

# READYING IDAHO'S RURAL COMMUNITIES TO CAPTURE THE BENEFITS OF DIGITALIZATION







### Shop the MODERN Way



### from your easy chair

That's the modern way to shop. judge—to make your own comcatalog—"The Thrift Book of a porch. Nation"—away from the fuss Our new Fall and Winter

value and saving. You are the coupon today.

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\$1.10 MADE OF STRIPED TENN

#### SEARS, ROEBUCK and CO.

### 150 YEARS AGO WAS THE TRAIN























### TODAY IS BROADBAND





### from your easy chair

catalog—"The Thrift Book of a porch. Nation"—away from the fuss Our new Fall and Winter

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A beautiful kit created by one of our top influencers

Brianna Taylor. The kit comes with sunglasses, nail polish, fragrance, eye cream and a mixtape.







# RAMÓN HOBDEY-SÁNCHEZ

STATE BROADBAND
PROGRAM MANAGER





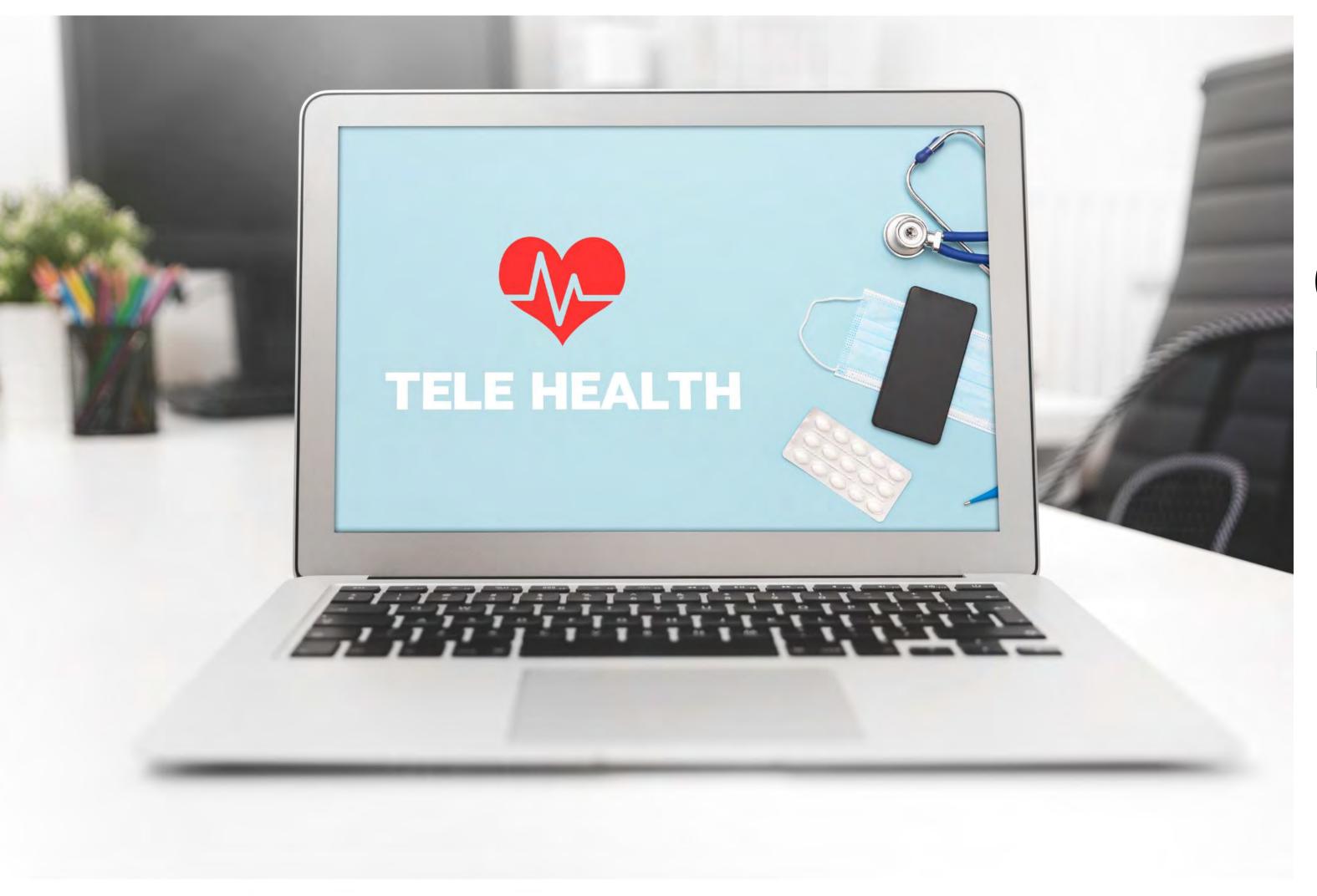
# STEPHANIE BAILEY-WHITE STATE LIBRARIAN





# DIGITALIZATION EMPOWERS, DIGITALIZATION DIVIDES





# BUILDING FROM COMMUNITY NED

NEEDS ASSESSMENT

# DIGITAL ACCESS / INCLUSION

# Digital Access Workbook



Serves to help communities form action groups and develop plans. It focuses on resources and data for broadband access, digital skills programming, and internet-enabled devices.



### Five Elements of Digital Inclusion:



- affordable, robust broadband internet service;
- internet-enabled devices that meet the needs of the user;
- access to digital skills training;
- quality technical support;
- accessible apps and online content



# DIGITAL ACCESS / INCLUSION

# GANETIME

Category	A (1 Token)	B (2 Tokens)	C (3 Tokens)
Internet ©	No access to Wi-Fi at home. Mobile plan with limited data.	Mobile plan with limited data. Wi-Fi allows limited browsing, but you cannot stream high-quality videos at home.	Home broadband speeds allow unlimited browsing – mobile plan with unlimited data.
Devices	Flip phone. No smartphones, tablets, or computers. No internet access on the flip phone and no camera.	Adults have a smartphone. Schools provide a Chromebook to students for homework.	There are smartphones, e-Readers, a smart TV, and laptops for everyone.
Digital Skills	You have never sent an email. You don't use the internet to work or connect with others.	You send and receive emails. You use the internet a little, but you don't know how to be safe online.	You can use multiple email tools. You know how to interact safely online and use the internet frequently.
Technical Support	No access – you pay to replace your device(s) when something goes wrong.	You rely on friends, family, and internet searches for tech support.	You have a full suite of tech support and insurance.
Digital Content	You can borrow DVDs and books from the library, but the only digital content is eBooks.	You have one online subscription to a steaming service. You have no other subscriptions.	You have a full suite of subscriptions from streaming services to music to books.



### COVERED Populations

# DAAIPlan

DIGITAL ACCESS FOR ALL IDAHOANS (DAAI) PLAN

The covered populations the plan must address include:

low-income households, aging individuals, incarcerated and recently incarcerated individuals, veterans, individuals with disabilities, individuals with a language barrier, individuals who are members of a racial or ethnic minority group, those with low literacy levels, and individuals who primarily reside in a rural area.

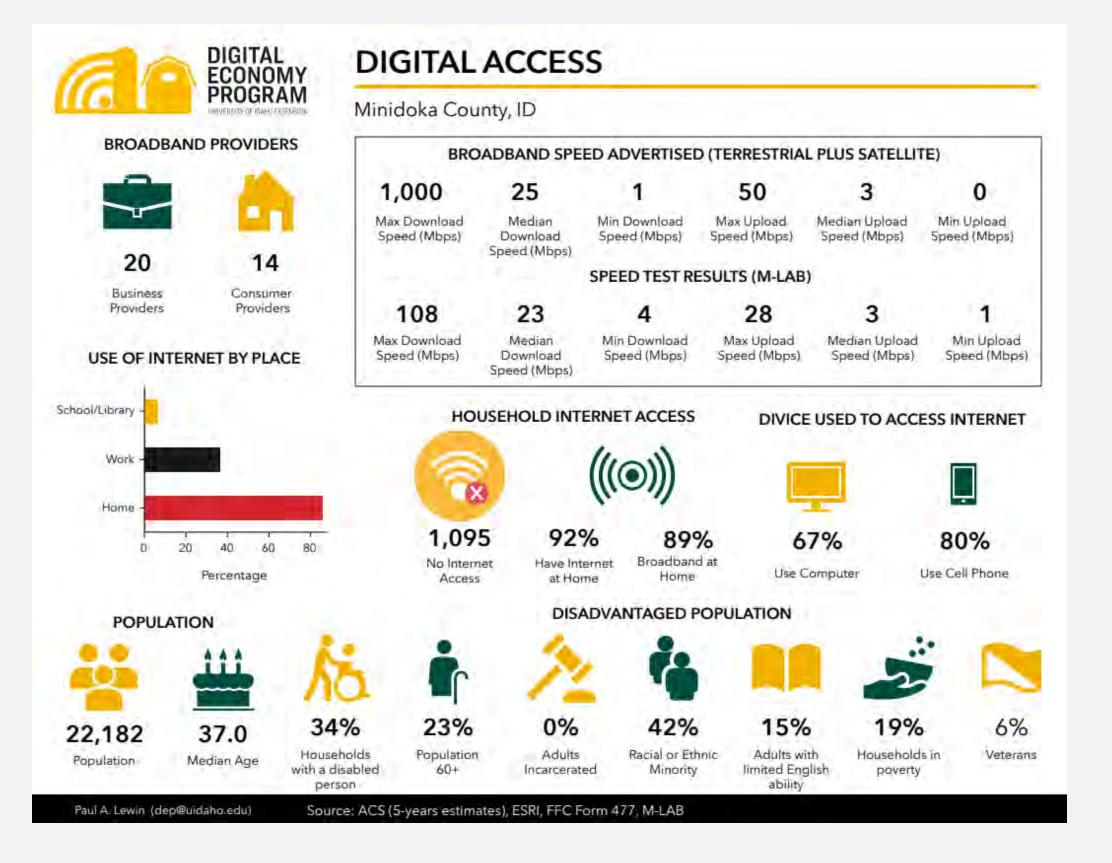




### DATA RESOURCE

### AVAILABLE AT UIDAHO.EDU/DIGITAL-ECONOMY

- COUNTY REPORTS
- COMBINE BROADBAND & IDENTIFIED POPULATIONS DATA





# FEDERAL & STATE BROADBAND UPDATES





### INTERNETFORALL

FUNDED BY THE BIPARTISAN INFRASTRUCTURE LAW

ADMINISTERED BY THE DEPARTMENT OF COMMERCE'S NATIONAL
TELECOMMUNICATIONS AND INFORMATION ADMINISTRATION



3/21/2023

### Digital equity and the social determinants of health













# NTIA will administer ~\$48B through four programs that drive high-speed Internet access, affordability, and adoption

#### NTIA will administer ~\$48B of funding from the Bipartisan Infrastructure Law

**BEAD** 

\$42.45B

# Broadband Equity, Access & Deployment Program

A program to get all Americans online by funding partnerships between states or territories, communities, and stakeholders to build infrastructure where we need it to and increase adoption of high-speed Internet.

DIGITAL EQUITY

\$2.75B

#### **Digital Equity Act**

Three programs that provide funding to promote digital inclusion and advance equity for all. They aim to ensure that all communities can access and use affordable, reliable high-speed Internet to meet their needs and improve their lives.

**TRIBAL** 

\$2.00B

### Tribal Connectivity Technical Amendments

A program to help tribal communities expand high-speed Internet access and adoption on tribal lands.

MIDDLE MILE

\$1.00B

## Enabling Middle Mile Broadband Infrastructure

A program to expand middle mile infrastructure, to reduce the cost of connecting unserved and underserved areas.

#### FCC to administer \$14.2B

For Affordable Connectivity
Program, which replaced the
EBB program

**USDA** to administer \$2.0B

Via the Rural Utilities Service

#### **Private Activity Bonds \$0.6B**

Authorizes State and local governments to use private activity bonds for rural broadband







# BEAD program will provide ~\$42.45B for infrastructure planning and implementation

#### Funding pool \$42.45B

A program to get all Americans online by funding partnerships between states or territories, communities, and stakeholders to build infrastructure where we need it to and increase adoption of high-speed Internet.

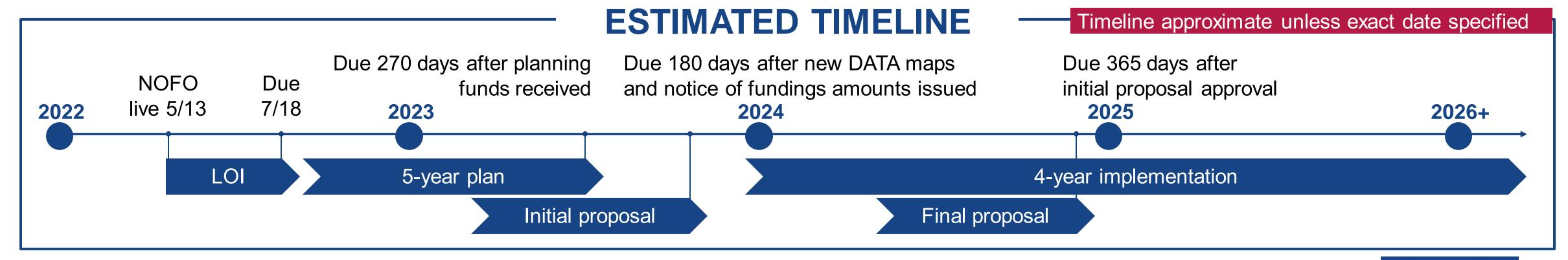
#### PROGRAM HIGHLIGHTS

#### Entities eligible to apply for this program include:

- All 50 States
- The District of Columbia and Puerto Rico
- Other Territories: U.S. Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands

#### **Example eligible uses of funds include:**

- Planning for deployment of Internet
- Deploying or upgrading Internet
- Installing
  Internet in
  multi-tenant
  buildings
- Implementing adoption and digital equity programs
- Workforce and job training



# Digital Equity Act created three programs to promote digital equity and inclusion





## Funding pool \$2.75B

Three programs that provide funding to promote digital inclusion and advance equity for all. They aim to ensure that all communities can access and use affordable, reliable high-speed Internet to meet their needs and improve their lives.

#### PROGRAMS HIGHLIGHTS

#### The Digital Equity Act created three programs:

#### State Planning

•\$60M formula funding program to develop digital equity plans

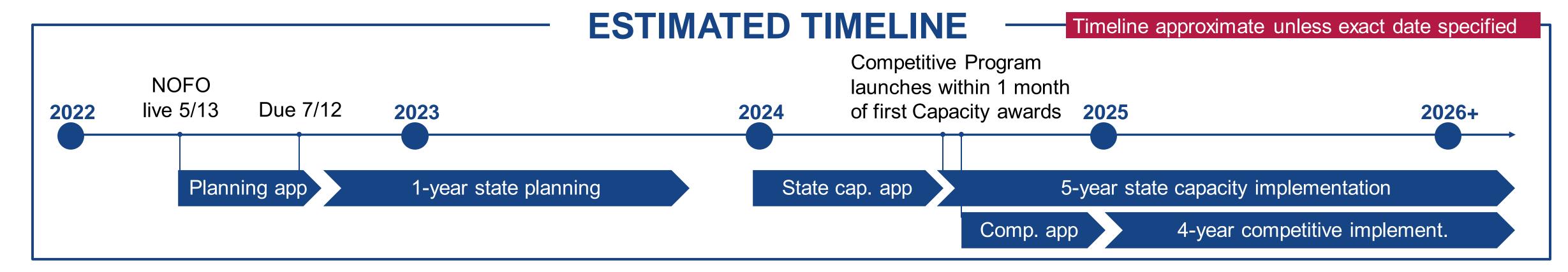
#### **State Capacity**

•\$1.44B formula funding program to implement plans & promote digital inclusion

#### Competitive

•\$1.25B to implement digital equity and inclusion activities

- **Example eligible uses of funds include:**
- Developing digital equity plans; states must develop a plan to be eligible for state capacity grants
- Implementing digital equity plans and related activities
- Making awards to other entities to help make digital equity plans
- Providing digital literacy and digital skills education
- Improving accessibility and inclusivity of public resources
- Facilitating the adoption of high-speed Internet







### Technical amendments and new funding will strengthen current Tribal Broadband Connectivity Program

#### **Funding pool** \$2.00B

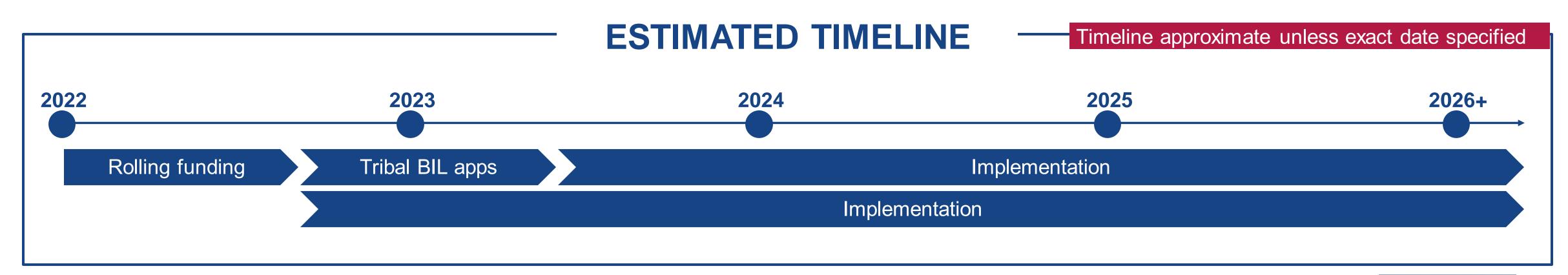
A program to help tribal communities expand high-speed Internet access and adoption on tribal lands.

#### PROGRAM HIGHLIGHTS

New funding will be used for additional new grants and to fully fund grants from first round of awards

#### **Amendments to original program:**

- Relaxes time requirements of original program
- Allows infrastructure grantees to spend up to 2.5% of the total project cost for related planning, feasibility and sustainability studies
- Preserves unused allocated funds for other Tribal broadband projects instead of reverting to the Treasury







# Middle Mile Grant Program will invest in the construction, improvement or acquisition of middle mile infrastructure

#### Funding pool \$1.00B

A program to expand middle mile infrastructure, to reduce the cost of connecting unserved and underserved areas.

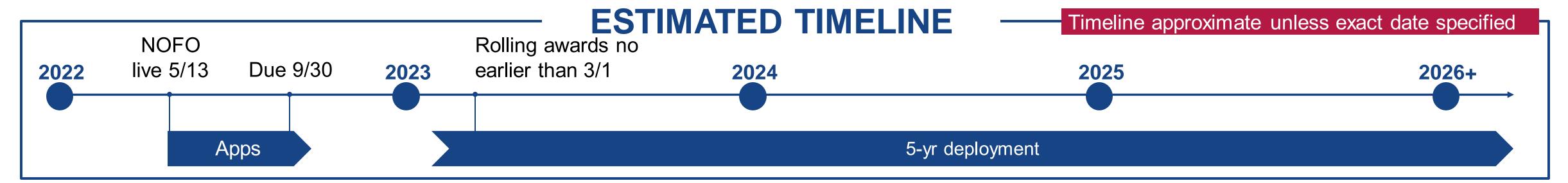
#### PROGRAM HIGHLIGHTS

Middle mile infrastructure refers to the mid-section of Internet infrastructure that carries large amounts of data at high speeds over long distances and connects the "backbone" of Internet infrastructure to the "last mile", which connects to end users

Entities eligible to apply include a wide variety of entities, incl. but not limited to government entities, utilities, companies, and non-profits that provide Internet services

#### **Example uses of funds:**

- Construction, improvement or acquisition of facilities and equipment
- Engineering design, permitting and work related to projects
- Personnel costs, including salaries and benefits
- Other costs
  necessary to
  program's
  activities







### Contact Information

#### **Eric Forsch**

Federal Program Officer – Idaho and Oregon

National Telecommunications and Information Administration Office of Internet Connectivity and Growth

M: 202-993-5148

E: eforsch@ntia.gov





# Additional resources about the programs

- Visit the InternetForAll.gov for additional information on federal funding programs
- Engage with your State or territory regarding their plans to improve high-speed Internet access

3 Submit questions to <a href="mailto:lnternetForAll@ntia.gov">lnternetForAll@ntia.gov</a>.

Attend future NTIA webinars, including programspecific application guidance webinars for applicants









### IDAHO BROADBAND ADVISORY BOARD

**Vision:** Idahoans have access to affordable and reliable broadband infrastructure by 2027.

Mission: We will deliver a roadmap to close the digital divide in Idaho. We commit to providing equal access to economic development, public safety, telehealth, and education opportunities with investments in broadband infrastructure. We will prioritize funding for our most needed areas identified as households, businesses, and communities in unserved and underserved areas.





### IDAHO OFFICE OF BROADBAND

















### LINK UP IDAHO

Please visit: LinkUp.idaho.gov

STAY
Informed
Engaged &
Educated

Mapping
Grants
Speed Tests
Surveys
Resources





# CURRENT & FUTURE FUNDING

IBF: ID Broadband Fund

CPF: Capital Projects Fund (ARPA)

BEAD: Broadband Equity, Access and Deployment (IIJA)





# CURRENT & FUTURE BROADBAND FUNDS

### Idaho Broadband Fund

\$8.7 million

(obligated \$26.3M January 25, 2023)

### ARPA

(Capital Projects Fund)

\$120 million\*

\*FY23 Supplemental for \$124.1M.

#### IIJA

(Broadband Equity, Access and Deployment Program)

\$150 million\*

\*The FY24 Commerce budget included \$100M, plus a \$50M roll over from FY23.

More Flexibility

Less Flexibility





## FUND \$8.5M

#### IRON/IIG Project (\$20M)

198-mile public/private partnership project from Grangeville to Star

#### Port of Lewiston Project (\$6.3M)

Connects with the IRON/IIG project from Moscow to Grangeville (100 miles)

North-south middle-mile backbone designed to connect and support rural Idaho.

EDUCATION

HEALTHCARE





# IDAHO CAPITAL PROJECTS <u>FLIND</u>

#### **Program Highlights:**

- \$120M for last-mile and hybrid broadband projects
- Underserved and unserved locations
- Focus on improving tele-work, education and health

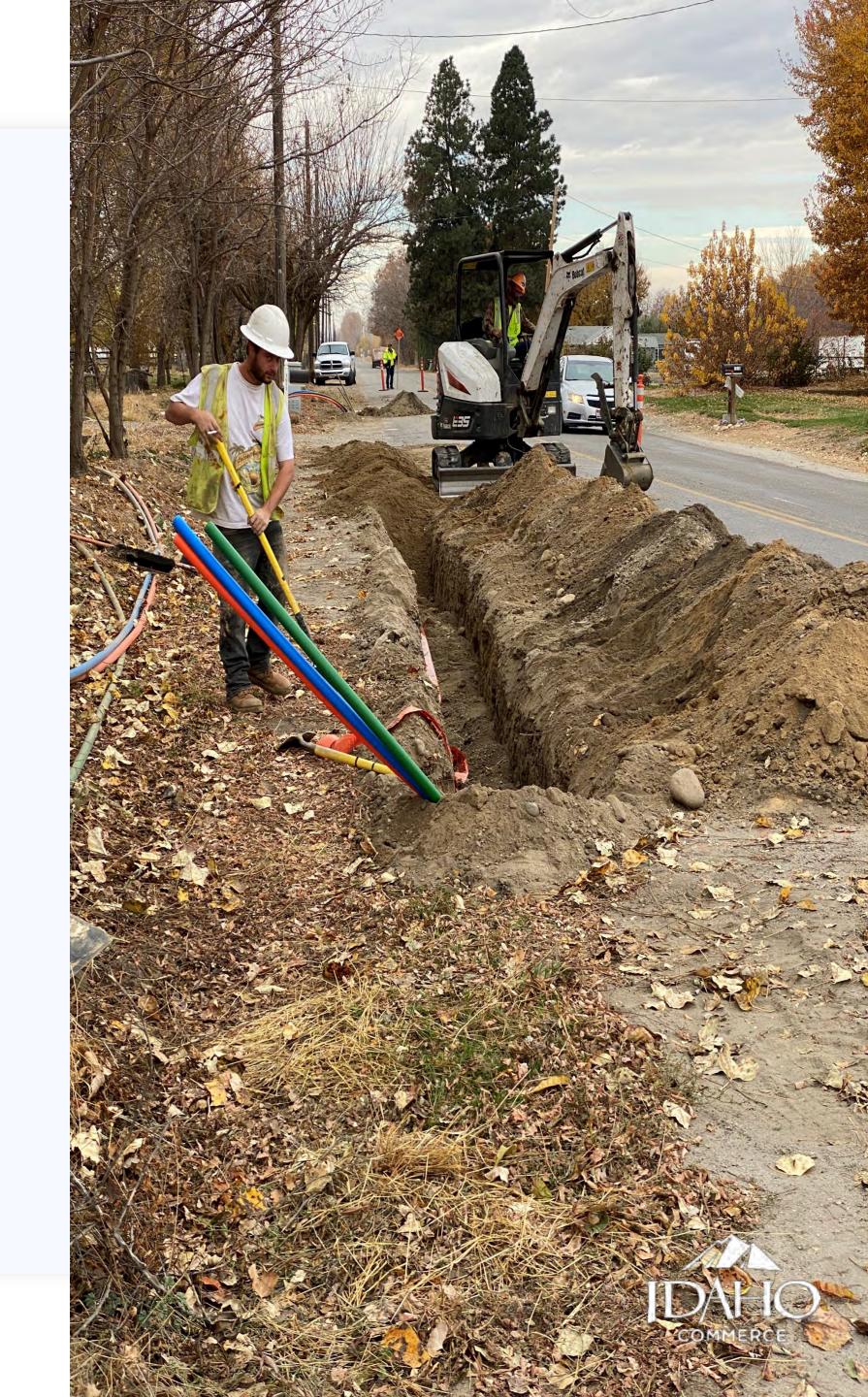
May 22<sup>nd</sup>: Grant Application Period Opened

July 3<sup>rd</sup>: Grant Application Period Closes

December 31, 2026: Project must be Completed

**Idaho CPF Grant Awards Estimated Fall 2023** 





### Idaho BEAD Program

#### **Program Highlights:**

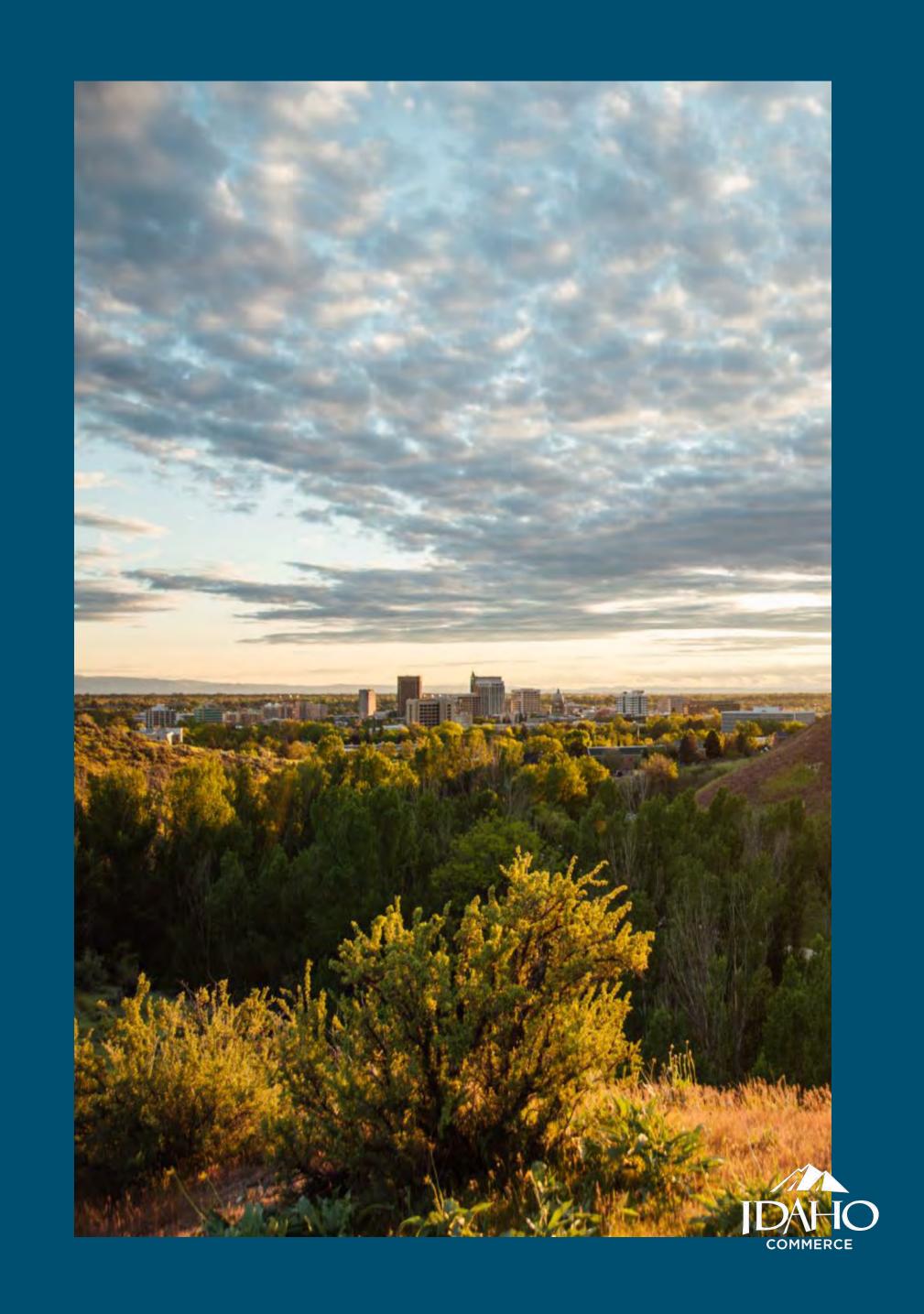
- GOAL = Connect everyone in America to affordable, reliable high-speed internet.
- Idaho's BEAD allocation = \$100M+ for last-mile broadband projects
- Prioritizes UNSERVED and then underserved locations
- \$500K local planning grants

June 28, 2023: 5-year Action Plan submitted to NTIA.

December 2023: Submit Initial Proposal to NTIA.

Fall/Winter 2024: Submit Final Proposal to NTIA.











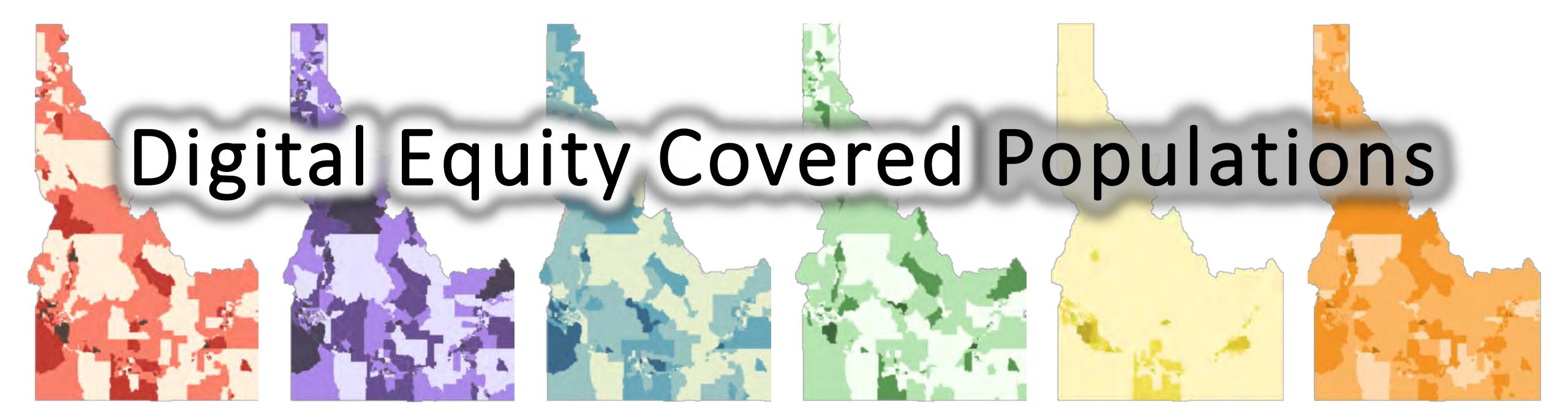
RAMÓN S. HOBDEY-SÁNCHEZ, J.D.
STATE BROADBAND PROGRAM MANAGER
IDAHO OFFICE OF BROADBAND IDAHO DEPARTMENT OF
COMMERCE OFFICE: 208.287.3153

CELL: 208.860.6513

RAMON.HOBDEYSANCHEZ@COMMERCE.IDAHO.GOV







#### Sum of Vulnerability Indices



### **Covered Populations**

Index calculated using the covered populations defined by the NTIA in the Digital Equity Act.

#### Socioeconomic

Index calculated from variables: poverty, unemployment, housing cost, no high school diploma, and no health insurance.

#### Household Index

Calculated from:
multi-unit
structures, mobile
homes, crowding,
no vehicle, and
group quarters.

## Racial & Ethnic Minority Index

Calculated from racial variables, excluding Caucasian.

## Housing & Transportation

Calculated from: senior citizens, children, persons with a disability, single-parent households, and English language proficiency.



Home Submit a Challenge Resources

# Does your Internet meet the Challenge?

Is your internet slow, unreliable or spotty? We want to know about it!

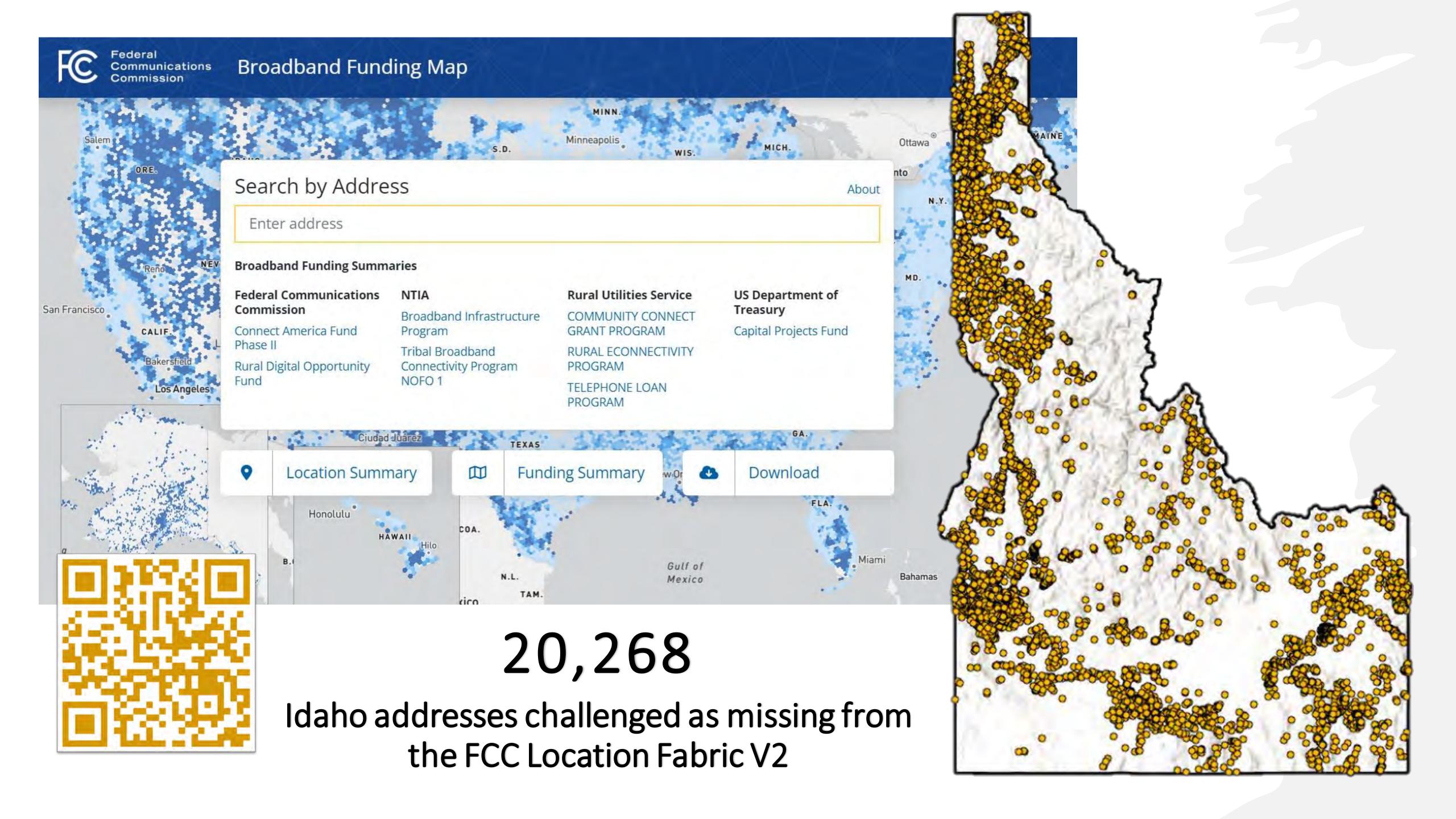
We need information about the quality of your internet coverage. The more information we receive, the better we can prioritize the communities with the highest need.

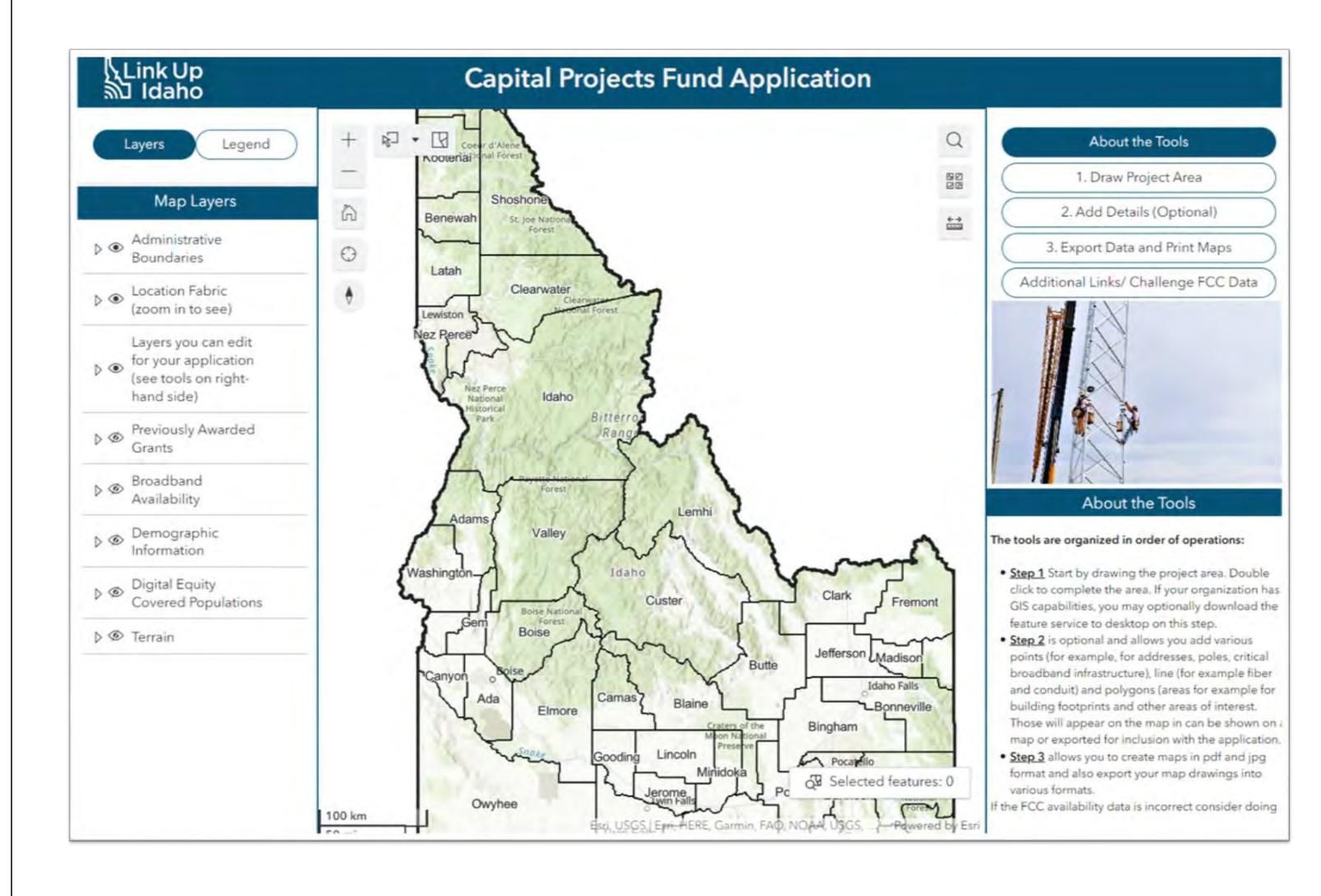
With your help, Idaho can continue improving connectivity while closing the digital divide between underserved communities. Our goal is accessible and reliable internet for all Idaho residents.

Submit information on your internet coverage below.

Take the Challenge







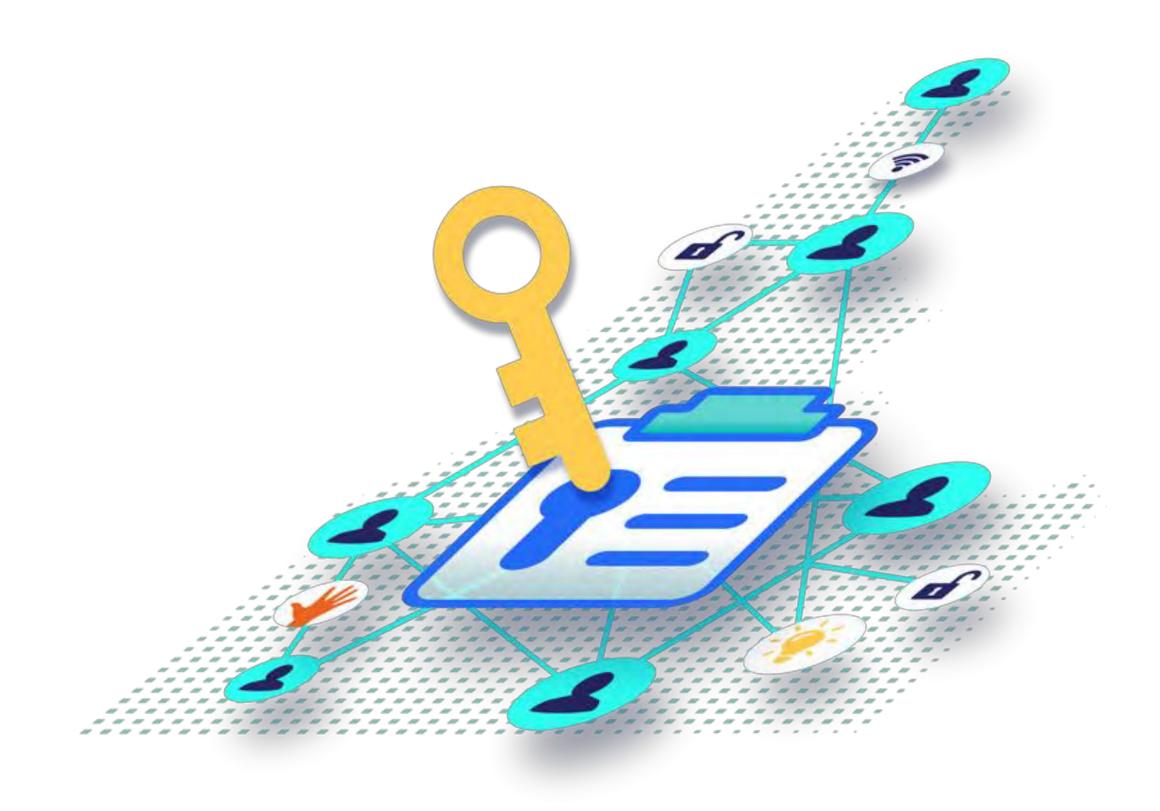
# CPF Map Companion

Idaho Dept of Commerce Office of Broadband



June 28, 2023
Readying Idaho's
Rural Communities to
Capture the Benefits
of Digitalization

# Digital Access for All Idahoans Plan





# Why & Who is ICfL?

- We're a state agency, formed in 1901 with a mission to build the capacity of libraries to best serve their communities.
- The library community and others have been working on digital access issues for decades and are natural partners in these efforts.
- 100% in support of and in collaboration with the Governor's Office, the Idaho Broadband Advisory Board, the State Broadband Office.



# Alignment



#### **Strategic Objectives**

- Engage in partnerships with state agencies and experts.
- Engage with the Idaho State Board of Education, independent school districts, libraries, and institutions of higher learning to identify broadband infrastructure gaps ... and to improve digital access, literacy, and usage.
- Create a separate technical plan that will assist with federal grant awards and identify the specific processes, tactics, and details of each strategic objective.



## DAAI Plan

DIGITAL ACCESS FOR ALL IDAHOANS (DAAI) PLAN
Funding from the Infrastructure Investment and Jobs Act (IIJA) is
provided for each state to develop a digital access plan to ensure
every American can use reliable high-speed internet.

- \$564,706 for planning
- Several million dollars after the plan is approved each year for five years to implement elements of the plan.



# ELEMENTS of the PLAN

## DAAIPlan

#### DIGITAL ACCESS FOR ALL IDAHOANS (DAAI) PLAN

Planning funds will be invested in three major activities:

- community and partner engagement
- data collection and analysis
- report development and distribution

Contracting with **BSU's Idaho Policy Institute** to accomplish these activities.





#### STERING COMMITTEE

## DAAI Plan

#### DIGITAL ACCESS FOR ALL IDAHOANS (DAAI) PLAN

#### **Steering Committee Members**

David Brandt: Idaho Commission on

Aging

Vicky Fajardo: Idaho Women's Business

Center & Member of Idaho Hispanic

Foundation

Valerie Fast Horse: Coeur d'Alene Tribe

Melissa J. King: Nez Perce Tribe

Heidi Nash: College of Western Idaho

Ted Oparnico: Idaho Department of

Correction

James D. Ruchti: State Senator

Don Ruffing: Low Income Support Inc.

Amber Smyer: University of Idaho

Extension Digital Economy Program

Nicholas Stallings: Idaho Assistive

Technology Project

Kevin Wallior: Idaho Division of Veteran

Services



#### TIMELINE

## DAAITimeline

Nov. 15, 2022
funds available -have one year to
write the plan

Nov. 21, 2022
started working
with contractor
on surveys/focus
groups

Jan / Feb. 2023
form statewide coalition & steering committee

Aug. / Sep. 2023 plan ready for 30-day public comment period

March - Oct. 2023 form broadband action teams host additional events conduct telephone survey conduct asset inventories align plan with other state plans



# Community Coalition Call



Thursday, August 17, 11:00 am (MDT) We'll walk through the elements of the plan including:

- Our vision for a connected Idaho
- Key data from BSU's research
- Our strategies for addressing digital access

https://libraries.idaho.gov/event/digital-access-for-all-idahoans-community-coalition-call-2/



## Contact Us:

Stephanie Bailey-White, director 208-639-4145 / Stephanie.Bailey-White@libraries.idaho.gov

Dylan Baker, deputy state librarian 208-639-4167 / <u>Dylan.Baker@libraries.idaho.gov</u>

Chelsea Summerlin, digital inclusion consultant 208-639-4175 / Chelsea.Summerlin@libraries.Idaho.gov

Website: https://libraries.idaho.gov/digital-access-for-all-idahoans/





# Introduction to the USDA & Overview of Rural Utilities Service Programs

Presented by:

Peter Hawkes

General Field Representative (GFR) Wyoming/Idaho



#### Rural Development's (RD) Mission

#### **USDA** Rural Development

Committed to helping improve the economy and quality of life in rural America.

- Provide loans, grants, and loan guarantees that support essential services, such as:
  - Housing
  - Economic Development
  - Health Care
  - First Responder Services and Equipment
  - Water, Electric, and Telecommunications Infrastructure







#### Funding for Rural Broadband

- Telecommunications
   Infrastructure Loan Program
- Rural Broadband Program
- Community Connect Grant Program
- ReConnect Program
- Broadband Technical Assistance



#### Rural Development Background

Rural Development includes 3 agencies with unique programs and objectives:

- Rural Utilities Service (RUS)
- Rural Housing Service (RHS)
- Rural Business-Cooperative Service (RBS)
- Across the three agencies, Rural Development administers over 40 programs.
  - RUS Electric & Telecommunications programs are administered by National Office
  - RHS and RBS programs are administered by State & National Offices

#### RUS Telecommunications Program History

1935	Rural Electrification Administration (REA) created and began providing financing to promote rural electrification
1949	REA received authority to finance telephone service in rural communities
1995	Evolving from the REA, the Rural Utilities Service (RUS) required all financed telecommunications networks have the capacity to deliver broadband
2010 to present	RUS has approved over <b>\$8 billion</b> in loans and grants to build out broadband infrastructure and expand distance learning and telemedicine services in rural areas

#### Highlights

- Created in 2002 and is a Competitive Grant Program
- Program Regulation and FOA: Community Connect Grant Program Regulation, 7 CFR 1739 Subpart A.

#### CLOSED JUNE 20th, 2023

- Minimum and Maximum Grant Amounts:
  - \$100,000 min / **\$5,000,000** max; with **15% match** (cash)
- SUTA and SECD eligible
- Areas with 2020 Census Populations <20,000</li>

#### **KEYS TO SUCCESS:**

- 1. Follow the Application Guide & have council review the Grant Agreement
- 2. Be thorough and specific as to what you intend to propose;
- 3. Documentation or support from Community Leaders or organizations within the PFSA;
- 4. Serve all household & businesses in the PFSA

#### Broadband Technical Assistance

#### CLOSED JUNE 20<sup>th</sup>, 2023

**Purpose:** BTA provides financial assistance to eligible entities to receive or deliver broadband technical assistance, provides training, and supports the development or expansion of broadband cooperatives.

Funding Type: Cooperative Agreements

**Eligible Entities:** Federally recognized Tribes, nonprofits, for-profit businesses, institutions of higher education, cooperatives.

Contact Peter Hawkes, General Field Representative for additional information

#### Telecommunications Infrastructure Loan Program

#### **Standard Loan Terms include:**

- 2 Year Principal Deferral
- Interest Rate at the Cost-Of-Money
- Loan Maturity Life of the Facilities Financed Plus 3 Years

Staff can assist and review loan applications before submission

#### Community Connect Grant Program

Applications were submitted electronically through the new online application system.

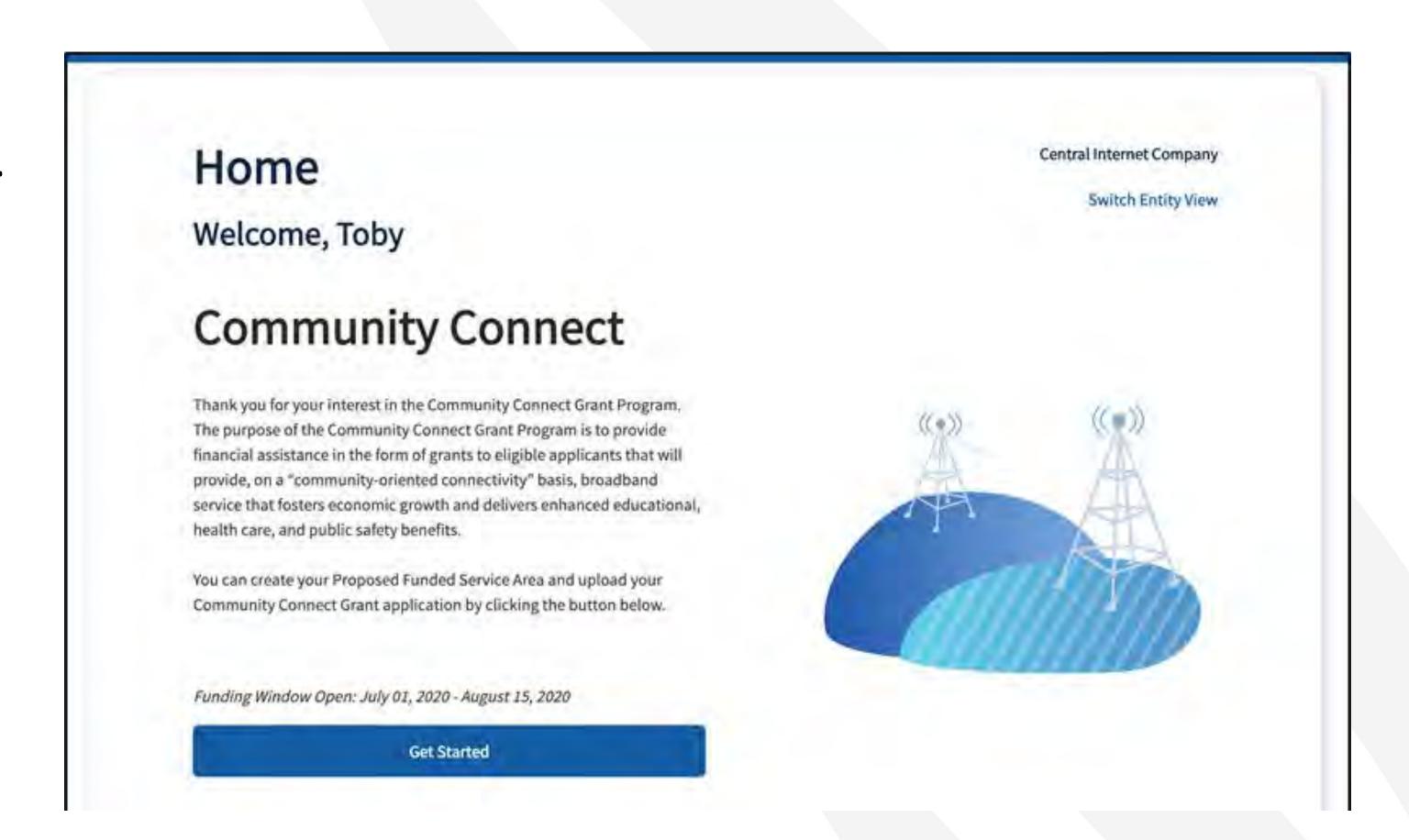
Resources are available on the website at: <a href="http://www.rd.usda.gov/programs-services/community-connect-grants">http://www.rd.usda.gov/programs-services/community-connect-grants</a>

#### **Contact Information**

Loan Origination and Approval Division

Email: <a href="mailto:community.connect@wdc.usda.gov">community.connect@wdc.usda.gov</a>

Call: 202-720-0806



#### ReConnect Program

## "Rural eConnectivity Program" regulation has been published. Highlights of the new regulation include:

- Broadband speeds, funding limits, scoring criteria, and protected areas will be announced in Federal Register notices or Funding Opportunity Announcements when new application windows are opened
- If awarded, grant funds may be used for eligible preapplication expenses in the first advance request

See <u>7 CFR 1740</u> published in the <u>Federal Register</u> on February 26, 2021 for the regulation text.

#### Distance Learning & Telemedicine Grant Program

**Distance Learning** means the <u>real-time</u>, <u>interactive</u> delivery of <u>curriculum via</u> <u>telecommunications</u> and promotes the connection of students and teachers at remote sites.

- Provide educational programs, instruction, or information originating in one area, whether rural or not, to students and teachers who are located in rural areas; or
- Connect teachers and students, located in one rural area with teachers and students who are located in a different rural area.

**Telemedicine** is a <u>real-time, interactive, telecommunications</u> link to an end user from medical professionals at separate sites in order to exchange health care information for the purpose of providing improved health care services to residents of rural areas.

Benefits rural residents both in reduced travel and improved access to service



#### Telecommunications Programs – All State Investments

Between FY2010 and FY2021, RUS has approved almost \$9 billion in funding for broadband and distance learning and telemedicine projects that serve rural residents.

Program	Projects Approved	Funds Approved
Telecommunications Infrastructure Program	197	\$3.3 Billion
ReConnect Program	181	\$1.5 Billion
Rural Broadband Access Program	10	\$273.4 Million
Distance Learning and Telemedicine Program	1,303	\$474.5 Million
Community Connect Grant Program	138	\$241.8 Million
Broadband Initiatives Program	258	\$2.9 Billion
Grand Total	2,087	\$8.7 Billion

Updated: 10/27/2021

<sup>\*</sup>Table shows award data at time of obligation for all programs except ReConnect and BIP, which show present award data.

#### Telecommunications Programs – Tribal Investments – All States

As of August 1, 2021, RUS approved over \$148 million in telecommunications projects serving Tribal Lands, Tribal Organizations, American Indians, and Alaska Natives.

Program	Funds Approved
Telecom Infrastructure Program	\$9 Million
Distance Learning and Telemedicine Program	\$6.3 Million
Community Connect Grant Program	\$3.3 Million
ReConnect Program	\$139 Million
Grand Total	\$148.6 Million

Updated: 10/27/2021



Questions?



# General Field Representative Coverage - <u>www.rd.usda.gov/contact-us/telecom-gfr</u>





Peter Hawkes

peter.hawkes@usda.gov

Office: 208.339.1104

Rural Development | Rural Utilities Service Telecommunications Program U.S. Department of Agriculture 1400 Independence Ave., S.W. Washington, D.C. 20250 www.rd.usda.gov







## LUNCH & NETWORKING



# IDENTIFYING PLACE-BASED RESPONSES TO NARROW DIGITALIZATION DIVIDES

LOCAL NETWORKS MATTER.

# ELEMENTS of the PLAN

## DAAIPlan

#### DIGITAL ACCESS FOR ALL IDAHOANS (DAAI) PLAN

#### **Vision Statement**

Idaho supports all residents in thriving online through:

- Digital literacy, cybersecurity, and technical support providing curated tools and resources to Idahoans to increase digital skills and online safety.
- Public services and resources improving accessibility for Idahoans to connect and engage with local and state services.
- Affordable broadband and devices ensuring Idahoans have broadband and internet-enabled devices that fulfill their unique work, school, and life needs.





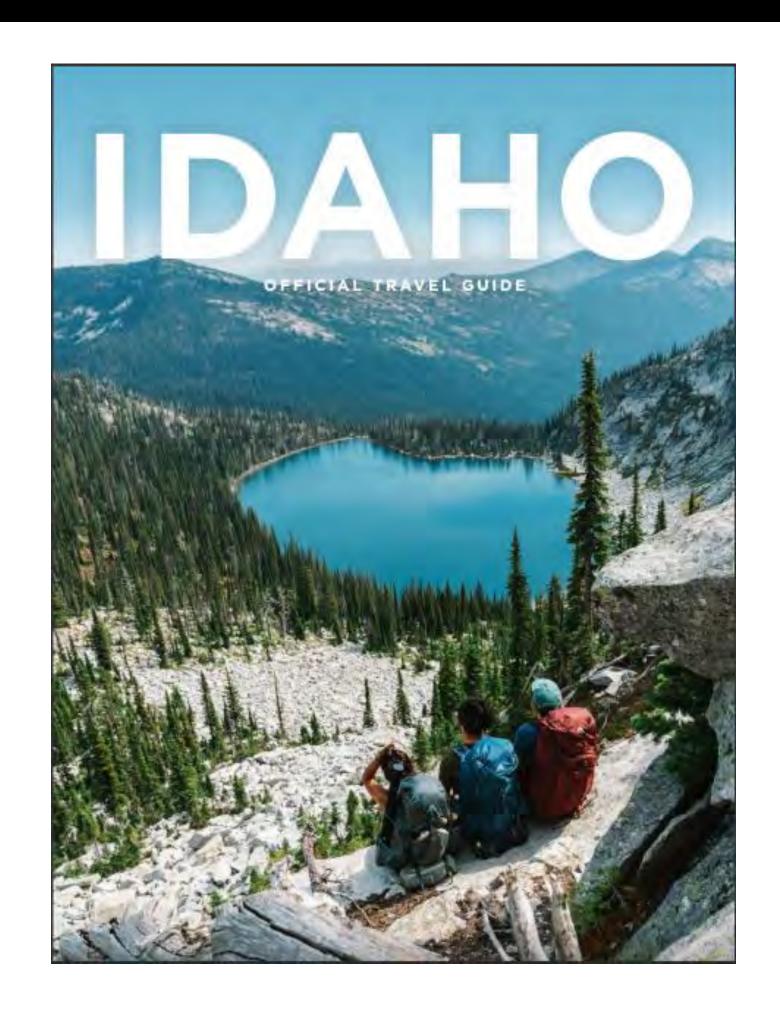
# VISIONING FOR THE FUTURE

IF OUR COMMUNITY WAS "DIGITALLY CONNECTED," WHAT COULD INDIVIDUALS AND BUSINESSES DO THAT THEY CAN'T DO NOW?

### MAGAZINE COVER ACTIVITY

# INSTRUCTIONS: 5 YEARS FROM NOW, YOUR COMMUNITY HAS IMPLEMENTED THEIR BROADBAND PLAN AND IS THE COVER STORY OF A MAGAZINE.

- CHOOSE A MAGAZINE AND ANSWER:
  - What is the headline, subheading, and story about your community?
  - Sketch a cover
  - Explain how your community was transformed?
- REPORT OUT.





# ASSET MAPPING

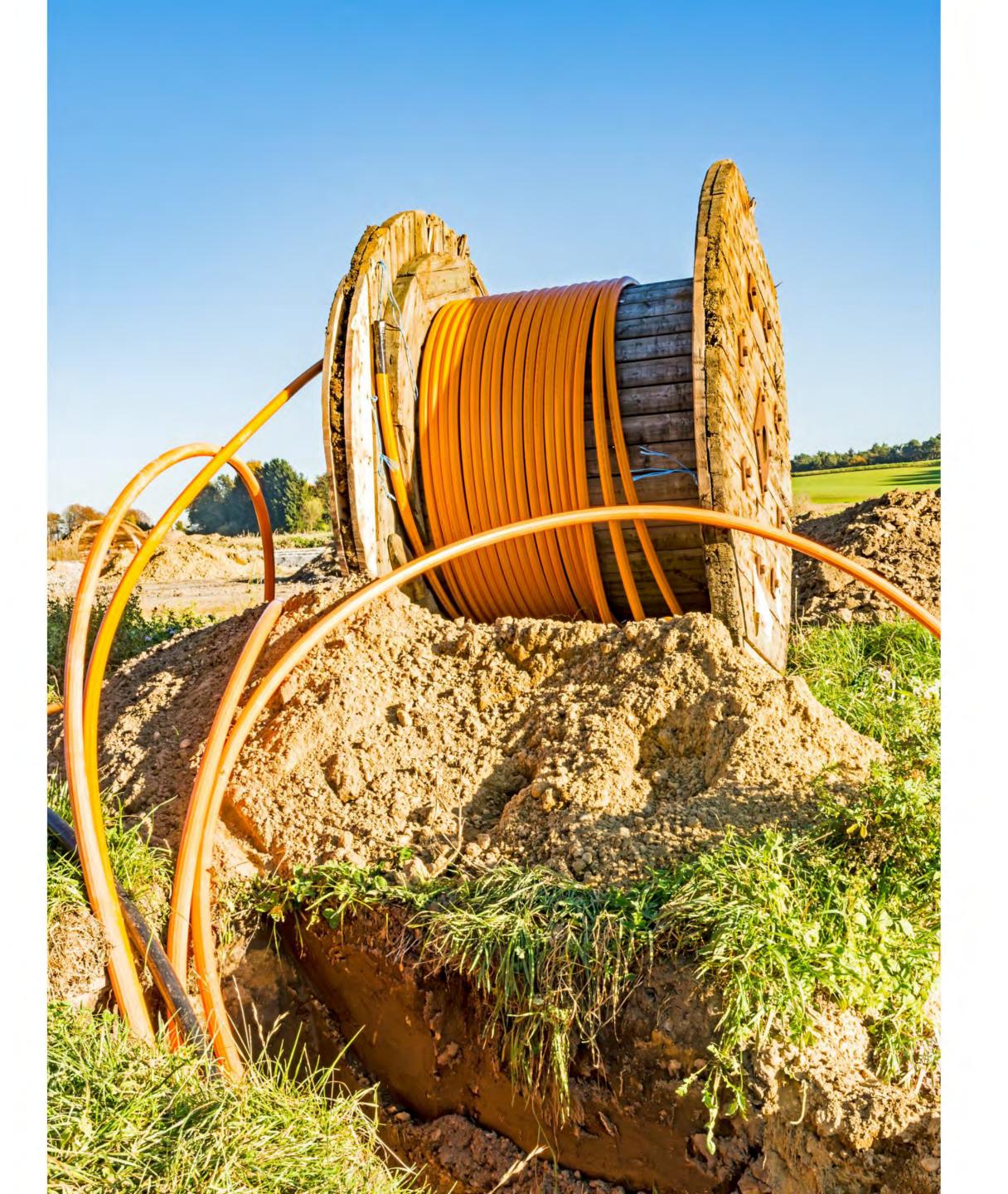
WHAT EXISTS IN YOUR COMMUNITY TODAY TO SUPPORT DIGITAL ACCESS?

WHERE IS THERE POTENTIAL CAPACITY TO GROW?

## Local assets (Public, private and nonprofit organizations providing services and resources)

- Current efforts - Potential efforts

Identified Populations	Affordable & robust broadband internet service	Internet-enabled devices that meet the needs of the user	Access to digital skills training
General			
Low-Income			
Aging			
Incarcerated/recently incarcerated			
Veterans			
Individuals with disabilities			
Individuals with language barriers			
Members of racial or ethnic minority groups			
Individuals with low literacy levels			
Residents in rural areas			



### OBSTACLES

# WHAT BARRIERS MAY EXIST TO MAKING YOUR VISION A REALITY?

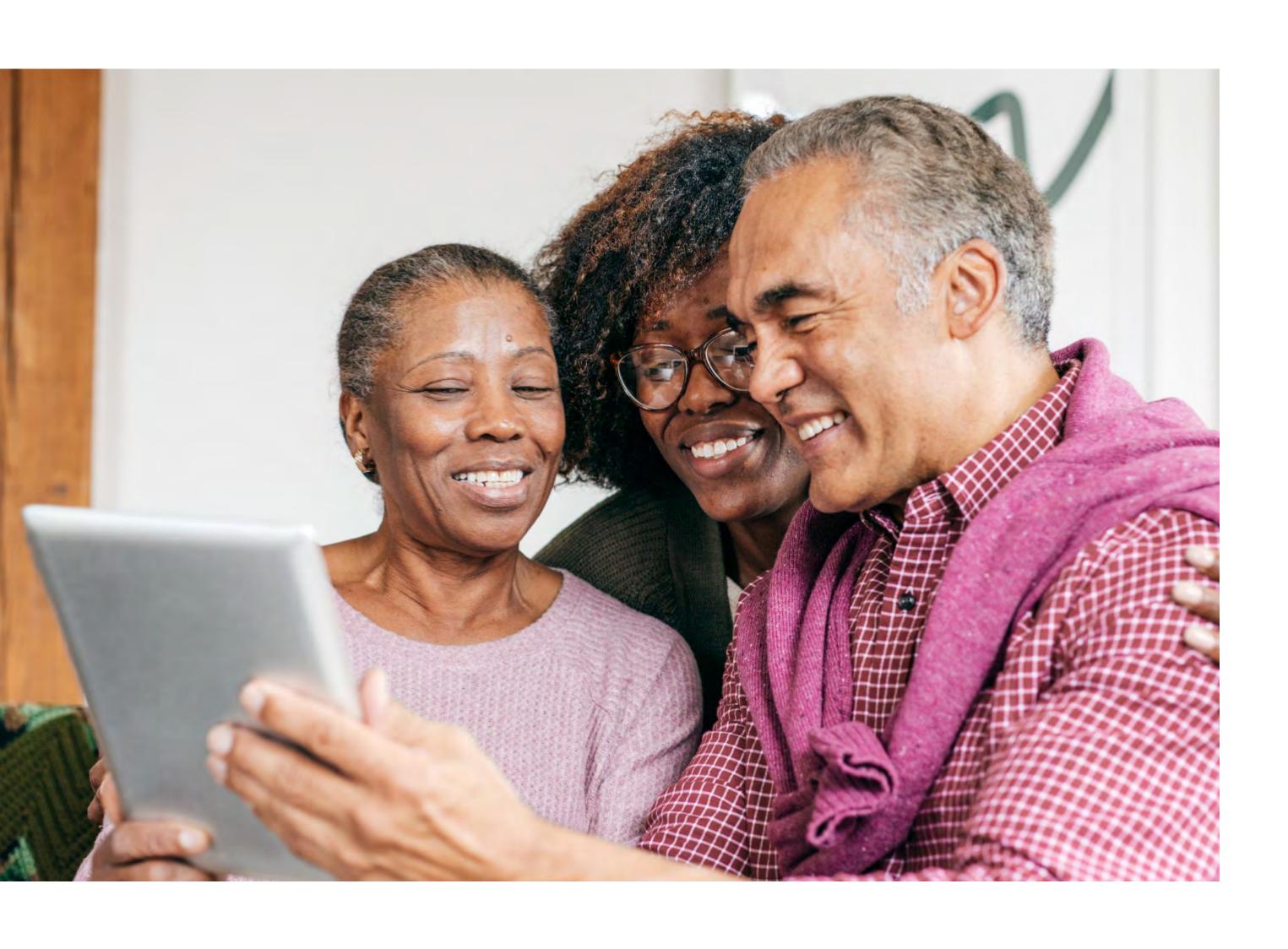
- ADOPTION AND USE OF THE INTERNET AND DEVICES
- PROVISION OF DIGITAL ACCESS
   SUPPORT SERVICES
- COMMUNITY AWARENESS ISSUES
- ASSESSING THE DIGITAL ACCESS LANDSCAPE



# POTENTIAL SOLUTIONS

IDENTIFY UP TO THREE PROJECTS
THAT YOU PERSONALLY
CONSIDER TO BE A PRIORITY
FOR YOUR COMMUNITY

- IMPORTANCE AND IMPACT
- OBSTACLES



# NEEDED VOICES

# IDENTIFY WHO NEEDS TO BE AT THE TABLE

- WHO CAN MOVE THIS PLAN FORWARD?
- WHO BENEFITS?
- WHO IS LEFT OUT OF DIGITAL ACCESS?



# POTENTIAL SOLUTIONS (CONTINUED)

- NECESSARY RESOURCES
- LEADERS
- TIME FRAME
- HOW WILLING ARE YOU TO MAKE THIS A REALITY?



# LEVERAGING EXISTING RESOURCES







## MISSION

# ENHANCE THE CAPACITY OF IDAHOANS TO TAKE ADVANTAGE OF THE EVOLVING DIGITAL ECONOMY FOR MORE INCLUSIVE DEVELOPMENT.

### Anticipated impacts of supporting digital transformation:

- •Empower Families Increase median household income & quality of life for citizens of rural Idaho and disadvantaged and minority populations.
- •Provide Education Change attitudes, knowledge, and behavior regarding remote work opportunities.
- •Job Creation Reduce local unemployment rates without the expense of recruiting new businesses.
- •Retain Local Talent Reduce post high school relocation.
- •Improve Rural Viability Fortify rural businesses through online expansion.
- •Strengthen Tax Base A bigger population with bigger incomes means more local revenue.



### THE DEP TEAM



- Paul Lewin, PhD, Director &
   Principal Investigator
- Amber Smyer, Program Manager
- Stephanie Guyton Northern
   Instructional Coordinator
- Monica Hampton SoutheasternInstructional Coordinator
- Destinie Hart Southwestern
   Instructional Coordinator

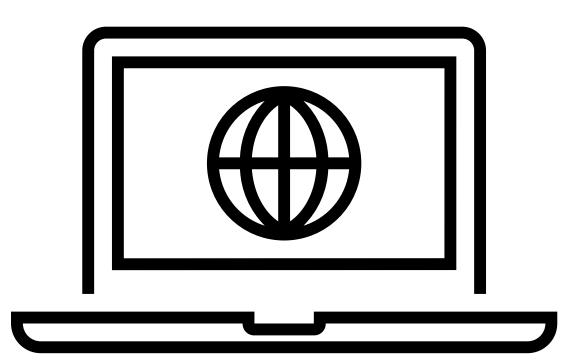
## PROGRAMMING

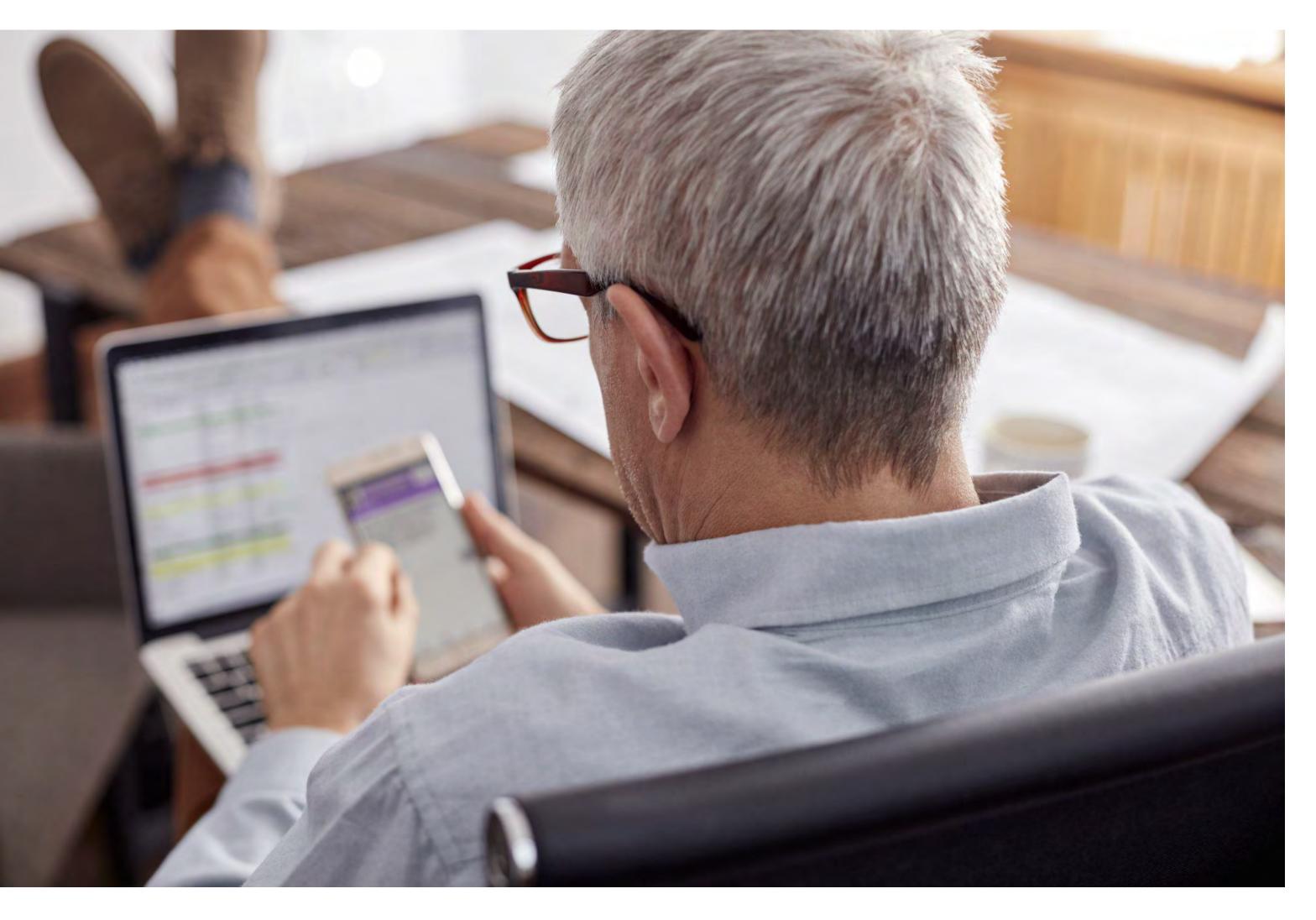
The Digital Economy Program provides learning opportunities focused on

Basic digital skills

Retraining for remote work

E-commerce training





# DIGITAL SKILL DEVELOPMENT

- Support local capacity building for delivering digital skills training and technical support
  - Broadband Action Team assistance
- 4-H Tech Changemakers, utilizing teens to teach digital skills and develop their leadership and skills



# AMERICORPS PLACEMENT: LITERACY COORDINATORS

- Bonners Ferry, ID
- Cascade, ID
- Driggs, ID
- Fort Hall, ID with the Shoshone-Bannock Tribes
- Gooding, ID
- Lapwai, ID with the Nez Perce Tribe
- Plummer, ID with the Coeur d'Alene Tribe
- Salmon, ID

Position descriptions at Uidaho.edu/digital-economy/volunteer. Applications due July 14.





# REMOTE WORK COURSES

IN PARTNERSHIP WITH



- Remote Work ProfessionalCertificate
- Certified Remote WorkLeader

Remote work is a skill, not merely a circumstance.



## CERTIFIED REMOTE WORK PROFESSIONAL COURSE

### RETRAINING FOR REMOTE WORK, COURSES OFFERED MONTHLY

- Supports employees,freelancers and entrepreneurswho want to work remotely
- Combines independent online work with interactive workshops
- Requires approximately 30 hours to complete (6-8 hours per week over 4 weeks)

- Reduced cost due to support from State of Idaho
  - \$50 for individuals in rural counties andscholarship recipients
  - \$100 for individuals in urban counties
- Apply at uidaho.edu/digitaleconomy

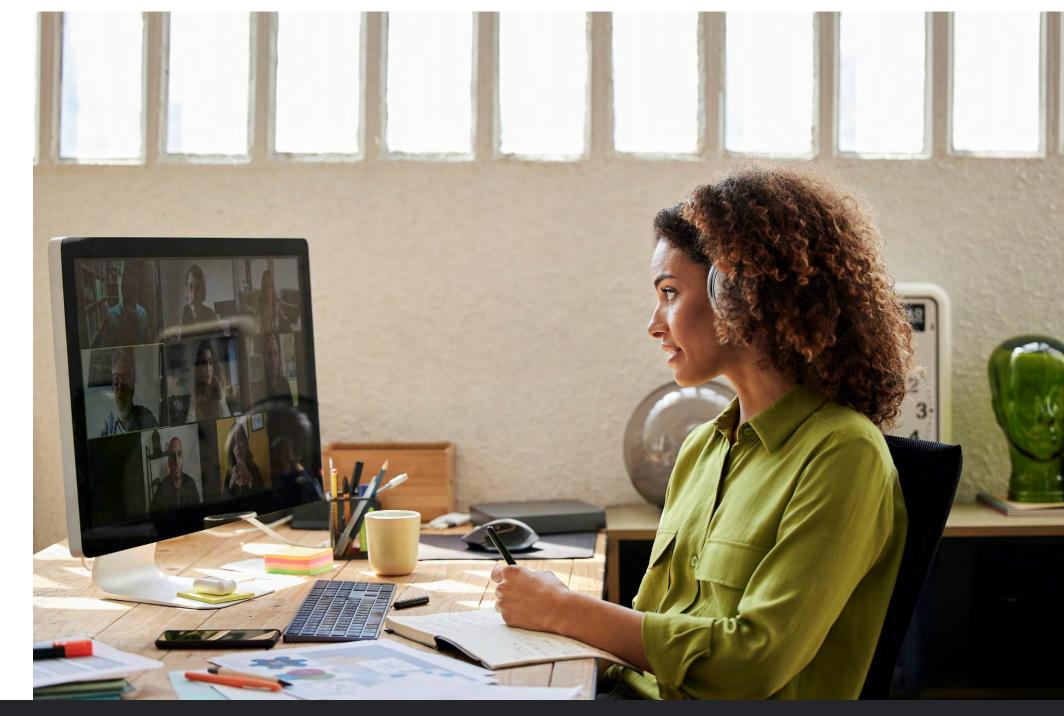




### CERTIFIED REMOTE WORK LEADER COURSE

# GET QUALIFIED TO LEAD A REMOTE OR HYBRID TEAM, COURSES OFFERED BIMONTHLY

- Supports employers who wish to
  - Cast a broader net to find the best team member
  - Offer remote work as a perk to reliable workers
  - Ease issues of parking or office space limitations
- Combines independent online work with interactive workshops
- Requires approximately 3-5 hours per week over 4 weeks
- Cost is \$149 per participant
- Apply at uidaho.edu/digital-economy



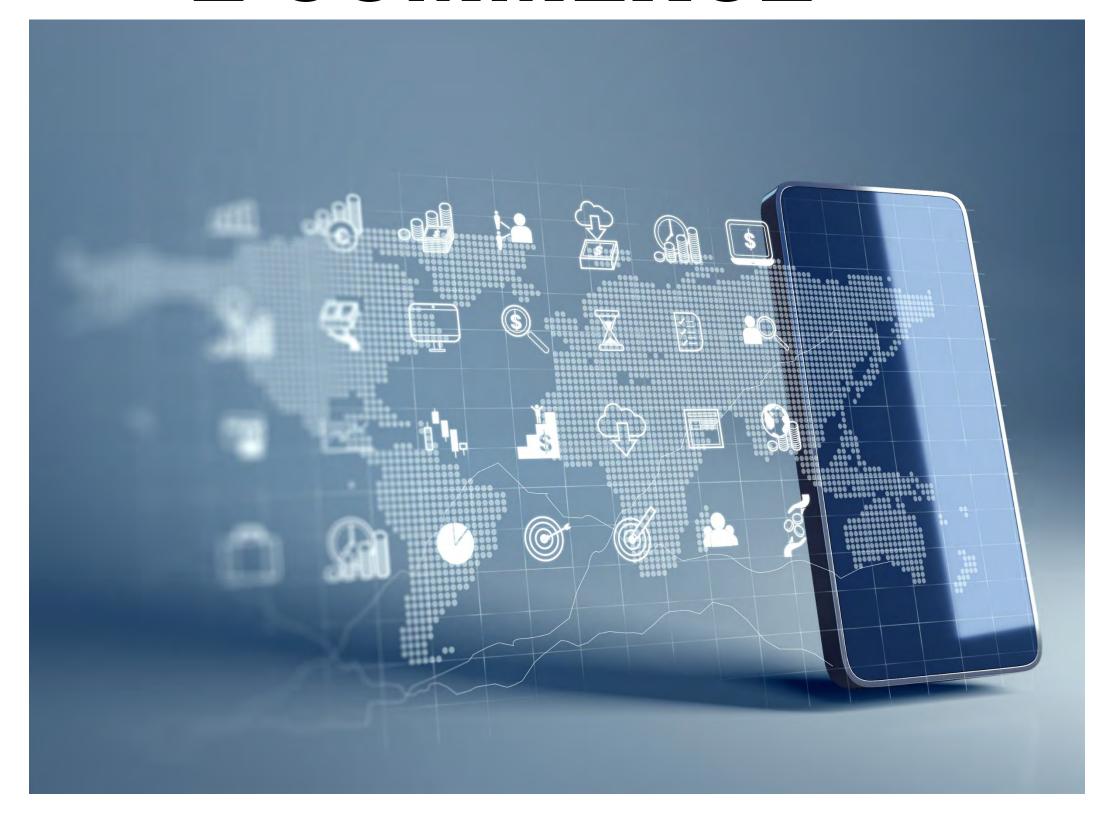
Employers hiring remote workers can promote positions through DEP.



### HELP SMALL BUSINESSES TAKE THEIR BUSINESSES ONLINE

- Put businesses on the map
- Build social media presence
- Launch an online store
- Access new markets and expand sales using the internet

### E-COMMERCE







uidaho.edu/digital-economy dep@uidaho.edu



# BROADBAND COALITION

INFORMATION & BACKGROUND



### FREE! All levels of broadband knowledge and experience welcome!

OCTOBER 8, 2020 9 -11 a.m.

#### Broadband 101 - Broadband as a Foundation to Rural Economic Development

- Broadband 101
- Economic Development Local Stories/Local Testimonials

NOVEMBER 12, 2020 9-11 a.m.

### Getting Started Broadband and Broadband Networks and Business Plan

- Planning Framework: Getting Started
- Broadband Strategies for Rural Idaho
- Broadband Networks and Business Plans

DECEMBER 10, 2020 9 -11 a.m.

### Using Data as a Foundation for Your Plan

- NTIA Internet use survey data trends
- American Community Survey data computer and Internet data
- Understanding the FCC's Form 477 broadband data
- National Broadband Availability Map (NBAM)

JANUARY 14, 2020 9 -11 a.m.

### Federal Resources and Local Support for Broadband

Detailed agenda and speakers available at a later date.

FEBRUARY 11, 2020 9 -11 a.m. Broadband Adoption and Use - The Secret to Sustainable Networks

Detailed agenda and speakers available at a later date.



### **Build Plans for** Stakeholder Outreach

Use this worksheet to:



Identify the top community priorities for improving broadband.

Brainstorm why it is important for your community to improve broadband access and use.

What are the top 3-5 benefits improved broadband access and use will provide for your community?

e items? If yes, note here.

### **Identify your Broadband Community Priorities**

#### Use this worksheet to:

- Determine the organizations you would like to participate in your broadband activities.
- List those already involved.
- Identify those you would like reach out to in the future.
- · Assign who will invite them and the due date for this outreach

	Already involved	We
City Government -		
Elected Officials and Staff		
County Government –		
Elected Officials and Staff		
State Government –	in an and	
Elected Officials and Staff		
Federal Government –		
Elected Officials and Staff		
Tribal		
Healthcare – Hospitals,		
Clinics, Community, etc.		
Education – K-12, Higher Ed, Technical Training, etc.		
Libraries		
Businesses – Retail, Farms,		
Utilities, Manufacturing,		
Real Estate, IT, etc.)		
Workforce Development		
Economic Development		
Internet Service Providers		
Nonprofits		
Planning Organizations		
Public Safety/Emer. Mgmt.		
Social Services		
Faith-based		
Organizations/Churches		
Chambers of Commerce		
Transportation Planners		
Arts and Culture		
Funding Entities		
Other Community		
Organizations		
Community Members		
(Civic Leaders, Youth,		
Senior Citizens, etc.)		
Other		



ld like to involve

### Worksheet 6: Develop Your Elevator Pitch

"Your mission should be the loudest voice in the room."

Russ Elliott, State Broadband Leader, Washington State

### Elevator Pitch Tips

- Present a compelling vision for the future
- Specific examples can make your case concrete
- Keep it short 75-100 words
- Practice the pitch out loud
- Look for a next step, referral? advice?

Drand	handlica





30 Second Pitch Guidelines

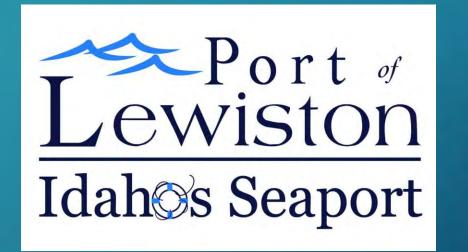
Follow up person

- State the Problem
- Present Your Solution
- Explain Why People Should Trust You
- Describe Your Value Proposition
- Offer a CTA (Call to Action)

### ACTION ITEMS

- Reach out to curated list of community stakeholders
- Develop broadband coalition pledge and presentation
- Embark on a "broadband roadshow" to these stakeholders
- Create the Latah County Broadband Coalition
- Establish a broadband planning committee
- Build and maintain relationships with ISPs and providers
- Execute agreement for a pre-engineering study
- Develop committee goals and benchmarks
- Set regular meetings with specific outcomes and purposes
- Curate experts and presenters
- Reach out to others not represented
- Develop subcommittees to tackle targeted issues
- Continue to gather information from communities
- Continue to touch base with ISPs and providers
- Keep on top of broadband funding landscape
- Apply for planning, buildout, and outreach grants











# BROADBAND COALITION

INFORMATION & BACKGROUND

## THEN, NOW, AND BEYOND

+2019

Idaho Broadband Task Force
FCC min. of 25/3mbps
Grants mostly to private industry / ISPs



2021

Federal government, ARPA, Infrastructure Bill Prioritizes government-led plans and builds Viewed as "basic necessity"

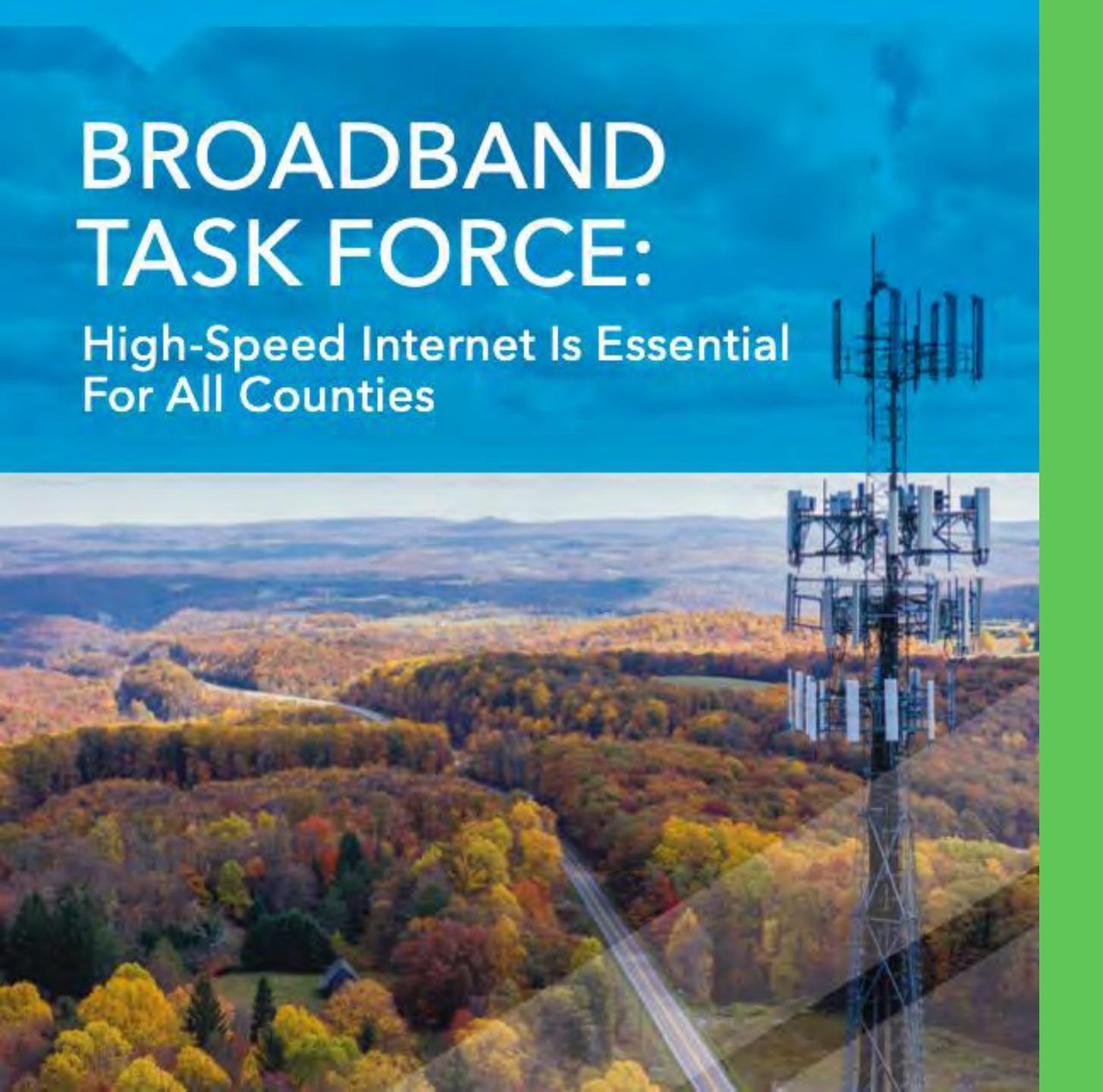
Barriers: territorialism, cost, ROI
Obstacles: pending projects, "served" mins
COVID-19 — CARES Act

2020



New mins: 1G/1G & 100/100mbps
Prioritizes fiber, public infrastructure
Requires collaboration with stakeholders

2022+



Today, reliable, fast, and affordable high-speed internet is as fundamental as acquiring electricity in the first half of the 20th century.



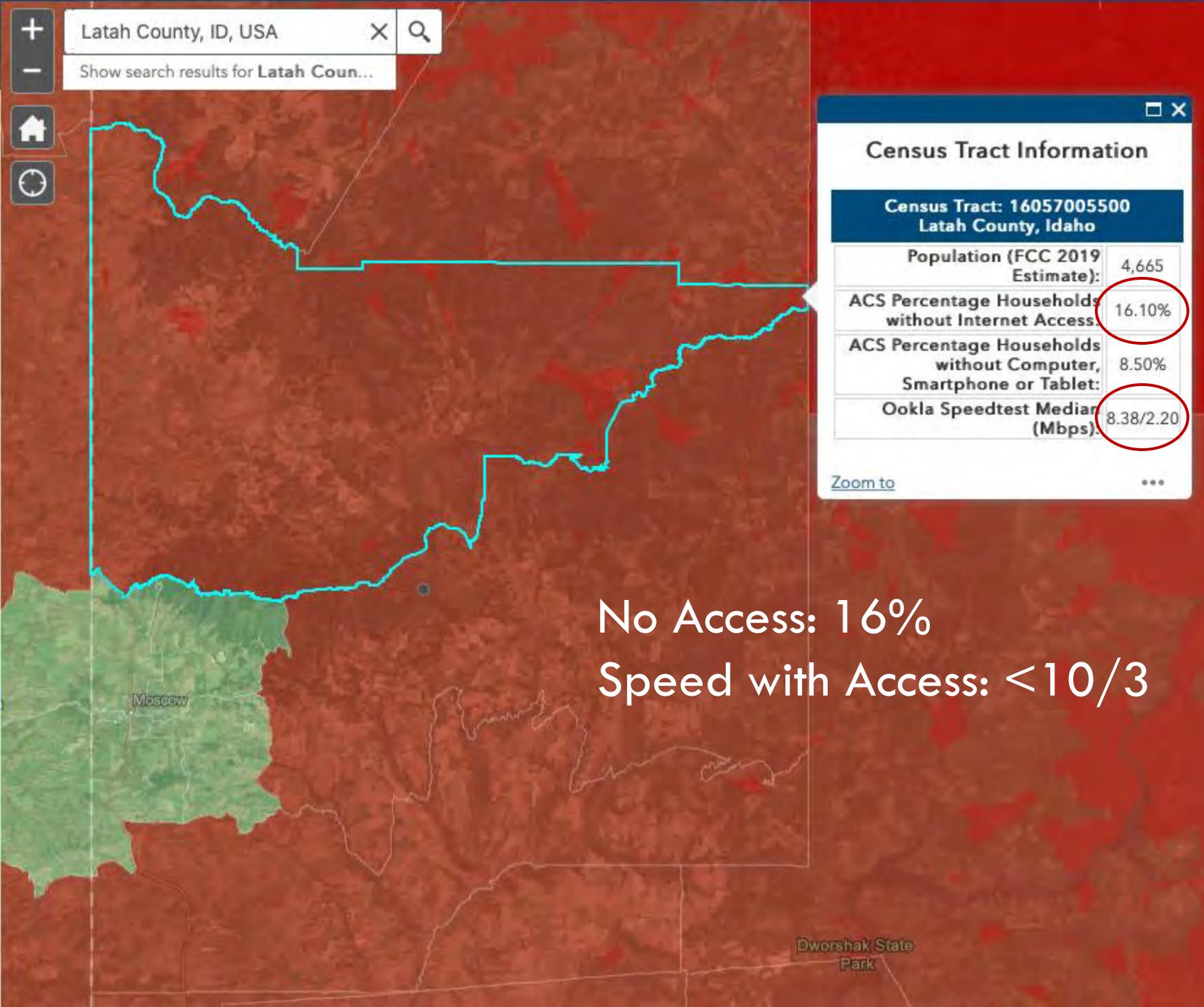


Level	Indicator of Broadband Need	Yes	No	No Data
	Speed Tests - M-Lab Median Speeds Fixed Broadband Below 25/3 Mbps			
County	Usage - 75% or More of Devices Connect to Microsoft Updates/Services via Fixed Broadband Download Speeds below 25 Mbps			
	Speed Tests - Ookla Median Speeds Fixed Broadband Below 25/3 Mbps			
Census Tract	American Community Survey - 25% or More of Households Report No Internet Access			
	American Community Survey - 25% or More of Households Report No Computer, Smartphone or Tablet			
Census Block	FCC Form 477 – No Provider Reports  Consumer Fixed Broadband Services at 25/3 Mbps			NA

#### Minority Serving Institutions (NTIA MSIs)

- A A (4APIS) (As an emerican and American Facility Islands) San ing Institutional
- ANNH (Alaska Nethra druž Nahve Havorah Sarrung)
- HBC/Uthiatorically Black Collages and University Unit
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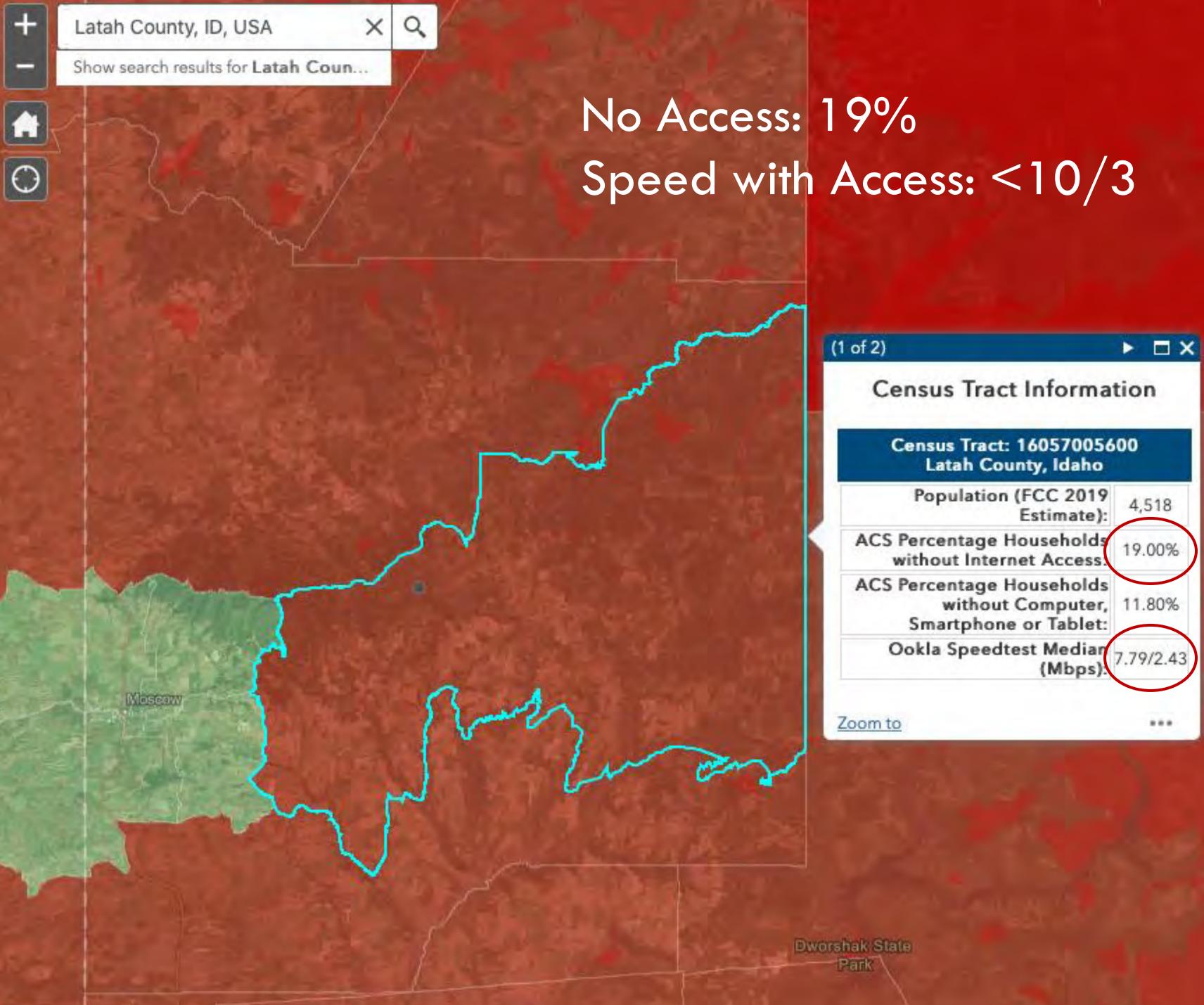
Legend

Level	Indicator of Broadband Need	Yes	No	No Data
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Census Block	FCC Form 477 – No Provider Reports Consumer Fixed Broadband Services at 25/3 Mbps			NA.

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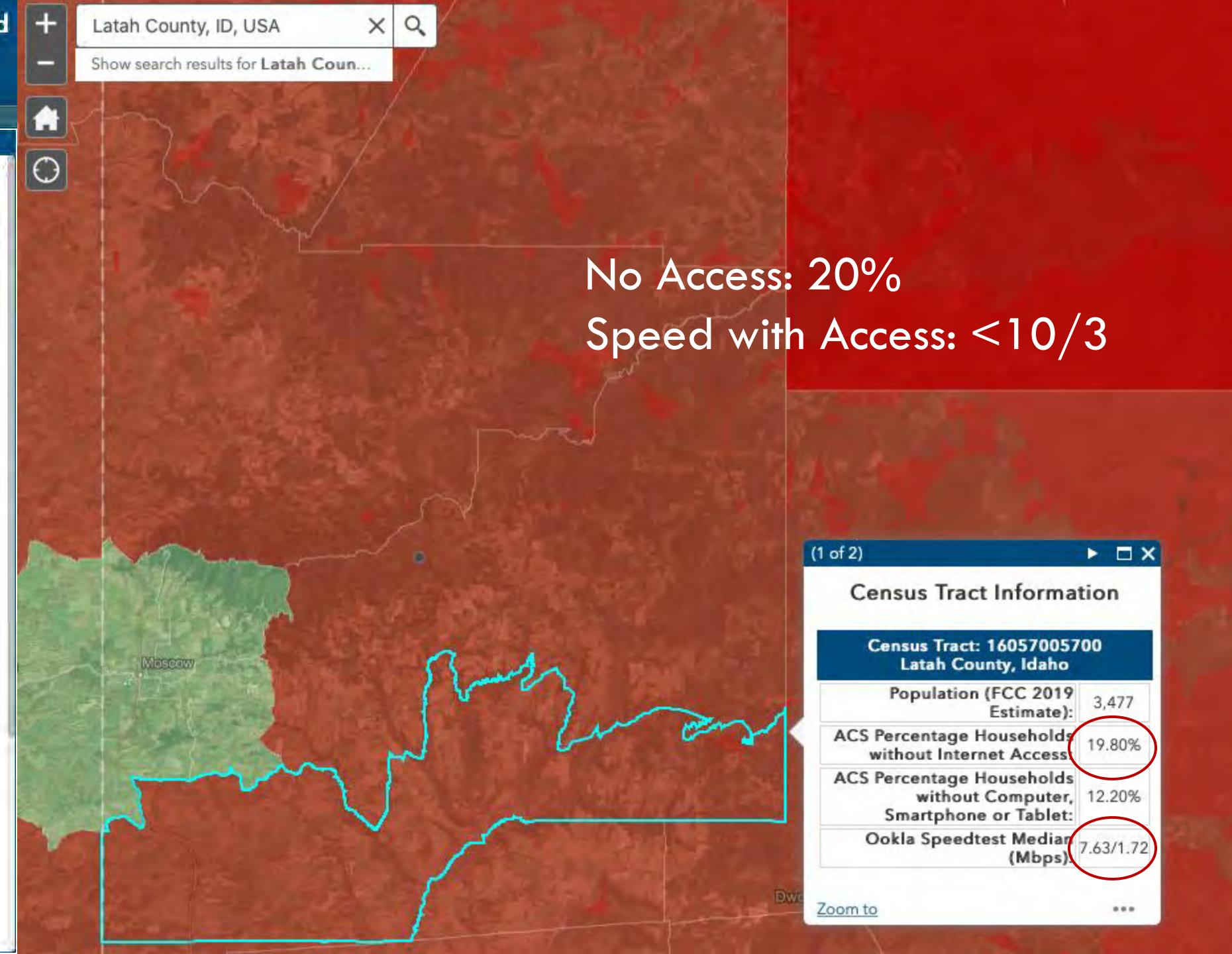




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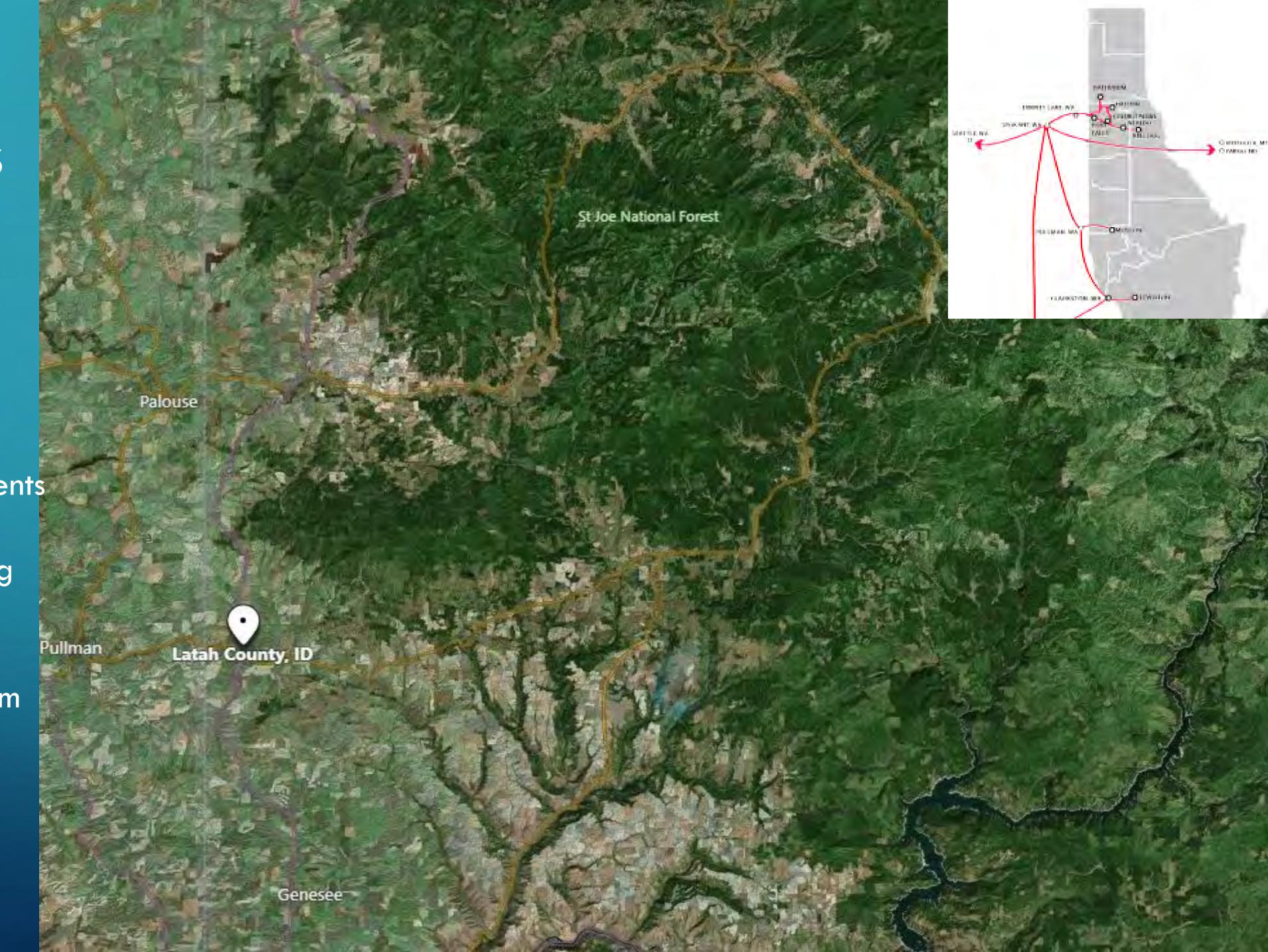
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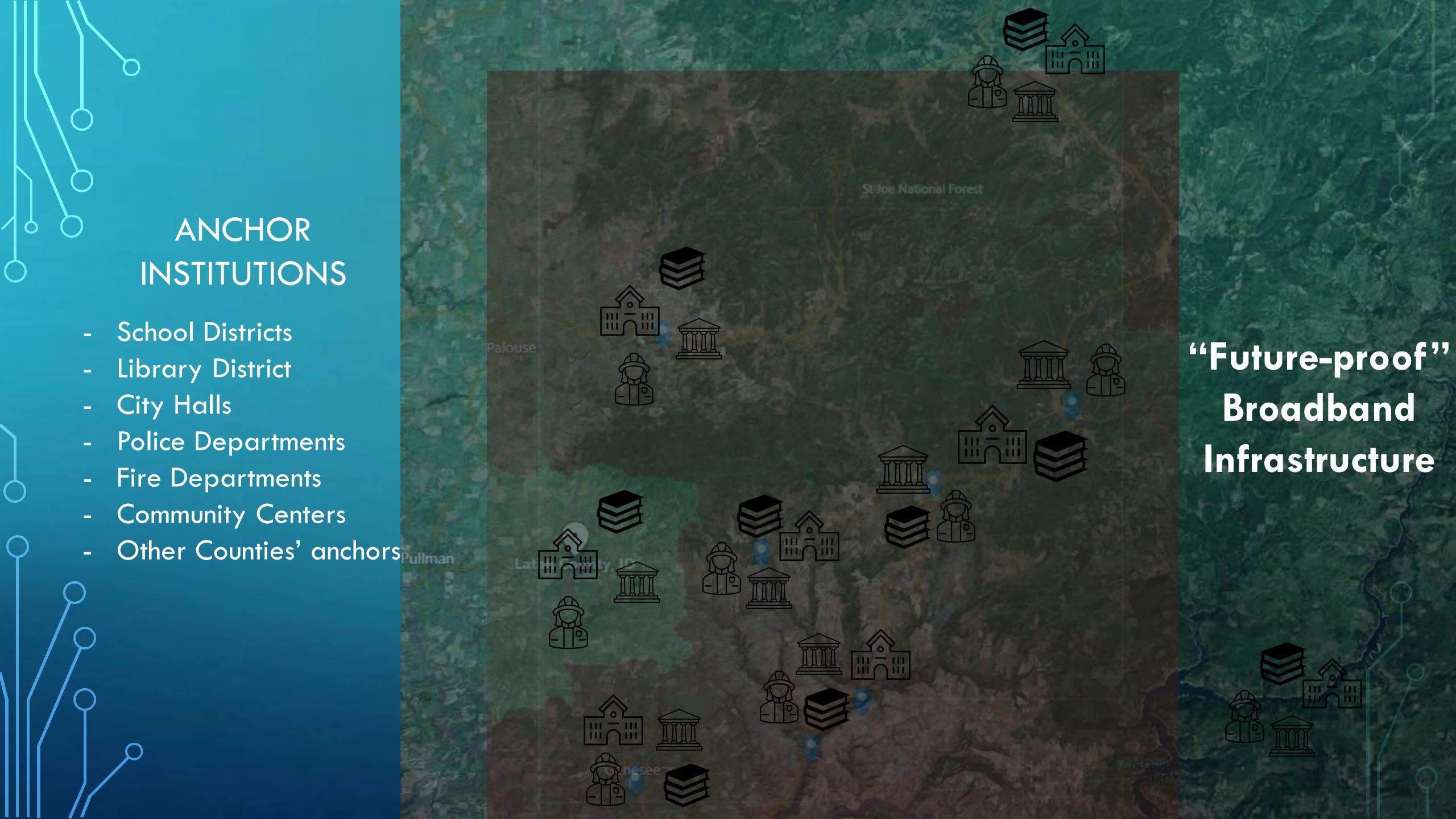
### CHARACTERISTICS

- 98% rural by geography
- 32% rural by population
- 12,660 rural residents
- Fiber corridor along
   WA/ID state line
- No easy access fromany other direction



SO...
NOW
White





# BROADBAND RELATED FUNDING

\$77,300,000,000

\$28.3B = Broadband Equity & Access

\$1B = Middle-Mile Broadband Deployment

\$1.3B = USDA-RD ReConnect Program

\$14.2B = Affordable Connectivity Program

\$10B = Capital Projects Fund (ARPA)

\$1B = Build Back Better Challenge

**\$7.2B** = Emergency Connectivity Fund

\$20.4B = Rural Digital Opportunity Fund

\$500M = Emergency Rural Healthcare

\$300M = Broadband Deployment (NTIA)

\$15M = Museum & Library Services

\$571M = Rural Healthcare Program

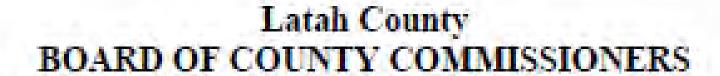
\$44.5M = Distance Learning & Telemedicine

\$35M = Idaho Broadband Advisory Board

# COALITION = GRANT READINESS

- General broadband education / knowledge / information
- Asset mapping / current infrastructure identification
- Needs assessment / community surveys / data gathering
- Network purpose, function, design
- Cost estimates, funding opportunities, partnership possibilities
- Business plan development / Construction







P.O. Box 8068 • 522 South Adams • Moscow, Idaho 83843 (208) 883-7208 • fax (208) 883-2280 • e-mail bocc@latah.id.us Kathie LaFortune • Thomas C. Lamar • David McGraw

### Latah County Broadband Coalition Pledge

The goal of the Latah County Broadband Coalition is to engage stakeholders across the County in order to communicate broadband needs and offer support in developing projects to address those needs. We aim to find local, state, and federal funding to build future-proof broadband infrastructure throughout Latah County. We are not interested in prescribed pathways to achieving this goal — rather, we're committed to working together to find the best solutions for our communities. Working together will only make pursuing partnerships and funding opportunities more possible and more potent.

In establishing this coalition, we recognize the unmatched importance of broadband access and affordability for education, health, commerce, and community. Ensuring that every community member has access to reliable and affordable broadband is not only a key component to modern life but also to future development.

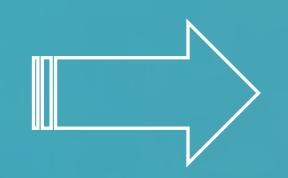
We undertake this work knowing that a robust broadband connection allows students greater access to educational opportunities, patients greater access to healthcare professionals, businesses access to customers around the world, and farmers the ability to increase productivity and profitability.

We are committed to providing the support our community and citizens need to enable us to build sound, future-proof broadband infrastructure and last mile connectivity to homes. To demonstrate that commitment, we sign on to join the Latah County Broadband Coalition with a pledge to participate in the following ways:

- Assign a representative to serve on the Latah County Broadband Coalition committee
- Participate in information sharing and gathering for broadband planning and projects
- Agree to leverage available funding to pursue future-proof broadband projects

# EXPECTATIONS FOR MEMBERS

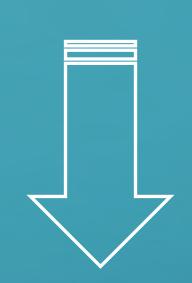
# BE A LIAISON



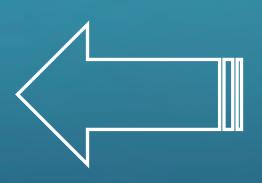
# SHARE INFO







REPORT BACK



GATHER INFO

# EXPECTATIONS FOR MEMBERS





# Affordable Connectivity Program Helping Households Connect

Latah County Community	Eligible Households	Number Enrolled	Percentage with Benefit
Moscow	4,408	497	11%
Viola	30	3	10%
Potlatch & Onaway	368	13	3.5%
Princeton	73	2	2.7%
Harvard	14	2	14%
Deary & Bovill	136	3	2.2%
Troy	129	7	5.4%
Genesee	114	10	8.8%
Juliaetta	95	9	9.5%
Kendrick	112	4	3.6%

# Service Discount = \$30/month Tech Purchase = \$100



# Affordable Connectivity Program Helping Households Connect

11.5+ MILLION HOUSEHOLDS CONNECTED

HELP YOUR COMMUNITY

REQUEST PRINTED

INVOLVE YOUR LOCAL

OVERNMENT

assistance or social services office

REQUEST A SPEAKER

FIND LOCAL PROVIDERS

at fcc.gov/acp-providers-by-state.

Have a local event coming up?

Want to train your members to serve as ACP ambassadors?

Does your local employment

Outreach Toolkit materials in



today at fcc.gov/ACP.

print ACP flyers to include fcc.gov/acp-toolkit





graphics, videos, and PSAs







09

Federal Communications Commission

Affordable Connectivity Program

Are you getting your MATERIALS \$30/month internet Printed versions of FCC ACP Outreach Toolkit materials are available. Send an email to discount? ACPInfo@fcc.gov and provide

> If you participate in any of the following programs, you automatically qualify for the ACP:

- · SNAP
- Medicaid
- Federal Public Housing Assistance
- Supplemental Security Income (SSI)
- · WIC
- Veterans Pension or Survivor Benefits
- · or Lifeline

Apply Now at AffordableConnectivity.gov



Find out if you qualify and how to participate. Visit: fcc.gov/ACP

### Who Is Eligible for the Affordable Connectivity Program?

- Has an income that is at or below 200% of the federal poverty guidelines. Participates in one of these assistance programs: Free and Reduced-Price
- School Lunch Program or School Breakfast Program, including through the USDA Community Eligibility Provision; SNAP; Medicaid; Federal Public Housing Assistance; SSI; WIC; Veterans Pension or Survivor Benefits; or Lifeline
- Participates in Tribal specific programs: Bureau of Indian Affairs General Assistance, Tribal TANF, Food Distribution Program on Indian Reservations, or Tribal Head Start (Income based)
- Received a Federal Pell Grant during the current award year
- Meets the eligibility criteria for a participating provider's existing low-income program

Find out if you qualify and how to participate. Visit: fcc.gov/ACP





## AFFORDABLE CONNECTIVITY PROGRAM

#### WHAT IS IT?

The Affordable Connectivity Program is an FCC program that helps connect families and households struggling to afford internet service.

#### The benefit provides:

- Up to \$30/month discount for internet service;
- Up to \$75/month discount for households on qualifying Tribal lands; and
- A one-time discount of up to \$100 for a laptop, desktop computer, or tablet purchased through a participating provider.

#### WHO IS ELIGIBLE?

A household is eligible for the Affordable Connectivity Program if the household income is at or below 200% of the Federal Poverty Guidelines, or if a member of the household meets at least one of the criteria below:

- Participates in any of the following assistance programs: SNAP Medicaid, Federal Public Housing Assistance, Veterans Pension or Survivor Benefits, SSI, WIC, or Lifeline;
- Participates in any of the following Tribal specific programs: Bureau of Indian Affairs General Assistance, Tribal TANF, Food Distribution Program on Indian Reservations, or Tribal Head Start (income based);
- Participates in the Free and Reduced-Price School Lunch Program or the School Breakfast Program, including through the USDA Community Eligibility Provision;
- Received a Federal Pell Grant during the current award year; or Meets the eligibility criteria for a participating broadband provider's existing low-income internet program.

#### TWO STEPS TO ENROLL

Go to AffordableConnectivity.gov to submit an application or print a mail-in application

Contact your preferred participating rovider to select an eligible plan and have the discount applied to your bill.

Some providers may have an alternative application that they will ask you to complete.

Eligible households must both apply for the program and contact a participating provider to select a service plan.

#### **LEARN MORE**



2 Call 877-384-2575, or Wisit fcc.gov/acp



https://www.fcc.gov/acp-consumer-outreach-toolkit

AFFORDABLE CONNECTIVITY PROGRAM

## RESOURCES

- Pledge
- Email Invitation
- PPT Presentation (with spiel)
- Overview of our coalition, background, and goals

- Press Releases
- Website
- Cost Estimates and Action Items
- Local Resources Matrix
- LINKS to other materials

https://broadbandusa.ntia.doc.gov/local-government-resources





ACCESSIBLE, RELIABLE, AFFORDABLE BROADBAND FOR IDAHO

### Who we are

Business, community, philanthropic and policy leaders working to address Idaho's rural broadband infrastructure.

### Imagine Idaho Foundation 501(c)(3)

Imagine Idaho Foundation is a 501(c)(3) non-profit created to "light up" rural Idaho with broadband infrastructure leading to Idahoans securing accessible, reliable, and affordable internet access, that is future-proof and high-speed for all Idahoans spurring community and economic prosperity.

We are a non-biased, grant funded, private entity that serves as an educational resource for Idaho and its unserved and underserved communities.



### **Our Critical Services to Communities**

- No cost community consulting and support
- One time grants for planning
- Community engagement plan
- Needs assessment and speed testing
- Pre-engineering study
- Cost analysis for budgeting
- Determining well-designed plan for coverage
- Preparing grant applications
- Referrals to service partners for technical support
- Interface with the Idaho Broadband Advisory Board (IBAB)



### For more information:

Christina Culver - Executive Directo, Co-Founder 202-538-9031
Christina@imagineidaho.org

Benn Brocksome – Consultant, Co-Founder 208-859-4428 benn@bennbrocksomeandassociates.com

www.imagineidaho.org



### **BROADBAND RESOURCES**



### (LIST AVAILABLE AT UIDAHO.EDU/DIGITAL-ECONOMY/DATA

### **Affordable Access**

<u>Federal Communications Commission's Affordable Connectivity Program</u> is a benefit program that provides grant subsidies to eligible households to pay monthly internet service costs.

### **Internet Enabled Devices**

PCs for People and TechSoup provide refurbished computers to eligible customers at affordable prices.

### **Digital Literacy Skills**

Idaho Digital Skills, provided by the Idaho Commission for Libraries offers Idahoans free access to online learning tools.

Google for Education Applied Digital Skills courses are free learning modules that teach practical digital skills.

<u>University of Idaho Extension's Digital Economy Program</u> will provide digital skill development resources in Idaho's rural communities.

### **BROADBAND RESOURCES, CONTINUED**



### **Quality Technical Support**

<u>University of Idaho Extension's Digital Economy Program</u> is exploring ways to partner in bringing resources to rural communities.

### Online Content Encouraging Self Sufficiency, Participation, and Collaboration

<u>Idaho Digital E-Book Alliance (IDEA)</u> and <u>Libraries Linking Idaho (LiLI)</u> foster connection and access statewide.

### **Funding and Data Resources**

Idaho Department of Commerce – Idaho Broadband Advisory Board's <u>Idaho Broadband Strategic Plan</u>

<u>BroadbandUSA Fixed Broadband Community Report</u> and National Telecommunications and Information Administration <u>Local Government Resources Page</u> provide broadband resources and data statewide and by county.

<u>United States Department of Agriculture Broadband Program</u> provides Broadband funding opportunities, and e-connectivity Toolkit, and telecom grant resources.

## NEXT STEPS

Form Local Broadband Action
Teams

Engage your community in identifying local gaps and creative solutions in preparation for applying for funding

Connect with & share current resources



# THANK YOU FOR PARTICIPATING!





