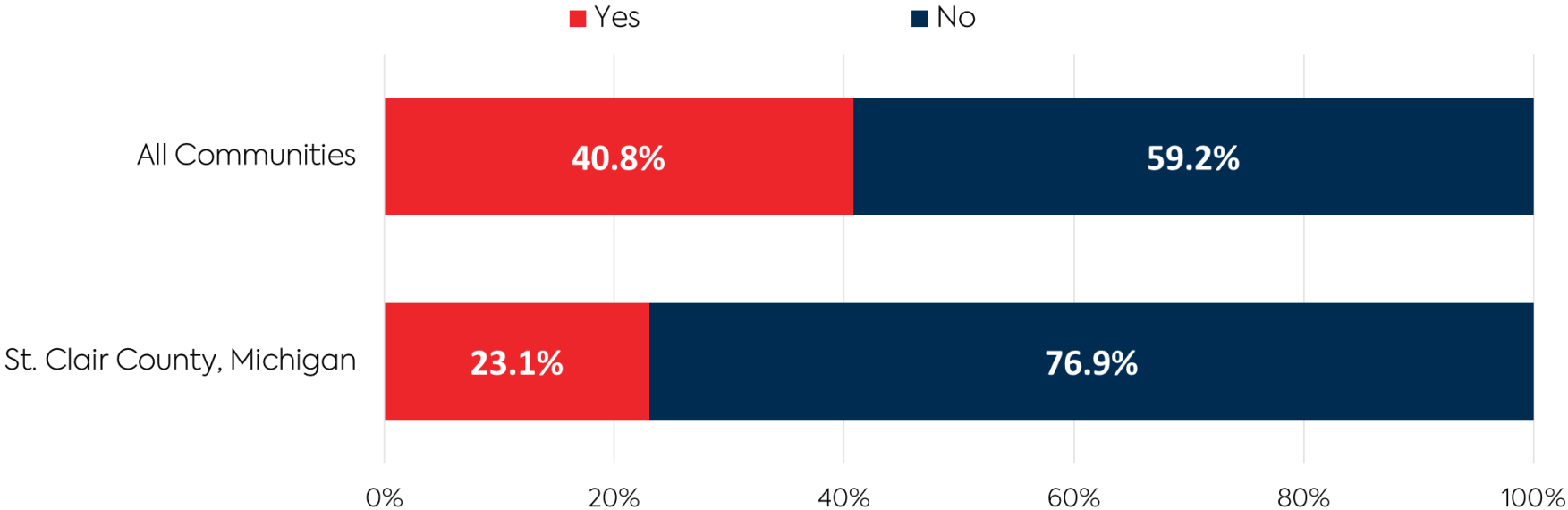
Based on 32 St Clair County Business survey responses

# St Clair County Sector Summary

## Businesses (4 of 8)



Only **23%** of St Clair County businesses are satisfied with their broadband service, which is substantially less than the 41% average of businesses in other communities



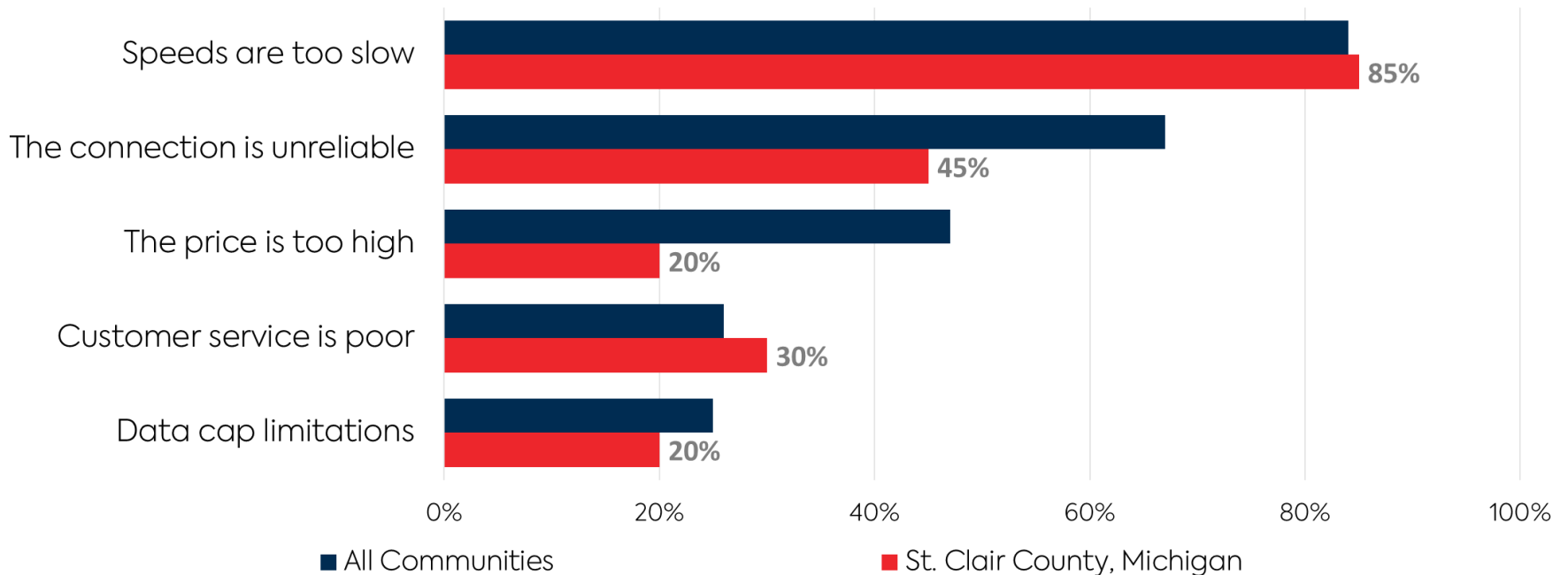
Based on 32 St Clair County Business survey responses

# St Clair County Sector Summary

## Businesses (5 of 8)



Primary concerns affecting satisfaction from St Clair County businesses are speeds, service reliability and customer service



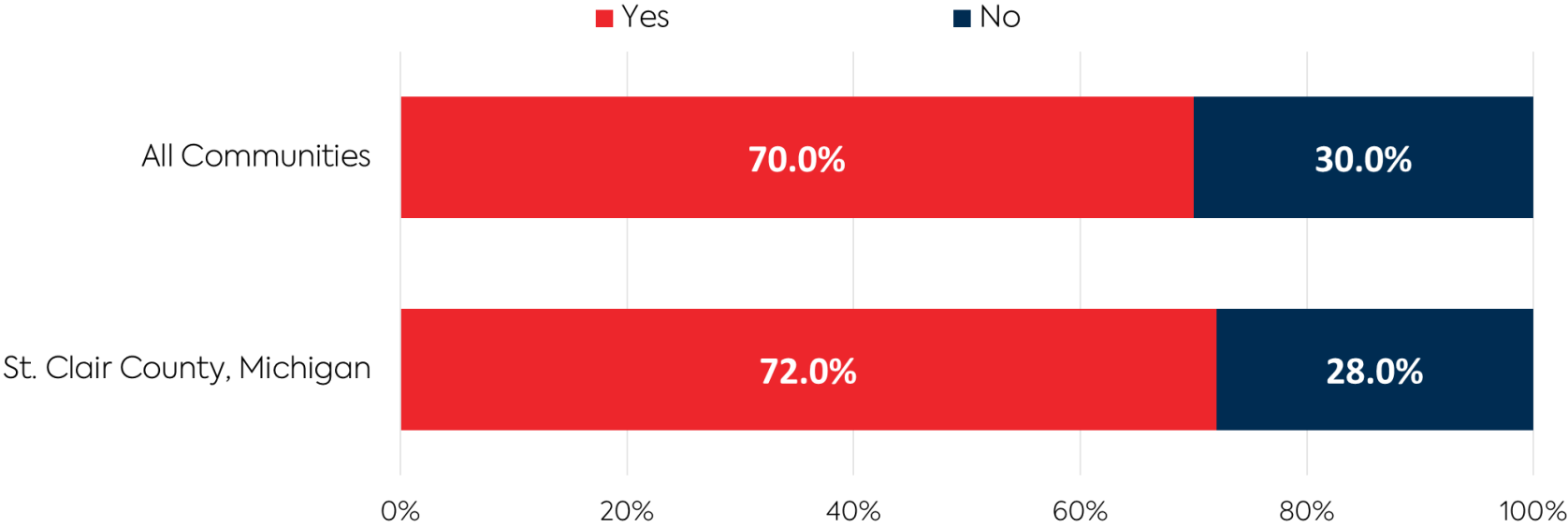
Based on 32 St Clair County Business survey responses

# St Clair County Sector Summary

## Businesses (6 of 8)



72% of St Clair County businesses have a website, compared to 70% of businesses in other communities



Based on 32 St Clair County Business survey responses

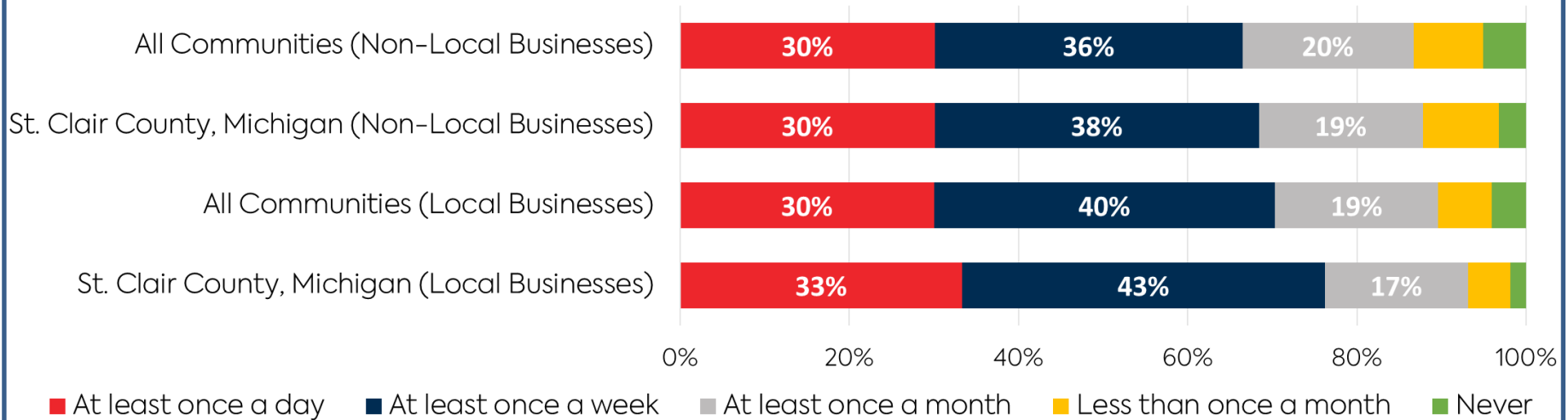
# St Clair County Sector Summary

## Businesses (7 of 8)



### St Clair County residents interact digitally with businesses at a slightly higher rate than residents in other communities

How Frequently Residents Interact with Businesses via the Internet



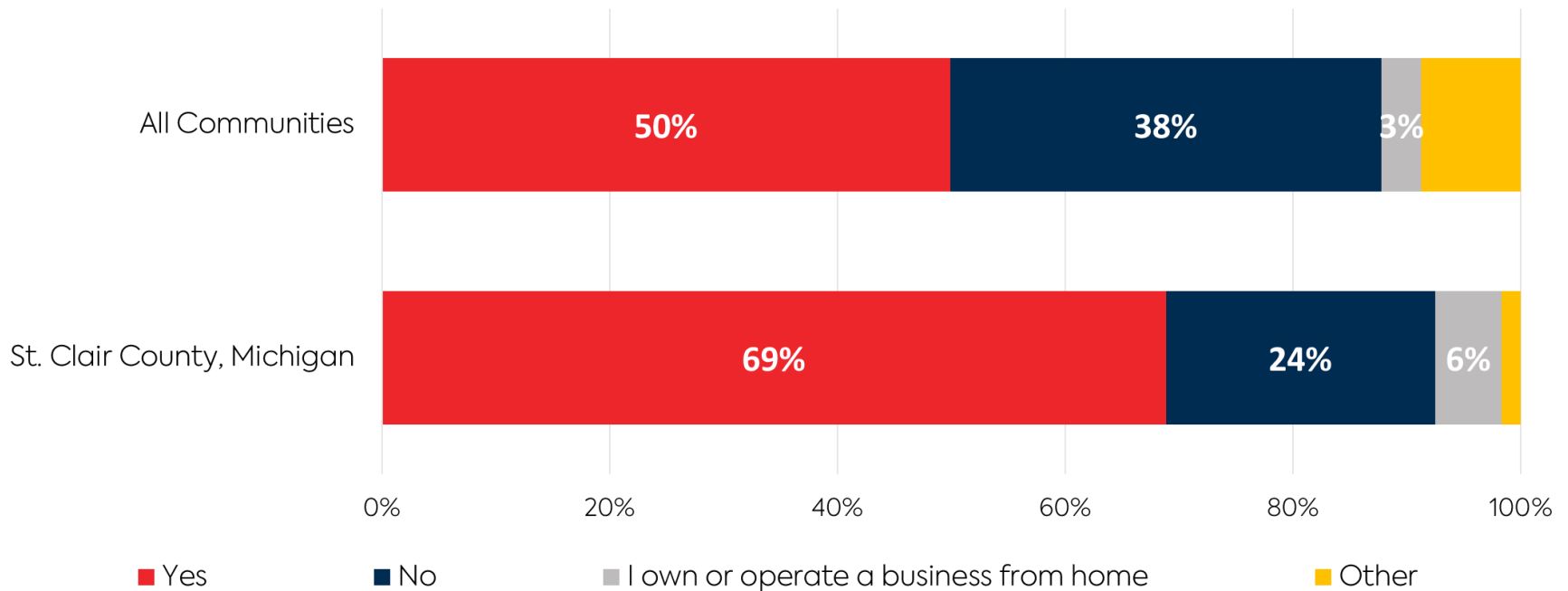
Based on 869 St Clair County Residential survey responses

# St Clair County Sector Summary

## Businesses (8 of 8)

69% of workers in St Clair County telework at least one day per week compared to 50% of workers in other communities

- Note that other communities include pre-COVID surveys
- 65% of Lapeer County workers telework (post-COVID)



Based on 869 St Clair County Residential survey responses



**RECOMMENDED ACTIONS**

# St Clair County Initial Recommended Actions



## 1) Use Interactive Map and Survey Data to Identify and Prioritize Specific Areas in Need of Service Improvements

**Goal:** Effectively target truly unserved and underserved areas

Initial areas identified (with no current RDOF commitments):

Riley Township	Wales Township	Cottrellville Township
Brockway Township	St Clair Township	Lynn Township
Columbus Township	Clay Township	Ira Township

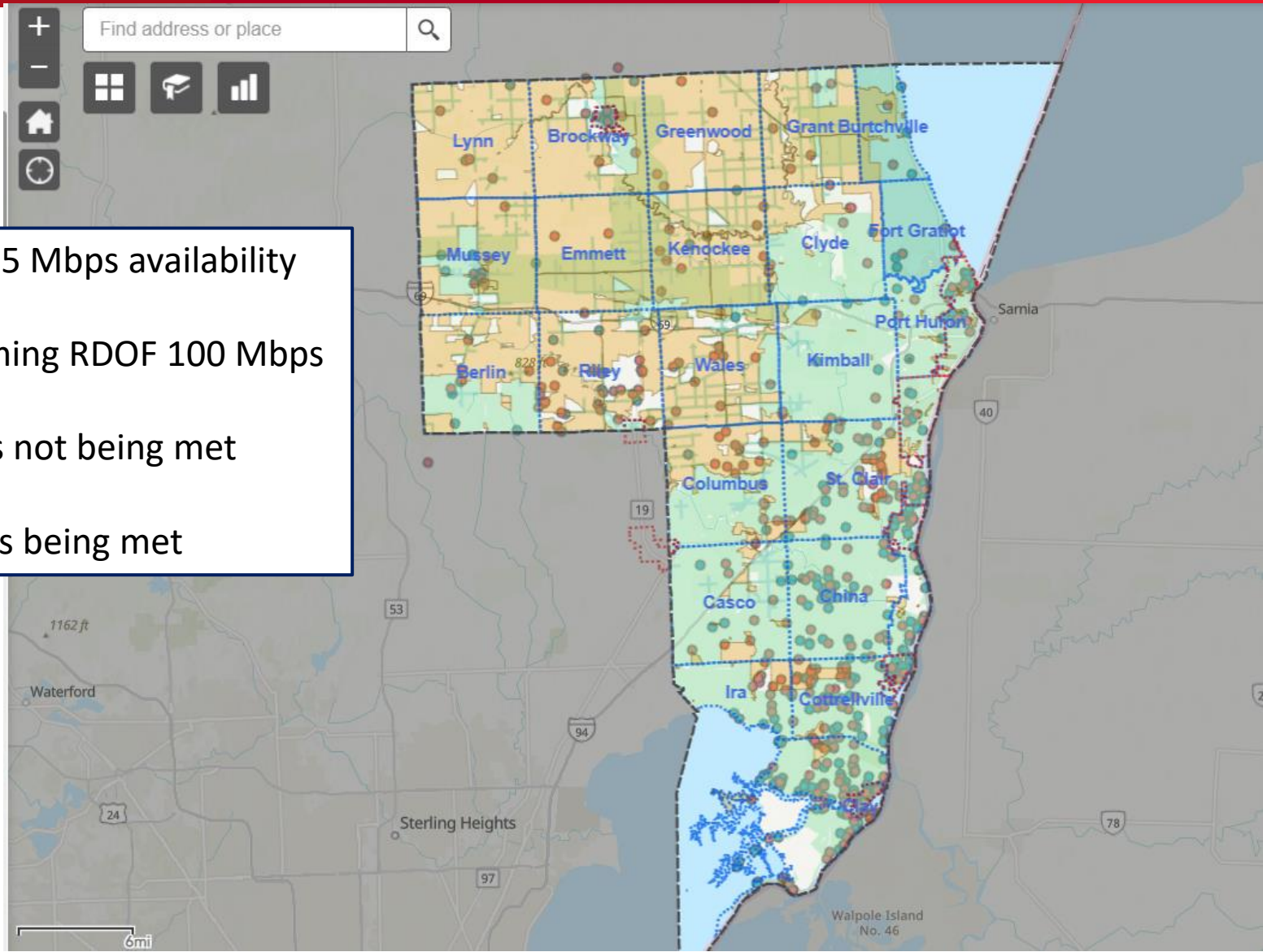
St Clair County Interactive Map:

<https://connectednation.org/michigan/stclair/interactivemap>



# St Clair County – 25 Mbps Availability Are Your Broadband Needs Being Met?

Green shade = 25 Mbps availability  
Tan shade = Coming RDOF 100 Mbps  
Red dot = Needs not being met  
Blue dot = Needs being met



# St Clair County Initial Recommended Actions

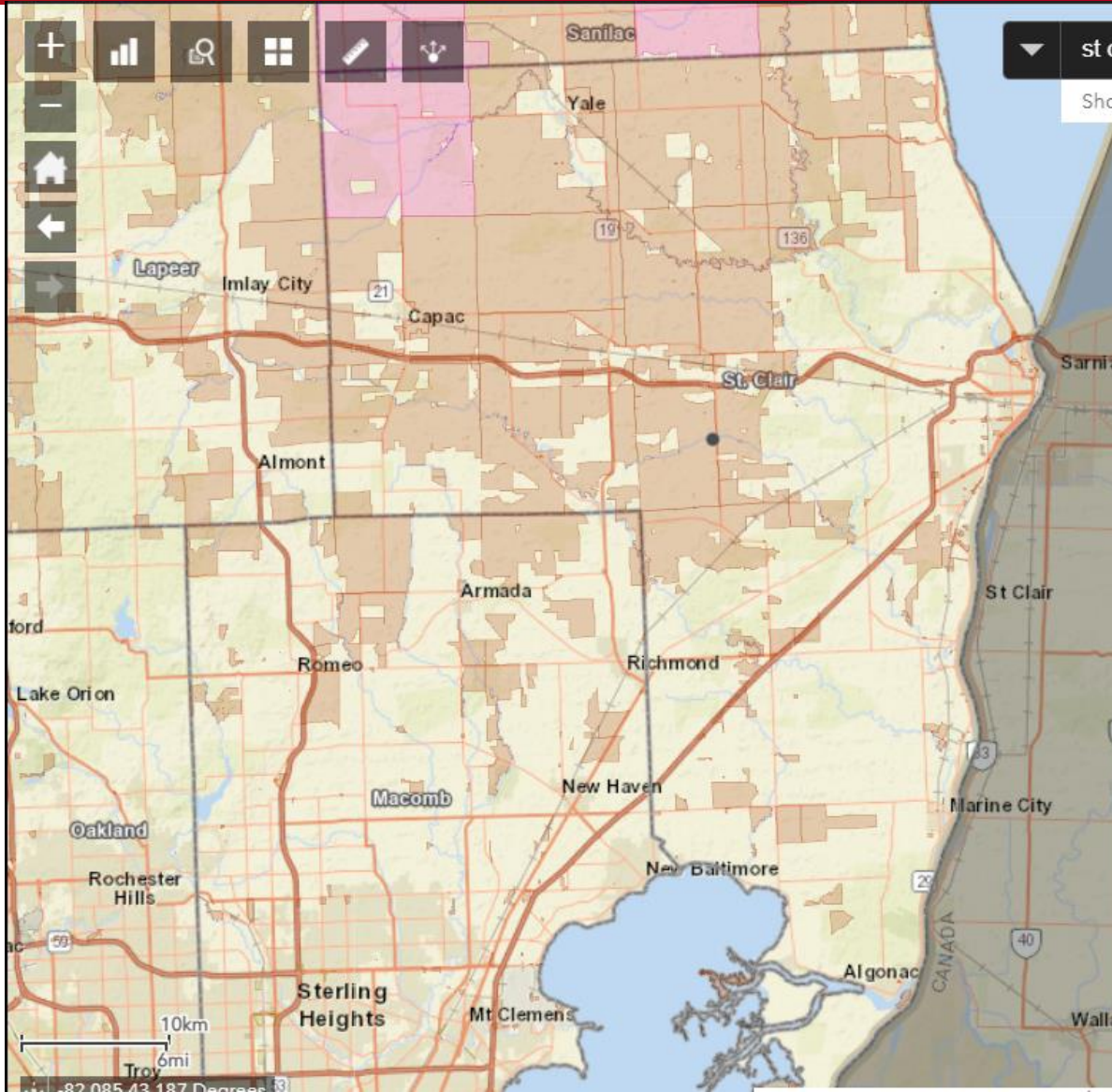


- 2) Engage with winning RDOF providers to understand their plans and look for opportunities to accelerate, ease and maximize broadband expansion



**Goal:** Establish and grow community relationships with RDOF providers for mutual benefit

The Rural Digital Opportunity Fund (RDOF) has currently committed \$5.8 million to two fiber broadband providers for expanded broadband buildout in St Clair County over the next six years. The following map indicates where that buildout will take place, which will bring at least 100 Mbps to 1 Gbps service to nearly 11,000 locations (homes, businesses, other buildings).

# Rural Digital Opportunity Fund (RDOF) Commitments in St Clair County



**Commitments to  
100 Mbps or  
1 Gbps service  
over next 6 years**

-  **Mercury  
Broadband  
(10,361 locations)**
-  **AEG  
(580 locations)**

# St Clair County

## Initial Recommended Actions



### 3) Work With Local Broadband Providers to Assess Targeted Unserved/Underserved Areas After Reviewing Future Build-Out Commitments From Federal and State Funding Programs (RDOF, USDA, CMIC)

**Goal:** Determine why some areas of the community remain unserved, assess the feasibility of deploying various technologies in the targeted areas, and help generate a business case for deployment.

Recent investments in broadband expansion by federal and state agencies have yielded commitments by providers to build out in rural areas over the next 6 years.

### 4) Evaluate and Develop Public-Private Partnerships to Deploy Broadband Service

**Goal:** Leverage existing community assets (including American Rescue Plan funds) in partnership with private sector carriers to expand broadband network deployment.

The strength of these partnerships is that each party brings something important to the table that the other doesn't have or can't easily acquire. The community can offer infrastructure (publicly owned building rooftops, light poles, towers, and other vertical assets for mounting infrastructure) for the deployment of a network, as well as committed anchor tenants. Private-sector partners bring network-building and operations experience.

# St Clair County

## Initial Recommended Actions



### 5) Identify and Promote Low-Cost Broadband Service Offerings for Vulnerable Populations

**Goal:** Overcome the cost barrier to broadband adoption for low-income and other vulnerable residents.

Promote the availability and use of low-cost monthly broadband programs for eligible households offered by national providers

Pursue relief for low-income households regarding cost of broadband service via the Emergency Broadband Benefit program

<https://getemergencybroadband.org/>

<https://connectednation.org/ebbprogram/>

## Comments / Discussion

# St Clair County

## Next Steps



- Summary presentation, detailed sector survey results, interactive map and Technology Action Plan will be made available online at the original St Clair County survey link: <https://myconnectedcommunity.org/st-clair-county>
- Detailed charts of results for all survey types, along with this summary presentation, will be sent to Pete for further distribution and use
- Connect Michigan will create and distribute a press release announcing these survey results and recommended actions (if desired)
- Output from this assessment should be used to develop a broadband strategic plan for St Clair County



# St Clair County Additional Topics



- Duke Broadband wins CMIC grants for Cottrellville and St Clair Townships
- NTIA Infrastructure grants (\$288M nationally) applications due August 17



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