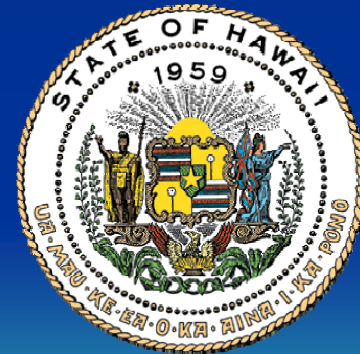


Broadband

Department of Commerce
and Consumer Affairs



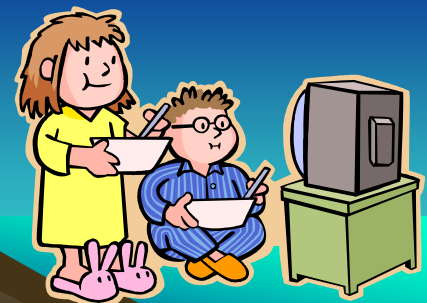
November 2011

What is broadband?



Broadband Touches Lives

- Family members can connect face-to-face over the Internet whether separated by a few miles or thousands of miles
- An individual can transmit a message to a select audience or a worldwide audience simultaneously
- An individual can create a small business with little start up capital because of the low cost worldwide virtual marketplace afforded by the Internet
- People can, no matter where they are, instantaneously access information and entertainment, from Internet downloads of information, music, games and literature to video streaming of television, movies and live events.



Global Competition

- Ultra high-speed broadband capability is essential infrastructure for Hawaii to compete in the global economy



Broadband Effect

Potential for economic growth is unlimited; impact on critical and social services is profound

- Health care
- Education
- Public safety
- Economic Opportunities
- Energy and Environment
- Government Performance
- Civic Engagement



Health Care

Mobile Health

E-care improves outcomes while reducing costs:

Examples:

- Remote monitoring allows patients to be monitored in their home
- Video consultations allow patients in small, rural clinics to have equal access to medical specialists in Honolulu, without the cost and delay of travel



Education

In and Out of the Classroom

- Equal access for students across the state to educational opportunities without the need or cost to leave home



Public Safety Security

- Instantaneous information for, and clear communication between, state and county public safety agencies when disaster strikes



Economic Opportunity

Think Big – Grow Bigger

E-commerce

- Creates new jobs and opportunities
- Attracts new industries
- Promotes the creation of new products
- Provides access to new markets



Energy and Environment Sustainability



- Modern power grid
- Innovations for energy saving in homes
- Small farmer survival by use of the Internet to learn farming techniques, broaden the market for their crops, receive pest or disease control assistance from university specialists



Government Performance

Serve the Public Better

- E-Government:
 - Streamline complex government processes and deliver services online quickly and efficiently
 - Provide information about government policies, procedures, benefits and programs
- Social media:
 - Use to improve communication and efficiency



Civic Engagement

Citizen Participation and Collaboration

Broadband-based technologies and tools provide public access to vast amounts of government information and foster civic participation

Examples:

- Online viewing of government process promotes awareness, participation and accountability
- Online tools empower citizens to contribute ideas and actively improve their government
- Expanded access to government information fuels opportunities for citizen-entrepreneurship, social innovation, and creative problem solving
- Online services encourage voter registration, in particular for those serving overseas



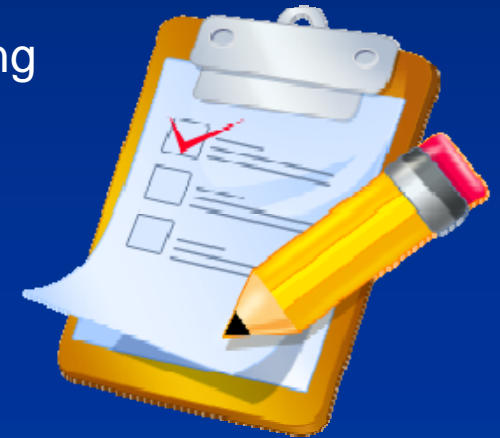
Hawaii Broadband Initiative

- DCCA and DBEDT will lead in collaboration
- DCCA will use its regulatory tools (and general authority granted from legislation) to work with
 - federal, state, and county agencies
 - broadband providers
 - private stakeholders
 - the Legislatureto create and implement a plan to expand and accelerate broadband infrastructure development



ARRA Grant Projects

- Mapping
Collect data that will allow identification of gaps in broadband access
- Gap Analysis and Roadmap
Identify gaps in service and provide a roadmap for closing the gaps
- Capacity Building
Develop a plan to expand broadband and IT services
- Technical Assistance
Create local technology teams to implement policy and programs to increase digital literacy and access to broadband services



Act 199 Duties

- Recommend steps to establish affordable, accessible broadband services to unserved and underserved areas
- Advocate for, and facilitate deployment of expanded broadband applications, programs, and services, including telemedicine, e-learning, telework and telecommuting to increase adoption and use of broadband services
- Facilitate public/private efforts to advance deployment of, and access to, competitively priced, advanced broadband services
- Serve as an information/applications coordination point for ARRA broadband-related services and programs
- Facilitate implementation of Hawaii Broadband Task Force recommendations



Broadband Assistance and Advisory Council (BAAC)

- DCCA chairs Council created by Legislature (Act 199)
- BAAC comprised of state legislators, county and state government representatives and private stakeholders
- BAAC advises the director on strategies for broadband deployment, adoption and use
- BAAC intent to address:
 - streamlined permitting
 - broadband adoption
 - deployment economics



Funding for Broadband Access in Rural Areas

- DCCA is seeking federal monies through FCC - USF proceedings and RUS Programs to fund the development of broadband infrastructure and access to broadband services in rural areas of the State



INET

- DCCA is actively working to maximize the INET benefits negotiated for through the issuance of cable television franchises
- DCCA's intent is to determine the highest and best use of these INET benefits to advance state agencies' or programs' broadband access



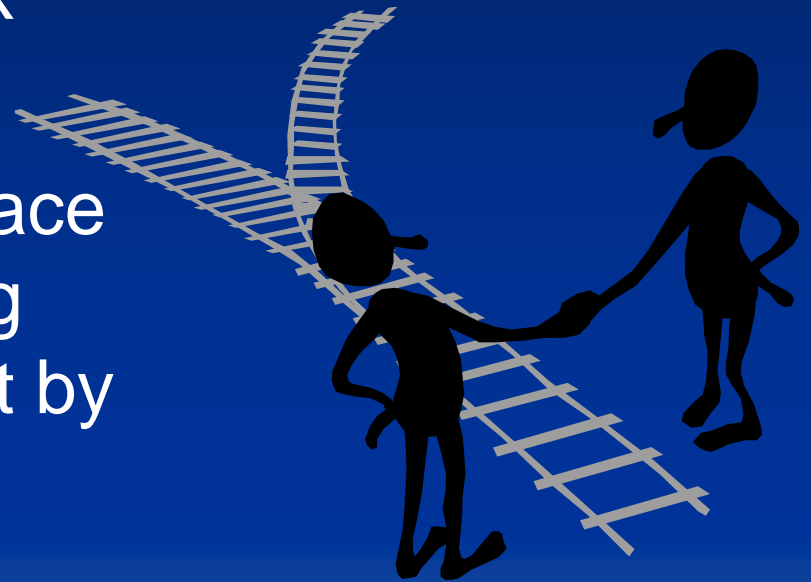
2012 Legislation

- Create a Communications Division within DCCA under a commissioner
- Consolidate regulation of all telecommunications carrier and cable operators in the State
- Provide commissioner broad authority to develop and implement plans and strategies to increase broadband infrastructure development and access to affordable broadband service throughout the State



Conclusion

- Importance of Initiative clear -- execution is more complex
- Given the challenges we face as an island state, a strong plan and cooperative effort by government and private stakeholders is essential



Broadband

Produced by
Keali'i Lopez, Director
Department of Commerce and Consumer Affairs



Directed by
Everett Kaneshige, Deputy Director
Department of Commerce and Consumer Affairs

With special thanks to
Cathy Takase, Broadband Program Specialist
Sterling Yee, Broadband Program Specialist
Jackie Choy, Education Specialist

Made possible by
Neil Abercrombie
Governor

Imua Hawaii!