



BROADBANDUSA: TRUSTED COMMUNITY ADVISOR

Why Does Broadband Matter?

Broadband is no longer a luxury but a necessity. It is a tool to increase civic engagement, improve employment and enhance economic development. Broadband is critical infrastructure often referred to as the "electricity of the 21st century," but 34 million Americans still do not have broadband access at home.

Ubiquitous broadband access, including in the most remote and underserved communities, is essential for the country's long-term growth and prosperity. It is an indispensable tool to reduce inequality, create economic opportunities and secure America's leadership on the international stage.

How Does Broadband Help Americans?

From our urban centers to our rural areas, broadband helps create and build more dynamic communities, establishing access to healthcare, education, and economic prospects previously not available. Broadband:

-  **Drives Commerce.** High-speed Internet creates new opportunities for Americans to participate in the global economy. Businesses and individuals have the opportunity to increase revenue and exchange goods and services in the online marketplace by expanding offerings and reaching customers beyond their local community.
-  **Enriches Education.** Broadband allows educators and students to access information and resources from around the world, allowing them to gain from others' knowledge and experiences, share ideas and solutions and learn about diverse cultures or review online lessons from schools across the country. It also helps teachers connect with parents, post assignments and incorporate dynamic multimedia into their lessons.
-  **Enhances Healthcare.** High-speed, high capacity Internet can support long-distance healthcare services, enhancing healthcare administration and enabling patient and provider education. Telehealth increases patients' contact to specialists, speeds the transmission of medical information and allows doctors to access patient records from multiple sources, improving patient care.
-  **Improves Safety.** Broadband-enabled interoperable communication networks dramatically advance public safety by increasing connectivity and data-sharing capabilities. Fire, police and other public safety officials can communicate seamlessly and reliably to prevent and respond to emergencies.
-  **Sparks Innovation.** High-speed Internet connects people to ideas and resources from around the world, inspiring waves of creativity, experimentation and innovation. Governments, businesses and individuals can leverage online resources to address issues concerning healthcare, education, security and commerce.
-  **Connects Communities.** Broadband allows communities to share information, resources and services easily. Local residents can collaborate to achieve neighborhood goals and civic leaders can use web-based tools to engage the public and find solutions to common problems.

About BroadbandUSA

BroadbandUSA is a National Telecommunications and Information Administration (NTIA) program that serves as a strategic advisor to communities as they implement broadband deployment and adoption programs to advance economic development, education, healthcare and public safety.

About NTIA

NTIA, an agency within the U.S. Department of Commerce, is the Executive Branch agency principally responsible for advising the President on telecommunications and information policy issues.

NTIA's programs and policy making focus largely on 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.

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How Can BroadbandUSA Help?

NTIA recognizes that today's dynamic global environment demands a national commitment to broadband infrastructure and digital inclusion. Through the Broadband Technology Opportunities Program (BTOP) and the State Broadband Initiative (SBI), NTIA helped dramatically change the country's digital landscape and supported the nation's transformation to the digital economy. Learning from these programs, NTIA knows that communities need support, resources, research and advocates at the national level to help them achieve their digital aspirations. NTIA launched BroadbandUSA in 2015 to satisfy this demand and continue its mission to improve broadband ability and use.

BroadbandUSA serves as a strategic advisor to state and local governments, non-profits and industry as they implement broadband deployment and adoption programs to advance economic development, education, healthcare and public safety. BroadbandUSA provides:

- + **One-to-One Technical Assistance:** Direct, hands-on assistance to communities interested in planning, funding and implementing broadband access and inclusion initiatives;
- + **Events and Workshops:** Events that bring together state, local and federal officials, industry, community leaders and other key broadband stakeholders to share real-world broadband success stories and lessons learned; and
- + **Guides and Tools:** Products that incorporate field-tested best practices from the Broadband Technology Opportunities Program (BTOP), State Broadband Initiative (SBI) and other BroadbandUSA partners.

BroadbandUSA also collaborates with government, industry and community partners to address regulatory, administrative and funding barriers. BroadbandUSA is a:

- + **Trusted Advisor.** BroadbandUSA leverages NTIA's wealth of experience to provide expert, direct technical assistance and publish best-practices guides focused on broadband planning for local and tribal governments, building public-private partnerships and federal funding opportunities
- + **Infrastructure Expert.** Through BTOP, NTIA oversaw the implementation of \$3.48 billion worth of infrastructure projects across the country. These projects helped NTIA develop a deep technical knowledge of the full lifecycle of broadband projects. BroadbandUSA uses this expertise in its infrastructure-related TA engagements to help communities work through the planning, funding and stages of expanding broadband access.
- + **Inclusivity Champion.** NTIA has a long-standing reputation as the visionary and source for digital inclusion efforts. BroadbandUSA continues this legacy by helping communities across the country address their unique digital inclusion challenges, including providing feedback on engagement campaigns and helping city governments plan how to engage hard-to-reach populations in digital efforts.
- + **Entrepreneurial Entity.** From experience in the field, BroadbandUSA knows there is not a "one size fits all" solution for improving broadband access and digital inclusion. BroadbandUSA works with government partners and industry leaders to ensure it is developing programming and resources that meet the needs of the communities it serves. Since NTIA and BroadbandUSA are not large entities, they are less encumbered by hierarchal and administrative barriers than larger agencies or programs. BroadbandUSA can adjust its program direction, resources and events to ensure it is matching demand.
- + **Thought Leader.** BroadbandUSA's leadership on the Broadband Opportunity Council (BOC) has helped efforts aimed at enhancing broadband infrastructure, such as updating the Community Reinvestment Act (CRA) to include broadband as an eligible expense. Additionally, BroadbandUSA hosts events throughout the country convening broadband champions to stimulate cross-sector discussion and partnerships that further strengthen the telecommunications field.

Resources

BroadbandUSA's Broadband Adoption Toolkit

Learn how to improve broadband adoption using a toolkit of field-tested examples.

<http://go.usa.gov/c8Bvh>

BroadbandUSA's Guide to Public-Private Partnerships

Explore models for building broadband networks by combining public and private resources.

<http://go.usa.gov/c8BGT>

BroadbandUSA's Guide to Federal Funding of Broadband Projects

Learn how to access federal funding for broadband planning and digital inclusion projects and infrastructure.

<http://go.usa.gov/c8BG9>

BroadbandUSA's Planning A Community Broadband Roadmap

Learn six essential steps to planning your broadband projects.

<http://go.usa.gov/xkpwV>

BroadbandUSA's Guide to Stakeholder Engagement

Learn how to effectively engage stakeholders to enhance your broadband initiatives.

<http://go.usa.gov/xkpwM>

BroadbandUSA's Smart Communities Toolkit

Learn how to plan and create effective partnerships to enhance your broadband initiatives, including any smart applications.

<http://go.usa.gov/x8DMn>

Connecting America's Communities Map

Engage with an interactive map of assets funded by the Broadband Technology Opportunities Program (BTOP).

<http://go.usa.gov/c8BfR>

