

FCC CONSUMER ADVISORY COMMITTEE

Recommendation regarding broadband adoption outreach strategies

WHEREAS broadband has been widely identified as an essential contributor to economic growth, national competitiveness and civic engagement in the digital age; and

WHEREAS broadband adoption has been prioritized by the Commission and by other Federal and State governmental entities as a strategic goal;

THEREFORE BE IT RESOLVED that the Commission should be commended for its efforts to prioritize and promote broadband adoption generally and through targeted programs focusing on disadvantaged communities; and

MOREOVER that the Commission should be encouraged to continue and expand outreach to the broadband Internet ecosystem, including specifically to non-regulated industries and other stakeholders outside its traditional regulatory ambit who nevertheless rely upon and benefit from robust broadband deployment and adoption, so as to expand awareness of the importance of broadband adoption and encourage participation in broadband adoption programs, efforts and initiatives; and

MOREOVER that the Commission should be encouraged to highlight the important role of regional and local stakeholders (including tribal nations, governmental entities, and organizations representing underserved communities in broadband adoption) with the track record, expertise and capacity to engage in broadband adoption programs and to specifically facilitate inclusion of such partners in broadband adoption program organized by or facilitated through the Federal government, including the creation of a website for this purpose; and

MOREOVER that the Commission should be encouraged to regularly convene the leaders of the various Federal departments and independent agencies with an interest in promoting broadband adoption to determine best practices for cooperating, sharing resources, promoting opportunities, and establishing or facilitating broadband adoption efforts; and

FINALLY that the Commission should regularly report to its Consumer Advisory Committee on the progress being made to implement these recommendations.

Adopted: September 21, 2012

Respectfully Submitted:

Debra R. Berlyn, Chairperson
FCC Consumer Advisory Committee