Welcome to TUESDAYS AT APA | DC
Opportunities to engage with APA

APA Policy and Advocacy Conference
Sept. 24-26, 2017

National Community Planning Month
October 2017
Cool & Connected: Bridging the Broadband Gap

Speaker: Alex Hutchinson
Economic & Community Development Specialist
Smart Growth America

July 25, 2017
Cool & Connected: Bridging the Broadband Gap

Alex Hutchinson
Tuesdays at APA
July 25th, 2017
About Cool & Connected

- U.S. EPA Office of Sustainable Communities (EPA/OSC)
- U.S. Department of Agriculture Rural Utilities Service (USDA/RUS)
- Appalachian Regional Commission
Smart Growth America
Improving lives by improving communities
Cool & Connected intent

Promote community planning for economic vitality, environmental protection, and public health by taking advantage of new or enhanced telecommunication service.
Planning technical assistance in 22 communities across the United States

Assist in their efforts to take advantage of enhanced internet access to promote smart, sustainable development.
PATTERNS OF DEVELOPMENT

The way we plan our cities
Prime retail location (late 20th century)

"Walmart Supercenter, an archetypal big-box store, in Madison Heights, Virginia."
(from Wikipedia entry for "Big-box store")
Prime business location
(late 20\textsuperscript{th} century)
Prime residential location
(late 20th century)
Poor, rural areas will be most affected by Walmart closing 154 stores

Related story: What happens to a tiny town when Walmart disappears?
20th century economies vs. 21st century economies

Manufacturing economy & chasing smokestacks

Knowledge economy & chasing talent
The 21st century economy

- Creativity, knowledge, innovation
- Importance of networking, interaction
- Demand for skilled workers
BROADBAND AS REVITALIZATION TOOL

How can it help and why should we care?
What is broadband?

Fast and consistent high-speed internet access that is faster than traditional dial-up.
DSL – Cable – Fiber
Typical broadband usage
The Latest Real Estate Amenity: Gigabit Internet Service

By Jeffrey Spivak
May 16, 2017

Real estate investment firm East End Capital included ultra-high-speed one-gigabit service in its modernization of the iconic Record Plant building in New York City to attract high-tech tenants. The building renovation also included a landscaped terrace rooftop providing views of the city. (© East End Capital)
Economics of Broadband Providers
IMPLICATIONS FOR RURAL AMERICA
Rural America Is Stranded in the Dial-Up Age

High costs and lack of access to broadband service prevent residents of far-flung communities from joining the modern economy

By Jennifer Levitz and Valerie Bauerlein | Photographs by Nick Schnelle for The Wall Street Journal
June 15, 2017 10:10 a.m. ET

CALEDONIA, Mo.—Jeanne Wilson Johnson raises sheep and angora goats, and to sell the wool and mohair online she drives 4 miles to the parking lot of Roy's gas station, the closest spot for decent internet access.
Bad Broadband Equals Low Population Growth

An original Broadband Communities study shows a startling, 10-fold difference in population growth between broadband haves and have-nots.

By Steven S. Ross / Broadband Communities
Broadband availability by urban and rural 2015

% of persons NOT covered

Rural

Urban

% of persons not covered

Poverty rates by region and metro/nonmetro status, 2011-2015

How the Growth of E-Commerce Is Shifting Retail Jobs

E-commerce jobs are growing fast...

Employment attributed to electronic shopping firms has doubled in the last five years, outpacing other types of retail.

Percentage change in retail jobs over the last 15 years

- E-commerce up 334%
- Warehouse clubs and other: up 80%
- Retail industry overall flat
- Department stores down 25%

25 other retail sectors

Source: Bureau of Labor Statistics
The jobs are going to large metro areas.

Small metro areas and rural counties account for about 23 percent of overall retail employment but just 13 percent of jobs attributed to electronic shopping firms.
Pennington Gap, VA
Carrizozo, NM
Zanesville, OH
Erwin, TN
Chattanooga, TN

You've arrived!

GIG CITY
Home of the NATION'S FASTEST INTERNET

Welcome To Chattanooga
Chattanooga, TN
Questions?

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