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Appendix G: Reading Level Improvements & Consolidated Questions

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Reading Level: 8.7

Word Count: 1808

Estimated Reading Time: 6.5 minutes

Module 01: Community Engagement

This introductory module explores three themes:
- **Community Priorities:** What issues does your community care about?
- **Leadership:** Who is on your broadband planning team?
- **Stakeholder Engagement:** Is your team inclusive? Are there more people you need to contact?

Personal Motivation & Areas of Concern

What motivates you to work on this project? Do you have specific areas of concern?
Please describe:

Areas of Concern – scope

What are the areas of concern in your community?

Please check all that apply:

Team Response:
- ❏ Broadband service is not available in all or parts of our community.
- ❏ Mobile wireless coverage is spotty or inadequate.
- ❏ Broadband service is too slow.
- ❏ Broadband service quality is poor or unreliable.
- ❏ We have middle mile problems. Traffic into our community is throttled.
- ❏ Broadband service is too expensive for the services offered.
- ❏ People who need broadband cannot afford the services they need.
- ❏ We need better broadband to support our schools.
- ❏ We need better broadband to help residents access government services.
- ❏ We need better broadband for healthcare or health services.
- ❏ Our workforce needs more digital skills.
- ❏ Residents need better, faster broadband speeds in order to work from home or run businesses.
- ❏ We need better broadband to attract businesses and drive economic development.
- ❏ We are innovators. We need better connectivity to support and drive innovation.
- ❏ People are leaving. We need better broadband to attract and retain people.
- ❏ Lack of digital access or skills is creating an opportunity gap. We need to work on inclusion and equity.
- ❏ I don't know.
- ❏ Other (please specify.)

Community vision & goals

Please list your community vision/goals and note how improved broadband would support those goals.
Please describe:

You may also want to include this vision on the title page of this Assessment.

Community priorities – rating question

Of the following community purposes, please note the importance of each using a high (H), medium (M), low (L), or Not Applicable (NA) rating:

	Government services
	Citizen engagement
	Economic development and innovation
	Education and continuous learning
	Health and wellness

	Energy and the environment
	Transportation
	Public safety
	Arts and culture
	Community sustainability and improvement
	Internet of things & smart devices (e.g., roads, energy, safety)
	Other:

State and national data on broadband use

Internet Use	US	ST	ST
Percent of adults using the internet for audio	20.2%		
Percent of adults using the internet for e-commerce or shopping	27.2%		
Percent of adults using the internet for education or training	7.9%		
Percent of adults using the internet for email	35.9%		
Percent of adults using the internet for financial applications	25.6%		
Percent of adults using the internet for IOT	2.7%		
Percent of adults using the internet for job search	10.1%		

Percent of adults using the internet for medical communications	10.7%		
Percent of adults using the internet for medical information	19.3%		
Percent of adults using the internet for medical monitoring	2.3%		
Percent of adults using the internet for maps and GPS	27.9%		
Percent of adults using the internet for social media	26.9%		
Percent of adults using the internet for teleconferencing	14%		
Percent of adults using the internet for telework	8.7%		
Percent of adults using the internet for messaging	33.3%		
Percent of adults using the internet for video	25.5%		
Percent of adults using the internet for browsing	35.4%		

This table includes results from the 2015 Digital Nation Computer and Internet Survey for Internet use among people ages 15 and older. The dataset includes Internet use for people ages 3 and older. For this analysis we have included people ages 15 and older and state-specific data. Use the NTIA Digital Nation Data Explorer to look at data on Internet use for children ages 3-15, to get state data, or to explore trends over time. Digital Nation data is statistically valid at the state and national level.

Source: U.S. Census Digital Nation Supplement to Current Population Survey with additional Internet questions – July 2015.

Assessment of Digital Nation survey data

While the Digital Nation data represents use at the state and national levels, these trends may or may not be relevant to your community. Is this data representative of your area?
1 = To a large extent   5 = Not at all   DK Don't Know

1   2   3   4   5   DK

Internet use in your community

Are there other internet uses in your community that you've heard about?
Please describe:

Role of broadband in the community

Do you have comments about the relationship between broadband goals and broader community goals?
Please describe:

Links to local resources

Resource name and URL

Leadership – scale

Is there someone in your community who is a broadband champion or leader?
1 = Not at all   5 = To a large extent   N/A or Don't Know

1   2   3   4   5   N/A

Leadership – scope

Is there someone in your community who is a broadband champion or leader?
Please check all that apply:
- ❏   My community has a person (or persons) who champions broadband.
- ❏   The executive officer or tribal leader considers broadband a priority; it is part of their mission and work.
- ❏   We have a Chief Information Officer other government official who dedicates time to improve broadband.

- ❏ Broadband access or adoption is a regular item on governmental agendas.
- ❏ Community or business leaders dedicate time to improve broadband.
- ❏ I don't know.
- ❏ Other (please specify.)

Aspirations for community leadership

What changes would you like to see in the next one to two years in the way your community works to improve broadband? How can you improve leadership or strengthen your broadband planning team? Please describe:

Broadband planning team – scale

Does your community have a formal or informal broadband planning team?
1 = Not at all   5 = To a large extent   N/A or Don't Know

1   2   3   4   5   N/A

Broadband planning team – scope

Does your community have a formal or informal broadband planning team?
Please check all that apply:
- ❏ We have an informal broadband planning team, e.g., we get together and discuss broadband.
- ❏ We have a formal broadband planning team that represents some portions of our community.
- ❏ We have a formal broadband planning team that represents most sectors of our community.
- ❏ Our team has regularly-scheduled meetings.
- ❏ I don't know.
- ❏ Other (please specify.)

Broadband plan – scale

Does your community have a broadband plan?
1 = Not at all   5 = To a large extent   N/A or Don't Know

1   2   3   4   5   N/A

Broadband plan – scope

Does your community have a broadband plan?
Please check all that apply:
- ❏ Our community doesn't have a broadband plan and there are no plans to write one.
- ❏ Our community doesn't have a broadband plan but we are planning to write one.
- ❏ Our community is working on writing a plan.

- ❏ We have a broadband plan but it needs to be updated.
- ❏ We have a recently-written broadband plan.
- ❏ We have a broadband plan with measurable outcomes.
- ❏ We have a broadband plan that has been revised at least once.
- ❏ We have a broadband plan and a process to review outcomes and update it regularly.
- ❏ We conduct an annual broadband assessment and planning process.
- ❏ We conduct broadband assessments and planning at least every two years.
- ❏ I don't know.
- ❏ Other (please specify.)

Link to broadband plan or team website

If your broadband planning team has a website or if the broadband plan is available online, please provide a link.

Resource name and URL

Needs assessment – scale

Have you asked community members about their connectivity needs and interests?
1 = Not at all   5 = To a large extent   N/A or Don't Know

1   2   3   4   5   N/A

Needs assessment – scope

Have you asked community members about their connectivity needs and interests?
Please check all that apply:
- ❏ We informally discuss input from residents and businesses.
- ❏ We have a formal process to gather input from residents.
- ❏ We have a formal process to gather input from business owners, entrepreneurs, and business organizations.
- ❏ We have a formal process to gather input from community anchor institutions and nonprofit organizations.
- ❏ We solicit community input as part of our franchise renewal process and carrier negotiations.
- ❏ We've conducted community surveys or meetings to discuss community connectivity.
- ❏ We issue public reports that summarize the connectivity needs and issues expressed in community surveys or forums.
- ❏ I don't know.
- ❏ Other (please specify)

Service provider engagement – scale question

Do you engage with service providers to understand their plans?

1 = Not at all   5 = To a large extent   N/A or Don't Know

1   2   3   4   5   N/A

Service provider engagement – scope

Do you engage with service providers to understand their plans?
Please check all that apply:
- ❏ We know the service providers that operate in our community.
- ❏ We cultivate relationships with providers.
- ❏ We tell providers what we need; i.e., needs of residents and businesses
- ❏ We understand the deployment plans of providers operating in our community.
- ❏ Our government leaders manage contracts to ensure that agreements serve the public interest.
- ❏ I don't know.
- ❏ Other (please specify.)

Stakeholder identification – scale

Have you identified project stakeholders?
1 = Not at all   5 = To a large extent   N/A or Don't Know

1   2   3   4   5   N/A

Stakeholder identification – scope

Have you identified project stakeholders?
Please check all that apply:
- ❏ We have a list of stakeholders.
- ❏ The list of stakeholders includes representatives from a broad cross-section of our community.
- ❏ We've considered partnerships with businesses or nonprofits.
- ❏ We've considered the interests of the stakeholders.
- ❏ The list of includes both advocates and naysayers.
- ❏ I don't know.
- ❏ Other (please specify.)

Stakeholder outreach – scale

Have you contacted the stakeholders?
1 = Not at all   5 = To a large extent   N/A or Don't Know

1   2   3   4   5   N/A

Stakeholder outreach – scope

Have you contacted the stakeholders?

Please check all that apply:
- ❏ We've contacted many of the stakeholders on our list.
- ❏ We have a formal plan or program to engage stakeholders.
- ❏ We engage with stakeholders informally.
- ❏ We have an advisory group that provides insight and direction on broadband projects.
- ❏ Our meetings are open to the public.
- ❏ Planning documents and meeting notes are publicly-available.
- ❏ Stakeholder feedback is documented.
- ❏ Project plans are regularly adjusted to reflect input from stakeholders.
- ❏ Our stakeholder plan includes engagement with people who have concerns or who may be critical of our efforts.
- ❏ Stakeholder engagement activities are appropriate to each audience.
- ❏ We've identified potential project partners (e.g. local businesses or nonprofits).
- ❏ Public-private partnerships are part of our broadband plan.
- ❏ I don't know.
- ❏ Other (please specify.)

Aspirations for stakeholder engagement

If you see potential for greater stakeholder engagement over the next one to two years, please comment on what you would like to see. Are there more people who should be included?
Please describe:

Links to resources

Links to other resources you'd like to include in your plan.

Resource name and URL