



KNOXVILLE
CHAMBER

BROADBAND: REGIONAL RESPONSE



REGIONAL ECONOMIC PROSPERITY RELIES ON HOUSEHOLD HAVING AFFORDABLE, ACCESSIBLE BROADBAND SERVICE

- Remote learning
- Telecommuting/Work From Home
- Economic growth
 - Communications
 - Movement
 - Health
 - Power
 - Security
- Talent attraction
 - Entrepreneurship
 - Remote Workers
 - Lifestyle



LACK OF AFFORDABLE, ACCESSIBLE BROADBAND AFFECTS ALL LEARNING

- 21-county region supports 167,356 students or 12 percent of population
 - 26,000 students (nearly 16 percent) do not have access or cannot afford it
- Community colleges typically enroll 25,000 students in region
 - Estimated 24 percent do not have broadband access
 - Many students have jobs and families making travel to hotspots (McDonald's, library) unworkable
 - Community colleges saw 17 percent drop enrollment 2020-2021

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eKNOX CONVENED IN MAY 2020 TO SUPPORT TECHNOLOGY NEEDS OF KNOX COUNTY SCHOOL STUDENTS

- Knoxville & Knox County Mayor's Office
- Knoxville Tech Council
- Project Grad & Knox Education Foundation
- Knoxville Area Urban League
- United Way of Greater Knoxville
- KCDC
- KUB
- TN Department of Economic & Community Development
- Comcast, AT&T, Charter/Spectrum, Verizon, U.S. Cellular
- Iris Networks, Avero Advisors, Strata-G, Dura-Line
- Chamber volunteer leadership (vice chairs, Talent & Infrastructure Councils; board of directors)



eKnox is a collaboration of local stakeholders to leverage existing digital resources and identify new resources for families that do not have access to Internet at home for students to complete online curriculum for Knox County schools.

Longterm Goal: 100% broadband access in Knox County



KEF is the fiscal agent for eKnox phase one.

Funds Raised: \$350,000

- \$150,000 United Way
- \$100,000 Knox County
- \$100,000 City of Knoxville

Community Fund Raising led by KEF





emailed and texted a **Parent Flyer** on July 20 instructing them to have home internet by the start of school (August 17th), whether in-person or virtual instruction was chosen.

Spanish version is also posted on the KCS site and sent to Centro Hispano.

Out of 60,000 students, 18,000 registered for virtual instruction for fall 2020.



KCS
KNOX COUNTY SCHOOLS

INTERNET AT HOME

Families, Knox County Schools will become a 1:1 school district beginning in the 2020-2021 school year, providing a Chromebook to every student. Students will receive and use their devices at school and home. In order for your student to use their laptop provided by KCS, your support and **ACTION** are needed to ensure that your home has internet by the start of school in August, whether you've chosen in-person or virtual instruction.

ACTION FOR FAMILIES: If you need to get home internet service, a list of providers with standard and low-cost options are listed below. 1) Please contact one or more of the internet providers to check availability. 2) Please subscribe and get set up. One or more providers are available in most areas of Knox County.

Standard Rate Options

 www.att.com/internet 1-844-886-4258 Press 1 for home service	 www.xfinity.com 1-800-COMCAST	 www.wowway.com 1-866-376-7003
 www.spectrum.com/internet 1-855-243-8892	 www.tdstelecom.com 1-855-244-0122	 www.frontier.com 1-866-470-3540

Low-Cost Options

Providers below offer low-cost internet for families that qualify for federal public assistance programs. Contact and apply with a provider in your area using the web address or phone number below.

<ul style="list-style-type: none"> AT&T Access www.att.com/access 1-855-220-5211 Comcast Internet Essentials* www.internetessentials.com 1-855-846-8376 Spectrum Internet Assist www.spectruminternetassist.com 1-844-525-1574 	<ul style="list-style-type: none"> WOW! Lifeline Assistance www.wowway.com/phone/lifeline-assistance 1-866-376-7003 TDS Lifeline Program www.tdstelecom.com/lifeline.html 1-888-CALL-TDS Frontier Lifeline Program www.frontier.com/lifeline 1-800-921-8101
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*Students who attend KCS schools listed on the back may qualify for Comcast Internet Essentials. You still need to apply for activation. Customers of Comcast Internet during the past 90 days are not eligible for this option.

IF YOU NEED MORE HELP ACCESSING INTERNET SERVICE OR NEED FINANCIAL ASSISTANCE, PLEASE CALL 865-594-4484.

KCS REPRESENTATIVES ARE AVAILABLE TO HELP YOU M-F 6AM – 6PM.

KCS would like to thank Knox Education Foundation and eKnox, a broadband task force of local business and community partners led by the Knoxville Chamber, for collaborating with us on our Internet At Home initiative.



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| <ul style="list-style-type: none"> Adrian Burnett Elementary Amherst Elementary Austin East High Bearden Elementary Bearden Middle Beaumont Elementary Belle Morris Elementary Bonny Kate Elementary Carter Elementary Carter Middle Cedar Bluff Elementary Cedar Bluff Middle Central High Chilhowee Intermediate Christenberry Elementary Copper Ridge Elementary Corryton Elementary Dogwood Elementary East Knox Elementary Emerald Academy Fountain City Elementary Fulton High Gap Creek Elementary Gibbs Elementary Gibbs High Green Magnet Elementary Gresham Middle Halls Elementary Halls Middle Holston Middle Inskip Elementary | <ul style="list-style-type: none"> Karns Elementary Karns High Kelley Volunteer Academy Lonsdale Elementary Maynard Elementary Mooreland Heights Elementary Mount Olive Elementary New Hopewell Elementary Northwest Middle Norwood Elementary Pleasant Ridge Elementary Pond Gap Elementary Powell High Powell Middle Richard Yoakley School Ridgedale Alternative Ritta Elementary Sam E. Hill Elementary Sarah Moore Greene Elementary South Doyle High South Knox Middle South Knox Elementary Spring Hill Elementary Sterchi Elementary Sunnyview Primary Vine Middle West Haven Elementary West High West Hills Elementary West View Elementary Whittle Springs Middle |
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CHALLENGES REACHING THOSE IN NEED

- 1,200 households served, below the estimated need of 4,000
 - 903 hotspots distributed
 - 498 coupon codes for free Comcast service
- Mistrust
- Inability to explain program in person by community organizations
- Homeless/transient/living in shared housing
- Language barriers
- Lack of Social Security numbers
- Signal strength with multiple students in household
- Municipalities and private providers wary of sharing data because of privacy and other concerns.

Phase 2: Long Term Solutions

Leads

Brandon Bruce, Technology Council
Nancy Nabors, Knoxville Chamber

Household Clusters

URBAN wired, funded discounted internet
RURAL not wired, loaned hot spot device

Possible Solutions

- Repeaters
- Citizens Broadband Radio Service (CBRS-LTE)

TECHNICAL WORKING GROUP

Internet Providers	AT&T Charter Comcast Frontier TDS Telecom Windstream WOW!
Network Partners	Avero Advisors iRis Networks Strata-G
Community Partners	City of Knoxville Knox County Knoxville Entrepreneur Center KUB



THE ROLE OF UTILITIES IS EXPANDING IN THE REGION

- Chattanooga Electric Power Board is model; first in U.S. to deliver 1Gig to homes and businesses
 - Providing Internet to 28,500 economically disadvantaged households at no charge with support from EPB and philanthropy
- Five utilities in region have initiated broadband efforts
- Two others preparing to launch initiatives
- Estimated cost for entire region is \$1.65 billion

BROADBAND: REGIONAL RESPONSE



BROADBAND ACCESS NOT WHOLLY DEFINED BY AVAILABILITY

- Federal definition of broadband dated (25/3)
- FCC maps highlighting under-served areas unreliable
- Boots-on-the-ground community outreach necessary
- Digital literacy
- No federal/state funding to address affordability
- No federal/state funding for urban areas



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