



# Groundbreaking New National Broadband Map Features Connect Iowa Contribution

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*Map is significant milestone in charting America's broadband deployment*

**Des Moines, IA** –The U.S. Department of Commerce's National Telecommunications & Information Administration (NTIA) has launched the National Broadband Map, which marks an important milestone in building the nation's broadband infrastructure. The product of an intensive and joint effort of the NTIA, FCC, state governments, industry, and non-profits like Connect Iowa, the map will be a key tool for the American public and policymakers.

"Broadband is the vital infrastructure to the information economy, but until now, the American public has not had a comprehensive picture about where that infrastructure is robust and where it needs improving," said Brian Mefford, CEO of Connected Nation, the parent organization of Connect Iowa. "Today's launch of the National Broadband Map is a key milestone, as it will lead to smarter investments, and targeted state and local broadband policies and programs. I'm proud of the role that Connected Nation and our partners at the Iowa Utilities Board have played in creating such a powerful tool that will benefit consumers and businesses nationwide."

Connect Iowa, a non-profit, public-private partnership, has played an instrumental role in developing, gathering, and verifying data for the National Broadband Map. As the broadband mapping agent for Iowa, Connect Iowa has contributed the data of more than 206 broadband service providers and 4,587 community anchor institutions to NTIA.

"Having access to broadband can literally make or break a community's economic future and the welfare of its citizens," continued Mefford. For example, Connect Iowa surveys have shown that:

- 75% of Iowa residents use the Internet to buy products and services.

- 63% of Iowa residents go online to access health or medical information and resources.
- 38% of Iowa residents use the Internet to search for employment.

The National Broadband Map, [www.broadbandmap.gov](http://www.broadbandmap.gov), also offers several tools for analyzing broadband availability by broadband speed and technology. These tools will be critical to important policy debates. For example, last week, the Federal Communications Commission proposed to redirect up to \$1 billion in current federal universal service subsidies to areas the map marks as unserved. Similarly, state and local broadband policymakers will use the map to inform government infrastructure initiatives, planning projects, and adoption programs.

Semi-annual updates will continue to be made to the Connect Iowa maps over the next four years. Citizens are encouraged to visit the map and offer feedback to ensure the highest level of accuracy.

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**About Connect Iowa:** Connect Iowa is a subsidiary of Connected Nation and operates as a nonprofit in the state of Iowa. The Iowa Utilities Board and the Iowa Broadband Deployment Governance Board are leading the initiative to increase broadband Internet access throughout rural Iowa. Connect Iowa was commissioned by the Iowa Utilities Board to work with all broadband providers in the state of Iowa to create detailed maps of broadband coverage in order to accurately pinpoint remaining gaps in broadband availability in Iowa. This work will support the activities of the Iowa Broadband Deployment Governance Board, which includes developing a statewide plan for the deployment and adoption of broadband in the state. For more information visit: [www.connectiowa.org](http://www.connectiowa.org).

**About Connected Nation:** Connected Nation is the broadband mapping agent in 13 states and territories under the NTIA's State Broadband Data and Development grant program. This work comprises approximately 42 percent of the country's landmass and encompasses approximately 39.5 million households. Connected Nation is a national nonprofit 501(c)(3) organization that expands access to and use of broadband Internet and related technologies. Connected Nation effectively raises the awareness of the value of broadband and related technologies by developing coalitions for improving technology availability and use. Connected Nation works with consumers, community leaders, states, technology providers and foundations, including the Bill & Melinda Gates Foundation, to develop and implement technology expansion programs. Connected Nation's mission is to improve digital inclusion for people and places previously underserved or overlooked. [www.connectednation.org](http://www.connectednation.org).