

Broadband Council Meeting
December 13, 2010

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Executive Director
Telecommunications Planning & Design

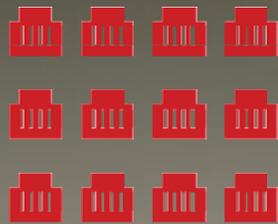


Agenda

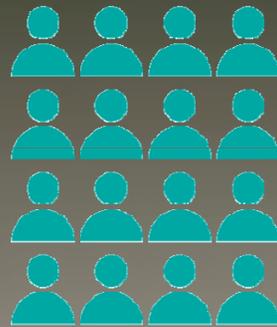
- About NYC Government
- Broadband Technology Opportunities Program (BTOP)



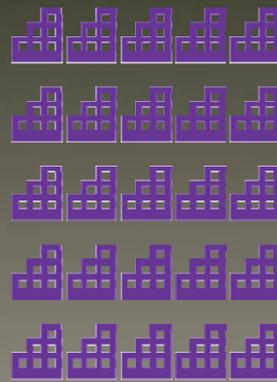
New York City is...



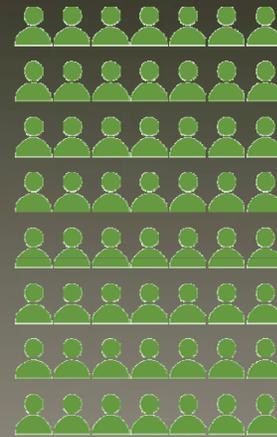
OVER 120
Government Offices



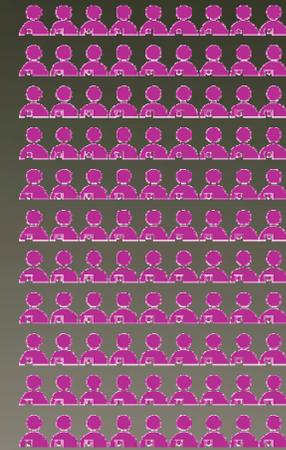
350,000
City Employees



230,000
Businesses



8 MILLION
Residents



48 MILLION
Visitors



Enabling the Connected City



- **“Delivery Strategy”** refers to DoITT’s core service delivery initiatives, which underpin the critical work necessary to meet the City’s technology needs and provide the highest quality customer service.
- **“Accountability”** refers to DoITT’s responsibility to be fully answerable to support the Mayor’s mandate. Roles and responsibilities will be clarified and objective performance metrics established.
- **“Asset Stewardship”** refers to DoITT’s role to efficiently and cost-effectively develop and manage the City’s technology resources: fiscal and physical plus vendor oversight. **“Workforce Development”** refers to growing DoITT into a rewarding and desirable career destination.
- **“Professional Profile”** refers to DoITT’s unique brand that should connote excellence in service delivery and professionalism for internal and external stakeholders.
- **“Great Service! Great City!”** summarizes the driving force behind DoITT’s work: Customer Service.



New York City Broadband Technology Opportunities Program (BTOP)

NYC
Information
Technology &
Telecommunications



Programs proposed under BTOP align with City's Broadband Strategy

In 2006/7 the City conducted a comprehensive Broadband Needs Assessment Study

Key Study Findings:

1. Broadband for Residents

Home residential service widely available; low-income residents *adopt* at less than half the rate of middle- and high-income residents

2. Broadband for Businesses

Large businesses well served; service options may be limited in some industrial/manufacturing areas

3. Availability of Public Access Centers

Public technology centers fill critical need, yet many public library branches and City-operated centers in need of new or better connectivity, computers, staff

4. Availability of WiFi in Public Spaces

NYC well covered by WiFi hotspots, but there is opportunity to expand coverage in public spaces

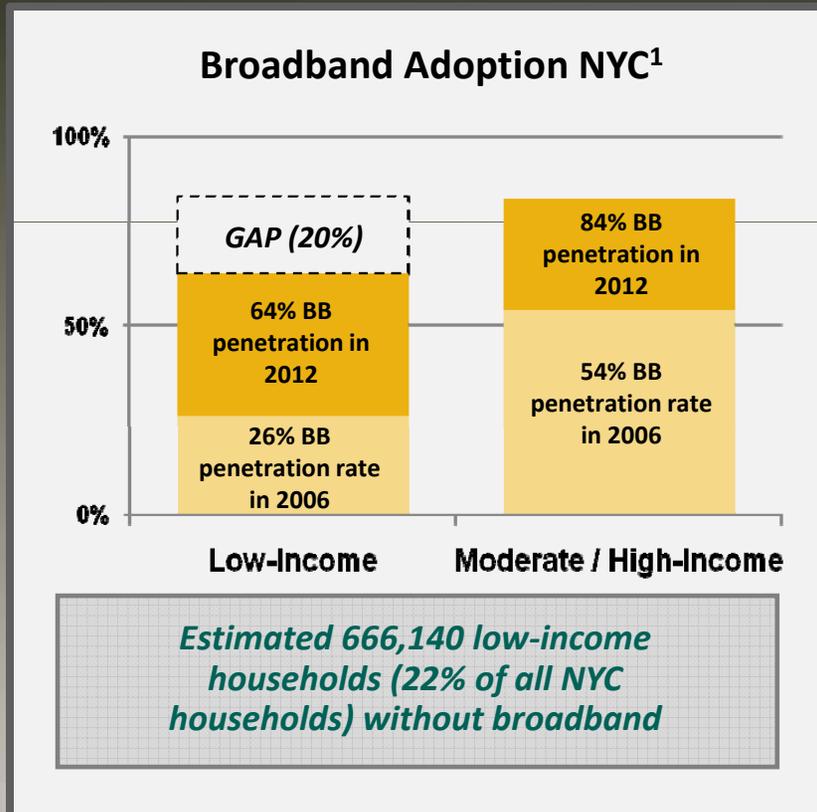
5. Competition in the marketplace

NYC has above average provider competition, but can continue to enhance through franchise process



City's study found that most pressing need is to address *adoption* issue

The Broadband Needs Assessment Study identified a growing gap in broadband adoption between low-income and moderate- to high-income New York City residents



Uneven broadband adoption hinders low-income residents and the City

- Lack of digital literacy and connectivity limits low-income residents' access to:
 - Educational resources
 - Employment opportunities
 - Information (health, news, etc.)
 - Social & civic participation
- Connected citizenry prerequisite for the City to provide low cost, efficient online services
- Digitally literate workforce critical to NYC's ability to attract high growth companies and drive economic prosperity

Sources: 1 American Community Survey 2006, survey of Internet and broadband availability and adoption in the NYCHA residents, Scarborough Research, 2007 Internet & American Life Project, Diamond analysis

The City advocates a holistic approach to addressing adoption

Study revealed that low-income residents typically face multiple obstacles to broadband adoption

Obstacle	Research Findings ¹
Lack of computer ownership	<ul style="list-style-type: none"> Lack of computer ownership most commonly cited reason for not having home Internet service <i>(53% of public library patrons, 83% of NYCHA residents)</i>
Cost of broadband service	<ul style="list-style-type: none"> Cost of broadband service 2nd most commonly cited obstacle to having home Internet service among library patrons and NYCHA residents
Lack of computer literacy skills	<ul style="list-style-type: none"> Only 14% of NYCHA residents without broadband service were satisfied with their computer skills vs. 80% of those with home Internet service
Failure to recognize value of technology	<ul style="list-style-type: none"> Stakeholder interviews highlight critical need to demonstrate concrete benefits to incent broadband adoption, such as a clear impact on a child's education or a demonstrated opportunity to advance employment or to address a major health problem

Sources: ¹ NYCHA findings based on survey and collection of 140 valid survey responses, representing a 95% confidence level and 3% confidence interval. Library findings based on 2,249 survey responses from 53 branches across the five boroughs. Diamond research, 2016 (2017)

Overview of the NTIA Broadband Technology Opportunities Program (BTOP)

Administered by National Telecommunications and Information Administration (NTIA), BTOP is a national broadband stimulation effort established in 2009 as part of ARRA. The program offered two funding rounds, concluding in March, 2010.



Key BTOP Objectives

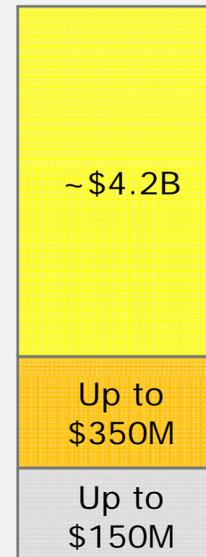


1. Enhance access to broadband service to citizens in unserved & underserved areas
2. Provide broadband education, awareness, training, access, equipment and support to:
 - a) Schools, libraries...other community support organizations...to **facilitate greater use of broadband service by or through these organizations**
 - b) Organizations and agencies that provide outreach, access, equipment and support to **facilitate greater use of broadband service by low-income, unemployed, aged, and otherwise vulnerable populations**
3. Stimulate the demand for broadband, economic growth and job creation

Funding Allocations

~\$4.7B

Total Funding



- **Public Computer Center** category - at least \$250M
- **Sustainable Broadband Adoption** category - at least \$200M
- Remaining funds allocated to **Infrastructure** projects
 - Broadband mapping
 - Program Admin (includes \$10M for DOC oversight & max 3% of funds for individual grant recipients)

NYC's BTOP-funded Programs

- American Recovery and Reinvestment Act of 2009 established Broadband Technology Opportunities Program (BTOP)
- Three NYC-proposed programs have been awarded funds
 - NYC Connected Learning
 - NYC Connected Foundations
 - NYC Connected Communities
- Programs proposed have all aligned with City's overall broadband needs and strategies



NYC Connected Learning

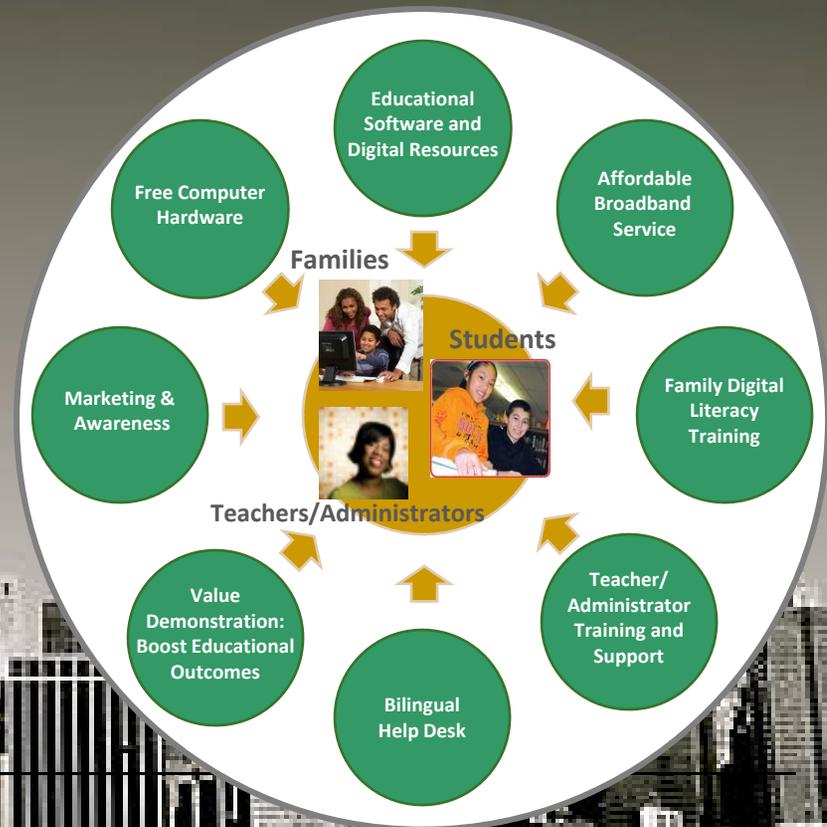
In BTOP's first funding round, the City proposed an in-home adoption project. This proposal was awarded \$22M in BTOP funds.

The Challenge:

- Low-income residents often face multiple obstacles to adoption simultaneously
- Comprehensive support is needed to help residents overcome these obstacles, and recognize benefits of adoption
- Public schools are City's largest talent-generating engine. Yet more than 70% of students are from low-income families. Without intervention, New York City risks producing a talent pool ill-equipped for the jobs critical to the future growth of the City and nation.

Initiative: Provide low-income sixth graders and their families with "technology bundles" that address ALL common obstacles to home broadband adoption. Boost academic outcomes by integrating technology use in both home and school environments.

NYC Connected Learning Program Components



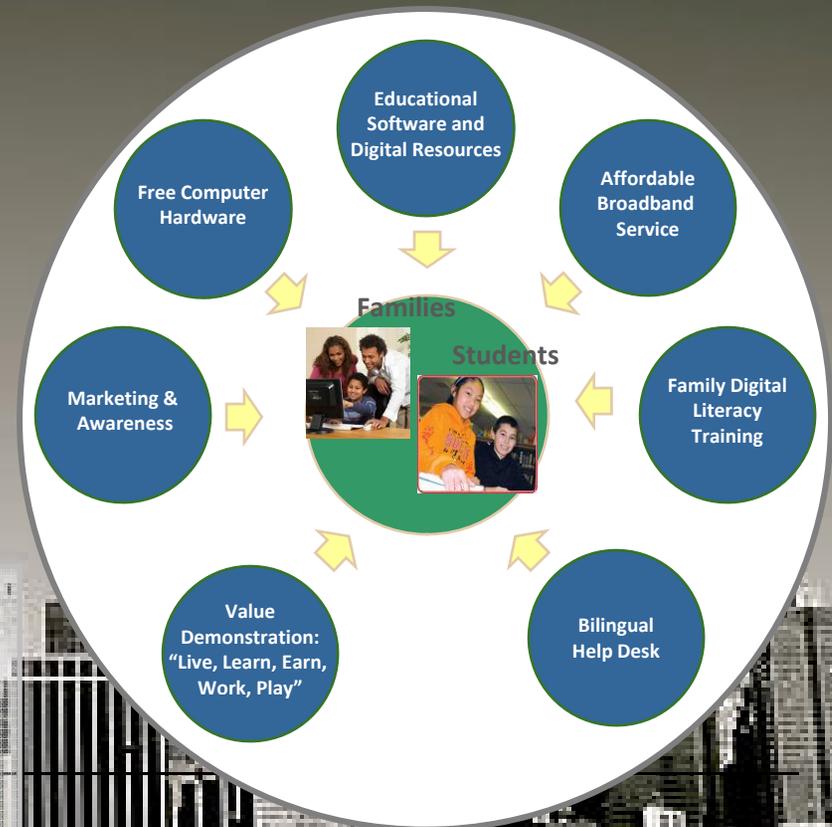
NYC Connected Foundations

In BTOP's second funding round, the City proposed a second in-home adoption project. This proposal was awarded \$6M in BTOP funds.

The Challenge:

- Low-income residents often face multiple obstacles to adoption simultaneously
- Comprehensive support is needed to help residents overcome these obstacles, and recognize benefits of adoption
- Public schools are City's largest talent-generating engine. Yet more than 70% of students are from low-income families. Without intervention, New York City risks producing a talent pool ill-equipped for the jobs critical to the future growth of the City and nation

NYC Connected Foundations Program Components



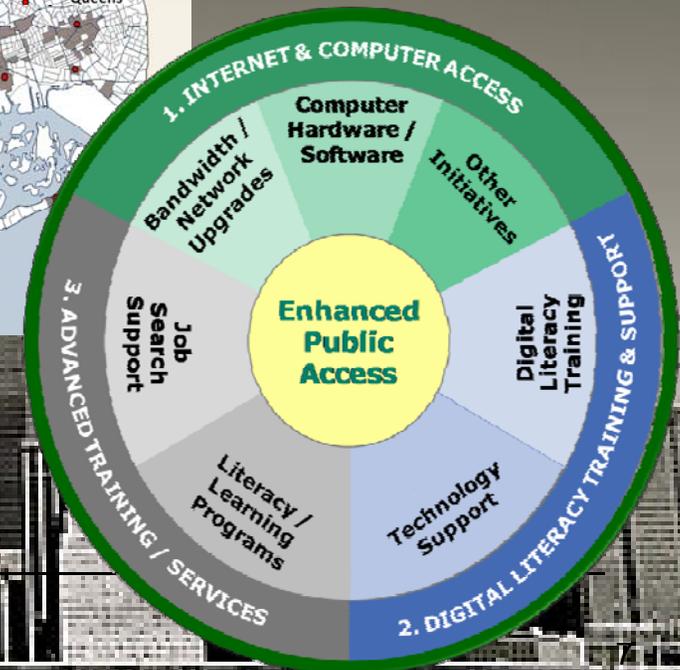
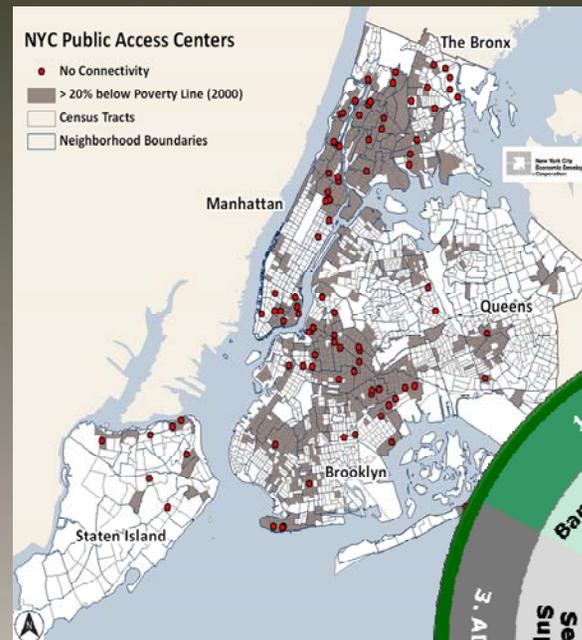
Initiative: Provide over-aged, under credited students with "technology bundles" that address ALL common obstacles to home broadband adoption. Boost academic and economic opportunities by providing the skills and resources needed to utilize a wide range of broadband-reliant tools and services.

NYC Connected Communities

In BTOP's second funding rounds, the City proposed NYC Connected Communities, a public access project. This proposal was awarded \$14M in BTOP funds.

The Challenge:

- Many public library branches are unable to meet current technology demand with existing resources
- Many City-operated facilities, such as NYCHA, DFTA and Parks centers, do not currently have Internet connectivity, or are unable to meet current demand
- Most of these facilities are in high-need communities
- Employment support services are now in particularly high demand in these centers



Initiative: Provide public facilities located in City's highest poverty communities with new or upgraded connectivity, computers, and staff resources. Provide both digital literacy training and employment support services across all facility types.