

AARP National Rural Livability Workshop

Enhancing Community Infrastructure: Broadband

Presentations

Coralette Hannon, AARP State Advocacy and Strategy

Broadband: AARP's 2019 Advocacy Agenda

Ambre Marr, AARP Indiana

Find the Intersection to the Connection

Joy McGill, AARP Oklahoma

Rural Library Hotspot Lending Programs



Broadband: AARP's 2019 Advocacy Agenda



Coralette Hannon, Senior Legislative Representative
AARP Government Affairs

*AARP Rural Livability Workshop
June 19, 2019*

What is Broadband?

Broadband

=

High-Speed Internet

What is Broadband?

The Federal Communications Commission defines “Broadband” as a connection with a minimum download speed of 25 MBPS and upload speed of 3 MBPS.

(2015 Broadband Progress Report)

2019 Advocacy Agenda

Support adoption, improvements to, preservation of, and implementation of broadband infrastructure deployment and access policies that allow for reliable and affordable in-home high-speed Internet service.

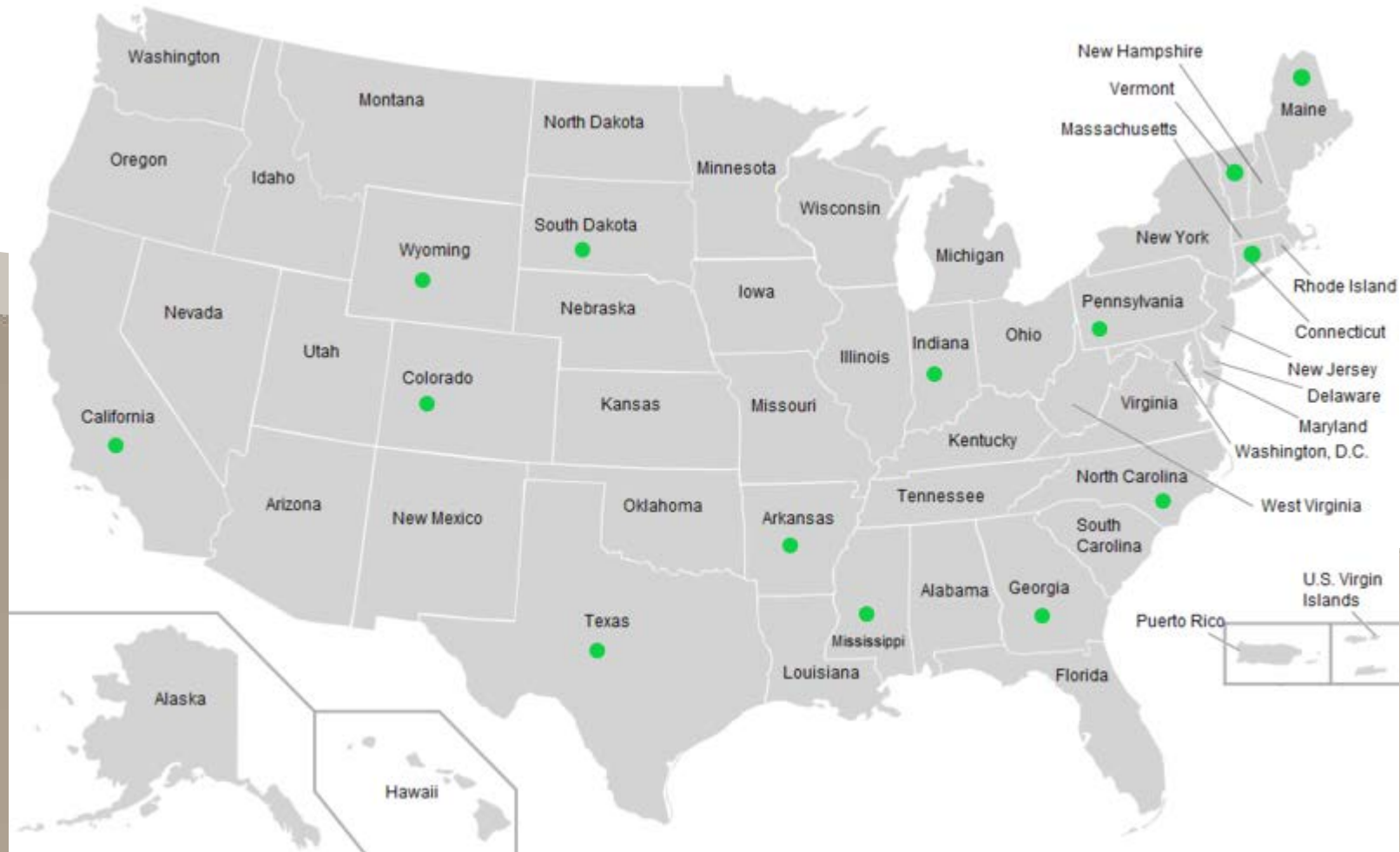


Cross-Cutting Issues

- Caregiving/Telehealth
 - Enactment of telehealth laws or regulations that promote an individual's access to health and home and community-based care services and choice of providers, and to support family caregivers and independent living.
- Livable Communities
 - Adopting, strengthening, implementing, or preserving programs or policies in an Age Friendly Action Plan.



AARP State Broadband Advocacy (as of 06/05/19)



State/Local Broadband Advocacy Opportunities

- Electric Co-operatives
- Municipal Broadband
- Network Deployment Incentives
- 5G (Small Cell Antennae)
- State Broadband Taskforces

Federal Broadband Landscape

- **FCC proposes to cap Universal Service Fund (USF)**
- **USF supports**
 - Lifeline
 - E-Rate Program
 - Connect America Fund
 - Rural Health Care (RHC)

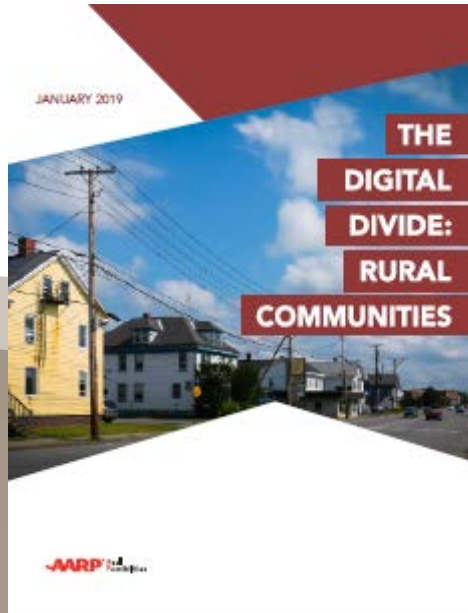
Benefits of Broadband

- Health Care (e.g., Telehealth)
- Jobs
- Education
- Local Businesses

Points to Consider

- Major age and education divide
- Little sense of disparate access
- Cost (not speed) major pain point

AARP Broadband Resources



Broadband Explainer Sample



Broadband: A Necessity for Texans

Broadband delivers new technologies that are improving the quality of life for people of all ages and can help older Texans live independently in their homes and communities. It also combats social isolation and improves well-being by supporting services like distance learning and telehealth.

What is broadband? Broadband refers to high-speed Internet access that is always on and faster than a dial-up connection. It includes technologies like Digital Subscriber Line (DSL) and cable modem.

When it comes to broadband, ensuring access, affordability, and training are essential for all Texans to benefit fully from new technologies. In rural communities, and some urban settings, residents often pay higher prices for lower quality service, if they can get broadband at all. AARP is fighting to expand access to the Internet.

Benefits for Older Texans

-  **Telehealth** increases choice of providers, improves access to state-of-the-art health services, and helps rural residents get health services in their own homes.
-  **Social contact and support**, such as swapping family photos and videos, face-to-face video chats, and social media, help older adults reconnect with old friends.
-  **Teleworking or telecommuting** allows older adults to continue to work without the demands of the daily commute.
-  **Distance learning**, online access to libraries, as well as video-based educational and entertainment options are made possible with broadband.



Broadband Access Can Help Beat Social Isolation

Older Texans who are socially isolated have a lack of contact with others. They tend to have poorer health and a higher risk of early death. A study by the AARP Public Policy Institute finds that the absence of social contact is associated with an estimated \$6.7 billion in additional Medicare spending each year.

Source: AARP Public Policy Institute, Nov. 2017


Texans 50-Plus are Empowered by Technology

Broadband can be a powerful tool for people of all ages to stay connected to family and friends, community services, and emergency responders. While older adults have, on average, lagged behind the general population in adoption of broadband for a variety of reasons, including the cost of service, recent AARP studies find that adults 50-plus are becoming more empowered by today's technology.

92% use a laptop or desktop	70% use a smart phone	43% use a tablet
23% use an e-reader	7% use a home assistant	

Source: AARP Technology Use and Attitudes among Mid-Life and Older Americans, January 2018
<https://www.aarp.org/research/topics/technology/info-2018/technology-use-attitudes.html>

Broadband Needed In Rural Communities



92% of rural Americans lack home broadband access, in contrast to only 4 percent of urban Americans.	69% of rural Americans use the Internet, compared to 75 percent of urban residents.
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Photo: iStockphoto, Richard P. Johnson

For more information about how AARP will be working in Texas to expand broadband access, visit this page: aarp.org/TXbroadband/

AARP Real Possibilities
Texas

Thank You

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FIND THE INTERSECTION TO THE CONNECTION

June 19, 2019





THE STATE OF BROADBAND IN INDIANA

2018

- **Passage of HEA 1065**
- **AARP Indiana Public Comments**
- **Panelist at Statewide Broadband Summit**
- **Gov. Holcomb Pledges \$100 Million**
- **AARP Indiana TTH**

2019

- **AARP Indiana Broadband Survey**
- **Passage of SEA 460**
- **AARP Livable Communities Rural Workshop**

2020

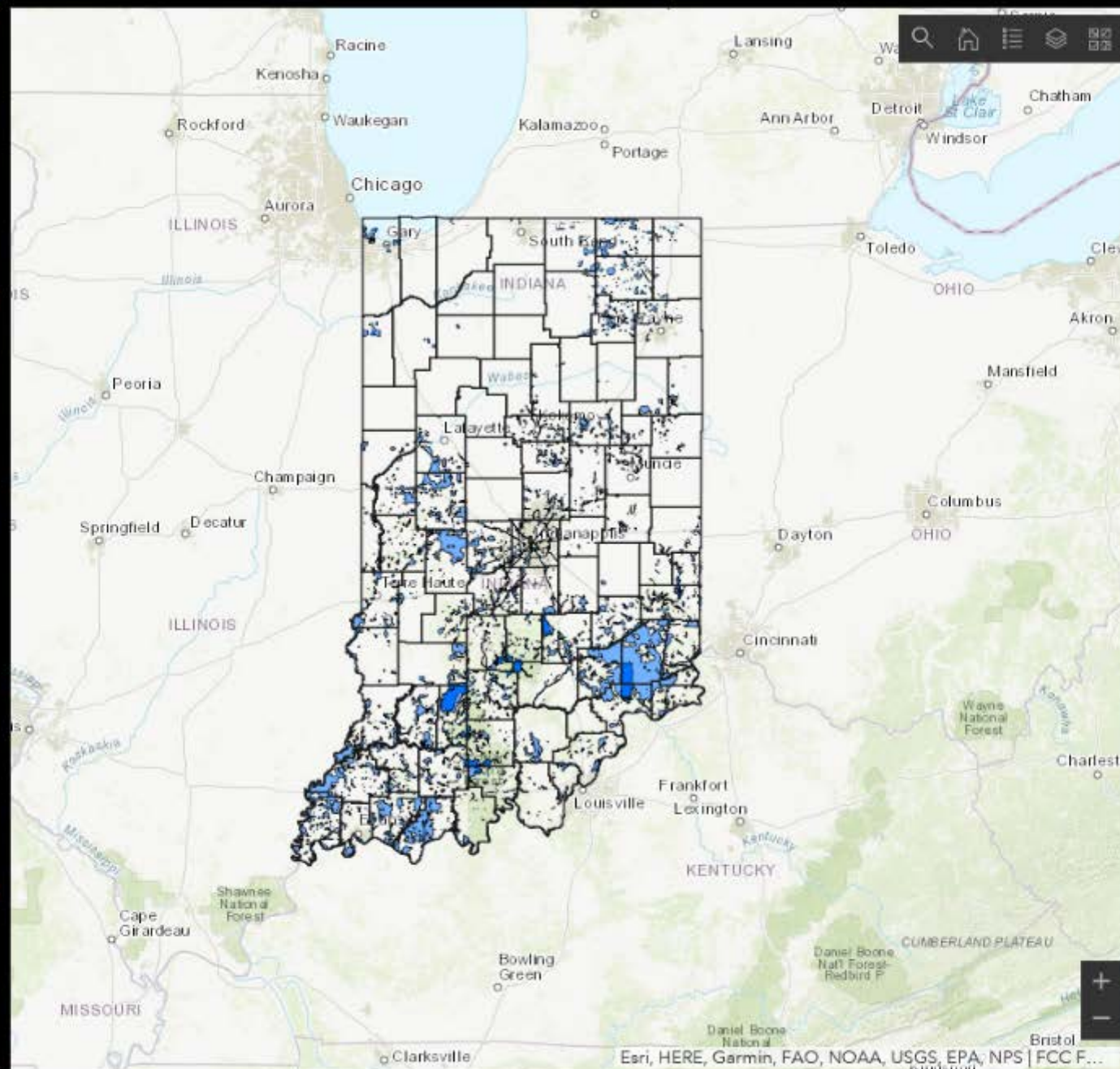
- **Continue Efforts at the Statehouse**
- **Expand Local Outreach & Partnerships**



Next Level Connections Broadband Grant Program Eligible Census Blocks

Unserved area, for this program purpose, is defined as a census block that does not have at the time of application at least one broadband provider offering actual speeds of at least 10mbps download and 1mbps upload, or an area where there is not a potential provider for which the census block has been designated through a federal funding program to deploy that minimum level of service by a specified date. Non-contiguous areas may be submitted in a single application.

For more detailed Indiana Broadband data, please visit [Indiana Broadband Map](#).



Eligible Census Blocks

37,639
Total

Last update: a minute ago

Eligible Census Blocks

37,639
In Map View

Last update: a minute ago

Eligible Census Blocks

- Eligible
- Eligible - Potentially Non Deployable

FCC Form 477 Provider
Reported Data as of Dec.
2017



**50+ VOTERS SUPPORT
HIGH-SPEED INTERNET ACCESS
FOR ALL HOOSIERS**



Most Popular Uses of Internet



77%
Email
family/
friends



64%
Online
news



73%
Online
shopping



61%
View
financial
accounts



64%
Social
Media



BARRIERS TO USE



RURAL

**Quality
Problems**

40%

High Cost

18%



URBAN

**Quality
Problems**

24%

High Cost

13%



TYPES OF DEVICES USED

69%



MOBILE
PHONE

55%



LAPTOP

52%



DESKTOP

43%

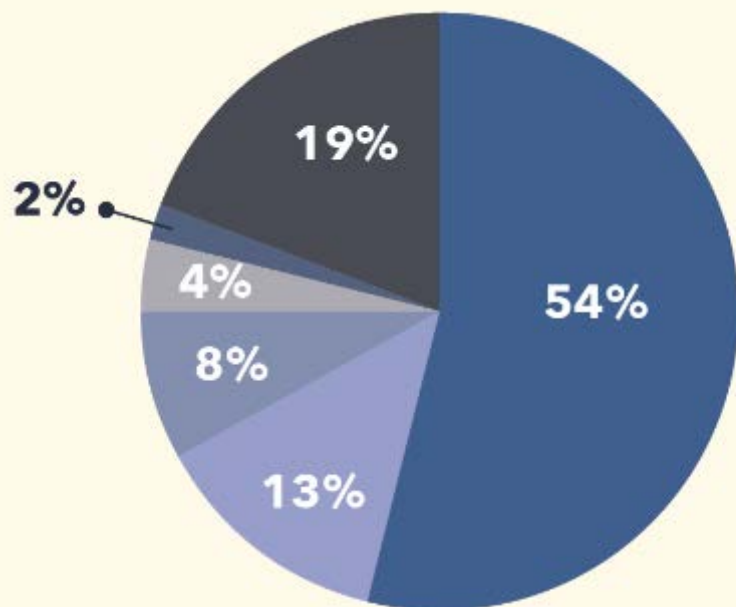


TABLET

28%



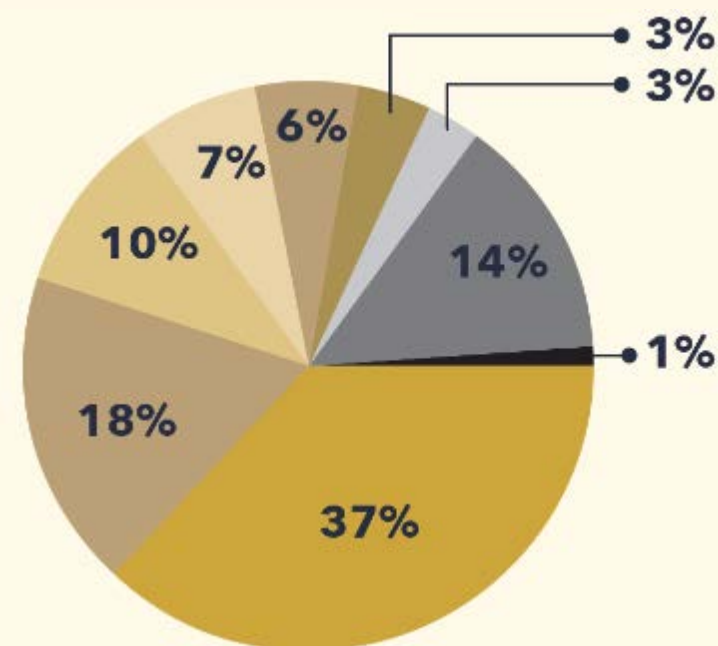
TELEVISION



Frequency of Internet Use

- | | |
|------------------------------|--------------|
| ■ More than once a day | ■ Once a day |
| ■ A few times a week | ■ Never |
| ■ A few times a month | |
| ■ A few times a year or less | |

(Base: All Respondents)



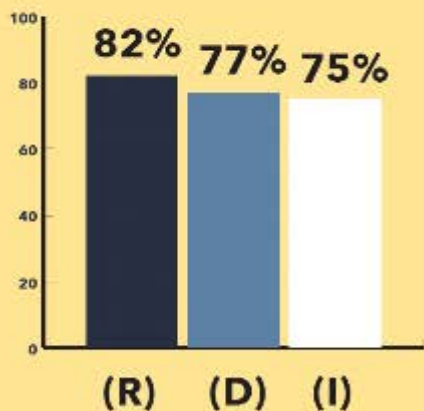
Home Internet Connection

- | | |
|------------------|----------------------------|
| ■ Cable Only | ■ Dial-up Only |
| ■ DSL Only | ■ High Speed (Unspecified) |
| ■ Mobile Only | ■ Multiple Types |
| ■ Fiber Only | ■ Don't know |
| ■ Satellite Only | |

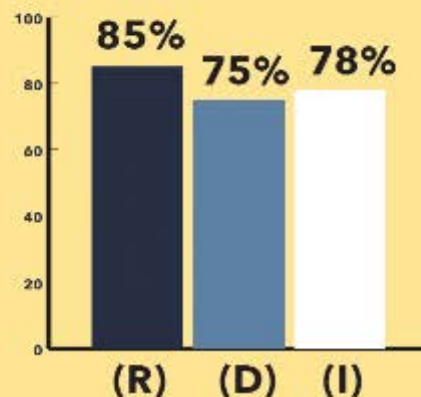
(Base: Home internet users)



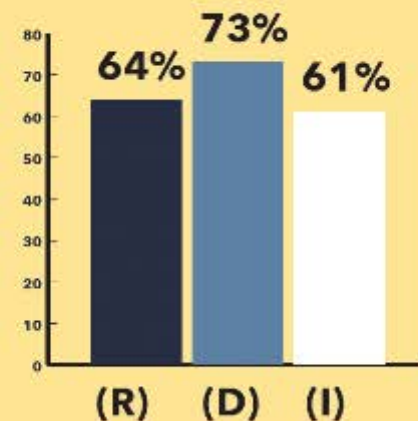
BIPARTISAN SUPPORT FOR POLICIES TO EXPAND HIGH-SPEED INTERNET



Offering state incentives to internet providers to expand high-speed service to rural areas not currently served.



Support expanding through rural electric co-ops.



Use of state funds such as Governor Eric Holcomb's proposal to allocate \$100 million in grants for local communities to improve internet access.



THE JOURNEY WITH NONTRADITIONAL PARTNERS





JOIN US FOR A BROADBAND TECH NIGHT

Join AARP Mississippi and the Mississippi Public Service Commission for a Tech Night Workshop. Learn how broadband can help improve the quality of life for people of all ages and can help older Mississippians live independently in their homes and communities. Also, learn how broadband access can help combat social isolation and improve well-being by supporting services like distance learning and telehealth. Enjoy an exciting conversation with AARP Mississippi and Southern District Commissioner Sam Britton.

June 6, 2019 | 6 p.m. – 7 p.m.

Collins Civic Center
3220 US 49
Collins, MS 39428

Refreshments will be served. To RSVP, call **1-877-926-8300**.



www.aarp.org/ms

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AARP Real Possibilities
Mississippi

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Real Possibilities



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RURAL LIBRARY HOTSPOT LENDING PROGRAMS

A collaboration between AARP Oklahoma & Oklahoma State University



THE CHALLENGE: BROADBAND ACCESS IN OKLAHOMA



Underserved Oklahomans



Broadband Coverage

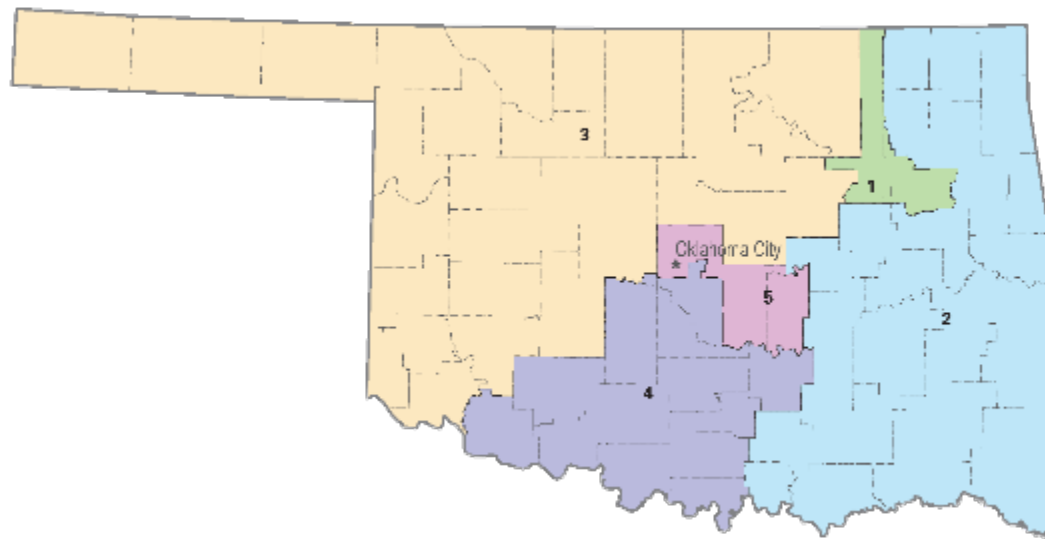


47th Most Connected State



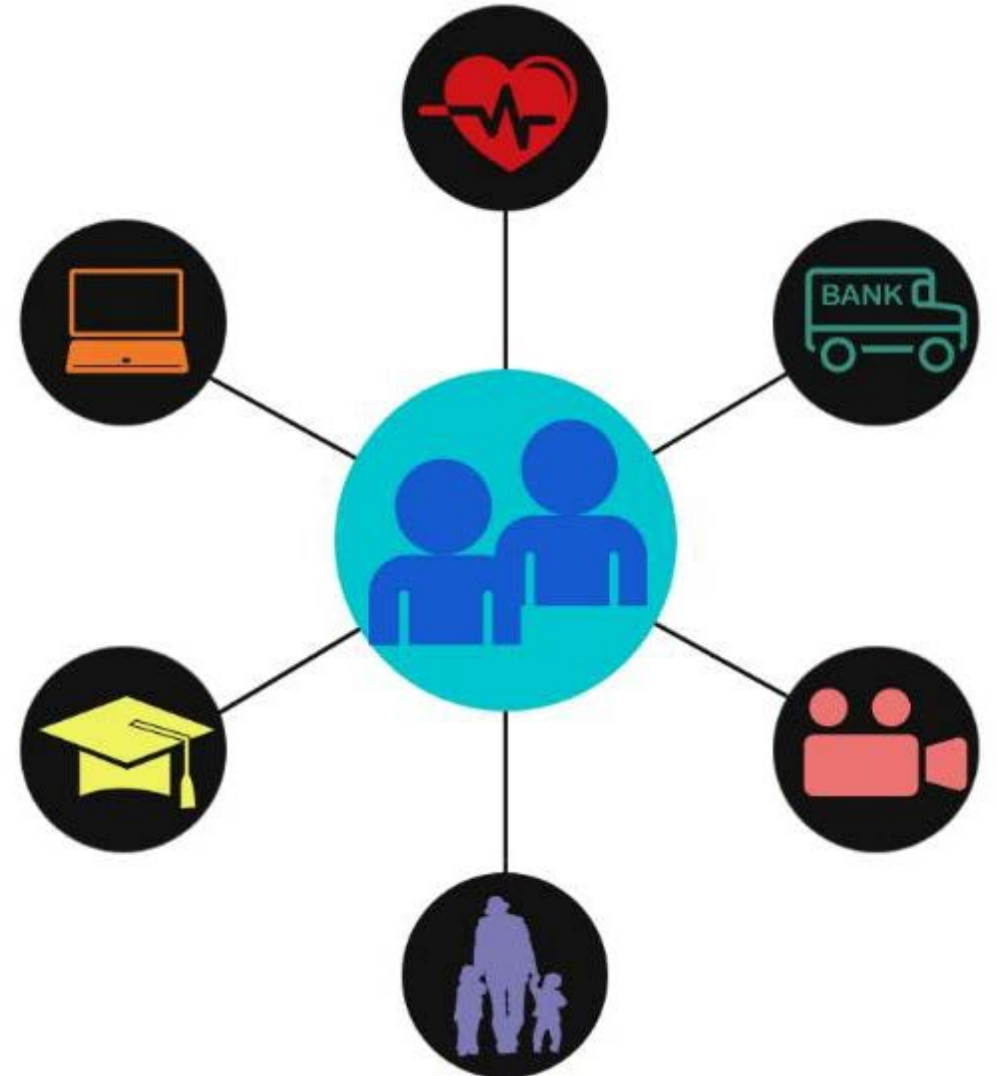
“ *My district is the only congressional district in the country where broadband is available to less than half the population.* ”

Congressman Markwayne Mullen
Oklahoma District 2



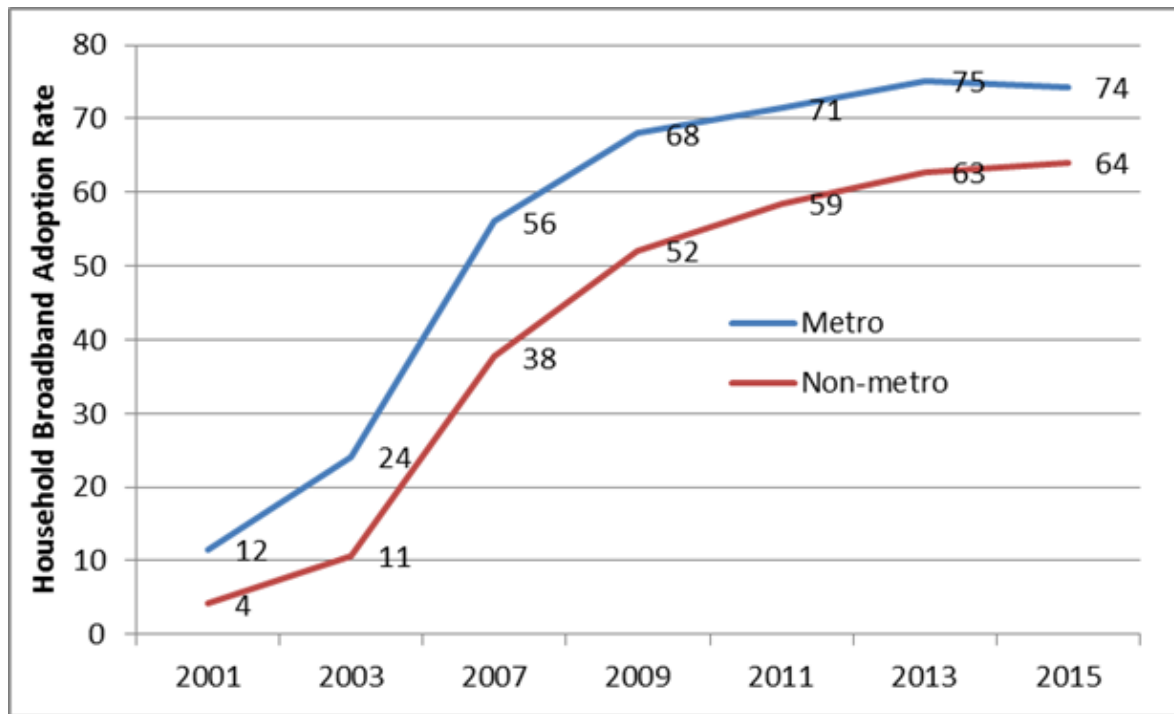
LIFE AND LIVING ONLINE

Healthcare
Entertainment
Job searching
Education resources
Social connectivity
Personal fulfillment
... and more!



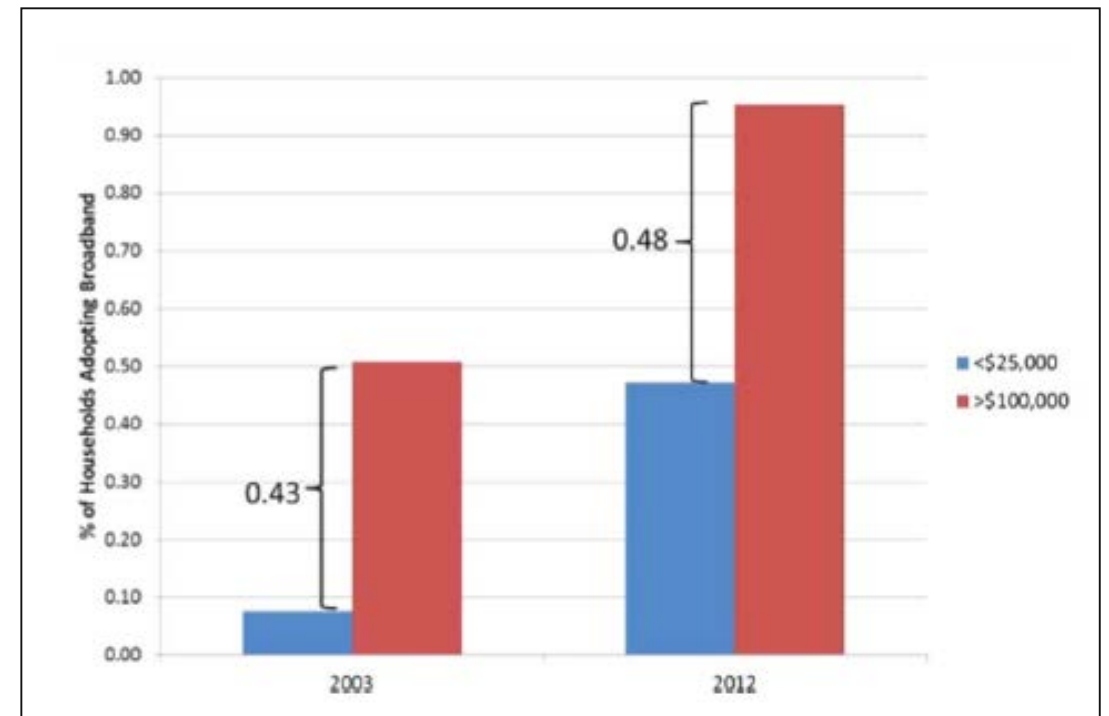
THE DIGITAL DIVIDE

Rural broadband adoption rates persistently lag from those in urban areas



Source: Current Population Survey Internet Use Supplements, 2001-2015

Income disparity in Oklahoma



Source: Lee and Whitacre, 2017

TARGET AREA: A FEW STATS

Site	Population (2015)	% Poverty (2011-15)	MHI (2011-15)	% Without Internet
Elgin	2,700	7.9%	\$65,625	9.0%
Perkins	2,800	21.6%	\$40,861	30.1%
Seminole	7,500	24.6%	\$32,594	36.7%
Haskell	1,900	28.3%	\$32,244	50.0%

INNOVATION: THE SOLUTION

May 2017: Partnership launched by Oklahoma State University with four pilot libraries across Oklahoma



- Four hotspots in each library

2019 NACDEP National
Innovation and Creativity
Award Winner



INNOVATION: THE SOLUTION

- May 2018: AARP Oklahoma grants OSU \$3,000 to expand library hotspot program
- Expands program to three new libraries
 - Davis, Oklahoma: population 2,774
 - Marietta, Oklahoma: population 2,609
 - Atoka, Oklahoma: population 3,077
- Also funds data for three devices previously placed in Okemah Public Library



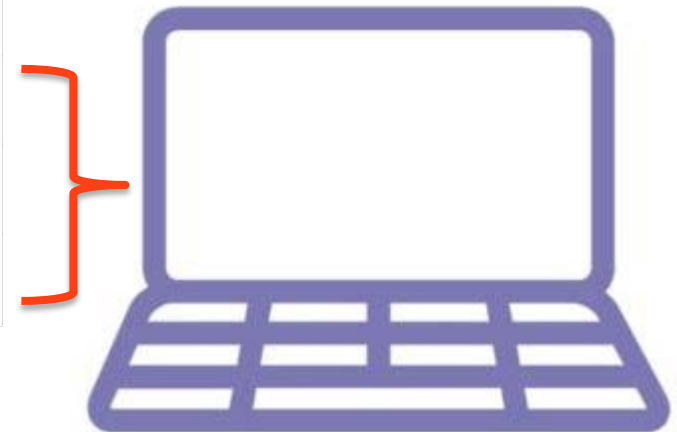
HOW IT WORKS

- OSU funds devices & data to libraries for the first year
 - Libraries try to fund on their own after first year (local sponsors, budget)
- Libraries set all policies (length of loan, late return fees, etc.)
- Librarians report monthly statistics
- Librarians participate in monthly feedback conference calls
- Patrons complete one-page survey upon return
 - OSU summarizes results
 - Can be very helpful in making case for local sponsors!



OUTCOMES

Site	Population (2017)	% Poverty (2013-17)	Median HH Income (2013-17)	% Without Internet Subscription	# Hotspot Loans (Thru May 2019)
Grove	7,060	13.6%	\$40,435	26.8%	108
Guthrie	11,350	21.1%	\$44,084	32.3%	165
Okemah	3,196	35.3%	\$30,432	46.6%	186
Sayre	4,490	16.5%	\$29,500	28.4%	85
Atoka	3,077	30.0%	\$30,042	25.2%	84
Davis	2,774	15.7%	\$48,295	32.9%	91
Marietta	2,669	21.8%	\$43,065	40.5%	122



LOOKING AHEAD

2019 – Four new library hotspot lending locations from AARP grant



THE BIG PICTURE

Kudos to Dr. Brian Whitacre & the OSU team for your partnership and innovation in bringing broadband to rural Oklahoma!



LEARN MORE!

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Rural Library Hotspot Lending Programs

Questions



Your Experiences and Ideas