



CONNECT  
**OHIO**

# Wayne County

## Strategic Technology Plan

July 2009

## Wayne County Executive Summary

### Why Is This Important? – Wayne County’s Current Broadband Situation

Throughout the past decade, the distinction between local and global communities has narrowed and faded. Communities that saw little need for Broadband technology in their daily commercial and cultural activities must now take advantage of new and larger opportunities to increase their productivity and improve their lifestyles. Broadband strips away barriers that have prevented growth in the past and enables an array of opportunity that can improve the economic, educational, and lifestyle experiences for its users. Wayne County understands the benefits that Broadband provides and has prepared a vision to take advantage of these opportunities.

In February, Connected Nation released a first-of-its-kind economic impact study titled “The Economic Impact of Stimulating Broadband Nationally.” The study estimates the economic impact of Broadband growth in Ohio and projects similar benefit for all states. With a 7% increase in Broadband adoption in Ohio, the study shows the potential to:

- Create and retain over 96,000 jobs
- Create more than \$3.6 billion in direct income growth
- Save Ohioans roughly \$25.4 million in average healthcare costs
- Save residents more than \$248 million in annual gas mileage costs
- Cut more than 125.6 million pounds in average annual CO<sub>2</sub> emissions

Wayne County, containing approximately 1% of Ohio’s population, could expect to secure about 950 jobs, and create approximately \$36 million in annual direct income growth with the same 7% increase in Broadband use.

Furthermore, if 100% of households and businesses were fully equipped and engaged in a Broadband economy, the benefits described here could be multiplied by a factor of 7, producing an even more substantial impact on the state’s economy, the lifestyles of its citizens, and the conservation of resources.



## Where Are We Today?

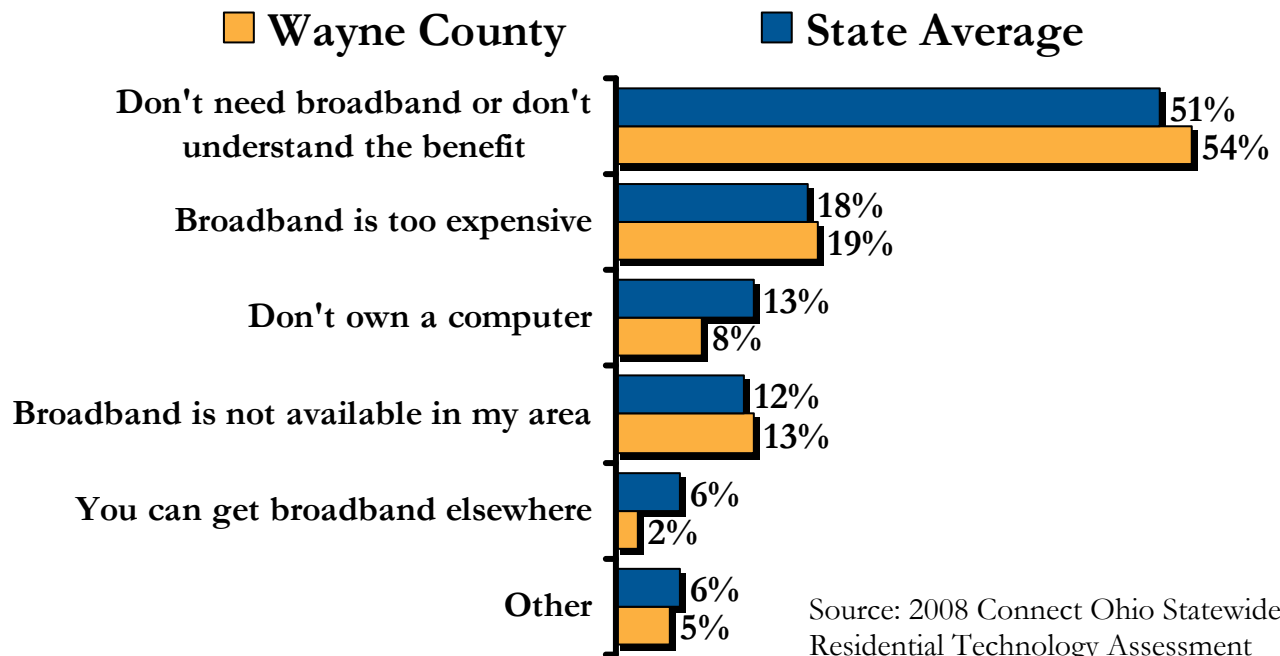
Wayne County has a population of 113,554. It has a land area of 555.4 square miles, of which 94% is rural. The largest municipalities include the city of Wooster, also the County Seat, with a population of 26,010, the city of Orrville, population 8,399, Chippewa Township, population 7,029 and the city of Rittman, population 6,300.

Today, Wayne County's Broadband needs are served by Armstrong Cable Services, AT&T, Doylestown Telephone Company, Embarq, Massillon Cable, North Coast Wireless, Time Warner and Verizon. Mobile wireless providers are also available including AT&T, Sprint, Verizon Wireless and T-mobile and offer several levels of coverage at a variety of speeds and prices. Satellite access is provided by SkyWay USA, LLC and Wild Blue at generally higher monthly prices than the terrestrial Broadband providers mentioned above. Preliminary data suggests that where Broadband service is available, the county's average access speed is 1.6 Mbps, slightly slower than the state average of 2.1 Mbps. The average Wayne County resident pays \$35.45 per month for Broadband service, slightly more than the state average of \$35.13.

Broadband and technology are highly utilized in Wayne County. Computer ownership and internet usage are at the state averages while broadband adoption is just below the state average. The home Broadband adoption rate is 50% in Wayne County, while the state average is 55%. This equates to approximately 21,162 households as potential subscribers. According to Connect Ohio's *Ohio Technology Trends 2007*, education, cost and availability are the leading barriers to technology adoption. The leading barriers to computer ownership in Wayne County are lack of perceived need at 48% and affordability concerns at 45%. Barriers to Internet adoption include the lack of a computer at 48% and lack of perceived need at 31%. The leading barriers to Broadband adoption among Internet users can be remedied through education, training and programs to address affordability, since lack of perceived need accounts for 54% of non adoption and affordability accounts for 19%.

## Barriers to Broadband Adoption

Among Ohio residents who do not subscribe to home Broadband service:\*



Internet applications & services are on par with the state average on most accounts. The leading applications among Wayne County Internet users are:

- Using a search engine
- Email
- Product or service information
- Purchasing a product or service online

An eCommunity Leadership Team has been formed, under the direction of Connect Ohio, to identify the community's strengths and weaknesses, cast a vision for a future that takes full advantage of high-speed connectivity. This team will develop strategies to affect positive change and lead the effort to install specific solutions to take advantage of the opportunities available to Wayne County. Members of the eCommunity Leadership Team were selected based upon their interest, influence and ability to address the initiative from

the perspective of several specific community sectors, and are identified in exhibit A of this report's appendix. Connect Ohio has assembled this community team and directed a series of discovery meetings which have led to this assessment, and will continue to guide the effort to set specific strategies and carry them through to implementation, enabling Wayne County to achieve the benefits of ubiquitous Broadband availability and wide adoption.

Many organizations from each of the nine sectors of the community within Wayne County have websites. Some include:

- Wayne County Economic Development Council [www.waynecountyedc.com](http://www.waynecountyedc.com)
- Wayne Department of Health [www.wayne-health.org](http://www.wayne-health.org)
- Wayne Convention and Visitors Bureau [www.waynecountycvb.org](http://www.waynecountycvb.org)
- Wayne County Ohio Government Website [www.wayneohio.org](http://www.wayneohio.org)
- Wayne County Public Library [www.wayne.lib.oh.us](http://www.wayne.lib.oh.us)
- Wayne County Farm Bureau [www.ofbf.org/counties/wayne/](http://www.ofbf.org/counties/wayne/)
- Orrville Public Library [www.orrville.lib.oh.us](http://www.orrville.lib.oh.us)
- Family and Children First Council [www.waynefcfc.org](http://www.waynefcfc.org)
- Wooster Community Hospital [www.woosterhospital.org/](http://www.woosterhospital.org/)
- OSU extension [www.wayne.osu.edu](http://www.wayne.osu.edu)
- Orrville City Schools [www.orrville.k12.oh.us](http://www.orrville.k12.oh.us)
- Green Local Schools [www.green-local.k12.oh.us](http://www.green-local.k12.oh.us)
- Wooster City Schools [www.wooster.k12.oh.us](http://www.wooster.k12.oh.us)
- Wooster Area Chamber of Commerce [www.woosterchamber.com](http://www.woosterchamber.com)
- Tri County Computer Services Association [www.tccsa.net](http://www.tccsa.net)
- United Way of Wayne and Holmes Counties [www.uwwayneholmes.org](http://www.uwwayneholmes.org)
- Southeast Local Schools [www.southeast.k12.oh.us](http://www.southeast.k12.oh.us)
- American Red Cross Wayne County Chapter [www.arc-wayne.org](http://www.arc-wayne.org)
- Dalton Local Schools [www.dalton.k12.oh.us](http://www.dalton.k12.oh.us)
- College of Wooster [www.wooster.edu](http://www.wooster.edu)
- University of Akron-Wayne College [www.wayne.uakron.edu](http://www.wayne.uakron.edu)
- City of Wooster [www.woosteroh.com](http://www.woosteroh.com)

- City of Orrville [www.orrville.com](http://www.orrville.com)
- City of Rittman [www.rittman.com](http://www.rittman.com)

In assessing the situation and working to identify key projects to effectively bring Broadband throughout Wayne County, leaders have considered issues of Availability, Affordability, Adoption, Awareness, and Applications that may be needed to bring the full benefit of the Internet to its businesses and citizens. These overarching objectives are considered when selecting projects on which to focus within each sector.

### Where Do We Need To Be? – Wayne County’s Self-Assessment

Through the assessment and vision process, the Wayne County eCommunity Leadership Team identified the current status of each of the nine sectors evaluated and outlined their vision for each. The assessment and vision is summarized in the following table with 0 representing the absence of technology, 3 midpoint and 5 most technology tools are planned or in place. These values are specific to their sector and further details can be found in the sector reports that follow or the Scoring Matrix located in exhibit F of this report’s appendix.

Wayne County Assessment Overview						
Sector	Networked Places		Applications & Services		Leadership	
	Current	Goal	Current	Goal	Current	Goal
Agriculture	2	4	2	4	3	4
Business & Industry	3	4	3	4	3	4
Community-Based Organizations	3	4	3	4	2	4
Government	2	4	3	4	2	3
Healthcare	4	5	3	4	3	5
Higher Education	4	5	4	5	4	5
K-12 Education	3	4	3	4	3	5
Libraries	5	5	4	5	4	5
Tourism, Recreation & Parks	3	4	3	4	3	4

In addition to the subjective scoring by the eCommunity Leadership Team, Connect Ohio has conducted

significant research in Wayne County and throughout the state. Connect Ohio's Residential and Business Technology Assessments are used to provide insights to the specific opportunities and challenges present in Wayne County. Connected Nation's Economic Impact Study of February, 2008 provides additional research, incorporating data from similar projects to help in identifying the impact of the specific projects undertaken here. Finally, US Census data and information from the Ohio Department of Development are incorporated to provide information useful in quantifying opportunities, and to provide contrast and background to Wayne County's unique makeup. These Connect Ohio documents are available on our website, [www.connectohio.org](http://www.connectohio.org), and the US Census and Department of Development data are available on their websites, [www.census.gov](http://www.census.gov) and [www.development.ohio.gov](http://www.development.ohio.gov), respectively. Summaries of selected reports are included in exhibits B, C, and D of this report's appendix.

## How Do We Get There?

Priority projects as defined by the Wayne County eCommunity Leadership Team are listed below with details describing each plan. Other project ideas can be found in each sector-specific report.

Priority is awarded to the projects based upon how well they solve a specific problem, or exploit a specific opportunity in the areas of:

**Availability** – Does the project increase the availability of Broadband services to areas currently underserved? Connect Ohio has provided maps that identify areas with and without Broadband availability. Population overlays are provided to ensure that no one is left outside the digital divide. Maps are available online at [www.connectohio.org](http://www.connectohio.org).

**Affordability** – Does the project promote new competition, bundling, better technology, or include grants, community sponsors, or other items that promote more affordable Broadband access?

**Adoption** – What elements of the project help to ensure that more residents and businesses take advantage of available Broadband supply? Is Connect Ohio's No Child Left Offline program utilized?

Are there libraries, schools, community centers or other public access points where people can adopt a pattern of usage? Can we provide applications that open the eyes of Ohioans to the opportunity that comes along with Broadband adoption?

**Awareness** – Does the project include an element of public relations, media coverage, a campaign sponsored by vocal citizen groups, or other plans to alert the public to the benefits that will come along with it? How will people know that the improved access or additional applications are available?

**Applications** – Is the project able to supply new ways to use the Internet? What types of benefits need to flow through the connection to bring advances in education, healthcare, economic development, etc? Are there opportunities to bring coursework, jobs, diagnosis, or other applications to the community?

In selecting the Priority Projects, above, Connect Ohio convened a core leadership team, comprised of local leaders from nine specific sectors. These sectors include Agriculture, Business and Industry, Community Organizations, Government, HealthCare, Higher Education, K-12, Libraries, and Recreation & Tourism. Each sector team examined the status and opportunities within their own realm of the community and determined a vision for the Broadband-enabled future. Each sector then worked to produce a list of meaningful projects which would benefit them.

The sector projects were then rolled up to help in prioritizing larger community-wide projects and scored to determine their value to the community as a whole. The end result is a slate of three different types of projects:

- Community-wide Priority Projects – These are listed above, and are deemed to be the most meaningful projects, with the largest impact on Wayne County as a whole,
- Sector Priority Projects – Listed below and identified as the most impactful projects that can be undertaken within their specific sector of the community, and
- Sector Project Ideas – upgrades and ideas that can be put into play to help the specific sector of the community enhance its offerings.

On the following pages, you will find an analysis and vision for each sector of the community, complete with its self-assessment and the priority projects identified for its own advancement. Sector-level projects

have been incorporated into the community-wide projects above, which deal with the larger issues of Broadband availability, adoption, affordability, awareness, and the applications that drive its use.