



Office of the Secretary of Technology

Broadband – *Virginia Style*
FCC Broadband Workshop
“State and Local Governments: Toolkits and Best Practices”



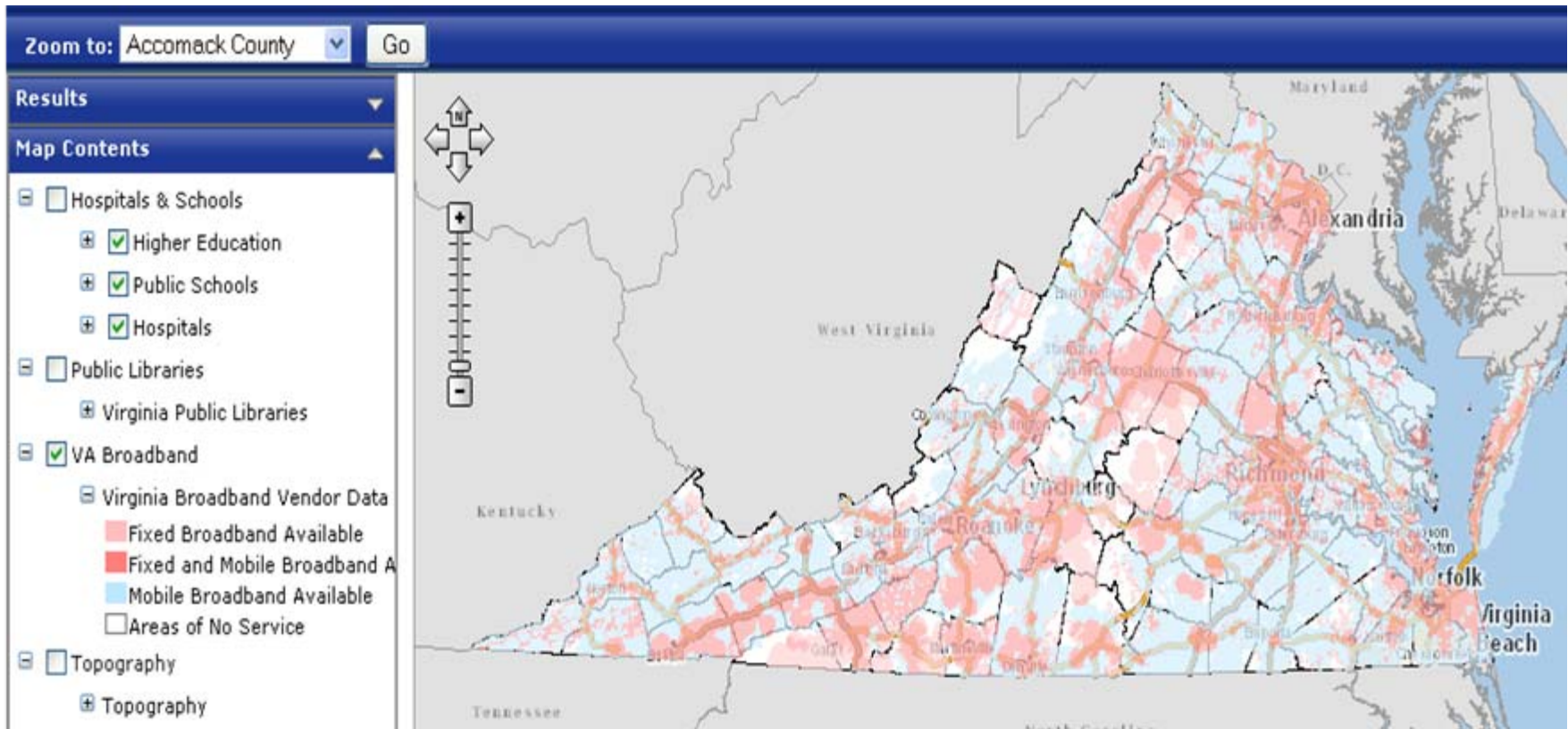
Karen Jackson

Deputy Secretary of Technology

September 2009



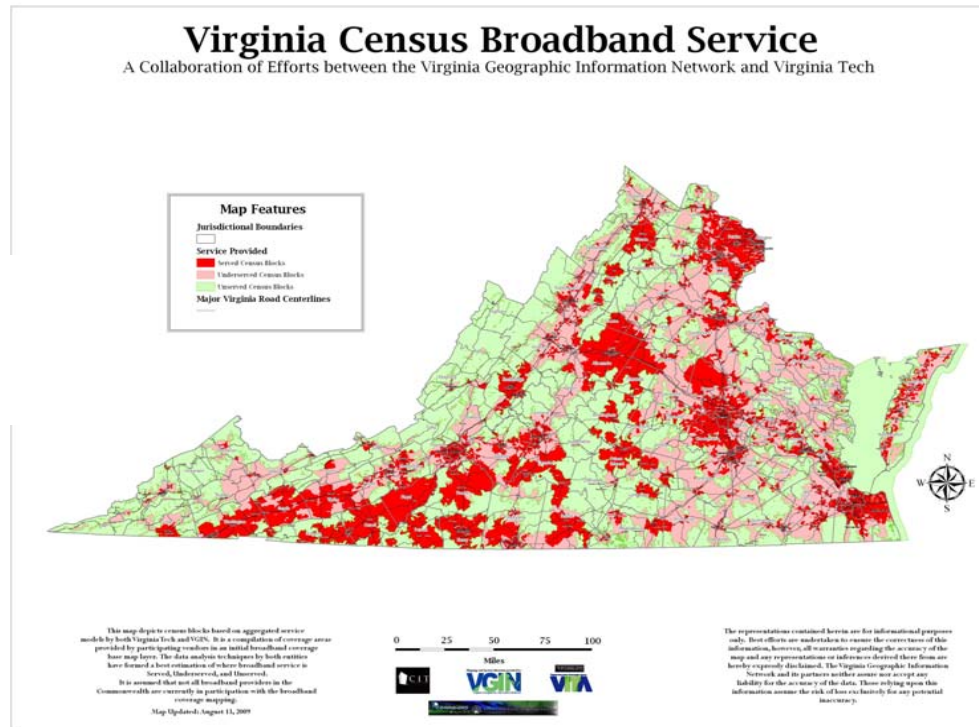
Commonwealth Broadband Availability Map Phase I



“Phase I” of Broadband Availability Map launched in May 2009; currently drafting statewide application for ARRA funding to support expanding and improving capabilities of current map.



- Map derived from provider data and shape files
- Estimated census block/rural coverage
- Initiative to support community applications



http://gismaps.virginia.gov/broadband_census/



Broadband Roundtable Deliverable #1

“21st Century” Mapping Strategy to Empower Decision Making



VA Mapping Initiative In Brief

Goal: Establish a baseline of broadband service availability across the Commonwealth

Voluntary Reporting: Carriers voluntarily agreed to participate in the process with broad stakeholder support – at no cost to the taxpayer

Respecting Market Privacy: Through Virginia’s **CIT**, carriers protected against risk of competitive disadvantage due to data loss

Technical Advantages: Virginia now recognizes the “new” FCC definition of **at least 768Kbps** download speed and at least 200Kbps upload speed as the minimum definition of broadband service

Address-Level Data: Virginia has a process in place to collect and map geo-coded address-level broadband availability data and geo-spatial and demographic information displayed at the County level - at no additional cost



Roundtable "Tool-Kit" To Support Community Policy-Makers

A Coordinated Effort – *The Community Broadband Toolkit*

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Office of Telework Promotion and Broadband Assistance

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Background Members Findings

[Letter from the Co-chairs](#) | [Report to the Governor](#) | [Re-cap of Activities](#) | [Mapping](#) | [Community Broadband Tool-kit](#)

Community Broadband Tool-kit

The purpose of this report is to provide guidance to localities interested in providing or expanding broadband access. To achieve this objective, we have opted to produce a community guidebook containing specific tools/resources that can be leveraged in ensuring all Virginians have access to broadband services to maximize socio and economic opportunities in the 21st century..

This document has been developed to serve as roadmap for communities seeking to obtain affordable lastmile broadband services through a community influenced model. The content contained in the document is intended to provide general information and guidance but is not intended to serve as legal, technical or financial advice.

Community Tool-kit

- 1. What does your community need?**
 - a. [Determine what you are trying to do](#)...connect businesses? Residences? Both?
 - b. [Determine what applications are of interest](#)
 - c. Identify a "champion" to carry the ball (some communities opt for the formation of a leadership "team")
 - d. Learn from what others have done
- 2. How do you do it?**
 - a. [Determine Demand](#) (where and how much)
 - b. Inventory assets
 - c. Determine existing broadband services
 - d. [Determine the type of technology](#) to be deployed (wired/wireless - note: make sure that the technologies you are considering will support the applications determined in #1) based on applications, funding, terrain and distances to be covered, etc.
 - e. Issue RFP/RFI or initiate PPEA
 - f. Collect responses and evaluate options for structuring the deal
 - g. Initiate negotiations/contract
- 3. Business Case Analysis**
 - a. Reallocate existing telecom "spend"
 - b. Calculate "in-kind" contributions- tower/structure rent that can be waived, access to publicly owned

Got Broadband?
[Test the speed of your broadband connection](#)
[Find out which providers offer broadband services in your area](#)

http://www.otpba.vi.virginia.gov/roundtable_toolkit.shtml



Community Toolkit “At A Glance”

- **Is your policy “house” in order (at the state and local level)?**
 - Comprehensive asset and land use documents
 - Broadband friendly zoning
 - Expedited permitting processes
 - Fees/Charges
- **What are you trying to do?**
 - Who are you trying to connect?
 - What applications are of interest – now and future?
 - **Who will lead the initiative?**
- **How do you do it?**
 - Assessing assets and demand for services
 - Determine desired technology
 - Evaluate deal structure options (wireless authority, PPEA, Public-Private Partnerships, contract, etc)
- **Business Case Analysis and Funding**
 - Reallocate existing telecom spend and “in-kind” contributions (rights of way, towers, tanks, etc.)
 - Evaluate and leverage grant opportunities (existing and future)
 - Leverage existing funding mechanisms



Putting it into Practice...Franklin County Virginia

• State Role

- Enabler
- Advocate
- Resource/ "Coach"
- Documenter of Best Practices
- Developer of tools and assistance programs
- Enactor of policies that can have broad impact – removing barriers/implementing enablers
 - Use of state owned assets
 - Agency leverage
- Keeper of "focus" on the overall goal of ubiquitous affordable broadband

• Community Role

- Front line for broadband initiatives
- Leader
- Partner
- Decision/Deal Maker

Buying Down Deployment Costs

