



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, May 25, 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 April 27, 2022 Minutes
Additions to the Agenda
Limited Public Comment

1. State/Federal Funding Update
2. Census Update
3. Member Share: Efforts Taken So Far for Census Actions

Announcements
Public Comment
Adjournment

Next Meeting June 22, 2022

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DRAFT MINUTES
April 27, 2022

Members Present: Randy Maiville, Gregg Todd, Deb Fett, Irene Cahill, Johannes Bauer, Mike Lilly, Christopher Mumby, Pat Jackson, Sheryl Knox, Deb Stuart, C.G. Lantis, Justin Barnaby

Members Absent: Emma Bostwick (virtual), Gene Ulrey,

Others Present: Michigan Moonshot Representative Alexis Schrubbe, Ingham County Controller Executive Secretary Rachel Prettenhofer, Government & Regulatory Affairs of Comcast Representative Ben Miller, Senator Hertel’s Office Representative Sydney Hart, Lori Doughty

Call to Order: The Ingham County Broadband Task Force meeting was called to order by Gregg Todd at 6:00 p.m., Wednesday, April 27, 2022 in 5303 S. Cedar Street, Lansing, Michigan, Human Services Building, Conference Room B and virtually via Zoom.

Approval of the March 23, 2022 Minutes:

Commissioner Cahill moved to approve the March 23, 2022 minutes as presented. Ms. Fett supported the motion.

Yeas: Randy Maiville, Gregg Todd, Deb Fett, Irene Cahill, Johannes Bauer, Mike Lilly, Christopher Mumby, Pat Jackson, Sheryl Knox, Deb Stuart, C.G. Lantis, Justin Barnaby

Nays: None.

Absent: Emma Bostwick, Gene Ulrey

Additions to the Agenda: None.

Limited Public Comment: None.

1. Survey Update

Ms. Schrubbe recognized Ingham Township, Webberville, Meridian Township, Aurelius Township, LEAP, Purelansing, the City of Lansing, and many others for their efforts and stated that we need to keep the volume up. We have done great work and provided great news. She then went to the map of surveys so far and explained that the map is a colorblind-friendly map and that the size of a dot is the amount of data in particular area. However, once one zooms in, the map degrades. She further explained that the data is not currently clean and people can take survey more than once, as they are welcome and encouraged to do. 1,113 unique out of 1,428 surveys have been completed, but, Ms. Schrubbe stated, we need 5 times that amount by the end of the survey. She further explained that there are supply chain issues with paper, so we should see a jump when we do mail surveys, however, we should not rely on mail. She explained that we should reach out again to our contacts to thank them for the work they are doing and to keep the messaging up. She stated that we should wrap up the survey before Memorial Day weekend, so the heat is on. We need 1,000 surveys each week until Memorial Day weekend. She asked the committee to think about how can we, as a group, can mobilize and reach out to the public to

accomplish this goal. If we share info about looking out for postcards, etc. in the mail, it will also help people recognize the survey when they see it.

Commissioner Maiville stated that he thought he would see more in media and asked if we should do more of a media push.

Ms. Schrubbe stated that Merit put ads in newspapers and still has adverts on the local weather but the interest stories come from grassroots interests. She asked that committee members consider asking their media contacts if it is possible to run small story regarding the survey. She explained that it can come from committee itself and would be very helpful. She also explained that Johannes Bauer asked to share a media story throughout MSU, but that we have nothing beyond the Press Release. She explained that this is a great opportunity to come together as a committee and share media contacts/express how the story should be covered.

Commissioner Cahill stated that she met an attorney and IT person at a get-together and she could not get through to them that Merit wasn't going to have their IP address stored or sell it. They were concerned that Merit will run away with it.

Ms. Schrubbe explained that a lot of people are choosing not to complete the survey for similar reasons. She explained that Merit's partner is mLabs who have giant servers, and in order to be removed from the mLabs database, a person must prove that they are connected to an IP address in unquestionable way, including having to own the router, contacting service, etc.; she explained that there is a difference in understanding between an IP address being physical like a house address and about who we are as people. She further explained that IP addresses are gathered but the surveys are not linked to those addresses until they are smashed together at the end when people volunteer their house address. She explained that someone would have to physically go to the home and test the IP address to find their identity and, further, mLabs does hold onto the data, but rather, it is aggregated, so individual addresses are not available. She explained that it is not public knowledge and only internal information. After the surveys are over, mLabs will provide the data to a data vault at MSU that someone will have to physically attend with a physical key to access the degraded data. She stated that Merit does't sell any information and even the emails in the survey are used only to remind people to take the survey, otherwise they will not receive emails from Merit. From Merit's perspective, it is impossible to link the IP address and an identity.

Ms. Fett further clarified that the data for an IP address and the speed test are stored separately than survey data. It is then put together at the end for a short time, then physically locked up in a degrade facility.

Ms. Schrubbe stated that this is the first instance where she has heard concerns about speed tests and the issue might be unique to Ingham County.

Ms. Stuart asked whether or not the map is public and if there is any way to enhance the identifying percentages to other communities in Ingham, so that we can target specific areas to say they're not being represented.

Ms. Schrubbe explained that everyone is welcome to look at the map, but that this is raw data and it does have a tendency to eat townships and villages, which can be the key to getting the right amount of data. She further stated that she would be willing to do bi-weekly updates to turn it into more of an active competition, as Ms. Stuart indicated.

Ms. Stuart stated that it would be great to do even on the county level and super helpful.

Ms. Fett asked if we can put a listing of where we're at in a sidebar number-wise on the home page.

Ms. Schrubbe stated that she has never done anything like that before, but that she will look into it.

Ms. Fett suggested that we could even do percentages rather than numbers.

Ms. Schrubbe explained that if we have percentages, once we reach certain threshold, people could give up on taking the test, but the remedy could be to not tell them what percentage we want to reach.

Ms. Bostwick asked why Delhi Township doesn't have any marker and what that means.

Ms. Schrubbe explained that there is not enough information to put it in the data survey (like only 1 or 2 surveys completed). She further explained that, often times, someone takes a survey at work or home, depending on their address and there is a glitch between the address and where test is taken. So, if someone completes the entire survey, it can be a little messy. She also stated that the data was last updated on Friday, and she won't have another update until the following Friday.

Mr. Mumby stated that we need to remind the public what the purpose is—that we're using the data to get to a better place. We need to remind the public that part of the purpose is to eliminate barriers. We need to push that we will fight for better infrastructure.

Mr. Lilly stated that we should consider doing more email/social media pushes, as the information from this survey relates to home values, job opportunities, etc. and effects the county 10-20 years in future. It is an opportunity for our neighbors for a very long time and means a lot to the community, so for it to be missed by "data privacy" misunderstandings is something we can't afford. He further stated that this is a long-term investment for community.

Ms. Hart with Senator Hertel's office stated that she would be happy to reach out to local representatives to see if they'd be willing to share in letters, coffee hours, email lists, etc. and that her office can share and reach smaller districts.

Mr. Lantis stated that he has reached out to countless people and had sent the survey link and texted the survey link too many people. He noted that the number one thing people ask is how much it is going to cost them and whether or not they have to pay. He also noted that personal connection helps people trust more.

Ms. Schrubbe stated that Merit will be mailing universal samples to all underserved households.

Ms. Fett asked whether or not this survey is related to a census. She asked if people are understanding that this is a broadband census. She noted that it may make more of an impact if we call it a "census" because people know what a census is and what it does.

Ms. Schrubbe stated that it has not been printed yet, so, as committee, we can decide to change wording.

Mr. Todd asked if Ms. Schrubbe could send examples.

Ms. Schrubbe explained that time is of the essence, so she would need a decision more immediately than she would be able to obtain if she sent the information later.

Discussion.

Ms. Jackson asked how involved the libraries are in getting out the message.

Ms. Knox explained that in the catalogue, everyone who comes in will see an ad there. She also stated that they will do another round of social media. They also have displays, banners, etc. and that the libraries will do another round/push to share the information.

Ms. Fett suggested we also put up posters at supermarkets or gas stations.

Ms. Fett moved to change the language on the Broadband Survey from “survey” to “census”. Mr. Lantis supported the motion.

Yeas: Randy Maiville, Gregg Todd, Deb Fett, Irene Cahill, Johannes Bauer, Mike Lilly, Christopher Mumby, Pat Jackson, Sheryl Knox, Deb Stuart, C.G. Lantis, Justin Barnaby

Nays: None.

Absent: Emma Bostwick, Gene Ulrey

2. **Finalize Bylaws**

Mr. Todd stated that he took Section 4.2 out and expanded a bit on the broadband goal.

Mr. Mumby moved to adopt the Bylaws as presented. Ms. Jackson supported the motion.

Yeas: Randy Maiville, Gregg Todd, Deb Fett, Irene Cahill, Johannes Bauer, Mike Lilly, Christopher Mumby, Pat Jackson, Sheryl Knox, Deb Stuart, C.G. Lantis, Justin Barnaby

Nays: None.

Absent: Emma Bostwick, Gene Ulrey

Announcements: None.

Public Comment:

Ben Miller stated that one challenge surveys have is that in many parts of the county, areas are dramatically underserved, and often people who live in those parts of the county are also the least trustful. He explained that there are any number of nationwide surveys to show that trust in companies, government, etc. is at really unprecedented lows, and to most people we are sending an electronic survey to don't have access to quality internet. He recommended that the committee ponder what other multi-modal ways we can extract responses, e.g. mailings, door knocks, etc. meetings, etc. since our current modes are self-selecting contacts, because unless people have a reason to be there (like City Council meetings), they may not see the announcements being made. He explained that he thinks while we still have time, the committee should think about what tactics we might consider employing, i.e. phone calls, sending post cards to everyone on the voter registration list; etc.

The April 27, 2022 Broadband Task Force meeting adjourned at 6:46 p.m.