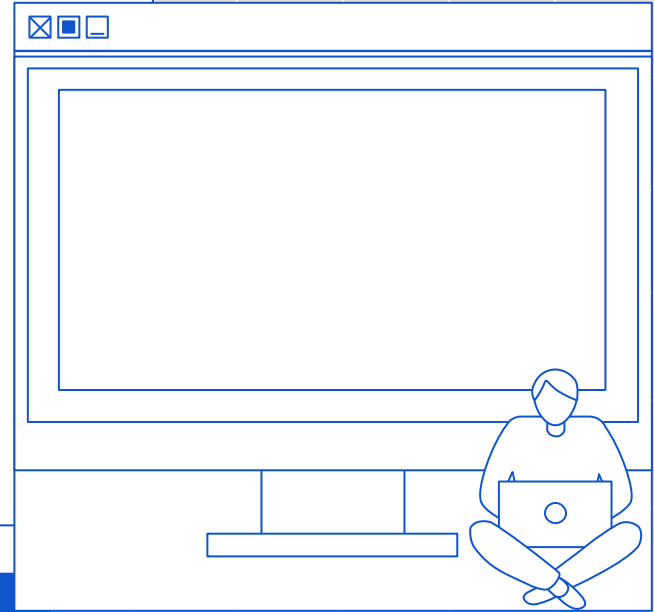


# Expanding Broadband for ALL

Hannah Faulwell, Austin Ford,  
Edward Guo, Muhammad Kamaruzuki,



# EXISTING CHALLENGES: 3-As

## Access

Is the area served by the necessary infrastructure?

The FCC reports that 14.5 million Americans are without broadband access.

In reality,  
the number is closer to

**42 Million**

(Busby et al., 2021).



# EXISTING CHALLENGES: 3-As

## Affordability

Is reliable, high-speed internet affordable?

U.S. consumers pay **some of the highest prices for broadband in the world.**

**\$68.38** VS. **\$44.71**  
**in Europe**

And speed isn't faster in the U.S (New America, n.d.).



Modem fees can add 75% to a monthly bill in the U.S., compared to just 30% abroad.



Most U.S. plans use promo rates, after which the rate increases by \$22.25 per month, on average.

# EXISTING CHALLENGES: 3-As

## Adoption

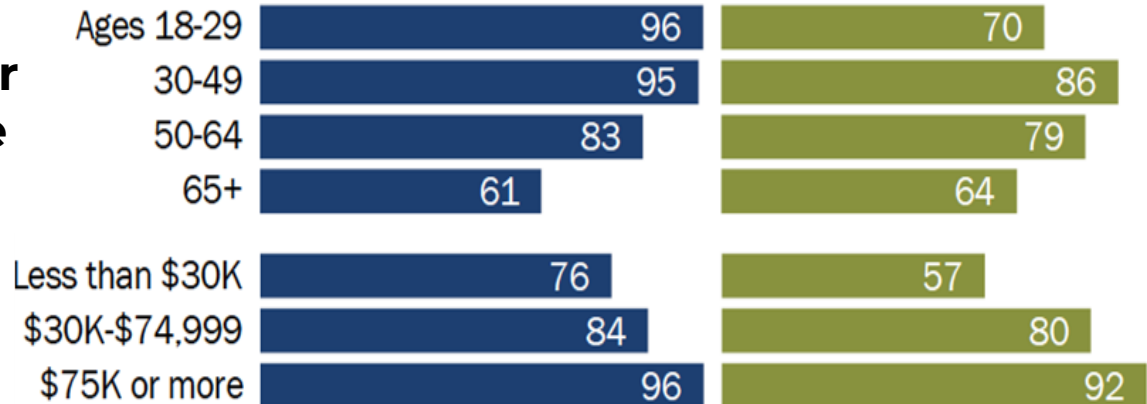
Do people have  
the means to use broadband?

### % of U.S. adults who say they have

Smartphone

Broadband

Device ownership and  
digital knowledge **differ  
significantly along age  
and income lines**  
(Vogels, 2019).



# METHODOLOGY

## Step 1

### Identification

Searched ARPA  
databases to  
identify  
broadband-related  
projects

## Step 2

### Verification

Checked municipal  
budgets and plans  
to understand  
current  
implementation  
efforts

## Step 3

### Analysis

Picked 4  
outstanding case  
studies and  
interviewed key  
personnel for  
further insight

# CASE STUDIES: MAIN THEMES

## INNOVATIVE PARTNERSHIPS

Working with community partners enables resources and ideas sharing, which bolsters local capacity

## FUNDING

## DETERMINING NEED

## IMPLEMENTATION

## NIAGARA + ORLEANS COUNTY, NY

Partnership helped **funding,**  
**determining need + implementation**

**\$7.9 Million**

Cross-sectoral, cross-agency, and cross-governmental partnerships aided in bolstering broadband access, affordability, and adoption

**Partnered with:** County legislatures, local government agencies, and community non-profits

- **Funding:** Niagara-Orleans Regional Alliance secured ARPA, CDBG, and Congressional funding
- **Determining Need:** Enlisted local highway departments to conduct broadband coverage mapping
- **Implementation:** United Way partnership advances connectivity / digital literacy

Improved digital literacy and Internet adoption among seniors and vulnerable groups by providing devices and instruction lessons

**Partnered with:** Community non-profits, service provider and University

- **Determining Need:** Non-profits reports social isolation of seniors
- **Implementation:** Integration of computers in daily services provided by non-profits ensuring no money is wasted
- **Funding:** University evaluation led to best practice model and showed promising program results, attracting private funding



Due to limited data and, the county is conducting a county-wide survey to its residence, businesses and organizations to determine broadband needs and existing access issues

**Partnered with:** NYSTEC (independent and nonprofit consultant)

- **Determining Need:** Collaboration with NYSTEC to design surveys that explore broadband coverage, price and user's experience

Broadband expansion in the Southern Tier is spearheaded by partnerships between the Southern Tier Regional Development Board with a target to keep costs between \$45-\$70 per month for consumers

**Partnered with:** Southern Tier Network (non-profit overseeing implementation)

- **Determining Need:** county-level surveys in order to evaluate extent of individual and community need
- **Funding:** The flexibility of ARPA funding has allowed communities to provide matching funds and avoid regulatory or telecom competitor challenges

# POLICY RECOMMENDATIONS

## **Think holistically about broadband**

- Infrastructure is necessary (access), but so is further monetary assistance (affordability), as well as devices and digital literacy (adoption)

**Build and maintain partnerships** across sectors, government levels and agencies

## **Take advantage of this moment, but proceed with caution**

- Federal funding has flooded the broadband space with money...for now. Today's projects should be carefully planned with longevity in mind.

# THANK YOU!



Please see issue brief for case studies and further detail: <https://labs.aap.cornell.edu/local-government-restructuring-lab/student-work>

# SOURCES AND REFERENCES

- Ali, Christopher. 2020. "The Politics of Good Enough: Rural Broadband and Policy Failure in the United States." *International Journal of Communication* 14(0):23.
- Anon. n.d. "The Cost of Connectivity 2020." *New America*. Retrieved April 21, 2022 (<http://newamerica.org/oti/reports/cost-connectivity-2020/>).
- Busby, John, Julia Tanberk, and Tyler Cooper. 2021. "BroadbandNow Estimates Availability for All 50 States; Confirms That More than 42 Million Americans Do Not Have Access to Broadband." *BroadbandNow*. Retrieved April 21, 2022 (<https://broadbandnow.com/research/fcc-broadband-overreporting-by-state>).
- Gonsalves, Sean. 2021. "The Problem(s) of Broadband in America." *Institute for Local Self-Reliance*. Retrieved (<https://ilsr.org/wp-content/uploads/2021/07/Problems-of-Broadband-072021.pdf>).
- Looker, Looker and 2020. 2020. "Broadband Demands during COVID-19 Reveal Disparities." *NACo*. Retrieved April 21, 2022 (<https://www.naco.org/articles/broadband-demands-during-covid-19-reveal-disparities>).
- Perrin, Andrew. 2021. "Mobile Technology and Home Broadband 2021." *Pew Research Center: Internet, Science & Tech*. Retrieved April 21, 2022 (<https://www.pewresearch.org/internet/2021/06/03/mobile-technology-and-home-broadband-2021/>).
- Vogels, Emily A, and Monica Anderson. 2019. "Americans and Digital Knowledge." *Pew Research Center: Internet, Science & Tech*. Retrieved April 21, 2022 (<https://www.pewresearch.org/internet/2019/10/09/americans-and-digital-knowledge/>).