

## **Broadband USA Applications Database**

**Applicant Name:** Center for Innovative Technology

**Project Title:** Building long-term sustainable broadband demand in unserved and underserved areas of Virginia

**Project Type:** Sustainable Adoption

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### **Executive Summary**

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#### Statement of problem or need

The Commonwealth's recent broadband availability mapping initiative and subsequent analyses (based on census blocks and NTIA-published definitions for determining "unserved" and "underserved" areas), have led to the (estimated) conclusion that more than 50% of the census blocks (in Virginia) can be categorized as either "underserved" or "unserved" (see map contained in supplemental information section of this proposal).

For many, the lack of infrastructure is merely another chapter in the book of "services and opportunities not available" penned by the hand of low population densities, challenging terrain, and limited institutional resources. Without access to affordable broadband services and applications, many citizens in these areas will continue to be negatively impacted by factors such as inadequate access to neonatal and specialty healthcare, the inability to affordably access rehabilitative services, and skyrocketing unemployment rates.

#### Overall Approach

Recognizing that it is impossible to meet the needs of every "unserved/underserved" citizen and drive sustainable broadband demand through the deployment of a single application – CIT is proposing a holistic, collaborative model that couples education, and application deployment with national priorities and demonstrates, in a replicable and sustainable format, that it is possible to meet the needs of the citizenry through partnerships and the leverage of assets. Through the CIT model, citizens in un/underserved areas of the Commonwealth will have access to educational opportunities and cutting-edge applications offered by CIT's partners, including: The University of Virginia Health System and Office of Telemedicine, Virginia Tech, Senior Navigator, The Brain Injury Services of Southwest Virginia, The Virginia Electronic Commerce Technology Center, Virginia Economic Bridge, Telework!VA, Virginia Industry Foundation, and the Telework Exchange. The team will collaborate and provide opportunities across four primary areas: General citizen education (awareness), healthcare, commerce and vulnerable populations. CIT's approach is innovative in so much as it leverages the expertise and infrastructure of

existing organizations with proven track-records in a framework that is flexible and adaptable to the current/future needs of the citizenry.

Areas to be served, population of the target areas, and estimated number of potential broadband subscribers the project will reach

CIT's program is targeted to serving those citizens in areas identified as un/underserved by Virginia's mapping initiatives, concentrating efforts on those (citizens/organizations) who have been identified by CIT and or its partners, as having an extraordinary social or economic condition that can be effectively and efficiently addressed through deployment and use of broadband-enabled applications. It is important to note that CIT will (as appropriate) continue to leverage the state broadband mapping elements as a guide for positioning education opportunities and programs so as to create a symbiotic relationship between three elements of the BTOP program (mapping, demand generation, infrastructure deployment). By virtue of the programs construct, the CIT project will touch all of the Congressional Districts in the Commonwealth and reach an estimated 1,516,078 Virginians, of which 758,039 are considered to be potential broadband subscribers.

Qualifications of the applicant that demonstrate the ability to implement the project and achieve its intended results

Having served as the Commonwealth of Virginia's primary organization with responsibility for broadband reporting and activities since 2003, CIT is uniquely positioned to successfully lead this program to drive long-term, sustainable broadband demand, and to do so in a way that provides additional services and improved quality of life to citizens of the Commonwealth. The CIT effort will be lead by Ms. Karen Jackson who, in her role as Vice President of Broadband Programs for CIT, serves as Deputy Secretary of Technology for the Commonwealth of Virginia where she advises the Governor and General Assembly on matters related to broadband and telework.

CIT currently manages and has managed grants, cooperative agreements and U.S. Government contracts for many years. These grants and contracts have had a significant amount of sub-awardees and subcontractors valued at substantial dollar amounts. CIT's accounting system has been validated by DCAA to perform cost type grants and contracts as well as all types of contract arrangements. CIT's indirect rates are approved by the Department of Commerce.

#### Jobs created

It is anticipated that this project will contribute to the creation of 150 jobs over the life of the program.

#### Overall cost of the proposed project

The overall cost of the proposed project is \$13,361,006 of which 28% is matched by non-federal sources for a total federal investment of \$9,633,438.