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## FOR IMMEDIATE RELEASE

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### BISC Delivers the Total Solution for States' Broadband Mapping

*The Broadband Information Services Consortium delivers  
a complete solution in response to the ARRA's NOFA.*

**Washington, D.C.**—The Broadband Information Services Consortium (BISC), announced today, provides states with flexible, customized solutions to broadband mapping that address the full supply-and-demand broadband continuum. Led by One Economy, a not-for-profit entity, BISC is a collaborative, transparent, expansive, and intentional approach to broadband mapping designed to make states' applications for federal stimulus funds more competitive. By addressing demand and delivering a dynamically updateable solution, BISC delivers a solution that exceeds the requirements of the American Recovery and Reinvestment Act's (ARRA) Notice of Funds Availability (NOFA) and provides a pathway to adoption.

The Consortium, a collaboration of BroadMap, New America Foundation and One Economy, ensures states will have the most accurate, fully verified, and up-to-date information available for their broadband map, thereby enabling states to more effectively compete for ARRA funds. The BISC's full-scale approach also provides states with strategies to overcome the obstacles of demand, such as digital literacy, relevant content, and public policy once mapping is complete.

"We understand each state's needs are different and an effective mapping solution must have the flexibility to respond accordingly. Through our Consortium, we can offer a turn-key approach or tailor programs with varying levels of support to best position each state when they apply for the broadband grants and loans available through the ARRA," said Daniel Perrone, CEO of BroadMap. "Our collective experience and platform enable us to compile the multiple layers of real-time data of location and serviceability, either as a full-service approach or as a complement to state efforts."

Broadband coverage maps created with geographic information system (GIS) technology provide a competitive advantage to states during the funding application process for \$4 billion in broadband grants and loans available through the ARRA. The Consortium provides broadband serviceability data specified to user locations in GIS-compatible map layers, while also



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incorporating and dynamically updating the nation's most comprehensive database of consumer and business information. These data points and processes create the exacting level of detail and accuracy that each state needs to identify unserved and underserved areas and then apply for grants in these areas.

"Our solution allows us to work with each state to build a program that best fits its unique needs," said Michael Calabrese, VP and Director of the Wireless Future Program for the New America Foundation. "The Consortium goes beyond meeting the requirements of the NOFA to also deliver data, mapping visualization and/or output reports based on the objectives of each state's broadband expansion plan."

The race for states to apply for funding is on; the first round in the submission process is now open and will close August 14, 2009. Public and private entities will compete for more than \$4 billion in federal funds, which will be dispersed in the form of grants and loans to build and expand broadband infrastructure, public computing centers, and sustainable broadband adoption programs. Federal funds are also available for states to create and maintain GIS broadband maps.

"Our Consortium is uniquely positioned to rapidly document gaps in service provision, leverage broadband consumers for data verification, identify obstacles to adoption and build-out, and move very quickly to advance solutions and adoption strategies," said Ken Eisner, Managing Director, OE Ventures at One Economy. "While 'supply-side' mapping to identify unserved and underserved areas will be the immediate priority, the collection of 'demand-side' data can advance state, provider and nonprofit efforts to ultimately achieve universal deployment *and* adoption."

In addition to gathering all required data, BISC confirms the accuracy of the data and surveys through additional sources at a state, county, and neighborhood level. Data collection at the local level can be gathered from consumers of all types online, leveraging New America's *Measurement-Lab* collaboration with Google, and from community-based sources, such as One Economy's national youth corps, the *Digital Connectors*, who provide digital literacy training, and on-the-ground data collection and verification in underserved communities. Mapping information on digital literacy, relevant content, and awareness of the benefits of broadband is essential data that measures affordability and the quality of the consumer Internet experience – not merely the advertised maximum speeds.

BISC believes in extending broadband capabilities to all communities across the United States, allowing children, families, and businesses to realize the social and economic benefits when they connect to their world faster.

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### **About BroadMap**

BroadMap's world class solutions enable governments to plan growth, broadband providers to identify opportunities, and consumer to explore options. BroadMap aggregates critical data from local and national sources and conducts independent verification processes to create and provide the most complete, accurate and up-to-date maps available. The information is the foundation in understanding how to expand broadband serviceability nationwide. BroadMap is headquartered in Richmond, Virginia, with remote offices in Boston, Massachusetts and Redwood City, California. BroadMap believes it is essential to provide states with the information they need to extend broadband connectivity to everyone, empowering local communities and businesses in the digital age. For more information, visit [www.broadmap.com](http://www.broadmap.com).

### **About New America Foundation**

The New America Foundation is a nonprofit, nonpartisan public policy institute that invests in new thinkers and new ideas to address the next generation of challenges facing the United States. New America emphasizes work that is responsive to the changing conditions and problems of our 21st Century information-age. With an emphasis on big ideas, impartial analysis and pragmatic solutions, New America invests in outstanding individuals whose ability to communicate to wide and influential audiences can change the country's policy discourse in critical areas, bringing promising new ideas and debates to the fore. Launched in 1999, the institute is now led by President and CEO Steve Coll, former managing editor of *The Washington Post*, and an outstanding Board of Directors, chaired by Eric Schmidt (Google Chairman and CEO). Through its Wireless Future Program and Open Technology Initiative, New America pursues a mission of ubiquitous and affordable broadband connectivity for all. New America is headquartered in Washington D.C. and also has a significant presence in California. For more information, visit: [www.newamericafoundation.net](http://www.newamericafoundation.net).

### **About One Economy**

One Economy Corporation is a global nonprofit that uses innovative approaches to deliver the power of technology and information to unserved and underserved populations. One Economy builds digital inclusion programs to expand broadband into low-income areas and deliver free or low-cost Internet access and affordable computers. To date, One Economy has brought affordable broadband to more than 300,000 Americans. The organization also trains youth to increase digital awareness in their communities and builds the capacity of local organizations that integrate technology in their work. For more information visit: [www.one-economy.com](http://www.one-economy.com).