The Power to Transform Michigan Internet is in Your Hands

Chris Greene Hutchings, Michigan Moonshot Program Manager, Merit Network

CHRIS GREENE HUTCHINGS

Michigan Moonshot Program Manager

Merit network

Chris Greene Hutchings leads the Michigan Moonshot which is an initiative of Merit Network, an independent nonprofit serving the state of Michigan. The Moonshot partners with local governments that want to bridge the digital divide for their residents.

Chris has a bachelor's degree from Albion College, and has spent over 20 years leading IT projects and programs in the healthcare and nonprofit sectors. She has worked with Michigan Medicine, Beaumont Health, Habitat for Humanity and various community-based nonprofits in Michigan. Chris joined Merit Network in 2021 and since then has led data collection projects in 10 counties across the state.

The Power to Transform Michigan Internet is in Your Hands

Seize this moment to directly impact your internet quality! Michigan is receiving $1.6 billion to upgrade internet infrastructure via the BEAD program, and your voice is the key to securing a share for your area.

The BEAD Program provides federal funding to make grants to eligible entities for broadband planning, deployment, mapping, equity, and adoption projects.

Incorrect mapping means no funding – it's that simple. Join us for a conversation on the BEAD Program to date, what will come next with the completion of the State Challenge Process, and what local governments can do to continue their preparations to ensure every Michigander is empowered to access quality broadband connectivity that meets their needs

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AGENDA

- **About Merit Network**
- **What is BEAD and why does it Matter?**
- **The BEAD Map Challenge**
- **What's Wrong with Michigan's Internet Map?**
- **How Municipalities can Correct the Map**
- **What's Next?**

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merit

Merit, the longest running R&E network in the U.S., is an **independent non-profit organization** governed by 12 public universities and supported by over 400 affiliate Members and anchor institutions.

Our Members are community-facing organizations from across the **education, library, government, healthcare and non-profit sectors.**

MERIT NETWORK'S GOVERNING MEMBERS

CMU	CENTRAL MICHIGAN UNIVERSITY
E	EASTERN MICHIGAN UNIVERSITY
	FERRIS STATE UNIVERSITY
	GRAND VALLEY STATE UNIVERSITY
LS SU	LAKE SUPERIOR STATE UNIVERSITY
	MICHIGAN STATE UNIVERSITY
	MICHIGAN TECHNOLOGICAL UNIVERSITY
	NORTHERN MICHIGAN UNIVERSITY
	OAKLAND UNIVERSITY
M	UNIVERISTY OF MICHIGAN
W	WAYNE STATE UNIVERSITY
W	WESTERN MICHIGAN UNIVERSITY

The Michigan Moonshot

- **Broadband Consulting**
- **Data Collection**
- **Vendor Partner Connections**
- **Internet Backhaul to ISPs**
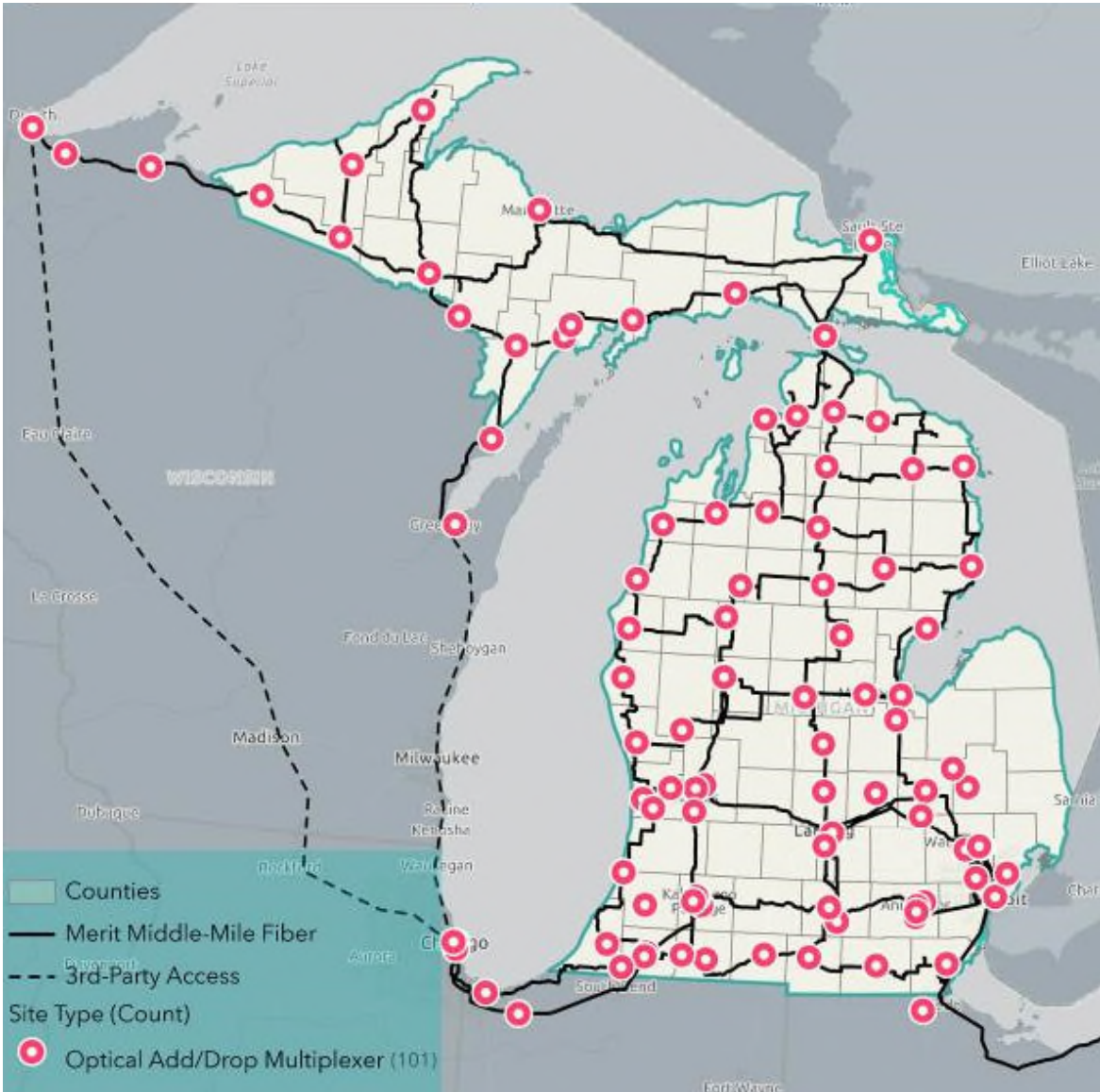- **Digital Opportunities Compass**

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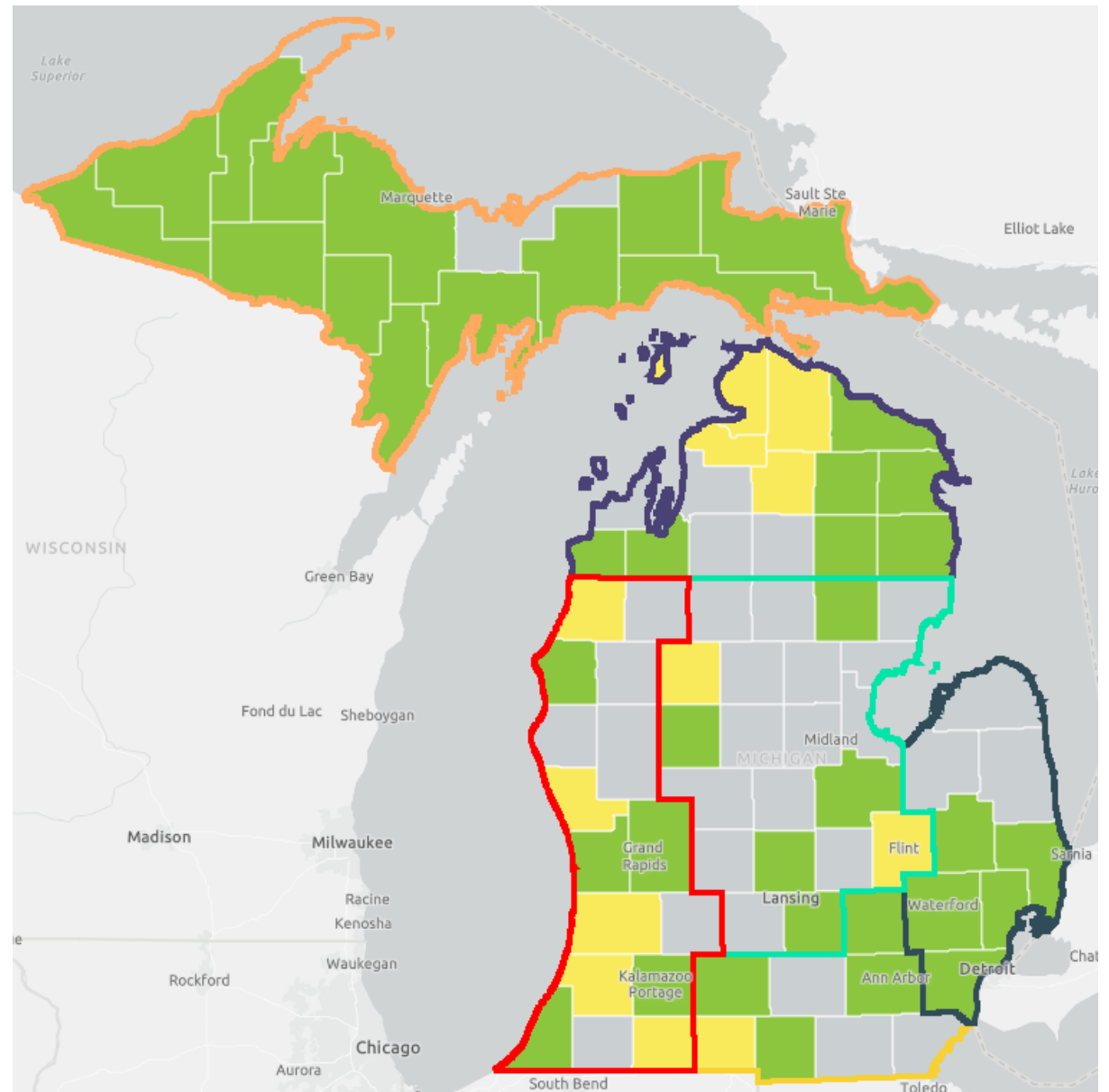
MOON-Light

- **Merit + MSU**
- **Statewide**
- **Open Access**
- **Middle Mile**

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What is the BEAD Program?

- Broadband Equity, Access & Deployment
- Funds internet infrastructure builds
    - Serving the unserved/underserved
- Bipartisan Infrastructure Law-funded grant to states
- MIHI allocated $1.59 billion
- MIHI to administer as a subgrant program
- Application window opens Summer 2024
- Funding tied to individual locations
    - Broadband serviceable locations (BSLs)
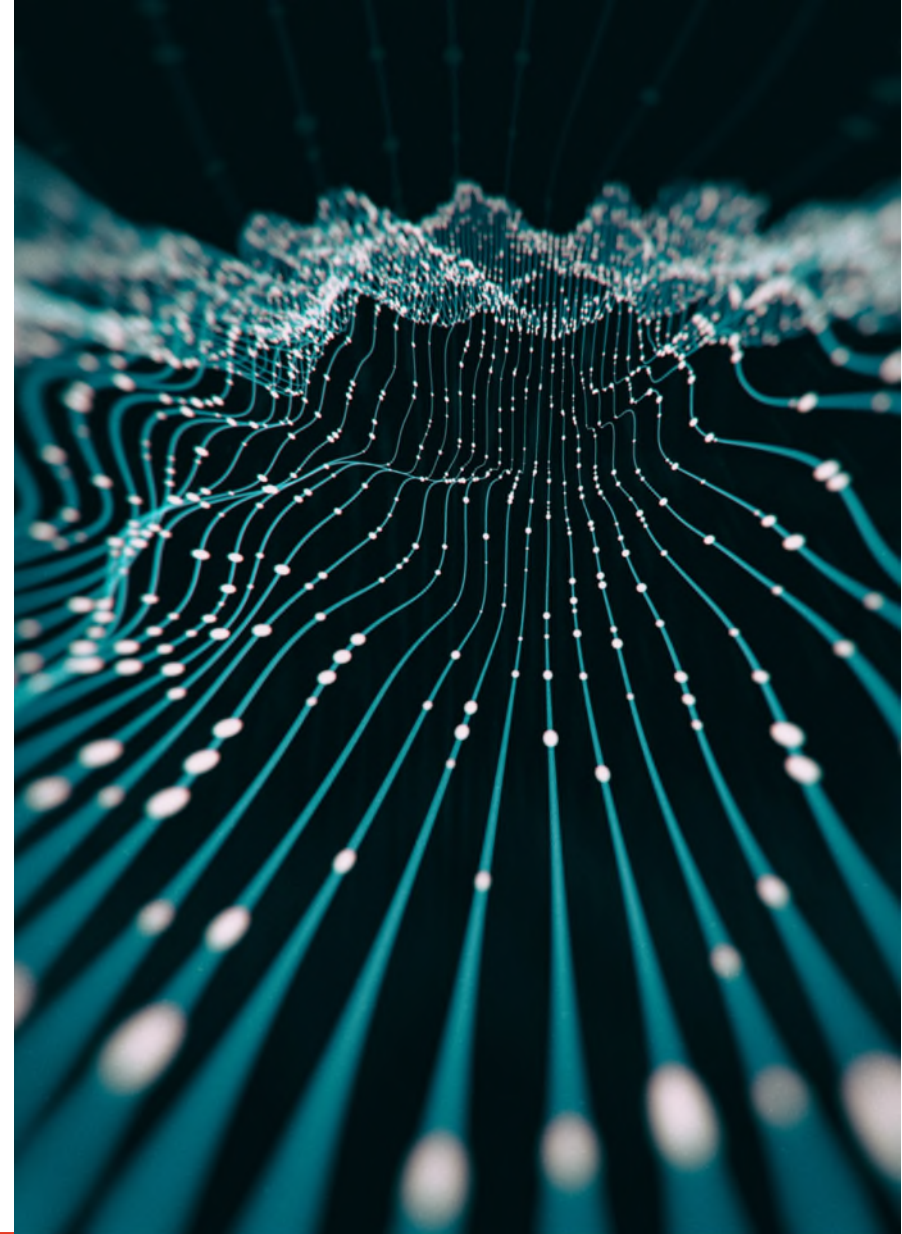
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Why BEAD Matters
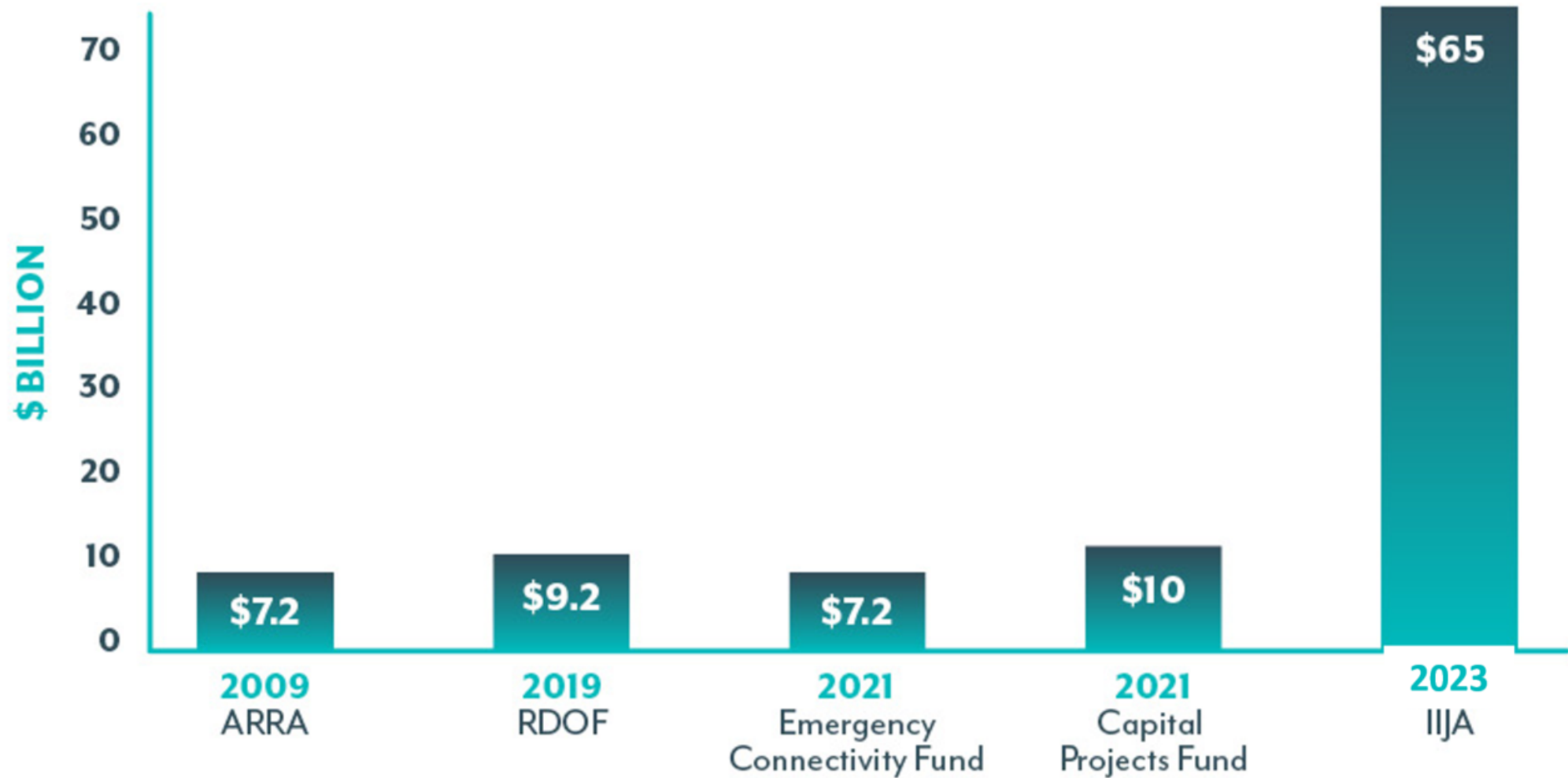
BEAD is an Inflection Point

Photograph: Andrew J Russell/courtesy Union Pacific Railroad Museum

The BEAD State Map Challenge

- **The Challenge comes first**

- **March – April 2024**

- **Eligible challengers:**
  - Internet Service Providers
  - Local Governments
  - Nonprofits
  - Not residents!

MichiganBroadbandMap.com
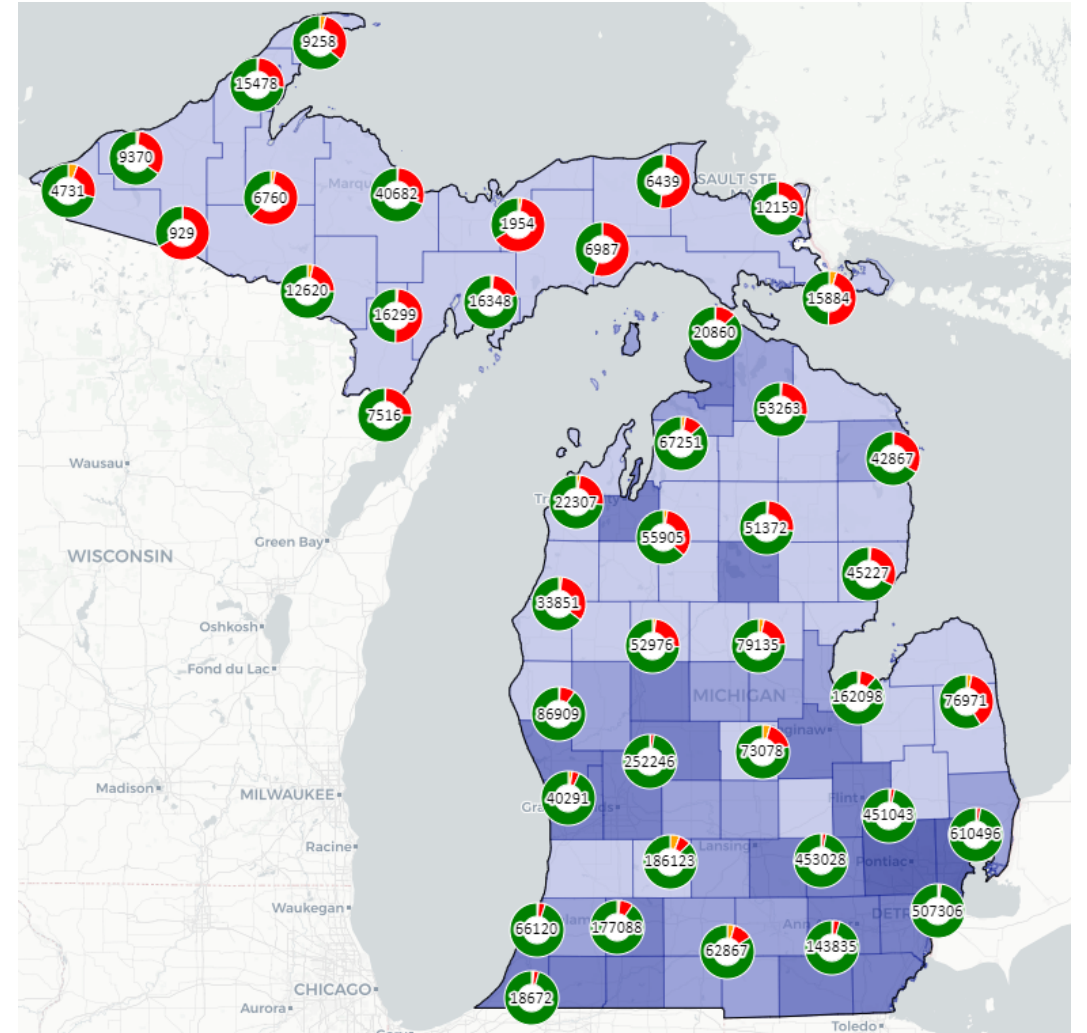
What's Wrong with Michigan's Internet Map?
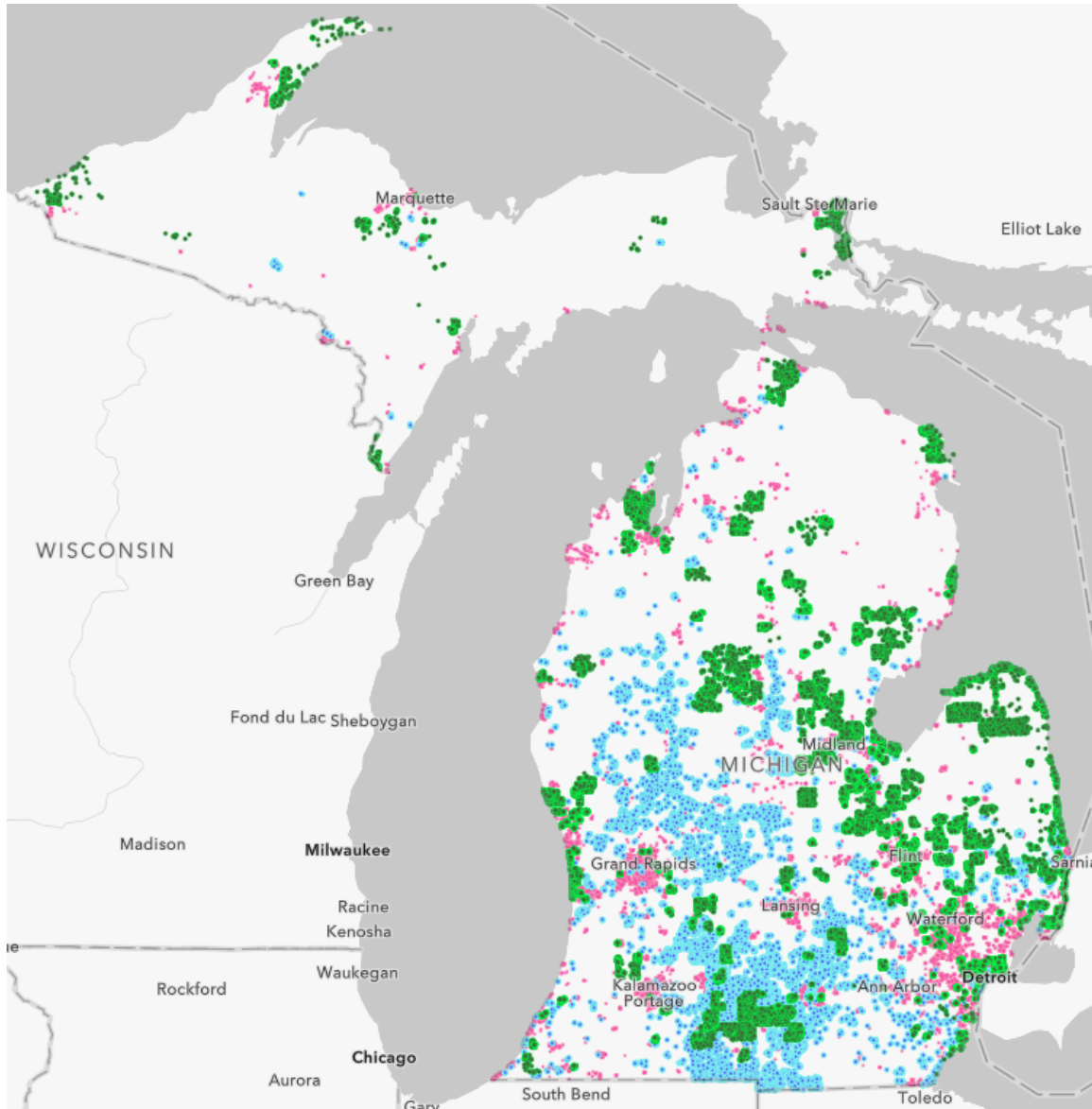
- **Self-Reported by ISPs**
- **Fixed Wireless Only**
- **Monopolies**
- **Inconsistent service in MDUs**

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How Municipalities can Correct the BEAD Map

1. Identify target areas likely to be incorrect on map
   - No internet = Availability challenge
   - Slow internet = Speed and/or Latency challenge
   - **Schedule a free consult with Merit Network to identify these areas**
2. Collect evidence from residents, then submit to the state
   - Proof that service is not available
   - 3 speed tests below the 100/20 threshold

   OR
   - **Send your residents to Merit's challenge site!**

Merit.edu/Challenge

A free platform for residents to challenge the map

1. Check the map

2. Pick your challenge type
   - Availability
   - Speed / Latency

3. Enter your name etc.

4. Upload your evidence (Availability challenge), OR

5. Download the speed test plug-in (Speed / Latency challenge)

Click here to Start the Challenge

The Outreach Continuum

- **Canvassing**
- **Direct mail (X)**
- **Nonprofits serving target areas**
- **Schools (X)**
- **Libraries (X)**
- **Newsletter (X)**
- **Social Media (X)**
- **Municipal Employees**

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Get More Bang for Your Outreach Effort

Area Challenges

- In most CBGs, 6 residents

- In "most rural" CBGs, 3 residents

- Same provider

- Same technology

- Same problem (challenge type)

- ISP must prove they serve all locations claimed within the CBG
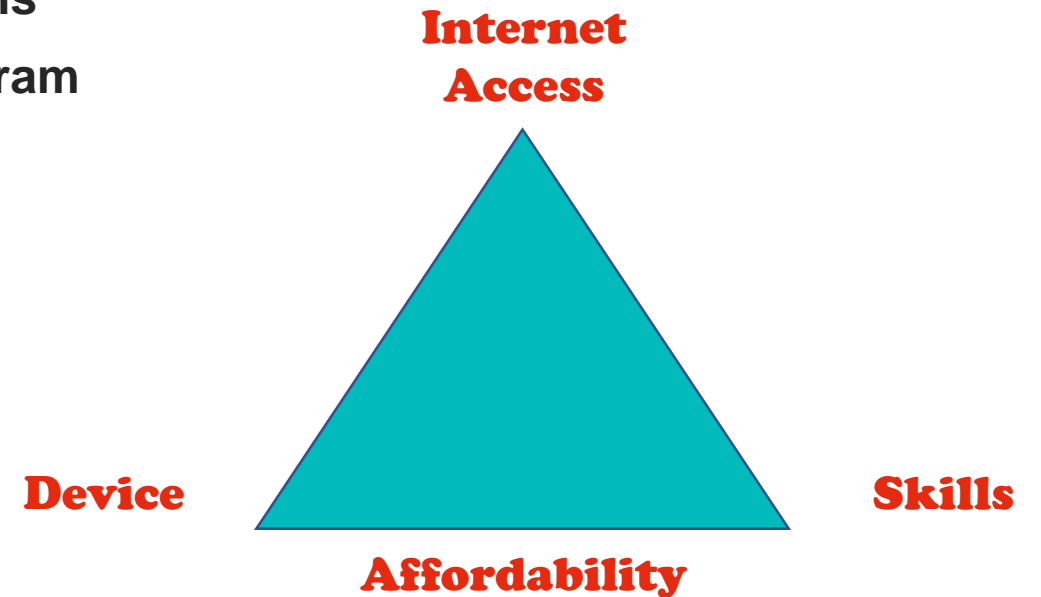
MDU Challenges

- In a small MDU (< 10 units), 3 residents

- In a larger MDU, 10% of residents

- Same provider

- Same technology

- Same problem (challenge type)

- ISP must prove they serve every unit

Track your progress towards these with Merit's BEAD Challenge Dashboard!

What's Next?

March – April	BEAD Map Challenge submission window open
May - June	ISPs provide rebuttal evidence to MIHI
Summer	MIHI makes final determinations
	Final BEAD eligibility map published
Late Summer	BEAD Subgrant Application Window Opens
Late 2024	Digital Equity Act Competitive Grant Program

Internet Access

Device

Skills

Affordability

Your Action Plan

1. Check the map for your community at MichiganBroadbandMap.com

2. Email Moonshot@Merit.edu for a free Challenge Opportunity consult

3. Plan your targeted outreach
    1. Identify community partners
    2. Leverage Merit's free communications package

4. Attend Merit's weekly Office Hours for updates from Merit, MIHI and NTIA

5. Track your progress towards triggering Area and MDU challenges via Merit's dashboard

Merit.edu/Challenge

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