ECONOMIC DEVELOPMENT COMMISSION
MEETING MINUTES
May 2, 2018

PRESENT
Dr. Mary Bolt (Cecil College), Danny DeMarinis (URP), Sandra Edwards (Economic Development Manager), Bruce England (SWN), Paula Gilley (Citizen), Sandy Maruchi-Turner (Tourism), Chris Moyer (Director of Economic Development), Michael Ratchford (W.L. Gore & Associates), Rupert Rossetti (Citizen), Dan Schneckenburger (County Council), Mike Travers (Cecil Dancenter)

ABSENT
Walter Buck (Citizen), Linda Burris (Delmarva Power), JoAnn Dawson (Fairwinds), D’Ette Devine (CCPS), Scott Holland (i-Lighting), Woody Jackson (Citizen), Michael Lara (Orbital ATK), Grove Miller (Citizen), Morgan Miller (CCPL), Robert Palsgrove (WSFS), Dr. Carl Roberts (Chamber Government Relations), Dr. Rich Szumel (Union Hospital)

GUESTS
David Black (Cecil County AICP, GISP, GIS), Vince Fiorelli (Chesapeake Utilities), Scott Flanigan (Cecil County DPW), Bonnie Grady (Cecil County Chamber), Jen Lyall (Cecil County PIO), Alan McCarthy (Cecil County Executive), Bob Meffley (Cecil County Council), Sharon Pelham (APGFCU), Jack Schammel (Leading Logic), Alan Sexton (SWN), Mie Mie Strickler (Asian Pacific American Commissioner), David Strouss (McCrone), Katy Tabeling (Cecil Whig)

Call to Order & Welcome
- Meeting was called to order at 8:00 a.m.
- Introductions were made by all in attendance.
- Minutes were approved from April 4, 2018 meeting.

Chairman’s Report – Mike Ratchford
- Attended Cecil Chamber Legislative Breakfast
  - Great turnout from legislative delegation
  - Good to see delegation working together on issues
  - Good positive report coming out of legislative session

Director’s Report – Chris Moyer
- Attended MEDA Annual Conference – theme was “Telling Your Story”
  - Cecil County has opportunity to tell our story
  - Putting finishing touches on branding initiative – hope to share something at June EDC meeting
  - Working with Site Selection consultants telling people the Cecil County story
- ICSC Retail Conference next month - Will be attending with Mayor Alt.
  - Big Elk Mall, North East, Perryville, Rising Sun – Trying to get more services
  - Want to build best communities we can for existing residents, entice new residents, entice businesses, and create new jobs.
  - Builders Bash – Amazon Project won Top Industrial Project for Baltimore Region
- Tourism Award Partnership Appreciation Breakfast – would like to say “thank you” to all businesses who helped us throughout the year.
Award Winners:
County Executive/County Council Tourism Award: PNC Bank
Chick Hamm has been involved for 20 years.
Tourism Person of the Year: Christie McDevitt, Owner, North East Chocolates
Tourism Project of the Year: Bohemia River State Park
Tourism Business of the Year: Chateau Bu-De
2017/2018 Tourism Economic Impact Award: Calvert Regional Park, Cecil County Parks & Rec

A presentation on Broadband Expansion was given by David Black, Cecil County AICP, GISP, GIS Coordinator
- A brief history of broadband efforts was given
- Cecil County Broadband Task Force was established on January 7, 2014
- In 2014, the Task Force made a number of recommendations
- Broadband Implementation Team took over in June 2015
- Looked at underserved areas in Cecil County
- Reasons we are interested in broadband
- Many unsubstantiated myths about broadband in the County
- Present Day (Fall 2017) Broadband Efforts
  - Identified where the broadband customers are/are not
  - Communicate with last mile providers
- What we’ve learned
- Develop a plan to fill in the broadband gaps
- …To be continued

A copy of this presentation is available on the OED website.

Subcommittee Reports:
Education/Workforce – Bruce England
- Shout out to Orbital ATK – They were at Statewide Work Force conference where they represented manufacturers - Truly brought attention to companies in Cecil County…Telling the Cecil County story
- May 10th -- Singerly Fire Co. – Cecil County Job Fair – 56 business attending – help spread the news
- May 22nd -- Cecil College, Elkton Station - Career Open House – Secretary Gill will be there

Technology – Danny DeMarinis
- New defense technology entity set up in Harford County - an opportunity and thrust for APG
  - Making technology available in both Cecil and Harford Counties
  - Gary Evans, DEFTECH Executive Director; Chris Moyer on board
- Met with Jack Schammel – shared what some of the services are of companies he represents and making them available to start-up companies in Cecil County
- May 9th – Incubator Board – Reviewing suggested ideas for Cecil County start-up firms

Land Use – Rupert Rossetti
- No news on Fair Hill – still waiting to hear
- Chris spoke about wanting to pursue a food hub
  - Identify reliable suppliers (key) -- bring food in, distribute and process it -- demand side
• 7M people within 40 mile radius
• Supply side – have been counseled to be sure it is there – having a dinner tomorrow night to determine that
• Goal is for all of us to learn more about food hubs, how they work, what are pitfalls and gauge level of interest for anything we do (SBDC, SCORE, CCPL business library, Mid Atlantic Farm Credit, CCOED, Hughes Center for Agriculture)

Finance – Bob Palsgrove
• No report at this time

Communications – JoAnn Dawson
• Will hear on branding study next month.

Council Report – Dan Schneckenburger
• April 23rd Legislative Update – good for Cecil County economic development
• Ribbon cutting for Cecil Transit – Hook up Marc & Septa at Newark and Perryville train stations – demonstrate need to hook up rail services
• Budget heard for OED & Tourism – Going to be funded
  • OED producing revenue – should go well
• Rising Sun ground breaking on Chester Water line

County Executive – Dr. Alan McCarthy
• Job Fair at CCST couple weeks ago.
• Want to thank Vince and Chesapeake Utilities
  • Suspect by end of month will have gas service from Elkton to Principio
• Budget process underway – turned over to Council.
  • On legislative end -- Some of highway funding has been re-established – to continue through next 4-5 years
• Gov. Hogan announced – Exelon has been put to task to help clean up Chesapeake Bay
  • Necessary to clean up Bay, Susquehanna

The report will be available via OED website.

Adjournment
Meeting adjourned at 9:18 a.m.

Our next EDC meeting will be on June 6, 2018 at 8:00 a.m. at Cecil College, Room TC208.

Respectfully Submitted,

Terri Springel
Administrative Assistant
A Brief History of Broadband Efforts…


• Twelve appointed task force members & two staff liaisons.

• Goal of the Cecil County Broadband Task Force:

> “Development of a plan to expand affordable, reliable, and high capacity broadband internet access\(^1\) to all County businesses and residents.”

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\(^1\) In 2014, the Federal Communications Commission (FCC) defined “broadband” as having download speeds of at least 4 megabits per second (Mbps) and upload speeds of at least 1 Mbps.

Since then, broadband has been redefined (in 2015 and reaffirmed in 2017) as download speeds of 25 Mbps and upload speeds of 3 Mbps.
2014 Broadband Task Force Recommendations

1) CCG name a staff person to lead broadband effort  ✔
2) Use cable franchise fees to fund broadband initiatives  ❌
3) Develop County Broadband Master Plan  ❌ ✔
4) Explore innovative funding sources such as grants, loans, P3’s, etc.  ✔
5) Amend subdivision regs to require conduit installation  ❌
6) Install broadband conduit in conjunction with other projects  ❌ ✔
7) “Ensure connectivity to the outside world.”  ✔
After the Broadband Taskforce (2015)...

- **Broadband Implementation Team (June 2015)**
  - County staff (DPW, IT, OPZ, OED)
  - Focused on the availability of broadband to businesses along the Route 40 corridor...
  - Found that broadband service was more widely available than previously thought.
  - No need for a County funded project to install a fiber optic backbone
  - The targeted business were adequately served.
Underserved Areas in Cecil County
(per the 2014 and 2015 broadband efforts)
Broadband Service is a utility that is as important as water, sewer, or electricity. Education, commerce, economic development, and public safety all rely on it!

Why were/are we so interested in Broadband?

- Potential to create more jobs (esp. small business);
- Allow residents to participate more fully in the economy;
- Provide greater (and more modern) educational opportunities;
- Enhance public safety; and
- Promote the health, safety, and welfare of the populace.
Before we delve into current broadband efforts, we must first become...
MYTH #1

Cecil County Government can force {place your favorite ISP’s name here} to connect your business/home to broadband.

False! Other than collecting rent (called franchise fees) for cable in County owned road beds and rights of way, County Government does not regulate broadband providers.
MYTH #2

The County’s cable franchise agreements limit service in my area to only {place your incumbent ISP’s name here}.

False! The franchise agreements grant all three cable providers (Armstrong, Atlantic Broadband, and Comcast) the ability to place cable/fiber anywhere within the unincorporated portion of Cecil County.
MYTH #3

I know that a fiber line goes right past my home/business. I should be able to connect to it and get service.

Just like a limited access highway has on and off-ramps, access to broadband can only be attained at certain locations.
MYTH #4

All broadband/cable companies do the same thing. So why can’t they serve my home/business?

Broadband companies can be divided into three categories – long haul, middle mile, and last mile. All three focus on separate aspects of the market.

All restaurants serve food, but that doesn’t mean that one can order Thai food at Pizza Hut...
County Government has talked to corporate level Verizon executives numerous times over the past few years. Cecil County is, unfortunately, not densely populated enough to meet Verizon’s business models. Verizon does offer wireless service in Cecil County, however.
MYTH #6

I know for a fact that lots of grant money is available to rural areas without broadband. Why can’t we get any?

Cecil County staff has applied for:
1) Connect America Fund Grants (FCC)
2) Comm. Dev. Block Grants (DHCD)
3) “Cool and Connected” Grants (FCC)
4) MAERDAF Grants (MD Rural Council)

Unfortunately, Cecil County is not “rural” enough to compete with Alaska, Montana, and other areas of the USA (or MD, for that matter).

Additionally, Cecil County Government does not meet eligibility, applicability, and/or payback capacity to qualify for other options.
Present Day (Fall 2017) Broadband Efforts

• In August 2017, the County Executive directed staff (IT, OED, LUDS, and Finance) to update the County’s data and information regarding where broadband is and is not available.

Steps taken by County staff:
1) Use Emergency Subscriber Location (ESL) data to map the locations of all broadband customers.

2) Reach out to the public for “crowd sourcing” assistance.

3) Communicate with last mile providers.

4) Develop a plan to fill in the broadband gaps.
Step #1 – Use ESL data to map the locations of broadband customers

ESL = Emergency Subscriber Location

Each non-cell phone number has an address associated with it.

When calling 911, the address associated with the phone number matches to the County’s GIS database, which then pulls the appropriate records and maps in the County’s 911 center mapping and CAD software.

This all happens in a matter of micro-seconds.
We continually review phone service providers’ ESLs, as the County strives to provide the best E911 service.

If we map the ESLs associated with known broadband providers (i.e. Comcast, Atlantic Broadband, Armstrong, Windstream, etc)…

…Then we can get a good idea of not only where folks have broadband phone service (and thus the capability to have internet service)…

…but also where the service is not available!
We’ve matured from “Where are the broadband lines?”

to

“Where are the broadband customers?”

- Armstrong (4,334 customers)
- Armstrong Telecommunications (2,045 customers)
- Atlantic Broadband ESL (1,042 customers)
- Comcast (10,524 customers)
On a County wide scale...

- Armstrong (4,304 customers)
- Armstrong Telecommunications (2,045 customers)
- Atlantic Broadband ESL (1,042 customers)
- Comcast (10,924 customers)
- AT and T Local Services (203 customers)
- Global Telecom Brokers (5 customers)
- Level 3 (Broadening Comm) (123 customers)
- Level 3 Communications (6 customers)
- Verizon Business (Ria MC) (279 customers)
- Windstream (Cavalier) (1,751 customers)
- Windstream (Paula) (1,465 customers)
- Armstrong Phone Service Area
If we know where the customers are, then... **We also know where they aren’t!**
We identified 80+ areas lacking broadband service

For each area, we used the County’s GIS to:
1) Count the # of homes & businesses located therein;
2) Determine the # of homes/businesses per mile (density);
3) Calculate an estimated average cost to serve
For a variety of reasons, our methodology isn’t flawless... (i.e. cell phone usage, folks who choose not to have service, wireless and satellite providers aren’t reqd to have ESLs, etc).

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<table>
<thead>
<tr>
<th>Map ID</th>
<th>Area</th>
<th># of homes and/or businesses</th>
<th>Homes Per Mile</th>
<th>Est. Cost (45K per mile)</th>
<th>Est. Cost (60K per mile)</th>
<th>Est. Cost per home (45K average)</th>
<th>Est. Cost per home (60K average)</th>
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<tr>
<td>6</td>
<td>Booth Rd (north of bridge)</td>
<td>2</td>
<td>3.71</td>
<td>24,290</td>
<td>32,386</td>
<td>12,145</td>
<td>16,193</td>
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<td>69</td>
<td>Wards Hill Rd &amp; Sassafras Rd</td>
<td>20</td>
<td>3.79</td>
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<td>316,932</td>
<td>11,885</td>
<td>15,847</td>
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<td>Augustine Herman Hwy (4900-5900 block)</td>
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<td>262,926</td>
<td>350,568</td>
<td>11,432</td>
<td>15,242</td>
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<td>15,045</td>
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<td>429,432</td>
<td>10,065</td>
<td>13,420</td>
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<td>70</td>
<td>Christopher Rd, Worsell Manor Rd, and areas north</td>
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<td>4.54</td>
<td>466,364</td>
<td>621,818</td>
<td>9,923</td>
<td>13,230</td>
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<td>Middleneck Rd</td>
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<td>500,227</td>
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<td>Joe Meltz Rd &amp; Edgar Price Rd</td>
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<td>318,920</td>
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<td>Iron Hill Rd, Chestnut Hill Rd &amp; Dixie Line Rd</td>
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<td>40</td>
<td>Calvary Ln (east side)</td>
<td>5</td>
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<td>58,182</td>
<td>8,727</td>
<td>11,636</td>
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<td>75</td>
<td>Sandy Bottom Rd (400-1000 block) and Knight House Ln</td>
<td>22</td>
<td>5.64</td>
<td>175,568</td>
<td>234,091</td>
<td>7,980</td>
<td>10,640</td>
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Step #2 – Reach out to public for crowdsourcing assistance

Crowdsourcing – a model in which organizations obtain ideas from a large, relatively open and often rapidly-evolving group of individuals. It divides work between participants to achieve a cumulative result.

Crowdsourcing comes from a less-specific, more public group, containing a variety of subject matter (i.e. geographic areas) experts.

In late August 2017 – Sept. 2017, the County website contained a request for citizens who lacked broadband to relay their locations to County staff.
The result was a list of locations that staff used to further refine and modify the “Areas Lacking Broadband” map.

<table>
<thead>
<tr>
<th>Date</th>
<th>Name</th>
<th>Contact Information</th>
<th>Location lacking broadband service</th>
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<tbody>
<tr>
<td>Pre 2017</td>
<td>Wendi Evans</td>
<td>410-287-2580; <a href="mailto:catswithmanydipples@gmail.com">catswithmanydipples@gmail.com</a></td>
<td>167 McKinneytown Rd, North East, MD</td>
</tr>
<tr>
<td>Pre 2017</td>
<td>Joseph Heath</td>
<td>410-398-3848;</td>
<td>319 Ricketts Mill Rd, Elkton, MD</td>
</tr>
<tr>
<td>Pre 2017</td>
<td>Bruce Loughheed</td>
<td><a href="mailto:bcltoys@gmail.com">bcltoys@gmail.com</a></td>
<td>461 Fingerboard Schoolhouse Rd, Earleville, MD</td>
</tr>
<tr>
<td>8/29/2017</td>
<td>Jennifer Logullo</td>
<td><a href="mailto:logullo.jennifer@gmail.com">logullo.jennifer@gmail.com</a></td>
<td>2532 Grove Neck Rd, Earleville, MD</td>
</tr>
<tr>
<td>8/30/2017</td>
<td>Bob Laird</td>
<td><a href="mailto:boblaird13@verizon.net">boblaird13@verizon.net</a></td>
<td>Windmill Ct &amp; Dell Ln, Elkton, MD</td>
</tr>
<tr>
<td>8/30/2017</td>
<td>Tammy Milburn</td>
<td><a href="mailto:leftyquilter99@yahoo.com">leftyquilter99@yahoo.com</a></td>
<td>192 Booth Rd, Elkton, MD</td>
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<tr>
<td>8/30/2017</td>
<td>Sue Gonzales</td>
<td><a href="mailto:sqg99@hotmail.com">sqg99@hotmail.com</a></td>
<td>2342 Old Telegraph Rd, Chesapeake City, MD</td>
</tr>
<tr>
<td>8/31/2017</td>
<td>Mike Evans</td>
<td><a href="mailto:mevans@ccgov.org">mevans@ccgov.org</a></td>
<td>Union Church Rd, between I-95 and Nottingham Rd</td>
</tr>
<tr>
<td>8/31/2017</td>
<td>Nanette Bethard</td>
<td>410-658-3410;</td>
<td>212 Russell Rd, Colora, MD</td>
</tr>
<tr>
<td>8/31/2017</td>
<td>Carla Geiersbach</td>
<td>410-398-2111; <a href="mailto:executivedirector@fairhillinternational.com">executivedirector@fairhillinternational.com</a></td>
<td>Gallaher Rd, Elkton, MD</td>
</tr>
<tr>
<td>9/1/2017</td>
<td>Dawn M. Phipps</td>
<td>302-292-4354; <a href="mailto:dphipps@wlgore.com">dphipps@wlgore.com</a></td>
<td>Steamboat Landing Ln, Warwick, MD &amp; Blackiston Ln, Warwick, MD</td>
</tr>
<tr>
<td>9/1/2017</td>
<td>Lori Hoosier</td>
<td><a href="mailto:briths@aim.com">briths@aim.com</a></td>
<td>73 Center Dr, Earleville, MD</td>
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<td>9/4/2017</td>
<td>Jackie England</td>
<td><a href="mailto:jpe@zoominternet.net">jpe@zoominternet.net</a></td>
<td>England Creamery Rd, Rising Sun</td>
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<tr>
<td>9/7/2017</td>
<td>William R. Denny</td>
<td>302-984-6039; <a href="mailto:wddeny@potteranderson.com">wddeny@potteranderson.com</a></td>
<td>235 Nottingham Rd, Elkton, MD 21921</td>
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<td>9/11/2017</td>
<td>Christopher Abernethy</td>
<td><a href="mailto:christopherabernethy@yahoo.com">christopherabernethy@yahoo.com</a></td>
<td>2949 Old Telegraph Rd, Chesapeake City, MD</td>
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<td>9/13/2017</td>
<td>Joe Wezalis</td>
<td><a href="mailto:bluecardboardbox@gmail.com">bluecardboardbox@gmail.com</a></td>
<td>460 Blacksnake Rd, Elkton, MD</td>
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<td>9/13/2017</td>
<td>James Kim</td>
<td><a href="mailto:james.dj.kim@gmail.com">james.dj.kim@gmail.com</a></td>
<td>60 Cat Swamp Rd, Elkton, MD</td>
</tr>
<tr>
<td>9/13/2017</td>
<td>Steve Parker</td>
<td>410-275-8101; <a href="mailto:steve@lcparkerrealestate.com">steve@lcparkerrealestate.com</a></td>
<td>Center Dr, Earleville, MD</td>
</tr>
</tbody>
</table>
Such as this portion of Cayots Corner Rd...

Large Agri-Businesses in Chesapeake City, MD lacking high speed cable/broadband internet

Winbak Farms
701 Cayots Corner Rd
Chesapeake City, MD
currently uses Verizon T1 line

Select Breeders Service
961 Cayots Corner Rd
Chesapeake City, MD
currently uses WildBlue (satellite)

Hassler Dressage
1455 Cayots Corner Rd
Chesapeake City, MD
currently uses bundled T1 line

Bohemia Stables
45 Durney Dr
Chesapeake City, MD
currently uses WildBlue (satellite)

Moon Nurseries
145 Moon Rd
Warwick, MD
currently uses two T1 lines

Cecil County
Land Use & Dev. Services
October 18, 2017
...and this portion of Route 40 just east of Perryville.
Step #3 – Communicate with last mile providers

After refining our “areas lacking service” map and data, County staff then met with a variety of last mile providers.

Armstrong – November 3, 2017

Atlantic Broadband – October 12, 2017

Comcast – October 23, 2017

Delmarva Wi-Fi – December 14, 2017

Noovis (and KCI) – December 6, 2017

Our goals =
1) To learn;
2) To relay our findings to folks in position to help;
3) To influence, beg, plead, cajole, and pester for service to these areas.
Here’s what we learned...

All last mile providers we spoke with are continually looking for areas to *economically* expand into.

Each firm has a business payback model that examines the cost to do so.

The model factors the number of homes served, the cost to serve the homes (which varies by distance, and type of installation – aerial vs. underground) and the time involved to recoup costs.

*The problem = Expansion into currently unserved areas does not make economic sense.*
The County’s goals and the provider’s goals are the same – reach as many homes and businesses as possible.

Installing one mile of fiber averages $45,000 to $60,000. Exact costs require detailed preliminary engineering (and cost $$$).

Wireless (Wi-Fi) internet works best in flat areas, with towers over 100 ft tall to get above tree line.

Wi-Fi coverage patterns differ for every install.

Wi-Fi still needs back haul (connectivity to fiber) at tower locations.
Here’s what we learned (continued again)...

Since 2014, expansion of broadband service has been occurring in Cecil County.

For example: Rhodes Mountain Estates, Red Point Beach, various communities in southern Cecil (i.e. West View Shores, Center Dr, Sunset Pointe, Chesapeake Haven), etc.

Expansion of broadband service into unserved areas has largely been fueled by the *customer contribution model.*
**What is the customer contribution model?**

1) The provider determines the cost to provide service to an area;

2) Then determines how much their business model dictates they can spend on the expansion; and

3) Any remaining costs must be borne by the customers.

For example:

*Dove Ln and Osprey Way (at end of Oldfield Point Rd)*

- *To serve nine homes cost $33,900.*
- *Comcast spent $23,000;*
- *The customers contributed $10,900.*

Customer contribution costs vary from one area to another. Why? There are unique factors associated with each build (i.e. space on existing utility poles, presence of bedrock/streams, the distances of homes from the road, etc.)
Wait! Why didn’t you talk to…?
{insert your favorite long haul / middle mile / wireless provider’s name here}

It’s true! There are a lot of other ISPs, lit fiber, and dark fiber providers active in Cecil County.
The MDBC is a middle mile provider with fiber along Route 213 and Route 40. This means that they own the fiber and lease it to others.

No “last mile service”

We inquired if any of the cooperative’s ISP members would be looking for opportunities to expand into unserved areas along the way.

MDBC canvassed their members for interest, but nothing has come to fruition.
The Task Force for Rural Broadband (established in May 2017 by HB 1169) released its report in early December 2017. Its findings include:

1) Federal funding opportunities exist, but private and public entities within the State are challenged with meeting the necessary eligibility requirements, applicability, and lack the capacity needed to pay back any borrowed funds.

2) Other funding sources and financing models should be developed for financing rural broadband deployment.

3) The public lacks a general understanding of the total costs to reach unserved areas and how subscriber sign up rates impact a return on investment in broadband services.

The full report is available online at: https://rural.maryland.gov/projects/taskforce-for-rural-broadband/
On January 8, 2018, President Trump signed two new executive orders regarding rural broadband.

1) One order requires the Dept. of Interior to develop a plan to allow increased access to federal land for placement of broadband facilities.

2) The other creates a common permitting process for individuals seeking to locate wireless broadband facilities on federally owned buildings and property.

Neither order provides for funding of any kind.
Step #4 – Develop a plan to fill in the broadband gaps

- County staff has a draft plan/solution;

- We’ll be vetting it with the broadband service providers in the weeks ahead; and

- We’ll share it once we have support from providers!
Questions?
Comments?