

# Lands of Opportunity: Building Rural Connectivity

August 6, 2003





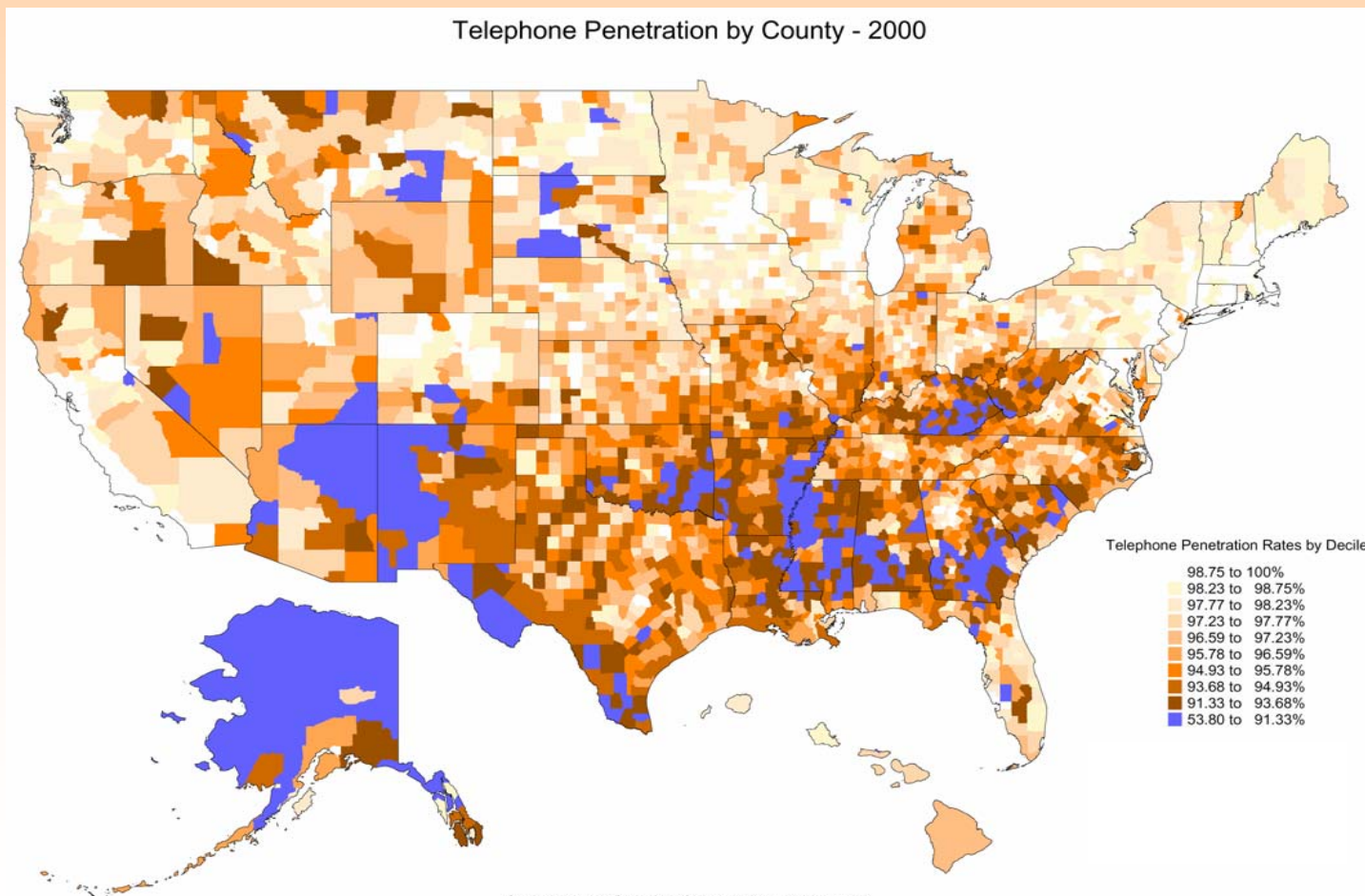
## Goal

- **Ensure that all Americans living in rural areas have access to affordable and quality telecommunications services.**

## Strategy for building rural connectivity

- **Identify and target rural areas for outreach, utilizing our experiences with Indian Country.**
- **Disseminate information and educate stakeholders through a web portal, bureau points of contact, and outreach programs;**
- **Listen and learn through workshops and forums, e.g. the Rural Wireless ISP Showcase.**

# Identifying Targeted Regions: Telephone Penetration Rates by County - 2000



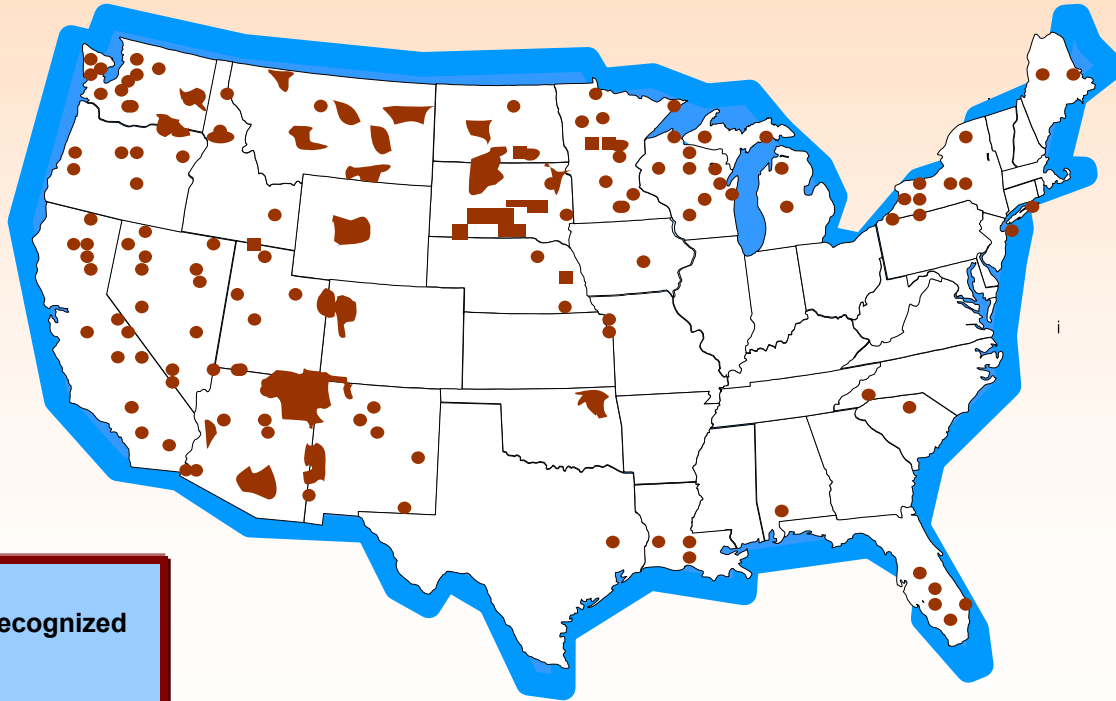
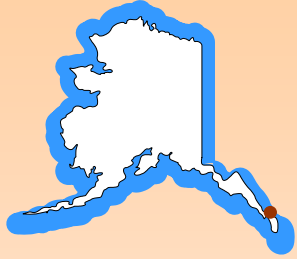
Source: 2000 Census of Population and Housing  
Prepared by the Industry Analysis and Technology Division,  
Wireline Competition Bureau



**Applying the ITI model, we identify three new targeted regions for the next stage:**

- Alaska Native Villages
- Appalachian Region
- Delta Region

# Indian Country

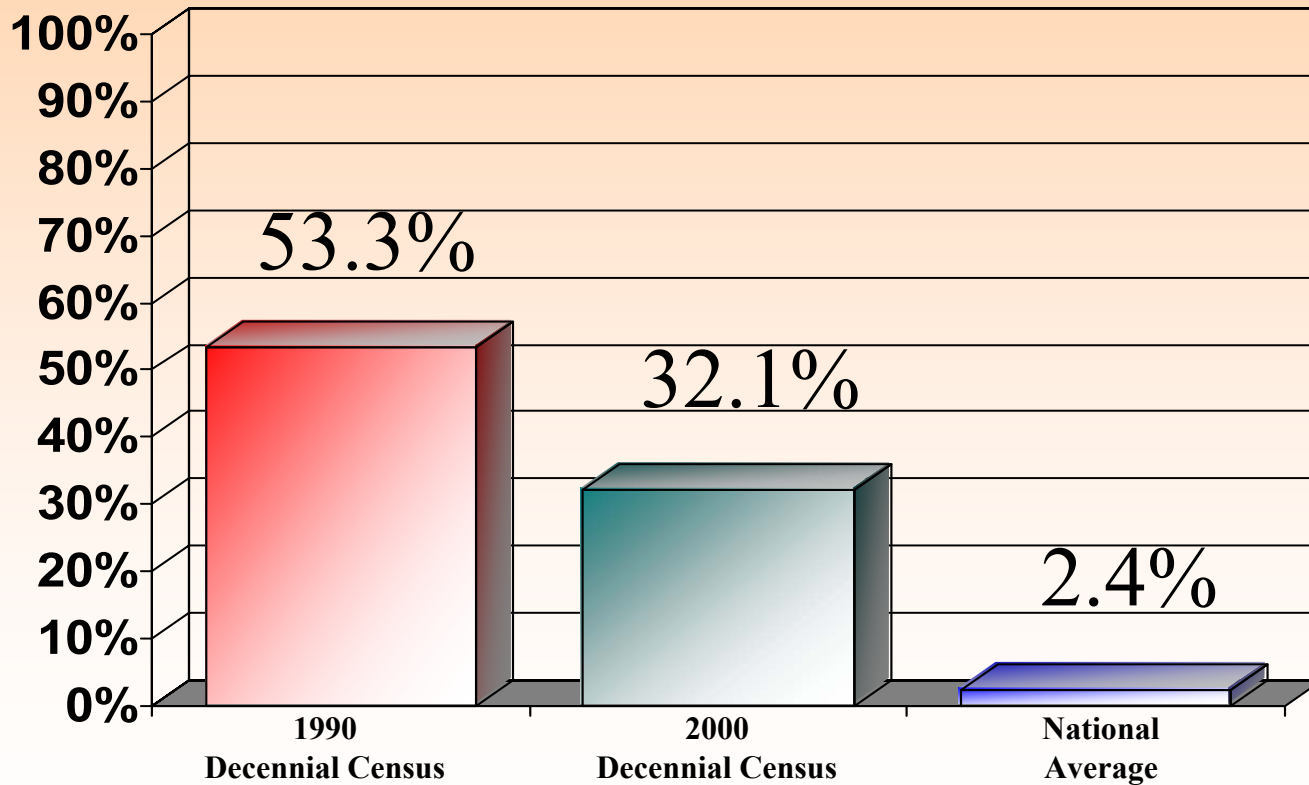


**Key:**  
Brown --- Federally Recognized Tribe





## Subscribership: American Indian Households Without Service



• American Indian and Alaska Native communities, on average, have among the lowest reported telephone subscribership levels in the country.



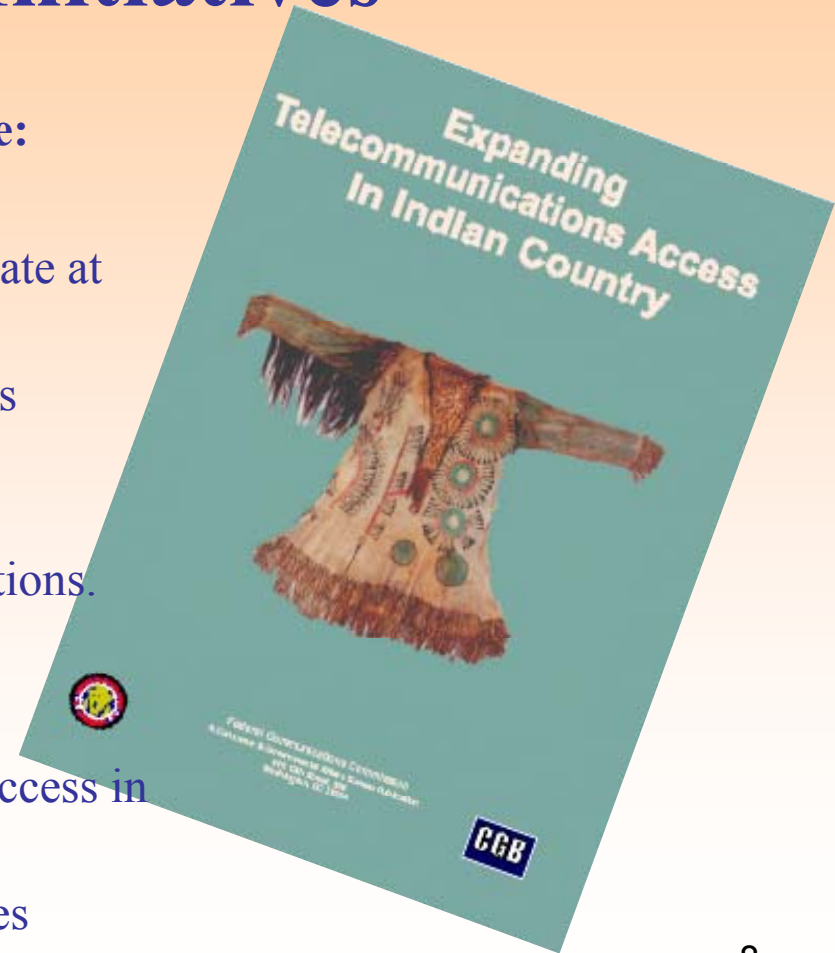
## Experiences in Indian Country

We have learned:

- Access to telecommunications services remains a challenge.
- Factors leading to low subscribership and deployment:
  - Lack of information regarding the availability of Federal assistance programs.
  - Other priorities/barriers that inhibit infrastructure development.
- Despite having made strides, more work needs to be done.

## Outreach Initiatives

- **Indian Telecommunications Initiatives comprehensive outreach efforts include:**
  - Interactive regional workshops
  - Commission staff attend and participate at tribal conferences.
  - Meet with individual tribes to address specific telecommunications issues.
  - Disseminate educational materials to American Indian tribes and organizations.
- **Educational Materials**
  - “Get Connected” outreach materials
  - “Expanding Telecommunications Access in Indian Country” booklet
  - Indian Telecommunication Initiatives brochure





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*A resource for tribal governments, organizations and consumers in expanding telecommunications services in Indian Country.*

The Federal Communications Commission (FCC) recognizes that the telecommunications penetration rate on many tribal lands falls far below the national average. We have taken a series of steps, through regulatory action, consumer information and tribal outreach, to address the lack of telecommunications deployment and subscribership throughout Indian Country. Our Commission is working hard to promote the availability of

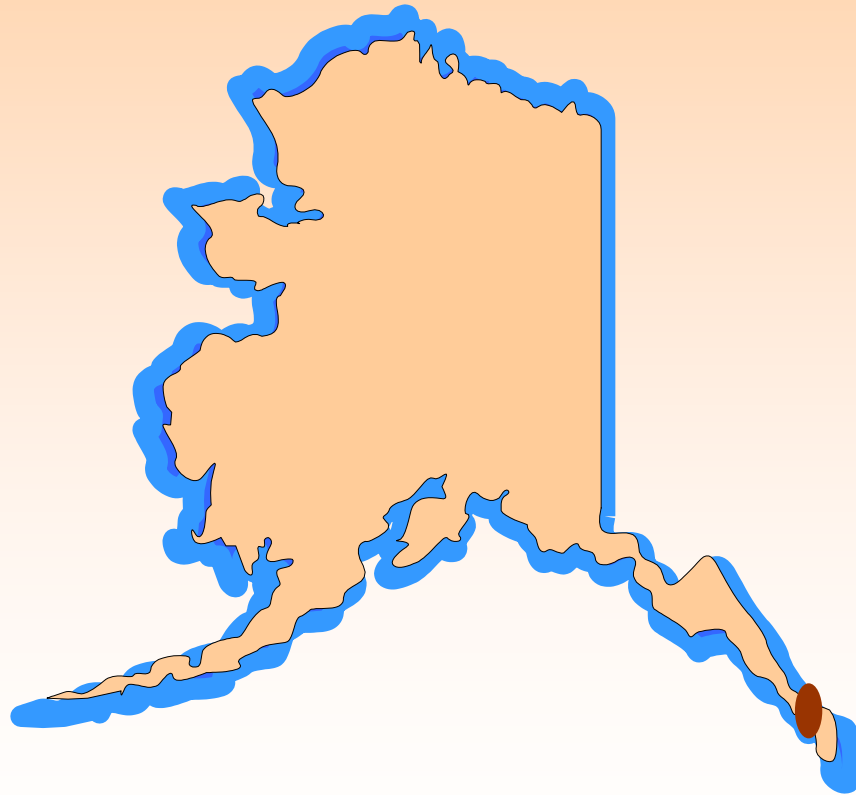
### Indian Telecommunications Initiatives

The FCC has announced the [Indian Telecommunications Initiatives \(ITI\)](#), a series of interactive workshops among tribes, government agencies and industry addressing telecom issues facing Indian Country. The goal is to encourage partnerships among these groups to improve telecommunications coverage in American Indian and Alaska Native communities.

### Next Conference

FCC to Host Indian Telecommunications Initiatives, Bone Regional Workshop and

**Target Region I:  
Expand ITI to Alaska Native Villages**



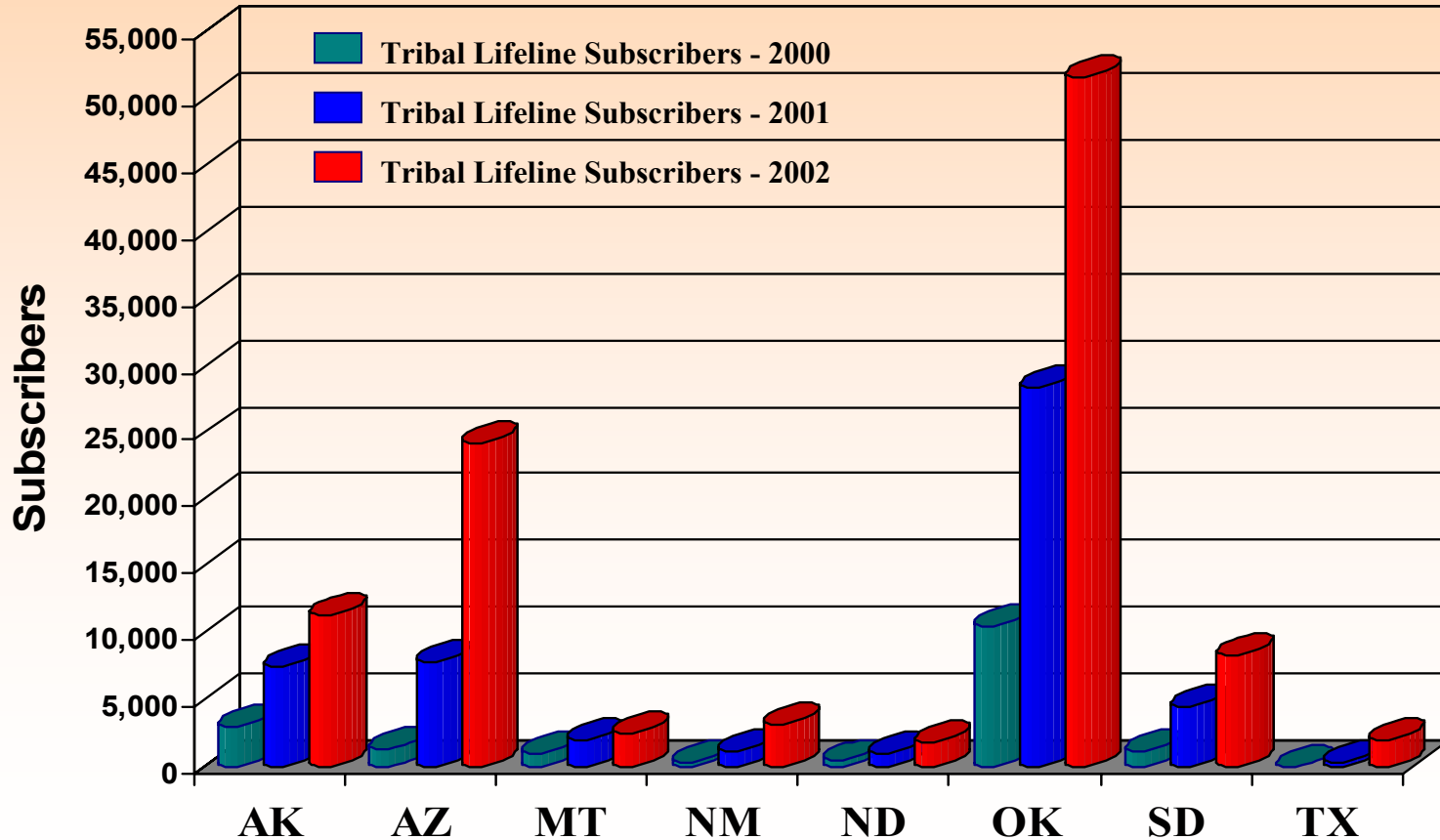


## Challenges Facing Alaska Native Villages

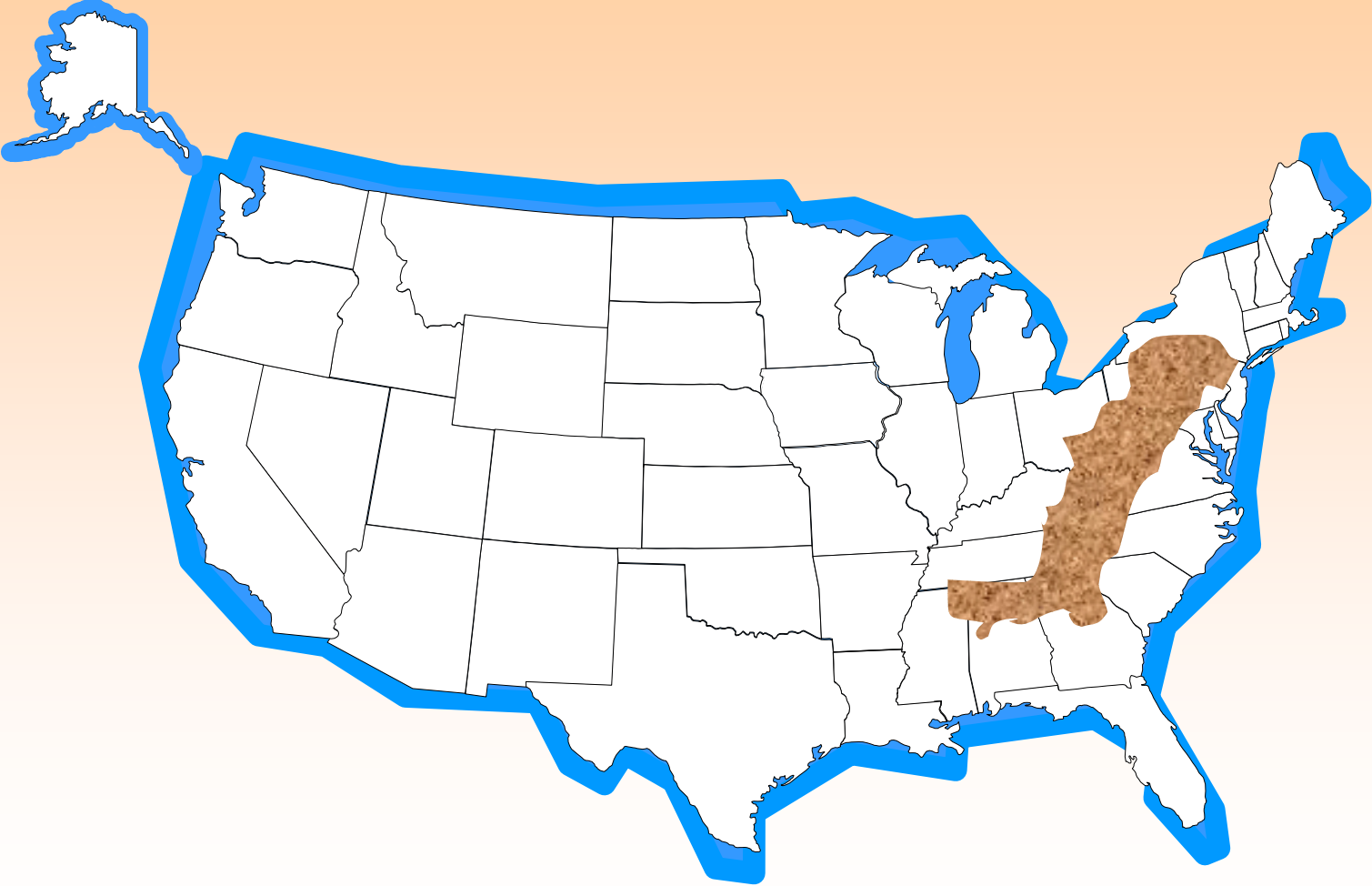
- **227 of the more than 560 federally-recognized tribes are located in Alaska.**
- **Alaska Native Villages comprise about 19% of Alaska's population and more than 80% of its rural population.**



## Increases in Tribal Lifeline Assistance Subscribership



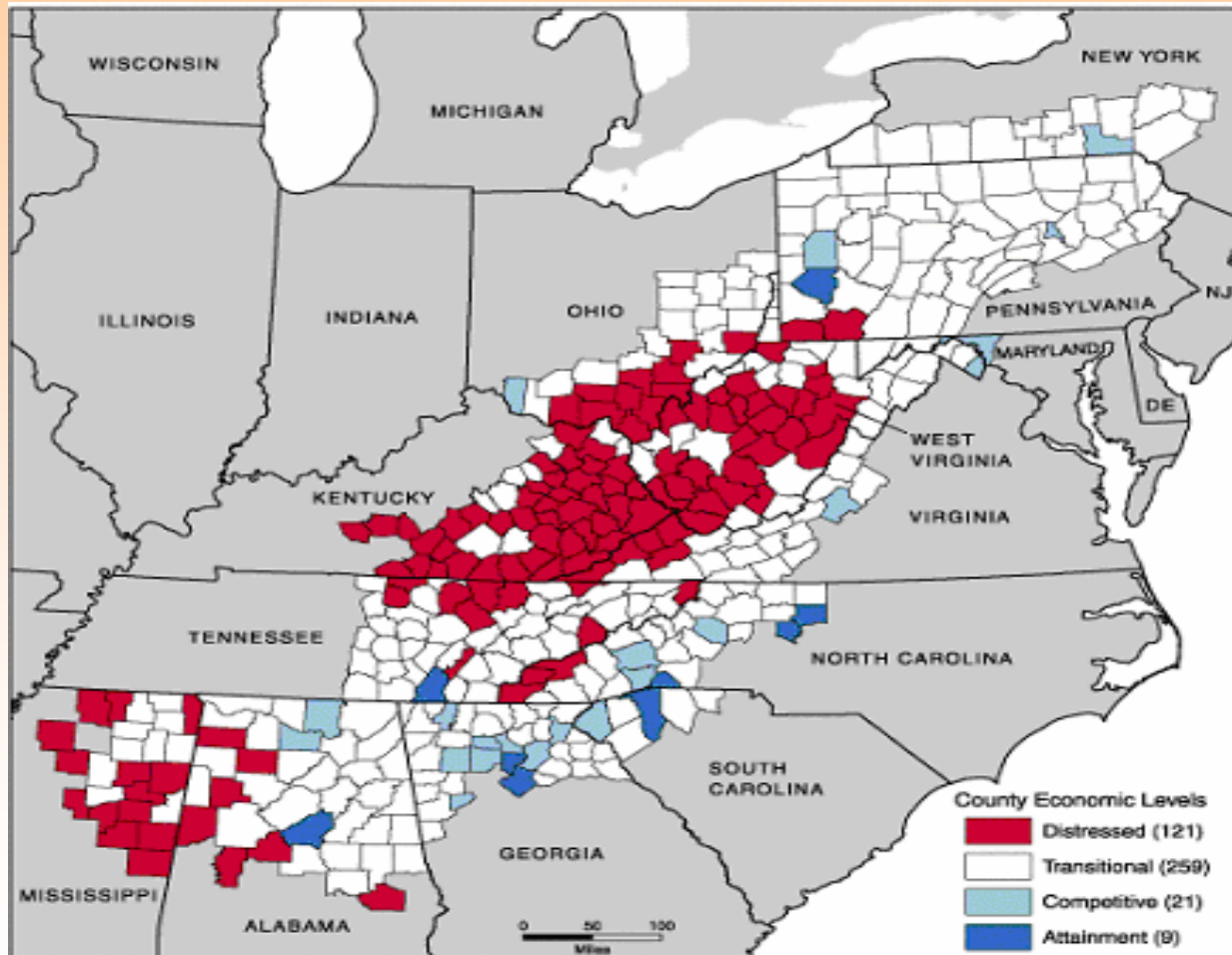
# Target Region II: Appalachian Region



**Appalachian Region**



# Distressed Counties



Map Created: June 2002.  
Data Sources: U.S. Bureau of Labor Statistics, LAUS, 1998-2000;  
U.S. Bureau of Economic Analysis, REIS, 1999;  
U.S. Census Bureau, STF3A, 1990.

Effective October 1, 2002  
through September 30, 2003.



## The Appalachian Region

- The Region includes 410 counties in 13 states, extending more than 1,000 miles, from southern New York through, Pennsylvania, Ohio, West Virginia, Maryland, Virginia, Tennessee, Kentucky, North Carolina, South Carolina, Georgia, Alabama to northeast Mississippi.
- Nearly 23 million people, or 8% of the U.S. population, reside in the region.
- The Appalachian Regional Commission (ARC) identifies 121 of 410 counties in Appalachia as distressed.
- The distressed counties represent 1.02% of U.S. housing units but 2.62% of U.S. housing units without phone service.

# Target Region III: Delta Region



## The Delta Region

- 240 County/Parish region spans eight states
  - Alabama, Arkansas, Illinois, Kentucky, Louisiana, Mississippi, Missouri, Tennessee
- The region represents 3.33% of U.S. housing units but 6.12% of U.S. housing units without phone service.

# Three Key Targets



**Key:**

-  Brown --- Federally Recognized Tribe
-  Tan --- Appalachian Region
-  Green --- Central Region
-  Orange --- Alaska Region





## Outreach Initiatives for Target Regions

- Embark on a targeted outreach campaign to inform and educate consumers about the availability of Federal Lifeline and LinkUp support.
- Expand scope of outreach to include participation in regional workshops, conferences and events.
- Partner with other federal, state, and local agencies.
- Outreach goals include:
  - Analyze and evaluate the region’s specific telecommunications needs and goals.
  - Demonstrate the federal government’s commitment to bringing telecommunication services to Rural America.



## **Establish senior bureau points of contact:**

- effectively coordinates and disseminate information on FCC rural activities;**
- streamline the exchange of information among bureaus regarding items affecting rural America; and**
- serve as the bureaus' central point of contact for outside parties.**
  - Douglas Webbink, International Bureau
  - Jennifer Tomchin, Wireless Telecommunications Bureau
  - Narda Jones, Wireline Competition Bureau
  - Bruce Romano, Office of Engineering and Technology
  - Tom Horan, Media Bureau
  - Sue McNeil, Consumer & Governmental Affairs Bureau



## Rural Web Portal

- Provide centralized, easy-to-access source of Commission actions regarding rural telecommunications on Rural Website.
- Develop Comprehensive Rural Web Portals to:
  - Centralize and consolidate information
  - Provide single source for Commission information
  - Highlight Commission commitment

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### Headlines

[Daily Digest](#) | [Daily Business](#)

7/18/03  
 Reminder to Video Programming Distributors of Obligation to Make Emergency Information Accessible to Persons with Hearing or Vision Disabilities.  
 Public Notice: [Word](#) | [Acrobat](#)

7/18/03  
 Tutorial on Fiber-to-the-Home Technology on August 7, 2003.  
 Public Notice: [Word](#) | [Acrobat](#)

7/17/03  
 FCC and T-Mobile Enter into \$1.1 Million Consent Decree Regarding E911 Rules.  
 News Release: [Word](#) | [Acrobat](#)

7/17/03  
 FCC and T-Mobile Enter into \$1.4 Million Consent Decree Regarding Non-Discrimination Requirements.  
 News Release: [Word](#) | [Acrobat](#)

7/16/03  
 Commissioner Adelstein Calls on FCC to Fix Anomaly in New E911 Rules Before They Take Effect.  
 News Release: [Word](#) | [Acrobat](#)

7/15/03  
 Federal District Court Orders Civil Judgment Against Richard I. Rowland for Unlicensed Radio Operation.  
 News Release: [Word](#) | [Acrobat](#)

7/11/03  
 Agenda Released for FCC's Indian Telecommunications Initiatives, Regional Workshops, and Roundtable

[Telecom Service For Rural America](#)

### Commissioners

- [Michael K. Powell](#)  
Chairman
- [Kathleen Q. Abernathy](#)  
Commissioner
- [Michael J. Copps](#)  
Commissioner
- [Kevin J. Martin](#)  
Commissioner
- [Jonathan S. Adelstein](#)  
Commissioner

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The FCC has taken numerous actions to ensure that consumers in rural areas have access to basic telecommunication services and to encourage the deployment of advanced telecommunication services to rural communities. Documents related to this effort are listed below.

12/11/02

### "FCC Asks for Information on Wireless Services in Rural Areas."

News Release: [Word](#) | [Acrobat](#)

Powell Statement: [Word](#) | [Acrobat](#)

Abernathy Statement: [Word](#) | [Acrobat](#)

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Martin Statement: [Word](#) | [Acrobat](#)



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[Rural Health Care Providers](#)

[Get Connected](#)

A Link-Up America and  
Lifeline Assistance  
Program Outreach