



CONNECT  
**Michigan**®

# Southwest Michigan Broadband Initiative

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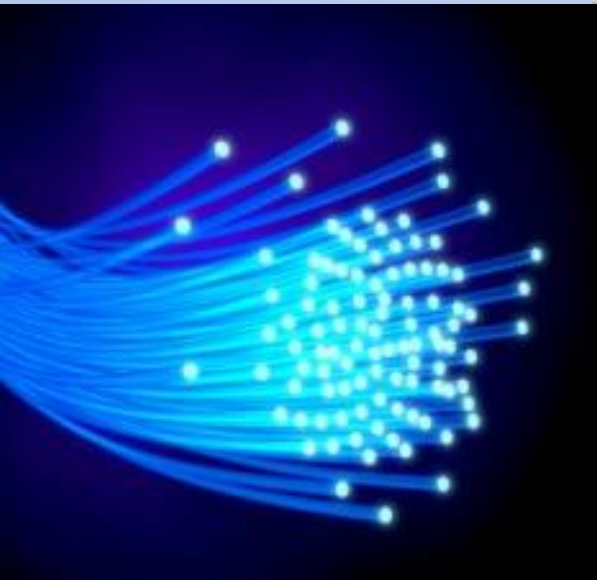
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# Project overview

SWMPC is working with Connect Michigan to support **economic development** via the expansion of broadband infrastructure and increased adoption and usage by Michigan's residents, businesses, and institutions.



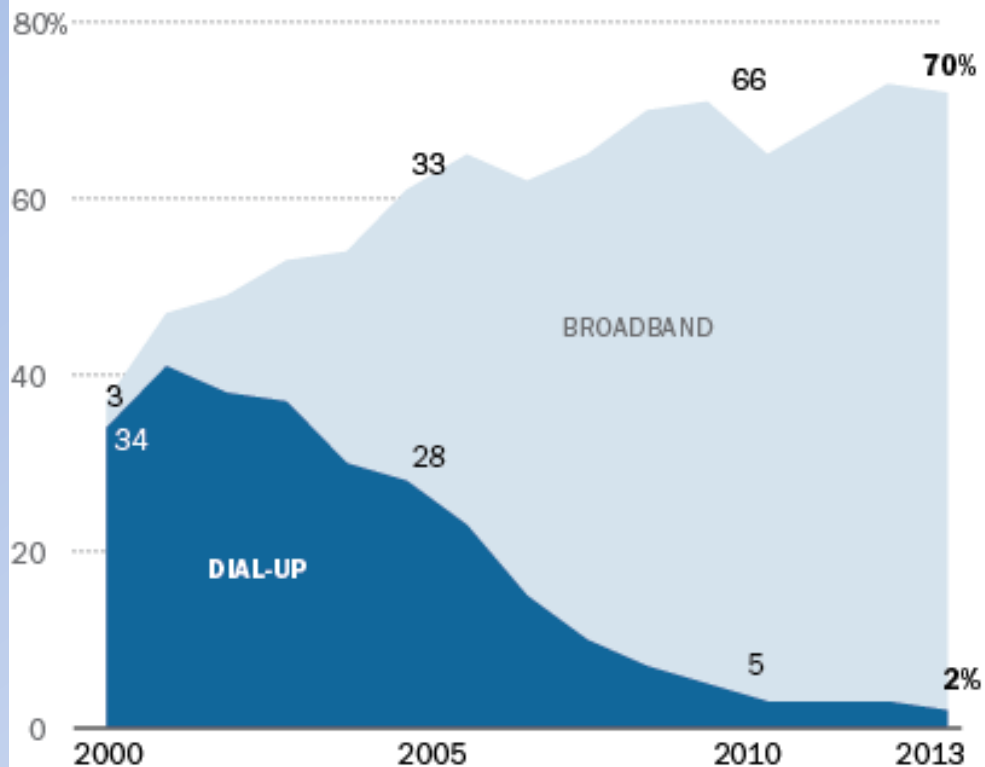
# Who benefits from broadband access?

- Local governments
- Entrepreneurs
- Businesses of all sizes
- Non-profit organizations
- Transit providers
- Emergency responders
- Students
- Seniors
- School districts
- Colleges
- Libraries
- Farmers
- Teachers
- Hospitals
- Tourists
- Artists
- Musicians
- Telecommuters

# What's the national trend?

## Home Broadband vs. Dial Up, 2000-2013

Percentage of American adults 18 years and older who access the internet via ...



Source: Pew Internet & American Life Project Surveys, March 2000-Sep 2013. Question wording has changed slightly over time. Our method for measuring home internet use changed in 2011, which would contribute to the seeming decline in adoption.

PEW RESEARCH CENTER

**2013**

**Comprehensive  
Economic  
Development  
Strategy**

*Economic Development District serving Berrien,  
Cass, and Van Buren Counties*



**Southwest Michigan Planning Commission**

Found at:

[www.swmpc.org/ceds.asp](http://www.swmpc.org/ceds.asp)

**What is the CEDS?**

- Made possible by a Partnership Planning Grant from the U.S. Economic Development Administration (EDA)
- A three-year planning document with a scope of about 3-5 years
- Updated annually (next update process begins this July)
- Developed by an ad-hoc committee made up of a majority of private sector stakeholders
- Committee includes education, workforce development, and local & regional economic development professionals

# Regional Economic Development Vision

“To cultivate a **resilient**, **sustainable**, and **globally-competitive knowledge-based economy** across southwest Michigan that supports an **improved quality of life** and builds **pathways to prosperity** for residents.”

*-2013 CEDS Strategic Advisory Committee*

**Goal #4: Improve and maintain southwest Michigan’s infrastructure to meet contemporary standards.**

**Goal #5: Foster an environment that appeals to young, talented individuals.**

# The Importance of Talent in the New Economy

Talent = knowledge economy workers and those with technical skills

- Globalism has created an economic paradigm shift; smokestack chasing no longer a viable strategy
- Gone are the days of finding low-skill, no degree jobs; well-paying jobs now require talent
- Smart companies are locating to places with the most important locational assets for driving their innovation and prosperity
- Current data shows: talented Millennials are choosing where they want to live before they are finding jobs, and they are leaving Michigan in droves.
- They are leaving for highly livable communities that offer the amenities they are looking for

**Is it possible that “connected communities” have a value in talent attraction and retention strategies?**

# According to a the American Planning Association...

## High Priority Community Preferences: Metro Features (National)

Access to clean energy, renewables, and energy conservation	30%
Great school system (K–12, colleges and continuing education)	41%
Affordable and convenient transportation choices	33%
Safe streets	75%
Affordable housing options	65%
Sidewalks, bike lanes, hiking trails, and fitness choices	46%
Mix of housing choices	30%
High-speed Internet access	58%
Vibrant centers of entertainment and culture	36%
Major professional or college sports teams	12%