



BROADBANDUSA

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Organization:	Toledo Telephone Company, Inc.
Project Name:	Toledo/Cowlitz Broadband Initiative
Project Type:	Sustainable Broadband Adoption
State:	Washington
Federal Award:	\$2,108,475

ABOUT THE PROJECT

According to **Toledo Telephone**, fewer than 50 percent of households in its service area and fewer than 20 percent of the neighboring tribal area subscribe to broadband, and the region has a population that is disproportionately low-income, unemployed, under-educated, and older. The company proposes to increase broadband adoption and economic opportunities in the region by partnering with the Cowlitz Tribe to provide equipment, expand its existing network, and provide education relevant to the Lewis County community and tribal members. Participants will complete a training curriculum to qualify for a subsidized computer that would be provided "on loan" until the end of the two-year training period.

To more fully address root causes of the lack of broadband adoption in the area, Toledo Telephone would offer discounted broadband to enable participants to become home subscribers. The project plans to partner with established institutions in the tribal community, furthering adoption and increasing the program's effectiveness.

The Toledo/Cowlitz Broadband Initiative also proposes to:

- Encourage broadband subscribership and train approximately 750 residents over the life of the project, offering approximately 30,000 hours of teacher-led training. Training will focus on basic computer literacy and job searching skills.
- Engage the community with direct mail, signage in tribal buildings, ads in tribal newsletters, and printed literature, as well as general outreach activities including door outreach, newspaper ads, and a refer-a-friend program.
- Leverage its existing 24/7 customer support, network operations, maintenance, and technical support for its customers.

ORGANIZATION'S HISTORY

Toledo Telephone Company is a Certified Incumbent Local Exchange Carrier that has served the community of Toledo, Washington since 1938. Toledo Telephone has been family owned and operated since its founding, and has as its mission serving as a community-oriented company with a deep involvement in local activities designed to make Toledo a great place to live and work.

PROJECT PARTNERS

- Cowlitz Indian Tribal Housing
- Cowlitz Indian Tribal Transit Authority

Data provided in the project description is based on information supplied by the applicant. An executive summary of this application can be found on www.ntia.doc.gov/broadbandusa.

For press-related inquiries, contact 202-482-7002 or press@ntia.doc.gov. For the general public, contact BTOP@ntia.doc.gov.

Made possible by the Broadband Technology Opportunities Program

Funded by the American Recovery and Reinvestment Act of 2009

