Broadband Digital Literacy Community

Up Next:
**Middle-Mile Funding & Deployment
Best Practices Panel**

INDA*TEL*

HOSTED BY: IRIS NETWORKS

Broadband Digital Literacy Community

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BROADBAND ADOPTION

Agenda

- Background on TN Broadband

- Key Elements of Deployment

- How Can You Get Involved?

- What's Next?

TN

Background on Tennessee Broadband

- In 2017, the Tennessee General Assembly passed the TN Broadband Accessibility Act which focused on:
  - Deregulation
  - Digital Literacy
  - Funding for Broadband Infrastructure
- Since 2019, TN has invested more than $715M in broadband infrastructure to serve more than 600K Tennesseans

Background on Tennessee Broadband

- In 2023, TNECD launched 4 new programs to enhance broadband adoption in Tennessee

  - Connected Community Facilities
  - Digital Skills, Education, and Workforce Development
  - Broadband Ready Communities
  - ICAT Telecom Investment

Elements of Deployment

Broadband Infrastructure

- Project Development
  - Developing Budget
  - Applying for Grants
  - Workforce and Supply Chain Planning
- Project Implementation
  - Accepting Grant Awards
  - Building out Infrastructure
  - Initial Connection of Customers

- Project Closeout
  - Closing out Grand Awards and Expenditures
  - Connecting Customers
  - Planning for Continued Maintenance
- Project Sustainment
  - Maintenance
  - Network Adoption

Elements of Broadband Adoption

Affordability

- Ensuring that consumers can afford to connect to the broadband technology

Device Access

- Ensuring that customers have the resource to connect to a broadband connected device

Elements of Broadband Adoption

Digital Skills

- Ensuring that consumers can comfortably and confidently use broadband technology, devices, and broadband applications.

Workforce Development

- Ensuring that consumers can take learned digital skills and apply them to the workforce.

What Drives Broadband Adoption

- Presence of ISPs

- Marketing efforts

- Community Partnerships

- Training Opportunities

- Affordable Solutions

- Connecting the dots

How can ISPs increase broadband adoption?

- Community Partnerships
    - Encourage communities to engage on broadband adoption topics
    - Partner with community organizations who are doing digital skills training
    - Work with areas in your community where there are gaps and the organizations that support them
    - Connect community members with topics that matter to them

        Where are you willing to step in? Be creative.

Questions?

Contact us!

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