



TEAM PROJECT WORKSHEET ✱

Global City Teams Challenge 2020

Smart and Secure Cities and Communities

Date and place created: 2017, Oklahoma Cooperative Extension Service

PROPOSED PROJECT CONCEPT for GLOBAL CITY TEAMS CHALLENGE

<p>Title: Rural Library Hotspot Lending Program</p>	<p>Brief Description: We work with rural libraries across the state to loan out cellular-based mobile hotspots to their patrons. The hotspots can be taken home (or anywhere the cellular signal works) and can connect up to 10 devices. Each library sets their own policies, but hotspots are typically loaned for 1 week.</p>	<p>Challenges and Solutions: Most of the rural communities we work with have very high percentages of households without an internet connection (state average = 17.8%, our communities = 35.6%). These are typically high poverty / low income communities – barriers which lower the likelihood of residential internet access. While wired broadband is not always available in these communities, cellular service is typically present (3G or 4G).</p>
--	--	--

PROJECT APPROACH

<p>Major Requirements:</p> <ol style="list-style-type: none"> 1) Find areas with low levels of home internet connections (city or Zip code-level data is available from the U.S. Census, table S2801) 2) Develop relationships with local representatives of cellular providers who may be interested in the project (Sprint, AT&T, Verizon, etc.). View coverage maps, discuss pricing. 3) Contact local librarians in target cities (with low levels of internet connections; has coverage from an interested provider). Discuss / demonstrate how hotspot works. 4) Work with local librarians on logistics (device packaging, policies for late returns, marketing, survey collection) 5) Hold a monthly sounding board for participating librarians to discuss issues that arise. Help librarians develop ways to fund the program in future years. 	<p>Performance Targets/ Key Performance Indicators (KPIs): We seek to increase rates of residential internet access over the long-term, particularly for lower-income households.</p> <p>Measurement Methods:</p> <ol style="list-style-type: none"> 1) Long-term: Census American Community Survey (ACS) data on home internet access 2) Short-term: Surveys completed after each loan asking about the likelihood of a patron paying \$10 / \$30 / \$50 for a monthly connection. 	<p>Standards, Replicability, Scalability, and Sustainability: We fund between 4-7 hotspots for 4-5 libraries each year, including costs for unlimited data. This funding comes from Oklahoma Cooperative Extension Service (OCES) and non-profits such as AARP. After their first year in the program, libraries are responsible for continuing the program on their own. Most have approached local sponsors (several of whom have placed their logos on the hotspots being distributed) or raised revenue through “Friends of the library” programs. 13 of our 15 libraries have been able to continue the program after the first year.</p> <p>Cybersecurity and Privacy: We do not collect data on websites visited by patrons. We do gather the total amount of data used per device per month, and distribute surveys to patrons about their experience with the device.</p>
--	---	--

PROJECT IMPACTS

Impacts:

- Average patron ranking of the hotspot program: 9.5 / 10
- 75% of participants earn below \$50,000
- 23% felt their internet skills improved after using the device
- Open-ended responses regarding economic / quality of life issues:
 - Helped in job applications / job training programs
 - Used for banking / paying bills
 - Relied on this device for children to complete homework
 - College students without internet used for classes
 - Connected with family / friends
 - Searched for / found useful health information

Status of Commitment: Please note current project status (circle one):

• Implemented **◆ Launched** ◆ Ready for Public Announcement

◆ In Deliberations / Negotiations / Concept only Stage

DEMONSTRATION/DEPLOYMENT

Demonstration/Deployment Phases:
We are currently in Phase IV of our program, with Phase III being completed in July of 2020. We have 4 new libraries that will begin participating in Phase IV, and plan to continue adding 4-5 libraries each year. All of our Phase III libraries anticipate being able to continue the program on their own.

PARTICIPANTS/ROLES

The Name and Email of the Team Lead:
Brian Whitacre, brian.whitacre@okstate.edu

Cities/Municipal Governments (The more cities participate in a team and replicate the solution, the better) :
Currently 15 libraries in these Oklahoma cities: Atoka, Blackwell, Davis, Elgin, Grove, Guthrie, Haskell, Hulbert, Inola, Marietta, Okemah, Pauls Valley, Perkins, Sayre, Seminole

****The Name(s) and Email(s) of the Cities/Municipal Government team member(s) (This information will not be made public but necessary):**
Contact info for librarian at each site can be made available.

Participating technology providers (names of the companies, universities, non-profits, etc.): PCs for People, Mobile Beacon, AARP

*Please note that the content of this worksheet will be made public on the GCTC website, GCTC wiki, and/or in the report of GCTC events, except **the name(s) and email(s) of the Cities/Municipal Government team members.
(Worksheet template created by NIST and Energetics, Inc.)