

From: [Rollie Cole](#)
To: [BOCrfc2015](#)
Subject: Personal Response to Question #17
Date: Saturday, May 30, 2015 11:40:31 AM

The question is:

"17. Typical barriers to broadband adoption include cost, relevance, and training. How can these be addressed by regulatory changes by Executive Branch agencies?"

I think the Executive Branch agencies can play a much more significant role in addressing the "relevance" of high-speed broadband. What I suggest is creating a compendium of ways in which each agency was able to accomplish portions of its mission "faster, better, cheaper" for both the agency and the citizen through the use of online interaction.

For instance, I believe I read somewhere that online filing of income tax returns, compared to paper ones: (a) costs less for the agency to process; (b) is less likely to contain simple arithmetic errors that require further scrutiny by the IRS and perhaps an audit; (c) and allows refunds to be delivered much faster. Public statistics along those lines could really help show the "relevance" of high-speed broadband.

Similarly, agencies that require forms from citizens or state or local governments might be able to show processes operate "faster, better, cheaper" when done online. As the former mayor of Fort Wayne Indiana put it -- "why stand in-line when you can accomplish the same purpose on-line?" I could see Transportation, HUD, EPA, HSS, Education, Defense, Commerce and others all having data along these lines that could be shared.

Also, certain goals of federal agencies might be better achieved in areas that have better broadband -- for instance, do areas with better broadband have better health outcomes or better education outcomes or better commerce outcomes? (perhaps even better environmental outcomes?) If so, that data should be shared widely.

The FCC should also encourage state, local, and private groups to gather and release data along these lines. For instance, Broadband Communities Magazine has published several articles, some involving case studies and some involving bigger data sets, relating the "economic relevance" of broadband by comparing areas with fiber to the home versus areas without that technology.

Most of the questions in the RFC focus on supply-side issues as is appropriate. But many of these problems are difficult and expensive to address. Adding a bit of explicit attention to the demand-side, particularly the relevance of high-speed broadband to "faster, better, cheaper" government operations for both government and citizens should have a high benefit to cost ratio.

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