Building Connected Regions: An Overview of BroadbandUSA

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BroadbandUSA Technical Assistance

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The National Telecommunications and Information Administration (NTIA)

- NTIA is the Executive Branch agency in the U.S. Department of Commerce that is principally responsible for advising the President on telecommunications and information policy issues
- NTIA's programs and policymaking focus largely on:
  - Expanding broadband Internet access and adoption in America,
  - Expanding the use of spectrum by all users, and
  - Ensuring that the Internet remains an engine for continued innovation and economic growth.

NTIA's Broadband Investments

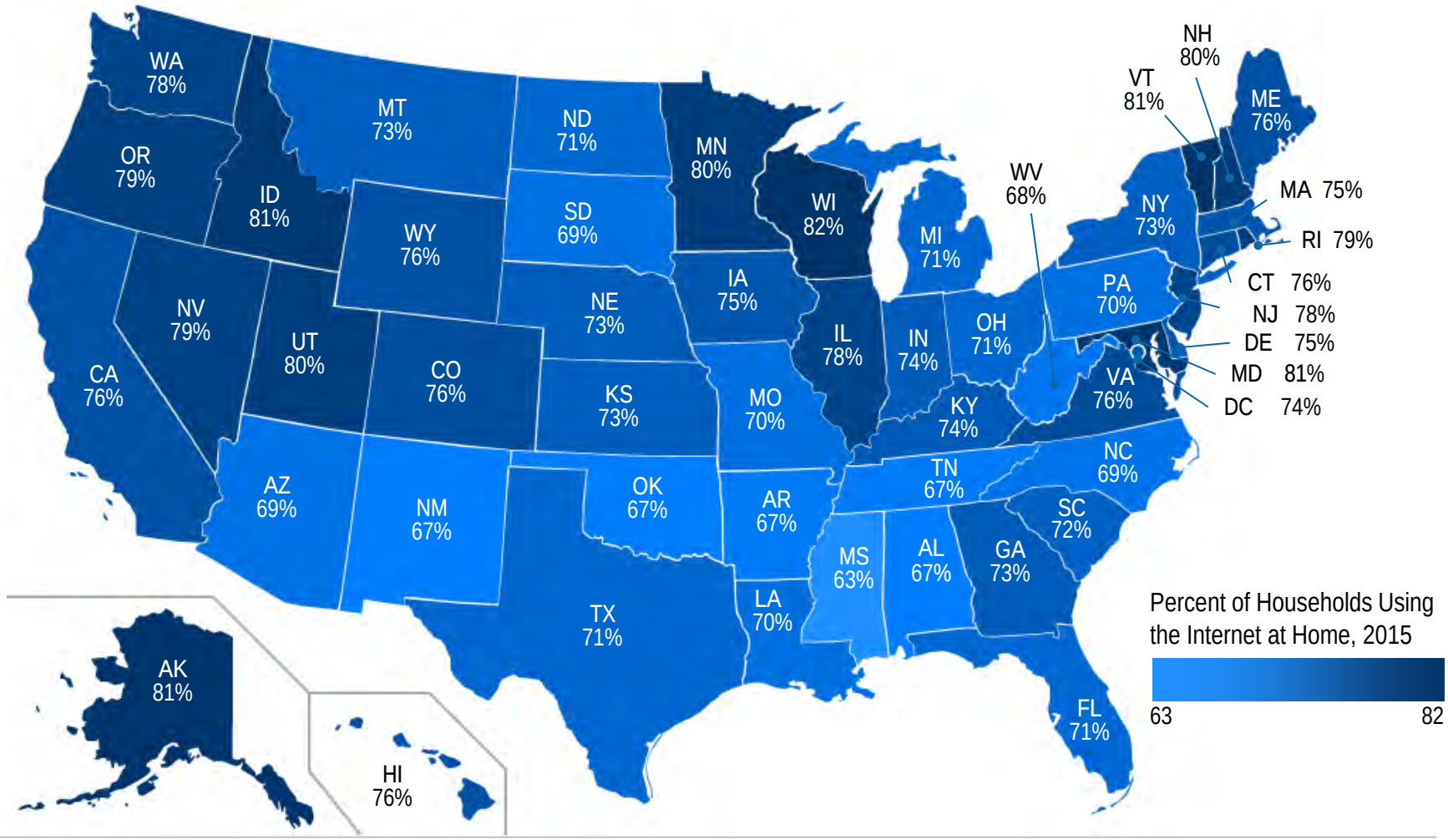
In 2009, ARRA created one-time grant programs that invested $4.2 billion in broadband advancement:

- Comprehensive Community Infrastructure*
- Public Computing Centers*
- Sustainable Broadband Adoption*
- State Broadband Initiative and the National Broadband Map

Source:
Connecting America's Communities Map
http://www2.ntia.doc.gov/BTOPmap/

*Together the first three programs are known as the Broadband Technology Opportunities Program (BTOP)

Over 33 million households do not use the Internet at home



Source: NTIA Data Central, https://www.ntia.doc.gov/data

Efforts to expand broadband access and digital inclusion are helping, but the digital divide still persists

10% of all Americans (34 million people) and 39% of rural Americans (23 million people) lack access to broadband speeds

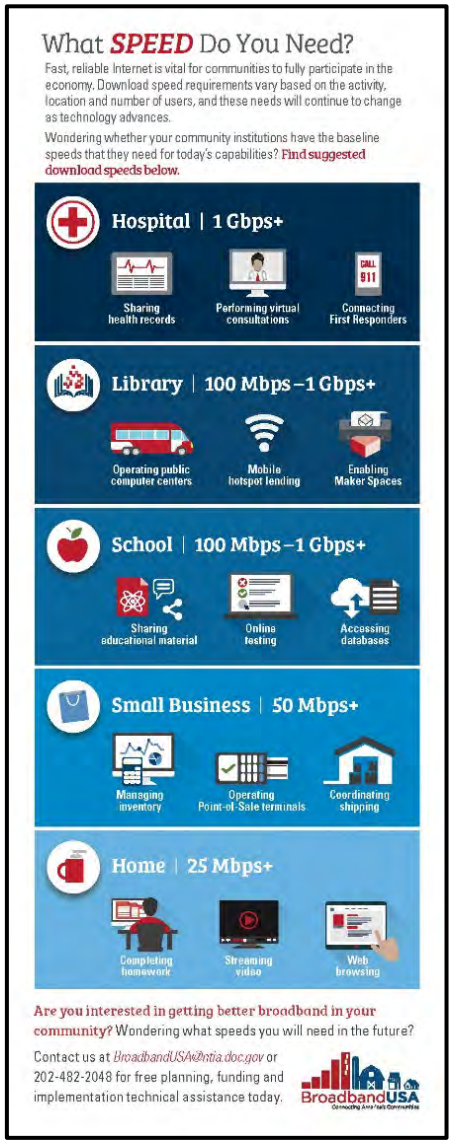
Approximately 21 million children do not have the bandwidth needed for digital learning

34% of non-metro healthcare facilities lack sufficient broadband connectivity for electronic medical records and information exchange

42% percent of public libraries have 10 Mbps or slower connections

The Urban-Rural Divide

- Research by the FCC, which defines home broadband as 25 Mbps download and 3 Mbps upstream, indicates:
  - 39% of rural Americans, compared to 4% of urban Americans lack access
  - 34% of non-metro healthcare facilities lack adequate speeds
    - Cannot upload electronic medical records and exchange health information
  - 42% of public libraries have speeds less than 10Mbps.
    - 75% of rural libraries have lower download speeds than their urban counterparts
  - 23% of schools do not met the FCC's 100 Kbps per student standard.
    - Rural schools lack access to high-speed fiber and pay more than twice as much for bandwidth

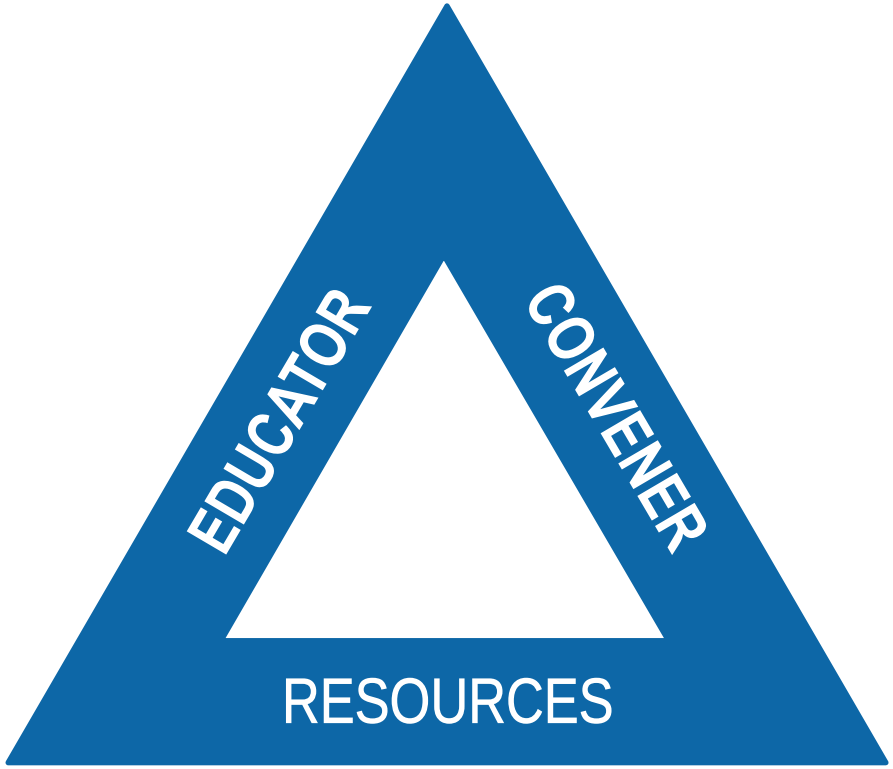


Broadband access and use are critical to the growth of communities in our country

- Up to $600 Per Student Saved Annually Using Digital Resources
- Hospital Admissions by 35%
- Hospital Stay by 59%
- Home Value by 3.1%
- 79% of Unemployed Americans Search for Jobs Online
- Annual Median Business Revenue by $300,000

NTIA launched BroadbandUSA to:

- *Arm stakeholders & community leaders with information* to make the right decisions
- *Develop guidance for pursuing solutions* to broadband challenges.
- *Convene and facilitate the right conversations* with the right people to increase project success.



BroadbandUSA Focuses on Community Outcomes:

Products & Events

- Publish Guidance & Tools
- Share Best Practices
- Convene Stakeholders
- Establish Open Dialogue

Partnerships

- Clarify Policy
- Advise States & Feds
- Recommend Best Practices
- Improve Coordination

Technical Assistance

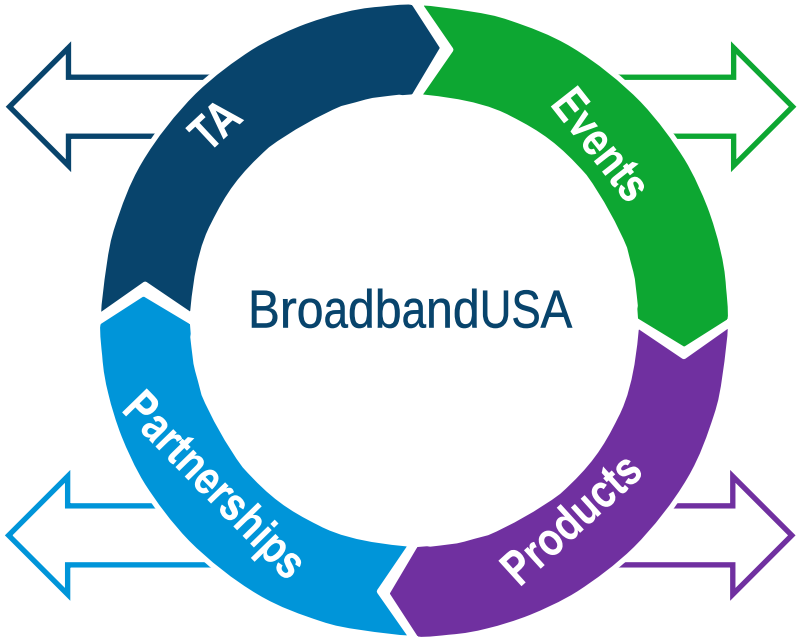
- Advise Communities
- Support Regional Teams
- Infrastructure
- Digital Inclusion

How can BroadbandUSA help?

BBUSA provides technical assistance and expertise to regions, communities, and private entities implementing broadband infrastructure, digital inclusion and adoption programs.

Direct, hands-on assistance to communities interested in planning and implementing broadband initiatives.

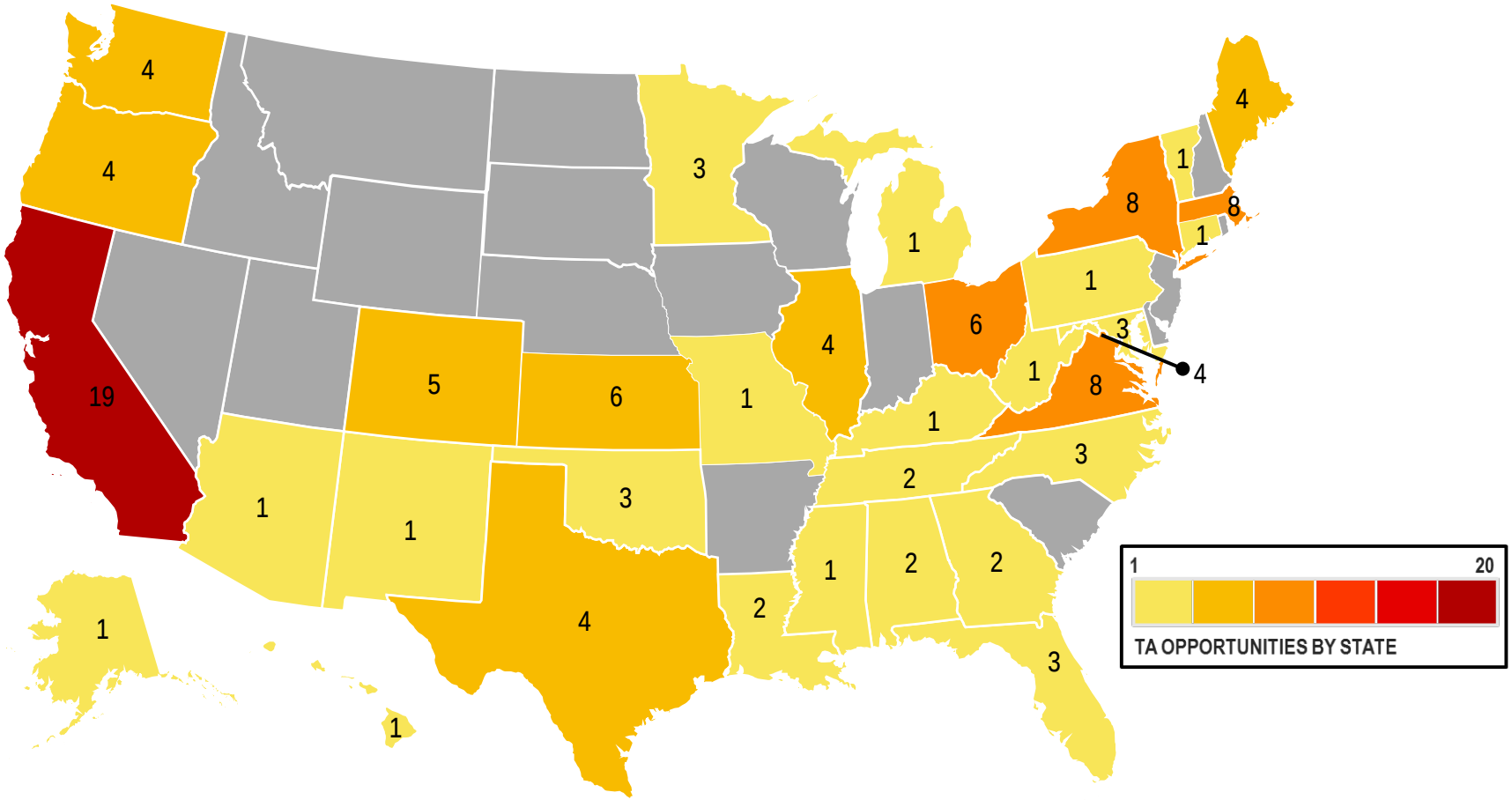
Events that bring together government officials, community leaders and other broadband stakeholders to share broadband success stories and lessons learned.



Establish partnerships with federal and state governments, industry organizations and broadband thought leaders.

Products and planning frameworks that can help you jumpstart your broadband.

BroadbandUSA has provided TA to over 260 communities and organizations with broadband deployment initiatives



BroadbandUSA: Technical Assistance

Planning (e.g., RFP Development/Review, Preliminary Network Design, Asset Inventory)

Funding (e.g., Partnership Facilitation, Funding Option Assessments)

Implementation (e.g., Network Design, Regulatory Approvals, Interconnection, Permitting)

90% of TA requests involve broadband planning and 62% involve questions related to funding

Communities across the country see the value in broadband development, but need help to achieve goals

- Educate leaders and stakeholders on what type of broadband deployment is right for the community and how to do it
- Identify funding that fits their specific needs
- Communicate why broadband is important to their residents, businesses, schools, etc.

BroadbandUSA also engages communities through webinars and events across the country

Conducted in FY17

- 4 regional events on broadband deployment
- Monthly "BroadbandUSA Practical Broadband Conversations" Webinars
- Community Connectivity Webinars
- 1:1 Technical Assistance Webinars

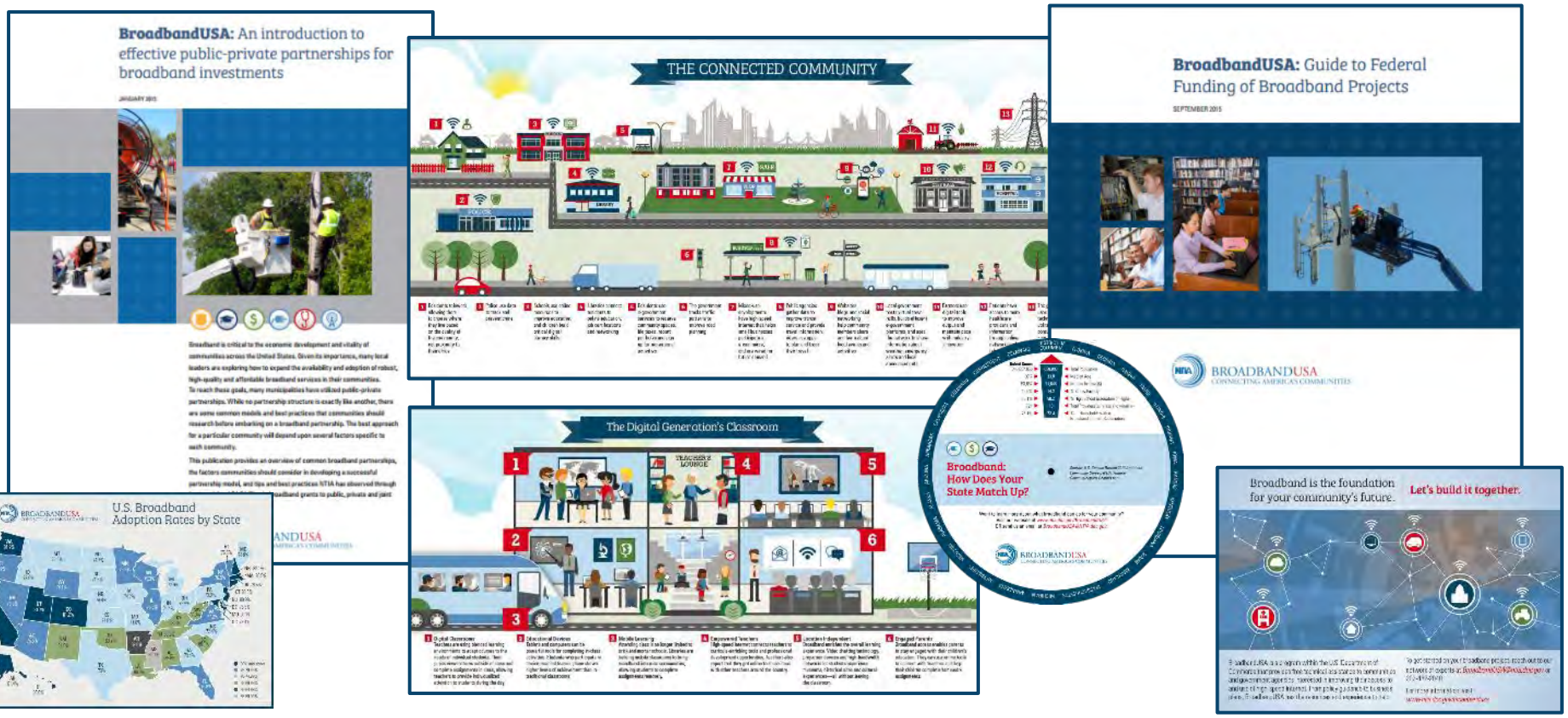
BBUSA Events 2017

- Charleston, WV Broadband Workshop
- Des Moines, IA Broadband Workshop
- Mesa, AZ Broadband Workshop
- State Broadband Leaders Network Workshop
- North Carolina HBCU Broadband Summit
- Tennessee Community Development Broadband Summit

BroadbandUSA - National Broadband Map

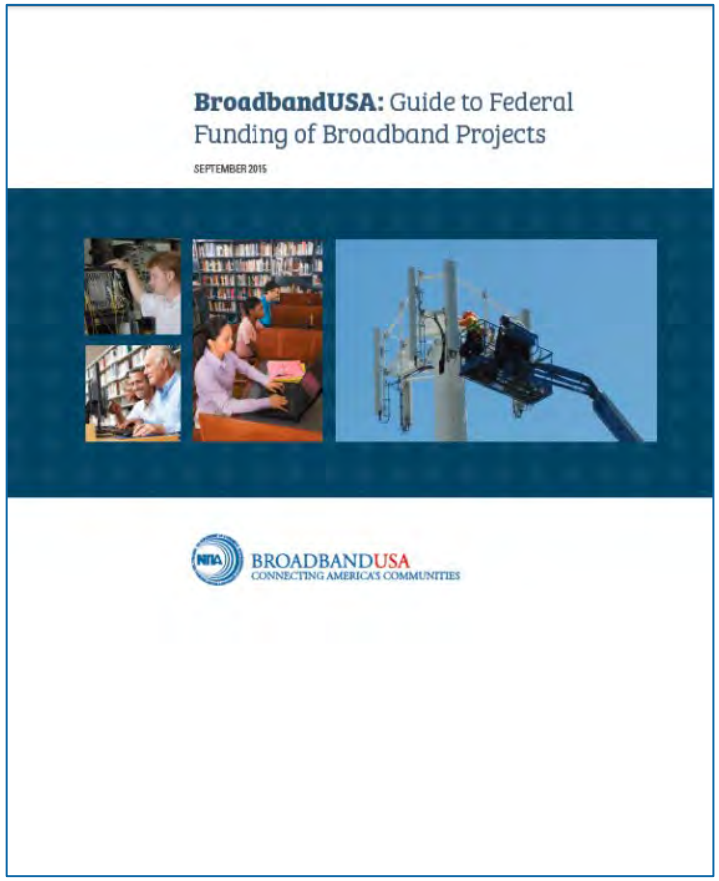
- Under the Consolidated Appropriations Act of 2018 – Congress authorized $7.5M to update the National Broadband Availability Map in coordination with the Federal Communications Commission and previous partnerships developed by the States
  - NTIA can acquire, utilize and display available third-party data sets to the extent such data can be used to augment existing data from the FCC, other Federal government agencies, State government, and the private sector. The updated map will help identify regions with insufficient service, especially in rural areas
  - NTIA has developed a Request for Comment, “Improving the Quality and Accuracy of Broadband Availability Data”, which we expect to be released via the Federal Register in the next 2-4 weeks
    - Seeks input on new approaches, tools, technologies, or methodologies that could be used to capture broadband availability data, particularly in rural areas
    - Recommendations on techniques to validate broadband availability data
    - Input on mechanisms to leverage ,multiple data sets to identify gaps in broadband availability

Our resources help local leaders learn, share and implement the benefits of community connectivity



BroadbandUSA: Federal Funding Guide

- Provides communities with information about federal funding for broadband planning
- The toolkit also includes best practices related to federal projects, including:
  - *Information regarding the purpose of each program*
  - *Potential restrictions on funding*
  - *Rules for eligibility*



Five general categories of federal broadband-related funding opportunities

Infrastructure Deployment	Planning	Research	Adoption & Digital Literacy	Public Computer Access
Facilitates the buildout of community connections and technology. This can include network cables, facilities and structural upgrades.	Provides communities and municipalities assistance in creating regional improvement plans directly incorporating broadband.	Strives to improve research and data collection to provide new knowledge surrounding broadband and evidence based solutions.	Offers training to maximize patron knowledge, adoption, and usage of broadband capabilities. Focuses on both usage and understanding.	Targets funding efforts that provide public computer access to broadband hubs in locations such as community centers, schools and libraries.

BroadbandUSA Products

Download Resource Guides and Products at http://www2.ntia.doc.gov/Publications

- Federal Funding Guide
- Public-Private Partnerships Guide
- Introduction to Stakeholder Outreach
- Community Broadband Roadmap Toolkit
- SmartCities Toolkit
- Broadband Adoption Toolkit
- What is a Connected Community?
- Why Does Broadband Matter?

Contact BroadbandUSA

Request Technical Assistance:

- Email: broadbandusa@ntia.doc.gov
- Phone: 202-482-2048

Resources:

- Website: www.ntia.doc.gov/broadbandusa

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