Connectivity: Broadband Accessibility in Chapel Hill

Ross Tompkins
November 6, 2015
An “Overnight” Success Story

Gig.U (2011)

NCNGN (2012)

AT&T (2014)

Google Fiber (2015)
• 1 Gbps to 100 community sites for 7 years
• 3 Mbps to 10 affordable housing MDU’s for 5 years
• Development of digital literacy and training programs for low-income residents
The End?
Three-Part Approach to Community Broadband

INTERNET ACCESS

EDUCATION

DEVICE ACCESS
Internet Usage by Household Income
2000 vs 2015

Source: Pew Research Center
# The Affordable Housing Link: By the Numbers

<table>
<thead>
<tr>
<th>$20,220</th>
<th>17</th>
</tr>
</thead>
<tbody>
<tr>
<td>30% of area’s median income (Extremely Low Income or ELI)</td>
<td>Orange County dwelling units per 100 ELI households</td>
</tr>
</tbody>
</table>

Source: Chapel Hill Carrboro Chamber of Commerce 2015 State of the Community Report
## The Affordable Housing Link: By the Numbers

<table>
<thead>
<tr>
<th>29%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Renters in Orange County where rent &gt;50% of income</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3,600</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHCCS students qualifying for free/reduced lunch</td>
</tr>
</tbody>
</table>

Source: Chapel Hill Carrboro Chamber of Commerce 2015 State of the Community Report
Internet Access

• AT&T
  – Free service to 8 Public Housing neighborhoods

• Town Wi-Fi
  – Expanded pilot program in PH neighborhood

• Google Fiber
  – Will connect “select public and affordable housing properties for $0/month with no installation fee”
Education

• Chapel Hill Digital Literacy Program

• Community Workshop Series
Education
Device Access

• Kramden computers
  – Laptop award through CHDLP
  – Town surplus PC’s refurbished

• Library Chromebook pilot

• ToCH community centers
Lessons Learned

1. Local government has a role
2. Collaboration is key
3. Think big, start small
4. ISP’s don’t have all the answers
Thanks!

townofchapelhill.org/broadband

Ross Tompkins
rtompkins@townofchapelhill.org
(919) 968-2707