



# Connected Nation's Model: A Comprehensive Model towards Digital Inclusion

**Raquel Noriega**  
**Director of Strategic Partnerships**

[rnoriega@connectednation.org](mailto:rnoriega@connectednation.org)



**Connected Nation is a national non-profit organization that facilitates market-based strategies for **expanding broadband availability** and **improving adoption rates** across the United States.**

***We exist because...***

**We believe states can realize a significant economic impact by **accelerating broadband deployment** into rural areas and by **increasing broadband adoption** in all areas, rural and urban.**



## ***The Connected Nation Model***

- **Public-Private Partnership**
- **Market-based, research-driven**
- **Simultaneous Demand Creation & Supply Enhancement**
- **Comprehensive/Statewide Activity**
- **Localizes Technology Planning**
- **Effectively Communicate with All Relevant Audiences & Stakeholders**



## ***The Key Components of the Connected Nation Model***

- **Collect Key Tactical Data**
  - **Street-Level Broadband Infrastructure Mapping**
  - **Market Intelligence through Survey Research**
- **Provider/Local Government Consulting Services**
- **Demand Creation and Planning at the Grassroots Level**
- **Computers for Underprivileged Children**



## ***Broadband Inventory Maps: Identifying the gaps in the network***

- **Goals:**
  - Where is broadband available and where are the gaps
  - Population density and households served and unserved
  - Speeds and other quality of service measures
- **Our maps:**
  - Provide street level inventory
  - Help providers build better business cases for deployment
  - Help consumers identify available broadband and request service if unavailable
  - The only of its kind



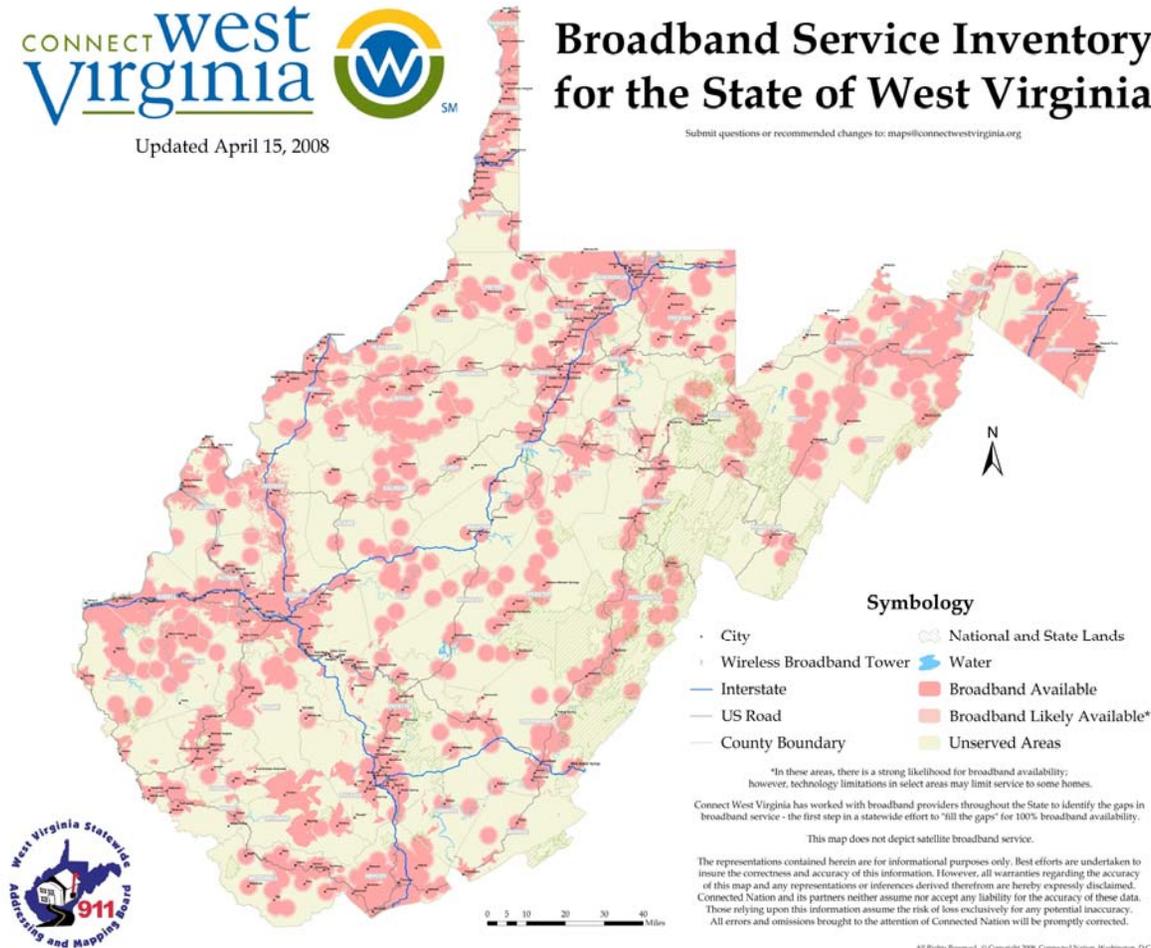
# West Virginia Statewide Broadband



Updated April 15, 2008

## Broadband Service Inventory for the State of West Virginia

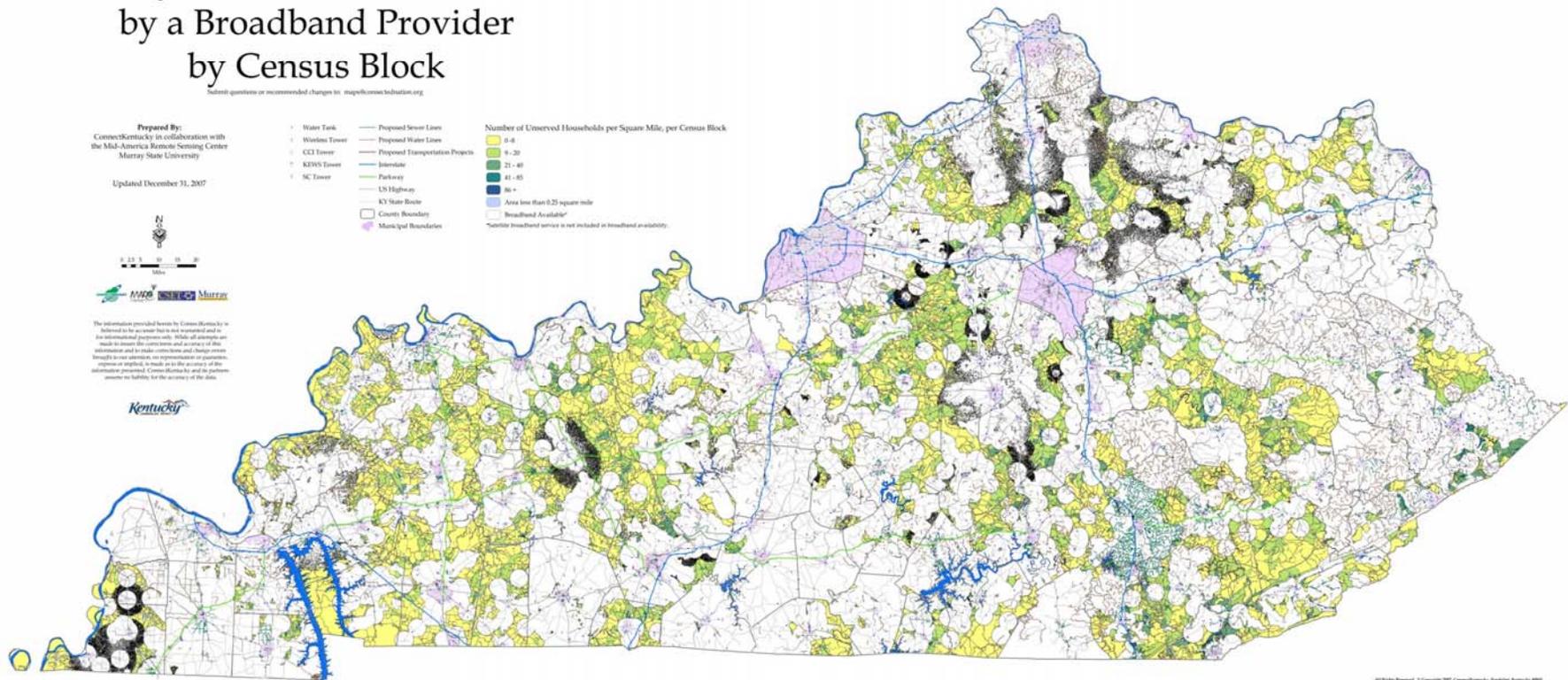
Submit questions or recommended changes to: [maps@connectwestvirginia.org](mailto:maps@connectwestvirginia.org)





# Supply Enhancement: Help providers IDENTIFY and REACH the unserved

## Density of Households Unserved by a Broadband Provider by Census Block



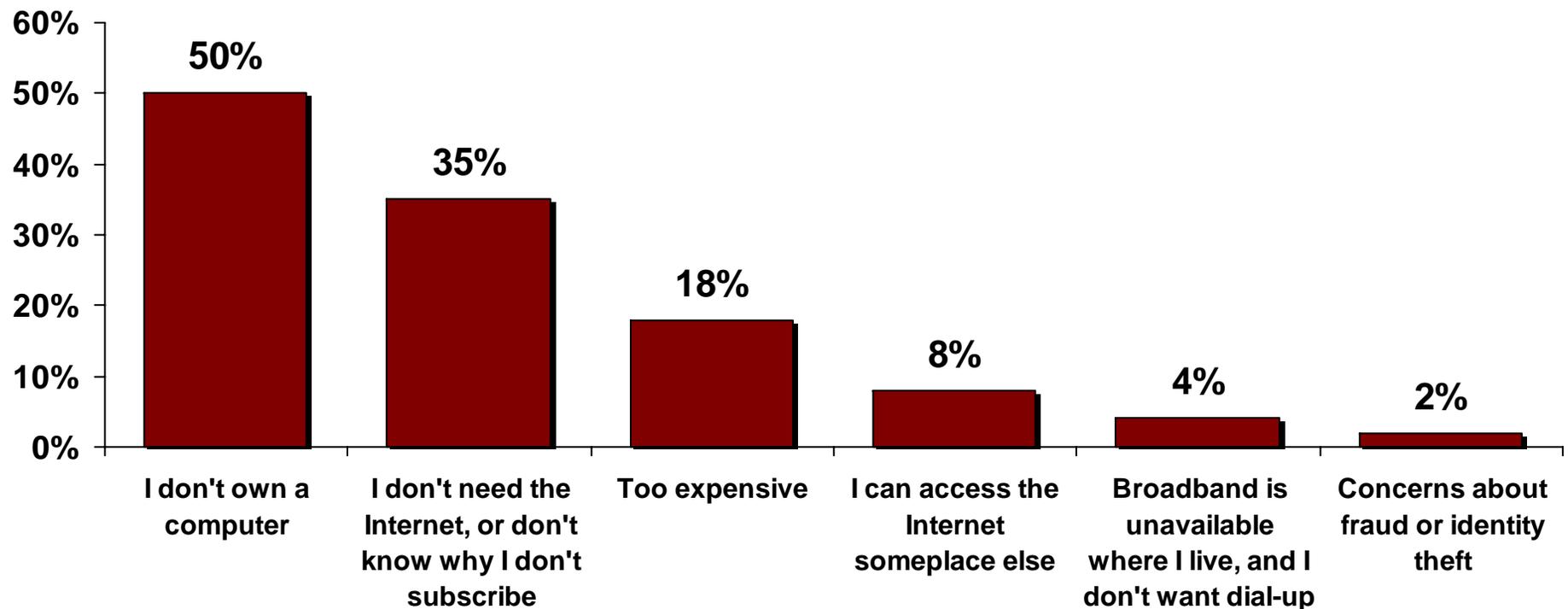


## Market Intelligence through Survey Research

- **Who are the adopters and what broadband applications do they use?**
- **Who are the non-adopters and why?**
  - Lack of availability?
  - Computer ownership?
  - Lack of knowledge to use it?
  - Perceived lack of value to one's life?
  - Cost is too high?
- **Research is significant at county level**



# Barriers to Internet Adoption



2007-2008 ConnectKentucky, Connected Tennessee, and Connect Ohio Residential Technology Assessments (N = 967 KY, TN, and OH residents who do not have Internet service at home).

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## Provider/Local Government Consulting Services

- **Work with all private sector providers and/or local governments to extend broadband services:**
  - **Identify the most appropriate technology**
    - Fixed wireless?
    - DSL?
    - Cable?
    - Mobile (cellular) wireless?
  - **Help providers build the business plan for expansion**
  - **Conduct feasibility assessments**
  - **Design and support communications effort to promote available services**



***Facilitating a county by county statewide technology awareness and planning campaign.***

Business  
and  
Industry

K-12

Healthcare

Libraries

Higher  
Education

Community-  
based  
Organizations

Government

Agriculture

Tourism,  
Recreation  
and Parks

**eCommunity  
Leadership Team**

Community leaders from nine sectors provide the most comprehensive picture of the community in terms of broadband deployment. The team assesses and plans for broadband in each community.



## Computers for Underprivileged Households

- Nearly all youths between 12-17 use the Internet for school work – but children from low income families are half as likely to have a computer at home
- In collaboration with the state, the private sector, and private foundations, we distribute low-cost new and/or refurbished state-retired computers to the homes of underprivileged middle school students





# Connected Nation Statewide Comprehensive Broadband Stimulation Programs





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