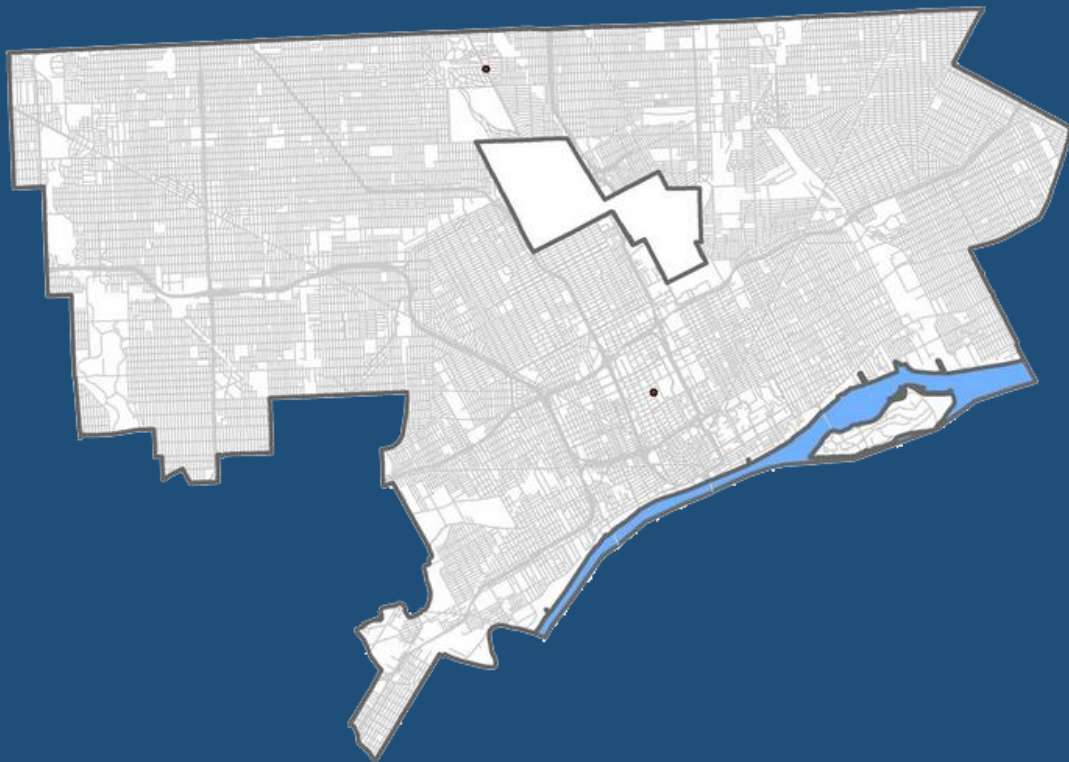




# Detroit's Broadband Infrastructure, Connectivity and Adoption Issues

# Detroit at a Glance



- **143 Square Miles**
- **Population Peaked at 1.85M in 1950**
- **Population of 680,000 in 2015**
- **Median household income \$25,787**

# How Did We Get Here?

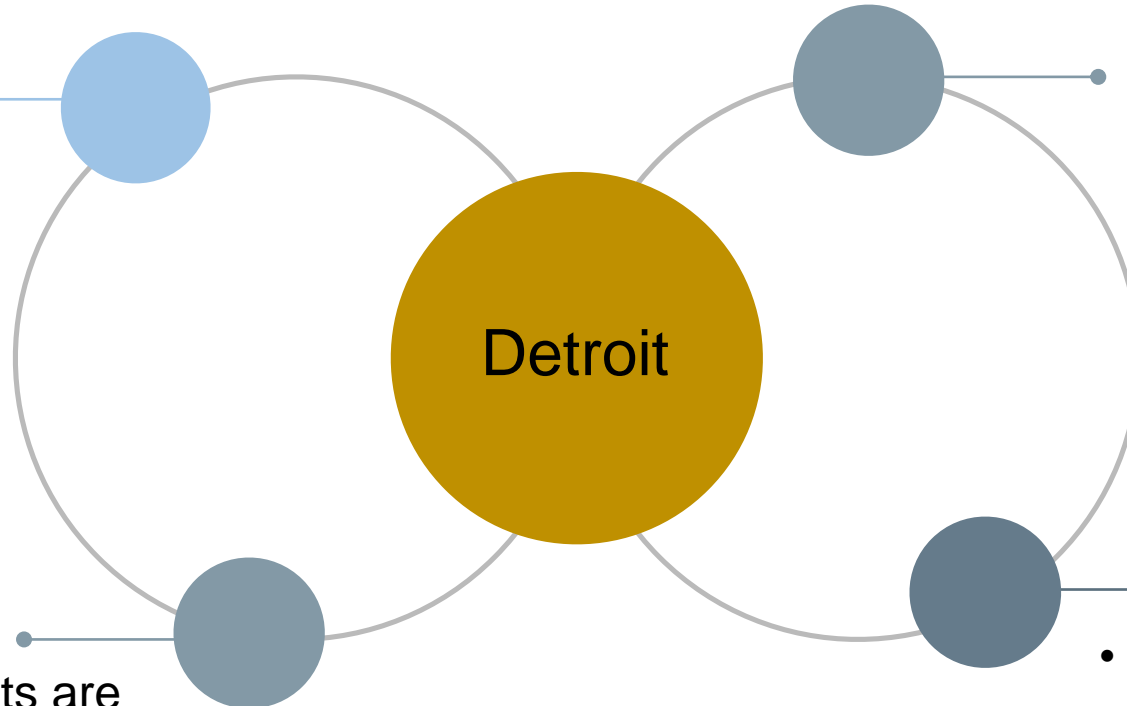
## City of Detroit

### Detroit's Decline

- Loss of manufacturing
- Racial inequality and riots
- Advent of the highway and widespread automobile ownership = urban sprawl

### Infrastructure Collapses

- In 2012, half of city streetlights are out
- Water system facing large budget shortfalls, Detroiters without water
- Widespread blight and crime



## Detroit Infrastructure Bounces Back

- Detroit Public Lighting Authority to complete relighting of all street lights by end of 2016
- Regional water authority formed to stabilize and fund improvements of water system

### Redevelopment

- Citywide public/private efforts to map and eliminate blight
- Huge commercial redevelopments in Downtown and Midtown

# Detroit's Digital Divide



## ● **Broadband Access**

39.9% of households in the City of Detroit have no Internet access of any kind (100,000 households)

## ● **Fixed-line Access**

56.9% of households in Detroit have no hardline, fixed access (excludes cellphones and mobile hotspots)

## ● **Education**

70% of Detroit's school aged children have no Internet access at home

# Digital Adoption

## Affordability

Affordable Internet represents one of the largest obstacles to adoption in Detroit. Existing providers offer low-income programs, but only for households in the National School Lunch Program. Large swaths of the population including seniors and job seekers are left out.

## Training / Relevance

Digital literacy training and relevance remain hugely critical in showing Detroiters why Internet access is so important. Training for basic computing skills to utilizing the Internet to find employment opportunities demonstrate how to operate and leverage technology online.

# Competitive Provider Landscape

## Downtown

- Michigan Bell (AT&T) provides residential DSL/TV and commercial services including fiber
- Comcast Cable Internet and TV
- At least a dozen commercial wireless, fiber, and copper ISPs
- Rocket Fiber, newly formed Gigabit Fiber ISP starting downtown, becomes only the third Cable TV Franchise in the City of Detroit and will compete with ILEC (AT&T) and Comcast

## Everywhere else...

- Residential service options is generally limited to Comcast and/or AT&T

# Making Gigabit Internet Accessible



## Residential

Offer Gigabit Internet + TV services at price point of incumbent Internet plans that are 10-20 times slower

## Small Business and Entrepreneurship

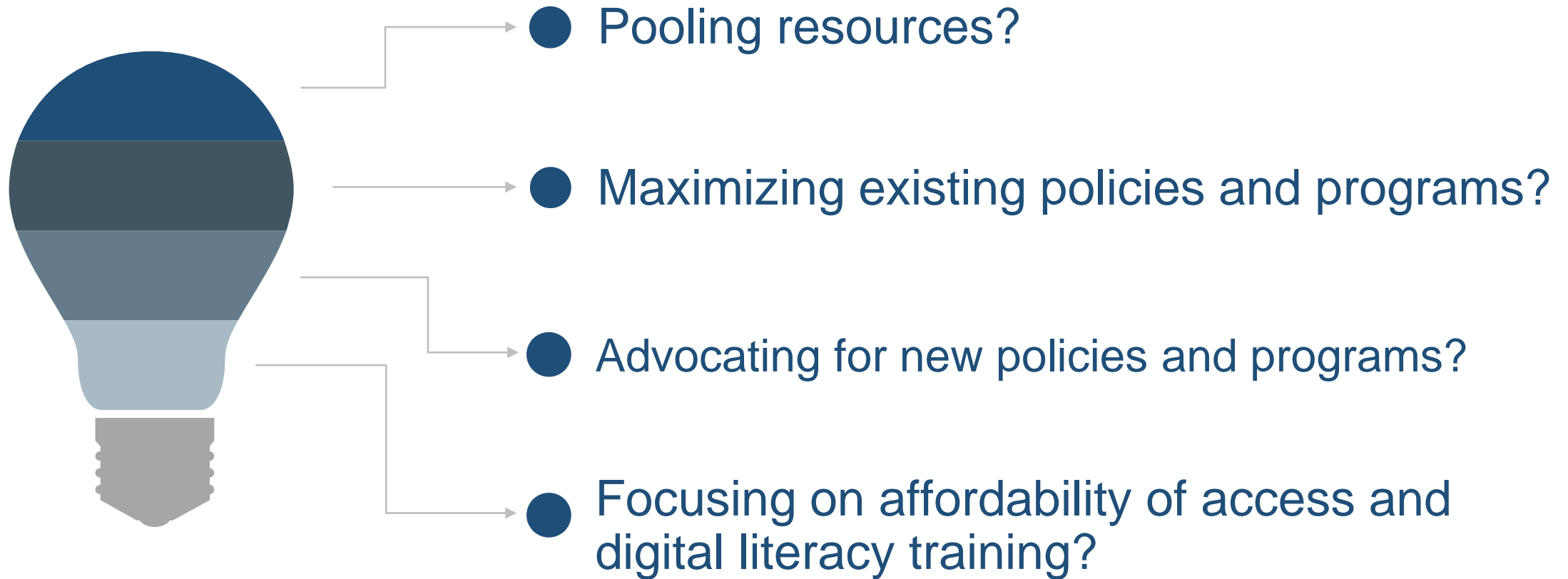
Gigabit Internet is available, but cost prohibitive for startups and small businesses. Rocket Fiber will offer small business plans to support this community.

## Innovation and Attraction of Business

Gigabit historically has sparked growth in technology sector in cities with widely available Gigabit service.

# How Do We Promote Digital Inclusion?

Increasing Digital Inclusion in Detroit will take a multifaceted approach. It will only be solved by creative solutions from an alliance of leaders across the city focused on community empowerment, providing access and digital literacy.







**Get In Touch**



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