BROADBAND OFFICE

# The Next, Next Greatest Thing

## Rural Broadband: Closing the Digital Divide

South Carolina Office of Regulatory Staff | January 24, 2022

*"Brothers and sisters,*
*I want to tell you this.*
*The greatest thing on earth*
*is to have the love of God in your*
*heart, and the next greatest thing*
*is to have electricity*
*in your house."*

Farmer giving witness in a rural
Tennessee church in the early 1940s

Source: NRECA, 1984. *The Next Greatest Thing.* First ed. Washington, DC: ISBN 0-917599-00-4

*"Brothers and sisters,*
*I want to tell you this.*
*The greatest thing on earth*
*is to have the love of God in your*
*heart, and the next,* ***next*** *greatest thing*
*is to have* ***Internet***
*in your house."*

**Use:**

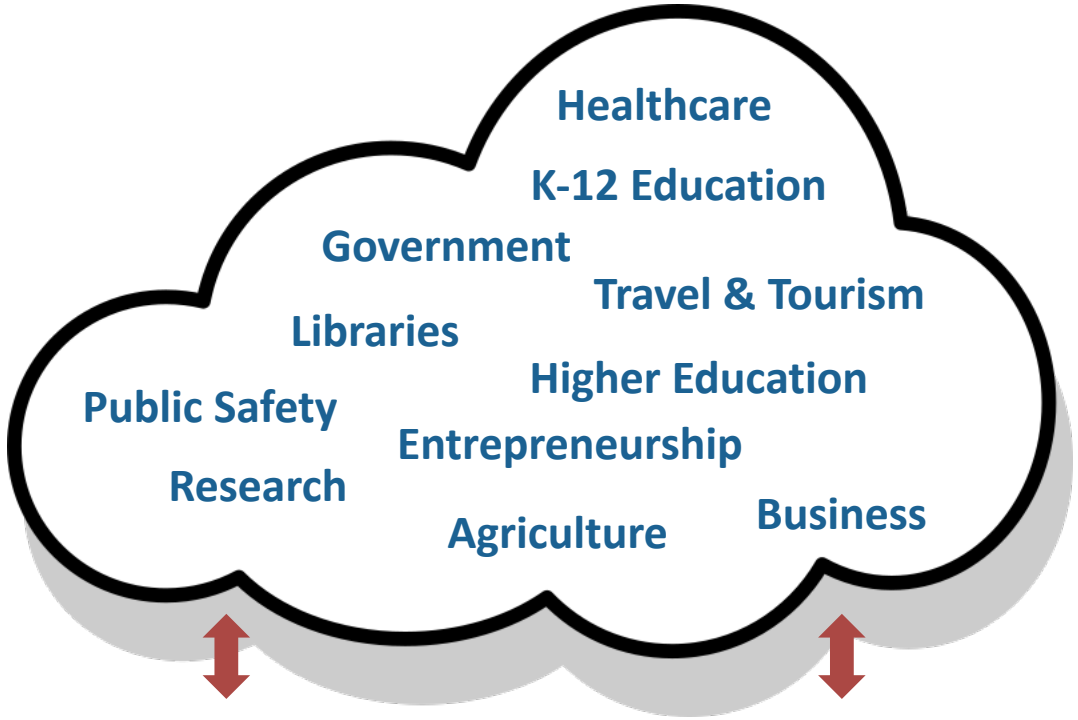
Skills and applications to leverage technology to improve quality of life and community/economic development

**Adoption:**

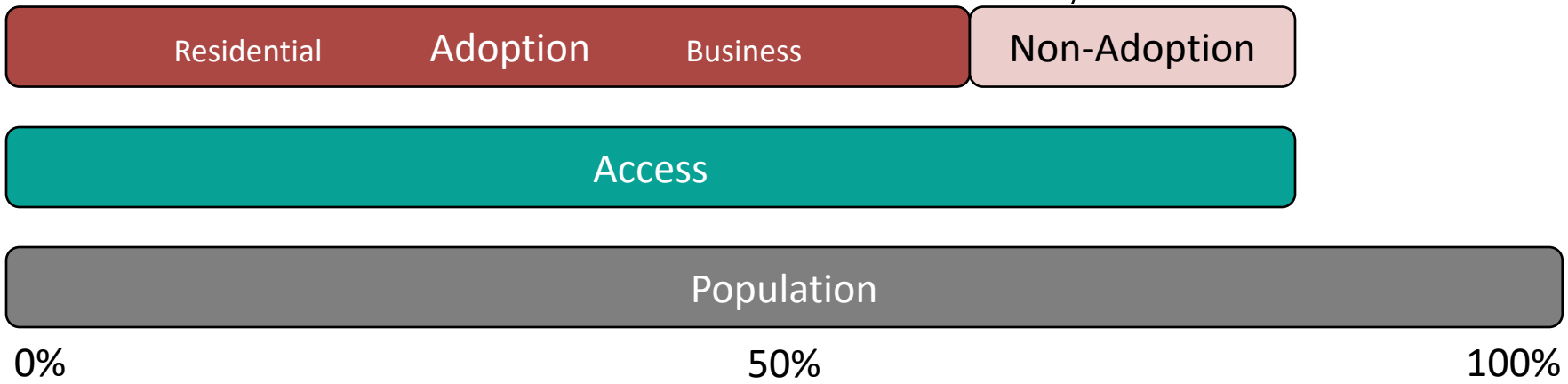
Recognizing the value in broadband and subscribing either at home, work, or via public institutions

**Access:**

The physical connection to high-speed infrastructure




Digital Inclusion programs are required for motivation, especially when K-12 students are still living at home.



# FCC Internet Benchmarks

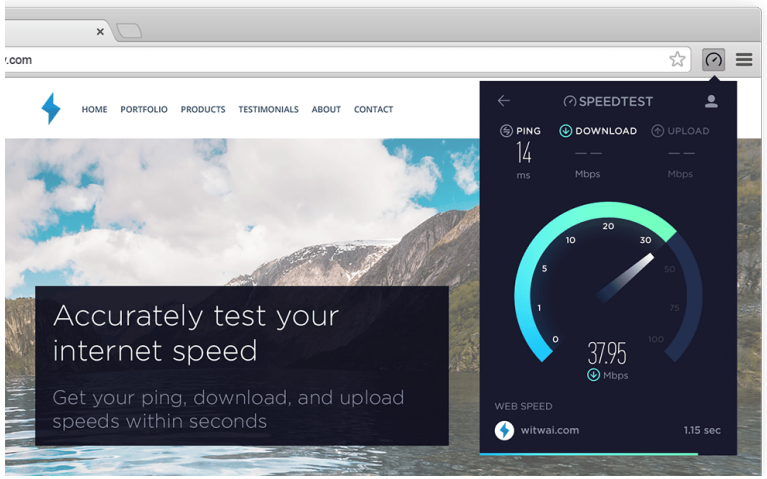
## Qualifies for Federal & State Investment

| Date Adopted | Minimum Download | Minimum Upload | FCC Commissioner |
|---|---|---|---|
| **2015** | **25 Mbps** | **3 Mbps** | Tom Wheeler, D |
| 2010 | 4 Mbps | 1 Mbps | Julius Genachowski, D |
| 1996 | 200 Kbps | 200 Kbps | William Kennard, D |

## Federal Construction Requirements

**Reliable 100/20 Mbps scalable to 100/100 Mbps (symmetric)**

# Ookla's mission is to make the internet better, faster and more accessible for everyone



iOS

Speedtest is available for:
Web, Android, iOS, macOS, Windows, AppleTV, Chrome

# Residential Broadband Technology

## Best Available Technology Class

- Fiber | Speeds >= 100 Mbps/100 Mbps (symmetric)
- Cable (DOCSIS 3.1+) | Speeds >= 100 Mbps/100 Mbps (symmetric)
- Cable (DOCSIS 3.0) | Speeds >= 100 Mbps/20 Mbps
- Cable (DOCSIS < 2.0) | Speeds >= 25 Mbps/3 Mbps
- VDSL (Fiber-To-The-Curb) | Speeds >= 10 Mbps/1 Mbps
- ADSL2, ADSL2+ | Speeds >= 6 Mbps/1 Mbps
- Fixed Wireless | Speeds >= 10 Mbps/1 Mbps
- ADSL | Speeds >= 3 Mbps/768 kbps
- No Internet Service Available
- Zero Households

### Copper & Fixed Wireless

Copper technology (xDSL) cannot deliver reliable 25/3. End of useful life.

Fixed Wireless requires optimum conditions to exceed 25/3; however, it delivers *Speed to Access* meaning that high need areas have the potential to get coverage fast while physical connections to each house are built.

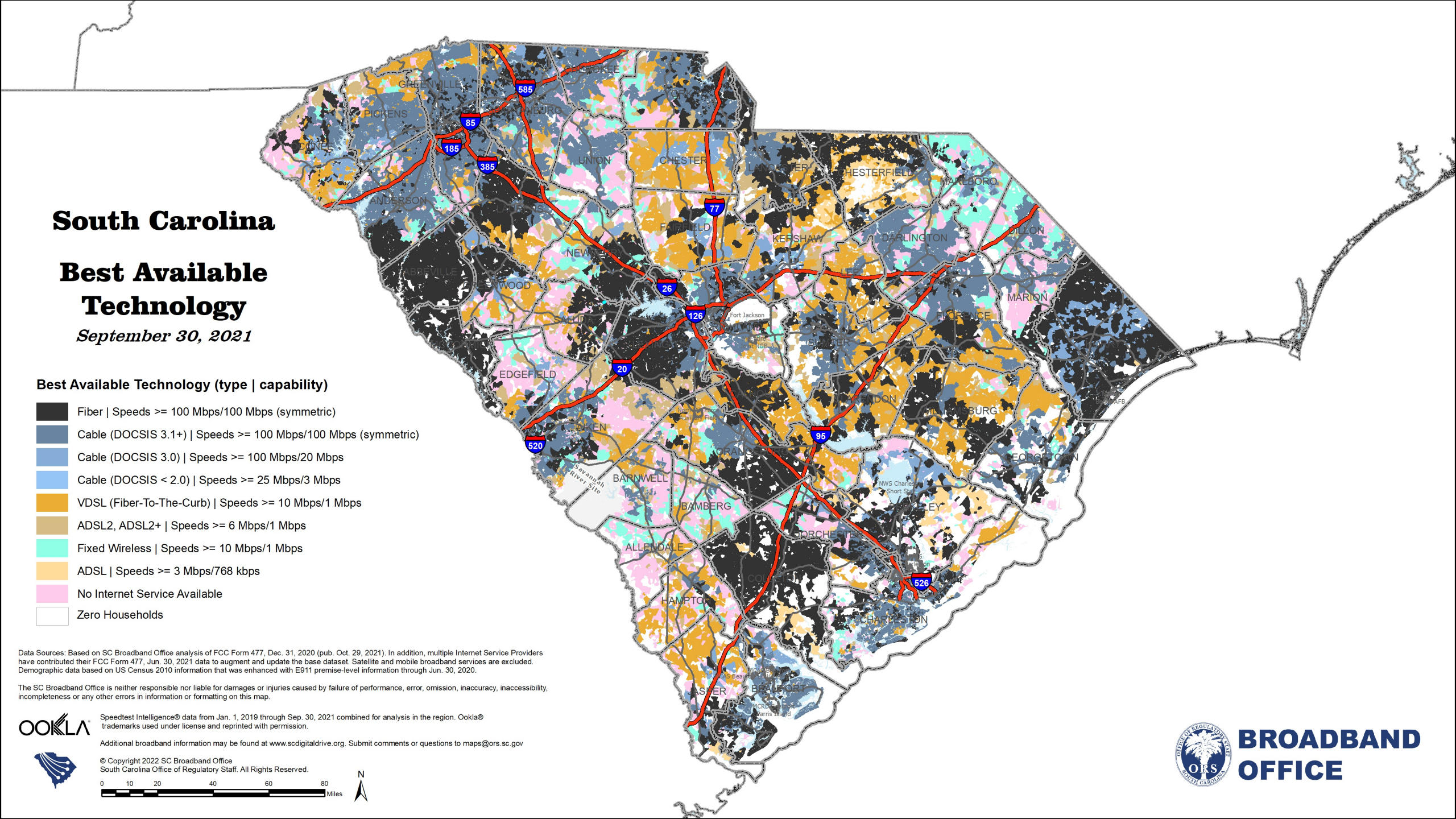
### No Internet Options Exist

This has nothing to do with affordability!
Customers in these areas cannot receive service at their physical address.

# South Carolina

# Best Available Technology

*September 30, 2021*




**Best Available Technology (type | capability)**

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0 10 20 40 60 80 Miles

N

BROADBAND OFFICE

# *"Begin With the End in Mind"* Steven R. Covey, *7 Habits of Highly Effective People*

## Speed Tiers (download / upload)

- 100 Mbps / 100 Mbps (symmetric)
- 100 Mbps / 20 Mbps
- 25 Mbps / 3 Mbps
- Zero Households

## Density of Unserved Households

- 200 or More (per sq. mi.)
- 25 - 199
- 1 - 24
- > 0 and < 1

## DON'T INVEST HERE

Green: Already served. Meets or exceeds FCC's 25/3 Mbps
White: Nobody lives there.

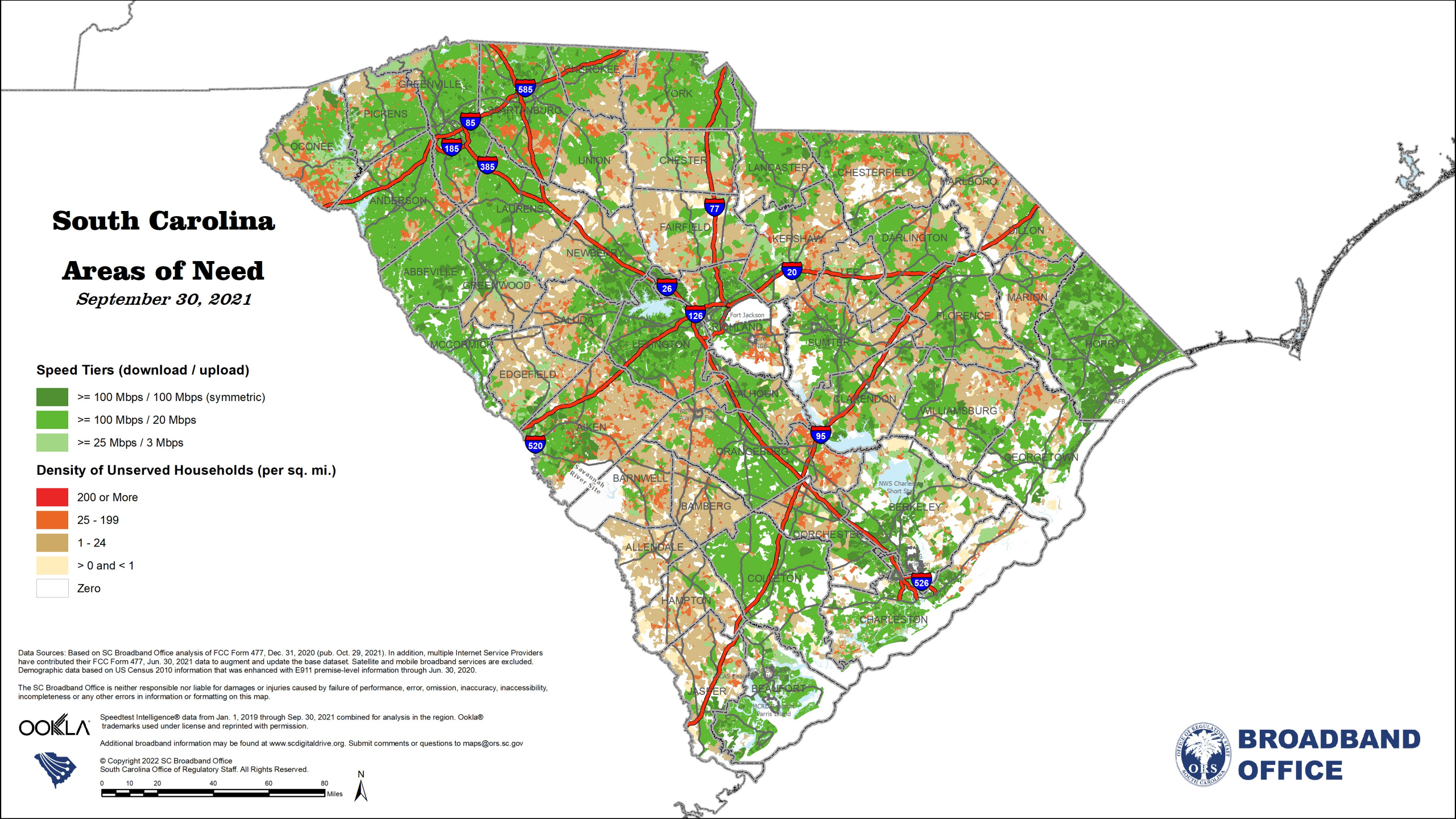
## INVEST HERE!

Find the "freckles!" and prioritize these. Freckles are high household density with poor Internet.

# South Carolina

# Areas of Need

*September 30, 2021*

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0 10 20 40 60 80 Miles

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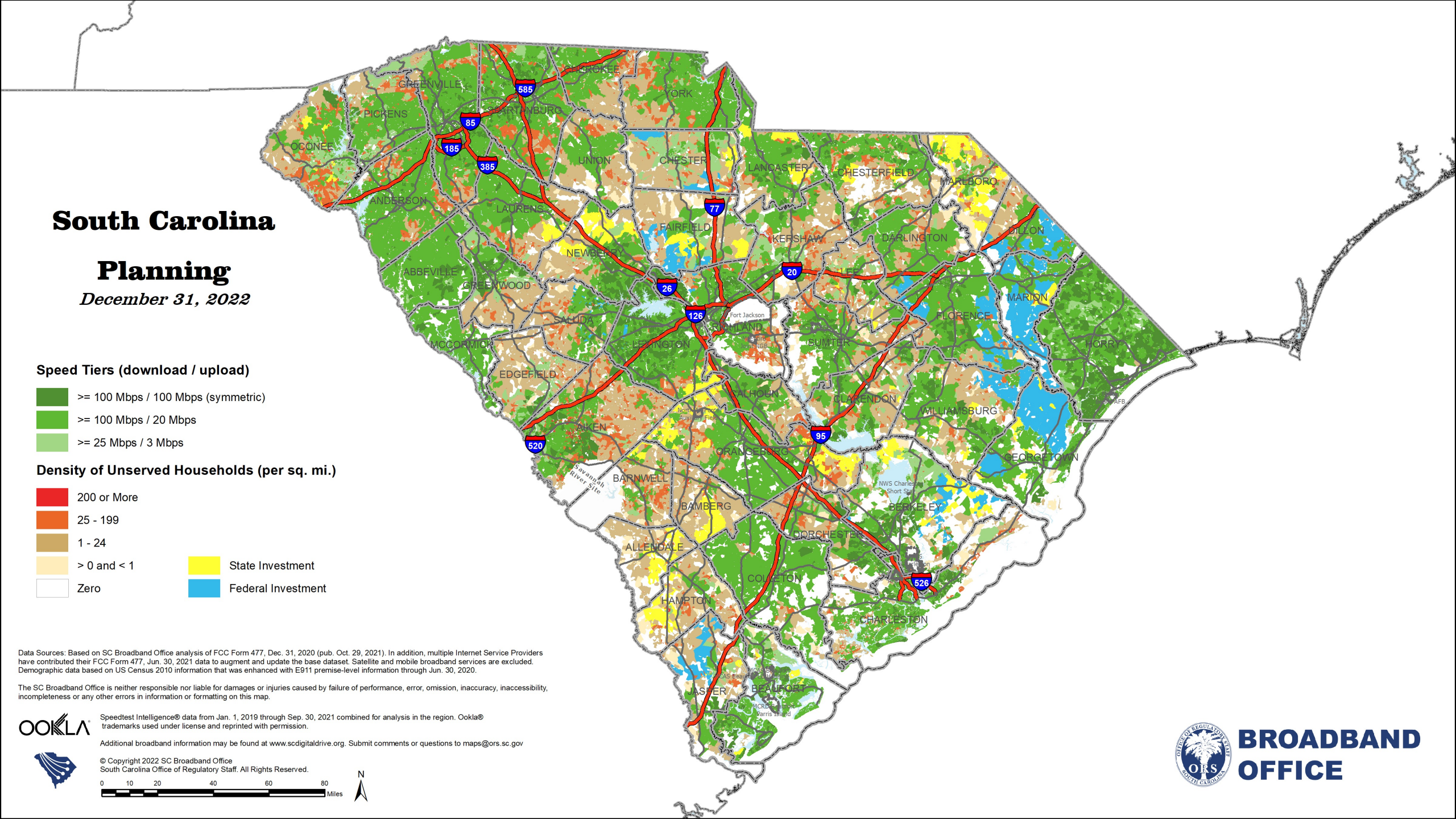
South Carolina
Planning
December 31, 2022
Speed Tiers (download / upload)
>= 100 Mbps / 100 Mbps (symmetric)
>= 100 Mbps / 20 Mbps
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Density of Unserved Households (per sq. mi.)
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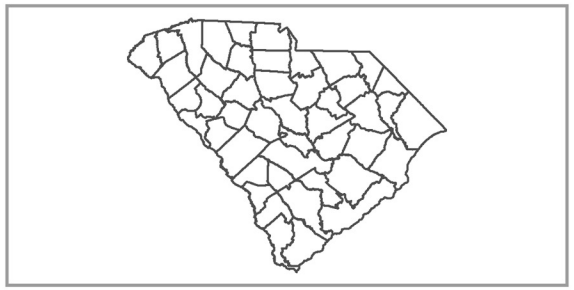
0 10 20 40 60 80
Miles
N
BROADBAND OFFICE
GREENVILLE
PICKENS
OCONEE
ANDERSON
ABBEVILLE
GREENWOOD
LAURENS
NEWBERRY
SALUDA
MCCORMICK
EDGEFIELD
AIKEN
BARNWELL
ALLENDALE
BAMBERG
HAMPTON
JASPER
BEAUFORT
CHEROKEE
YORK
UNION
CHESTER
FAIRFIELD
LANCASTER
CHESTERFIELD
MARLBORO
KERSHAW
DARLINGTON
DILLON
LEE
SUMTER
CLARENDON
CALHOUN
ORANGEBURG
DORCHESTER
BERKELEY
CHARLESTON
COLLETON
WILLIAMSBURG
FLORENCE
MARION
HORRY
GEORGETOWN
Fort Jackson
Savannah River Site
585
85
185
385
77
26
126
20
95
520
526

# South Carolina

## Statewide

# Statistics

*September 30, 2021*



**Population**[1]

Since official Census 2020 totals are not yet available, population estimates are calculated by multiplying housing unit data times an approximate residents per housing unit.

**Public K-12**

K-12 student data reflects the subset of public school students which have been geocoded as of September 30, 2021. Student data was provided by the SC Department of Education.

**Housing Units**[1]

A housing unit is a house, an apartment, a mobile home, a group of rooms, or a single room that is occupied (or if vacant, is intended for occupancy) as separate living quarters. Separate living quarters are those in which the occupants live and eat separately from any other persons in the building and which have direct access from the outside of the building or through a common hall. Since official Census 2020 totals are not yet available, housing unit data is derived from E911 information and Local Update of Census Addresses (LUCA) information.

**Qualified HU**

Qualified Housing Units (HU) are located within Difficult Development Areas (Qualified Census Tracts) as determined by US Housing and Urban Development.

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| US Census | Population | | Housing Units | |
|---|---|---|---|---|
| 2010 | 4,625,364 | | 2,137,683 | |
| 2020[1] | 5,118,425 | 15.3% | 2,489,808 | 13.8% |

| CURRENT | Current Below 25↓ Mbps Download / 3↑ Mbps Upload | | | | | |
|---|---|---|---|---|---|---|
| | Population | | Public K-12 | | Housing Units | Qualified HU |
| September 30, 2021 | 427,237 | | 49,056 | | 221,731 | 32,607 |

| Current Best Available Technology | | | | | | |
|---|---|---|---|---|---|---|
| Fiber | | Cable | | Copper | | Fixed Wireless | |
| 1,029,544 | 41.4% | 1,209,656 | 48.6% | 134,353 | 5.4% | 23,272 | 0.9% |

| FUNDED PROJECTS | Projected Investment Impact | | | |
|---|---|---|---|---|
| | Population | Public K-12 | Housing Units | Qualified HU |
| Federal Funding | 25,064 | 3,130 | 13,311 | 1,731 |
| State Funding | 37,778 | 4,001 | 20,066 | 3,654 |
| Total | 62,842 | 7,131 | 33,377 | 5,385 |

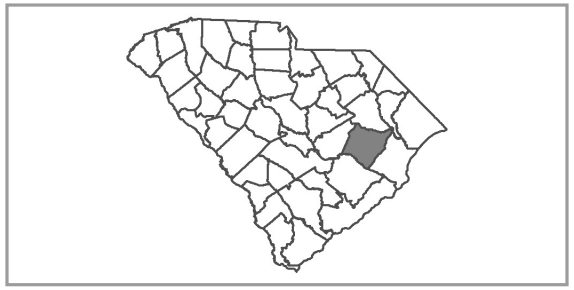
| FUTURE | Remaining Below 25↓ Mbps Download / 3↑ Mbps Upload | | | |
|---|---|---|---|---|
| | Population | Public K-12 | Housing Units | Qualified HU |
| December 31, 2022 | 364,395 | 41,925 | 188,354 | 27,222 |

# Williamsburg County

## South Carolina

# Best Available Technology

***September 30, 2021***



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BROADBAND OFFICE

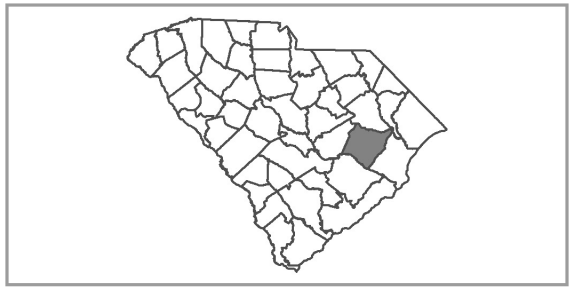
0 1.5 3 6 9 12 Miles

N

SCRANTON
TURBEVILLE
FLORENCE CTY
CLARENDON CTY
SUMTER CTY
LAKE CITY
JOHNSONVILLE
HEMINGWAY
STUCKEY
MANNING
KINGSTREE
GREELEYVILLE
LANE
ANDREWS
GEORGETOWN
JAMESTOWN
ST. STEPHEN
MARION CTY
HORRY CTY
GEORGETOWN CTY
BERKELEY CTY
Flax Pond Swamp
Little Pee Dee Swamp
Black River Swamp
Lib Pines Lake

# Williamsburg County
## South Carolina

# Areas of Need
***September 30, 2021***



**Speed Tiers (download / upload)**

- >= 100 Mbps / 100 Mbps (symmetric)
- >= 100 Mbps / 20 Mbps
- >= 25 Mbps / 3 Mbps

**Density of Unserved Households (per sq. mi.)**

- 200 or More
- 25 - 199
- 1 - 24
- > 0 and < 1
- Zero

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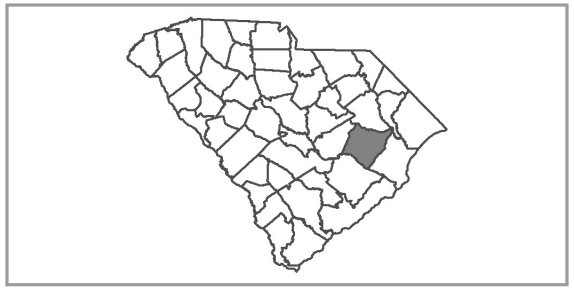
# Williamsburg County
## South Carolina

# Planning
***December 31, 2022***



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- >= 100 Mbps / 20 Mbps
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### Density of Unserved Households (per sq. mi.)

- 200 or More
- 25 - 199
- 1 - 24
- > 0 and < 1
- Zero
- State Investment
- Federal Investment
- Difficult Development Area

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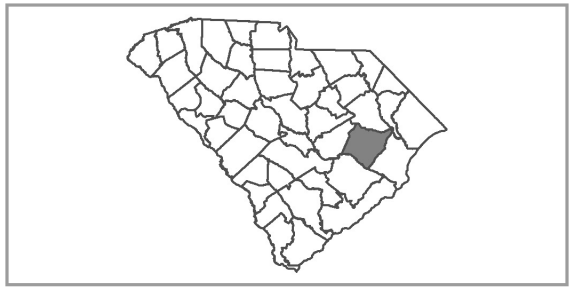
South Carolina

# Statistics
*September 30, 2021*



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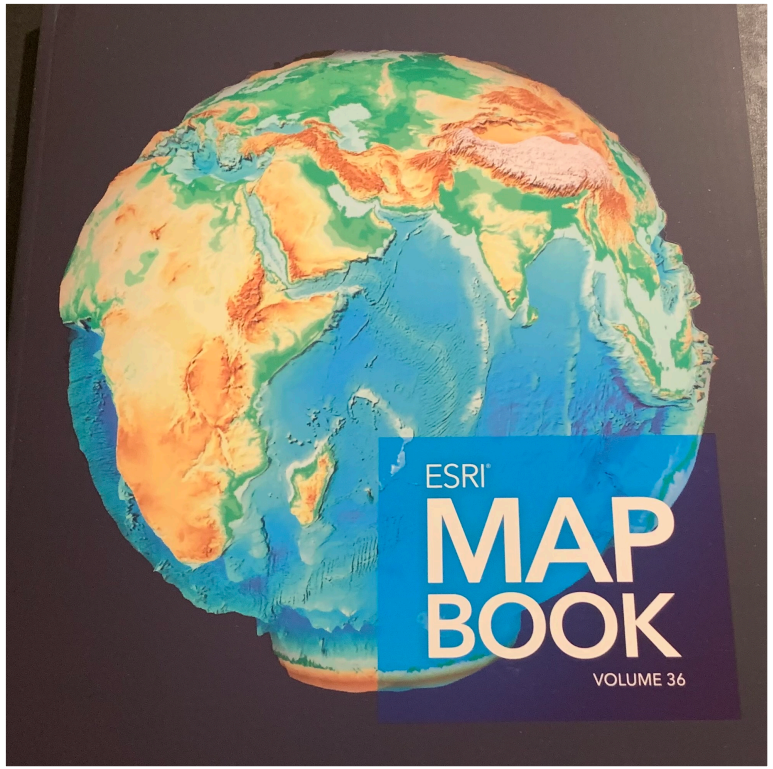
| US Census | Population | | Housing Units | |
|---|---|---|---|---|
| 2010 | 34,423 | | 15,359 | |
| 2020[1] | 31,026 | -9.9% | 16,838 | 9.6% |

| CURRENT | Current Below 25↓ Mbps Download / 3↑ Mbps Upload | | | | | |
|---|---|---|---|---|---|---|
| | Population | | Public K-12 | | Housing Units | | Qualified HU |
| September 30, 2021 | 9,033 | 29.1% | 843 | | 4,963 | 29.5% | 358 |

| Current Best Available Technology | | | | | | |
|---|---|---|---|---|---|---|
| Fiber | | Cable | | Copper | | Fixed Wireless | |
| 6,502 | 38.6% | 5,100 | 30.3% | 3,556 | 21.1% | 33 | 0.2% |

| FUNDED PROJECTS | Projected Investment Impact | | | | |
|---|---|---|---|---|---|
| | Population | Public K-12 | Housing Units | | Qualified HU |
| Federal Funding | 2,707 | 267 | 1,477 | | 0 |
| State Funding | 122 | 10 | 74 | | 0 |
| Total | 2,829 | 277 | 1,551 | | 0 |

| FUTURE | Remaining Below 25↓ Mbps Download / 3↑ Mbps Upload | | | | | |
|---|---|---|---|---|---|---|
| | Population | | Public K-12 | | Housing Units | | Qualified HU |
| December 31, 2022 | 6,204 | 20.0% | 566 | | 3,412 | 20.3% | 358 |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MAP
BOOK
VOLUME 36

UTILITIES
RICHLAND COUNTY INTERNET PLANNING
Revolution D Inc.
Columbia, South Carolina, USA
By James R. Stritzinger, Jr.
CONTACT
James R. Stritzinger, Jr.
jstritzinger@revolutiond.ai
SOFTWARE
ArcGIS Desktop 10.8
DATA SOURCES
Ookla®, Federal Communications Commission, US Census Bureau
COVID-19 has laid bare the weakness of broadband infrastructure worldwide, especially in rural areas. Students are struggling to do their homework, sick patients do not have enough bandwidth to use telehealth services, and a large portion of the workforce cannot complete tasks from home.
Elected officials and community leaders are keenly aware of these challenges; however, they lack the data to make strategic investments in their infrastructure.
This project was designed to deliver tactical broadband access information to Richland County, South Carolina–home to the capital city of Columbia.
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186
Legend
Speed Tiers (download / upload)
Density of Unserved Households (per sq. mi)
Fort Jackson
COLUMBIA
LEXINGTON
03
04
05
06
07
08
187

Sign In

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# SOUTH CAROLINA DIGITAL DRIVE

## Search for broadband maps by county, region, or type.

View and download maps showing the availability and speed of broadband in the state.

Search...

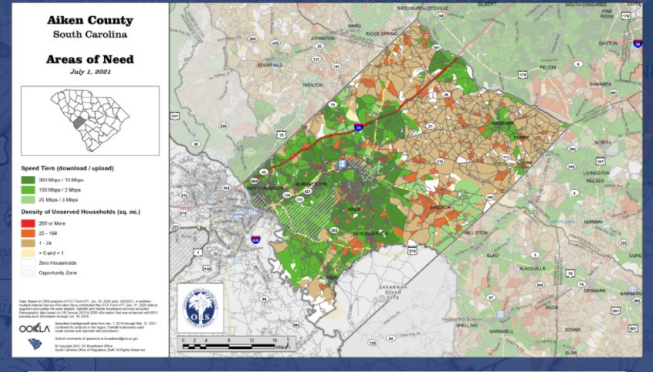
**Current Total Housing Units**
**With At Least**
25↓ Mbps / 3↑ Mbps Service
**2,268,077***

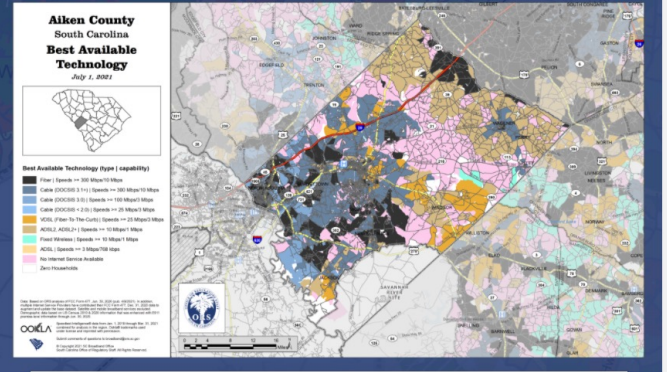
**Current Total Housing Units**
**Without**
25↓ Mbps / 3↑ Mbps Service
**221,731***

**Current Total Housing Units**
**Funded**
100↓ Mbps / 20↑ Mbps Service
**33,377***

**Data current as of September 2021*

## Explore Maps




### Areas of Need

The maps show the speed in an area and unserved households in areas that do not have broadband.

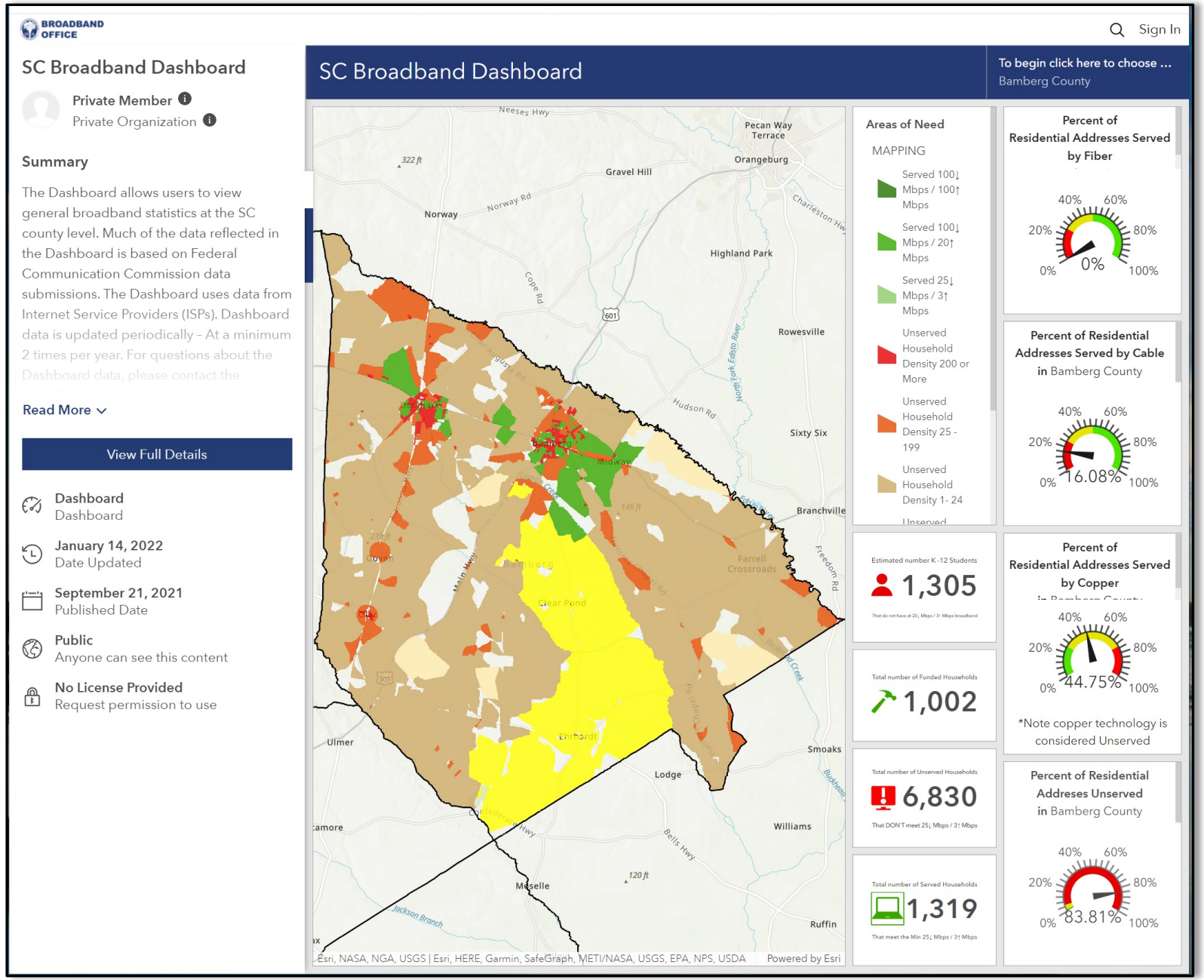
View Maps

### Best Available Technology

The maps show the best available technology in an area and the maximum download/upload speed.

View Maps

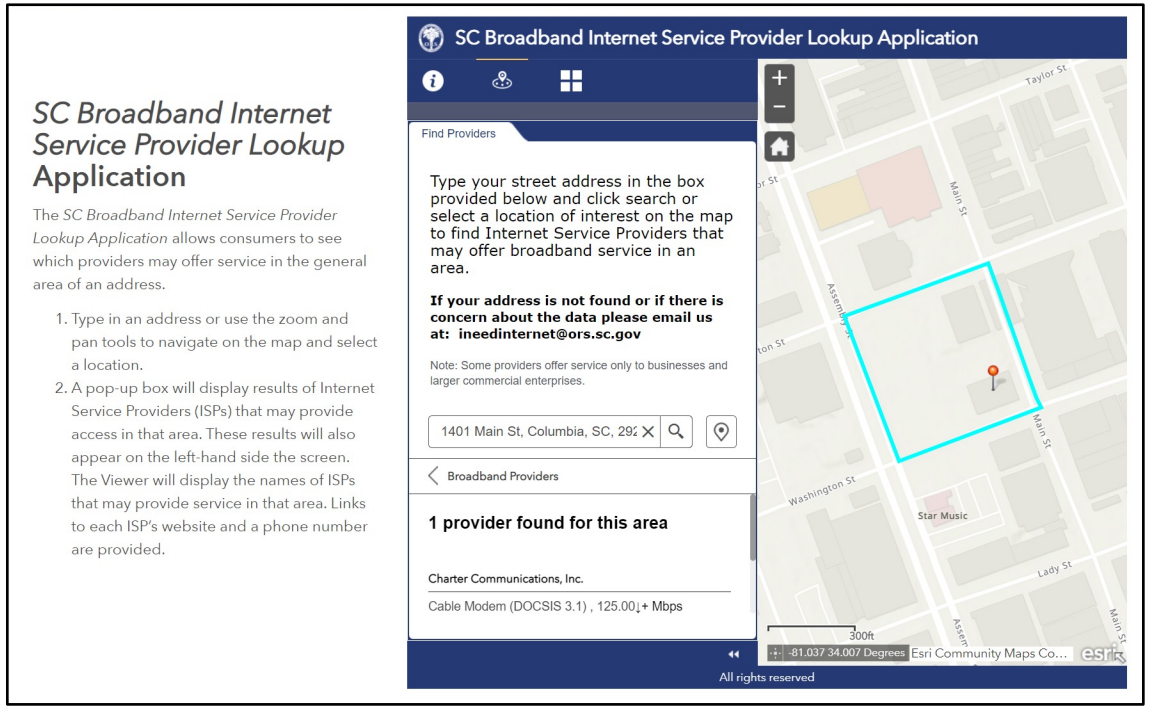
**www.scdigitaldrive.org**




**www.scdigitaldrive.org**

# I Need Internet!

- For residents needing help:
- Visit [www.scdigitaldrive.org](http://www.scdigitaldrive.org)
- **Consumer Tab**
- **Broadband ISP Lookup Application**
- **SC Citizen Survey**
- Send email to [ineedinternet@ors.sc.gov](mailto:ineedinternet@ors.sc.gov)



# Rural Broadband Grant Program 2021

- Allocation of $30,000,000 for a competitive grant program to expand broadband availability and access in South Carolina.
- ORS and SC Department of Commerce collaboration
- **14 Eligible Counties** and **15 Contiguous Counties**
- Eligible Applicant: Internet Service Providers
- Applicants provided 1:1 match using non-public funds
- Awards announced **July 13, 2021**

# Thank you!

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**BROADBAND OFFICE**