



UC2B Policy Board Agenda

Regular Meeting

August 17, 2011 – 12:00 noon

Council Chambers, 102 N. Neil Street, Champaign, Illinois

- I. Call to Order
- II. Roll Call (By Roster) – Determine Quorum
- III. Approve Agenda
- IV. Approval of Minutes from 8/3/2011 and 8/10/2011
- V. ACTION*/DISCUSSION ITEMS (note in this section we will go to audience for comment prior to discussion by Board of each item, comments are limited to 5 minutes in length per person)
 - a) Marketing Committee Update – Brandon Bowersox/John Kersh
 - b) NTIA/Grant Update – Mike Smeltzer
 - c) *Resolution Approving the Household and Community Anchor Institution Outreach Management Plan and Canvassing Strategy – Dr. Jon Gant/Teri Legner
- VII. Tasks to complete for next meeting
- VIII. Items for next meeting's agenda
- IX. Public Participation
- X. Adjournment
- XI. **Next Meeting:**
September 7, 2011- 12:00 p.m. to 1:30 p.m.
Council Chambers, 102 N. Neil Street, Champaign, Illinois
- XII. Items for future Action/Discussion:
 - a) Grant Required Approvals – Mike Smeltzer
 - b) Technical Committee Report and Request for approvals of items forwarded from Technical Committee and its sub-committees – Tracy Smith
 - c) FTTP RFP Decisions – should construction and management be included together as one RFP or not – Tracy Smith
 - d) Discussion of pursuing a change order for ring design in order to include a production class facility – Rough Cost Estimates – Mike Smeltzer
 - e) Consulting Bid results – Teri Legner

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UC2B Policy Board Minutes

Special Technical Committee and Policy Board Meeting
August 10, 2011

Location:

City of Champaign Council Chambers
102 N. Neil Street
Champaign, IL 61820

Board Members Present: Abdul Alkalimat, Rev. Zernial Bogan, Brandon Bowersox, Mike DeLorenzo, Deborah Frank Feinen, Pete Resnick, Richard Schnuer, Tracy Smith.

Technical Committee Members Present: Tracy Smith, Bill DeJarnette, Connie Dillard-Myers, Bill Gray, Fred Halenar, Tony Vandeventer

Other's Present: Rev. Eugene Barnes, Britney Eckles, Teri Legner, Mike Smeltzer, Fred Stavins, Ross Veach, Mike Vrem

Special Guests: NTIA representatives – Larry Ferraro and Tim Moyer

- I. The meeting was called to order at 12:04 p.m. by Chair Feinen.
- II. Roll Call
- III. Action Items:

Mike Smeltzer introduced Larry Ferraro and Tim Moyer, from NTIA. Larry and Tim each spoke briefly about their role with NTIA and the structure/purpose of their visit to Champaign-Urbana. They are here visiting with the officials responsible for implementing and managing the BTOP grant to ensure that progress is being made on the project and that the funds are being spent in compliance with Federal regulations. Tim answered questions from the committee members and public. Overall, it was noted that many projects across the country are behind schedule, primarily due to the delays caused by the Environmental Assessment process which is a requirement of the terms and conditions of the awards. The UC2B project is not behind schedule when compared to other awardees' projects. The inspectors noted specifically that there is strong project management on the UC2B project, in terms of thorough and timely reporting and project transparency. The NTIA is glad to see our broadly defined CAI's and they are also very interested in the canvassing/data collection proposal that GSLIS has provided for marketing/outreach. This may be a strategy that other projects can utilize or implement as a best practice. The one particular "red flag" that was mentioned is that we are

currently under spending, which they will monitor, but that will pick up when the project starts moving.

IX. Public participation:

Rev. Barnes asked the inspectors how other projects were doing in regards to minority hiring. They were not sure how others were doing or how the UC2B project compares.

X. Adjournment: Chair Feinen adjourned the meeting at 1:00 p.m.

XI. Next meeting: August 17, 2011, 12:00 noon to 1:30 p.m., City of Champaign Council Chambers, 102 N. Neil Street, Champaign, Illinois



NTIA and Grant Update – 8/12/11

The site visit by Tim Moyer and Larry Ferraro dominates all NTIA news. In the 48 hours they were here, they made contact with 30 different people associated with UC2B in one way or another. I am sure we will all be interested to see their finished report, but in general I believe the visit went well and that far more often than not, we were able to provide reasonable answers to the numerous questions on their checklists. They were particularly impressed with what they heard from Jon Gant about the research and canvassing and with the U of I's Office of Grants and Contracts staff's complete command over the grant rules and compliance requirements. They asked for a list of email addresses of the folks they spoke with, so some of you may be getting direct follow-up from them.

Adtran FTTP Electronics – While we have not received the demo equipment yet, all systems are go for the technology demonstrations on Thursday evening September 15th in the Siebel Center and on Saturday morning September 17th in the Digital Computer Lab. The Marketing and Outreach working group has been making progress on plans for the events.

Revised Environmental Assessment – Is in the final stages of approval by NTIA.

Construction Update – Both city councils approved their construction contracts, sub award agreements and the Letter of Agreement with the University, so construction will begin within a month.

Save the Date – The plans for the Central Illinois Broadband Summit are a little more concrete. In the morning of October 12th, there will be a gathering of all the researchers in the state who are studying various broadband projects. There could be some out-of-state national participants as well. While we could easily take them for granted because they are here and we see them all the time; Abdul Alkalimat, Kate Williams and Jon Gant are heavy hitters nationally when it comes to broadband research. We are fortunate to have them working with us.

The afternoon of the 12th will be the BTOP project presentations sponsored by the Partnership for a Connected Illinois. The morning of the 13th will be a meeting of the Illinois Broadband Development Council. I believe all of these sessions are now slated for the auditorium in the NCSA building – just south of the University's parking deck on University Avenue.

Mike

P.S. My last report did not make it into the packet, so I have attached it to this one.



NTIA and Grant Update – 7/29/11

The regularly scheduled call with NTIA for the morning of 7/27 included Teri Legner and staff from Grants and Contracts. Tim Moyer - our new Federal Program Officer - ran the call and was joined by a host of others from Booz Allen Hamilton, the consulting firm that is working with NTIA on grant administration.

We discussed the pending Award Action Request (AAR) for our budget revision, which they said they would get to soon.

We also discussed the pending Revised Environmental Assessment and the timing of that process. We have now received our OKs from both Fish and Wildlife and the State Historic Preservation Organization (SHPO). NTIA's environmental staff is now reviewing everything.

The NTIA on-site visit is now the 10th and 11th of August. The NTIA review team will be meeting with the Policy Board on the 10th from Noon to 1:00. The entire two days are tightly scripted and scheduled, so hopefully an hour will be enough time.

The next NTIA call would regularly be on August 10, which is when they will be here, so the next call will be August 24th.

Adtran FTTP Electronics – We are still processing the paperwork that is required to get the demo equipment. We have now reserved a 200-seat auditorium in the Siebel Center for the evening of Thursday September 15th and a 200-seat auditorium in the Digital Computer Lab for the morning of Saturday September 17th for public demonstrations of this technology. The dates were moved back to allow more time for the equipment to arrive and to prepare for the demonstrations.

Revised Environmental Assessment – See above.

Construction Update – Sub-award agreements and construction contracts are queued up for action by both City Councils next week. In your materials for this meeting is a summary of the cost saving measures that were implemented to bring the overall construction costs in line with our budget.

Save the Date? – The October Central Illinois Broadband Summit is now a meeting on wheels. There were issues with October 5th, so it appears that things have moved to October 12th and 13th. The scheduling is tricky due to the schedules of the presenters and the political leaders that are being invited to attend. Stay tuned.

Mike

UC2B RESOLUTION NO. 2011 -

A RESOLUTION

APPROVING THE HOUSEHOLD AND COMMUNITY ANCHOR INSTITUTION
OUTREACH MANAGEMENT PLAN AND CANVASSING STRATEGY
(University of Illinois – Graduate School of Library and Information Science and the College of
Liberal Arts and Science Survey Research Service)

BE IT RESOLVED BY POLICY BOARD FOR THE URBANA-CHAMPAIGN BIG
BROADBAND CONSORTIUM, as follows:

Section 1. That the “Evaluation of the Social and Economic Impact of UC2B:
Household and Community Anchor Institution Outreach Management Plan and Canvassing
Strategy” attached hereto and incorporated by reference herein is hereby approved.

Section 2. That Project Investigator and representatives of the Consortium’s member
agencies are hereby authorized to implement the Outreach Management Plan and Canvassing
Strategy identified in Section 1 in substantially the same form as attached hereto.

RESOLUTION NO. 2011 -

DATE PASSED:

APPROVED: _____
Policy Board Chair

**Evaluation of the Social and Economic Impact of UC2B:
Household and Community Anchor Institution Outreach
Management Plan and Canvassing Strategy**

Submitted by

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OVERVIEW

This proposal describes our strategy to support the construction of the UC2B broadband network through the following outreach management plan and canvassing strategy. The University of Illinois is leading an intergovernmental consortium known as the Urbana-Champaign Big Broadband (“UC2B”) project. The goal of UC2B is to construct a 187-mile fiber-optic broadband network that will provide affordable high-speed broadband Internet access. The construction of this network also includes connecting community anchor institutions and households located across 12 fiber hub service areas encompassing both cities with 11-targeted census blocks that are underserved currently with broadband service.

Our team will collaborate with community stakeholders to assist UC2B with the construction of the broadband network in the following ways:

- Develop a comprehensive outreach management plan to support construction
- Canvas door-to-door approximately 4700 premises in the UC2B service area
- Sign up households and community anchor institutions for broadband services
- Collect construction information to connect each building or house
- Provide installation support including Internet and computer education and training
- Combine data collected from the canvassing phase and emerging research to:
 - Develop sustainable broadband adoption strategies for households and community anchor institutions
 - Evaluate and assess the social and economic impact of UC2B

Dr. Jon Gant is leading the project with a team from the Graduate School of Library and Information Science (GSLIS) and the College of Liberal Arts and Science Survey Research Service (ATLAS) at the University of Illinois at Urbana-Champaign. The team has nearly 25 years of experience in marketing, outreach and field survey research related to the digital divide, including in Champaign and Urbana. Members of the team conducted the 2009 UC2B Neighborhood Survey, which provided important benchmarks about the demographic characteristics of computer use among households in the UC2B targeted service areas. The planning is underway with survey work starting in October 2012 through the end of the project on January 31, 2013.

The project team will hire 12 people to serve on the community outreach team. The goal for this position is to serve as outreach ambassadors. Outreach team members will represent UC2B across the Urbana-Champaign community and participate in a door-to-door outreach campaign to increase awareness of the UC2B construction, sign up broadband subscribers, and educate subscribers on how to use the Internet.

The following proposal provides the complete outreach management and canvassing plan to support the construction of the UC2B network and the installation of broadband service to households and community anchor institutions.

MOTIVATION FOR COMMUNITY OUTREACH PLAN

For many low-income households, finding ways to afford broadband Internet is a challenge nationally. Various Internet service providers offer standard high-speed Internet services of 4 to 6 mbps for an average of \$41 per month. While this level of service is adequate for many households, there are approximately 90 million Americans that are not connected to the Internet at all and even more that are connected at slower speeds. Many of American households may be slow to adopt broadband Internet because of the costs of the service and the related costs of owning a computer or finding help to learn how to use the computer and the Internet.

Increasingly, Internet service providers face pressure to find ways to offer affordable service packages that meet the needs of the broader public and particularly low-income households. The FCC's National Broadband Plan set a goal of ensuring that "affordable broadband is available everywhere and everyone has the means and skills to use valuable broadband applications". Among the many goals of the National Broadband Plan, at least 100 million U.S. homes should have affordable access to actual download speeds of 100 Mbps and actual upload speeds of at least 50 Mbps by 2020.

As Internet service providers strive for this goal, it is imperative to understand how to ensure that all households accept and use broadband Internet. Research shows that access to the Internet along with positive support for digital literacy and development of skills for using various resources available through the Internet will lead to each participant achieving important life-changing outcomes. However, this will depend on the extent to which each individual in the program perceives the relevance of the Internet, develops skills for living a part of his or her life in digital form via the Internet, and level of access. The acceptance and use of broadband Internet is very uneven across households in the US economy. Recent studies by the Joint Center for Political and Economic Studies, FCC, and NTIA report that the digital divide continues to separate who is using the Internet from those that are not based on income, education level, disability status and race/ethnicity.

For example, as seen in Figure 1, the Internet is emerging as a critical channel for information and medium for applying for

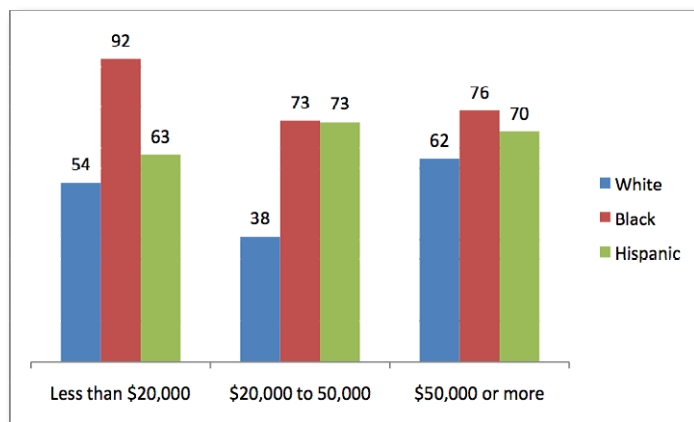


Figure 1 - Percentage of Population Using the Internet for Job Search by Income and Race, 2009;

Source: *National Minority Broadband Adoption*, Joint Center for Political and Economic Studies, March 2010

jobs. Increasingly, African-Americans and Hispanics, particularly living in low-income households rely heavily on the Internet to search for and to seek employment, especially lower-paying jobs.

This project will help UC2B to deepen its understanding of the barriers to the adoption of broadband among the residents of the targeted communities in Urbana-Champaign. As UC2B plans to construct the broadband network to serve neighborhoods that have traditionally been isolated in the digital divide, we observe that the demand for information and access to Internet services may be critically greater than expected due to the shift of employment opportunities, educational and health services online. This has a disproportionate impact on lower-income households, many of which comprise the neighborhoods in the 11-target census block served by the 12 fiber hubs.

Our goal is to serve the Urbana-Champaign community through this work for UC2B. The stakeholders in this initiative would like to deepen their understanding of the barriers to the adoption of broadband among the residents of the targeted geographic areas. The stakeholders would like to use this research to adjust their strategy for outreach, digital literacy development, computer purchasing and computer support. We will use a formative evaluation research approach to understand how well the implementation and progress of the program is unfolding, as well as to assess the overall success of the program. This approach is designed to provide information that can be used to modify or make other improvements to the broadband program as it is underway. This will help UC2B and its partners adjust the strategy for sustainable broadband adoption activities ranging from outreach, digital literacy development, computer purchasing and computer support.

We would like to ensure that the data collected for this evaluation is shared particularly among community stakeholders and local policy makers. We will build a web portal embedded with social media tools and a digital archive of UC2B information to facilitate knowledge sharing with the City of Urbana and City of Champaign. This will facilitate the development of innovations to improve the sustainable adoption of broadband.

DESCRIPTION OF OUTREACH MANAGEMENT PLAN

In this section, we offer specific details of the outreach management plan and evaluation of the social and economic impact of UC2B. We are proposing a 16-month project ending on January 31, 2013 that includes canvassing households, community anchor institutions and businesses residing in the 12 fiber hub service areas.

User Acceptance Study of Households and Community Anchor Institutions

In order to assist UC2B with the construction of the broadband network, our team will administer a survey through a door-to-door canvassing campaign to approximately 4,700 premises. The goals are threefold: 1) Identify households, community anchor institutions, businesses and other organizations that would like to receive broadband services; 2) Assess why these entities may be slow or not likely to adopt broadband and develop strategies to sustain the adoption of broadband; and, 3) Collect information to support the installation of the broadband service by identifying service preferences, equipment bundles for wired or wireless connections and identify connection points for the fiber from the curb to the home.

The community outreach ambassadors will organize as a canvassing team, with a canvassing coordinator and 12 canvassers to conduct in-person interviews through surveys delivered on Apple iPads. This is a labor-intensive process for collecting data and is very similar to the approach used to conduct the Census.

We estimate that the canvassers' total surveying efforts will accommodate two hours for each residential premise and three hours for each community anchor institution or business. The canvassers will have three service encounters with each premise:

1. Initial contact – conduct survey to learn about initial interest in receiving broadband service and information to assess digital literacy and computer needs
2. Installation contact – collect information to support installation process including connection locations at the premise and lateral connection layout from the curb to the premise; provide information about installation process and timing; answer questions
3. Post-installation contact – provide assistance with setting up computers and other devices, training for connecting to the Internet

Based on lessons learned from the July 2009 survey collection, we are improving the survey design by including a culturally sensitive data collection process. Through a participatory process, we will seek the involvement of neighborhood residents to design the survey questions, determine the data collection strategy, and to pretest the survey prior to entering the field. Community members in these targeted neighborhoods will be sought as potential canvassers. The study area includes a neighborhood with a high Spanish speaking population. We will translate the survey to Spanish. A group of canvassers will be multi-lingual and able to conduct the survey in Spanish. We will update the survey collection process and use survey applications designed for mobile

technology using the iPad. As an added benefit, this will create opportunities for community members to learn about surveys, mobile technologies and the acceptance of technology by users.

The survey will determine why individuals are reluctant to adopt broadband services and distinguish these barriers by the type of non-adopter (e.g. Digitally Distant, Digital Hopefuls, Digitally Uncomfortable, and Near Converts). We will also survey a sample of households in Urbana and Champaign outside of the target block groups at 6-month intervals.

Preliminary work is underway to update the canvassing survey that was administered in June-August, 2009. The revised canvassing survey will be submitted to the University of Illinois' Institutional Review Board (IRB) for approval, with aim to begin canvassing efforts in October 2011. According to University of Illinois policy, "any research involving living humans, human tissues or specimens, or humans' records or data that is conducted by any faculty, staff, student, employee or agent of the University of Illinois at Urbana-Champaign (UIUC), or otherwise conducted at or sponsored by the UIUC, requires IRB review" (<http://irb.illinois.edu/?q=investigator-handbook/part1.html#A>).

A project coordinator will be hired to lead the canvassing team, help develop the canvassing campaign, and manage the day-to-day operation of the canvassing campaign.

The canvassing coordinator is a full-time position for the duration of the UC2B project through January 31, 2013. The position requires knowledge and understanding of cross-cultural competency; strong organizational, leadership and interpersonal skills with demonstrated success working with intergovernmental partners; project management, survey research, and marketing experience.

Twelve persons will be hired to serve as community outreach ambassadors. The position is part-time with a pay rate of \$12-\$18 per hour. The key functions of the position include performing multiple survey methods to gain knowledge of community interest, adoption and satisfaction of high-speed broadband Internet access. The team members will be cross-trained to support other areas of the canvassing campaign including data preparation, installation support, customer support, marketing support, and training.

All of the positions will be hired through the University of Illinois, pending final approval. Representatives from the City of Champaign and City of Urbana will be consulted to develop the job description and hiring strategy. One of the hiring priorities is to recruit individuals that have an established kinship within the neighborhoods receiving the broadband service. Additional job advertising efforts will be made to these communities; as well, the University seeks opportunity to partner with local workforce development services to offer direct job application support to the community.

DEVELOPMENT OF INFORMATION SYSTEM

Our research team will develop a paperless information system to manage the data for this project. The system will integrate data collected through iPads in the field to a database wirelessly. We will build a knowledge management system using Sharepoint 2010 to permit collaboration among the team members. This web portal will support the construction process. It will also serve as a research support system that will permit users to access knowledge, information and data about the UC2B project. The goal of the system is combine data from multiple and disparate sources related to UC2B. This includes bringing together local knowledge, expert knowledge and official knowledge to create a system of collective intelligence about UC2B and its social and economic impact on the community and individuals. The system will promote collaboration to foster the exchange of ideas and to improve coordination of the construction process. This will permit all members of Urbana-Champaign community to participate in UC2B and in understanding its impact. The system will organize the data through a GIS interface and a data infrastructure to bring together data held by a wide range of stakeholders.

Components

- Sharepoint 2010
- ArcGIS 10
- iPads for field data collection
- Spatial data infrastructure of spatially referenced data
 - Census data from 1990, 2000, 2010 (when released)
 - Broadband mapping data from SBDD Mapping Program
- Digital Archive
 - Collection of UC2B materials
 - Links to GSLIS and University of Illinois community engagement projects related to digital inclusion in Urbana-Champaign
- Digital library
 - Serve as a clearinghouse of resources on digital inclusion and broadband adoption
 - Organize, store, search for map layers
 - Provide metadata on programs, activities and databases (other clearinghouses), and data layers
- Tools for data exchange to facilitate access to the data
- Social
 - Develop mechanisms to link data with organizations and citizens
 - Collaborate with stakeholders – Citizens, governments of Urbana, Champaign and Champaign county, State of Illinois, NGOs, universities and colleges – U of Illinois and Parkland College
 - Build capacities to use data and tools
- Integrate social media and social networking applications to build a community among users

EVALUATION RESEARCH DESIGN

The project includes evaluating the social and economic impact of UC2B. This is partially funded through additional grants. The research framework has three parts: the project, the people, and the community.

1. **The project.** What did the UC2B project actually do?
2. **The people.** What difference has UC2B made to individuals? Where are the innovations? What is the impact?
3. **The community.** What difference has UC2B made to local institutions? Where are the innovations? What is the impact?

The evaluation will analyze the impact of the broadband deployment on individuals and community anchor institutions served by UC2B in the targeted communities and the Urbana-Champaign region. Through this evaluation research study, our team will also develop deeper understanding of how to overcome the many barriers that limit the adoption and sustained use of broadband Internet services among individuals and community anchor institutions. There are three aspects to the question of UC2B and its social and economic impact.

1. **Baselines:** What is the state of things before UC2B is implemented?
2. **Innovations:** What new things, or new ways of doing old things, emerge among individuals or institutions in the local community?
3. **Metrics:** What specific measurements can make visible the changes that are expected from community rollout of broadband?

The research evaluation is also part of a separately funded grant that we received from the Partnership for a Connected Illinois and the University of Illinois Community Informatics Initiative.

The evaluation includes a study of community anchor institutions and the development of an archive of UC2B. The study is in partnership with Dr. Kate Williams, a professor from GSLIS. Professor Williams will develop case studies to provide in-depth information chronicling the transformation of community anchor institutions as they adopt broadband. Professor Williams and Professor Alkalimat will supervise the case studies, coordinated by a graduate student assistant, and carried out by 30-50 graduate students as their fall semester field work in two graduate community informatics courses at GSLIS.

Professor William's team will document the UC2B project and create a digital archive. While it might seem that in the digital age, files of all formats are archived as they are created, the fact is that saving and organizing the digital record of a multi-institutional project like UC2B requires active archival intervention starting from the time and place of creation of information to ensure its long-term preservation and usability by other than the original creator. The archive will be a critical resource for the UC2B project.

RESEARCH TEAM

The project leadership includes:

- Dr. Jon Gant, Project Director with over 20 years of expertise in public policy research and evaluation of the acceptance and use of new information and communication technologies; Co-author of *National Minority Broadband Adoption: Comparative Trends in Adoption, Acceptance, and Use*
- Dr. Maryalice Wu, Director of the ATLAS survey research service will lead a professional survey research team with extensive scientific expertise in neighborhood level data collection
- Marketing and Outreach Specialists
 - Safiya Noble and Miriam Sweeney, marketing specialists with 15 years of experience leading campaigns for Fortune 500 companies;
 - Ricardo Diaz, works to develop outreach models to Spanish-speaking communities and leads Hispanic outreach at UIUC
- LaEisha Meaderds Project Coordinator with 13 years of experience in program coordination, project management, and the implementation of diverse community engagement initiatives
- Technology and innovation team including:
 - Dr. Martin Wolske, Mobile Technology Advisor with over 20 years of experience studying the adoption of emerging technologies in underserved communities
 - Sunah Suh, Systems Analyst, Database Administrator and Programmer

Maryalice and Safiya designed and managed the UC2B Neighborhood Survey with volunteers in 2009. This survey provides important benchmarks about the demographic characteristics of computer use among households in the UC2B targeted service areas in Urbana and Champaign.