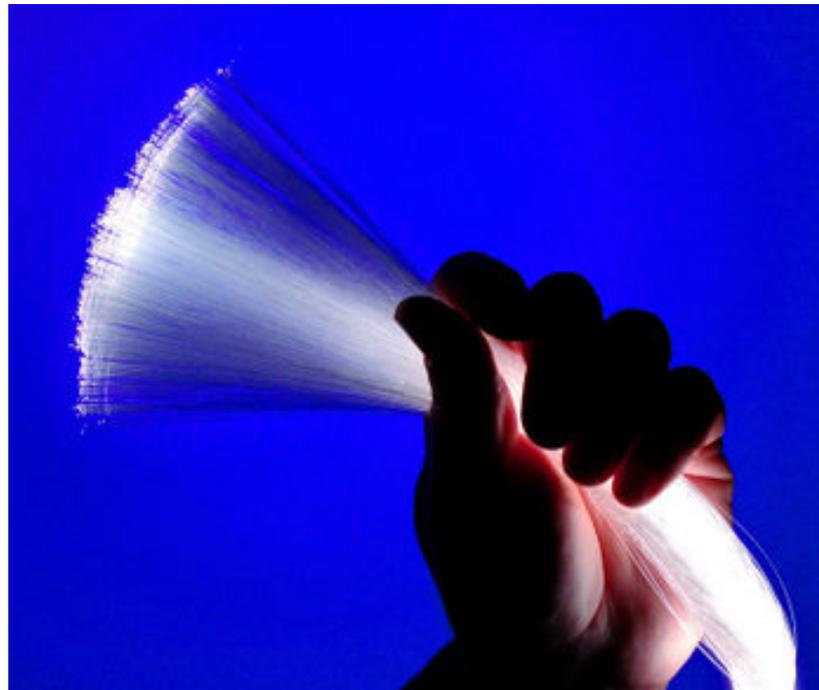


# BROADBAND FOR BUSINESSES New Mexico Broadband Program

## **ECONOMIC AND RURAL DEVELOPMENT Legislative Interim Committee**

**6 November 2017**



# OFFICE OF BROADBAND AND GEOSPATIAL INITIATIVES (OBGI)

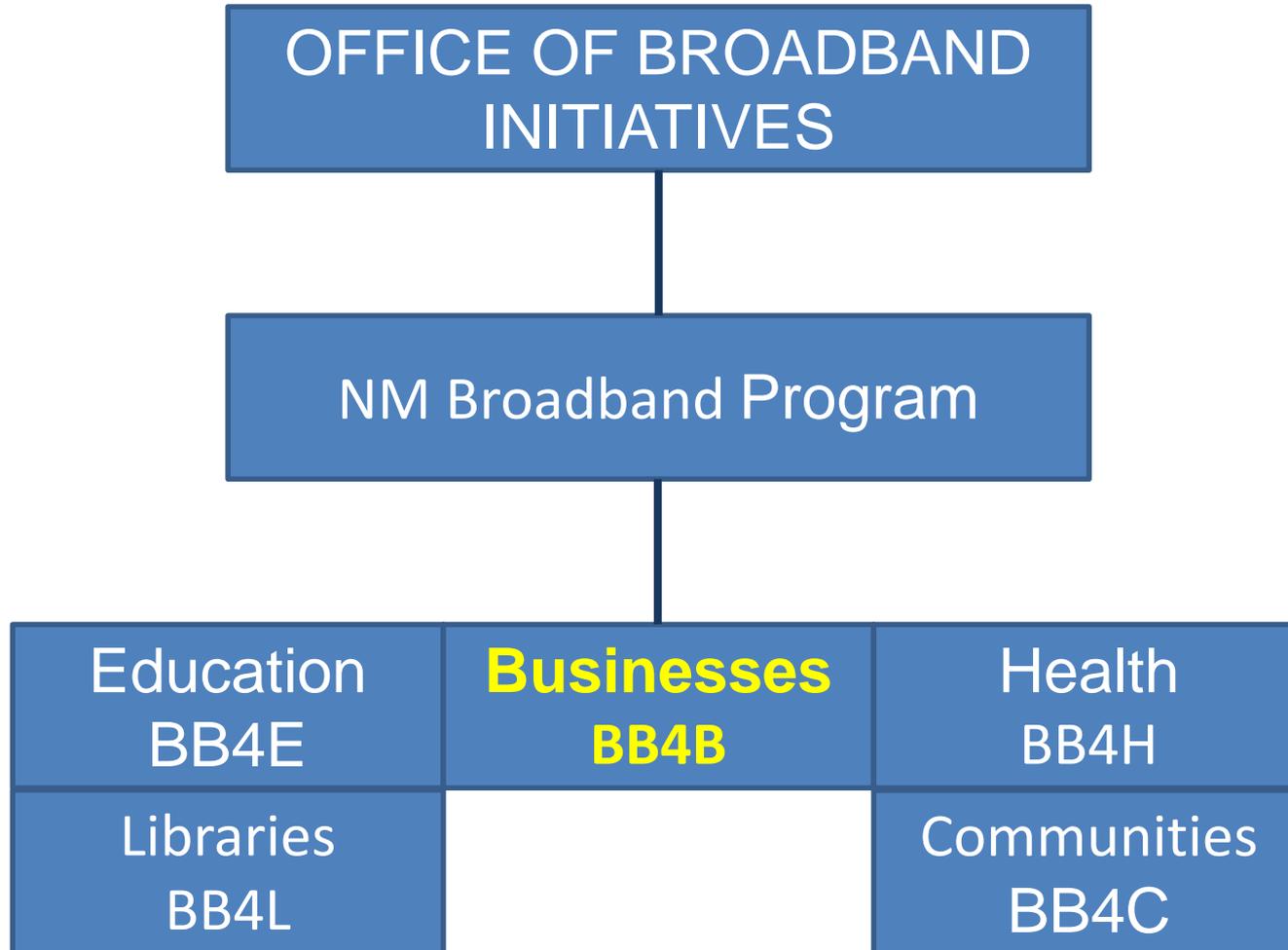
## PURPOSE:

- **Coordinate** Broadband and Geospatial activities in New Mexico
- **Collaborate** with State, Local, Federal, and Private entities
- **Leverage** returns on investments, economies of scale, and sustainability

## OUTCOME:

- An integrated and statewide implementation of Broadband Infrastructure/Digital Literacy and Geospatial Technology that consolidates resources into actionable solutions.

# Broadband Initiatives



# Broadband for Businesses (BB4B)

**Objective:** Define level of effort to provide reliable and affordable Broadband Services to Businesses. Study currently in draft review.

**Process:**

- Assess capacity requirements and develop a cost model
- Research administrative options to implement a statewide BB4B Project
- Provide Business focused digital literacy content and web presence

**Resources:**

- Special State appropriation (\$400K)
- Business data (Business Permits, Proprietary Sources, Survey)
- Speed Test and Survey
- NMBBP broadband availability and facility (CASA) data

**Collaborative:**

- Legislative – Interim Jobs Council
- Business Community – Associations, Economic Development, Commerce
- Government – Local and State Agencies (TRD, EDD, DOL, Regional, etc.)

# Analysis - Results

## Assumptions:

- Underserved: Businesses with access to only DSL service
- Served: Businesses with access to fiber or cable services.

## Results:

- Total Number of Businesses in Analysis: 140,122
- Underserved Businesses: 16,411 (11.71 percent)

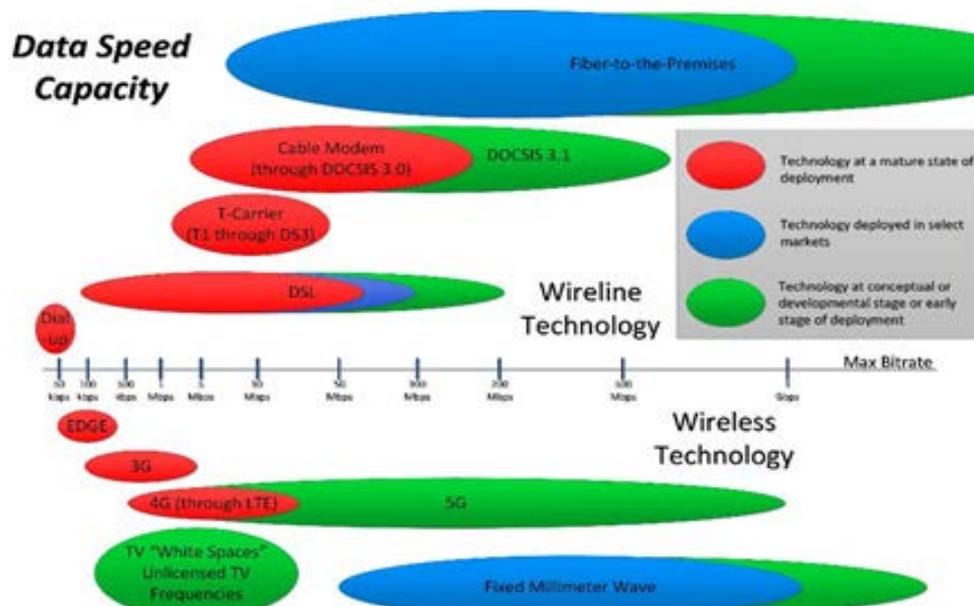


Figure 1: Capacity of Wired and Wireless Technologies

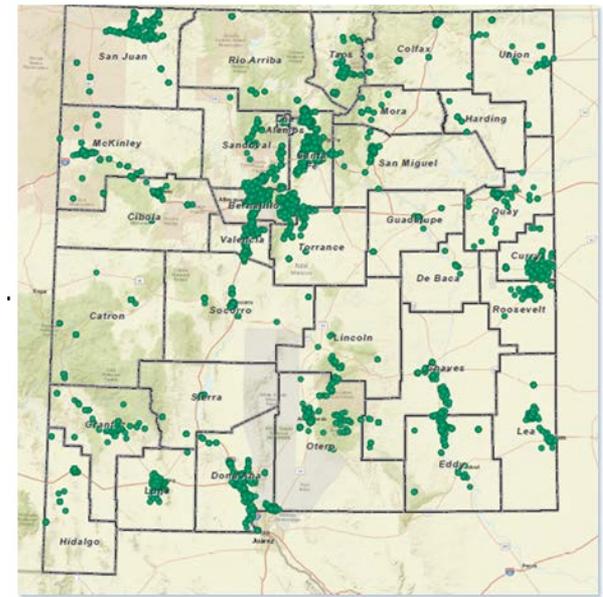


Figure 2: Underserved Businesses in the State with Only DSL Service

# Analysis - Results

## County Based Assessments:

- Population Density by Underserved Businesses (Percent)

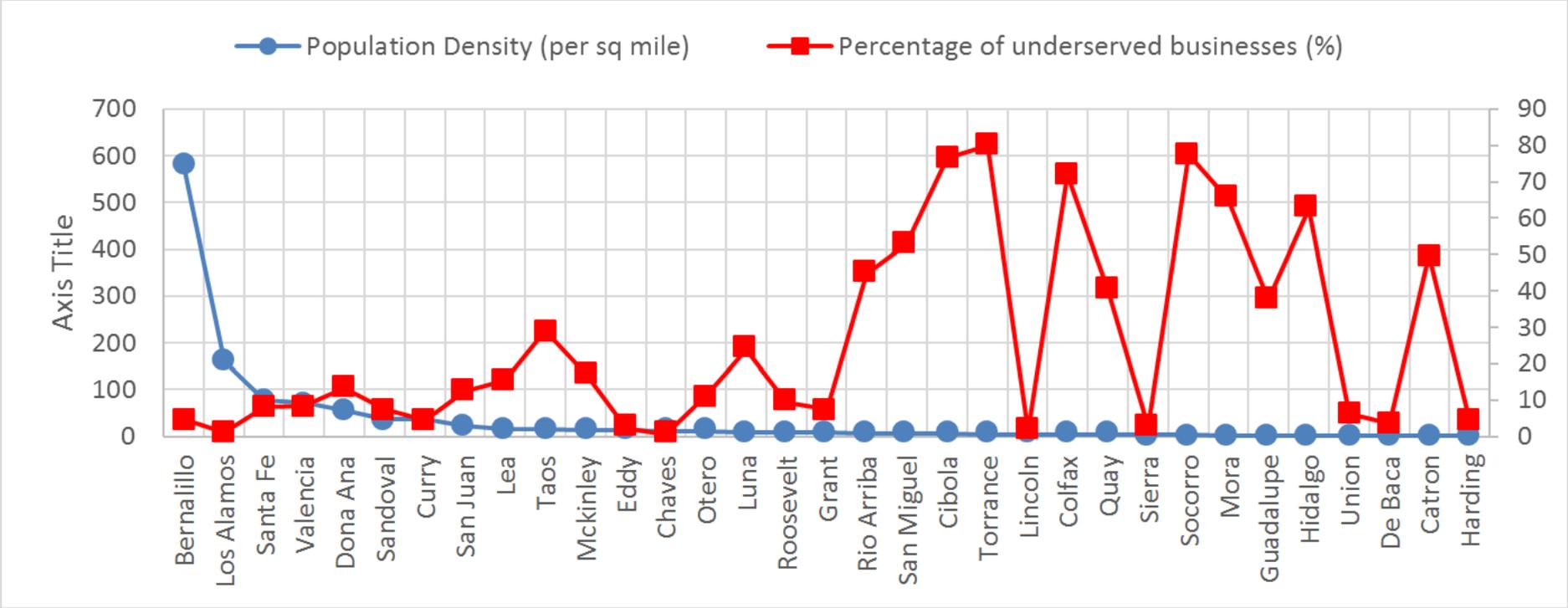


Figure 18: Population Density by County Versus Percentage Underserved Businesses

# Analysis - Results

## County Based Cost Estimates:

- Criteria –
  - Population Density
  - Size of City/Town
  - Urban/Rural
  - Technology Available
  - Connect Costs
  - Access to Connect America Funds
  - Remote Locations

- Total State Estimate: \$42M

Name of County (in descending order of population density)	Number of underserved businesses	Number of underserved businesses in remote locations (not included in expansion costs)	Broadband expansion cost
Bernalillo	2853	143	\$9,414,900
Los Alamos	14		\$46,200
Santa Fe	1298		\$4,283,400
Valencia	274		\$904,200
Dona Ana	1219		\$4,022,700
Sandoval	445		\$1,468,500
Curry	122		\$402,600
San Juan	969		\$3,197,700
Lea	642		\$2,487,750
Taos	628		\$1,413,000
McKinley	477	24	\$1,550,250
Eddy	68	3	\$149,600
Chaves	22		\$86,900
Otero	294	15	\$808,500
Luna	258		\$322,500
Roosevelt	87		\$226,200
Grant	123		\$467,400
Rio Arriba	777	39	\$369,075
San Miguel	881		\$3,612,100
Cibola	792	40	\$376,200
Torrance	467		\$1,284,250
Lincoln	28	1	\$55,300
Colfax	618	62	\$1,668,600
Quay	229		\$853,025
Sierra	17		\$21,250
Socorro	497		\$1,334,445
Mora	64	13	\$25,600
Guadalupe	120		\$546,000
Hidalgo	198		\$128,700
Union	13		\$37,700
De Baca	2		\$5,600
Catron	93		\$260,400
Harding	3		\$1,500
<b>Total</b>	<b>14,592</b>	<b>340</b>	<b>\$41,832,045</b>

# Policy Considerations

## Short-Term Recommendations:

- OBGI Funding – Continued support to the OBGI
- Dig Once – Install conduit during construction
- Certification – Certify office buildings with robust broadband
- Competitive Awards - State grant/loan program to fund last mile projects
- Public-Private Partners - Public or Shared Risk P3 Models
- Collaborative Framework – Create a structure that is inclusive of all sectors
- ROW – Simplify the process for accessing Right of Way
- Co-Location – Leverage collective participation of anchor institutions
- Joint Purchasing – Launch RFP available to all levels of government

## Long-Term Recommendations

- Make Ready – State enable “climb or one touch” during construction
- Infrastructure Bank – Low cost financing options
- Fund – Identify funding mechanism to match federal monies
- Non-Profit Collaborative – Digital Inclusion, funding, and direct public benefits

# Digital Business Skills



## Accelerates Commerce and Creates Jobs:

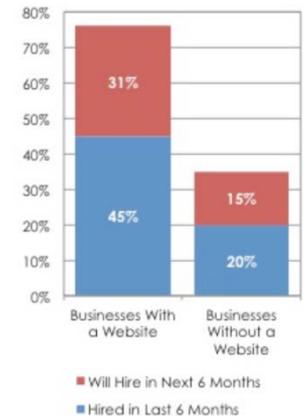
- Businesses with websites twice likely to hire within six months.
- Businesses with a service less than 25mb have less revenue

## NM Connect:

- Website – Nexus for information and materials to improve broadband skills
- Sectors - Focused tabs for communities, education, and ECONOMIC DEVELOPMENT
- Broadband and Employment
- Broadband and Telecommuting
- Broadband for Small Businesses
  - Small Business Planning and Assessment
  - Marketing
  - Digital Marketing Myths



Source: Eric Frederick



Source: [connectednation.org](http://connectednation.org)

NM Connect: <http://nmconnect.org/economic-development/>