



BroadbandUSA Connectivity Assessment Tool - Overview

BROADBANDUSA
CONNECTING AMERICA'S COMMUNITIES

Summer 2017

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Outline

- NTIA Update
- Partner comments
- Beta operations
- Q and A

Values

- Leverage
- Learn
- Deliver
- Progress

Vision

- Accelerate community broadband planning, action, and progress.
 - ✓ Better outcomes in less time
 - ✓ Engage more communities
 - ✓ Increase resource relevance & usability
- Advance broadband access, improve adoption, strengthen policies



Get Started



Framework



Assessment



Action Report



Resources

BroadbandUSA Connectivity Assessment Tool

Process

- 800+ stakeholders consulted
- 12 measurement programs incorporated
- 8 systems change models reviewed

Result

- Community Connectivity Framework
- Online assessment tool
- Platform for additional tools

Value

- Structured Planning
- National data
- Collaboration tool
- Flexible path
- Support for action

Broadband is important to my community* because ...

- Economic development
- Work at home
- Attracting businesses
- Business diversification
- Real estate value
- Seasonable rental
- Expanding the season
- Internet is a rental requirement
- Public safety
- Aging in place
- Broadband is an expectation – including speed and reliability
- Attracting young families
- School work and education
- Community sustainability
- Connecting communities to each other
- For island communities, broadband is comparable to the ferry
- Keeping up with other communities

*Maine Community Workshop January 2017

"The problem is that we are good enough and good enough isn't going to be good enough any more."

In order to improve broadband in our community, we need...

- Open and creative approach to creating partnerships
- Public private partners will crack the code
- Reframe the conversation. Broadband IS infrastructure and requires investment
- More, faster, cheaper, and reliable
- Increased education and awareness
- Information, facts and option
- Lower cost solutions – e.g. fiber and wireless
- Help building better business cases; how do we shift the economics
- Leverage school and library connections to reach homes and businesses
- Help reaching small population areas

*Maine Community Workshop January 2017 *“A high fiber diet is healthy for the community.”*

Co-Design Principles – What we have heard from you.

- Encourage robust conversations
- Fall to local
- Bias for action
- Go deep
- Support flexible paths
- Facilitate partnership
- Encourage continuous improvement
- Surface relevant resources

BroadbandUSA Connectivity Assessment Tool

- Three sectors
- 12 modules
- ~160 questions
- Localized data from U.S Census, NTIA Digital Nation, FCC 477
- Action reports
- Recommended resources



Access – Broadband Infrastructure and Availability

- **Broadband Access:** What wireline and fixed wireless broadband services are available in your area?
- **Mobile Access:** What cellular coverage and technology 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?
- **Devices:** Do people have access to the devices they need to learn, create and participate?

Community – Leadership and Context

- **Leadership:** Who are the broadband champions in your locality?
- **Community Priorities:** What issues draw us to take action to improve broadband?
- **Stakeholder Engagement:** How are you engaging stakeholders that can bring interest, influence, or support to local broadband initiatives?
- **Policy Environment:** Are there regional or state resources or regulations that impact local planning and investment?

What you'll Find in Each Module

Assessment Scope

- National data
- Prompts
- Responses (local insights)
- Team responses
- Summary reports
- Resource recommendations*

*under development

Types of Prompts

- Informational
- Scale
- Scope
- Narrative
- Links to local resources
- Links to share
- Plus a few others...

What's in a Module?



**Provider
Partnerships**

- *Are there opportunities to further strengthen partnerships with existing or new service providers?*
- Data: Providers offering residential broadband services in locality
- Data: Providers offering business broadband services in locality
- Provider contacts and relationships
- Demand projections and aggregation
- Provider deployment plans
- Service provider agreements
- Partnership engagement self-assessment
- Partnership engagement narrative
- Partnership engagement links and resources

You are the Driver

- Complete planning process on your own schedule
- Identify your team members; updates are okay
- Select modules to complete
- Answer all questions; skip around; select scale only
- Individual responses and team responses are preserved
- Responses can be changed

- Note: Report recommendations links are under development

Target Audience: Broadband Planning Teams

Geographic communities of all types that want to improve community connectivity and digital equity

- Elected official
- City/county manager
- IT manager or staff
- Nonprofit or Government Inclusion Champion
- Citizen advocate or business leaders
- Tribal leader or IT champion
- Consumer or business owner
- Internet service provider

User Roles

- **Team Lead**

Can edit team responses; can edit and publish their own responses; can read published and team responses. Serves as the primary point of contact to NTIA.

- **Team Editor**

Can edit team responses; can edit and publish their own responses; can read published and team responses.

- **Team Contributor**

Can edit and publish their own responses; can read published and team responses.

- **Community Participant**

Can only read published and team responses.

Beta Test Objective and Scope

Objectives

- Deliver online planning tool
- Provide localized views of national data
- Test assumptions and improve
- Capture feedback to inform future work
- Identify additional opportunities to support local leaders
- Provide wrap-around services

Evaluation Scope

- User flow and process
- Assessment questions and responses
- Ease of use
- Administrative functions incl. user roles
- Training and support needs
- Recommended resources
- Reports and downloads
- Framework language and structure
- Benefit and “burden hours”
- Areas for improvement
- Additional planning support; what other tools can BBUSA create to reduce planning cost

Thank you beta test communities and partners!

15 communities; 12 users per community; 3 month beta period

AL

- Alexander City
- Selma

WA

- Stevens Co
- Lincoln Co
- White Center, King Co

ME

- Piscataquis
- Franklin Co
- Lincoln Co
- Long Island
- Swan's Island
- Vinalhaven

NCC / NDIA

- Charlotte NC
- San Antonio TX
- Louisville KY
- Kansas City MO

Partners: ConnectME, Washington State CIO's Office, Washington State Extension Services, Next Century Cities, National Digital Inclusion Alliance

For More Information

- The BroadbandUSA Connectivity Assessment Tool is the first tool in a suite of tools that NTIA [BroadbandUSA](#) is creating to support broadband and economic development.
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