



King County Broadband Briefing



Rural Broadband Update - Definitions

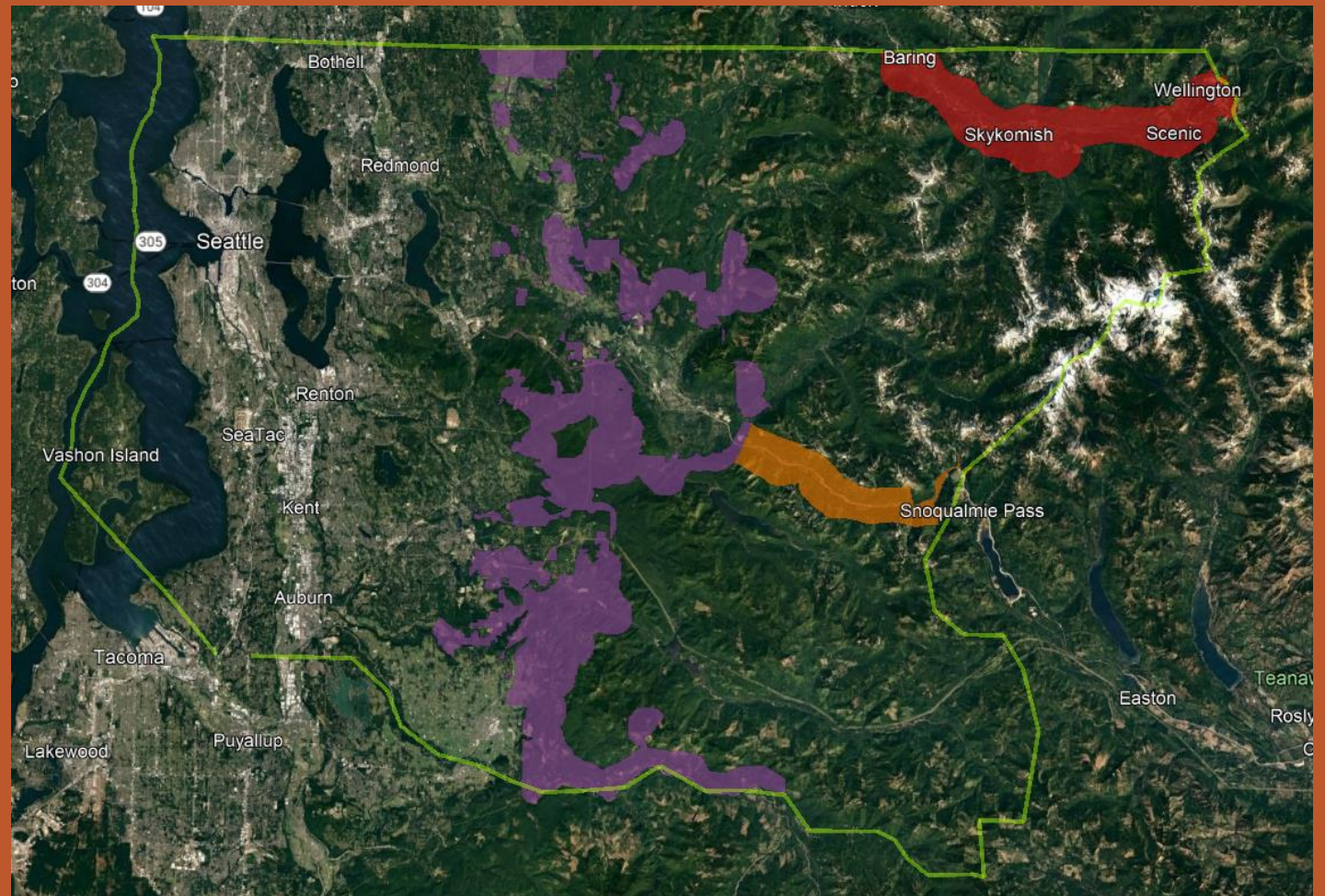
Broadband Access Study (2020)

Residents without internet were categorized into two groups:

- Those **unserved** due to lack of availability/infrastructure
 - Three specific areas in unincorporated King County that do not have high speed broadband infrastructure to the home
 - Non-broadband solutions (wireless 5G LTE and satellite) are not applicable due to infancy and distribution of the technology
 - Public private partnerships for federal funding are identified as potential solutions for unserved homes
- Those **underserved** due to unaffordability, lack of tech literacy, and lack of devices:
 - ACP awareness campaign to address affordability

Unserved

Availability & Infrastructure



Zone	Addresses
Central (Purple)	4,190
Route 2 (Red)	940
I-90 (Orange)	90
Total	5,220

Underserved Opportunities

Barrier or Limitation	Definition	# of residents impacted
Access stressed/limited (Affordability)	Have access and tech skills but impacted by the cost and speed of their connection and service from providers. Believe internet is important but do not have access where they live or rely on limited access including limited cellular data plans or free/public internet only	~336,648
Digital skills limited	Lack technology skills to access and use the internet independently and confidently	~268,648
Device limited	Have access to the internet, but use borrowed devices or share devices with other household members	~100,743
	Total:	~706,039

Unserved Updates and Opportunities

- State broadband funding
 - Applied for and received an \$11.8M Washington State Broadband Infrastructure grant to build fiber infrastructure to 1,421 homes in Duvall
 - Public private partnership with Ziplly Fiber Northwest
 - Finalizing contracts with Washington State Broadband Office (WSBO)
 - Anticipate project start by end of year
- Establishing partnerships with private providers
 - Discovering opportunities for the county to extend internet coverage into the unserved areas of unincorporated King County
 - Comcast, Lumen, WAVE, and Ziplly are all in active conversations
- Funding opportunities:
 - Second round of WSBO funding - Q4 2022
 - Infrastructure Investment and Jobs Act (IIJA) - 2023
 - Broadband Equity, Access, and Deployment (BEAD) funding
 - Working on community engagement meetings with DLS

Underserved Updates and Opportunities

- Affordable Connectivity Program (ACP)
 - Statistics (updated: July 1, 2022)
 - Participating Households: 46,966
 - Eligible Households: 190,000
 - Participation rate: 24.8%
- ACP Awareness Campaign 2021-2022
 - Developed KC.gov toolkit for external constituents, government service providers, and community-based organizations
 - Created ACP public service announcement with KCTV
 - Translated material into 7 languages
 - Direct mail to 161,000 households in rural King County
 - Emailed 67,000 low-income families in four school districts
 - Advertisement in King County voters' pamphlet for 1.4 million voters
 - Created publicly accessible [King County ACP map](#) to track participation rate
- ACP Next Steps
 - Target households that are “Eligible, but not yet subscribed”
 - Update of all materials created in the 2021-2022 awareness campaign
 - Enhance the direct mail campaign by utilizing more specifically targeted data for households that are eligible, but not yet subscribed



Questions
