



INGHAM COUNTY BROADBAND TASKFORCE
P.O. Box 319, Mason, Michigan 48854 ~ Phone (517) 676-7206 FAX (517) 676-7306



Commissioner Randy Maiville, Commissioner Irene Cahill, Gregg Todd,
Johannes Bauer, Deb Fett, Emma Bostwick, Justin Barnaby,
Sheryl Knox, Mike Lilly, Deborah Stuart, Christopher Mumby,
Patricia Jackson, C.G. Lantis, Gene Ulrey

**A MEETING OF THE
INGHAM COUNTY BROADBAND
TASKFORCE**

WILL BE HELD ON

Wednesday, August 24, 2022 at 6:00 p.m.

**Hybrid Meeting
Human Services Building
Conference Room B
5303 S. Cedar Street
Lansing, Michigan**

Zoom Link

<https://ingham.zoom.us/j/83589864389?pwd=enpOK0txODQrU1I4M0pmK05BaVdEdz09>

AGENDA

Call to Order
Approval of July 27, 2022 Minutes
Additions to the Agenda
Limited Public Comment

1. Census Update
2. Internet for All/Michigan Local Coordination Workshop Discussion

Announcements
Public Comment
Adjournment

Next Meeting September 28, 2022

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DRAFT MINUTES

July 27, 2022

- Members Present: Gregg Todd, Mike Lilly, Christopher Mumby, Irene Cahill, Sheryl Knox, Deb Stuart, Gene Ulrey, Johannes Bauer
- Members Absent: Emma Bostwick (virtual), C.G. Lantis, Justin Barnaby, Deb Fett, Randy Maiville, Pat Jackson
- Others Present: Michigan Moonshot Representative Alexis Schrubbe, Ingham County Controller Executive Secretary Rachel Prettenhofer, Lori Doughty, Mitchell Shapiro
- Call to Order: The Ingham County Broadband Task Force meeting was called to order by Gregg Todd at 6:14 p.m., Wednesday, July 27, 2022 in 5303 S. Cedar Street, Lansing, Michigan, Human Services Building, Conference Room B and virtually via Zoom.

Approval of the May 25, 2022 Minutes:

Mr. Todd approved the May 25, 2022 minutes as presented, without objection.

Additions to the Agenda: None.

Limited Public Comment: None.

1. Frequently Asked Questions from Residents

Ms. Prettenhofer handed out a Frequently Asked Questions handout to all members present for their use and reference.

2. Census Update/Fair Participation

Mr. Todd stated that members should use the Doodle Poll Ms. Prettenhofer sent out to indicate the times they can volunteer to man the Broadband table at the 2022 Ingham County Fair. There are 2-3 people allowed per slot, but as long as each time slot is covered, we should be okay.

Ms. Schrubbe recognized the Ingham County townships that are doing well before the committee. These committees had 10% and above in participation levels of the census. Ms. Schrubbe then went on to say that we need just a bit more participation in the City of Williamston, as they are very close to reach the minimum optimal amount of data for that area. She then stated that there are several areas that need some mitigation strategy to encourage greater participation, as these areas are nowhere near reaching the 5% goal of their population. Ideally, we need at least 1,000 responses per each of these areas.

Ms. Prettenhofer stated that she will share the percentage chart Ms. Schrubbe referenced via email to the committee.

Ms. Schrubbe stated that we are still around 2,500 responses beneath our goal. She informed the committee that she has looked into supplementing the census with Ookla data. If the committee is interested in reaching its goal, it should look at the overall goals the Task Force has and decide whether

or not it wants to expend efforts for data collection in specific urban areas, as those are the areas that are least responsive.

Mr. Todd asked if, at end of day, we just can't get urban areas to participate, if there is any sense in taking the urban areas out of the data collection.

Ms. Schrubbe explained that this less about searching for magical numbers to appease the powers that be and more about what is most beneficial for the County. If we are trying to pick out the levels of affordability in Lansing and East Lansing, for example, we will just report the information we get and those areas will have little data to contribute.

Ms. Bostwick asked if the mail out was a success.

Ms. Schrubbe stated that it was and the reason it was a success was because we focused on mailing the surveys out to the areas with unserved and underserved residents, so the response rate was high.

At 6:14 p.m. Mr. Bauer arrived and a quorum of the Broadband Task Force was reached.

The rules were temporarily suspended and Mr. Todd approved the minutes as presented, without objection.

The meeting resumed with a quorum present.

Mr. Todd stated that we can always hit the urban areas as needed.

Mr. Lilly asked if we could send out mailers with the trash and sewage bills. He also stated that he could talk to CATA and BWL about sending information out with their own mailers.

Ms. Schrubbe stated that her former project in Saginaw Township was having trouble getting data because of the mail routes, so they put flyers into the tax bills instead and the print cost was very low. The cost was only significant because of the labor cost of stuffing the envelopes. But doing that got 1,000 data points overnight for Saginaw Township.

Mr. Mumby stated that the City will mail something within next month that the Broadband Task Force could utilize

Commissioner Cahill asked if any businesses had filled out the census.

Ms. Schrubbe stated that she does not have that information readily available but that she can pull it up. She further stated that for the Fair, we don't need people to bake in sun for hours and hours. We just need people to man the table at key hours where people flow is optimal.

Mr. Gregg stated that we will have literature and Ms. Bewersdorff will bring swag for the table as well.

Ms. Schrubbe stated that Merit has created a business card size call to action for residents to take home and that Ms. Prettenhofer has flyers that can be handed out as well. There will also be stickers. She explained that in her research, she found that 40,000 people go to the Ingham County Fair and from there tried to figure out an estimate of how many cards we may need. She stated that for 2,000 cards, we would need to hand out 5 cards every minute. We can assume about 1/3 of the people expected at the Fair will walk past the booth. The Task Force needs to determine how many cards can be handed out at a reasonable rate, given this information. She further explained that because of the speed test part of the

census, we really want people to be taking the census at home. The census is also smart phone compatible, so people can also take it that way.

Mr. Lilly asked whether or not this data is offline. He asked whether or not this data is something that cannot be reached even in a data breach.

Ms. Schrubbe confirmed that, yes, the data isn't easily recovered as it would require two completely separate entities to infiltrate and the spreadsheet with general information is only shared with the county.

Ms. Bostwick stated that they use QR codes for their programs. She further stated that it may be helpful to have a QR code that people can scan and save to their phones.

Ms. Schrubbe stated that there is a QR code on the business card we will be handing out.

Ms. Prettenhofer will provide clip boards at the Fair for volunteers.

Discussion regarding logistics of Fair table

3. Development of Ingham County's Portion of State's 5-Year Broadband Plan

Mr. Todd stated that we need to figure out the county portion of the State's 5-year plan and asked whether or not a subcommittee should be formed, if we should try to track someone down from the state, or something else. He explained that it would be smart to have something ready when the State begins to make their plan.

Mr. Ulrey asked whether or not Mr. Todd sees the money being broken down to go to small areas like Bunker Hill.

Mr. Todd stated that he did not. He explained that some grants are going only to the states and he does not know how it will be disbursed from there, but that it would help to have an action plan.

Mr. Bauer stated that a countywide plan is certainly something we should think about. There are a lot of good ideas in county strategic plans already and they have reason to reach out to all stakeholders. He further explained that the State, in principle, would be free to give to smaller communities if it wishes to. He explained that there will be contested issues along way, but the money will be divided among the states based on unserved households in those states. He further explained that the current FCC map is inaccurate and the FCC knows as much. They are working on a better map that identifies every location across the United States, but the FCC knows that event this will not be 100% accurate and so there will also be a challenging process. The map is only part of the picture. Ultimately, it will be a patchwork or claims and negotiation processes. However, having the best data available will help determine how much Michigan gets.

Discussion.

Mr. Todd stated that he will reach out to Eric Frederick in Michigan State's high-speed internet office this week.

Ms. Knox stated that she had questions about how the money gets down to the local level so that people with plans can face the legalities. She asked what kinds of models will be legal and eligible.

Mr. Bauer explained that this is probably a critical conversation to happen at the State level. The Federal government will say states should wave the rules for non-profits, municipalities, etc. but it cannot

require them to do so, so it is up to the State of Michigan. Michigan could exclude non-profits, municipalities, etc. if it wants to play hardball and could say they are only going to disseminate funds only by current Michigan law.

Mr. Todd asked whether or not he should attempt to get Mr. Frederick on the agenda.

Mr. Bauer stated that it is worth a try.

Discussion.

Mr. Todd stated that he has an upcoming meeting with Tri-County Regional Planning Commissioner, so he will get together with Clinton and Eaton counties to talk about what we can do regionally as well. He further stated that he will report back on that at the next meeting.

Mr. Ulrey asked whether or not Mr. Todd would have personal conversations with the areas that are lagging behind.

Mr. Todd stated that he can call and ask them to move along.

Mr. Bauer asked whether or not the Tri-County Regional Planning Commission applied for the Digital Navigator.

Mr. Todd stated that he does not know. He did, however, encourage Lansing Area Economic Partnership (LEAP) to apply as well.

Announcements: None.

Public Comment: None.

The July 27, 2022 Broadband Task Force meeting adjourned at 6:42 p.m.