

PENNSYLVANIA BROADBAND MAPPING & PLANNING INITIATIVES

In January 2010, the Commonwealth of Pennsylvania received an initial award of \$2,245,673 in American Recovery and Reinvestment Act (ARRA) of 2009 funding under the State Broadband Data and Development (SBDD) Program, administered by the U.S. Department of Commerce, National Telecommunications and Information Association (NTIA). In September 2010, supplemental funding in the amount of \$5,110,628 was awarded to the commonwealth, bringing the total SBDD grant award to \$7,356,301. This federal funding supports the activities and projects described below over the five-year period from 01/01/2010 to 12/31/2014. The commonwealth has committed \$2,168,400 in matching funds for these projects, for a total project cost of \$9,524,701. Implementation of this scope of work is a collaborative effort of the Governor's Office of Administration and the Pennsylvania Department of Community and Economic Development (DCED).

BROADBAND DATA COLLECTION, INTEGRATION, VERIFICATION, & DISPLAY

This \$3,805,567 project involves the continuation of Pennsylvania's current broadband mapping program through December 2014 as a means to accomplish the parallel goals of the SBDD program and state Act 183 of 2004 relative to maintaining an inventory of broadband service availability. Specifically, this project involves:

- The collection of comprehensive data on the availability, type, and speed of broadband service by provider down to the street segment or census block in accordance with the SBDD program standards, as well as a listing of community anchor institutions with details on the broadband connectivity in use at those locations;
- Verification of the accuracy of the data collected through a variety of means, including but not limited to: third party data sources, web crawling technology, field verification, and stakeholder input;
- The creation of a statewide broadband coverage mapping tool with GIS and user interface to be hosted and managed by a vendor. This application will be an interactive and searchable statewide inventory map of existing broadband service capability and availability, which will be made accessible and clearly presented to the public, and federal, state and local governments, and others without unduly compromising confidential provider information;
- The transmission of data to the NTIA for use in creating a national broadband map, which is to be launched by February 17, 2011. This requires the delivery of an initial set of complete and verified data to NTIA by May 31, 2010 and a sustainable framework for the repeated updating of data on a semi-annual basis each October and April; and
- A plan for outreach to and collaboration with broadband providers, state level agencies, community anchor institutions, and other constituencies.
- The incorporation of leading practices designed to enhance participation among broadband providers and community anchor institutions, while streamlining data processing.

The Department of Community and Economic Development (DCED) was identified by the Governor of Pennsylvania as the designated entity to lead the broadband mapping initiative on behalf the Commonwealth. Following completion of a state-compliant competitive vendor procurement process, the commonwealth enlisted the services of a qualified outside consultant (Michael Baker, Jr. Inc.) to perform the work under DCED's direction.

BROADBAND PLANNING & COLLABORATION

This \$500,000 project is aimed at encouraging adoption by certain constituencies and more vulnerable communities through implementation of the state broadband plan, regional working groups, measurement of broadband utilization, identification of barriers to adoption, and awareness and outreach efforts, including hosting of a state broadband summit.

TECHNICAL ASSISTANCE

This \$1,751,451 project involves the implementation of a statewide broadband outreach, training, and technical, and implementation assistance program to foster broadband adoption among community anchor institutions, local governments, first responders, small businesses. By focusing on institutional users, this project will build capacity locally and stimulate job creation.

STATE CAPACITY BUILDING

This \$1,091,283 project supports three key state positions. whose dedicated time to this effort are integral to ensure the successful direction, implementation, and monitoring of the state's SBDD broadband data collection, mapping, and other program purposes through December 2014, while building capacity at the state level and coordinating the state Broadband Plan. In addition, this project supports the cost of physically transitioning the mapping platform in-house from the consultant during 2014

MANUFACTURING BENCHMARKING STUDY

This \$108,000 project supports a statewide research and benchmarking effort of the availability and contribution of broadband internet telecommunications to the Pennsylvania manufacturing sector by evaluating its impact on growth and productivity.

COST MODELING

This \$100,000 project involves the engagement of one or more consultants to conduct broadband cost modeling. The outcome will provide information and perspective on what considerations – financial and otherwise – inform the business case to trigger deployment.