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 Broadband Adoption

_______________________ Executive Summary ____________________________

Statement of problem or need The Commonwealth's broadband availability mapping initiative and subsequent analyses (based on census blocks and NTIA-published round-one 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 specialty healthcare, the inability to affordably access rehabilitative services, and skyrocketing unemployment. Overall Approach Recognizing that it is impossible to meet the needs of every citizen (including those in un/underserved areas) and drive sustainable broadband demand through the deployment of a single application, CIT is proposing a holistic, collaborative model that couples education, direct assistance programs (ongoing coaching/mentoring) and application deployment with national priorities and demonstrates, in a replicable and sustainable format, that it is possible to leverage broadband technologies to meet the needs of the citizenry and to do so through partnerships and the leverage of assets. Through the CIT model, citizens across Virginia will have access to the highest caliber of expertise and skills provided 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, TeleworkVA, Virginia Industry Foundation, and the Telework Exchange. The overall architecture of this proposal supports the FCC's vision (as outlined in the FCC's February 18, 2010 National Broadband Plan: National Purposes update) for a 'high performance America' by ensuring that public investments (in our case mapping, infrastructure, building demand as well as sources of related funds from other federal programs such as those offered through office of the national coordinator) are aligned and forward thinking. Additionally, a number of the focus areas contained in this proposal will produce results directly correlated to the national purposes spelled out in ARRA '6001 (k)(2)(D) to be addressed in the national plan: advancing consumer welfare, community development, health care delivery (broadband as a platform for improving health outcomes), education, worker training, and job creation and economic growth. Finally, the applications and resources (education/direct assistance) brought forth in this proposal fit directly within the scope of the framework for recommendations included in the FCC's February 18, 2010 briefing, specifically: '
Healthcare: e-pilots that evaluate cost savings and clinical outcomes/driving innovative applications and advanced analytics/ensure all providers have access to affordable broadband services. Education: supporting and promoting online learning/increasing supply of digital content/promoting digital literacy. Economic Opportunity (commerce): providing workforce with anytime, anywhere e-learning tools to drive enrollment in post-secondary education and job training programs/promoting telework/training small businesses on key IT applications/public-private partnerships to train SDBs and small businesses in low-income areas. In addition to these three areas, the CIT team will collaborate to: 'Create 'awareness' partners will collaborate to market the overall initiative, drive program participation, and increase broadband subscribership and adoption. ' Provide programs dedicated to enhancing the digital literacy and broadband subscribership in the Commonwealth's vulnerable populations. The innovative model presented in this proposal represents 'how' sustainable demand programs, when orchestrated amongst partners with proven track records and coordinated with infrastructure deployments can satisfy the national mandate while and simultaneously demonstrating the impact (sustainable broadband demand/new subscribers) that can be achieved when cross-functional entities partner to create the virtual equivalent of a 'comprehensive community' project 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 serve citizens and organizations in areas identified as un/underserved by Virginia's broadband mapping and/or identified as having extraordinary social or economic conditions that can be effectively and efficiently addressed through broadband-enabled applications. It is important to note that the CIT program is designed with sufficient flexibility to be able to re-orient geographic emphasis to concentrate on areas covered by infrastructure projects funded by RUS/NTIA as a means of cultivating usage and driving subscribership and return on investment. CIT will actively partner with infrastructure awardees to ensure that deployment areas are treated as 'primary' sustainable demand program markets as a means of maximizing impact and funding leverage. CIT will continue to monitor state broadband availability, socio-economic indices, and awards made to related programs (such as EMR/HIE which rely on broadband) as an additional means of directing services and programs to promote collaboration/leverage and avoid duplication of efforts. General awareness programs (mass media, websites, etc.) will be conducted across the Commonwealth to build program visibility and drive interest for, and participation in workshops and more intensive partner assistance programs - essentially creating a pipeline of users that will progress from 'hearing' about the program (awareness), to 'becoming informed' users (engagement), then 'active participants' in digital economy (participation in partner programs) and finally new or enhanced broadband subscribers. The partner programs represented in this proposal are aligned to create a symbiotic relationship between the elements of the BTOP/RUS programs (mapping, demand, infrastructure) and programs offered through other branches of the federal government, such as the office of the national coordinator. Each program has a discreet audience that will be targeted for awareness and participation in the respective program (See NTIA Program Cause-Effect in the Upload section of the proposal. For example, the UVA Office of Telemedicine will market telemedicine applications to, and provide hands-on assistance and training for healthcare sites (clinics, doctors, hospitals) in un/underserved areas and within the footprint of RUS/NTIA funded infrastructure deployments. It is from the discreet audiences (across all programs) that a majority of the new and expanded broadband subscribers will be generated. By virtue of the
program's 'pipeline' design, the CIT project will touch all of the Virginia Congressional Districts 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 VA's Deputy Secretary of Technology where she advises the Governor and General Assembly on matters related to broadband and telework. CIT currently manages and has managed grants and U.S. Government contracts for many years. These grants and contracts have had a significant amount of sub-awardees valued at substantial dollar amounts. CIT's accounting system has been validated by DCAA to perform cost grants and contracts as well as all types of contracts. CIT's indirect rates are approved by the Department of Commerce. Jobs created 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 $13,373,394 of which 28% is matched by non-federal sources for a total federal investment of $9,645,826.