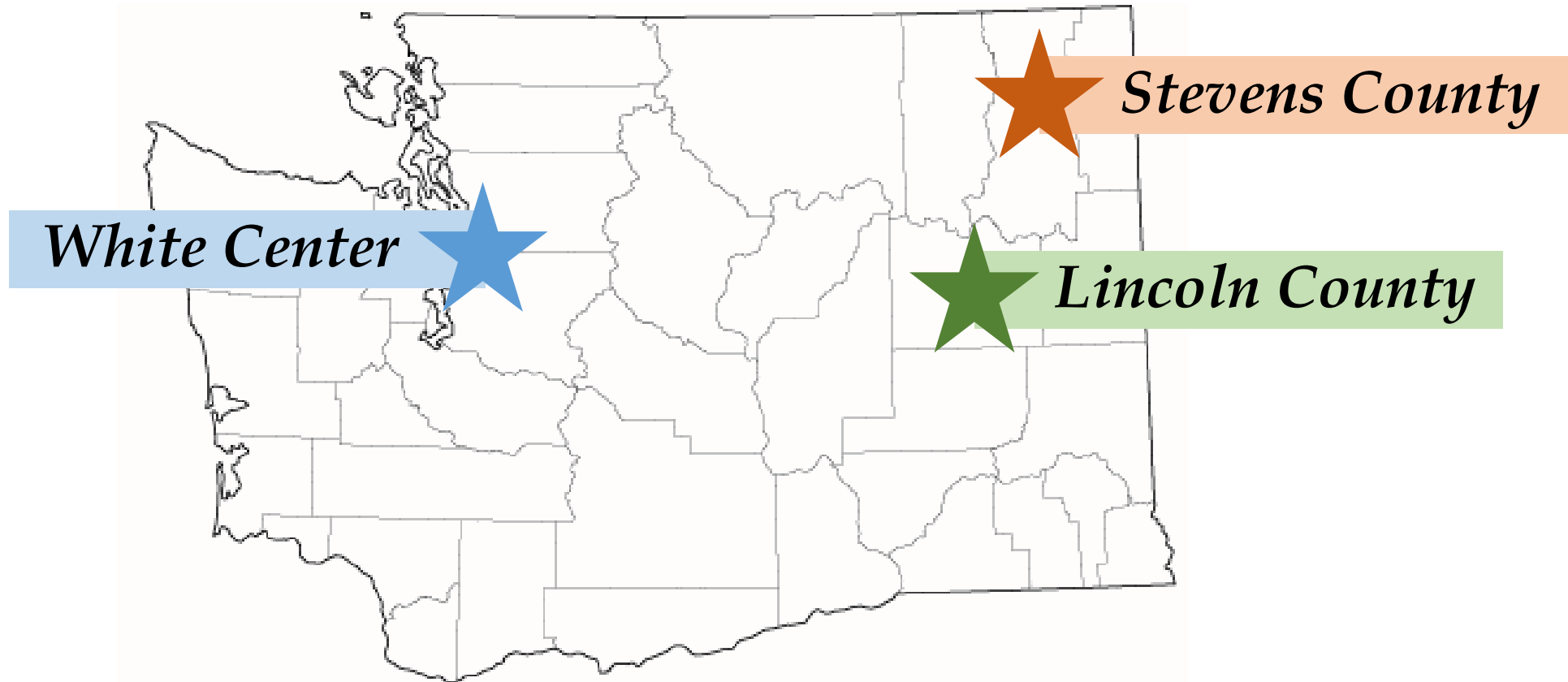


# Quest for Broadband: *Lessons Learned*



# Quest for Broadband:

## *Lessons Learned*





# *BroadbandUSA: Karen Perry*

NTIA's programs and policymaking focus:

- Expanding broadband Internet 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.



# Broadband Planning Approach

Accelerate community broadband planning, action, and progress.

- ✓ Comprehensive planning framework
- ✓ Leverages national data and local insight
- ✓ Documents current assessment; future goals
- ✓ Builds the case for investment



**Quick Start**



**Framework**



**Online Assessment**



**Action Report**



**Resources**

# Framework

- 3 Sectors
- 12 Modules
- National data
- Local insight





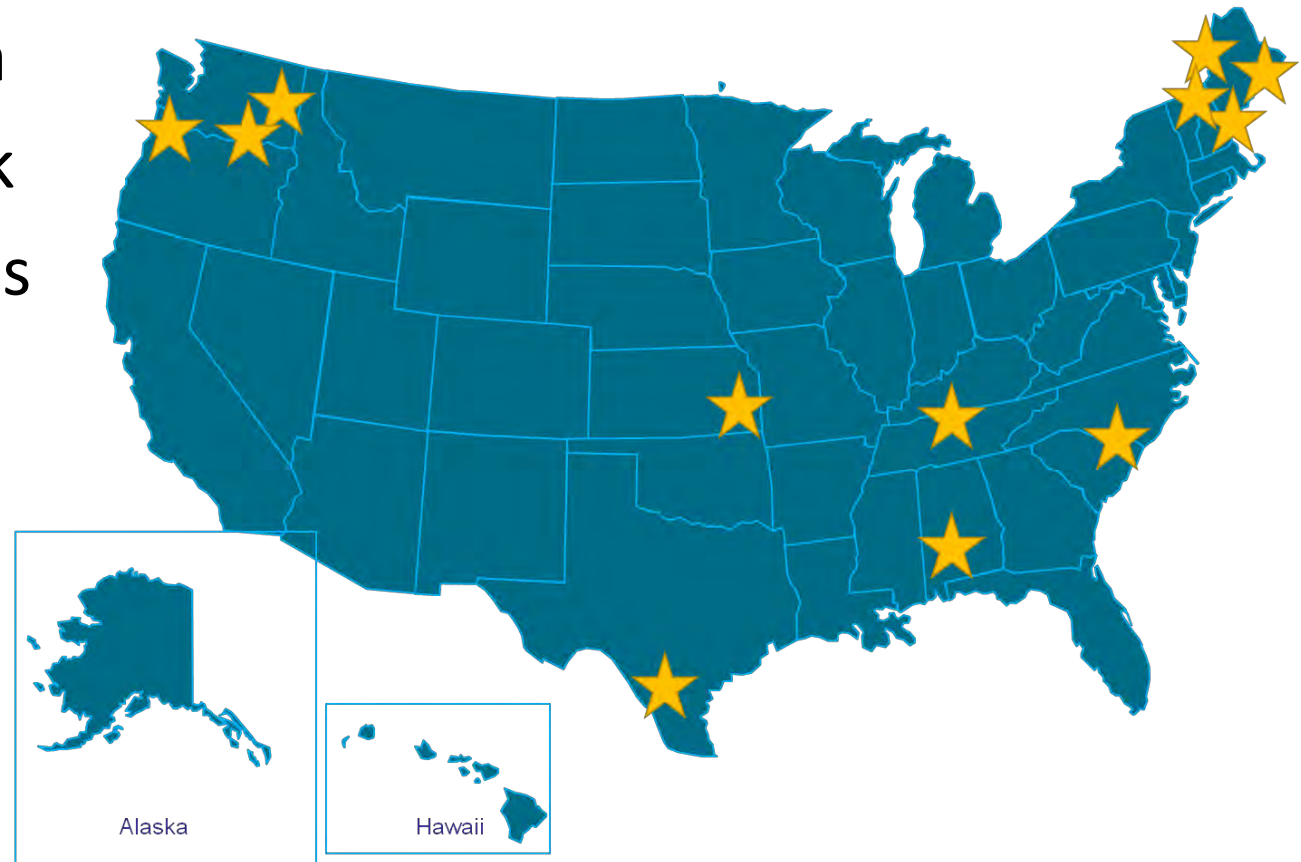
# Beta Insights (preliminary)

## Pros

- Local-view of national data
- Comprehensive framework
- Brings in stakeholder voices
- Documents plans

## Cons

- User registration
- User interface
- Timing



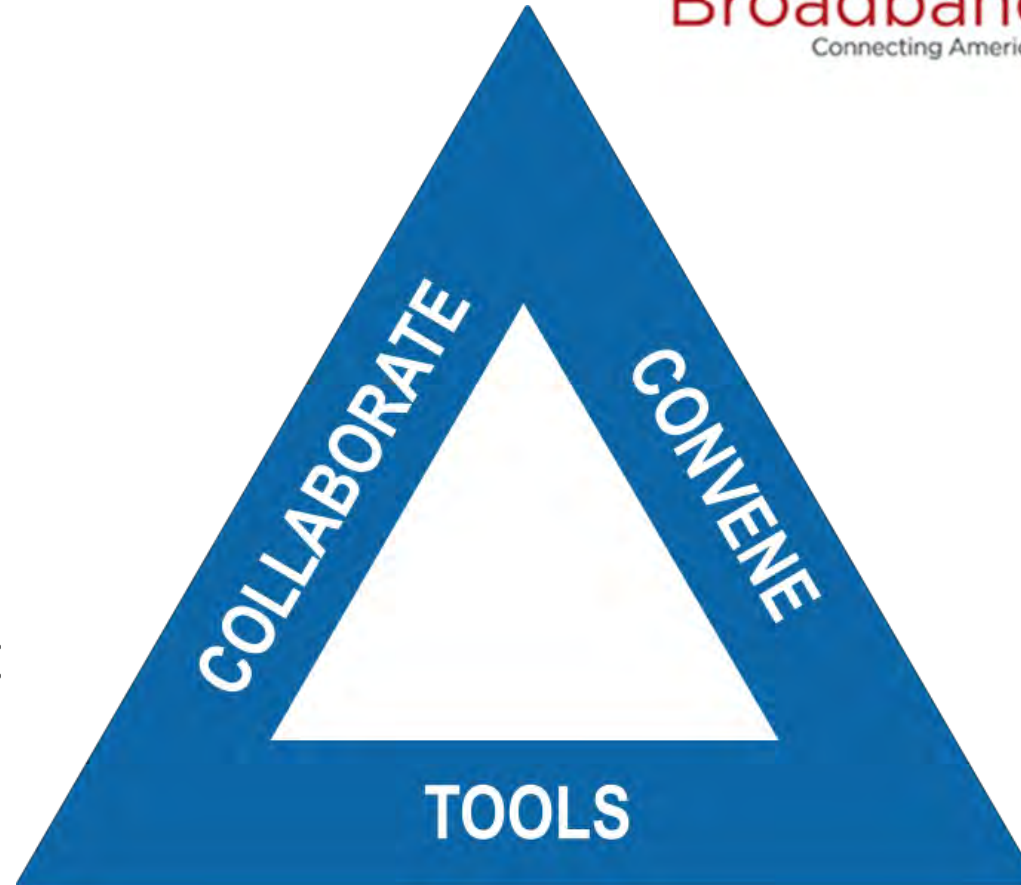
# Next Steps - TBD

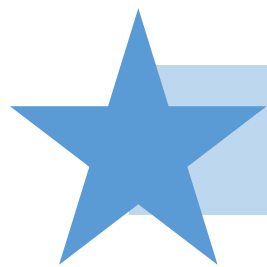
## Next Steps

- Beta analysis and findings
- Reports for all teams
- Debrief meetings
- Technical assistance

## Possibilities

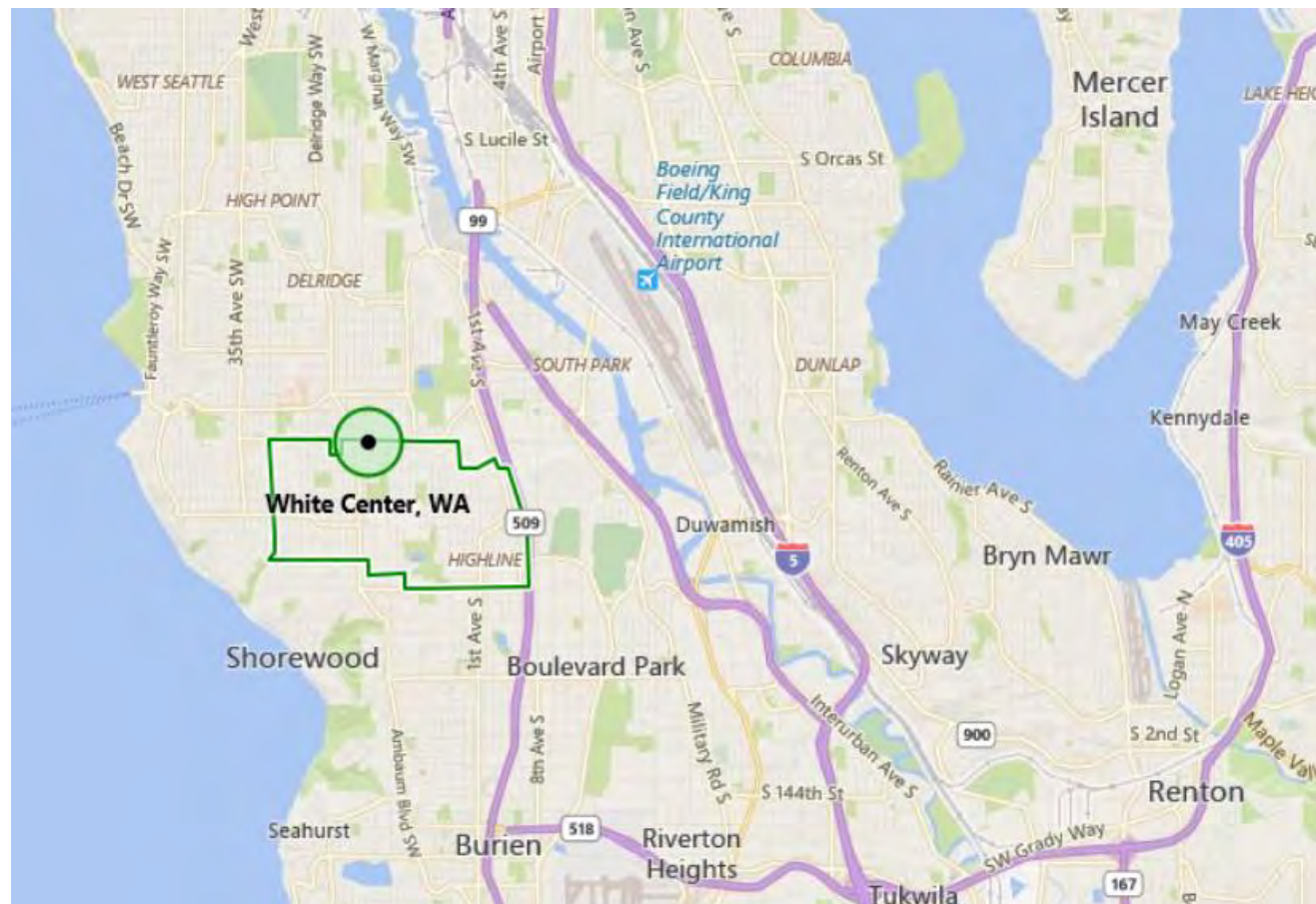
- Collaborative development
- Data engine
- Workshops



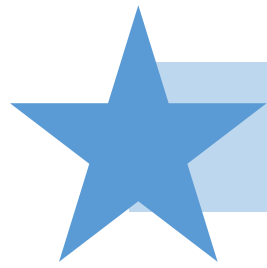


# *White Center: community selection*

- King County's ESJ Strategic Plan
- Our Community of Opportunity
- Digital Equity
- White Center

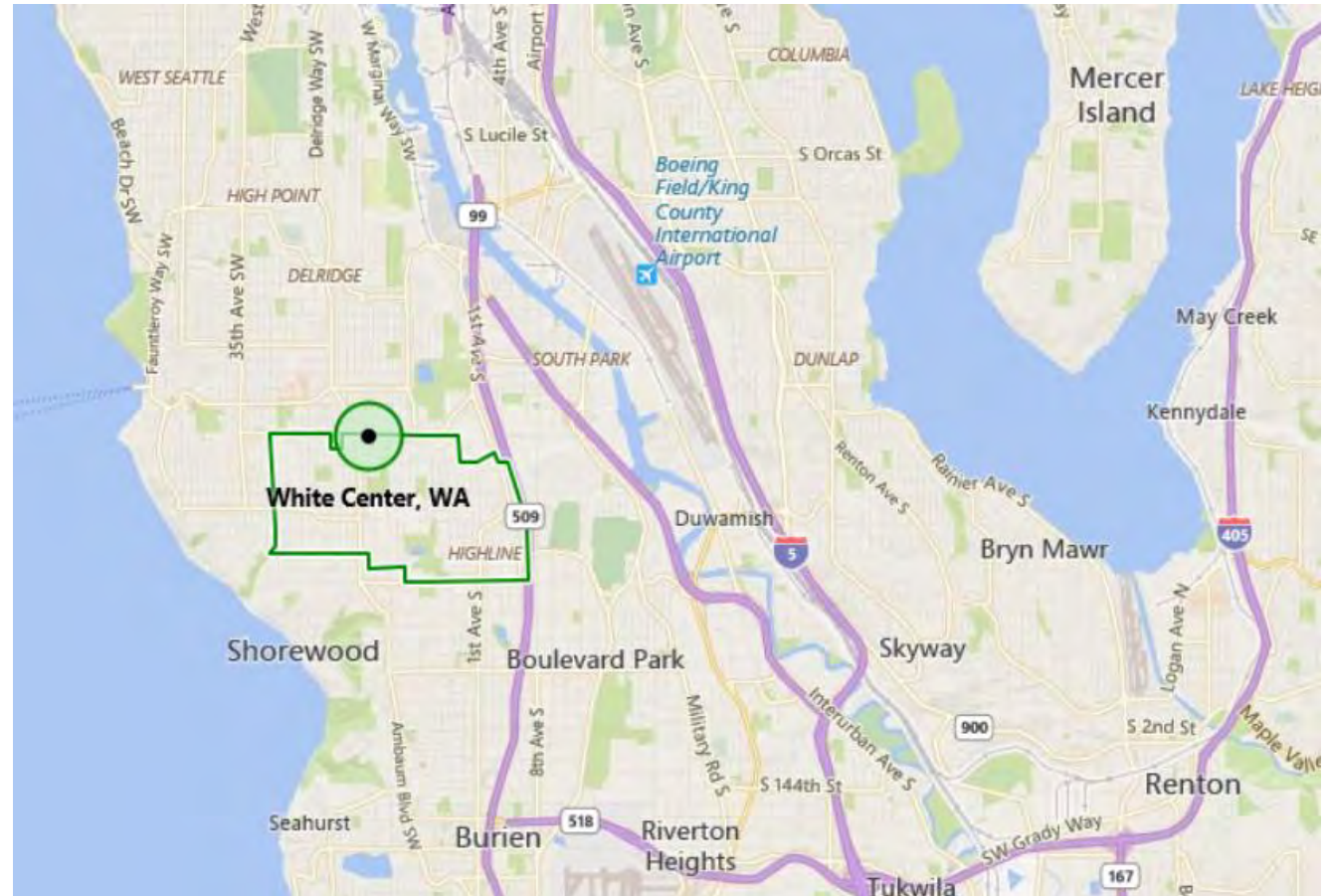






# *White Center: approach*

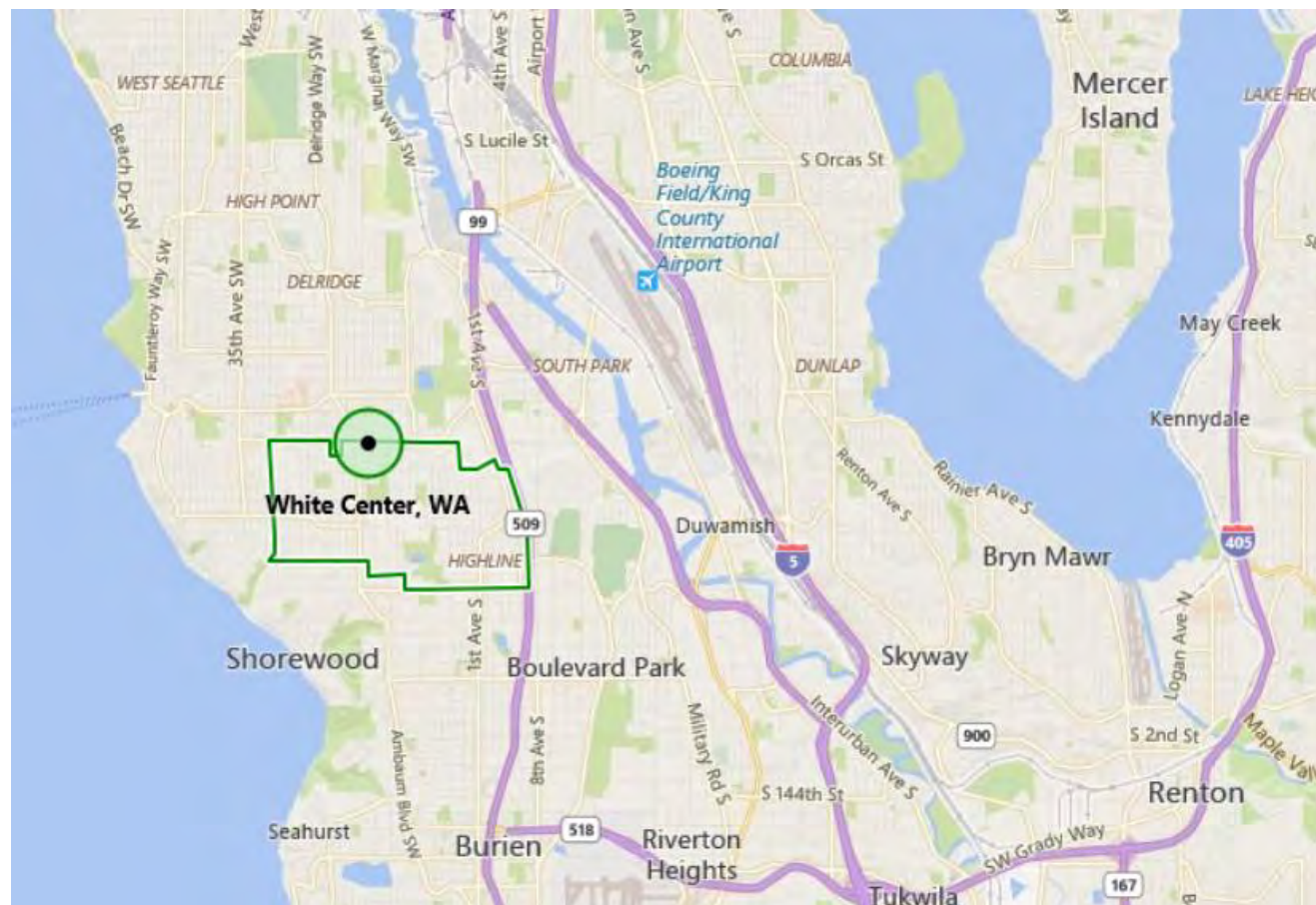
- New team
- [King County's Community Engagement Guide](#)
- Internal expertise – our INET team
- BCAT questions

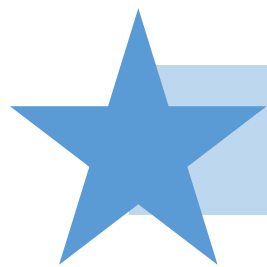




# *White Center:* lessons learned

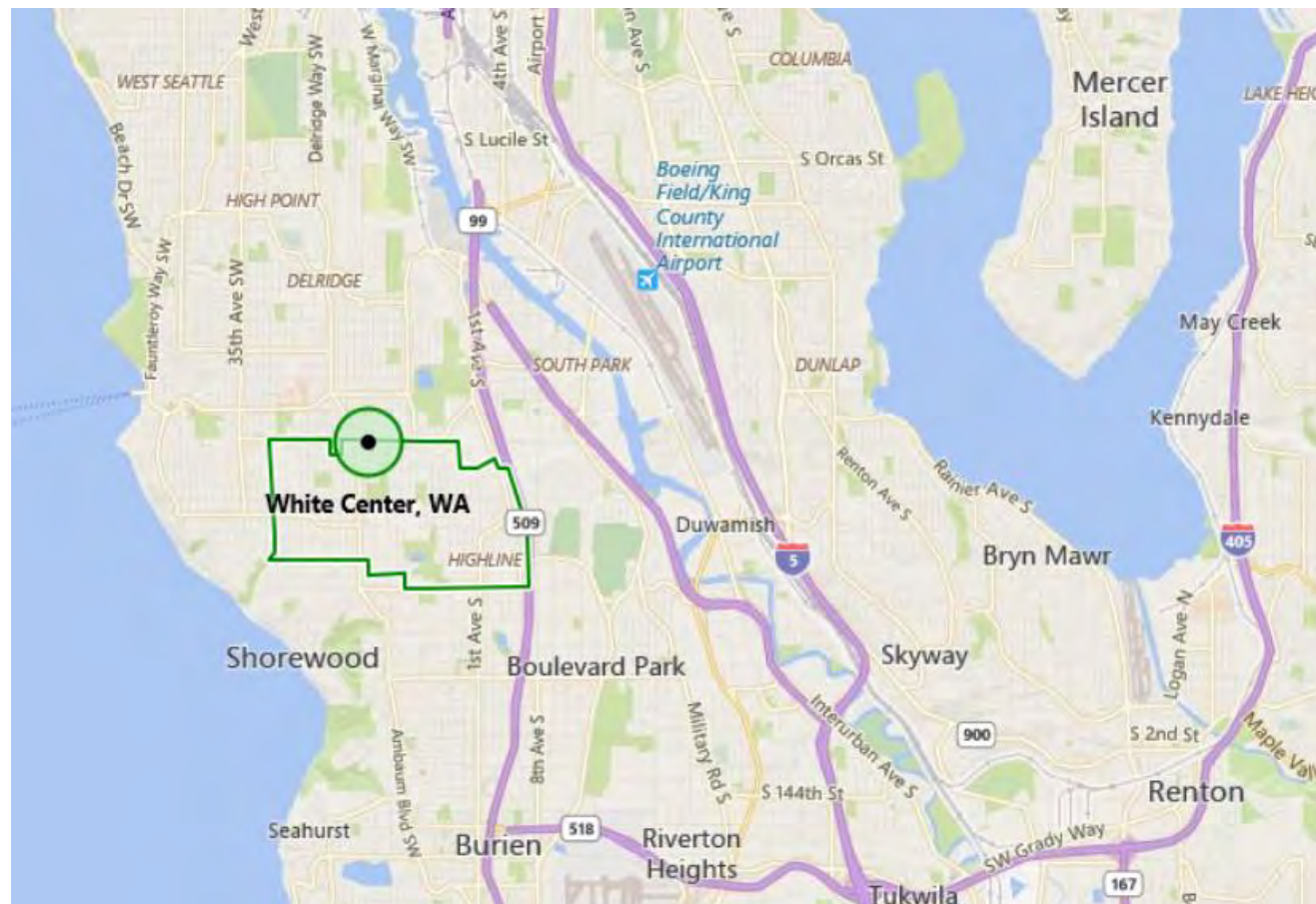
- It was nice to access the national data
- Required work
- Shared values
- Share knowledge & resource
- Our role





## *White Center:* advice for others

- Build authentic relationship
- Engagement motivated participation
- Targeted question








# *Stevens County:*

- Northeast Eastern Washington (north of Spokane)
- 44,429 / 2,477 sq. miles = 17.6 people per sq. mile
- Six cities and towns
- Geography challenges with rivers, mountains, and forested land





**Stevens County**

# **Broadband Action Team (BAT)**

## **Wildland Fires of 2015 Spark a New Passion for Broadband**

### **Community and Business:**

- BAT Coordinator
- WSU Extension
- School Districts
- Library
- Economic Development
- Health Care
- Spokane Tribe

### **County Departments:**

- Emergency Management
- Information Systems
- Fire Districts

### **Elected Officials:**

- Commissioners
- City (Mayors/Council)
- State
- Federal





## *Stevens County: BCAT results*

- Gave us new questions
- Found new resources and “broadband friends”
- Strengthened relationships and trust
- Created a common language and document





# *Stevens County: mapping challenges*

Stevens County is collecting information from residents about broadband experiences across the county. To contribute, please answer the following questions and then take our Broadband Speed Test:

\* Who is your Internet Service Provider?

If your ISP is not listed, please enter it here:

\* How do you connect to the Internet?

\* How much do you pay, per month?

What is your advertised download speed?

What is your advertised upload speed?

\* ☐ I understand that the data collected from this test will be anonymized and aggregated for publication to the Stevens County Broadband Map, and may be published to regional and/or Washington state open data sites.



**Browse the Broadband Map**



**Learn More**



## *Stevens County: local options*



The geeky, techie version of the home and garden show to learn about broadband and technology for your home or business.







# *Stevens County: adoption*



**Test drive an  
Internet device!**



# Benefits and Advice

- Value of a local broadband team
- A robust planning framework helps guide the process
- Increases local participation
- Expands local, state and national broadband knowledge
- Builds local broadband capacity
- Builds the case for investment
- Other?





## *Lincoln County: Margie Hall (in spirit)*



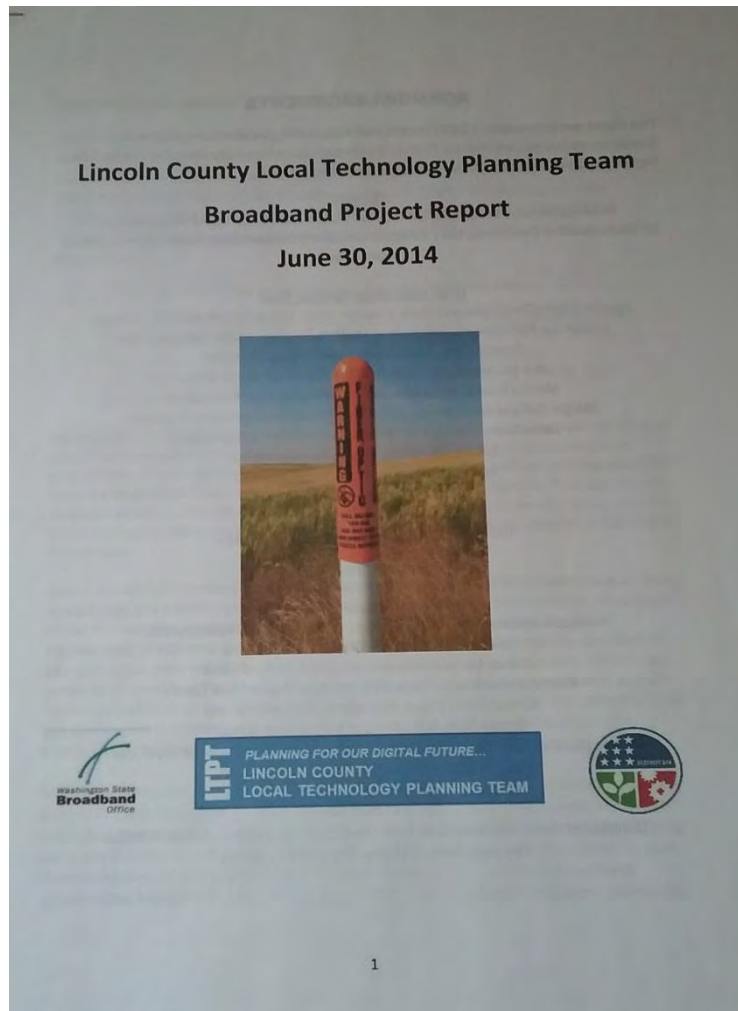
- Located in Eastern Washington between Spokane & Grant Counties
- 10,700 / 2,311 sq. miles = 4.6 people per sq. mile
- 50% Incorporated & 50% Unincorporated
- 73% of land is in agricultural production & wheat is king



# Why did we volunteer for the BCAT Project?

Local Technology Planning Team grant goals:

- Inventory existing infrastructure
- Assess current & potential future access and use
- Evaluate the county's PUD as a middle mile service provider



# How we approached the BCAT Project



Team included representatives from:

- Economic Development Council
- Agriculture
- County Government
- Larger Cities (largest is 1,700)
- Small Cities (smallest is 225)
- Local Independent Providers
- K-12 Education
- Office of Chief Information Officer
- WSU Extension, Digital Initiatives

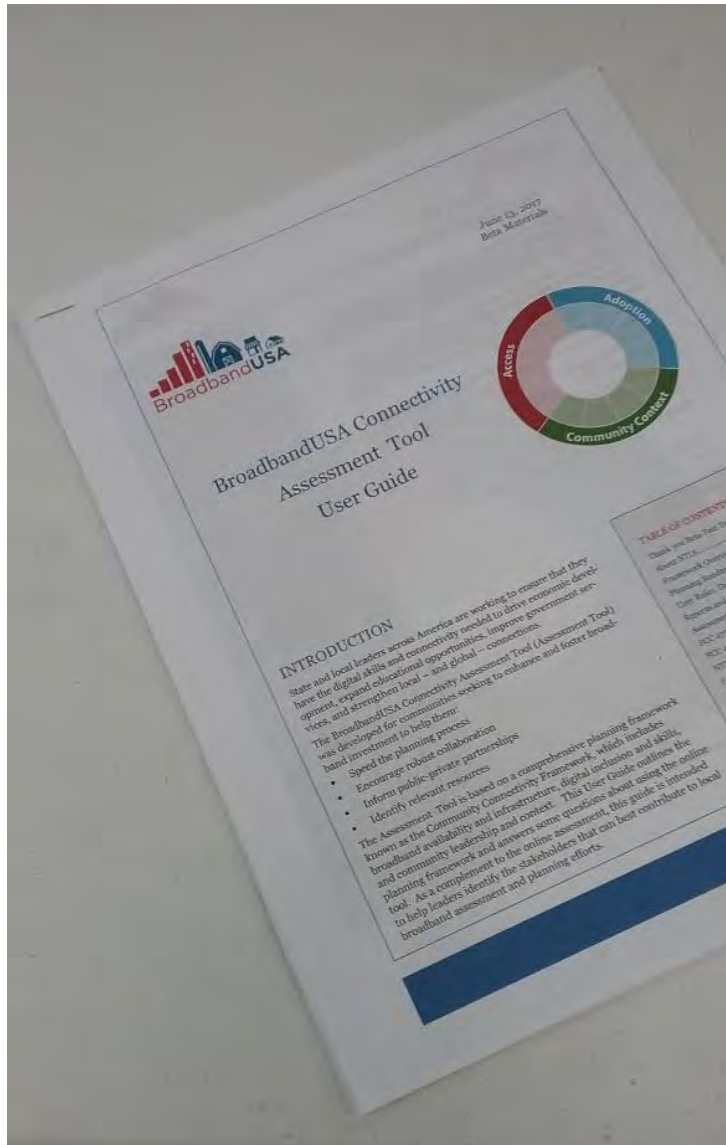
# Results

- Satisfied with results
- New insights and information
- Newly identified gaps to address
- Access to technical assistance
- Building new relationships

Questions? Contact Lincoln County

EDC Director Margie Hall

Margie@LincolnEDC.org / 509-368-7085



# Who to call?

National Telecommunications and Information Administration's (NTIA) BroadbandUSA program:

**Laura Spining**

[lspring@ntia.doc.gov](mailto:lspring@ntia.doc.gov)

(202) 579-6011 mobile

(202) 482-5637 DC office

**Karen Archer Perry**

[KPerry@ntia.doc.gov](mailto:KPerry@ntia.doc.gov)

(206) 861-6043 mobile

(206) 420-1772 Seattle office

[www.ntia.doc.gov/broadbandusa](http://www.ntia.doc.gov/broadbandusa)