Office of Broadband & Geospatial Initiatives (OBGI)

BROADBAND FOR BUSINESSES STUDY

Project Certification Committee Request
Initiation, Planning, and Implementation
24 August 2016
Santa Fe, New Mexico

Executive Sponsor:  Darryl Ackley, DoIT Cabinet Secretary and CIO
Business Owner:  Kendra Karp, Director OBGI
Project Manager:  Gar Clarke, Program Manager OBGI
OBGI: Purpose

Provide a Permanent Solution for Planning & Supporting Statewide Broadband and Geospatial Initiatives

• Advance Broadband Availability, Affordability, Adoption, and Geospatial Technologies
• Build Partnerships with State, Local, Federal, and Private Entities
• Leverage Returns on Investments, Economies of Scale, and Sustainability
OBGI: Outcome

TARGETS:

• Broadband Infrastructure
• Digital Literacy (Broadband Education and Training)
• Geospatial Technology

IMPLEMENTATION:

• Integrated (Government, Industry, and Residential)
• Statewide (Regional and Communities)

CONSOLIDATE RESOURCES:

• Funding (Federal, State, and Private)
• Data (Infrastructure, Analyses, and Assessments)
OBGI: Structure and Selected Initiatives

OFFICE OF BROADBAND INITIATIVES

NM Broadband Program

Businesses BB4B
Education BB4E
Health BB4H
PCC REQUEST: Broadband for Businesses Study

Objective: The Broadband for Businesses (BB4B) Study will define the level of effort to provide reliable and affordable Broadband Services to Businesses within New Mexico.

Funding Type: Initiation, Planning, and Implementation

Funding Source: Laws 2016 Section 5 (17)

Funding Request: $273,000

Expenditure Type: Professional Services (Budget Item 300)
BB4B: Justification and Background

New Mexico Broadband Program (NMBBP): Reports

- Business sector needs, costs, priorities, and cost benefits
- Education and outreach to engage businesses in value of internet
- Inform planning with speed testing of businesses
- Collaborate with industry cluster associations to assess needs
- Develop partnerships with government and industry

Education + Health = Economic Development

BROADBAND

NMBBP Reports: http://www.doit.state.nm.us/broadband/news.shtml
BB4B: Broadband for Businesses

**Objective:** A study to define the level of effort to provide reliable and affordable Broadband Services to Businesses.

**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:**
- HB2 DoIT Appropriation ($273K)
- Business data (Business Permits, Proprietary Sources, Survey)
- Speed Test Blitz
- 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.)
BB4B: Activities, Funds, and Schedule

Project Activities: Study Components ($160K – Final Completion June 2017)
- Strategy Workshop: Requirement confirmation and advisory group
- Technical Analysis: Existing condition, gap analysis, and cost estimates
- Cost Model: Statewide with regional windows
- Recommendations: Administrative, legal, regulatory, and options

Project Activities: Data Components ($80K – Final Completion April 2017)
- Currency: Assess current data availability
- Business Data: Acquire and process with business stratification criteria
- Process: Convert all data into the NMBBP standard schema data dictionaries
- Analysis: Model statewide and regional capacity requirements
- Speed: Launch a businesses speed testing survey

Project Activities: Digital Literacy ($33K – Final Completion May 2017)
- Website (NMConnect.org): Update, plan, design and implement businesses section
- Guides: Generate guides for Small Businesses and Entrepreneurs with Marketing
THANK YOU

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Websites:
BB4E: http://www.broadband4education.nm.gov/
NMBBP: http://www.doit.state.nm.us/broadband/index.shtml
DoIT: http://www.doit.state.nm.us/