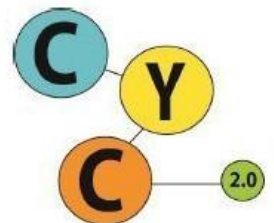


The Broadband Divide in Cleveland: It's About Income

Bill Callahan, Director
Connect Your Community 2.0



Redefining Rustbelt 2015-16 -- “Broadband and Digital Technology”

CYC 2.0 is a collaborative of organizations and institutions in Cleveland and Detroit, working to develop sustainable grassroots models to overcome the digital disconnection of hundreds of thousands of our neighbors.

Most CYC 2.0 participants were partners in OneCommunity's 2010-13 “Connect Your Community” Project, supported by the Department of Commerce's Broadband Technology Opportunities Program.

CYC 2.0 participants include...

Greater Cleveland:

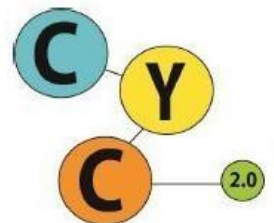
Ashbury Senior Computer Community Center
Cleveland Housing Network
OneCommunity
Cuyahoga Community College
Cuyahoga County Public Library

Seeds of Literacy
Cleveland Community Development Dep't
University Settlement
Famicos Foundation
Straightway Project
Connect Lorain County

Detroit:

Wayne State Center for Urban Studies
Community Telecommunications Network

Matrix Human Services
Focus:Hope

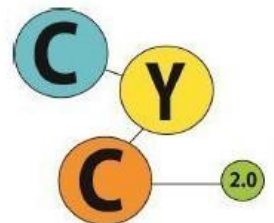


The Connect Your Community Project 2010-13

- OneCommunity and fifteen nonprofit partners in eight varied communities (Cleveland, Detroit, Akron, Lorain, Appalachian Ohio, Lexington KY, Winston-Salem NC, Bradenton FL).
- \$18.7 million grant from Broadband Technology Opportunities Program (ARRA stimulus funds).
- Helped 26,000 low income adults to become “Sustainable Broadband Adopters”, including more than 5,000 in Cleveland and 5,000 in Detroit.
- 23,000 got home broadband accounts – more than 80% still had them a year later.
- Our approach...

High touch, not high tech.

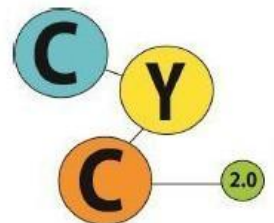
Engage, train, equip, and support.



Cleveland's broadband divide: What we know from **FEDERAL DATA**

Sources: U.S. Census American Community Survey for 2013 and FCC Form 477 data

- In terms of households lacking broadband Internet connections, as well as homes lacking Internet access of any kind, **Cleveland and Detroit are two of the nation's worst-connected cities.**
- In Cleveland as nationally, lack of home Internet access is strongly associated with **lower household incomes.**
- FCC data from providers shows lower household broadband connection rates in **Cleveland's poorer neighborhoods.**



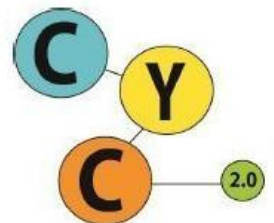
Redefining Rustbelt 2015-16 -- “Broadband and Digital Technology”

Percentage of households with no Internet access				
72 U.S. cities with 100,000 or more households				
<i>Source: 2013 American Community Survey 1-Year Estimates</i>				
	All households	No Internet access		
		Number of households	% of households	Rank
Median, all 72 cities			21.7%	
20 worst-connected:				
Detroit, MI	255,322	101,923	39.9%	1
Miami, FL	154,556	56,886	36.8%	2
Cleveland, OH	164,400	59,403	36.1%	3
New Orleans, LA	158,354	53,572	33.8%	4
Buffalo, NY	109,511	35,679	32.6%	5
Memphis, TN	250,302	80,922	32.3%	6
St. Louis, MO	140,536	44,815	31.9%	7
Milwaukee, WI	231,386	72,129	31.2%	8
Baltimore, MD	244,114	74,116	30.4%	9
Cincinnati, OH	133,301	40,361	30.3%	10
Toledo, OH	118,526	35,363	29.8%	11
Philadelphia, PA	582,528	173,795	29.8%	12
El Paso, TX	219,332	63,047	28.7%	13
Dallas, TX	476,733	135,640	28.5%	14
Fresno, CA	161,474	43,541	27.0%	15
Wichita, KS	151,213	40,170	26.6%	16
Tulsa, OK	162,992	42,675	26.2%	17
Indianapolis, IN	326,395	84,818	26.0%	18
San Antonio, TX	493,102	124,833	25.3%	19
Chicago, IL	1,030,136	256,481	24.9%	20

In 2013, among U.S. cities with more than 100,000 households, Cleveland had the third highest percentage with no home Internet access of any kind – about 36%.

Detroit came in first with 40%.

(“Any kind” includes mobile Internet or dial-up.)

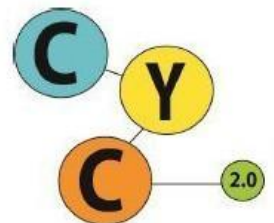


Redefining Rustbelt 2015-16 -- “Broadband and Digital Technology”

Percentage of households without fixed broadband subscriptions				
72 U.S. cities with 100,000 or more households				
<i>Source: 2013 American Community Survey 1-Year Estimates</i>				
	All households	No fixed broadband subscription		
		Number of households	% of households	Rank
Median, all 72 cities			32.3%	
20 worst-connected:				
Detroit, MI	255,322	145,351	56.9%	1
Cleveland, OH	164,400	83,378	50.7%	2
Memphis, TN	250,302	114,862	45.9%	3
Miami, FL	154,556	70,580	45.7%	4
Buffalo, NY	109,511	49,728	45.4%	5
St. Louis, MO	140,536	63,042	44.9%	6
Cincinnati, OH	133,301	59,502	44.6%	7
Milwaukee, WI	231,386	101,429	43.8%	8
New Orleans, LA	158,354	69,234	43.7%	9
El Paso, TX	219,332	93,764	42.7%	10
Baltimore, MD	244,114	103,703	42.5%	11
Fresno, CA	161,474	67,725	41.9%	12
Toledo, OH	118,526	49,204	41.5%	13
Dallas, TX	476,733	194,244	40.7%	14
Houston, TX	815,266	323,035	39.6%	15
Philadelphia, PA	582,528	230,308	39.5%	16
San Antonio, TX	493,102	193,584	39.3%	17
Corpus Christi, TX	115,854	44,415	38.3%	18
Oklahoma City, OK	232,102	88,708	38.2%	19
Tulsa, OK	162,992	61,439	37.7%	20

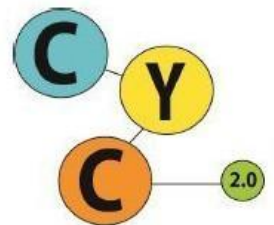
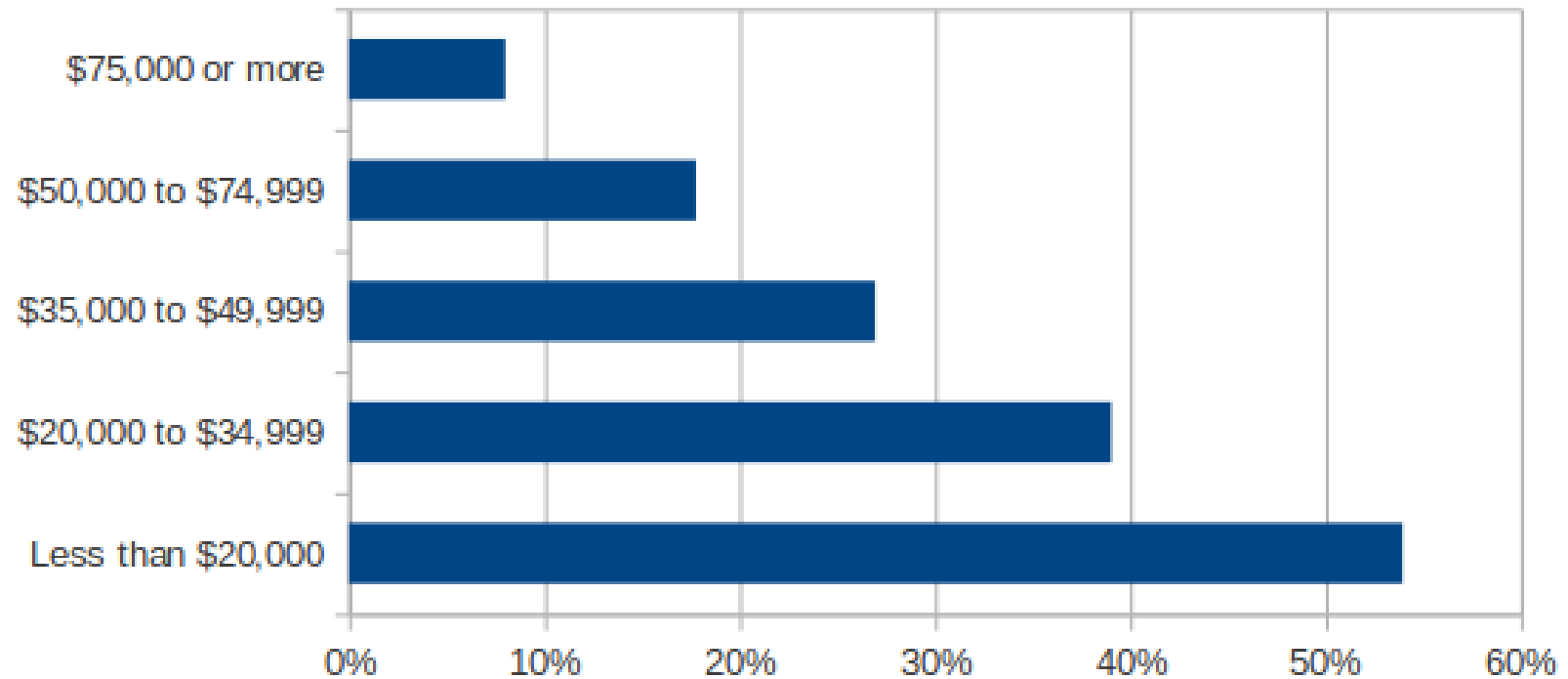
Among those same 72 big cities, **Cleveland had the second worst percentage of households without “fixed broadband” subscriptions**, e.g. DSL, cable modem or fiber accounts – about 51%.

Detroit came in first again, with 57%.



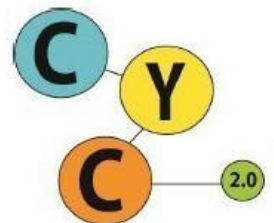
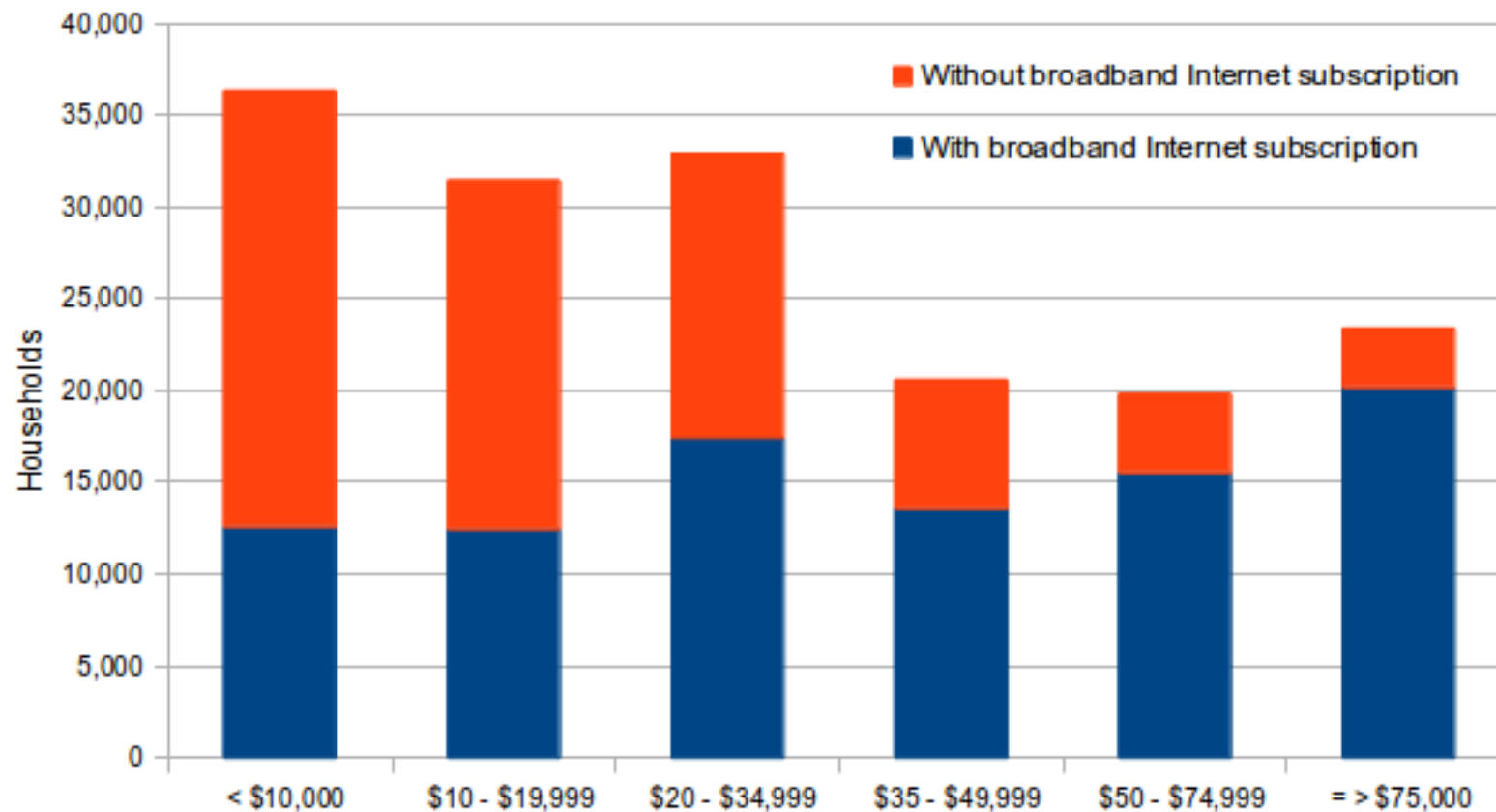
Redefining Rustbelt 2015-16 -- "Broadband and Digital Technology"

U.S. households lacking Internet subscriptions in 2013, by household income
Source: American Community Survey



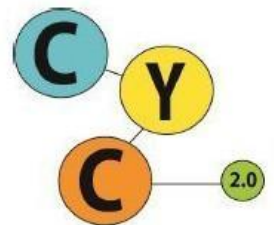
Redefining Rustbelt 2015-16 -- "Broadband and Digital Technology"

Number of Cleveland households with and without broadband Internet subscriptions
By household income cohorts -- 2013 American Community Survey, 1 year



Redefining Rustbelt 2015-16 -- "Broadband and Digital Technology"

Median household income vs. % of households without Internet, 2013
Universe: All 72 U.S. cities with more than 100,000 households



Redefining Rustbelt 2015-16 -- "Broadband and Digital Technology"

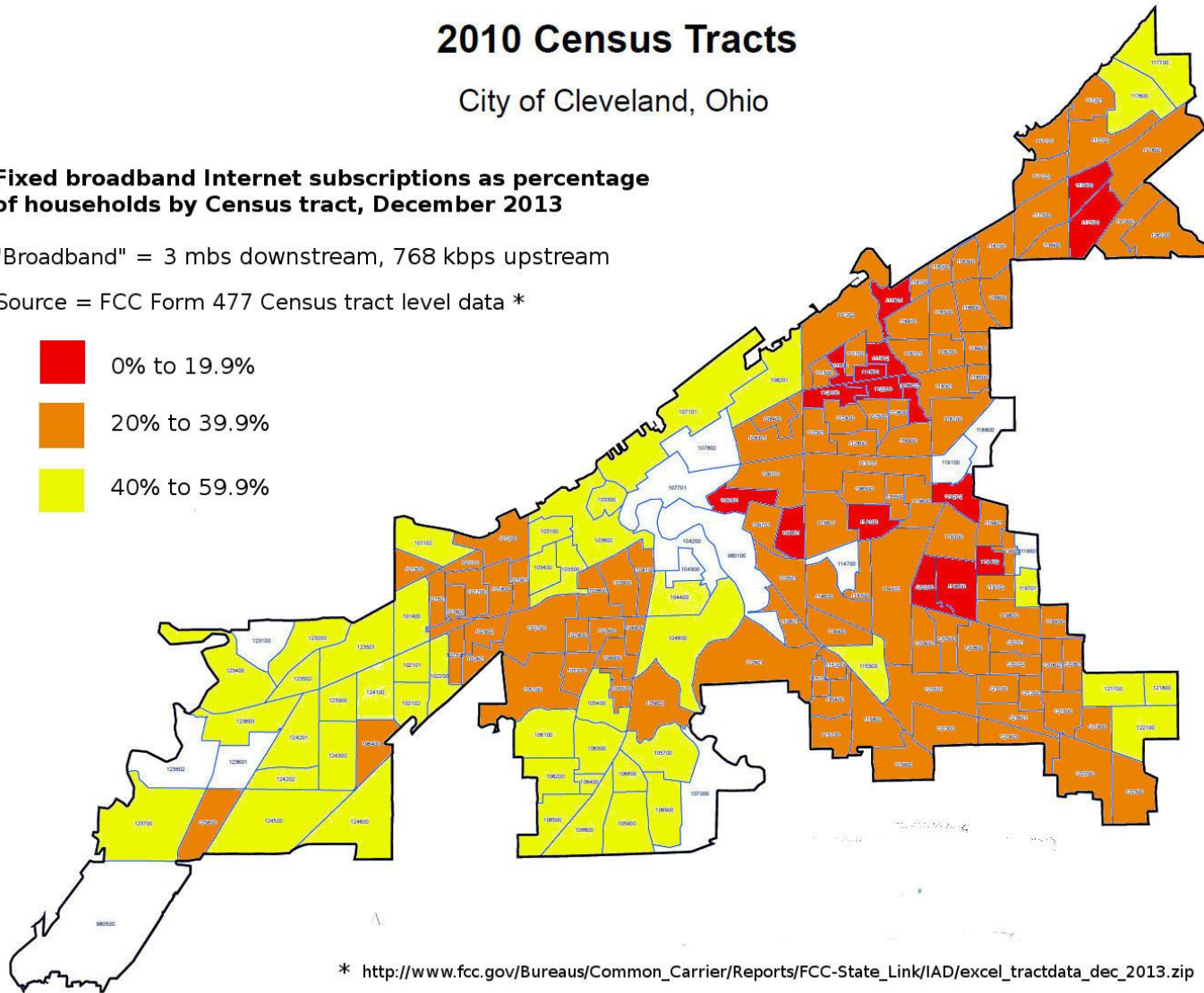
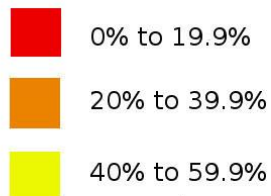
2010 Census Tracts

City of Cleveland, Ohio

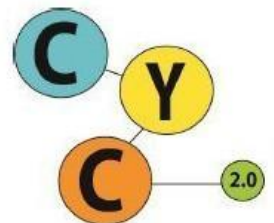
Fixed broadband Internet subscriptions as percentage of households by Census tract, December 2013

"Broadband" = 3 mbs downstream, 768 kbps upstream

Source = FCC Form 477 Census tract level data *



* http://www.fcc.gov/Bureaus/Common_Carrier/Reports/FCC-State_Link/IAD/excel_tractdata_dec_2013.zip

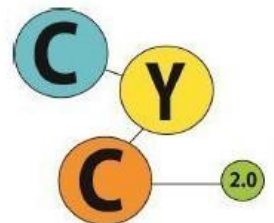


Cleveland's broadband divide: What we know from **OBSERVATION**

Lack of mainstream Internet access, especially for lower-income households, is an ever-greater obstacle to efforts at economic, social and civic participation – both for the households themselves and for the community at large.

Here are just some of the things Clevelanders without mainstream Internet access will find difficult or impossible in 2015:

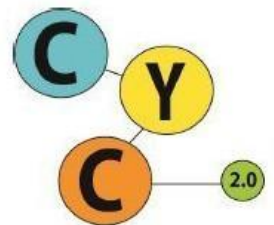
- Conduct an effective job search
- Start or operate a small business
- Get into postsecondary education
- Get a GED
- Help a child with homework
- Manage a bank account or budget
- Stay current with political, civic or even neighborhood events
- Apply for unemployment
- Stay connected with family



Redefining Rustbelt 2015-16 -- “Broadband and Digital Technology”

And here are just a few of the things that Cleveland's public, community and business institutions can never fully accomplish while the poorest third of our neighbors remain disconnected:

- Get our community's **workforce** aligned with **emerging jobs**
- Get **K-12 parents fully engaged** in their children's education; position more students for STEM career opportunities
- **Make full use of electronic health care tools** to meet Federal funding goals, improve patient health outcomes and control health costs
- **Move citizen interactions with government and social services on line** for better performance, openness, accountability, and efficiency
- **Keep Cleveland households and neighborhoods “banked”** and financially literate as financial services migrate from branches to websites



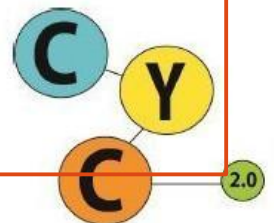
Cleveland's broadband divide: What we know from **EXPERIENCE (CYC and others)**

The broadband divide for low-income households in cities like Cleveland **can** be fixed. Effective solutions are well-known, and can be scaled to have significant community-wide impact.

The key ingredients:

- Community-based, high-touch training and support
- Affordable home Internet options (< \$15 a month)
 - *If price and bandwidth are right, fixed vs. mobile doesn't matter!*

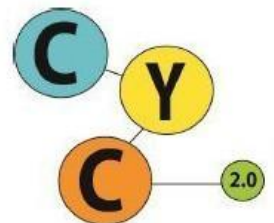
What's missing in most cities? **Public leadership** and **strategic investment** by the institutions (public and private) which stand to gain the most if more low-income neighbors are connected.



CYC 2.0's goal: Build the right investment partnership

Community practitioners (nonprofits, libraries, etc.) with...

- Broadband providers (*customer acquisition!*)
 - *FCC advocacy – cable mergers and Lifeline reform*
- City and county government (workforce/ED, human services, safety)
- Community development organizations
- Schools
- Health care providers
- Banks

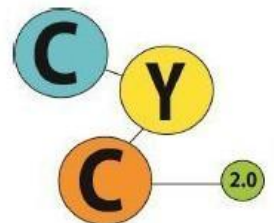


CYC 2.0 initiatives: Affordable home broadband

- Mobile Citizen (cheap 4-G broadband accounts)
- FCC advocacy, cable mergers – Coalition for Broadband Equity
- FCC advocacy, Lifeline reform – National Digital Inclusion Alliance*
- Neighborhood self-help solutions, e.g. mesh wi-fi – powered by community fiber?

Various possible paths to the same target: All low-income Cleveland households should be able to get reliable, robust Internet connections for less than \$15 a month.

* <http://www.digitalinclusionalliance.org/>



Connect Your Community 2.0

<http://connectyourcommunity.org>

bill@connectyourcommunity.org

