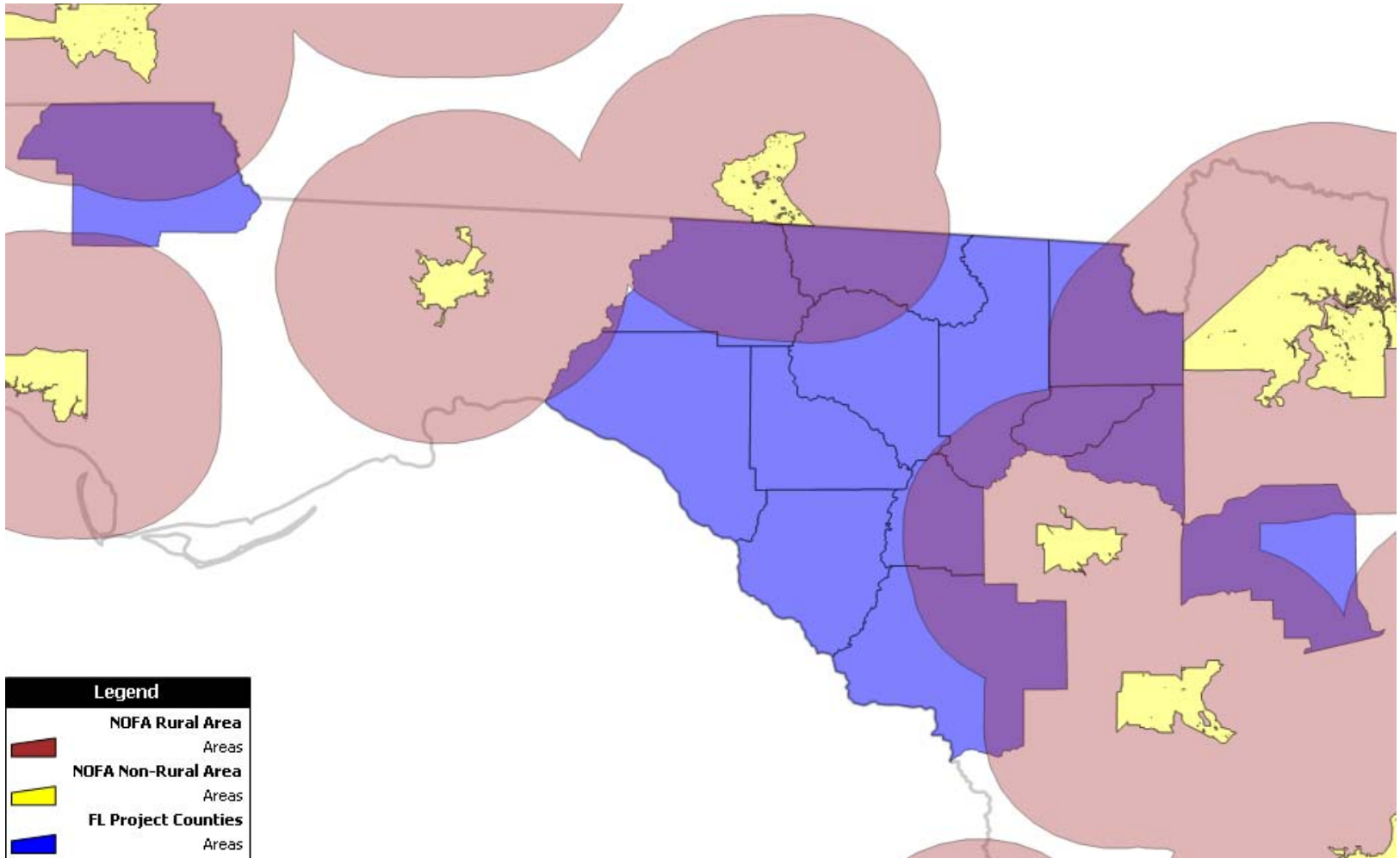


Initial Map Methodology

- Identify the Presence of Broadband
 - Open Data - Cable infrastructure, DSL infrastructure, Wireless ISP, Cellular
 - FCC Form 477 data and other private surveys, reports, etc.
- Create a multi-sourced compilation to determine where and to what extent (likelihood) broadband is available (at the census block level).
 - Use private data to help verify public data (and visa versa), disclose results confidently in conformity with disclosure rules.
- Underlay homes and businesses to determine % of broadband coverage.
- Add penetration survey results to determine % of broadband penetration.
- Add demographic data to determine barriers, vulnerable populations, etc.
- Prioritize locations to begin surveying efforts to refine fringe data, work inward.

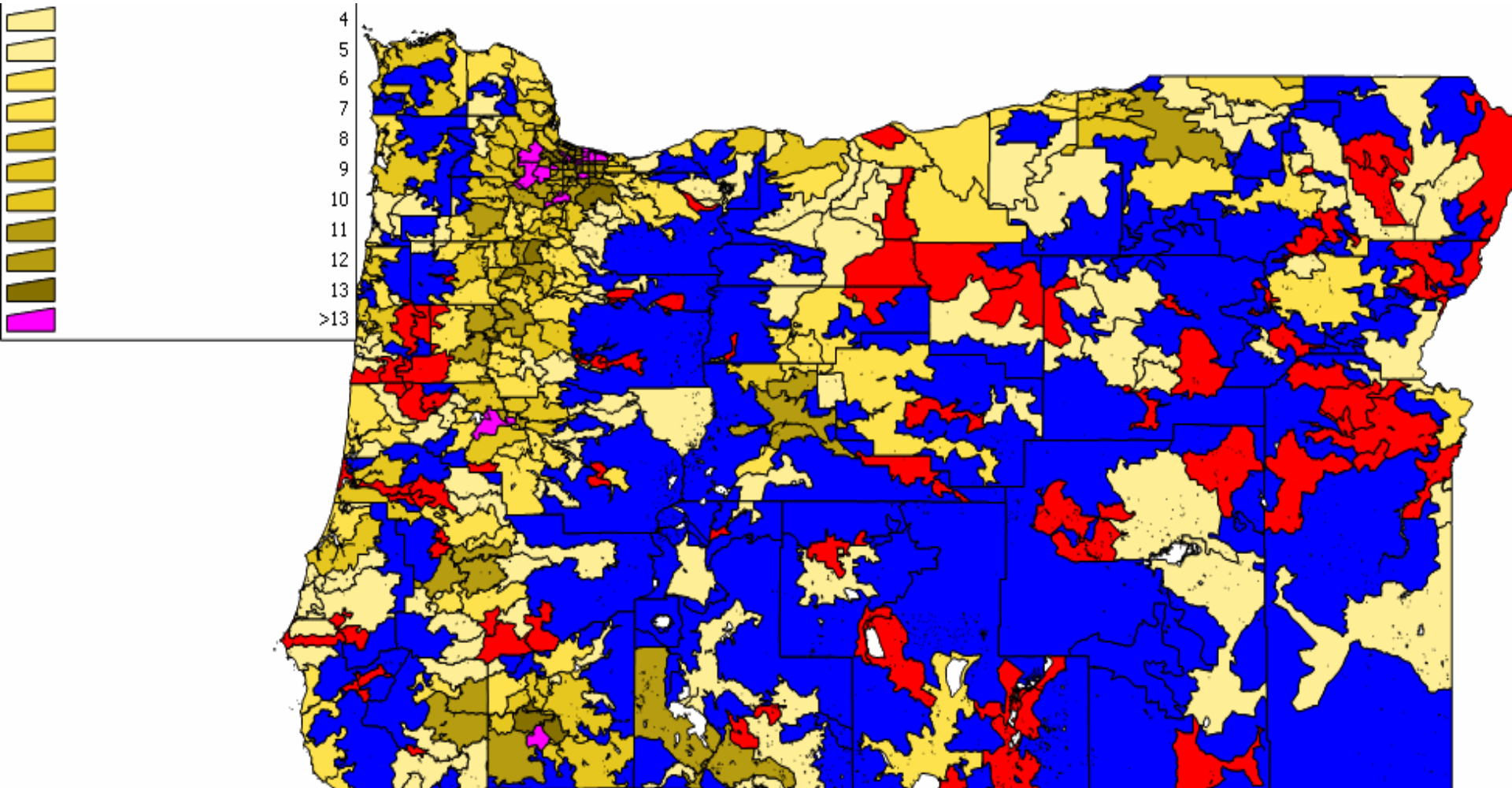
Rural & Remote Definitions



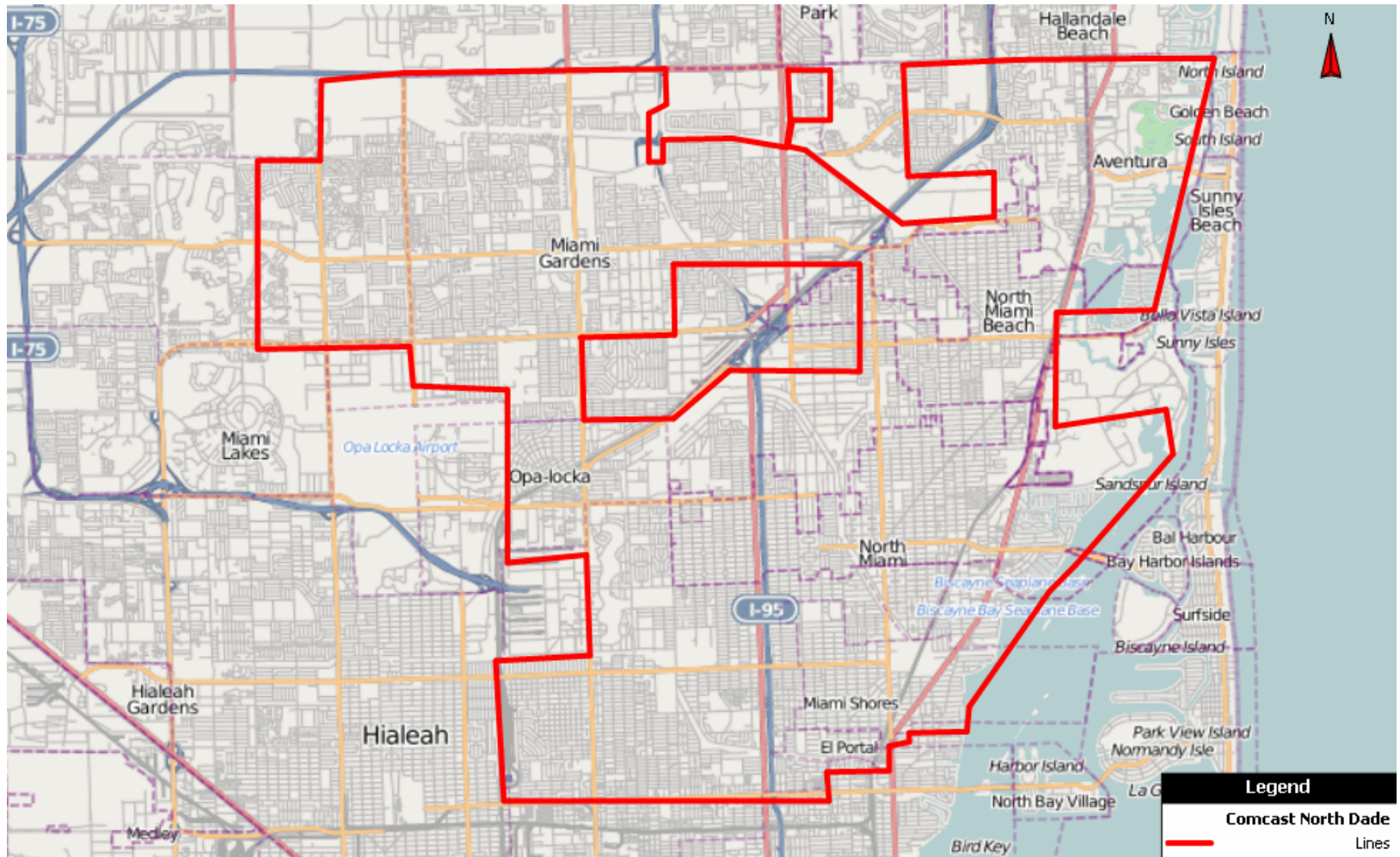
Households per Census Block



FCC Form 477 Layer



Cable Plant



Ongoing Methodology

- **Refine Initial Map with Research, Aggregation, Analysis**
 - Identify Unserved, underserved, underutilized (barriers or problems)
 - Identify speeds (marketed, peak, sustained), broadband costs, service
 - Identify economic benefits to broadband access (assumed / empirical)
 - Broadband enables, but use creates impact and change
 - Try to leverage carriers to participate, but not necessary.
 - Information requires independent validation anyways.
- **Ongoing Surveying and Mapping**
 - Leverage technology to minimize ongoing cost, increase accuracy
 - Engage in multi-vertical surveying to assess true, granular economic impact

Refined, Accurate, Granular Maps

