

# CITY OF URBANDALE

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## TECHNOLOGY ACTION PLAN

PREPARED BY **CONNECT IOWA**  
AND THE  
CITY OF URBANDALE BROADBAND COMMITTEE



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ACCESS



ADOPTION



USE

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## INTRODUCTION

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The purpose of this report is to summarize the community's assessment of local broadband access, adoption, and use, as well as the best next steps for addressing any deficiencies or opportunities for improving the local technology ecosystem.

### Background

Today, technology plays a pivotal role in how businesses operate, the type of service consumers expect, how institutions provide services, and where consumers choose to live, work, and play. The success of a community has also become dependent on how broadly and deeply the community adopts technology resources – this includes access to reliable high-speed networks, digital literacy of residents, and the use of online resources locally for business, government, and leisure. As noted in the National Broadband Plan, broadband Internet is “a foundation for economic growth, job creation, global competitiveness and a better way of life.”<sup>1</sup>

Despite the growing dependence on technology, as of 2013, 30% of Americans did not have a high-speed connection at home.<sup>2</sup> Connected Nation's studies also show that 17 million families with children do not have broadband at home – and 7.6 million of these children live in low-income households. In 2014, Connected Nation also surveyed 4,206 businesses in 7 states. Based on this data, Connected Nation estimates that nearly 1.5 million businesses - 20% - in the United States do not utilize broadband technology today.<sup>3</sup>

Deploying broadband infrastructure, services, and application, as well as supporting the universal adoption and meaningful use of broadband, are challenging - but required - building blocks of a twenty-first century community. To assist communities, Connected Nation developed the Connected Community Engagement Program to help your community identify local technology assets, complete an assessment of local broadband access, adoption, and use, and develop an action plan for pursuing solutions.<sup>4</sup>

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1 *Connecting America: The National Broadband Plan*, Federal Communications Commission, April 2010, <http://www.broadband.gov/download-plan/>

2 *Pew Research Internet Project – Broadband Technology Fact Sheet*

3 Connected Nation, *2014 Business Technology Assessment*, <http://www.connectednation.org/survey-results/business>

4 Connected Nation, parent company for Connect Iowa, is a national non-profit 501(c)(3) organization that works in multiple states to engage community stakeholders, state leaders, and technology providers to develop and implement technology expansion programs with core competencies centered around the mission to improve digital inclusion for people and places previously underserved or overlooked.

## Methodology

By actively participating in the Connected Community Engagement Program, the City of Urbandale Broadband Committee is boosting the community's capabilities in education, healthcare, and public safety, and stimulating economic growth and spurring job creation. The City of Urbandale Broadband Committee has collaborated with multiple community organizations and residents to:

1. Empower a community team leader (local champion) and create a community team composed of a diverse group of local residents from various sectors of the economy including education, government, healthcare, the private sector, and libraries.
2. Identify the community's technology assets, including local infrastructure, providers, facilities, websites, and innovative uses employed by institutions.
3. Complete the Connected Assessment, a measurement of the community's access, adoption, and use of broadband based on the recommendations of the National Broadband Plan.
4. Match gaps in the local broadband ecosystem to solutions and best practices being utilized by communities across the nation.
5. Pursue Connected Certification, a nationally recognized platform for spotlighting communities that excel in the access, adoption, and use of broadband.

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## CONNECTED ASSESSMENT

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The Connected assessment framework is broken into 3 areas: **ACCESS**, **ADOPTION**, and **USE**. Each area has a maximum of 40 points. To achieve Connected Certification, the community must have 32 points in each section and 100 points out of 120 points overall.

The **ACCESS** focus area checks to see whether the broadband and technology foundation exists for a community. The criteria within the **ACCESS** focus area endeavors to identify gaps that could affect a local community broadband ecosystem including: last and middle mile issues, cost issues, and competition issues. As noted in the National Broadband Plan, broadband **ACCESS** “is a foundation for economic growth, job creation, global competitiveness and a better way of life.”

Broadband **ADOPTION** is important for consumers, institutions, and communities alike to take the next step in fully utilizing broadband appropriately. The **ADOPTION** component of the Connected Assessment seeks to ensure the ability of all individuals to access and use broadband.

Broadband **USE** is the most important component of **ACCESS**, **ADOPTION**, and **USE** because it is where the value of broadband can finally be realized. However, without access to broadband and **ADOPTION** of broadband, meaningful **USE** of broadband wouldn't be possible. As defined by the National Broadband Plan (NBP), meaningful **USE** of broadband includes those areas of economic opportunity, education, government, and healthcare where values to individuals, organizations, and communities can be realized.

### Analysis of Connected Assessment

The Community Technology Scorecard provides a summary of the community's Connected Assessment. The Connected Assessment's criteria are reflective of the recommendations made by the Federal Communications Commission's National Broadband Plan. Lower scores indicate weaknesses in the community's broadband ecosystem, but do not necessarily signify a lack of service.

- The City of Urbandale achieved a score of 114 points out of 120 for overall broadband and technology readiness which indicates that the community is exhibiting high success in technology access, adoption, and use and has surpassed the score of 100 required for Connected certification.
- The City of Urbandale also exceeded the 32 points in each focus area that are required for certification and has therefore qualified for full certification.
- The county scored 36 out of a possible 40 points in broadband access, with the greatest need being for additional fiber-based middle mile infrastructure to support the community.

- With broadband availability at 98% to 100% of households having access to 3 Mbps, the City of Urbandale is above the state average of 93.64%.
- The community also scored 40 out of a possible 40 points in broadband adoption, indicating that the City of Urbandale has sufficient and valuable assets and programs to support continued broadband adoption by its residents and small businesses.
- The community also scored 40 out of a possible 40 points in broadband use, indicating that the City of Urbandale has effectively employed broadband to deliver productive online services and applications to help improve the overall quality of life for local residents.

While the results indicate that the community has made tremendous strides and investments in technology, this technology plan will provide some insight and recommendations that will help the community continue to achieve success.

<b>Community Technology Scorecard</b> Community Champion: Curtis Brown Community Advisor: Shawn Wagner				
FOCUS AREA	ASSESSMENT CRITERIA	DESCRIPTION	SCORE	MAXIMUM POSSIBLE SCORE
ACCESS	Broadband Availability	98% to 100% of homes have access to 3 Mbps	10	10
	Broadband Speeds	At least 75% of households with access to at least 50 Mbps	5	5
	Broadband Competition	100% of households with access to more than 1 broadband provider	5	5
	Middle Mile Access	Availability of middle mile fiber infrastructure from more than 1 provider	6	10
	Mobile Broadband Availability	100% of households with access to mobile broadband	10	10
	<b>ACCESS SCORE</b>			<b>36</b>
ADOPTION	Digital Literacy	Program grads are greater than 7 per 1,000 residents over the past year	8	10
	Public Computer Centers	500 computer hours per 1,000 low income residents per week	10	10
	Broadband Awareness	Campaigns reach 100% of the community	10	10
	Vulnerable Population Focus	At least 5 groups	10	10
	<b>ADOPTION SCORE</b>			<b>38</b>
USE	Economic Opportunity	1 advanced, 14 basic uses	10	10
	Education	3 advanced, 13 basic uses	10	10
	Government	7 advanced, 13 basic uses	10	10
	Healthcare	1 advanced, 16 basic uses	10	10
	<b>USE SCORE</b>			<b>40</b>
<b>COMMUNITY ASSESSMENT SCORE</b>			<b>114</b>	<b>120</b>

## Itemized Key Findings

City of Urbandale Broadband Committee identified the following key findings (in addition to findings illustrated in the community scorecard) through its technology assessment:

### ACCESS

- 3 last-mile broadband providers currently provide service in the City of Urbandale:
  - 98% to 100% of households have access to 3 Mbps.
  - At least 75% of the City of Urbandale homes have access to 50 Mbps service.
  - 100% of the City of Urbandale households have access to more than 1 provider.
- Middle mile fiber infrastructure is available from one provider in the City of Urbandale.
- 100% of the City of Urbandale households have access to mobile broadband.

### ADOPTION

- 3 Digital Literacy Programs exist in the community resulting in 150 graduates over the past year.
- 2 Public Computer Centers (PCC) with a total of 49 computers are open to the public.
- 3 Broadband Awareness Campaigns are reaching 1.66% of the City of Urbandale.
- 7 organizations are working with vulnerable populations.

### USE

- At least 15 uses of broadband were identified in the area of economic opportunity including 1 advanced use and 14 basic uses.
- At least 16 uses of broadband were identified in the area of education including 3 advanced uses and 14 basic uses.
- At least 20 uses of broadband were identified in the area of government including 7 advanced uses and 13 basic uses.
- At least 17 uses of broadband were identified in the area of healthcare including 1 advanced use and 16 basic uses.

In addition to the items identified above, the City of Urbandale Broadband Committee identified the following technology resources in the community:

#### **Technology Providers**

- 6 broadband providers were identified in the City of Urbandale
- 3 hardware providers
- 3 network developers
- 6 web developers

#### **Technology Facilities**

- 1 public computing center



- 15 wireless hotspots
- 0 video conference facilities

### **Community Websites**

- 2 Business-related websites (excluding private businesses)
- 11 Education-related websites
- 4 Government-related websites
- 24 Healthcare-related websites
- 1 Library-related website
- 6 Tourism-related websites
- 5 Agriculture-related websites
- 8 Community-based-related websites

### **Community Priority Projects**

The Connected Assessment has culminated in the outlining of projects designed to empower the community to accelerate broadband access, adoption, and use. Below are 3 priority projects.

1. Improve Online Business Services Offered by the Government
2. Telecommunications Infrastructure Study
3. Improve Existing Telecommunications Infrastructure in Neighborhoods

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## DETAILED FINDINGS

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### Current Community Technology Developments in City of Urbandale

During the assessment process, the community team identified projects that are currently in development or implementation. These projects are helping to enhance technology in the City of Urbandale:

- Currently, the city is adding public wireless access to both the police department and the fire department headquarters.
- The city's GIS department is creating applications for smart phone users to request services, find parks and their specific amenities, and to locate government agencies or obtain information about curbside and drop-off services provided by the city. This project is currently in the research and development phase and is not yet available to the public.

### The City of Urbandale Assessment Findings

Today, residents in the City of Urbandale (or sections of the community) are served by 6 fixed terrestrial providers. Currently, broadband is defined as Internet service with advertised speeds of at least 768 Kbps downstream and 200 Kbps upstream. According to Connect Iowa's latest broadband mapping update, the following providers have a service footprint in the City of Urbandale Community:

Broadband Providers	Website	Technology Type
AT&T	<a href="http://www.att.com">www.att.com</a>	Mobile
Century Link	<a href="http://www.centurylink.com">www.centurylink.com</a>	DSL
Eventis	<a href="http://www.enventis.com/">http://www.enventis.com/</a>	Fiber
Iowa Network Services (INS)	<a href="http://www.iowanetworkservices.com">www.iowanetworkservices.com</a>	Fiber
Mediacom Business	<a href="http://www.business.mediacomcable.com">www.business.mediacomcable.com</a>	Cable
Windstream	<a href="http://www.windstreambusiness.com">www.windstreambusiness.com</a>	DSL

Below is a list of local technology companies that are providing technical services or distributing/selling technical resources.

Company Name	Website	Provider Type
Marco	<a href="http://www.marconet.com">www.marconet.com</a>	Network Integrator
Alliance	<a href="http://www.alliancetechnologies.net">www.alliancetechnologies.net</a>	Network Integrator
RHT	<a href="http://www.rhttech.net">www.rhttech.net</a>	Network Integrator
Launch IT	<a href="http://www.launchitcorp.com">www.launchitcorp.com</a>	Web Developer
DWebware	<a href="http://www.dwebware.com">www.dwebware.com</a>	Web Developer
WebSpec	<a href="http://www.webspecdesign.com">www.webspecdesign.com</a>	Web Developer
Marco	<a href="http://www.marconet.com">www.marconet.com</a>	Hardware Provider
Alliance	<a href="http://www.alliancetechnologies.net">www.alliancetechnologies.net</a>	Hardware Provider
Echelon Business Services	<a href="http://www.echbiz.com">www.echbiz.com</a>	Hardware Provider
Launch IT	<a href="http://www.launchitcorp.com">www.launchitcorp.com</a>	Software Provider
Associated Computer Systems	<a href="http://www.acsltd.com">www.acsltd.com</a>	Software Provider
Creative Perfection	<a href="http://www.creativeperfection.com">www.creativeperfection.com</a>	Web Developer
ETM Creative	<a href="http://www.etmcreative.com">www.etmcreative.com</a>	Web Developer
Insight Advertising, Marketing & Communications	<a href="http://www.insightcubed.com">www.insightcubed.com</a>	Web Developer

Below is a list of organizations that are making technological resources available to the community. These include organizations that provide videoconferencing, public computing, and wireless hotspots.

Organization Name	Website	Resource Type
Urbandale Public Library	<a href="http://www.urbandalelibrary.org">www.urbandalelibrary.org</a>	Public Computer Facility
Panera	<a href="http://www.panerabread.com">www.panerabread.com</a>	Wireless Hotspot
Starbucks	<a href="http://www.starbucks.com">www.starbucks.com</a>	Wireless Hotspot
PerKup	<a href="http://www.perkup-cafe.com">www.perkup-cafe.com</a>	Wireless Hotspot
Friedrichs	<a href="http://www.sirfriedrich.com">www.sirfriedrich.com</a>	Wireless Hotspot
Hy-Vee	<a href="http://www.hy-vee.com">www.hy-vee.com</a>	Wireless Hotspot
Urbandale Chamber of Commerce	<a href="http://www.uniquelyurbandale.com">www.uniquelyurbandale.com</a>	Wireless Hotspot
Urbandale Senior Center	<a href="http://www.urbandale.org">www.urbandale.org</a>	Wireless Hotspot
Merle Hay Mall	<a href="http://www.merlehaymall.com">www.merlehaymall.com</a>	Wireless Hotspot
Starbucks	<a href="http://www.starbucks.com">www.starbucks.com</a>	Wireless Hotspot
Holiday Inn Express & Suites	<a href="http://www.hiexpress.com/urbandale">www.hiexpress.com/urbandale</a>	Wireless Hotspot
Holiday Inn Hotel and Suites	<a href="http://www.holidayinn.com">www.holidayinn.com</a>	Wireless Hotspot
Comfort Suites	<a href="http://www.comfortsuites.com">www.comfortsuites.com</a>	Wireless Hotspot
Hilton Garden Inn	<a href="http://www.hiltongardeninn.hilton.com">www.hiltongardeninn.hilton.com</a>	Wireless Hotspot
Fairfield Inn and Suites	<a href="http://www.marriot.com/fairfieldinn">www.marriot.com/fairfieldinn</a>	Wireless Hotspot

Ramada Tropics Resort/Conference Center	<a href="http://www.ramada.com">www.ramada.com</a>	Wireless Hotspot
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Below is a list of community websites (sorted by category) designed to share and promote local resources.

Organization Name	Website	Website Category
Decision Innovation Solutions	<a href="http://www.decision-innovation.com">www.decision-innovation.com</a>	Agriculture
ILC Resources	<a href="http://www.ilcresources.com">www.ilcresources.com</a>	Agriculture
Insta-Pro International	<a href="http://www.insta-pro.com">www.insta-pro.com</a>	Agriculture
Iowa Orchard	<a href="http://www.iowaorchard.com">www.iowaorchard.com</a>	Agriculture
Walnut Creek CSA	<a href="http://www.walnutcreekcsa.com">www.walnutcreekcsa.com</a>	Agriculture
Urbandale Chamber of Commerce	<a href="http://www.uniquelyurbandale.com">www.uniquelyurbandale.com</a>	Business
Greater Des Moines Partnership	<a href="http://www.desmoinesmetro.com">www.desmoinesmetro.com</a>	Business
UCAN	<a href="http://www.urbandalenetwork.org">www.urbandalenetwork.org</a>	Community-Based
Courage League Sports	<a href="http://www.courageleaguesports.com">www.courageleaguesports.com</a>	Community-Based
Urbandale Little League	<a href="http://www.eteamz.com/ull">www.eteamz.com/ull</a>	Community-Based
UGRA Softball League	<a href="http://www.leaguelineup.com/ugra/softball">www.leaguelineup.com/ugra/softball</a>	Community-Based
Urbandale Soccer Club	<a href="http://www.urbandalesoccer.org">www.urbandalesoccer.org</a>	Community-Based
Urbandale Historical Society	<a href="http://www.urbandalehistoricalsociety.org">www.urbandalehistoricalsociety.org</a>	Community-Based
Urbandale Food Pantry	<a href="http://www.urbandalefoodpantry.org">www.urbandalefoodpantry.org</a>	Community-Based
J-Hawks Soccer	<a href="http://www.j-hawks.com">www.j-hawks.com</a>	Community-Based
Urbandale Community School District	<a href="http://www.urbandaleschools.com">www.urbandaleschools.com</a>	Education
Dallas Center-Grimes School District	<a href="http://www.dcgschools.com">www.dcgschools.com</a>	Education
Des Moines School District	<a href="http://www.dmschools.org">www.dmschools.org</a>	Education
West Des Moines School District	<a href="http://www.wdmcs.org/district/our-schools">www.wdmcs.org/district/our-schools</a>	Education
Johnston School District	<a href="http://www.johnston.k12.ia.us">www.johnston.k12.ia.us</a>	Education
Waukee School District	<a href="http://www.waukeeschools.edu">www.waukeeschools.edu</a>	Education
Kaplan University	<a href="http://www.kaplanuniversity.edu">www.kaplanuniversity.edu</a>	Education
Sylvan Learning Center	<a href="http://www.sylvanlearning.com">www.sylvanlearning.com</a>	Education
Dowling Catholic High School	<a href="http://www.dowlingcatholic.org">www.dowlingcatholic.org</a>	Education
Des Moines Christian School	<a href="http://www.dmcs.org">www.dmcs.org</a>	Education

St. Pius X Catholic School	<a href="http://www.stpiusxschool.org">www.stpiusxschool.org</a>	Education
Bickford Assisted Living and Memory Care	<a href="http://enrichinghappiness24.reachlocal.net/branch/bickford-of-urbandale">http://enrichinghappiness24.reachlocal.net/branch/bickford-of-urbandale</a>	Healthcare
Central Iowa Compounding	<a href="http://www.cicrx.com">www.cicrx.com</a>	Healthcare
Christian Eye Clinic	<a href="http://www.cec2020.com">www.cec2020.com</a>	Healthcare
Deerfield Retirement Community	<a href="http://www.deerfieldrc.com">www.deerfieldrc.com</a>	Healthcare
Des Moines Pastoral Counseling Center	<a href="http://www.dmpcc.org">www.dmpcc.org</a>	Healthcare
DSM Spine+Sport	<a href="http://www.dsmspinesport.com">www.dsmspinesport.com</a>	Healthcare
Loud and Clear Hearing	<a href="http://www.loudclearhearing.com">www.loudclearhearing.com</a>	Healthcare
Mercy Family Medicine of Urbandale	<a href="http://www.mercyclinicsdesmoines.org">www.mercyclinicsdesmoines.org</a>	Healthcare
Saint Jude Hospice	<a href="http://www.saintjudehospice.org">www.saintjudehospice.org</a>	Healthcare
Senior Helpers	<a href="http://www.seniorhelpers.com/desmoines">www.seniorhelpers.com/desmoines</a>	Healthcare
Senior Suites of Urbandale	<a href="http://www.seniorsuitesofurbandale.com">www.seniorsuitesofurbandale.com</a>	Healthcare
The Iowa Clinic P.C. Urbandale	<a href="http://www.iowaclinic.com">www.iowaclinic.com</a>	Healthcare
Unity Point Clinic	<a href="http://www.unitypoint.org/des-moines.aspx">www.unitypoint.org/des-moines.aspx</a>	Healthcare
Urbandale Healthcare Clinic	<a href="http://www.urbandalehealthcare.com">www.urbandalehealthcare.com</a>	Healthcare
Vision Park Family Eye Care	<a href="http://www.vision-park.com">www.vision-park.com</a>	Healthcare
Yost Family Chiropractic	<a href="http://www.yostfamilychiropractic.com">www.yostfamilychiropractic.com</a>	Healthcare
Karen Acres Healthcare Center	<a href="http://www.karenacresdsm.com">www.karenacresdsm.com</a>	Healthcare
LifeServe Blood Center	<a href="http://www.lifeservebloodcenter.org">www.lifeservebloodcenter.org</a>	Healthcare
Maxlife Chiropractic	<a href="http://maxlifeiowa.com">maxlifeiowa.com</a>	Healthcare
Medicap Pharmacies Inc.	<a href="http://www.medicap.com">www.medicap.com</a>	Healthcare
Supreme Health	<a href="http://www.livesupremehealth.com">www.livesupremehealth.com</a>	Healthcare
Urbandale Public Library	<a href="http://www.urbandalelibrary.org">www.urbandalelibrary.org</a>	Libraries
Catch Des Moines	<a href="http://www.catchdesmoines.com">www.catchdesmoines.com</a>	Tourism
Living History Farms	<a href="http://www.lhf.org">www.lhf.org</a>	Tourism
Bucs Arena	<a href="http://www.bucshockey.com">www.bucshockey.com</a>	Tourism
Incredible Pizza	<a href="http://www.incrediblepizzadesmoines.com">www.incrediblepizzadesmoines.com</a>	Tourism
Metro Ice Arena	<a href="http://www.metroice.com">www.metroice.com</a>	Tourism
Merle Hay Mall	<a href="http://www.merlehaymall.com">www.merlehaymall.com</a>	Tourism

## Connected Assessment Analysis



### Access Score Explanation

**Broadband Availability** (10 out of 10 Points Possible) – is measured by analyzing provider availability of 3 Mbps broadband service gathered by Connected Nation’s broadband mapping program. In communities that may have broadband data missing, community teams were able to improve the quality of data to ensure all providers are included.

- **According to the April 2014 data collected by Connect Iowa, 98% to 100% of the City of Urbandale residents had access to broadband speeds of 3 Mbps or greater.**

**Broadband Speeds** (5 out of 5 Points Possible) – is measured by analyzing the speed tiers available within a community. Connected Nation will analyze broadband data submitted through its broadband mapping program. Specifically, Connected Nation will break down the coverage by the highest speed tier with at least 75% of households covered. In communities that may have broadband data missing, community teams were able to improve the quality of data to ensure all providers are included.

- **According to the April 2014 data collected by Connect Iowa, at least 75% of City of Urbandale residents had access to broadband speeds of 50 Mbps.**

**Broadband Competition** (5 out of 5 Points Possible) – is measured by analyzing the number of broadband providers available in a particular community and the percentage of that community’s residents with more than one broadband provider available. Connected Nation performed this analysis by reviewing the data collected through the broadband mapping program. In communities that may have broadband data missing, community teams were able to improve the quality of data to ensure all providers are included.

- **According to the April 2014 data collected by Connect Iowa, 100% of the City of Urbandale residents had access to more than one broadband provider.**

**Middle Mile Access** (6 out of 10 Points Possible) – is measured based on a community’s availability to fiber. Three aspects of availability exist: proximity to middle mile points of presence (POPs), number of POPs available, and available bandwidth. Data was collected by the community in coordination with Connected Nation.

- **The City of Urbandale is served by 1 middle mile fiber provider.**

**Mobile Broadband Availability** (10 out of 10 Points Possible) – is measured by analyzing provider availability of mobile broadband service gathered by Connected Nation’s broadband mapping program. In communities that may have mobile broadband data missing, community teams were able to improve the quality of data to ensure all providers are included.

- According to the April 2014 data collected by Connect Iowa, 100% of the City of Urbandale residents had access to mobile broadband service.



### Access Score Explanation

**Digital Literacy (8 out of 10 Points Possible)** – is measured by first identifying all digital literacy programs in the community. Once the programs are determined, a calculation of program graduates will be made on a per capita basis. A digital literacy program includes any digital literacy course offered for free or at very low cost through a library, seniors center, community college, K-12 school, or other group serving the local community. A graduate is a person who has completed the curriculum offered by any organization within the community. The duration of individual courses may vary. A listing of identified digital literacy offerings is below.

Organization Name	Program Description	Number of Grads
Community Education Office - Urbandale Schools	Free courses offered e.g. digital literacy, accessibility and use of the Internet, etc.	15
Parks and Recreation - City of Urbandale	Adult education courses.	73
Senior Center- City of Urbandale	Computer education classes.	62
<b>Total Graduates 2013-2014</b>		150

**Public Computer Centers (10 out of 10 Points Possible)** – is measured based on the number of hours computers are available each week per 1,000 low-income residents. Available computer hours is calculated by taking the overall number of computers multiplied by the number of hours open to a community during the course of the week. A listing of public computer centers available in the City of Urbandale is below.

Organization Name	Number of Open Hours per Week	Number of Computers	Available Computer Hours per Week
Urbandale Public Library	61	43	2623
Urbandale Senior Center	30	6	180

**Broadband Awareness (10 out of 10 Points Possible)** – is measured based on the percentage of



the population reached. All community broadband awareness programs are first identified, and then each program’s community reach is compiled and combined with other campaigns. A listing of broadband awareness programs in the City of Urbandale is below.

Organization Name	Campaign Description	Community Reach
City of Urbandale	Brochure sent to all citizens describing benefits of broadband access and local service providers.	100%
Urbandale Water Utility	Once annually, information in bills alert residents of their ability to pay online.	100%
Urbandale Chamber of Commerce	Chamber of Commerce Directory - lists all broadband providers is sent to members annually.	5%

**Vulnerable Population Focus (10 out of 10 Points Possible)** – A community tallies each program or ability within the community to encourage technology adoption among vulnerable groups. Methods of focusing on vulnerable groups may vary, but explicitly encourage technology use among vulnerable groups. Example opportunities include offering online GED classes, English as a Second Language (ESL) classes, video-based applications for the deaf, homework assistance for students, and job-finding assistance. Communities receive points for each group on which they focus. Groups may vary by community, but include low-income households, minorities, seniors, children, etc. A listing of programs focusing on vulnerable populations in the City of Urbandale is listed below.

Organization Name	Program Description	Vulnerable Group
Link Associates	Helps adults with disabilities learn basic computer skills.	Disabled
Urbandale Senior Center	Computers have been adapted for those with low-vision.	Seniors, disabled
Urbandale Public Library	Language database available when using computers.	Low-income
DMACC program at Karen Acres Elementary	Adult computer literacy program.	ESL
UCAN	UCAN Achieve- after school tutoring/homework help on the computer, etc.	Low-income, all students
Kaplan University	Skill Iowa testing center (helps with job assistance).	Unemployed, underemployed population
Metro West Learning Academy	Alternative education programs to achieve GED.	Drop-outs/at-risk high school students





### Use Score Explanation

**Economic Opportunity (10 out of 10 Points Possible)** – A community receives one point per basic use of broadband and two points per advanced use of broadband. Categories within economic opportunity include: economic development, business development, tourism, and agriculture. Identified uses of broadband in the area of economic opportunity are listed below and identified as basic or advanced.

Application Provider	Description	Basic / Advanced
LocationOne Information System	All available commercial properties in Urbandale have telecommunication capabilities listed in LOIS online.	basic
Bank of America Online Banking	Bank of America offers free online banking to customers.	basic
U.S. Bank Internet Banking	U.S. Bank offers Internet banking to customers free of charge.	basic
First American Bank Online Banking	First American Bank offers free online banking to customers.	basic
Regions Personal Banking	Regions Bank offers free online banking to customers.	basic
Bank of the West Online Banking	Bank of the West offers free online banking to customers.	basic
Chamber of Commerce website	Community video on chamber website.	basic
City of Urbandale app	Online application lists businesses and deals to promote shopping, mapping functions.	advanced
City of Urbandale	Economic Development department website includes web version of electronic newsletter.	basic
Living History Farms website	Living history farms (tourism).	basic
Des Moines Buccaneers Hockey Club	Des Moines Buccaneers website promotes tourism.	basic
Pump It Up	Website promoting tourism activity.	basic
Community Theatre	Website to promote community theatre events (tourism).	basic
Urbandale Historical Society	Website to promote events (tourism).	basic
UCAN website	Promotes events, movies, etc.	basic

**Education (10 out of 10 Points Possible)** – A community receives one point per basic use of broadband and two points per advanced use of broadband. Categories within education include K-12, higher education, and libraries. Identified uses of broadband in the area of education are listed below and identified as basic or advanced.

Application Provider	Description	Basic/ Advanced
Community Youth Concepts (STEM programming)	Offered through the middle school.	advanced
Urbandale School District	Classrooms connected to broadband.	basic
Urbandale School District	Gyms connected to broadband.	basic
Urbandale School District	Media centers are connected to broadband.	basic
Urbandale School District	Libraries are connected to broadband.	basic
Urbandale School District	Online resources for teachers for credit recovery.	basic
Urbandale School District	Entire courses are taught online via Moodle (documents and videos).	advanced
Urbandale Public Library	Digital books online.	basic
Urbandale Public Library	17 online research databases.	basic
Urbandale Public Library	Checks out iPads .	basic
Urbandale Public Library	Study apps available and accessible to tutors.	basic
Urbandale Chamber	GenYP Lets Read program online scheduling (adult volunteers to read to students).	basic
Kaplan University - Urbandale Campus	Online coursework offered.	basic
Urbandale Schools	Guest Wi-Fi network available for guests to use with own devices.	basic
Urbandale Schools	Online registration of courses.	basic
Urbandale Schools	View students' grades/attendance online.	advanced

**Government (10 out of 10 Points Possible)** – A community receives one point per basic use of broadband and two points per advanced use of broadband. Categories within government include general government, public safety, energy, and the environment. Identified uses of broadband in the area of government are listed below and identified as basic or advanced.

Application Provider	Description	Basic/ Advanced
City of Urbandale Website	City of Urbandale has a website with all departments listed and vital information provided.	basic
City of Urbandale iCASH portal	City of Urbandale allows citizens to pay for city services online.	advanced

Police department	Online access for criminal incident reports.	basic
Police department	"Code red" amber alerts are sent via text message.	advanced
Fire/EMS department	National weather alert texting system is available and used.	advanced
Fire/EMS department	Mapping system available (GeoBlade) showing fire hydrants, storm sewers, etc.	basic
City website	Fire, CPR training available online.	basic
Fire/EMS department	Request smoke detector/safety check at homes available online.	advanced
City of Urbandale	Public Wi-Fi access at City Hall.	basic
City of Urbandale Engineering	Inspectors use iPads in field, use of GPS, load all info on iPad for reporting.	basic
City of Urbandale	Traffic signal networking with fiber (almost 100%).	advanced
Fire/EMS department	Traffic signal preemption for emergency situations.	advanced
City of Urbandale Engineering	Weekly online updates of road construction.	basic
Fire/EMS/Police	Automatic Vehicle Location for emergency vehicles.	basic
City of Urbandale Council	Decisions by City Council are posted on Facebook (use of social media).	basic
City of Urbandale	City maintains a Twitter and other social media account (social media).	basic
Senior Center	Safety training/ Red Cross training online offered at Senior Center.	basic
Urbandale Water Utility	Uses a scada system that monitors pumps, tanks and flows through the Internet.	advanced
Library	Library uses its own Facebook page.	basic
City of Urbandale	Parks and trails online (maps).	basic

**Healthcare (10 out of 10 Points Possible)** – A community receives one point per basic use of broadband and two points per advanced use of broadband. Entities within healthcare can include, but are not limited to, hospitals, medical and dental clinics, health departments, nursing homes, assisted living facilities, and pharmacies. Identified uses of broadband in the area of healthcare are listed below and identified as basic or advanced.

Application Name	Description	Basic/ Advanced
Medicare.gov	Program available at Senior Center that teaches senior citizens how to access online Medicare information.	basic
MediCAP	Use of system that has access to federal healthcare programs.	basic
Local insurance agencies	Local insurance agencies connect people with health insurance (for example, Delta Dental).	basic
Unity Point Health Clinic	Unity Point clinic has iPad for sign in.	basic

Unity Point Health Clinic	Unity Point clinic has all patient records connected with all clinics.	basic
Unity Point Health Clinic	Unity Point allows access from home to patient records.	basic
Chamber of Commerce website	Listing of medical professionals in Urbandale (online and mobile app).	basic
Local healthcare providers	Have access to high-speed broadband.	basic
UCAN Health and Wellness committee	Website provides information about fit and healthy lifestyle.	basic
UCAN	Welcome to Medicare website.	basic
Iowa Clinic	iPad used for patient check-in.	basic
Mercy Family Medicine of Urbandale	iPad used for patient check-in.	basic
Delta Dental	Accessing patient records online.	basic
Davidson Family Dentistry	Make appointments online.	basic
City of Urbandale Fire	Transmit EKG reports to hospitals from EMS staff.	advanced
Vision Park Eye Care	SMS reminders for appointments, wellness exams, etc.	basic
Pharmacies - Walgreens	E-mail notifications that prescriptions are ready.	basic

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## ACTION PLAN

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### Community Priority Projects

This exercise has culminated in the outlining of projects to allow the community to continue its recognized excellence in technology and broadband planning across the community. Below are 3 priority projects, each describing a project plan with suggested steps.

#### *Improve Online Business Services Offered by the Government*

Developing more e-Government applications not only provides value to businesses, but also allows the government to realize cost savings and achieve greater efficiency and effectiveness. Examples of activities include paying for permits and licensing, paying taxes, providing services to the government, and other operations.

#### **Goal**

Build an e-Government solution that improves the ability of businesses to conduct business with the government over the Internet.

#### **Benefits**

1. Facilitates business interaction with government, especially for urban planning, real estate development, and economic development.
2. e-Government lowers the cost to a business conducting all of its interaction with government. Further, as more businesses conduct their business with government online, their transaction costs will be lowered. The cost to a business for any interaction decreases as more technology and fewer staff resources are needed.
3. e-Government provides a greater amount of information to businesses and provides it in a more organized and accessible manner.

#### **Action Items**

1. The first step in the process of providing e-Government services to constituents is developing a functional web portal that allows businesses to have access to resources easily. Such a portal can enable outside businesses looking for new opportunities to make informed decisions about working in a certain community.
2. In addition, often overlooked in e-Government deployment are the issues of audiences and needs. Local governments must determine who will visit the website and what sort of information and services they will typically seek. A first step toward meeting general needs of constituents is to provide online access to as broad a swath of governmental information and data as is possible. The sort of information that should be included is:

- Hours of operation and location of facilities.
- Contact information of key staff and departments.
- An intuitive search engine.
- Access to documents (ideally a centralized repository of online documents and forms).
- Local ordinances, codes, policies, and regulations.
- Minutes of official meetings and hearings.
- News and events.

### *Telecommunications Infrastructure Study (User Submitted)*

Complete an infrastructure analysis of key corridors including (but not limited to) Meredith Drive, Northpark, and Plum Drive to ensure there is adequate telecommunications infrastructure to meet future demand.

#### **Goal**

Urbandale's key development areas are equipped with access to high-quality broadband services.

#### **Benefits**

1. Position Urbandale as a community enabled and ready for commercial and industrial development and successful existing business expansion.
2. Build and strengthen partnerships with local telecommunications providers to ensure that sites are shovel-ready by extending telecommunications infrastructure. Allows the city to be prepared to meet the telecommunications needs of existing and future industries in order to meet and surpass expectations.
3. Demonstrates Urbandale's commitment to innovation and the provision of high-quality telecommunication infrastructure.

#### **Action Items**

1. Research components of successful infrastructure studies.
2. Determine list of key partners to collaborate on study.
3. Develop a plan and conduct infrastructure study.

#### **Implementation Team**

City staff, Chamber of Commerce

### *Improve Existing Telecommunications Infrastructure in Neighborhoods (User Submitted)*

Determine levels of broadband services provided in Urbandale neighborhoods to determine how improvements could be made. Work with local service providers to determine demand for higher levels of service.

#### **Goal**

Improve broadband services within established neighborhoods in Urbandale.

#### **Benefits**

1. Increase quality of life by increasing access to higher-speed broadband services.
2. Entrepreneurial support of home-based businesses that need high-speed and high-capacity broadband access.
3. Urbandale remains a competitive location for prospective homeowners and businesses locating in the Metro.

#### **Action Items**

1. Partner with local service providers to better understand existing infrastructure and to share knowledge about demand for existing residential access.
2. Determine if there are approved service provider plans in place for upgrading specific areas of the city.
3. Identify if there are opportunities to assist service providers in upgrading telecommunications infrastructure.

#### **Implementation Team**

City staff, Chamber of Commerce



## APPENDIX 1: STATEWIDE PERSPECTIVE OF BROADBAND

### Statewide Infrastructure

As part of the Iowa State Broadband Initiative (SBI), and in partnership and at the direction of the Iowa Utilities Board, Connect Iowa produced an inaugural map of broadband availability in the spring of 2010. The key goal of the map was to highlight communities and households that remain unserved or underserved by broadband service; this information was essential to estimating the broadband availability gap in the state and understanding the scope and scale of challenges in providing universal broadband service to all citizens across the state. Since the initial map’s release, Connect Iowa has collected and released new data every six months, with updates in October and April annually.

The most current statewide and county-specific broadband inventory maps released in the spring of 2014 depict a geographic representation of provider-based broadband data represented by cable, DSL, wireless, fiber, etc. residential services. These maps also incorporate data such as political boundaries and major transportation networks in the state. A statewide map can be found at

[http://www.connectiowa.org/connectednationftp/iowa/Statewide\\_Maps/IA\\_Statewide\\_Broadband.pdf](http://www.connectiowa.org/connectednationftp/iowa/Statewide_Maps/IA_Statewide_Broadband.pdf). The county maps can be found at

[http://www.connectiowa.org/community\\_profile/find\\_your\\_county/iowa/Union](http://www.connectiowa.org/community_profile/find_your_county/iowa/Union).

**Table 1: Estimate of Broadband Service Availability in the State of Iowa By Speed Tier Among Fixed Platforms**

SBI Download/Upload Speed Tiers	Unserved Households ('000)	Served Households ('000)	Percent Households by Speed Tier
<b>At Least 768 Kbps/200 Kbps</b>	22	1,200	98.19
<b>At Least 1.5 Mbps/200 Kbps</b>	43	1,179	96.52
<b>At Least 3 Mbps/768 Kbps</b>	78	1,144	93.64
<b>At Least 6 Mbps/1.5 Mbps</b>	228	993	81.30
<b>At Least 10 Mbps/1.5 Mbps</b>	251	970	79.44
<b>At Least 25 Mbps/1.5 Mbps</b>	332	889	72.78
<b>At Least 50 Mbps/1.5 mbps</b>	355	867	70.94
<b>At Least 100 Mbps/1.5 Mbps</b>	497	725	59.35
<b>At Least 1 Gbps/1.5 Mbps</b>	1,196	26	2.10

Source: Connect Iowa, April 2014.



Table 1 reports updated summary statistics of the estimated fixed, terrestrial broadband service inventory (excluding mobile and satellite service) across the state of Iowa; it presents the number and percentage of unserved and served households by speed tiers. The total number of households in Iowa in 2010 was 1,221,576, for a total population of 3 million people. Table 1 indicates that 98.196% of households are able to connect to broadband at download speeds of at least 768 Kbps and upload speeds of at least 200 Kbps. This implies that the number of households originally estimated by Connect Iowa to be unserved has dropped from 53,335 households in the fall of 2010 to 22,146 households in the spring of 2014. Further, approximately 1,143,847 households across Iowa have broadband available of at least 3 Mbps download and 768 Kbps upload speeds. The percentage of Iowa households having fixed broadband access available of at least 6 Mbps download and 1.5 Mbps upload speeds is estimated at 81.37%.

Taking into account both fixed and mobile broadband service platforms, an estimated 99.99% of Iowa households have broadband available from at least one provider at download speeds of 768 Kbps or higher and upload speeds of 200 Kbps or higher. This leaves about 70 households in the state completely unserved by any form of terrestrial broadband (including mobile, but excluding satellite services).

As differences in broadband availability estimates between the fall of 2010 and the spring of 2014 show, additional participating broadband providers can have a large impact upon Iowa broadband mapping inventory updates. Further, the measured broadband inventory provides an estimate of the true extent of broadband coverage across the state. There is a degree of measurement error inherent in this exercise that should be taken into consideration when analyzing the data. This measurement error will decrease as local, state, and federal stakeholders identify areas where the displayed coverage is underestimated or overestimated. Connect Iowa welcomes such feedback to be analyzed in collaboration with broadband providers to correct errors identified in the maps.

In addition, the broadband availability data collected, processed, and aggregated by Connect Iowa has been sent on a semi-annual basis to the NTIA to be used in the National Broadband Map, and comprises the source of Iowa's broadband availability estimates reported by the NTIA and the FCC in the National Broadband Map. The National Broadband Map can be found here: <http://www.broadbandmap.gov> and the Map's specific page for Iowa can be found here: <http://www.broadbandmap.gov/summarize/state/iowa>.

### **Interactive Map**

Connect Iowa provides My ConnectView<sup>TM</sup>, an online tool developed and maintained by Connected Nation, which allows users to create completely customized views and maps of broadband infrastructure across the state. The self-service nature of this application empowers Iowa's citizens to take an active role in seeking service, upgrading service, or simply becoming

increasingly aware of what broadband capabilities and possibilities exist in their area, city, county, or state.

<http://www.connectiowa.org/interactive-map>

For additional maps and other related information, visit:

<http://www.connectiowa.org/broadband-landscape>

## **Business and Residential Technology Assessments**

To complement the broadband inventory and mapping data, Connect Iowa periodically conducts statewide residential and business technology assessments to understand broadband demand trends across the state. The purpose of this research is to better understand the drivers and barriers to technology and broadband adoption and estimate the broadband adoption gap across the state of Iowa. Key questions the data address are: who, where, and how are households in Iowa using broadband technology? How is this technology impacting Iowa households and residents? Who is not adopting broadband service and why? What are the barriers that prevent citizens from embracing this empowering technology?

Through Connect Iowa's research, many insights are able to be collected. The most recent residential technology assessment revealed the following key findings:

- Broadband adoption in Iowa increased by 5 percentage points between 2012 and 2013.
- More than 113,000 school-age children in Iowa still do not have broadband access at home.
- More than three out of ten (31%) or 90,830 non-adopters in Iowa cite relevance as their main barrier to broadband adoption, while nearly one-fifth (16%) or 46,880 cite cost as their biggest barrier.

Additionally, an assessment of technology use among Iowa businesses released in September 2014 on Connect Iowa's website revealed the following key findings:

- Across Iowa, 81% of businesses subscribe to broadband service, leaving approximately 16,000 Iowa businesses that still do not use or benefit from broadband.
- 31% of Iowa businesses that want faster Internet service cannot get it at their location.
- More than 1 in 8 Iowa businesses say it is "important" or "very important" for new employees to be able to create or edit mobile apps, while 1 in 11 say it is important for new employees to know at least one programming language.
- Online sales in Iowa accounted for approximately \$20 billion in sales revenue last year, including nearly \$7.7 billion for small businesses with fewer than twenty employees and more than \$7 billion for rural Iowa businesses.

For more information on the statewide information described, visit the Connect Iowa website at <http://www.connectiowa.org/research>.

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## APPENDIX 2: PARTNER AND SPONSORS

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**Connect Iowa**, in partnership with the Iowa Economic Development Authority (IEDA), supports Iowa's reinvention and technological transformation through innovation, job creation, and entrepreneurship via the expansion of broadband technology and increased usage by Iowa residents. In 2009, Connect Iowa partnered with the Iowa Utilities Board to engage in a comprehensive broadband planning and technology initiative as part of the national effort to map and expand broadband. The program began by gathering provider data to form a statewide broadband map and has progressed to the planning and development stage. At this point the program is expanding to include community engagement in local technology planning, identification of opportunities with existing programs, and implementation of technology projects designed to address digital literacy, improve education, give residents access to global Internet resources, and stimulate economic development.

<http://www.connectiowa.org/>

The **Iowa Economic Development Authority (IEDA)** offers a variety of programs and services to individuals, communities, and businesses to attract and grow business, employment, and workforce in Iowa. Groundbreaking economic growth strategies focusing on cultivating start-up companies and helping existing companies become more innovative complement the activities already underway to retain and attract companies that are creating jobs for Iowans. Developing sustainable, adaptable communities ready for this growth is also an essential part of our work at IEDA — providing programs and resources that help communities reinvest, recover, and revitalize to make each community's vision a reality.

<http://www.iowaeconomicdevelopment.com/>

**Connected Nation** (Connect Iowa's parent organization) is a leading technology organization committed to bringing affordable high-speed Internet and broadband-enabled resources to all Americans. Connected Nation effectively raises the awareness of the value of broadband and related technologies by developing coalitions of influencers and enablers for improving technology access, adoption, 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 with core competencies centered on a mission to improve digital inclusion for people and places previously underserved or overlooked.

<http://www.connectednation.org>

**National Telecommunications and Information Administration (NTIA)** is an agency of the United States Department of Commerce that is serving as the lead agency in running the State Broadband Initiative (SBI). Launched in 2009, NTIA's State Broadband Initiative implements the joint purposes of the Recovery Act and the Broadband Data Improvement Act, which envisioned a comprehensive program, led by state entities or non-profit organizations working at their direction, to facilitate the integration of broadband and information technology into state and local economies. Economic development, energy efficiency, and advances in education and healthcare rely not only on broadband infrastructure, but also on the knowledge and tools to leverage that infrastructure.

NTIA has awarded a total of \$293 million for the SBI program to 56 grantees, one each from the 50 states, 5 territories, and the District of Columbia, or their designees. Grantees such as Connect Iowa are using this funding to support the efficient and creative use of broadband technology to better compete in the digital economy. These state-created efforts vary depending on local needs but include programs to assist small businesses and community institutions in using technology more effectively, developing research to investigate barriers to broadband adoption, searching out and creating innovative applications that increase access to government services and information, and developing state and local task forces to expand broadband access and adoption.

Since accurate data is critical for broadband planning, another purpose of the SBI program is to assist states in gathering data twice a year on the availability, speed, and location of broadband services, as well as the broadband services used by community institutions such as schools, libraries, and hospitals. This data is used by NTIA to update the National Broadband Map, the first public, searchable nationwide map of broadband availability launched February 17, 2011.

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## APPENDIX 3: THE NATIONAL BROADBAND PLAN

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The National Broadband Plan, released in 2010 by the Federal Communications Commission, has the express mission of creating a high-performance America—a more productive, creative, efficient America in which affordable broadband is available everywhere and everyone has the means and skills to use valuable broadband applications. The plan seeks to ensure that the entire broadband ecosystem—networks, devices, content and applications— is healthy.

The plan recommends that the country adopt and track the following six goals to serve as a compass over the next decade:

**GOAL No. 1: At least 100 million U.S. homes should have affordable access to actual download speeds of at least 100 megabits per second and actual upload speeds of at least 50 megabits per second.**

**GOAL No. 2: The United States should lead the world in mobile innovation, with the fastest and most extensive wireless networks of any nation.**

**GOAL No. 3: Every American should have affordable access to robust broadband service and the means and skills to subscribe if they so choose.**

**GOAL No. 4: Every American community should have affordable access to at least 1 gigabit per second broadband service to anchor institutions such as schools, hospitals, and government buildings.**

**GOAL No. 5: To ensure the safety of the American people, every first responder should have access to a nationwide, wireless, interoperable broadband public safety network.**

**GOAL No. 6: To ensure that America leads in the clean energy economy, every American should be able to use broadband to track and manage their real-time energy consumption.**

To learn more, visit: [www.broadband.gov](http://www.broadband.gov)

## APPENDIX 4: WHAT IS CONNECTED?

The goal of Connect Iowa’s “Connected” program is to empower locally informed and collaborative technology planning that addresses each community’s need for improved access, adoption, and use of technology:

- **ACCESS** – Does your community have access to affordable and reliable broadband service?
- **ADOPTION** – Is your community addressing the barriers to broadband adoption?
- **USE** – Are residents using technology to improve their quality of life?

Connected Nation leverages state-based public-private partnerships to engage residents at the local level. Regionally based staff provide “train-the-trainer” activities to local leaders, such as librarians, school administrators, economic development professionals, and public officials, and help them organize multi-sector technology planning teams, inventory local technology resources and initiatives, assess local technology access, adoption, and use, and develop local strategies that target specific technology gaps in the community.

Connected’s community technology-planning framework is cyclical. As with other forms of community planning – and especially so with technology planning – change is the only constant. At the community level, changing technology requirements, shifting demographics, economic drivers, and workforce requirements may expose or create new digital divides. Connected’s community technology-planning framework supports a sustained effort.

### Connected Planning Process

Connected’s community technology-planning framework provides a clear path for the sustainable acceleration of broadband access, adoption, and use.





**Step 1: Engage.** Successful strategies to bridge the local digital divide and increase broadband access, adoption, and use are predicated on broad and sustained stakeholder participation. A successful local technology planning team should include people from multiple sectors, including:

- State and Local Government
- Public Safety
- Education (K-12, Higher Ed)
- Library
- Business & Industry, Agriculture, Recreation and Tourism
- Healthcare
- Community Organizations
- Technology Providers

**Step 2: Assess.** The Connected planning process guides the local technology planning team through an assessment of community technology resources, strengths, assets, needs, and gaps in order to identify and develop strategies to address specific technology gaps and opportunities in the community. Bolstered by benchmarking data that had been gathered through Connect Iowa’s mapping and market research, the local technology planning team works with community members to benchmark local broadband access, adoption, and use via the Connected Assessment, which measures:

ACCESS	ADOPTION	USE
1. Broadband Availability	6. Digital Literacy	10. Economic Opportunity
2. Broadband Speeds	7. Public Computer Centers	11. Education
3. Broadband Competition	8. Broadband Awareness	12. Government
4. Middle Mile Access	9. Vulnerable Population Focus	13. Healthcare
5. Mobile Broadband Availability		

**Step 3: Plan.** Once community resources and needs are identified, the community planning team begins to identify local priorities and policies, programs, and technical solutions that will accelerate broadband access, adoption, and use. Connected Nation provides recommended actions based on best practices from communities across the United States.

**Step 4: Act.** The technology planning team works together to ensure that selected policies, programs, and technical solutions are adopted, implemented, improved, and maintained. The Connected program also provides a platform for collaboration and the sharing of best practices between communities. Connected Nation also provides communications support to raise awareness of your community’s efforts. For communities that measurably demonstrate proficiency in broadband access, adoption, and use in the Connected Assessment, Connected Nation offers Connected certification, a nationally recognized certification that provides an avenue for pursuing opportunities as a recognized, technologically advanced community.

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## APPENDIX 5: GLOSSARY OF TERMS

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### #

**3G Wireless - Third Generation** - Refers to the third generation of wireless cellular technology. It has been succeeded by 4G wireless. Typical speeds reach about 3 Mbps.

**4G Wireless - Fourth Generation** - Refers to the fourth generation of wireless cellular technology. It is the successor to 2G and 3G. Typical implementations include LTE, WiMax, and others. Maximum speeds may reach 100 Mbps, with typical speeds over 10 Mbps.

### A

**ARRA** - American Recovery and Reinvestment Act.

**ADSL - Asymmetric Digital Subscriber Line** - DSL service with a larger portion of the capacity devoted to downstream communications, less to upstream. Typically thought of as a residential service.

**ATM - Asynchronous Transfer Mode** - A data service offering by ASI that can be used for interconnection of customers' LAN. ATM provides service from 1 Mbps to 145 Mbps utilizing Cell Relay Packets.

### B

**Bandwidth** - The amount of data transmitted in a given amount of time; usually measured in bits per second, kilobits per second, and megabits per second.

**BIP - Broadband Infrastructure Program** - Part of the American Recovery and Reinvestment Act (ARRA), BIP is the program created by the U.S. Department of Agriculture focused on expanding last mile broadband access.

**Bit** - A single unit of data, either a one or a zero. In the world of broadband, bits are used to refer to the amount of transmitted data. A kilobit (Kb) is approximately 1,000 bits. A megabit (Mb) is approximately 1,000,000 bits.

**BPL - Broadband Over Powerline** - An evolving theoretical technology that provides broadband service over existing electrical power lines.

**BPON - Broadband Passive Optical Network** - A point-to-multipoint fiber-lean architecture network system which uses passive splitters to deliver signals to multiple users. Instead of running a separate strand of fiber from the CO to every customer, BPON uses a single strand of fiber to serve up to 32 subscribers.

**Broadband** - A descriptive term for evolving digital technologies that provide consumers with integrated access to voice, high-speed data service, video-demand services, and interactive delivery services (e.g. DSL, cable Internet).

**BTOP - Broadband Technology Opportunities Program** - Part of the American Recovery and Reinvestment Act (ARRA), BTOP is the program created by the U.S. Department of Commerce



focused on expanding broadband access, expanding access to public computer centers, and improving broadband adoption.

## C

**Cable Modem** - A modem that allows a user to connect a computer to the local cable system to transmit data rather than video. It allows broadband services at speeds of five Mbps or higher.

**CAP - Competitive Access Provider** - (or “Bypass Carrier”) A company that provides network links between the customer and the Inter-Exchange Carrier or even directly to the Internet Service Provider. CAPs operate private networks independent of Local Exchange Carriers.

**Cellular** - A mobile communications system that uses a combination of radio transmission and conventional telephone switching to permit telephone communications to and from mobile users within a specified area.

**CLEC - Competitive Local Exchange Carrier** - Wireline service provider that is authorized under state and federal rules to compete with ILECs to provide local telephone and Internet service. CLECs provide telephone services in one of three ways or a combination thereof: a) by building or rebuilding telecommunications facilities of their own, b) by leasing capacity from another local telephone company (typically an ILEC) and reselling it, or c) by leasing discreet parts of the ILEC network referred to as UNEs.

**CMTS - Cable Modem Termination System** - A component (usually located at the local office or head end of a cable system) that exchanges digital signals with cable modems on a cable network, allowing for broadband use of the cable system.

**CO - Central Office** - A circuit switch where the phone and DSL lines in a geographical area come together, usually housed in a small building.

**Coaxial Cable** - A type of cable that can carry large amounts of bandwidth over long distances. Cable TV and cable modem broadband service both utilize this technology.

**Community Anchor Institutions (CAI)** - Institutions that are based in a community and larger user of broadband. Examples include schools, libraries, healthcare facilities, and government institutions.

**CWDM - Coarse Wavelength Division Multiplexing** - Multiplexing (more commonly referred to as WDM) with less than 8 active wavelengths per fiber.

## D

**Dial-Up** - A technology that provides customers with access to the Internet over an existing telephone line. Dial-up is much slower than broadband.

**DLEC - Data Local Exchange Carrier** - DLECs deliver high-speed access to the Internet, not voice. DLECs include Covad, Northpoint, and Rhythms.

**Downstream** - Data flowing from the Internet to a computer (surfing the net, getting e-mail, downloading a file).

**DSL - Digital Subscriber Line** - The use of a copper telephone line to deliver “always on” broadband Internet service.

**DSLAM - Digital Subscriber Line Access Multiplier** - A piece of technology installed at a telephone company's CO that connects the carrier to the subscriber loop (and ultimately the customer's PC).

**DWDM - Dense Wavelength Division Multiplexing** - A SONET term which is the means of increasing the capacity of SONET fiber-optic transmission systems.

## E

**E-rate** - A federal program that provides subsidy for voice and data lines to qualified schools, hospitals, Community-Based Organization (CBOs), and other qualified institutions. The subsidy is based on a percentage designated by the FCC.

**Ethernet** - A local area network (LAN) standard developed for the exchange data with a single network. It allows for speeds from 10 Mbps to 10 Gbps.

**EON - Ethernet Optical Network** - The use of Ethernet LAN packets running over a fiber network.

**EvDO - Evolution Data Only** - A new wireless technology that provides data connections that are 10 times faster than a regular modem.

## F

**FCC - Federal Communications Commission** - A federal regulatory agency that is responsible for, among other things, regulating VoIP.

**Fixed Wireless Broadband** - The operation of wireless devices or systems for broadband use at fixed locations such as homes or offices.

**Franchise Agreement** - An agreement between a cable provider and a government entity that grants the provider the right to serve cable and broadband services to a particular area - typically a city, county, or state.

**FTTH - Fiber To The Home** - Another name for fiber to the premises, where fiber optic cable is pulled directly to an individual's residence or building allowing for extremely high broadband speeds.

**FTTN - Fiber To The Neighborhood** - A hybrid network architecture involving optical fiber from the carrier network, terminating in a neighborhood cabinet that converts the signal from optical to electrical.

**FTTP - Fiber To The Premise (Or FTTB – Fiber To The Building)** - A fiber optic system that connects directly from the carrier network to the user premises.

## G

**Gbps - Gigabits per second** - 1,000,000,000 bits per second or 1,000 Mbps. A measure of how fast data can be transmitted.

**GPON - Gigabyte-Capable Passive Optical Network** - Uses a different, faster approach (up to 2.5 Gbps in current products) than BPON.

**GPS - Global Positioning System** - A system using satellite technology that allows an equipped user to know exactly where he is anywhere on earth.

**GSM - Global System for Mobile Communications** - This is the current radio/telephone standard in Europe and many other countries except Japan and the United States.

## H

**HFC - Hybrid Fiber Coaxial Network** - An outside plant distribution cabling concept employing both fiber optic and coaxial cable.

**Hotspot** - See *Wireless Hotspot*.

## I

**IEEE** - Institute of Electrical and Electronics Engineers (pronounced “Eye-triple-E.”).

**ILEC - Incumbent Local Exchange Carrier** - The traditional wireline telephone service providers within defined geographic areas. They typically provide broadband Internet service via DSL technology in their area. Prior to 1996, ILECs operated as monopolies having the exclusive right and responsibility for providing local and local toll telephone service within LATAs.

**IP-VPN - Internet Protocol - Virtual Private Network** - A software-defined network offering the appearance, functionality, and usefulness of a dedicated private network.

**ISDN - Integrated Services Digital Network** - An alternative method to simultaneously carry voice, data, and other traffic, using the switched telephone network.

**ISP - Internet Service Provider** - A company providing Internet access to consumers and businesses, acting as a bridge between customer (end-user) and infrastructure owners for dial-up, cable modem, and DSL services.

## K

**Kbps - Kilobits per second** - 1,000 bits per second. A measure of how fast data can be transmitted.

## L

**LAN - Local Area Network** - A geographically localized network consisting of both hardware and software. The network can link workstations within a building or multiple computers with a single wireless Internet connection.

**LATA - Local Access and Transport Areas** - A geographic area within a divested Regional Bell Operating Company is permitted to offer exchange telecommunications and exchange access service. Calls between LATAs are often thought of as long-distance service. Calls within a LATA (IntraLATA) typically include local and local toll telephone services.

**Local Loop** - A generic term for the connection between the customer’s premises (home, office, etc.) and the provider’s serving central office. Historically, this has been a wire connection; however, wireless options are increasingly available for local loop capacity.

**Low Income** - Low income is defined by using the poverty level as defined by the U.S. Census Bureau. A community’s low-income percentage can be found at [www.census.gov](http://www.census.gov).

## M

**MAN - Metropolitan Area Network** - A high-speed data intra-city network that links multiple locations with a campus, city, or LATA. A MAN typically extends as far as 50 kilometers (or 31 miles).

**Mbps - Megabits per second** - 1,000,000 bits per second. A measure of how fast data can be transmitted.

**Metro Ethernet** - An Ethernet technology-based network in a metropolitan area that is used for connectivity to the Internet.

**Multiplexing** - Sending multiple signals (or streams) of information on a carrier (wireless frequency, twisted pair copper lines, fiber optic cables, coaxial, etc.) at the same time. Multiplexing, in technical terms, means transmitting in the form of a single, complex signal and then recovering the separate (individual) signals at the receiving end.

## N

**NTIA** - National Telecommunications and Information Administration, which is housed within the United State Department of Commerce.

**NIST** - National Institute of Standards and Technology.

## O

**Overbuilders** - Building excess capacity. In this context, it involves investment in additional infrastructure projects to provide competition.

**OVS - Open Video Systems** - A new option for those looking to offer cable television service outside the current framework of traditional regulation. It would allow more flexibility in providing service by reducing the build-out requirements of new carriers.

## P

**PON - Passive Optical Network** - A Passive Optical Network consists of an optical line terminator located at the Central Office and a set of associated optical network terminals located at the customer's premises. Between them lies the optical distribution network comprised of fibers and passive splitters or couplers.

## R

**Right-of-Way** - A legal right of passage over land owned by another. Carriers and service providers must obtain right-of-way to dig trenches or plant poles for cable and telephone systems and to place wireless antennae.

**RPR - Resilient Packet Ring** - Uses Ethernet switching and a dual counter-rotating ring topology to provide SONET-like network resiliency and optimized bandwidth usage, while delivering multi-point Ethernet/IP services.

**RUS - Rural Utility Service** - A division of the United States Department of Agriculture that promotes universal service in unserved and underserved areas of the country through grants, loans, and financing.

## S

**Satellite** - Satellite brings broadband Internet connections to areas that would not otherwise have access, even the most rural of areas. Historically, higher costs and lower reliability have prevented the widespread implementation of satellite service, but providers have begun to overcome these obstacles, and satellite broadband deployment is increasing. A satellite works by receiving radio signals sent from the Earth (at an uplink location also called an Earth Station) and resending the radio signals back down to the Earth (the downlink). In a simple system, a signal is reflected, or "bounced," off the satellite. A communications satellite also typically converts the radio transmissions from one frequency to another so that the signal getting sent down is not confused with the signal being sent up. The area that can be served by a satellite is determined by the "footprint" of the antennas on the satellite. The "footprint" of a satellite is the area of the Earth that is covered by a satellite's signal. Some satellites are able to shape their footprints so that only certain areas are served. One way to do this is by the use of small beams called "spot beams." Spot beams allow satellites to target service to a specific area, or to provide different service to different areas.

**SBI** - State Broadband Initiatives, formerly known as the State Broadband Data & Development (SBDD) Program.

**SONET - Synchronous Optical Network** - A family of fiber-optic transmission rates.

**Streaming** - A Netscape innovation that downloads low-bit text data first, then the higher bit graphics. This allows users to read the text of an Internet document first, rather than waiting for the entire file to load.

**Subscribership** - Subscribership is the number of customers that have subscribed for a particular telecommunications service.

**Switched Network** - A domestic telecommunications network usually accessed by telephones, key telephone systems, private branch exchange trunks, and data arrangements.

## T

**T-1 - Trunk Level 1** - A digital transmission link with a total signaling speed of 1.544 Mbps. It is a standard for digital transmission in North America.

**T-3 - Trunk Level 3** - 28 T1 lines or 44.736 Mbps.

## U

**UNE - Unbundled Network Elements** - Leased portions of a carrier's (typically an ILEC's) network used by another carrier to provide service to customers.

**Universal Service** - The idea of providing every home in the United States with basic telephone service.

**Upstream** - Data flowing from your computer to the Internet (sending e-mail, uploading a file).

## V

**VDSL (or VHDSL) - Very High Data Rate Digital Subscriber Line** - A developing technology that employs an asymmetric form of ADSL with projected speeds of up to 155 Mbps.

**Video On Demand** - A service that allows users to remotely choose a movie from a digital library and be able to pause, fast-forward, or even rewind their selection.

**VLAN - Virtual Local Area Network** - A network of computers that behave as if they were connected to the same wire even though they may be physically located on different segments of a LAN.

**VoIP - Voice over Internet Protocol** - A new technology that employs a data network (such as a broadband connection) to transmit voice conversations.

**VPN - Virtual Private Network** - A network that is constructed by using public wires to connect nodes. For example, there are a number of systems that enable one to create networks using the Internet as the medium for transporting data. These systems use encryption and other security mechanisms to ensure that only authorized users can access the network and that the data cannot be intercepted.

**Vulnerable Groups** -Vulnerable groups will vary by community, but typically include low-income, minority, senior, children, etc.

## W

**WAN - Wide Area Network** - A communications system that utilizes cable systems, telephone lines, wireless, and other means to connect multiple locations together for the exchange of data, voice, and video.

**Wi-Fi - Wireless Fidelity** - A term for certain types of wireless local networks (WLANs) that uses specifications in the IEEE 802.11 family.

**WiMax** - A wireless technology that provides high-throughput broadband connections over long distances. WiMax can be used for a number of applications, including last mile broadband connections, hotspots, and cellular backhaul and high-speed enterprise connectivity for businesses.

**Wireless Hotspot** - A public location where Wi-Fi Internet access is available for free or for a small fee. These could include airports, restaurants, hotels, coffee shops, parks, and more.

**Wireless Internet** - 1) Internet applications and access using mobile devices such as cell phones and palm devices. 2) Broadband Internet service provided via wireless connection, such as satellite or tower transmitters.

**Wireline** - Service based on infrastructure on or near the ground, such as copper telephone wires or coaxial cable underground, or on telephone poles.