

# **The End-Game in Broadband Mapping**

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NATOA

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# Topics

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- Broadband Landscape
- Availability of Carrier Data
- Pricing Data and Speed Data
- Carrier Data Verification
- Community Anchor Institutions
- Data Collection Caveats



# Pre ARRA Broadband Data Landscape

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- FCC Form 477 refusal to publically release broadband data
- NATOA as early advocate of collecting broadband data and supporter of BroadbandCensus.com's original "crowdsourced" data collection
- NATOA members were on the ground broadband advocates, or what we at PCI call eTeams



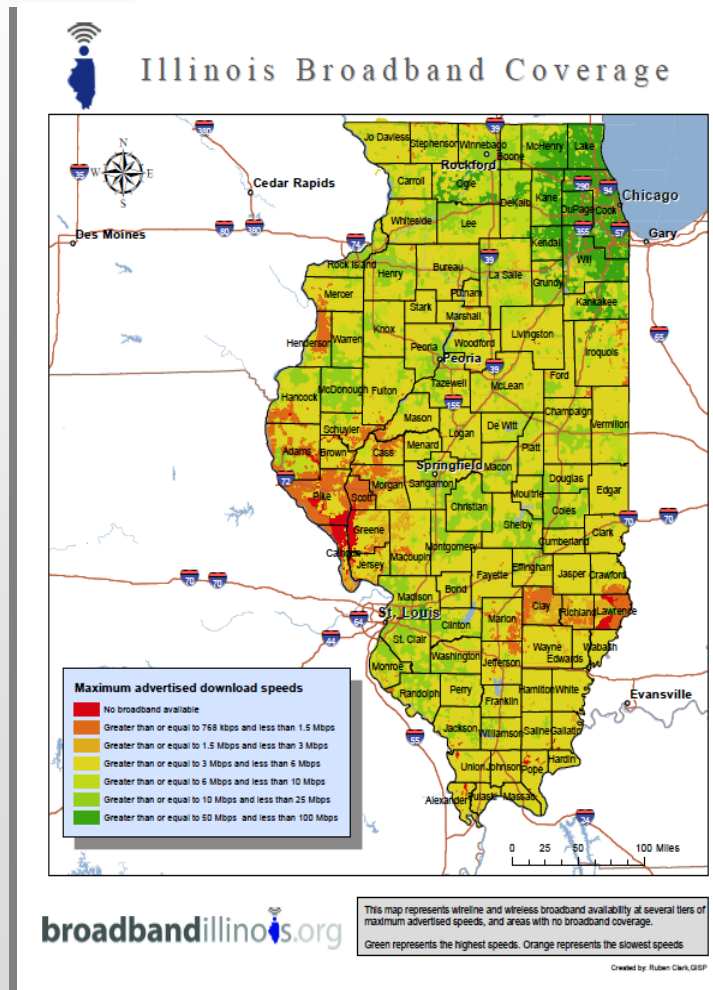
# ARRA Broadband Data Landscape

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- American Recovery and Reinvestment Act and State Broadband Initiative dramatically changed broadband landscape
- February 17, 2011, National Broadband Map introduces broadband at census block level
- “For the first time, I not only have a baseline, but I also have the opportunity to engage and provide feedback about the data.” ~Anne Neville



# Carrier Data



- Publishing carrier data at the census block level is the key to identifying areas where demand should be aggregated and created.
- Carrier data is the key to extending the broadband supply and demand data horizon.

# Issues with Speed and Pricing Data

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## Speed Data

- Availability data changes twice a year, and is already out of date when published

## Price Data

- Need for easily accessible pricing data that reflects the challenges of the marketplace
- Prices change more frequently than service, and vary depending on speed package, making it hard to conduct an “apple-to-apple” comparison



# PCI's Data Verification

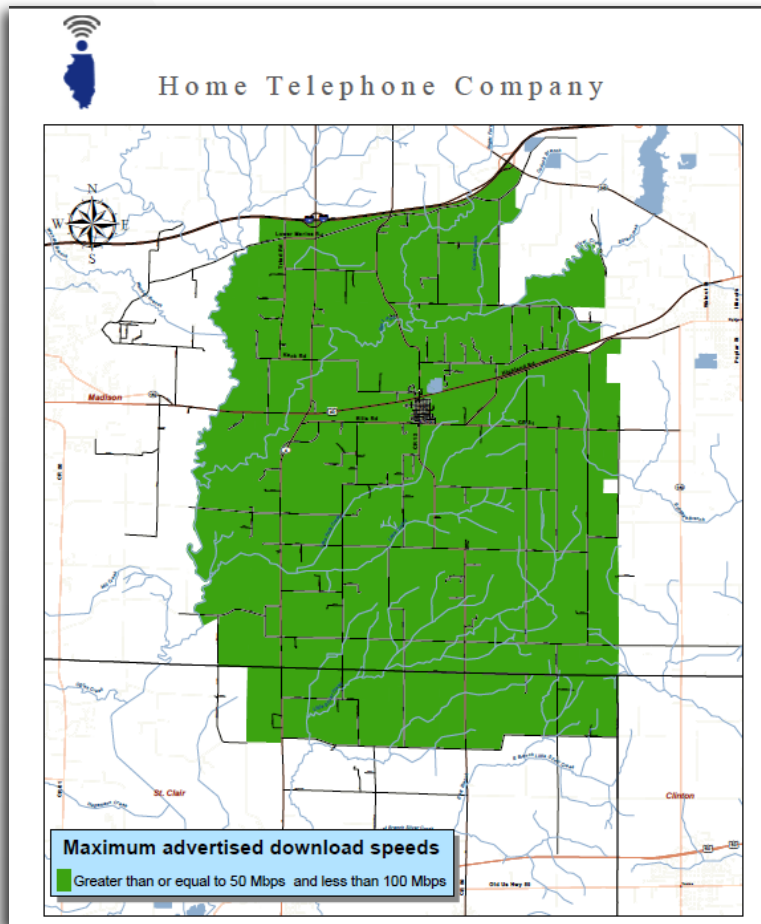
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Five levels of "checking/verifying" data:

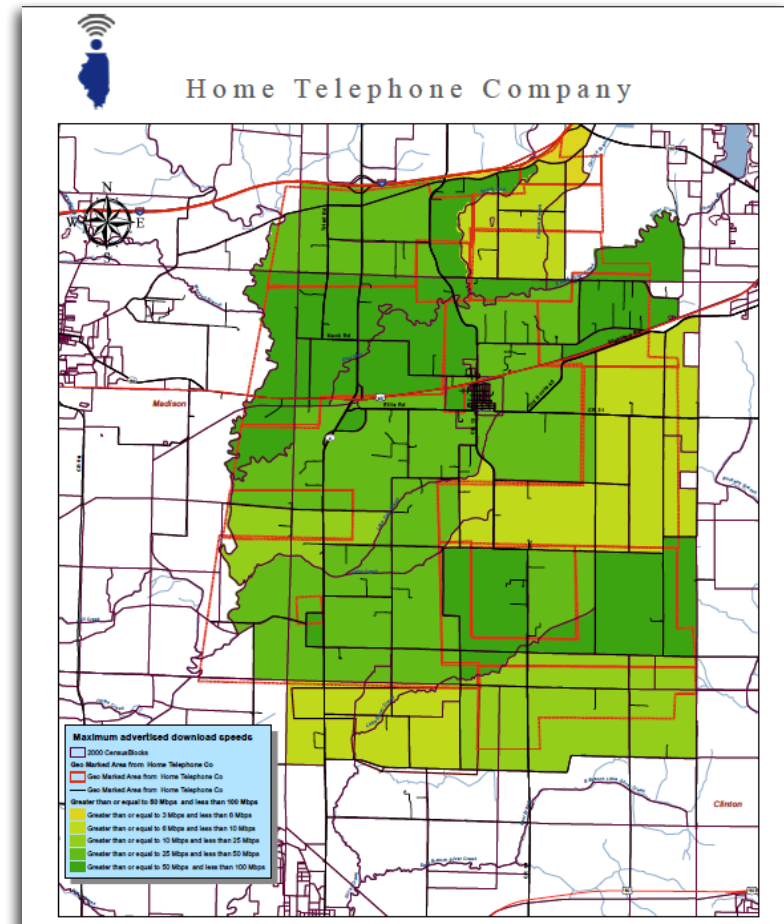
1. by the carriers
2. by users
3. by trusted users
4. by third-party data sets of availability or price
5. by survey research



# Data Verification: Carriers



Round 3



Round 4



# Data Verification: Users

PCI is preparing to launch a widget to allow for user level verification.



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**Use this widget!**  
Praesent vehicula nisi tincidunt purus rhoncus in bibendum magna tincidunt. Integer malesuada lorem in nibh.

Address...

Enter your address to see broadband carriers in your area.

My carrier is...

The price per month is...

Comments?

Send

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**Use this widget!**  
Praesent vehicula nisi tincidunt purus rhoncus in bibendum magna tincidunt. Integer malesuada lorem in nibh.

Carbondale

Can you get these services here?

CARRIER & SPEED	YES	NO
<b>Mediacom</b> 10-25 Mbps MAX ↓ Cable Modem - Other	<input type="checkbox"/>	<input type="checkbox"/>
<b>Verizon Wireless</b> 3-6 Mbps MAX ↓ Terrestrial Mobile Wireless	<input type="checkbox"/>	<input type="checkbox"/>
<b>Sprint</b> 0.7-1.5 Mbps MAX ↓ Terrestrial Mobile Wireless	<input type="checkbox"/>	<input type="checkbox"/>

My carrier is...

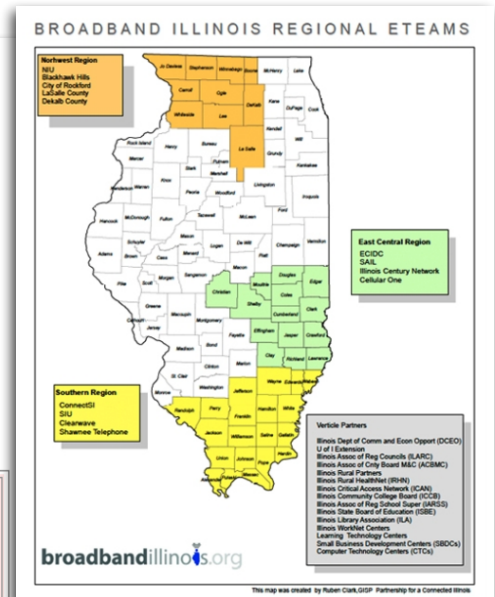
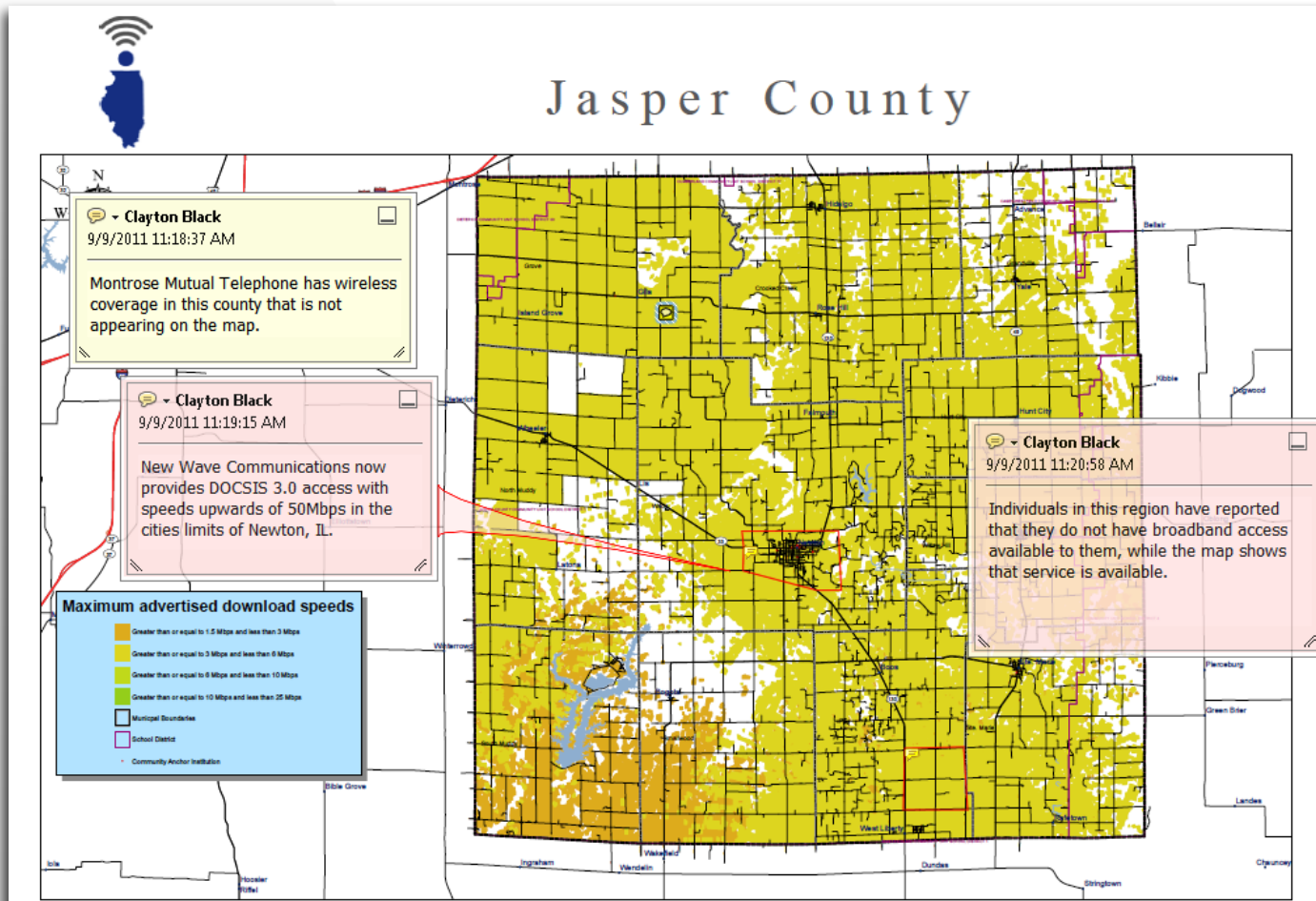
The price per month is...

Comments?

Send

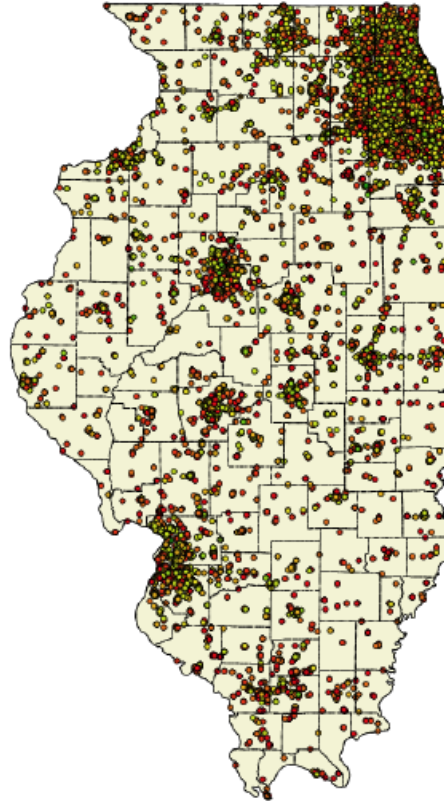
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# Data Verification: Trusted Users

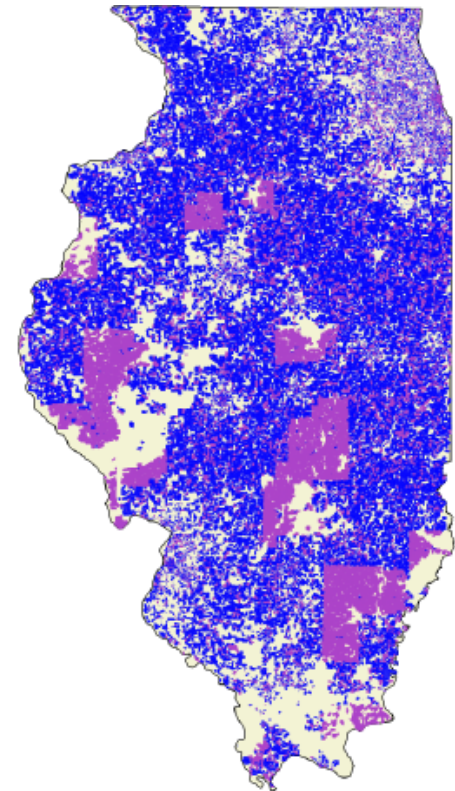


# Data Verification: Third-Party Data Sets

FCC Speed Test Data



Gadberry Data



# Data Verification: Survey Research

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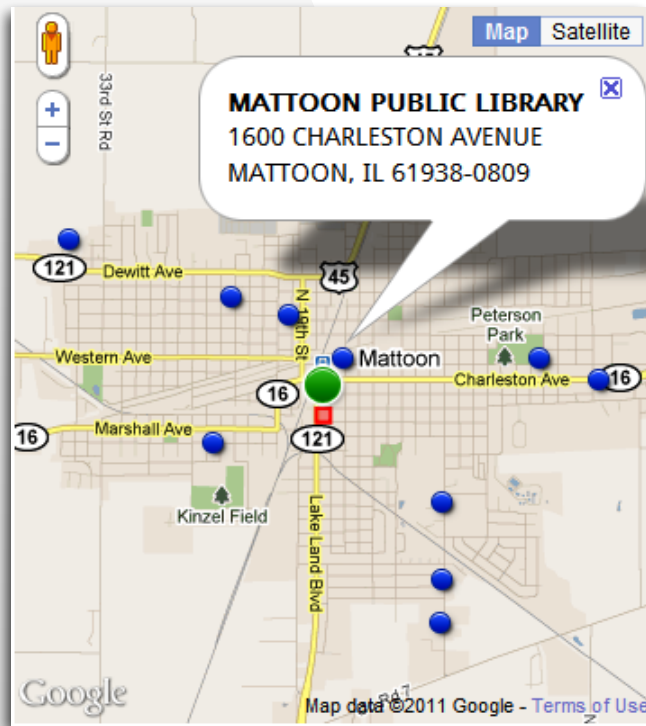
## PCI Statewide Demand Survey

- Develop survey to identify current broadband adoption trends, applications, and barriers for community anchor institutions, businesses, and residents
- Reference and organize data around critical geographic units for analysis:
  - Community College Districts
  - K-12 School Districts
  - Legislative Districts



# Community Anchor Institutions

Partnership for a Connected Illinois  
broadbandillinois.org

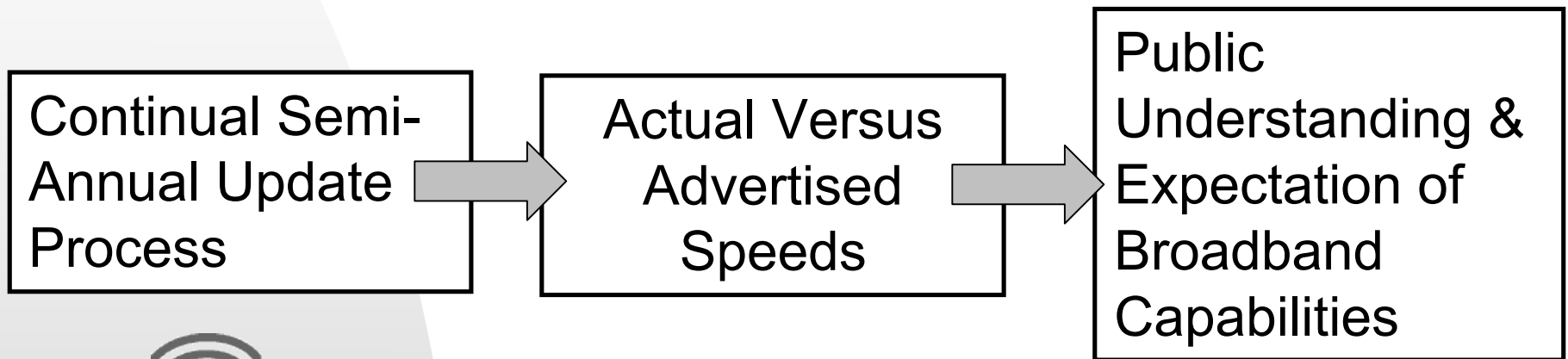


## community broadband centers

[View all broadband centers](#)

BROADBAND CENTER	CARRIER & TECHNOLOGY	MAX ↓	MAX ↑
<b>MATTOON PUBLIC LIBRARY</b> 1600 CHARLESTON AVENUE, MATTOON, IL 61938-0809	<b>ICN</b> Other Copper Wireline	10–25 Mbps	10–25 Mbps
<b>DOUGLAS REHAB &amp; CARE CENTER</b> 3516 POWELL LANE, MATTOON, IL 61938	<b>Mediacom Communications Corporation</b> All Other	6–10 Mbps	0.7–1.5 Mbps
<b>LAKE LAND COLLEGE LIBRARY</b> 5001 LAKE LAND BOULEVARD, MATTOON, IL 61938	<b>Illinois Century Network (ICN)</b> Other Copper Wireline	0.7–1.5 Mbps	3–6 Mbps
<b>Lake Land College</b> 5001 Lake Land Blvd, Mattoon, IL 61938	<b>Illinois Century Network (ICN)</b> Other Copper Wireline	0.7–1.5 Mbps	3–6 Mbps

# Caveats in the Data Collection



# Moving Forward

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These and other efforts will yield a real-time broadband warehouse that will enable systematic tracking, measurement and evaluation of broadband performance.

This in turn helps consumers, policy-makers, researchers and economic development officials make the case for how *Better Broadband leads to Better Lives.*



Drew Clark, Executive Director

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