



BROADBANDUSA

Community Connectivity Initiative Overview, Update, and Invitation to Collaborate

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Webinar Objectives

- Introduce the Community Connectivity Initiative
 - Mission and Audience
 - Program components
 - Planning framework
 - Assessment design principles
- Invite feedback and improvements
- Identify additional ways to participate

Values

- Leverage
- Learn
- Improve
- Engage
- Deliver
- Progress

Vision

- Accelerate community broadband planning, action, and progress.
 - ✓ Better outcomes in less time.

“Access to high-speed broadband is no longer a luxury; it is a necessity for American families, businesses, and consumers... [and] critical to U.S. economic growth and competitiveness.”
President Barack Obama

Audience

- Geographic communities of all types that want to improve community connectivity and digital equity (access, adoption, policies and use):
 - “Pre-flight” – *“Where do I start?”*
 - “In-flight” – *“What tools and resources will help us stay ahead of technology curves and get better outcomes with less effort?”*
 - Organizational Partner – *“How can my organization provide greater value to members that care about community connectivity and digital equity?”*

Program Components



“Pre-flight”
Checklist



Planning
Framework



Online
Assessment



Action
Report



Tools &
Resources

Supporting Conversations, Accelerating Local Action

Convene



Planning Framework

Supports local conversations about broadband access, adoption, policies, and use.

Assess



Online Assessment

Supports community leaders as they map local assets and collaborate on priorities.

Act



Report & Recommendations

Identifies possible next steps and builds case for investment and action.

Strategies

“Pre-flight”
Check List



Planning
Framework



Online
Assessment



Action
Reports



Tools and
Resources



- Provides starting point for community leaders
- Provides local snapshot of national data
- Structures and broadens local discussions
- Encourages cross-sector engagement
- Identifies additional assets and policy levers
- Promotes deep community conversations
- Turns data into information
- Helps build case for action
- Aligns broadband assets and gaps with community priorities and available resources
- Brings tools and resources into view
- Provides structure to attract new investments
- Creates common measures for assessment, research, and policy

Tool: Pre-flight Check-list



- Community priorities worksheet
- Community stakeholders worksheet
- Community profile
- Local view of national data sets
- *Why is broadband important here?*
- *Who needs to be at the table?*
- *How do we define our community?*
- *What can we learn from national data about broadband and community*

Planning Framework



Policy and Partnerships (POLICY)	
1	Leadership
2	Partnerships
2	Use of Public Assets
Access and Assets (ACCESS)	
4	Fixed Broadband Access
5	Mobile Broadband Access
6	Community Assets
Inclusion and Skills (ADOPTION)	
7	Broadband Use
8	Digital Inclusion
9	Digital Skills

Timeline

1Q16

- Formal stakeholder and partner engagement
- Evaluate and incorporate existing frameworks (many)
- Reviewed large scale change programs (8)

2Q16

- Engage stakeholders to design and refine framework
- Contract development/design: Technology Transfer Services
- Collaborate on assessment design

3Q16

- Iterate on assessment design and use models
- Identify data sources, interfaces, visualizations
- Articulate user scenarios; identify needed support

4Q16

- Launch online assessment tool
- Beta test tool, indicators and report
- User test online assessment tools

1Q17

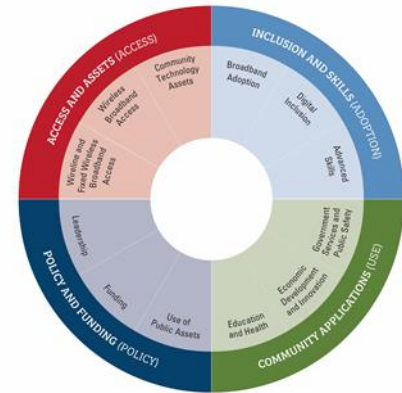
- Develop training materials
- Evaluate assessment and refine
- Expand roll out; marketing and outreach

BroadbandUSA: Committed to Collaboration

- **NTIA's Commitment:** Facilitate engagement and implementation. Develop online assessment tool. Leverage existing federal resources to support community broadband projects.
- **Ways to Collaborate:**
 - **Design:** Provide input on program elements, framework, indicators, assessment design, recommendations, evaluation, and tools. Pilot online tools and share insights.
 - **Scale:** Provide communications channels to engage members. Create structure and content for national community of practice.
 - **Support:** Provide funding or other resources to further support local communities or engage organizations.

Design Principles

- Engage and collaborate
- Progressive; not prescriptive
- Neutral on technology and business model
- Relevant for different community types and sizes
- Balance aspiration with practicality
- Leverage existing data sources
- Flexible assessment and engagement paths
- Cultivate then prune



Vision: Accelerate community broadband planning, action, and progress. Better outcomes in less time.



“Pre-flight”
Checklist



Planning
Framework



Online
Assessment



Action
Report



Tools &
Resources



Exercise: Advancing Community Connectivity Vision, Strategies, Benefits, Imperatives



Advancing Community Connectivity Vision, Strategies, Benefits, Imperatives

- Discussion questions
 - Do the program components (framework, assessment, tools) make sense?
 - Do they resonate as starting points for solving the problems you see?
 - How will they make your job easier?
 - What is missing from this model of change?



Community Connectivity Framework



Refine and Improve Strategic Planning Framework

- Discussion Questions
 - Have we covered the elements that are important to community broadband? What is missing?
 - Are the topics organized appropriately?



Federal Register Request for Comments

- **Request for Comments on the Proposed Framework for the Community Connectivity Self-Assessment Tool**
- <https://www.ntia.doc.gov/federal-register-notice/2016/rfc-framework-cci-selfassessment-tool>
- Issued: June 28, 2016
- Comments due: August 29, 2016



Community Connectivity Webinar Series

July 14	Framework and assessment design discussion*
Aug. 11	User scenarios*
Sept. 8	Recommendations discussion*
Oct. 13	User support requirements*
Nov. 10	Evaluation discussion *
Dec. 8	Training requirements*
Jan. 12	Roll out timeline*
Feb. 9	Communication discussion*
March 9	Next steps discussion*

- All webinars will start with a 15-20 minutes overview and update
- Register at <https://attendee.gotowebinar.com/rt/8438943433992339460>

For More Information

- The Community Connectivity Initiative is part of NTIA's [BroadbandUSA](#) Program and part of the [Broadband Opportunity Council Report](#)
- BroadbandUSA [Community Connectivity Initiative](#) and [blog](#): “NTIA Launches Community Connectivity Initiative with Backing from Major Community Groups”
- Email BroadbandUSA@ntia.doc.gov or call or write:
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