



BROADBANDUSA

Five Strategies for Building Digitally Inclusive Communities

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Five Strategies for Building Digitally Inclusive Cities



1. Assess: Needs, Opportunities and Priorities



2. Plan: Build a Community-based Plan



3. Collaborate: Create Partnerships



4. Leverage: Knowledge and Resources



5. Innovate: Move at the Speed of Digital!



1. Assess Needs, Opportunities, Priorities

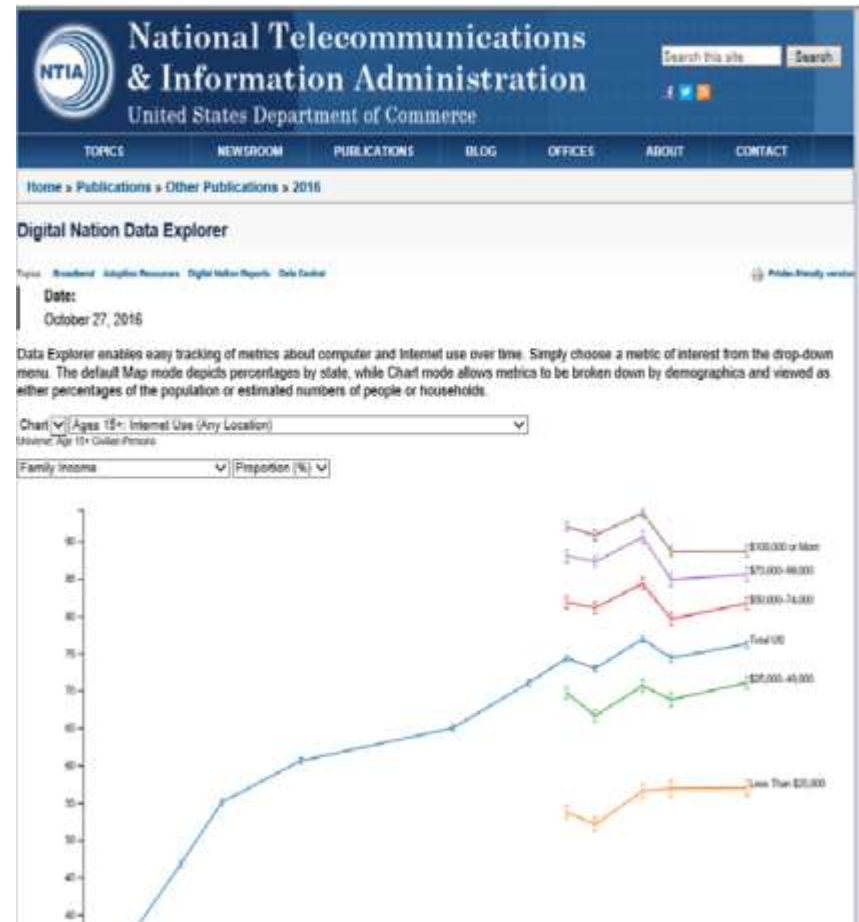
- NITA: Digital Nation trends on computer and Internet use
- FCC data on broadband subscriptions
- FCC data on broadband deployment
- Stakeholder meetings and surveys



1. Assess

NTIA: Digital Nation computer and Internet survey:

- 40 million interviews
- 50,000 interviews per cycle
- People ages 3 and over
- Statistically significant at state and national level
- <https://www.ntia.doc.gov/category/data-central>

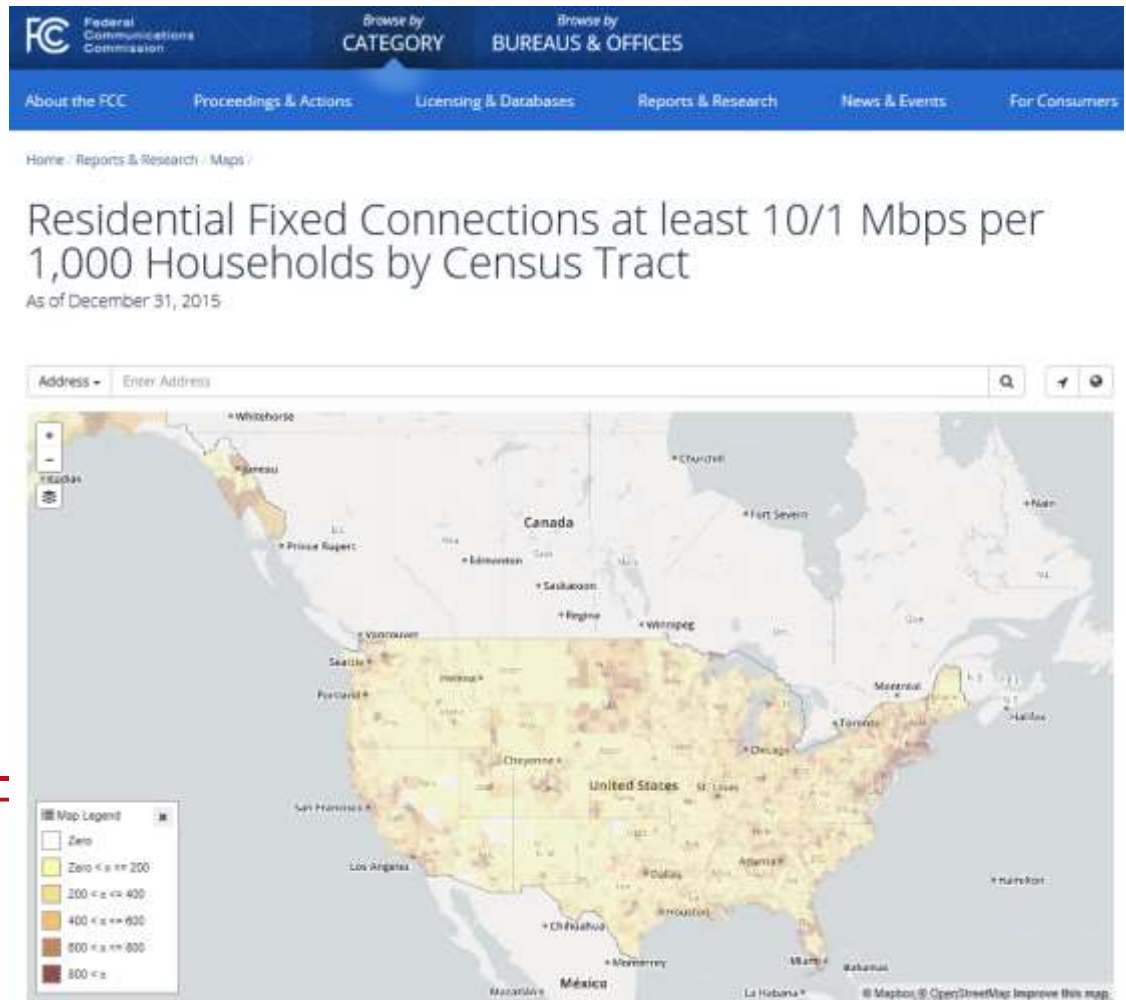




1. Assess

FCC 477 data:

- Service provider data
- Subscriptions by quintile by census track
- <https://www.fcc.gov/reports-research/maps/residential-fixed-connections-10-mbps-1-mbps-december-2015/>





1. Assess

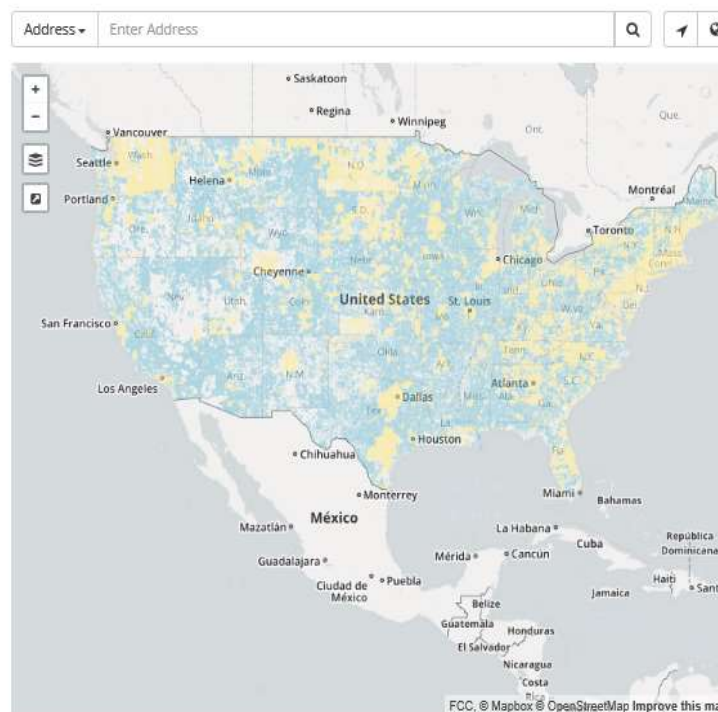
FCC 477 data:

- Service provider data
- Includes technology, speed up/down by census block group
- New maps with 2015 data
- <https://www.fcc.gov/reports-research/maps/fixed-broadband-deployment-data/>

Home / Reports & Research / Maps /

Deployment

Fixed Broadband (25 Mbps/3 Mbps)



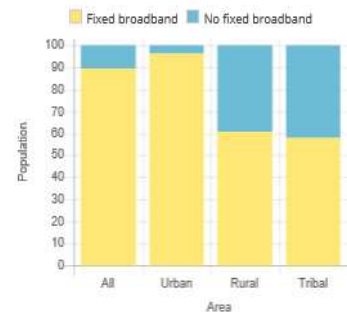
Fixed Providers Demographics

Click on the map or search for a location using an address or coordinates to display provider and demographic information.

Example Searches:

- 148 Lafayette Street, New York, NY 10013
- Lumberport, WV
- Latitude: 40.566353, Longitude: -105.094573

Nationwide



Map Layers



2. Plan: Build a community-based plan

BroadbandUSA tools:

- Planning Toolkit:

<http://www2.ntia.doc.gov/publications>

- Connectivity Initiative Tool
- Technical Assistance



2. Plan

BroadbandUSA Connectivity Initiative

- Accelerates community broadband planning action, and progress.
- Supporting robust local conversations; translating ideas to action
 - Quick Start
 - Framework
 - Online Assessment
 - Local Report
 - Resources





2. Plan

BroadbandUSA Planning Technical Assistance includes:

- Broadband Fundamentals
- Training on benefits of broadband
- Feasibility studies
- Community needs assessments
- RFP and business plan development or review
- Digital inclusion strategy development http://www2.ntia.doc.gov/technical_assistance



3. Collaborate and Create Partnerships

- BroadbandUSA Connectivity Initiative: Provider Engagement
- BroadbandUSA Public Private Partnerships:
<https://www.ntia.doc.gov/report/2015/broadbandusa-introduction-effective-public-private-partnerships>
- State and regional planning and economic development





3. Collaborate



Are there opportunities to further strengthen partnerships with existing or new service providers?

- Providers offering residential/business broadband services in locality [FCC]
- Provider contacts and relationships
- Demand projections and aggregation
- Provider deployment plans
- Service provider agreements
- Partnership engagement self-assessment
- Partnership engagement narrative

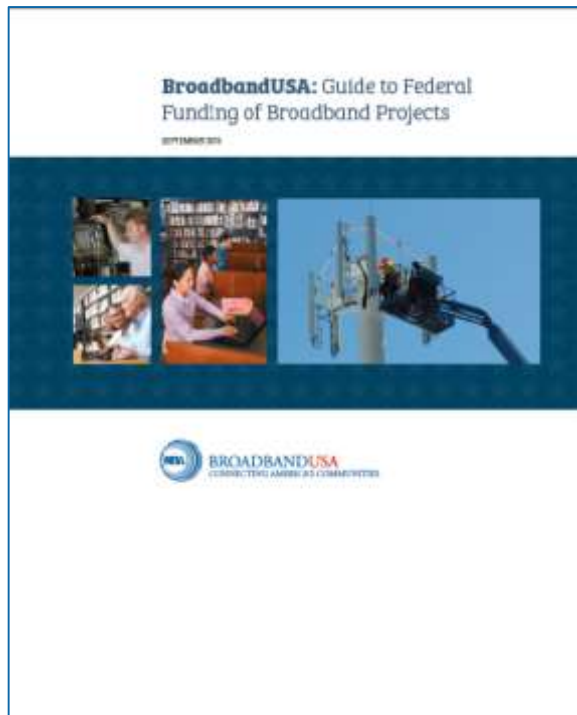


3. Collaborate

- State and Regional Planning and Economic Development Organizations
- NTIA's State Broadband Leader Network
 - Continues the collaborative exchange that NTIA and states established while collaborating on the National Broadband Map and state broadband programs
 - A vehicle for exchanging information on broadband issues



4. Leverage knowledge and resources



- BroadbandUSA Federal Funding Guide: <https://www.ntia.doc.gov/report/2015/broadbandusa-guide-federal-funding-broadband-projects>
- BroadbandUSA webinars and events
- Resources and expertise from partners



4. Leverage

BroadbandUSA webinars and regional events:

- Monthly Webinars “Practical Conversations on Broadband”
- Third Wednesday of month, 2-3 pm ET
 - March 15: Federal Funding Options
 - April 19: Rural Broadband Adoption and Digital Inclusion
 - Register here: <https://www2.ntia.doc.gov/node/1000>
- Regional Events:
 - April 19, in conjunction with City of Mesa and NCC
- Join mailing list: broadbandUSA@ntia.doc.gov



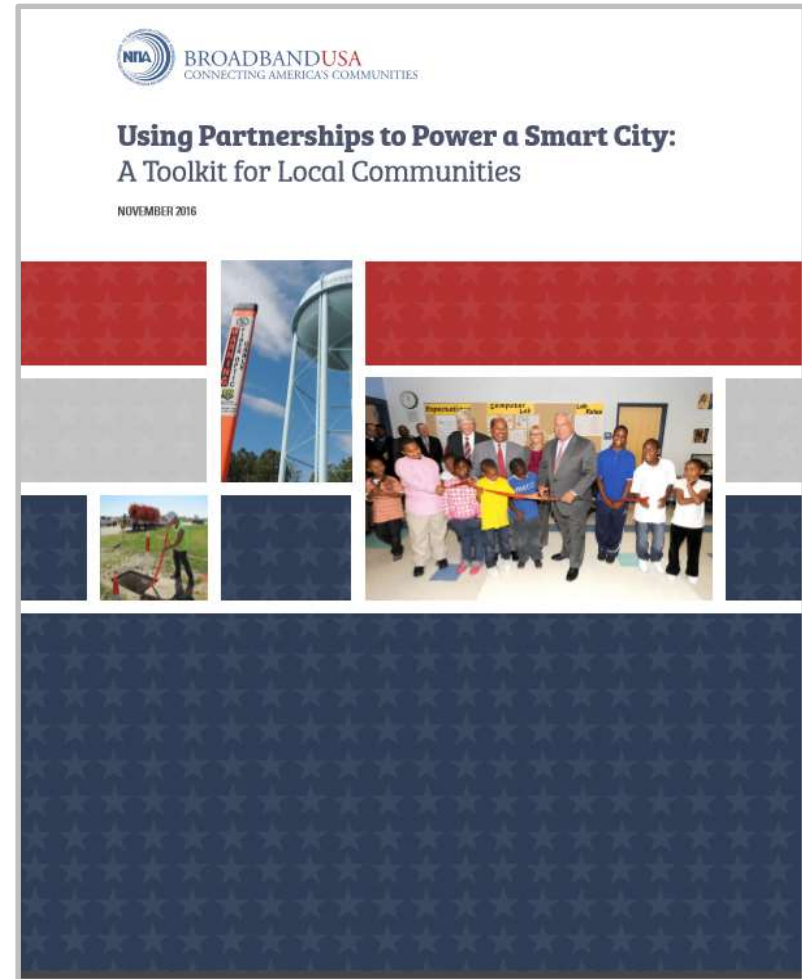
4. Leverage





5. Innovate

- BroadbandUSA:
Using Partnerships to Power
Smart Cities
- http://www2.ntia.doc.gov/files/smartcities-toolkit_111516_v2.pdf





5. Innovate

- Example:
Chattanooga Public
Library 4th floor
GigLab
- <http://chattlibrary.org/content/giglab-launches-4th-floor>

GIGLAB

GigLab builds on top of the city's bandwidth ubiquity in a way that provides a separate but inclusive gig-connected space designed specifically for gigabit-related experimentation and learning, application testing and workforce development.



5. Innovate

- Building a digitally inclusive and innovative city requires continuous:
 - Assessment
 - Planning
 - Collaboration
 - Innovation!



BroadbandUSA: Additional information

- Contact Karen Perry: Kperry@ntia.doc.gov (202) 697-2104
- For more information, email at broadbandusa@ntia.doc.gov
- Visit us on the web at <http://www2.ntia.doc.gov>
- TA Resource Guides at <http://www2.ntia.doc.gov/Broadband-Resources>

Assess



Plan



Collaborate



Leverage



Innovate

