



## America's Digital Inclusion Summit

### *Working together to expand opportunity through universal broadband access*

**Goal:** All Americans should have affordable broadband service available to them, and the opportunity to learn the skills to use broadband effectively. By 2020, 90% of American households should have broadband at home.

#### **Principles:**

1. **Full adoption means broadband in the home:** Home adoption is critical to maximizing effective utilization, though libraries and other public places are important access points.
2. **Effective utilization is very important:** Adoption is necessary, but insufficient. People must be able to use the Internet to improve their lives and enhance the opportunities available to them.
3. **Improve the measurement and evaluation of adoption programs:** In order to ensure effective use of private and public investments to increase adoption, better measurement and evaluation is required.
4. **Enhance the "social infrastructure" that enables adoption:** Build capabilities and knowledge within local communities, as this will make it easier for non-adopters to gain the knowledge and comfort they need with broadband.
5. **Build cross-stakeholder partnerships:** All stakeholders, including government, the private sector and the non-profit community, have an interest in increased adoption and utilization. Creative partnering can take advantage of those shared interests.

#### **Recommendations:**

1. **Launch a three-part National Digital Literacy Program:** Create a Digital Literacy Corps for face-to-face local training and outreach. Increase capacity for public access at libraries and community centers. Build and manage an Online Skills Portal for free digital skills training.
2. **Take immediate and longer-term steps to make broadband more affordable for low-income consumers:** Include broadband as a service supported by the Universal Service Lifeline and Linkup programs, which are currently limited to making voice telephone service more affordable to low-income families. Encourage participation in program with outreach, more choice for participants among new communications options, and improved enrollment processes. Improve program design and oversight based on rigorous, data-driven process. Consider use of spectrum for a free or very low cost wireless service.
3. **Improve focus on evaluation, measurement, best practices and state-level initiatives.** Strengthen state and local broadband initiatives and planning. Augment this with increased focus on evaluation and assessment of all programs, and with a Best Practices Clearinghouse to create and share lessons on how to improve broadband access, adoption and utilization.
4. **Develop public/private partnerships:** Encourage the private sector and the non-profit community to develop programs addressing broadband affordability, training and relevance for low-income non-adopters served by federal agencies.
5. **Conduct a national outreach and awareness campaign:** Media companies should partner with community-based organizations serving local, underserved communities to conduct campaigns that communicate why broadband matters.
6. **Accelerate efforts to improve adoption among low-adopting groups facing significant social or physical barriers:** Implement initiatives for people with disabilities and Tribal recommendations in the Plan, along with recommendations to improve relevance of broadband for older Americans.

#### **Adoption and Utilization Initiatives across the National Broadband Plan:**

Other components of the National Broadband Plan will also help advance adoption and utilization goals. Recommendations that lower the cost of inputs, improve competition, and strengthen national purposes such as education, healthcare, civic engagement, e-government, economic opportunity, energy and public safety are all part of the solution.