



# BROADBANDUSA: COMMUNITY CONNECTIVITY ASSESSMENT

## What is BroadbandUSA's Community Connectivity Assessment?

Communities across America are working to ensure that they have the broadband connectivity needed to drive economic development, expand educational opportunities, improve government services, and strengthen local – and global – connections.

BroadbandUSA strives to advance broadband infrastructure deployment, improve digital inclusion and strengthen broadband policies. BroadbandUSA worked hand-in-hand with hundreds of state and local broadband leaders, industry and nonprofits to develop the BroadbandUSA Community Connectivity Assessment – a planning tool designed to bring more resources to local efforts. The assessment is BroadbandUSA's newest tool designed to help communities:

- + **Speed Planning:** Assist state and local leaders to prioritize broadband goals and take action.
- + **Support Collaboration:** Encourage local leaders to engage with industry, public and non-profit stakeholders, by offering a robust assessment structure and platform to support that collaboration.
- + **Leverage data:** Provide a localized presentation of national datasets so that leaders have the information they need when they need it.
- + **Accelerate Outcomes:** Provide a single source with valuable community and broadband data and links to an extensive library of broadband resources.
- + **Reduce Barriers:** Helps state and local leaders identify and address policy barriers to encourage private investment and improve individual digital skills and access to devices.

## What is Included in the Community Connectivity Assessment?



## About BroadbandUSA

National Telecommunications and Information Administration's (NTIA) BroadbandUSA program provides assistance to state and local governments, industry and non-profits that want to expand broadband infrastructure and promote digital inclusion. BroadbandUSA offers technical assistance services that are driven by the needs and interests of state and local broadband leaders, focusing on supporting planning, funding, and implementing local broadband programs.

BroadbandUSA also provides solution-neutral guides and tools that provide communities with self-help options, as well as regional workshops that bring local stakeholders together. These efforts arm state and local leaders with information to make key decisions, guidance on how to use broadband to meet their community's needs, and connections to federal, state and industry stakeholders to advance their overarching goals such as economic development, education, healthcare and public safety.

## About NTIA

NTIA, an agency within the U.S. Department of Commerce, is the Executive Branch agency principally responsible for advising the President on telecommunications and information policy issues.

NTIA's programs and policymaking focus largely on expanding broadband 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.

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# The BroadbandUSA Community Connectivity Framework

The Assessment is composed of 12 planning modules. Modules include localized data from national sources and prompts designed to facilitate deep conversations about broadband infrastructure and availability; broadband adoption and digital skills; and community priorities and leadership. The resulting report integrates national data with local wisdom and links to relevant resources to help support local action.

Local planning teams or individuals can explore all or some of the modules and can re-assess every year or two as technology requirements and local priorities evolve. The BroadbandUSA Community Connectivity Framework spans three key areas for broadband leaders to explore: access, adoption and community.

## Access – Broadband Infrastructure and Availability

- + **Broadband Access:** What broadband services are available in your locality (e.g., wireline and fixed mobile)?
- + **Mobile Access:** What cellular technology and coverage is available in your area?
- + **Provider Engagement:** Are there opportunities to further strengthen partnerships with existing and new service providers?
- + **Public Assets:** How do local policies support the use of public assets, enhance advanced telecommunications, and serve the public good?

## Adoption – Digital Inclusion and Workforce Skills

- + **Adoption and Use:** Who is using the Internet? Are there digital divides?
- + **Digital Inclusion:** What proactive measures are you taking to ensure digital equity?
- + **Digital Skills:** Do programs provide a ladder for residents to gain digital proficiencies - from basics to coding?
- + **Device Ownership:** Do people have access to the devices they need to learn, create and participate?

## Community – Leadership and Context

- + **Leadership:** How is your community organized to take action and improve broadband?
- + **Community Priorities:** What issues draw us to take action to improve broadband?
- + **Stakeholder Engagement:** Who are your stakeholders? Which stakeholders have interest or influence on your broadband project?
- + **Policy Environment:** Are there regional or state resources or regulations that impact local planning and investment?

## Other Resources

### BroadbandUSA's Broadband Adoption Toolkit

Improve broadband adoption using a toolkit of field-tested examples.

<http://go.usa.gov/c8Bvh>

### BroadbandUSA's Guide to Public-Private Partnerships

Models for combining public and private resources.

<http://go.usa.gov/c8BGT>

### BroadbandUSA's Guide to Federal Funding of Broadband Projects

Federal funding for broadband planning and digital inclusion projects and infrastructure.

<http://go.usa.gov/c8BG9>

### BroadbandUSA's Planning A Community Broadband Roadmap

Six essential steps to planning your broadband projects.

<http://go.usa.gov/xkpwV>

### BroadbandUSA's Guide to Stakeholder Engagement

Learn how to effectively engage stakeholders to enhance your broadband initiatives.

<http://go.usa.gov/xkpwmm>

### BroadbandUSA's Smart Communities Toolkit

Plan and create effective partnerships to enhance Smart application initiatives

<http://go.usa.gov/x8DMn>

### Connecting America's Communities Map

Interactive map of assets funded by the Broadband Technology Opportunities Program (BTOP).

<http://go.usa.gov/c8BfR>

