



BROADBANDUSA

Planning Your Community Broadband Roadmap and Overcoming Adoption Barriers

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RUS Workshop: Making Communities Better with Broadband

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NTIA invested \$4.3 billion in 289 projects across four broadband grants portfolios



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



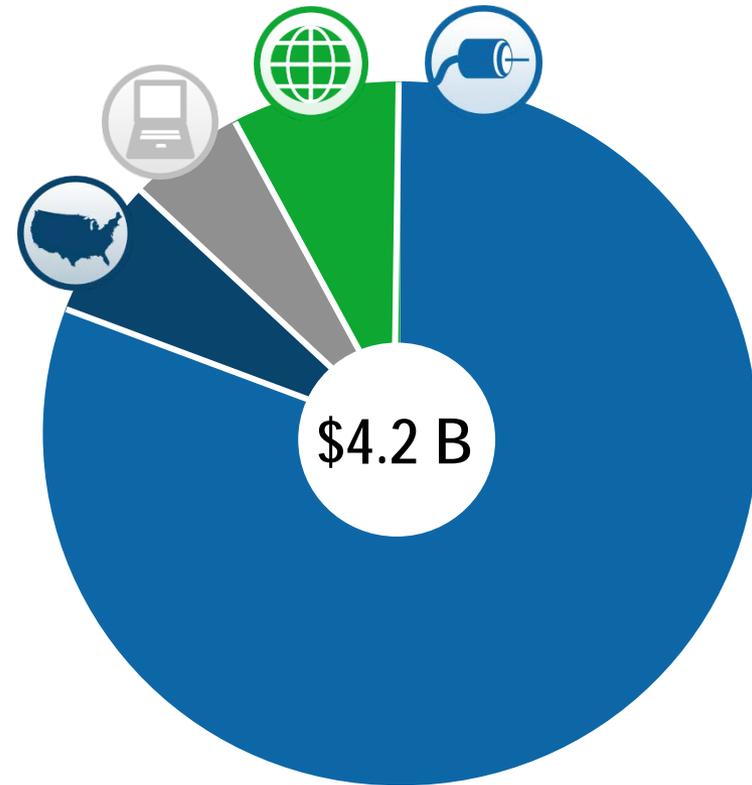
Public Computer Centers (PCC)
\$201M - 66 grants



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

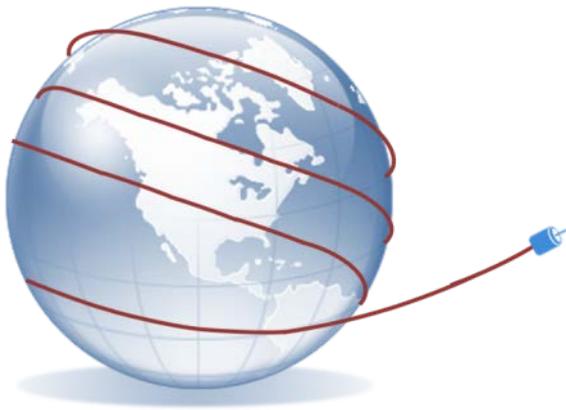


State Broadband Initiative (SBI)
\$293M - 56 grants



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

Deployed More Than
112,000 Miles of Fiber



Enough to
circumnavigate the
globe 4.5 times

Delivered 20 Million
Training Hours



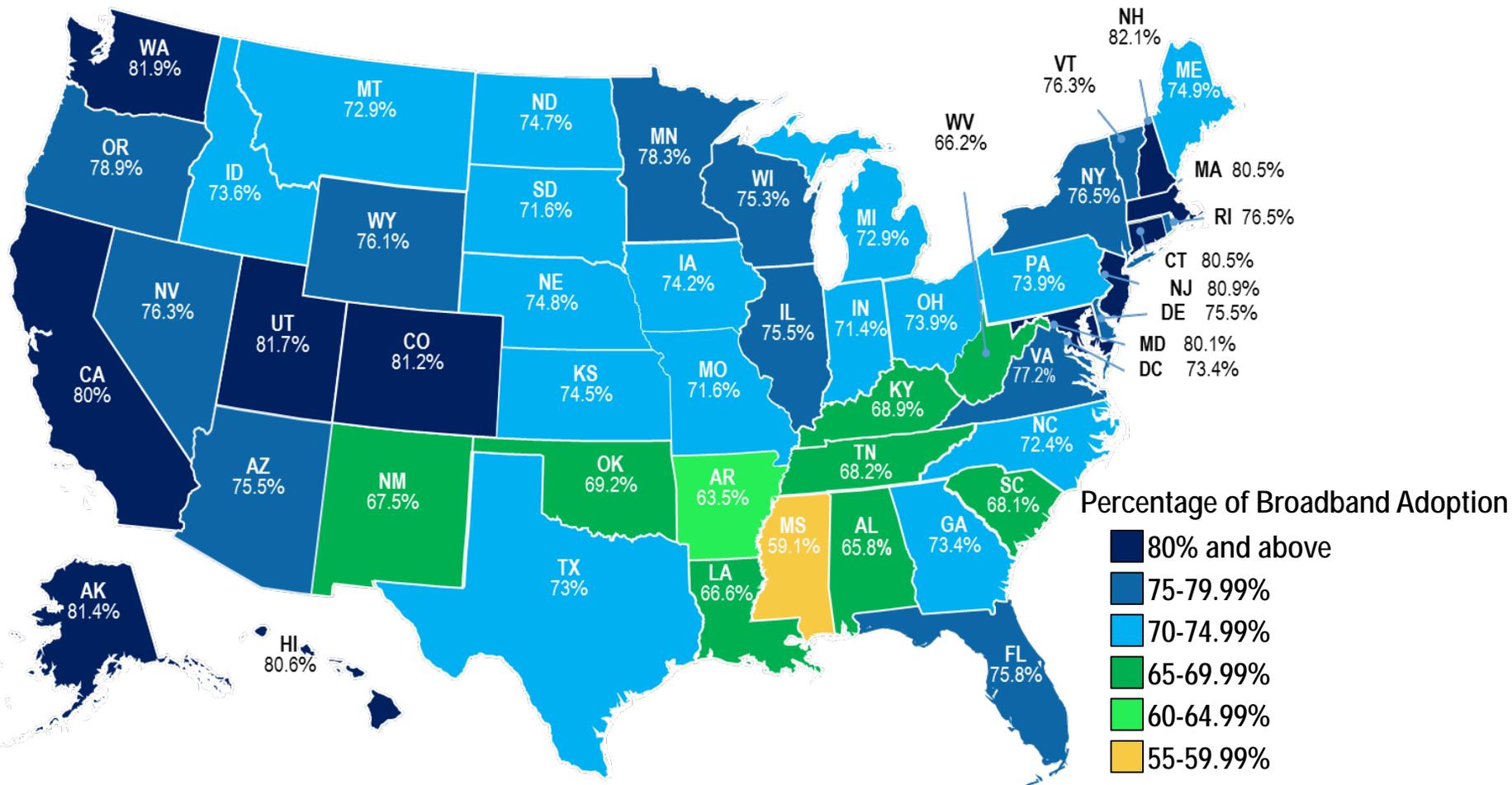
Equivalent to taking
classes 24/7 for more
than two centuries

Trained More Than
4 Million People



More than the total
population of Oklahoma

Still, more than 55 million Americans don't have access to broadband at home



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

NTIA's new BroadbandUSA initiative supports communities that are looking to close that 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

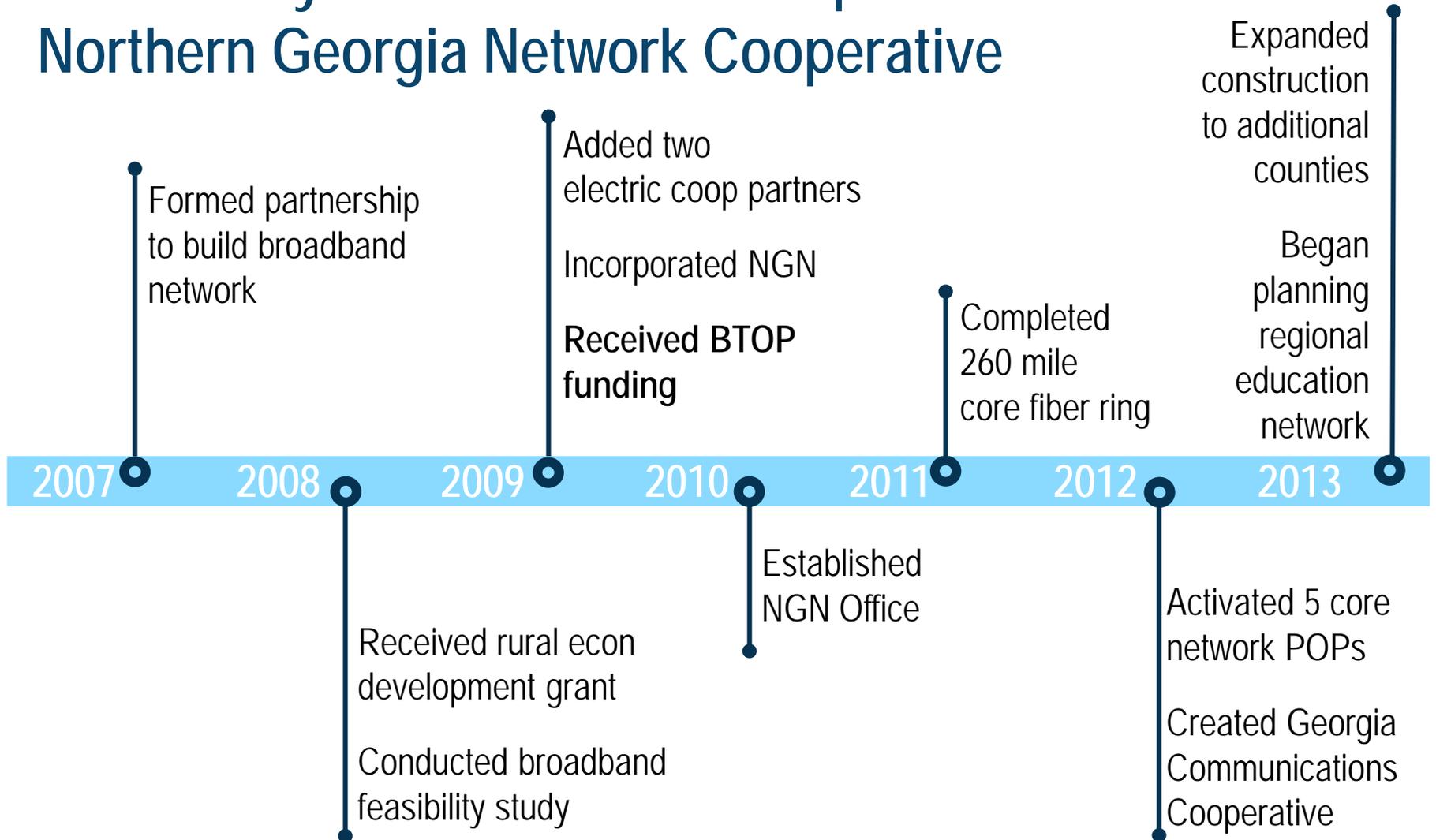
When planning a broadband program, communities should think about the ultimate program goals

- Build a roadmap from the ground up:
 - What will it take to fill the broadband need in the community?
 - What is the vision for the program?
- Identify community partners:
 - Do you need to seek and build new partnerships?
 - Who are the community advocates that can champion the project?
- Think about sustainability at the beginning:
 - What will it take to be successful in the long-term?
 - Who does the community need to connect with? Potential students? Future subscribers? Additional funding sources?

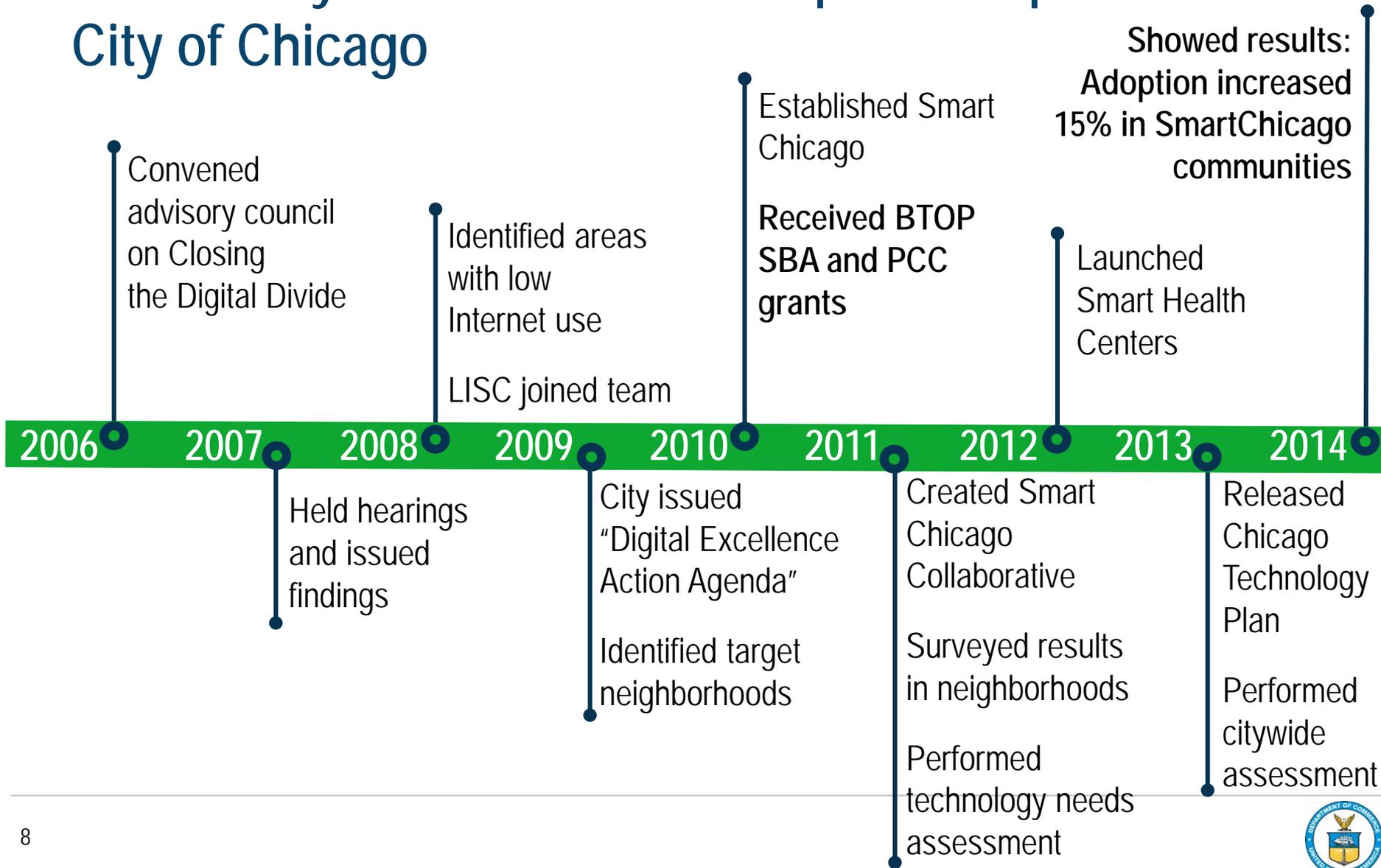
The process to build a Community Broadband Roadmap involves six key steps

1. Assemble a team to develop a community broadband vision
2. Assess the communities' broadband-related resources, gaps, and needs
3. Engage local stakeholders
4. Choose appropriate technology
5. Select a business or organizational model (the framework for implementation)
6. Develop project plan(s), e.g. implementation and financial plans

Community Broadband Roadmap for Access: Northern Georgia Network Cooperative



Community Broadband Roadmap for Adoption: City of Chicago



Closing the gap in broadband adoption requires more than investments in infrastructure alone

- Demand for learning is great
- Barriers to adoption are not what we might have expected – fear, embarrassment, and “lack of relevance” are as important as cost or availability
- Adults are motivated to learn by the need to solve immediate problems or meet practical needs – to find a job, expand their business, help their kids with schoolwork, continue their education, or stay in touch with family and friends

There is no “one size fits all” approach to developing successful broadband adoption programs

- **Trusted local partners are key to success.** There is no substitute for someone who knows the community, the landscape, and the people
- **Digital inclusion is a multi-faceted problem.** All stakeholders need to be involved, requiring a bottom-up PLUS top-down approach
- **Digital opportunity programs must be convenient, accessible, and affordable.** Offer digital literacy classes in community buildings
- **Engage a wide range of stakeholders to generate solutions.** Digital exclusion creates a negative impact on educational achievement, health status, civic participation, and economic development

Communities should begin by performing a needs assessment to understand barriers and opportunities

- Who is online? Who is not?
- What are the barriers to adoption do community residents face?
- What do the communities want?
- What resources are available?
- What resources do we need?
- Can we leverage existing partnerships?

Awareness and outreach can help communities tackle “relevance” and “perception” barriers

- Provide varied messages for different target audiences
- Lead with the benefits, not with the technology
- “Meet people where they are”

Outreach campaigns should include messages and materials that can reach targeted audiences

- Start at the beginning – do not assume that residents are aware of broadband benefits
- Focus messaging on specific needs (e.g., reach unemployed residents by communicating how broadband makes job searches easier)
- Make marketing materials relatable to show that someone “just like them” uses broadband

Recipient Snapshot: *University of Wisconsin*

- Developed varied messaging to reach each target audience
- Marketing materials highlighted specific community needs and how project services provide solutions



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Building Communities, Building Jobs, Building Economies



“I can sell directly to consumers online.”

Find out how to connect with free computer access and training resources in your community.

For more information: call us toll free at **1-855-306-8050** or email wibroadband@uwex.edu

CONNECT TO MARKETS — Promote your business online!

Visit us online to find an internet provider in your area:
<http://broadband.uwex.edu>



Building Communities, Building Jobs, Building Economies

Communicate that broadband can improve quality of life and make everyday tasks easier

- Residents are more likely to attend training if they understand why it is important
- Learning about technology is not what gets them in the door – they want to know how they can use it to improve their lives and businesses

Recipient Snapshot: *Vermont Small Business Development Center*

- Held “community conversations” to familiarize the community with broadband
- Showed small business owners how broadband could improve their business operations and increase workforce skills



Form strategic partnerships with community groups to “meet people where they are”

- Partner with local groups to speak to their members or co-host events
- Reach residents through existing outreach mechanisms– radio shows, town hall meetings, annual parties
- Connect with local businesses to share outreach materials (e.g., banks, grocery stores)

Recipient Snapshot: *Philly KEYSPOt*

- Co-hosted events with local groups to reach residents in trusted locations, including training after services at local churches
- Used easily accessible resources, including 311 phone service, to help residents learn about opportunities to engage



Adoption and skills training should be tailored to meet community needs and fit constraints

- Make it easy to find opportunities to participate
- Work with trusted messengers
- Offer training and skills courses that reflect community gaps

Overcoming the “skills” barrier requires training developed with the community in mind

- Offer courses in locations that are convenient to your targeted audiences or bring the classes to them
- Consider flexible/modular classes or shape schedule around residents' schedules
- Provide rewards and celebrations to recognize achievement

Recipient Snapshot: *Monterey County*

- Developed a TechMobile lab to increase the ease of participation
- Partnered with community organizations to reach specific audiences (e.g., ESL, gang prevention and juvenile justice)
- Traveled to area training locations to bring the training to the key audiences



Trusted messengers help create connections with the community and encourage engagement

- Identify flexible and patient instructors
- Train respected and trusted local community members as trainers
- Find trainers that the target audiences will find relatable

Recipient Snapshot: *Foundation for California Community Colleges*

- Participating Mathematics, Engineering, and Science Achievement (MESA) students provided a minimum of 12 hours of computer training in the community.
- The familiarity and trust between the MESA students and those they taught was invaluable.



Tailor curriculum offerings to specific audience needs and skill levels

- Establish baseline curriculum to meet community needs
- Offer more specific training courses as needed (e.g., certifications or testing)
- Grow the curriculum to meet the more advanced needs of the community – offer advanced training as residents progress

Resource Spotlight: *Online Learning Portal*

- Communities do not always need to build new training materials and modules
- BTOP and SBI recipients developed training materials through their grants
- Other portals offer out of the box solutions to basic digital training needs

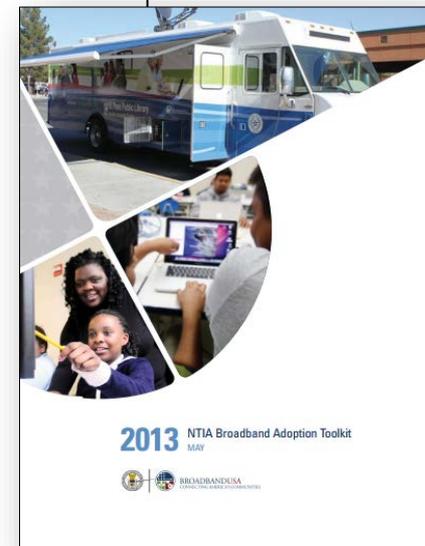
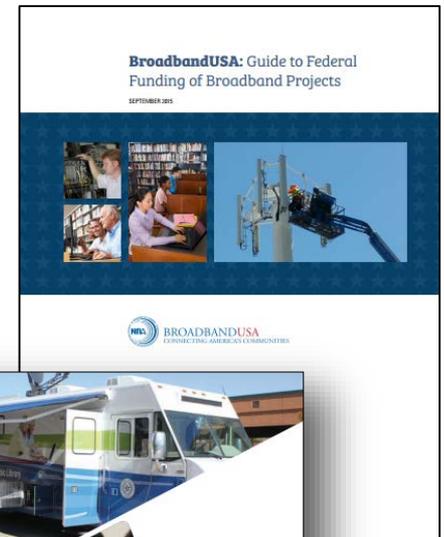


Communities should plan for sustainability at each stage in the broadband program process

- Develop lasting partnerships with community organizations (e.g., schools, employers, economic development agencies)
- Identify funding streams with organizations and agencies whose missions overlap with project objectives (e.g., Education, Health)
- Consider working with “trusted intermediaries” to access other funding sources (e.g., libraries, community-based organizations)
- Identify alternative options to support operating costs (e.g., offer to host employer-sponsored training)
- Examine rules in state funding mechanisms – do they support or hinder broadband adoption programs?

BroadbandUSA resources offer guidance to help communities create and manage broadband programs

- **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
- **Local and Tribal Government Toolkits:** In the coming months, NTIA plans to release toolkits aimed at supporting local and tribal governments as they develop broadband programs



Contact BroadbandUSA to learn more about how to enhance your community with broadband

- Email Us: broadbandusa@ntia.doc.gov
- Call Us: 202-482-2048
- Visit Our Website: www.ntia.doc.gov/broadbandusa



Questions

