



# LANCASTER COUNTY BROADBAND AUTHORITY

PUBLIC MEETINGS NOVEMBER 4 AND 9,  
2019

The Telecommunications Planning Grant awarded to LCBA in June required us to conduct a community needs assessment survey. This meeting is to share the survey results with you.



We had a great response –  
the highest ever recorded in Virginia!

You showed there is community-wide support  
for our broadband expansion efforts! Thanks!!



The needs assessment survey clearly shows that Lancaster County has a need for more broadband:

Service to those who don't have it.  
Better service to those who do.

Our priorities correlate with this finding.

# Strategy/Process Reminder

## LCBA Simplified Strategy

Everything, Everywhere...Eventually

Priority 1 – Bring service to under  
10:1 mb/s areas

Priority 2 – Upgrade current systems



# 80 % OF RESPONDENTS REPORT THAT THEY HAVE INTERNET AT HOME ... BUT

- 20% of respondents do not have it
- Of those without service:
  - 25% said that service is not available in their area.
  - 20% said that service that is available is not worth it (unreliable or too expensive)
  - Very, very few said they do not want it



# 80 % OF RESPONDENTS REPORTED THAT THEY HAVE INTERNET AT HOME ... BUT

- 40% of those with service get it from cable.
- 60% of those with service rely on other providers as follows:

Satellite –	22%
DSL –	11%
Cellular –	11%
Fixed wireless –	15%
Dial up –	1%

- 2% of those with service did not know what kind of internet service they have.



# 80% OF RESPONDENTS REPORTED THAT THEY HAVE INTERNET AT HOME ...BUT

- 52% report their home Internet service *does not meet* their needs, citing slow connection and unreliable service as the primary reasons.
- Satellite, Cellular and Fixed Wireless were cited most often as Internet providers that *do not meet* the residential needs.



# 80% OF SURVEY RESPONDENTS REPORT THEY HAVE INTERNET AT HOME -- BUT

- 12% of K – 12 students have no access to internet after school, *and*
  - less than half of those students are able to use the public library for internet access after school
- 34% of respondents who could work from home aren't able to because they do not have adequate internet access and
- 27% of respondents' commute to work involves driving outside county





# 80% OF RESPONDENTS REPORT THAT THEY HAVE INTERNET AT HOME...BUT

- 90% of respondents said they would commit to a new contract if an affordable, faster option became available.
- 53% of respondents would be willing to pay between \$50–\$100 per month for a faster home Internet connection,
- 35% would pay up to \$50 per month.



# Benefits of Broadband:

- Boosts personal productivity
- Facilitates more flexible work arrangements
- Enables a home-based business as a replacement for, or supplement to, a primary job
- Promotes higher employment rates in rural counties
- Promotes reemployment 25% faster than traditional job searches
- Provides education, social, and cultural opportunities
- Assists people in becoming more informed
- Increases household income by up to \$2,000 per year
- Helps attract and maintain the population of young people
- Increase home value up to 3.1%
- Improves access to healthcare
- Advances solutions that help manage chronic diseases like diabetes and obesity
- Creates a path to a more connected, healthier community



# How you'd like to use the internet – if only you could



- Entertainment:
  - Video Streaming (e.g. Netflix, YouTube) 43%
  - Browsing (i.e. looking at websites) 35%
  - Music Streaming (E.G. iHeart Radio, Spotify) 29%
  - Video Games 10%
- Staying Connected and Informed:
  - Email 36%
  - Video & Phone calls via the Internet (e.g. Skype) 29%
  - News 25%
  - Social Media (e.g. Facebook, Twitter) 21%

# How you'd like to use the internet – if only you could



- Personal Care and Convenience
  - Online Shopping 31%
  - Financial/banking transactions 31%
  - Healthcare communications/monitoring (telehealth) 18%
- Improve Economic Conditions
  - Work from home (i.e. telework) 31%
  - Transmit large data files 28%
  - Online education and training 24%
  - Operate a home-based business 14%
  - Search for work 7%

# What's Next?

We have issued a Request For Information, asking potential partners, contractors and suppliers to tell us what their capabilities are. Closing date is 11/15.

We will evaluate responses to the RFI and select a firm to work with in creating a comprehensive plan for expanding broadband in unserved areas.



# What's Next?

## We will continue our ongoing work:

- with the Virginia Department of Housing and Community Development to complete the requirements of the Planning Grant.
- with the County and with potential state, federal and private funders to secure financing for broadband expansion.
- with Northern Neck Electric Cooperative and Dominion Energy to deploy fiber in the County.
- with Atlantic Broadband to secure a new cable television franchise.



# What should you do now?

Visit our website, [www.lancova-broadband.org](http://www.lancova-broadband.org), to:

- Check our meeting schedule, read the meeting minutes, and articles of interest to find out what is going on with broadband in Lancaster County.
- Get involved with the Authority. There is currently an opening for a volunteer Director. You can help your community in a meaningful way.



# A few of your comments

“Our internet is slow and unreliable. As I type this, I’m using cellular data on my iPad because our internet is out. I’m starting a business from home and must have reliable internet. I also have two members of our family who want to take online college courses. Unreliable internet is a serious issue.”



“I have had to leave employment due to slowness and unreliable connection. Must now commute 80 miles due to unable to get reliable internet to work from home.”

“On and off connectivity makes my work from home job difficult and frustrating. It also makes many of my son’s school requirements more difficult to complete. This is a huge priority for our household.”

“Previously listed home for sale. Primary reason for no offers was the unavailability of reliable, affordable, high-speed internet service.”



# And one last word --

“There are so many things one can do with a reliable, fast internet connection that, like television, it should not be considered a luxury. We in Lancaster County are really getting a huge disservice by not having access to what has become a real necessity.”



# Questions -- Comments?



Thank you for your interest and support!