



**BROADBANDUSA**

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# **Introduction to NTIA's BroadbandUSA Program**

**RUS Rural Broadband Workshop**

Bend, OR  
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# Today's Speakers

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# Agenda

- NTIA Overview
- BTOP Overview
- BroadbandUSA Overview
- Q&A

# What is the National Telecommunications and Information Administration (NTIA)

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

# About the Broadband Technologies Opportunities Program (BTOP)

NTIA invested \$4.2 billion across four BTOP grant portfolios to promote broadband deployment and adoption in rural and underserved areas.



Comprehensive Community Infrastructure (CCI)  
\$3.5B - 123 grants



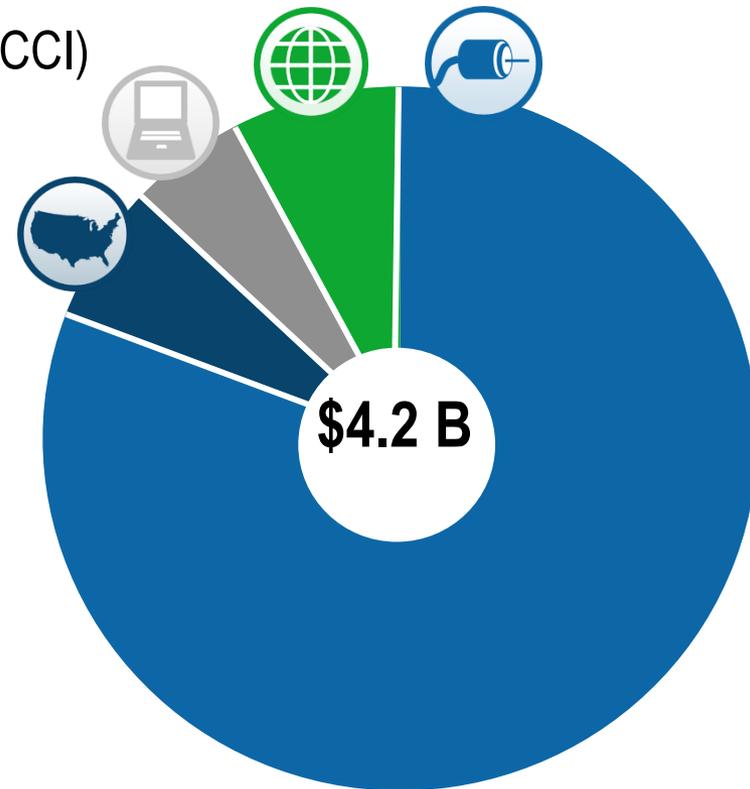
Public Computer Centers (PCC)  
\$201M - 66 grants



Sustainable Broadband Adoption (SBA)  
\$251M - 44 grants



State Broadband Initiative (SBI)  
\$293M - 56 grants



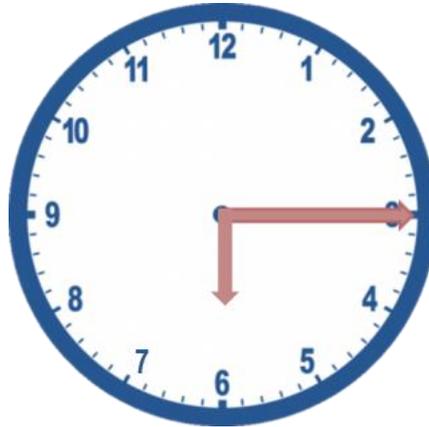
# BTOP projects successfully deployed fiber networks, offered training, and connected communities

**Deployed More Than 115,000 Miles of Fiber**



Enough to circumnavigate the globe 4.5 times

**Delivered 20 Million Training Hours**



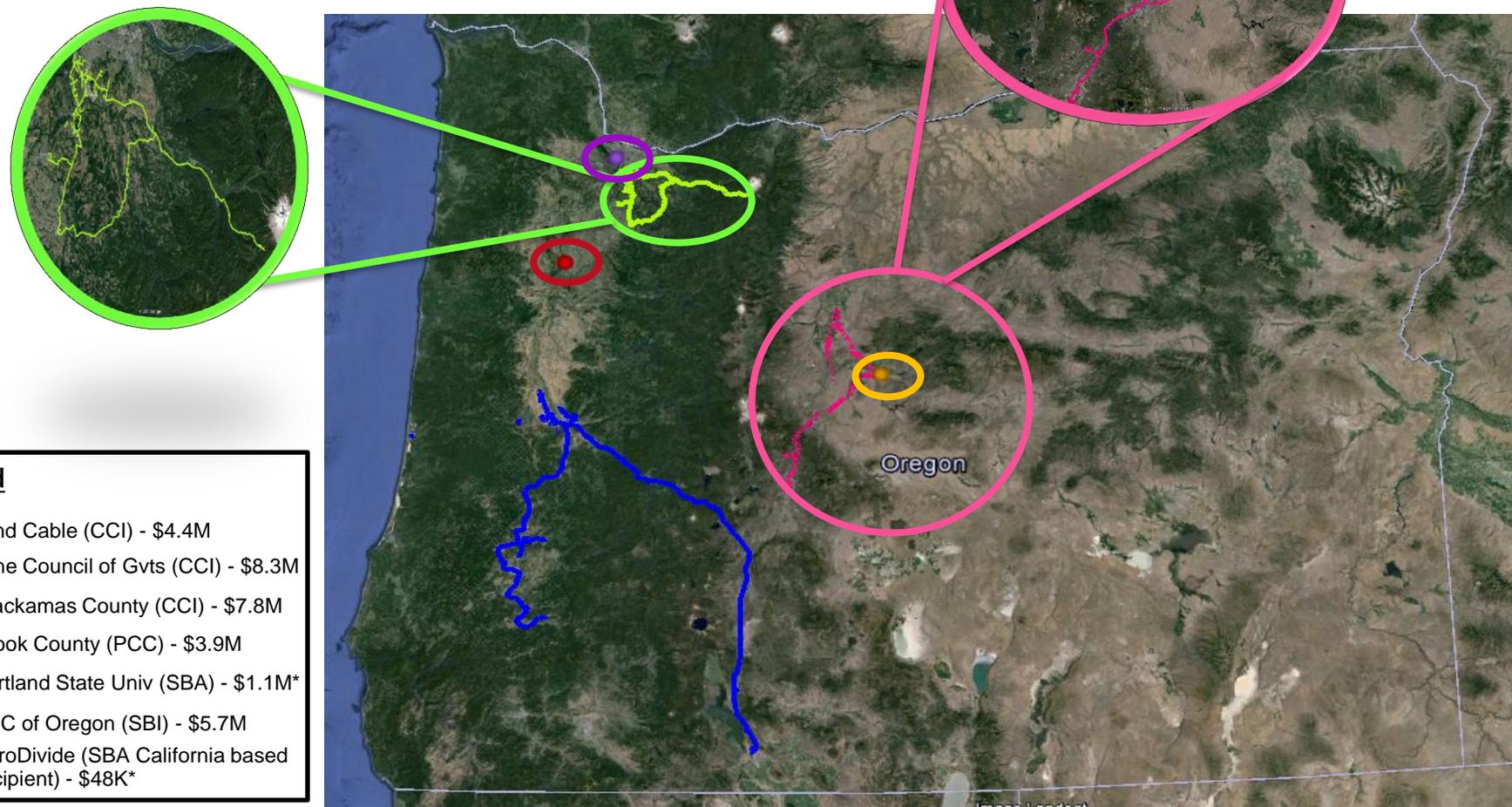
Equivalent to taking classes 24/7 for more than two centuries

**Trained More Than 4 Million People**



More than the total population of Oregon

# BTOP/SBI Investments in Oregon

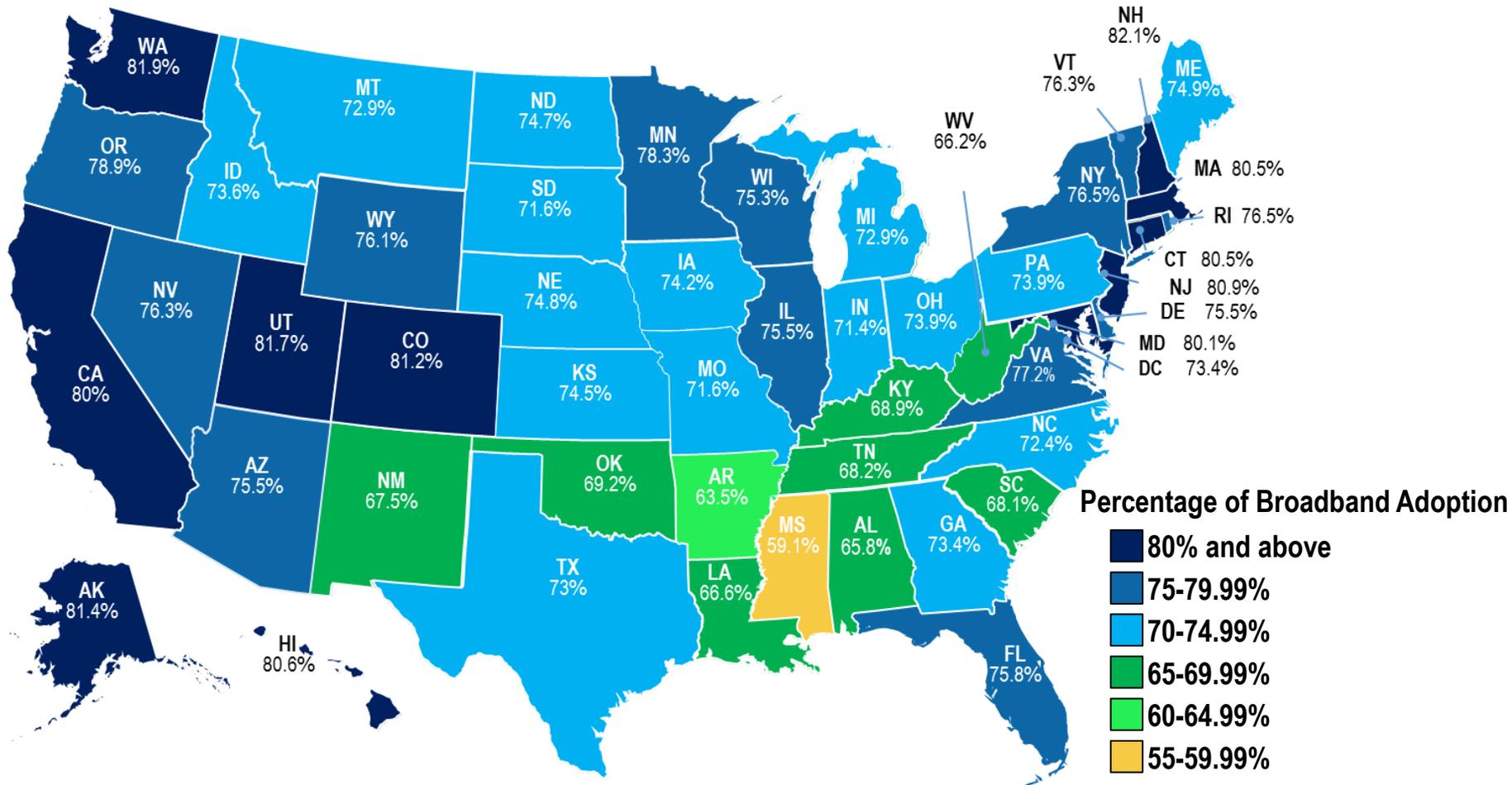


\*Multi-State Award

## Observations from ASR Analytics independent analysis of the social and economic impacts of BTOP projects

- Expected to yield \$5.7 - \$21.0 billion in increased annual economic output
- Expected to create more than 22,000 long-term jobs and generate more than \$1 billion in additional household income each year.
- Created 79,000 year-long jobs during implementation, with an associated economic output of \$12.9 billion. Thus, \$1 in BTOP spending yielded \$2.81 in total output.

# Still, nearly 30 million American households don't subscribe to broadband at home



Source: U.S. Census Bureau, American Community Survey, released 2014

## NTIA's BroadbandUSA program supports communities that are looking to close this gap

- Provides assistance to communities that want to improve their broadband capacity and use broadband more effectively
- Offers expert, impartial advice and field-proven tools for assessing broadband adoption, planning new infrastructure, and engaging a wide range of partners in broadband projects
- Brings stakeholders together to solve problems, contribute to emerging policies, and link communities to other federal agencies and funding sources

# What are BroadbandUSA's Goals?

BroadbandUSA serves as a strategic advisor to help communities implement broadband deployment and digital inclusion programs to drive economic development, advance education and healthcare, support public safety and expand access to government services.

## Connecting America's Communities

- Helping communities expand local broadband connectivity and access
- Ensuring robust bandwidth for schools, libraries, hospitals, government buildings and other community anchor institutions
- Promoting next-generation, gigabit-capable networks

## Getting Americans Online

- Advancing digital literacy training and broadband adoption efforts to close the digital divide among vulnerable populations
- Supporting programs to provide online job search assistance and help small businesses get online
- Promoting programs to provide subsidized computer equipment and low-cost access to those who otherwise couldn't afford it

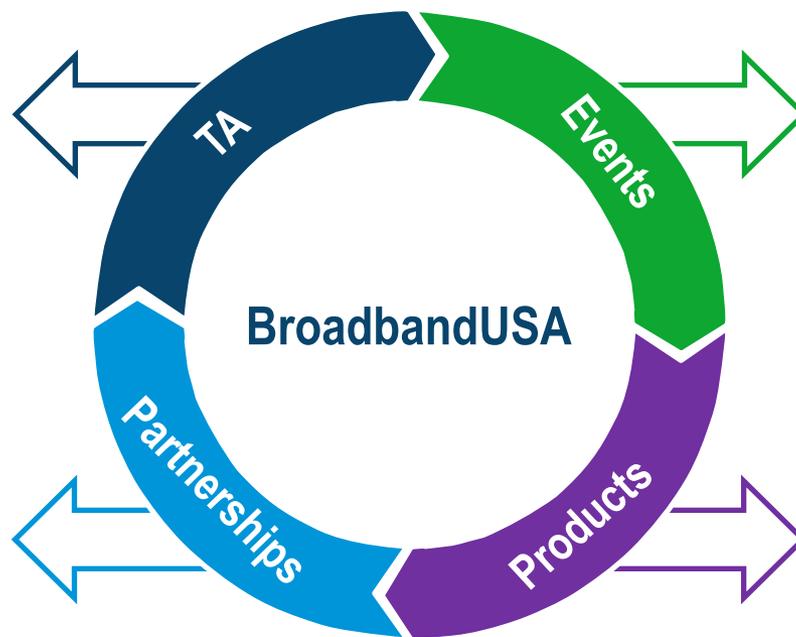
## Promoting Economic Development

- Ensuring communities have advanced, high-speed telecommunications networks to attract businesses, create jobs and drive growth
- Supporting local efforts to deploy cutting-edge infrastructure needed to compete in the 21<sup>st</sup> Century economy
- Connecting rural communities to broader resources and opportunities

# How will BroadbandUSA achieve these goals?

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

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



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

Products that incorporate best practices and guidance proven by BTOP, SBI and other BroadbandUSA partners.

# What types of technical assistance will BroadbandUSA offer?

## Group Technical Assistance

- Deliver broadband support to state, local and federal officials, community leaders, and other groups of broadband stakeholders
- Emphasize real-world broadband success stories, lessons learned, and cross-cutting broadband issues
- Can be customized for partners, specific programs, regions, or states

## One-to-One Technical Assistance

- Direct, hands-on assistance to communities planning and implementing broadband initiatives
- Provide specific support for Federal and public-private partnership opportunities
- Connect communities with Federal funding opportunities
- Deliver specific recommendations for individual broadband programs (planning, funding, design, implementation, sustainability, etc)

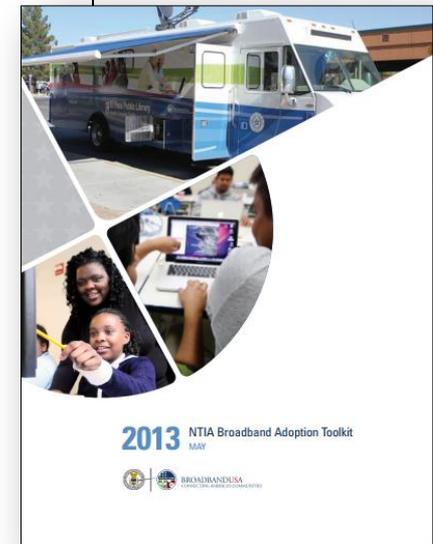
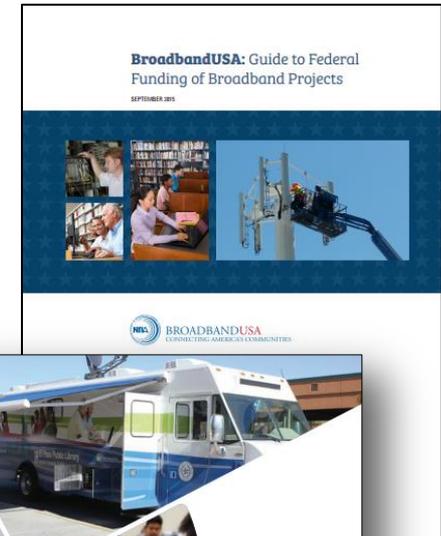
# What types of events does BroadbandUSA hold?

- BroadbandUSA conducts free regional workshops to share best practices and lessons learned from broadband network infrastructure build-outs and digital inclusion programs
- BroadbandUSA also offers webinars on a variety of broadband topics



## BroadbandUSA Guides and Tools

- **Broadband Adoption Toolkit:** Shares NTIA's expert knowledge and experience from broadband adoption and computer training projects
- **Federal Funding Guide:** Provides details on programs offered by federal agencies that fund broadband for specific purposes
- **Public-Private Partnerships Guide:** Provides an overview of common broadband partnerships, the factors communities should consider in developing a successful partnership model, and tips and best practices
- **Local and Tribal Government Guides:** In the coming months, BroadbandUSA plans to release guides aimed at supporting local and tribal governments as they develop broadband programs.



# Broadband Opportunities Council

*Established by Presidential Memorandum on March 23, 2015*

- Co-chaired by DOC and USDA, with 25 member agencies
- Focused on Executive Branch potential for action
- Aims to coordinate federal policies to promote broadband deployment and adoption



- Addressing regulatory barriers
- Encouraging public and private investment
- Promoting broadband adoption and meaningful use
- Supporting broadband deployment, competition and adoption

# Ways to contact BroadbandUSA

- **Email:** [broadbandusa@ntia.doc.gov](mailto:broadbandusa@ntia.doc.gov)
- **Phone:** 202-482-2048
- **Website:** [www.ntia.doc.gov/broadbandusa](http://www.ntia.doc.gov/broadbandusa)

