Midwest States Tackle Broadband

October 1, 2020

Presentation slides available in handouts

A recording of the webinar will be sent.

Submit questions in the questions box.

Please complete our survey.
Midwest States Tackle Broadband
Poll Question

In your state, what is the most significant barrier to equitable broadband access?

a. Availability and/or affordability of services
b. Availability and/or affordability of devices
c. Funding for programs
d. State restrictions on municipal broadband
Today’s Presenters

Rep. Rick Carfagna
Chair, Finance Subcommittee on Higher Education
Ohio Legislature

Duane Schell
Chief Technology Officer
North Dakota Information Technology Department

Dr. Marshall Stewart
Vice Chancellor for MU Extension and Engagement and Chief Engagement Officer
University of Missouri System

Adrian Segura
Deputy Chief of Family and Community Engagement in Education (FACE)
Chicago Public Schools
Listen and Learn tour 2016

How can the University of Missouri System make the most impact on the lives of Missourians?
Missouri has three grand challenges

Broadband access, affordability & utilization affects all three grand challenges

- Economic opportunity
- Broadband
- Educational access
- Health & well-being
UM System Broadband Leadership Team established

What we offer:

• Technical expertise
• Influence
Broadband workshop · June 2020

- 100 experts assembled online
- Created an actionable plan
- Launch of Missouri Broadband Resource Rail
- Introduced report for test-bed community
• Free, web-based resource · mobroadband.org

• Provides relevant data to stakeholders seeking to bring infrastructure and applications to Missouri communities

• Connects UM System and external partners to collaborate and achieve their broadband objectives
4 out of 5 residents lack access

Community stakeholders assembled to address the problem

Findings from research will service as model for other rural areas
Facilitating the discussion

**October 2019**

*KBIA.ORG*

**Crucial Need for Rural Broadband Creates Inequities in Missouri**

Broadband access in Missouri took center stage at an MU engagement week...

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**June 2020**

*COLUMBIATRIBUNE.COM*

**Commentary: Broadband is a necessary utility. Let's treat it like one**
Questions?
CONNECTING NORTH DAKOTA
Broadband: no longer a luxury
Where it all began........
Worked with Internet Providers to Ensure Connectivity
Bridging the Home Access Gap

- Forward thinking - rural providers have aggressively pursued funding for many years
- Locating students while maintaining privacy - agency collaboration
  - Legal pre-work
  - Data cleaning
  - Centralized communication
  - Interagency data correlation exercise
- FCC “Keep Americans Connected” pledge
  - Newly-connected service free to BAND members

“The creation of DCN and the decision by the state to aggregate and provide broadband for the entire public sector was key to us having the necessary infrastructure in place.” - Duane Schell, CTO of NDIT

Slide Courtesy Superintendent Kirsten Baesler
Partnering To Ensure Learners Are Connected

Case Study:
How North Dakota Bridged the COVID-19 Home Access Gap

States throughout the country are struggling to find ways to keep their students learning while schools are closed due to the pandemic. But in North Dakota, an astounding 99.8 percent of rural students have home internet access to continue online instruction. How has this state been so successful at solving the homework gap? The answer involves long-term planning, inter-agency data correlation, and the FCC.

Data on internet access in Chicago confirms what families are saying – we have an inequity

The immediate COVID need for internet access will help build permanent infrastructure to bridge the Digital Divide

- 100,000 kids across 60,000 households
- Mostly African American/Latinx neighborhoods
  - Just over 1 in 3 households in Austin
  - Nearly 1 in 3 households in Humboldt Park
  - Nearly 1 in 2 households in West Englewood

The immediate COVID need for internet access will help build permanent infrastructure to bridge the Digital Divide

- Even post-COVID, internet access is a critical issue to promoting educational outcomes and righting broader inequities (poverty, housing access, food access)
- Research indicates that internet access can improve students’ GPAs and can improve standardized test scores
- Internet access will help with engaging children in summer school and reducing summer crime

1 in 5 children in Chicago lack internet access*

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* “Digital Equity in Education”, Kids First Chicago & Metropolitan Planning Council, April 2020 (students 18 and under)
** CPS Data for Google Meet and Platform Access from April 26 - May 2
Areas with the highest concentration of students without access to broadband are predominately on the South & West sides.

**15 Most Affected Community Areas**

1. AUSTIN          WEST SIDE 7,801
2. SOUTH LAWNDALE  WEST SIDE 6,624
3. BELMONT CRAGIN  NORTH/NORTHWEST SIDE 5,218
4. HUMBOLDT PARK   WEST SIDE 5,195
5. SOUTH SHORE     SOUTH SIDE 3,994
6. AUBURN GRESHAM  FAR/SOUTHWEST SIDE 3,744
7. NORTH LAWNDALE  WEST SIDE 3,550
8. WEST ENGLEWOOD  SOUTH/SOUTHWEST SIDE 3,089
9. NEW CITY        SOUTH/SOUTHWEST SIDE 2,992
10. CHICAGO LAWN   SOUTH/SOUTHWEST SIDE 2,769
11. WEST RIDGE     FAR NORTH SIDE 2,609
12. GREATER GRAND CROSSING SOUTH SIDE 2,539
13. ENGLEWOOD      SOUTH/SOUTHWEST SIDE 2,392
14. GAGE PARK      SOUTH/SOUTHWEST SIDE 2,366
15. LOGAN SQUARE   NORTH/NORTHWEST SIDE 2,327

*See US Census Bureau, 2019, 2014-2018 American Community Survey 5-year estimates*
• One of the largest and longest city-run internet accessibility program in the country (100,000+ students)*
  • Focus on high-speed, fixed-line, household internet access (wireline ensures reliability, consistency of speed, and can most quickly connect Chicagoans)
  • Includes a WiFi “hotspot” component focused on students in temporary living situations and the small percentage of homes where wired-service cannot be used

• Student household eligibility based on six equity factors:
  1. *Economic circumstances* indicating that the cost of internet will likely be a challenge (e.g., Medicaid, eligibility for free meals, homelessness, UIC’s researched-based Community Hardship Index)
  2. *Student-level factors* indicating students who are most likely to be disadvantaged academically (Diverse Learning, English Language Learning)

*See [cps.edu/ChicagoConnected](http://cps.edu/ChicagoConnected) for more information*
Chicago Connected is a tight collaboration between a number of critical partners

<table>
<thead>
<tr>
<th>Entity</th>
<th>Responsibilities</th>
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<tbody>
<tr>
<td>City of Chicago</td>
<td>Co-project manager, charged with managing the scope of the program, developing the budget, securing funding, and co-drafting legal agreements</td>
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<tr>
<td>Chicago Public Schools</td>
<td>Co-project manager, responsible for identifying the students/household populations, marketing the program to households, and conducting ongoing management of program once operationalized</td>
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<td>Kids First Chicago</td>
<td>Tertiary project manager, tasked with facilitating conversations between CPS/City and the ISPs/CBOs/community at large. Potential lead for CBO engagement, accountability, and support</td>
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<td>United Way of Metro Chicago</td>
<td>Fiscal agent, responsible for entering into legal agreements with each party, managing flow of funds, coordinating ongoing program management once operationalized</td>
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<tr>
<td>Children First Fund (CFF)</td>
<td>Fiscal agent, responsible for entering into agreements with each of the CBOs and managing flow of funds between select parties</td>
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<td>Internet Service Providers (ISPs)</td>
<td>Service providers, tasked with delivering internet services to residents at low, subsidized costs (includes Comcast, RCN and T-Mobile)</td>
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<td>Community-Based Organizations (CBOs)</td>
<td>Local neighborhood organizations, responsible for community outreach, marketing the program, helping households connect to the internet, and training families on digital literacy (35 CBOs in total)</td>
</tr>
<tr>
<td>Philanthropic Organizations</td>
<td>Providing seed funding for the program alongside the City and CPS (to date includes Citadel, Crown Family Philanthropies, Pritzker Traubert Foundation, Chicago Community COVID-19 Response Fund, The Joyce Foundation, ITW, The MacArthur Foundation, JPB Foundation, and a personal commitment from President and Mrs. Obama)</td>
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Community Based Organizations Form a Critical Backbone in the Most Disconnected Communities

- Not every neighborhood will have a CBO partner
  - Partnerships will be focused on areas with the greatest need

- Trusted in their communities, CBOs will lead the following:
  - Act as a liaison between Chicago Connected and their neighborhoods
  - Engage eligible households to raise awareness and connect families
  - Support newly-connected households with troubleshooting and digital literacy
  - Connect families to resources for workforce development and other online tools

- Chicago principals also received lists of eligible students in their buildings to support outreach
## On-the-ground Collaboration

<table>
<thead>
<tr>
<th>Neighborhoods</th>
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<tbody>
<tr>
<td>Albany Park &amp; Avondale</td>
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<tr>
<td>Archer Heights &amp; Brighton Park</td>
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<tr>
<td>Armour Square &amp; Lower West Side</td>
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<tr>
<td>Ashburn</td>
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<tr>
<td>Auburn Gresham, Burnside, Chatham</td>
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<tr>
<td>Austin</td>
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<tr>
<td>Avalon Park, Calumet Heights, South Chicago</td>
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<tr>
<td>Belmont Cragin, Hermosa, Montclare, Portage Park,</td>
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<tr>
<td>Chicago</td>
</tr>
<tr>
<td>Belvidere, Cragin, Hermosa, Montclare, Portage Park,</td>
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<tr>
<td>Chicago Lawn</td>
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<tr>
<td>Citywide</td>
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<tr>
<td>East &amp; West Garfield Park</td>
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<tr>
<td>East Side, Hegewisch, South Deering</td>
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<tr>
<td>Englewood, West Englewood</td>
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<tr>
<td>Gage Park, West Elsdon, New City</td>
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<tr>
<td>Greater Grand Crossing</td>
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<tr>
<td>Humboldt Park</td>
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<tr>
<td>North Lawndale</td>
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<tr>
<td>Pullman, Roseland, Riverdale, West Pullman, Morgan</td>
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<tr>
<td>Washington Park, Woodlawn</td>
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<tr>
<td>West Lawn, Clearing, Garfield Ridge</td>
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<tr>
<td>South Lawndale</td>
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<tr>
<td>South Shore</td>
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<tr>
<td>Rogers Park, West Ridge</td>
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Outreach Efforts to date

- **Outreach and Outbound Calling**
  - Total number of FACE calls – 22,602
  - Total number of CBO calls – 31,437
  - Total number of robocalls/texts/mailers – 413,458

- **List of mass marketing efforts**
  - Mobile City Hall
  - Aldermanic Outreach
  - 101 Webinars
  - Family Testimonials
  - Speaking Engagements
  - TV Ads
  - Radio Ads
  - City & Sister Agency PSAs
  - Social Media Campaign
  - Faith Community

- **Principals have roster of eligible kids – 650 principals (every school)**
Myths vs. Facts About Chicago Connected

It could take four years to get connected to the internet.  
Eligible families can sign up for internet access immediately.

Families need to share a Social Security Number to sign up.  
Families do not need to have or share a Social Security number to sign up. There are several other forms of ID allowed, such as a driver’s license, a utility bill in the applicant’s name, or even current employment badge / photo ID.

Families who sign up need to pass a background check.  
Families who sign up do not undergo a background check.

Families will be responsible for secret additional charges (modem, data overages, etc.)  
Families who sign up do not receive a bill. There are no connection or modem fees, with the exception of a customer that asks for excessive home visits or does not return equipment.
What we’re learning

After two months of signing up families, we’ve gained significant insight to help us consistently improve.

What we’ve heard

• Families who live in basements that are technically “illegal dwellings” are unable to get wired connection
• Families who have past due accounts worry they cannot participate in the program
• Families have expressed an array of different issues such as: wait times, not hearing back, not scheduling their appointments, etc.

What we’re doing about it

• We are giving these families hot spots
• Our callers have an updated FAQ to help ensure families know past due balances are not a barrier to participating in the program
• ITS has launched a self-service ticketing portal that allows us to in real-time open a service ticket on behalf of families so that we can troubleshoot and share with the appropriate ISP

Data as of 8/21/2020
Check Eligibility for Chicago Connected

Students who qualify for high-speed internet at no cost through the Chicago Connected program have been assigned an activation code to provide to their internet service provider.

Find Your Activation Code

Enter your child's student ID and date of birth in the form below to see if your family is eligible for free internet access. Can't find your student ID? Look for it on:

- Report cards or progress reports
- Parent Portal
- Student ID card
- Or call your school for assistance

STUDENT ID:

Student ID

DATE OF BIRTH:

MM/DD/YYYY

SEARCH
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Questions

Submit questions in the questions box.
Thank you!