What is Digital Inclusion?

Call In on 800-857-8887, Passcode 282-8165#

BroadbandUSA Webinar Series
October 19, 2016
BroadbandUSA Webinar Series

Third Wednesday of the month:

• October 19, 2016
• November 16, 2016
• December – no webinar
• January 18, 2017
Today’s Presenters

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What is Digital Inclusion?

BroadbandUSA Webinar
Dr. Roberto Gallardo
Associate Extension Professor & Leader
MSU Extension Intelligent Community Institute

@robertoge

Credit: Leela Damodaran & Wendy Olphert
MSU Extension Intelligent Community Institute

- **Mission**: help rural communities – through outreach and research – transition to a digital mindset to build prosperous, inclusive, and sustainable communities
- Part of **worldwide** network: 1 additional institutes
The Digital Economy

• This year it employs 32 million+ people than in 2010
• By 2020, will reach $6.6 trillion in G-20 economies
• Real threat to economic growth: digital divide

Source: Boston Consulting Group
Digital Age makes possible ...

- Banking/Funding
- Email
- Information
- Healthcare
- Communication
- Productivity
- Innovation/Collaboration
- Entertainment
- Education & Employment
- Commerce

Credit: Jordana Barton. Federal Reserve Bank of Dallas
Digital Divide Worldwide

*The Not So World Wide Web*
Estimated number of internet users per 100 inhabitants in 2016

- **Europe**: 79.1%
- **CIS**: 66.6%
- **Arab States**: 41.6%
- **Asia & Pacific**: 41.9%
- **The Americas**: 65.0%
- **Worldwide**: 47.1%

*CIS* stands for Commonwealth of Independent States.

*Source: International Telecommunication Union*
National Digital Inclusion Alliance

- 209 affiliated organizations
- Improve daily lives of all community members by reducing digital disparities among our neighbors.

Digital Inclusion  Digital Equity
National Digital Inclusion Alliance

Source: Interaction Institute for Social Change
County-level Digital Divide Index (DDI)

- One measure of digital divide: ranges from 0 to 100
- Digital divide more of a continuum/spectrum
- Access dataset @ ici.msucares.com/ddi
- Two components: infrastructure/adoPTION and socioeconomic

<table>
<thead>
<tr>
<th>Infrastructure/Adoption</th>
<th>Socioeconomic</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Pop. w/o access to fixed 25/3</td>
<td>% Age 65 or more</td>
</tr>
<tr>
<td>Fixed residential connections</td>
<td>% with less than high school</td>
</tr>
<tr>
<td>Average download/upload speeds</td>
<td>Individual poverty rate</td>
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</table>
County-level Digital Divide Index (DDI)
2013-2014 % Change by DDI Quartiles

- Quartile 1: 1.4
- Quartile 2: 0.7
- Quartile 3: 0.4
- Quartile 4: -0.3

Legend:
- Red: Tot. Pop.
- Gray: Ages 20-34
What is Digital Inclusion?

Questions and Comments

• Please type your questions in the Q&A box on the right of your screen.

• Slides and Transcript will be posted on the BroadbandUSA website after the webinar. [http://www2.ntia.doc.gov/](http://www2.ntia.doc.gov/)
Digital Inclusion Framework

Internet

- Network
- Device
- Content
- Applications

SERVES

USE

GOALS

Economic Mobility, Improved Education and Health, Civic and Social Engagement
Context Matters

- Enablers / Barriers
- Depends on location, demographics, etc.
- Dynamic: changes over time

Social Cultural

Digital Inclusion

Technology

Economic

Policy Political
Federal Support for Digital Inclusion

- **1995**: NTIA funded telecommunications well before, not explicitly broadband
- **2000**: ‘94-’04: NTIA Technology Opportunities Program (TOP)
- **2005**: ‘95-’07: HUD Neighborhood Networks
- **2010**: ‘97-Present: FCC E-Rate Program
- **2015**: ‘99-’04: ED CTC Grants

Other Fed programs continue to support Digital Inclusion through partnership, grant and technical assistance programs

- **1995-2000**: ‘95-Present: USDA Rural Utilities Service (Community Connect Grants)
- **2010-2015**: ‘09-’15: NTIA BTOP and SBI Grants
- **2015-Present**: ‘11-Present: FCC Connect America Fund
- **2015-Present**: ‘15-Present: NTIA BroadbandUSA
- **2015-Present**: ‘15-Present: HUD ConnectHome

Required infra to be broadband capable in 1995
Why is Digital Inclusion Planning Important?

• Defines how broadband access, adoption and use can meet community goals

• Develops a systemic approach – broadband infrastructure, access, adoption and digital skills

• Builds community support for programs and projects

• Helps you seek and justify funding and plan for sustainability
City of Seattle

Digital Equity
Providing equal access to the internet & technology.

Why is it important?
There are large disparities between economic status & internet accessibility.

Access to Information Technology
- Encourages community building & participation
- Increases employment opportunities
- Promotes life long learning
- Connects people to social services

15% of Seattle residents do not have internet access at home. 93,000 people

Seattle residents making less than $20,000 are 25% less likely to use the internet than those who make over $100,000 per year.

3 Pillars of the Action Plan
- Skills Training: Access to technology education opportunities
- Device & Technical Support: Access to working devices
- Connectivity: Access to the internet
City of Chicago

THE CITY OF CHICAGO TECHNOLOGY PLAN

Every Community a Smart Community

Ensure the full participation of all Chicago residents and businesses in the digital economy through training and engagement programs that make technology relevant, useful, and productive.
University of Wisconsin Extension

Broadband & E-Commerce Education Center

University Wisconsin-Extension
Menominee Nation
BBUSA Supports Broadband and Digital Inclusion Programs

Direct, hands-on **technical assistance** to communities interested in planning and implementing broadband and digital inclusion initiatives

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

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

**Tools and Guides** that incorporate best practices and guidance proven by BTOP, SBI and other BroadbandUSA partners
What is Digital Inclusion? Questions and Comments

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Explore the BroadbandUSA Website

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• Technical Assistance
• Publications
• Community Connectivity Initiative
• Events
A Reminder
Registration is Required for Each Webinar

• Webinars will be announced on the BroadbandUSA website, http://www2.ntia.doc.gov/ under Events.

• We are interested in your suggestions for future webinars.

• Please email your comments to:

• Lynn Chadwick, lchadwick@ntia.doc.gov
Coming Webinars from BBUSA

• November 10, 2 PM EST Community Connectivity Initiative: *Access, Assessment and Data*

• November 16, 2 PM EST BroadbandUSA Monthly Webinar Series: *How Does Broadband Contribute to Economic Development?*

Registration information for these webinars is at [http://www2.ntia.doc.gov/](http://www2.ntia.doc.gov/) under *Events*
Producing Today’s Webinar

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Thank you for attending this webinar
Tune in again
November 16th  2pm Eastern
http://www2.ntia.doc.gov/