

EDA UC 2020 Showcase New Online Economy

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PCRD



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What the Research Says



- Broadband DOES matter for a whole host of social & economic outcomes!
 - Household income
 - Employment levels
 - Firm attraction
 - Farm profits
 - Civic engagement
 - Increased housing values
- Adoption is (arguably) more important than simple availability
- The extent to which *very fast* speeds matter is TBD...

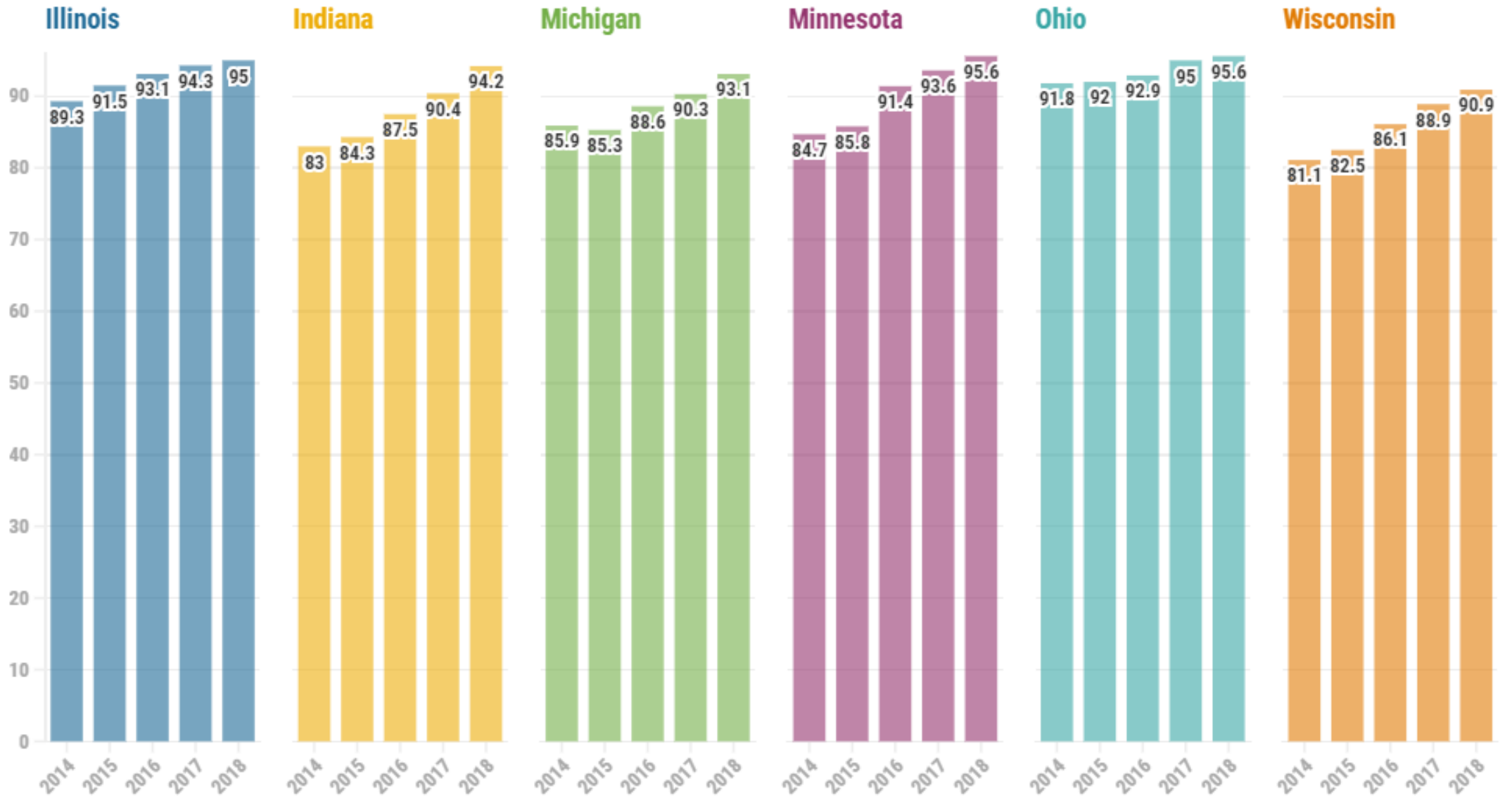


Defining Broadband

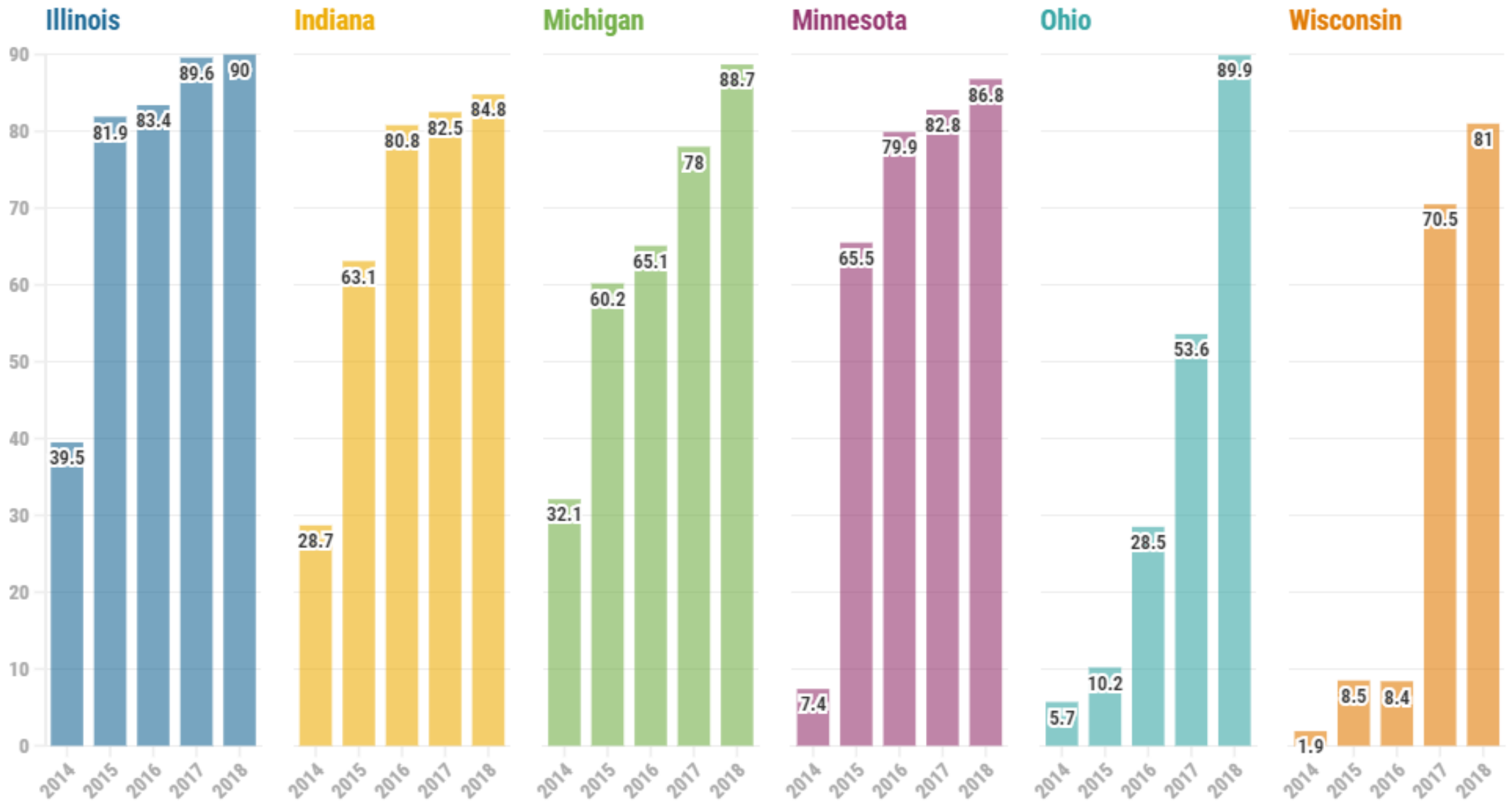
- Internet access that is always on and faster than dial-up
- Different technologies, different speeds
- Download: 25 Mbps
- Upload: 3 Mbps
- 25/3 for short



Percent Housing Units with access to 25/3 Mbps

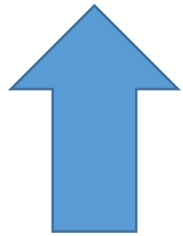


Percent Housing Units with access to 100/20 Mbps



Asymmetrical speeds ...

... is like using a dirt-road heading one way
and coming back using a multi-lane highway

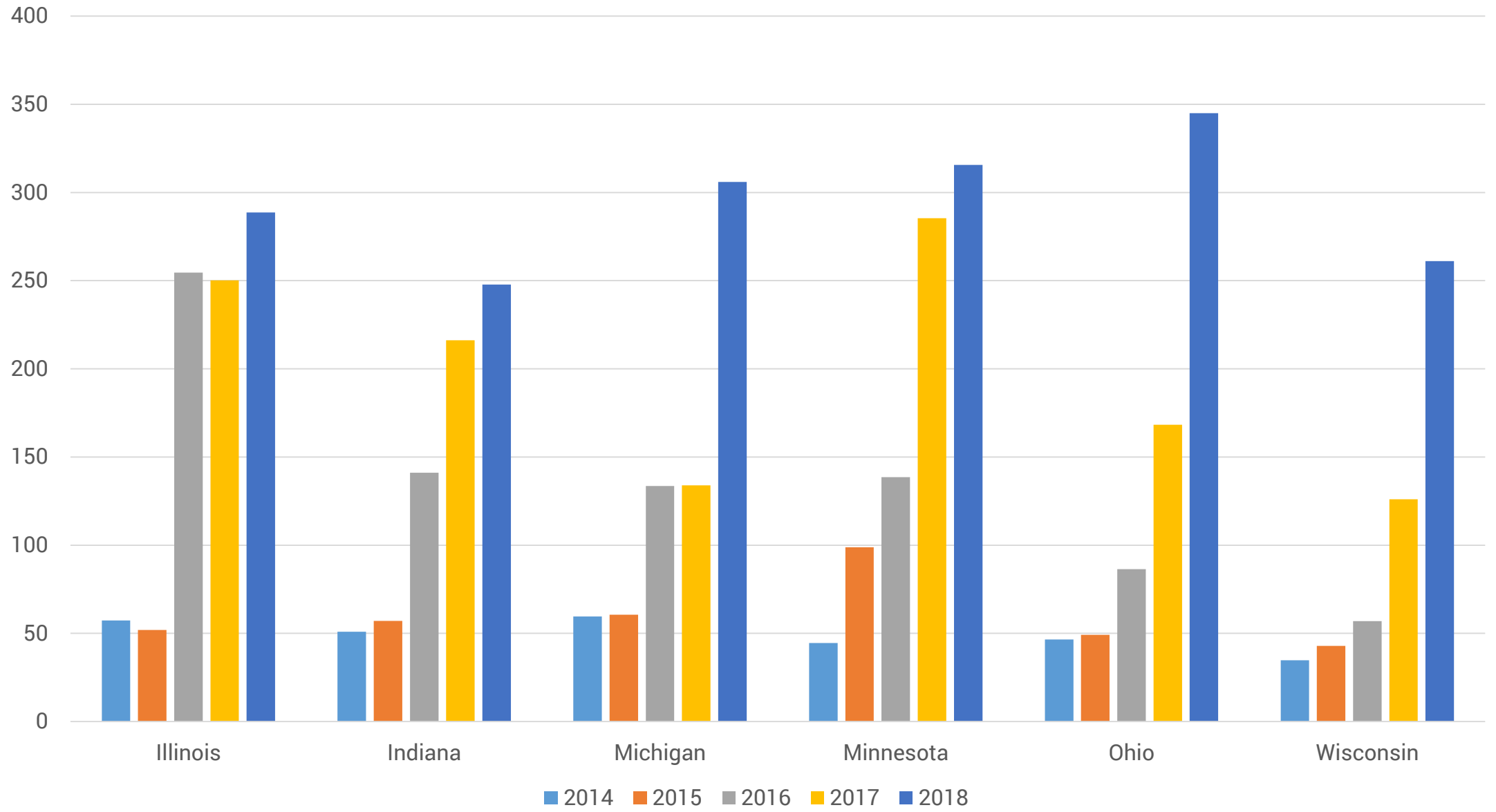


Dirt road

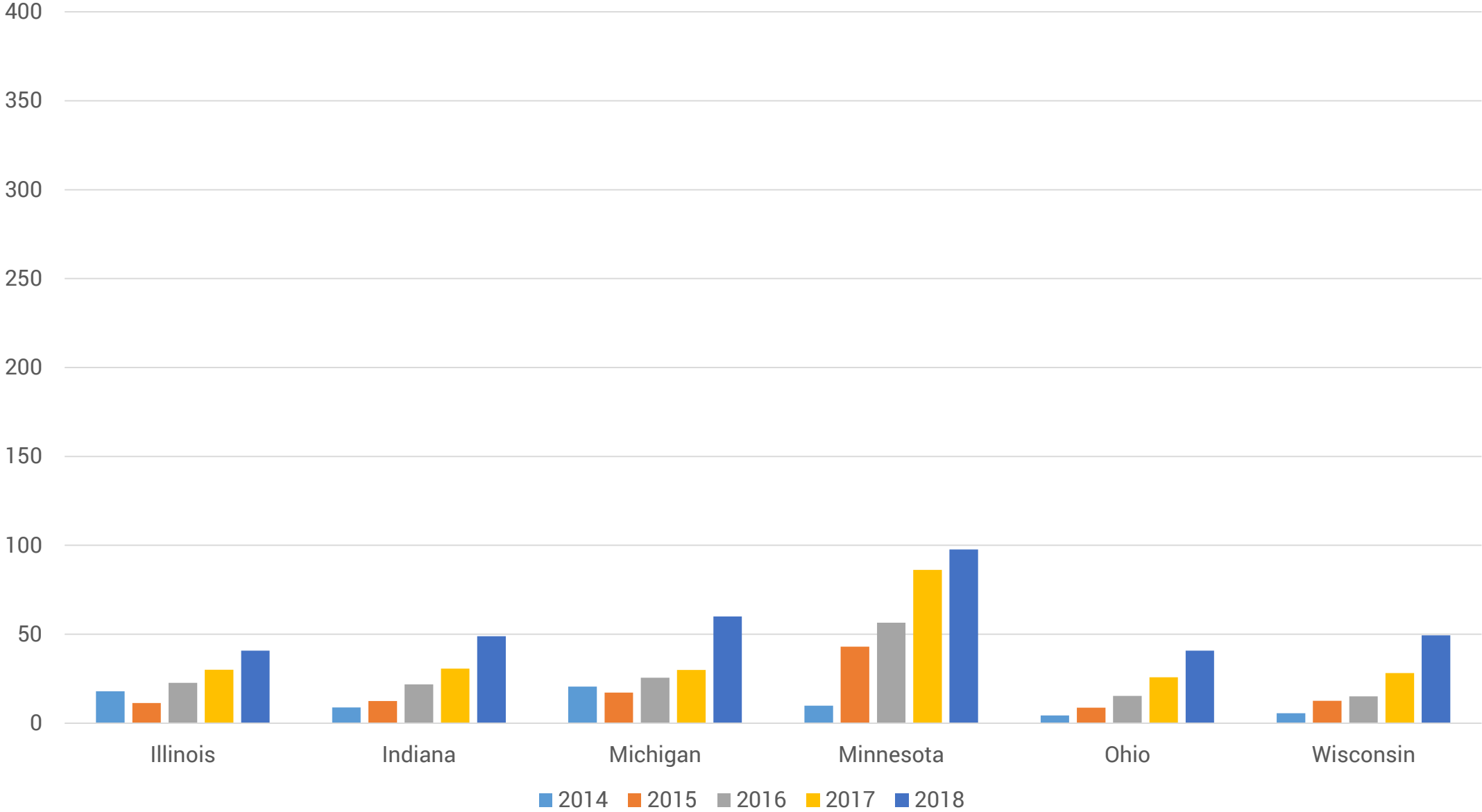


Multi-lane highway

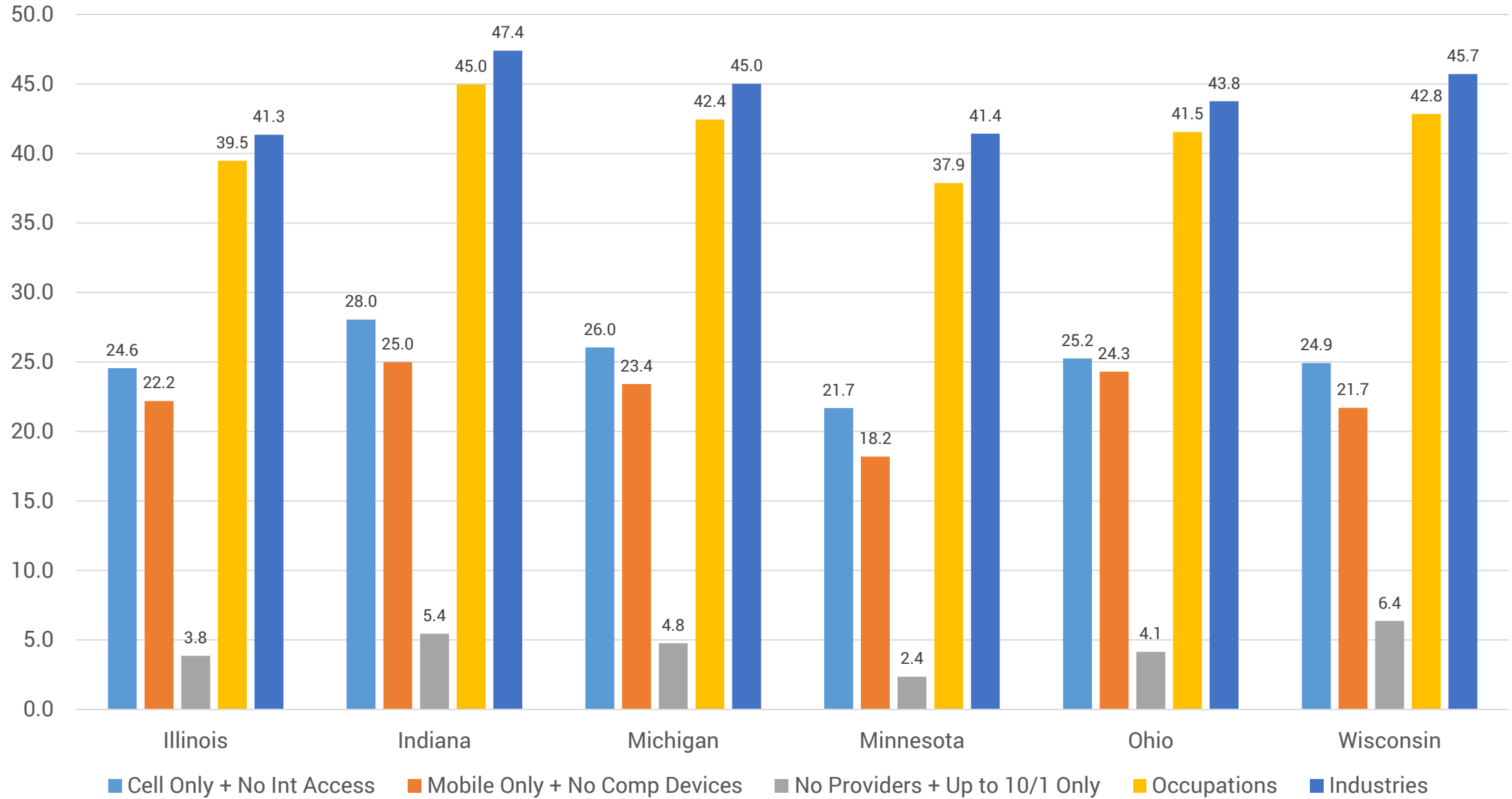
Avg. Adv. Download Speeds (Mbps)



Avg. Adv. Upload Speeds (Mbps)


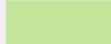




COVID Mitigation Vulnerability







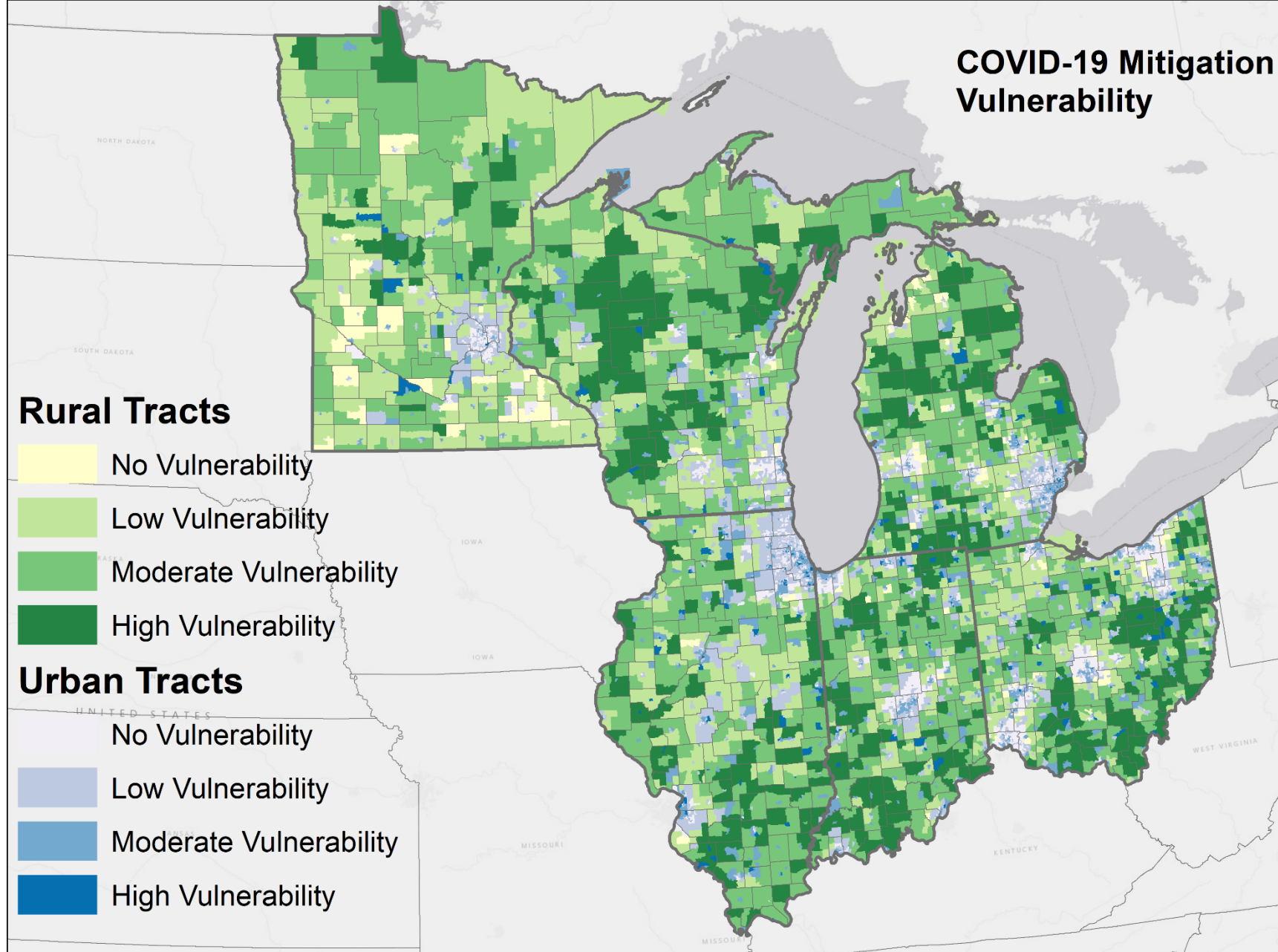
COVID-19 Mitigation Vulnerability

Rural Tracts

-  No Vulnerability
-  Low Vulnerability
-  Moderate Vulnerability
-  High Vulnerability

Urban Tracts

-  No Vulnerability
-  Low Vulnerability
-  Moderate Vulnerability
-  High Vulnerability



Infrastructure Barriers

- Lack of leadership
- Lack of expertise
- Lack of density/ROI inexistent
- Right-of-ways
- Easements
- Topography



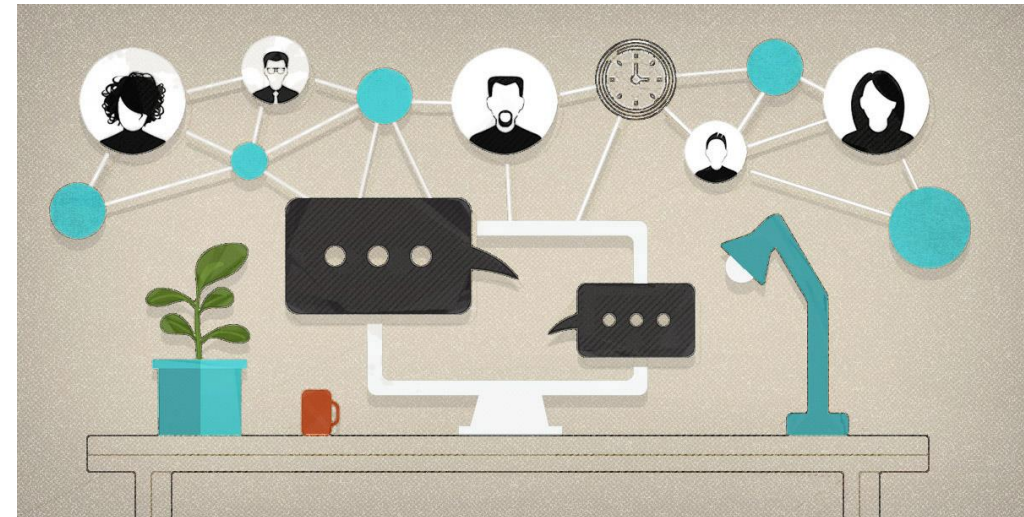
Potential Policy Focus

- Establish digital inclusion or broadband action team
- Upgrade “minimum” speed criteria
- Leverage, rather than exclude, multiple broadband funding sources in same region
- Allow communities to apply for broadband funds to improve empowerment



Remote Work Readiness Survey

- Partnered with state agencies
- 200+ organizations surveyed
- Document “readiness”
- Identify barriers/opportunities
- Educational/training materials



What is PCRD/Extension doing?

Relevant Data

- State of Broadband Reports
 - Identify 25/3 providers
 - Map 25/3 footprint and technologies
 - Data validation
 - Pop., household, & business broadband gaps
 - Digital Distress
 - Homework Gap
 - Digital economy trends
 - Digital Inclusiveness

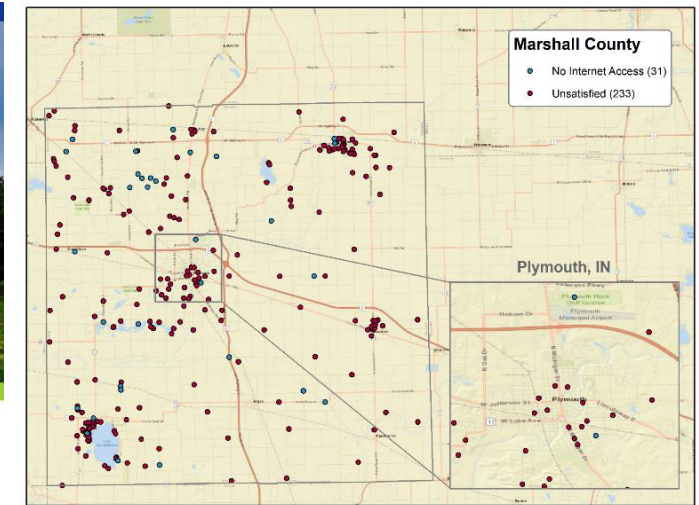
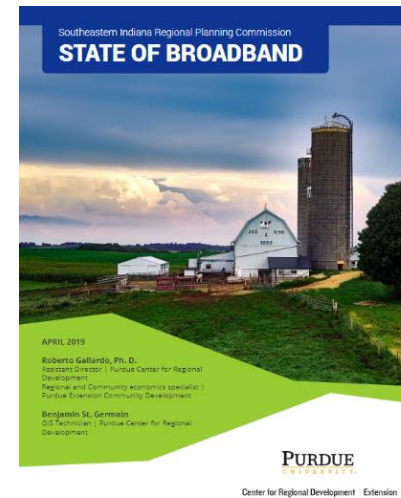


Table 11. Jobs requiring low, medium, and high digital skills in the SIRPC counties, 2010-2017

County	Percent change in low digital skill jobs	Percent change in medium digital skill jobs	Percent change in high digital skill jobs	2010 share requiring high digital skills	2017 share requiring high digital skills
SIRPC	4.8	2.7	7.6	18.2	18.4
Indiana	12.5	6.7	12.9	20.9	21.3
U.S.	17.4	8.7	15.8	24.6	25.1


Source: EMSI 2018 Q4

What is PCRD/Extension doing? Community Engagement

RUSH
county INDIANA

Home County Offices Events Calendar **Broadband Connect** About Rush County

Broadband Connect Home / Broadband Connect



**BROADBAND
CONNECT**
Rush County Task Force

The Rush County Broadband Connect Task Force is an all-volunteer group formed in the spring of 2019 under the leadership of Dr. Roberto Gallardo, assistant director for the Purdue Center for Regional Development.

Members of the task force are representative of county/city government, schools, local economic development organizations, community foundation, farm organizations, utilities, banks, students, private citizens, nonprofits/social service groups, and attorneys.

Information on the program

Vision:
Every home/business in Rush County has affordable, adequate, and reliable internet access and be able to fully participate in a digital economy and society.

Mission:
Work with providers, community leaders, organizations, and residents to improve internet access and digital literacy throughout Rush County.

Goals:

- Goal 1. Improve/upgrade broadband connectivity and access throughout Rush County, Indiana in multiple phases.
- Goal 2. Improve quality and ownership of computing devices throughout the county.
- Goal 3. Improve digital skills and literacy among multiple groups in the community.
- Goal 4. Integrate digital inclusion strategies into the community and economic development efforts.



INSIDE INDIANA[™]
BUSINESS
WITH GERRY DICK

HOME NEWS VIDEO GERRY DICK

Rush County Details 'Digital Inclusion' Plan

Monday, February 17th 2020, 6:11 PM EST
By Alex Brown, Assistant Managing Editor

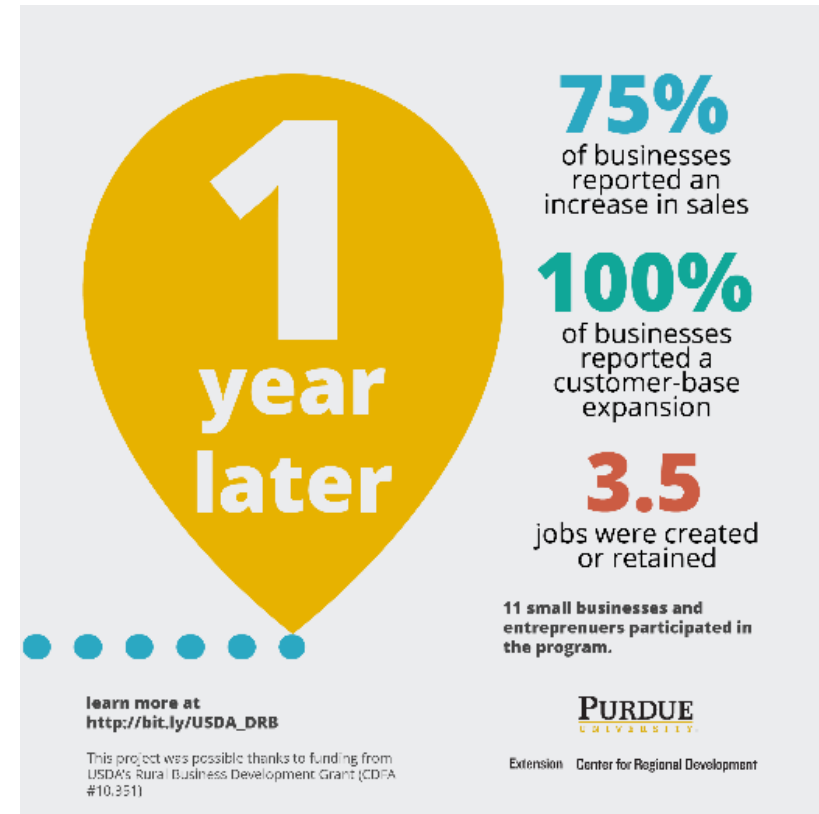


(Pixabay Photo/Michael Jarmoluk)

What is PCRD/Extension doing? Digital Ready Businesses



- From April 2018 through September 2019
- 22 extension educators trained; 16 counties; 89 workshops; 100+ businesses
- Online version & certification
- Android/iOS app study guides



cdext.purdue.edu/dr

What is PCRD/Extension doing? Remote Work Certification

- Four-week online course
- Provides skills to remote work
 - W-2
 - Freelancer
 - Self-employed
- Workflow
- Productivity & time management
- Teams
- Critical thinking



Employability Digital Skills Program (EDSP)

Provide employability digital skills
through online modules

- Connect and collaborate effectively
- Communicate effectively
- Project management

Purdue-backed badge/certificate

