

# Clay County, West Virginia Digital Equity Plan

September 2024

Sense of Community - Access to pub mtgs, school activities, family  
Expanded Services - Healthcare, phys therapy, health data  
Personal financial transparency  
Direct Communication → Utility access, bill access, chat features  
Remote Work  
Online education | micro credentials

One word  
Support  
Survival  
Necessity  
Access



## Acknowledgements

This plan was written and compiled by Generation West Virginia on behalf of the Clay County Digital Equity Steering Committee. Without their guidance, knowledge and collective wisdom, this project would not have been possible. Steering Committee Members included: Barry McCune, Clay County Broadband Council / Clay County Bank; Shelia Thorne, Clay County Public Library; Region III Planning and Development Council. Thank you for contributing time and wisdom to this plan by attending meetings and otherwise sharing insights and knowledge with the planning team. Your commitment to advancing digital equity is evident in this plan and through the work that many of you are already doing.

We would like to thank the core planning team: Regional Optical Communications, the West Virginia Office of Broadband, and Generation West Virginia. Their ongoing feedback, assistance and perspectives shaped this project and we are grateful for their participation. Thank you to Connect Humanity and their support team from the National Digital Inclusion Alliance, and Reid Consulting.

This plan was created as part of the Appalachia Digital Accelerator, a Connect Humanity program funded by the Appalachia Regional Commission with additional support from Truist Foundation, Ford Foundation and Duke Energy.

The authors developed some text in part with ChatGPT-3.5, OpenAI's large-scale language-generation model. Upon generating draft data summaries, the authors reviewed, edited, and revised the language.

"Clay County, West Virginia Digital Equity Plan" 30 September 2024, James Boggs and Annie Stroud, Generation West Virginia. Distributed to the West Virginia Department of Economic Development Broadband Office, Connect Humanity and Clay County Digital Equity Steering Committee. Digital version available at this link: [www.generationwv.org/broadband](http://www.generationwv.org/broadband)



## Key Acronyms:

<b>WVDED</b>	West Virginia Department of Economic Development (WVDED) is the state agency responsible for leading broadband and economic development initiatives, including the implementation of the Digital Equity and BEAD programs.
<b>BEAD</b>	Broadband Equity, Access, and Deployment (BEAD) is a federal program providing \$42.45 billion to states for planning, infrastructure deployment, and adoption programs related to high-speed internet access. West Virginia's BEAD allocation plays a crucial role in its statewide broadband and digital equity initiatives
<b>DEA</b>	The Digital Equity Act (DEA) is part of the Infrastructure Investment and Jobs Act (IIJA) aimed at promoting digital equity and supporting digital inclusion activities through various grant programs.
<b>GWV</b>	Generation West Virginia (GWV) is an organization involved in digital equity initiatives and other programs aimed at improving opportunities and outcomes for young people in West Virginia.
<b>RPDC</b>	Regional Planning and Development Councils (RPDC) are organizations that play a key role in community engagement and the execution of listening sessions to gather data on digital equity needs across West Virginia.
<b>ISP</b>	Internet Service Provider (ISP) refers to companies that provide internet access to consumers and businesses. ISPs are critical stakeholders in deploying and improving broadband services across the state.
<b>BSL</b>	Broadband Serviceable Location (BSL) is defined as a business or residential location where fixed broadband internet access service is, or can be, installed. Understanding the location of BSLs is crucial for mapping and planning broadband infrastructure.
<b>CAI</b>	Community Anchor Institutions are community resources including entities such as a public school, a public or multi-family housing authority, a library, a medical or healthcare provider, a community college or other institution of higher education, a State library agency, and any other nonprofit or governmental community support organization.

*Table 1. Key Acronyms*

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# EXECUTIVE SUMMARY



# Executive Summary

It is a changing world where access to the digital economy is becoming increasingly more critical as essential services like healthcare, education, business, and jobs move towards requiring quality connectivity. Clay County faces significant challenges to broadband access. Despite the current barriers and stark digital divide, residents and organizations in the county have a clear vision for the future if, and when some of these challenges are met.

Meaningful internet connectivity is a community asset that enhances the quality of life for residents and catalyzes economic growth in the 21st century global marketplace. It facilitates e-commerce, remote work, distance learning opportunities, telehealth, entrepreneurial innovation, civic and social engagement, and more, all of which contribute to societal progress. There are many barriers for residents in our communities to benefit from these opportunities. In order to reach **Digital Equity**, the condition or place where all members of our community have access to the resources they need to participate in digital society and economy, it will take dedicated work and effort to minimize these barriers.

This project was a year-long planning effort in partnership with Generation WV and the Clay County Digital Equity Steering Committee. This plan contains an examination of the current “State of the



Figure 1. Clay County Courthouse

County” as it relates to digital equity, economics, the goals and vision for a connected Clay County, as well as extensive appendices that outline the goals and vision for a connected community, and recommends practical strategies to achieve the goals and vision. The analysis and recommendations in the plan are supported by extensive appendices with key data, resources, and research for ongoing digital inclusion projects. This plan is just the start, it provides a baseline and puts forward solutions to improve broadband connectivity and affordability locally, and help prepare Clay County for upcoming Digital Equity Implementation funds including the Digital Equity Act (DEA) federal funding programs.

Today’s broadband users deserve a connection that is accessible, affordable, and reliable, which was amplified by the COVID-19 pandemic and its impact on day-to-day lives. This can be advanced by training programs that provide low cost or free devices and training focused on security and privacy. This plan is just the beginning. “Internet For All”,<sup>1</sup> continued planning, and Digital Equity programming will play a crucial role in achieving Clay County’s vision for the future.

## Highlights

- Broadband infrastructure in Clay County remains a challenge with **19.4%** of households reporting **no broadband subscription at all**. The baseline lack of internet access is a key issue in the county however it does not paint the full picture of the need.
- With **34.6% of County residents living at or below 150% of the national poverty threshold** and an average per capita income of \$23,264, many challenges can be attributed to affordability however this is just one of many challenges identified in this plan.
- **16.9%** of residents report no device at home. In the District A tax district, up to **23.7% of households do not have access to a device of any type**, including a smartphone. This indicates significant disparity within the county.
- Low income residents (34.6%), aging residents (21.2%), and residents with disabilities (23.2%) make up significant percentages of the local population in Clay County. **These residents face additional and specific barriers to accessing online resources** and likely require additional support and/or targeted solutions to meet their needs.
- There is a high proportion of **veterans (8.9% of the population)** in the county and these residents may benefit from targeted outreach efforts.
- There are **low literacy rates (7.1% of the population)** in the county and these residents require additional support in learning to navigate text-based online resources.

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<sup>1</sup> West Virginia Broadband Office Internet For All Campaign, <https://internetforallwv.wv.gov/>

Key Challenges	Possible Solutions
Lack of access	<b>Continued broadband build out and affordability efforts.</b>
Lack of training/education	<p><b>Digital Navigators:</b> Placing digital navigators in community gathering spots such as libraries.</p> <p><b>Digital Skills training:</b> Developing training and education programs for key populations</p>
Fear of technology and privacy concerns	<b>Cybersecurity / scam prevention.</b> Including increased transparency from websites/apps and how they use the data they collect, increased training and knowledge to prevent scams and hacking
Distrust of ISPs	<b>Better Communication:</b> Increased transparency from internet service providers in the County about their plans and where service is planned.

*Table 2. Top Digital Equity Barriers and Solutions in Clay County*

Digital inclusion projects in Clay County would have a significant positive impact for key populations identified as having greater barriers to internet access. Low income residents (34.6%), disabled individuals (23.2%), aging individuals (21.2%), veterans (8.9%), and individuals with low literacy (7.1%) would most benefit by efforts to increase educational opportunities through training programs and digital navigators, affordability through transparency from ISPs and websites/apps, and availability through improved access to public meetings, healthcare services, and online education.

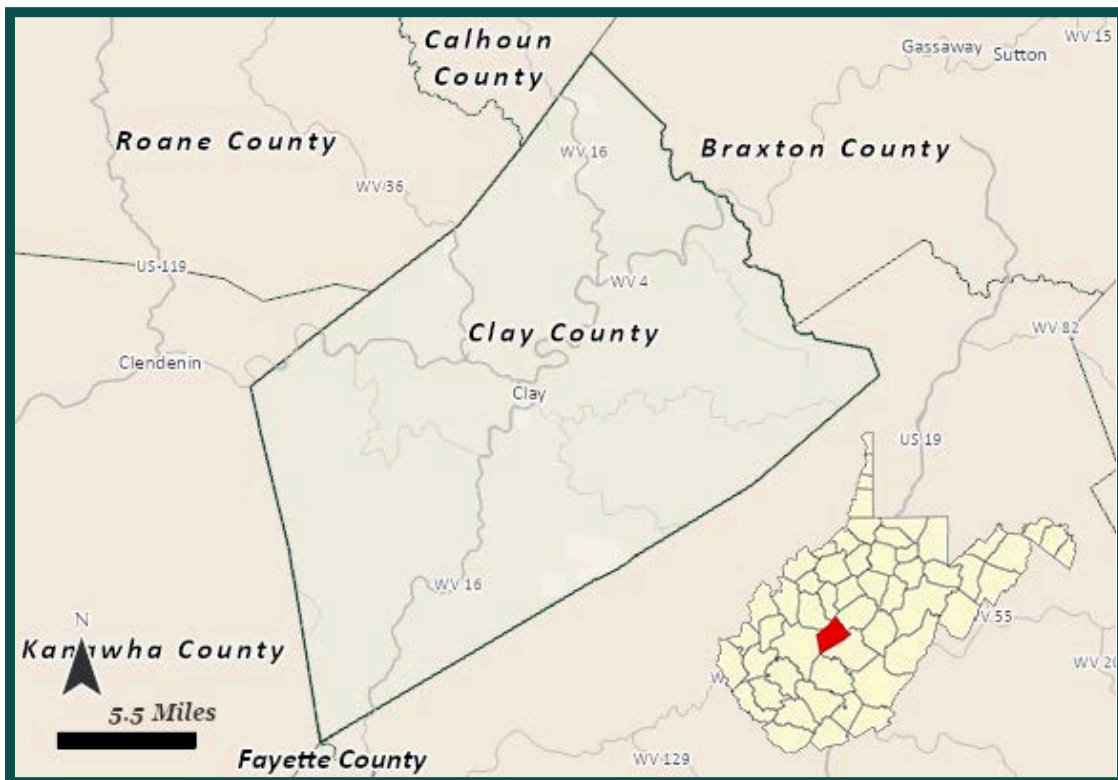
By establishing partnerships with stakeholders already working in the community, Clay County can extend the impacts of proposed digital skills, literacy, and access programs in the community. Clay County stakeholders will continue to engage and seek feedback and participation from covered populations to encourage and develop projects that create positive and measurable outcomes for the whole community.



# | INTRODUCTION

## Introduction

Clay County is located in the Central Region of West Virginia. Clay County has a rich economic and cultural history. Clay County was founded in 1858 and named in honor of Henry Clay, a notable American statesman, U.S. Senator from Kentucky, and U.S. Secretary of State. It has a population of 8,051, with a population density of 27.5 people per square mile and a total land area of 341.9 square miles. The county seat, also named Clay, hosts the county government. Clay County was initially named Henry and then Marshall before finally being named for Henry Clay. Contributing to the local economy are coal mines, natural gas wells, farming, and small businesses. The county is also notable as the origin of the Golden Delicious apple, which originated on Porters Creek. The history and story of Clay County provide valuable context and background for the current state of connectivity and digital equity and the connected future that Clay County residents envision.



*Figure 2. Map of Clay County West Virginia*

### Why Broadband and Digital Equity?

When we talk about broadband connectivity, we often think exclusively of the physical infrastructure itself: the lines, wires, towers that bring broadband access to our communities. Adequate infrastructure is the critical first step to ensuring people have access to the internet and therefore, equitable access to the digital economy. However, access to internet infrastructure does not automatically connect communities and residents to its benefits and make them participants of a digital economy. To do this,

we need to address some of the economic, social, and other barriers facing our communities. This work is known as “Digital Inclusion” (or “Digital Equity”).

Digital Inclusion programs will significantly contribute to realizing the vision for Clay County. These initiatives aim to ensure that all residents have equal and affordable access to internet services. By providing access to digital tools and resources such as telehealth services, entertainment options, and educational opportunities, these programs can enhance residents' quality of life. They also support economic growth by enabling telecommuting and attracting new residents and businesses to the area. By prioritizing reliable broadband coverage and promoting digital literacy, device programs, and affordable access, digital inclusion programs will create a more connected and prosperous community, where everyone has the opportunity to thrive.

In addition, these programs help prepare communities for broadband expansion planned as part of the Infrastructure Investment and Jobs Act (for more information see “About this Project” below). Internet Service Providers (ISPs) determine their return on investment and long-term maintenance decisions on the number of subscribers they can count on in any given region. Especially in rural areas, digital inclusion efforts can dramatically increase the “take rate” or number of subscribers to the internet resulting not only in further opportunity for local residents, but also ensuring the longevity and return for the businesses providing the broadband internet service. Laying fiber up a rural valley with 10 households looks different if only 1 person on the road subscribes, versus 5 or 6 households subscribing since they may now have the skills, knowledge, affordability assistance, and/or reason to use the service.

### **About this project**

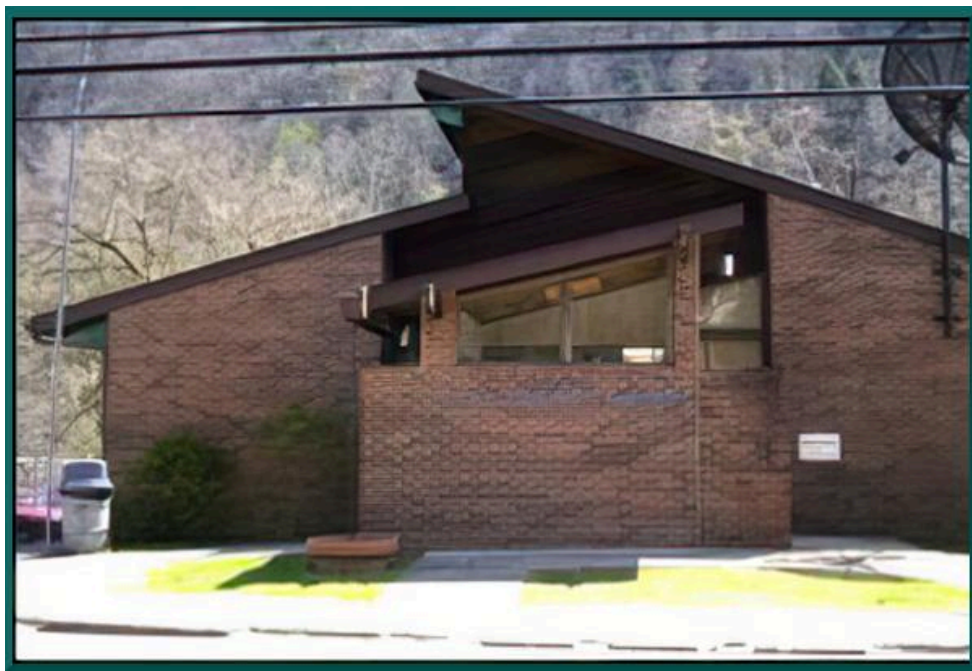
In 2021, the Infrastructure Investment and Jobs Act (IIJA) was signed into law by President Joe Biden. Among many other provisions, the law established the Broadband Equity, Access, and Deployment (BEAD) Program, the federal government's most ambitious investment in high-speed, affordable internet to date with over \$42 Billion dollars allocated nationally. Of this, 1.2 billion dollars is allocated to West Virginia. In addition, Congress passed the Digital Equity Act (DEA) for \$2.75 billion that supports digital inclusion planning and programs across the United States. It is anticipated that over \$9 million will pass through to West Virginia projects.

The West Virginia Department of Economic Development Office of Broadband (WVDED), guided by the Broadband Enhancement Council, has been working to meet National Telecommunications and Information Administration (NTIA) requirements to receive the \$1.2 billion of broadband infrastructure funds allocated to West Virginia. As part of this requirement, all states were required to develop a [State Digital Equity Plan](#). This plan provides an overarching umbrella and priority strategies for Digital Equity and Digital Inclusion in West Virginia. First published in 2023, the State Digital Equity Plan is informed by outreach to partners across the state, stakeholder feedback and community listening sessions, and provides the framework for state priorities around equity, adoption, and inclusion.

In 2023, Generation West Virginia (GWV) began coordinating state partners and facilitating digital equity planning across 18 counties in West Virginia, as part of an Appalachian Regional Commission (ARC) ARISE grant to Connect Humanity, a national nonprofit focused on broadband connectivity.

GWV worked closely with [Regional Optical Communications](#) (a consortium of 19 West Virginia counties spearheaded by Regions 1 & 4 Regional Planning Councils) and the [WVDED Office of Broadband](#) to reach out to county stakeholders and pull together the County Digital Equity Steering Committees. The Clay County Steering Committee guided the outreach and planning efforts in the County, which included identifying community partners, overseeing outreach to the community, planning the community workshop, and providing direction to the planning process.

In spring of 2024, each county hosted a Community Workshop where the core planning team shared information about digital inclusion and presented county specific assets and data, and community members shared their knowledge to highlight barriers, goals, vision, and potential digital equity projects. Clay County's community workshop was hosted at Clay County Public Library in Clay, West Virginia on April 11, 2024 with eight attendees who provided valuable feedback and insight. The session addressed the digital divide and aimed to create a vision for digital equity in the community. Key topics included the current state of digital inclusion, barriers such as fear of technology, privacy concerns, and limited internet access, and potential solutions like digital navigator programs, training and education initiatives, and increased transparency from ISPs. The workshop facilitated a meaningful dialogue among stakeholders, providing crucial input for advancing digital equity efforts in Clay County.



*Figure 3. Clay Public Library, Clay, West Virginia,*

Following the workshop, the team analyzed meeting notes and identified and prioritized solutions to improve broadband connectivity and affordability locally, and to prepare Clay County for the upcoming implementation of Digital Equity Act (DEA) federal funding programs.

Project planning and development efforts also took place in the spring/summer of 2024 in preparation for the West Virginia Office of Broadband State Capacity subgrant programs.

### **Relation to State Digital Equity Planning**

This plan is a focused and localized examination of the conditions in Clay County and addresses content related to the State's Digital Equity goals. With three overarching goals identified by the state in mind, this plan helps highlight the barriers and potential solutions specific to the needs in Clay County, and fills in the framework outlined by the West Virginia State Office of Broadband. This planning process also allowed the Clay County Digital Equity Steering Committee to highlight potential solutions and inform future projects and state priorities. As outlined in the West Virginia Digital Equity Plan, the West Virginia Office of Broadband Digital Equity team is committed to continuing to work with counties and municipalities to further digital equity planning and project development. More information about State planning efforts are outlined in the section [Digital Equity and Connectivity in West Virginia](#) below.

## **Key Concepts**

### **What does connectivity mean?**

Connectivity refers to the ability of individuals and organizations to access and interact with the global network known as the internet. This connection allows for the transmission and exchange of data, enabling users to browse websites, send emails, stream videos, participate in social media, and utilize various online services and applications. Typical technologies used to connect to the internet are broadband via fiber, cable, and copper lines; fixed and mobile networks via towers; or satellite connections.. In our changing world, internet connectivity is crucial for our communities because it enables access to vital information and services, enhances educational opportunities, and fosters economic growth across sectors. The internet allows people to connect with loved ones, access healthcare resources, participate in the digital economy, and fully participate as informed citizens.

### **Note on broadband speed.**

Nationally, to be considered "served" by broadband service providers, a household needs to be able to access at least 100 mbps download and 20mbps upload speeds (100/20 mbps). The FCC increased required speeds from 25 mbps down and 3 mbps upload in March of 2024. These speeds ensure that there is enough connectivity for virtual meetings, data transfer and uninterrupted transactions.



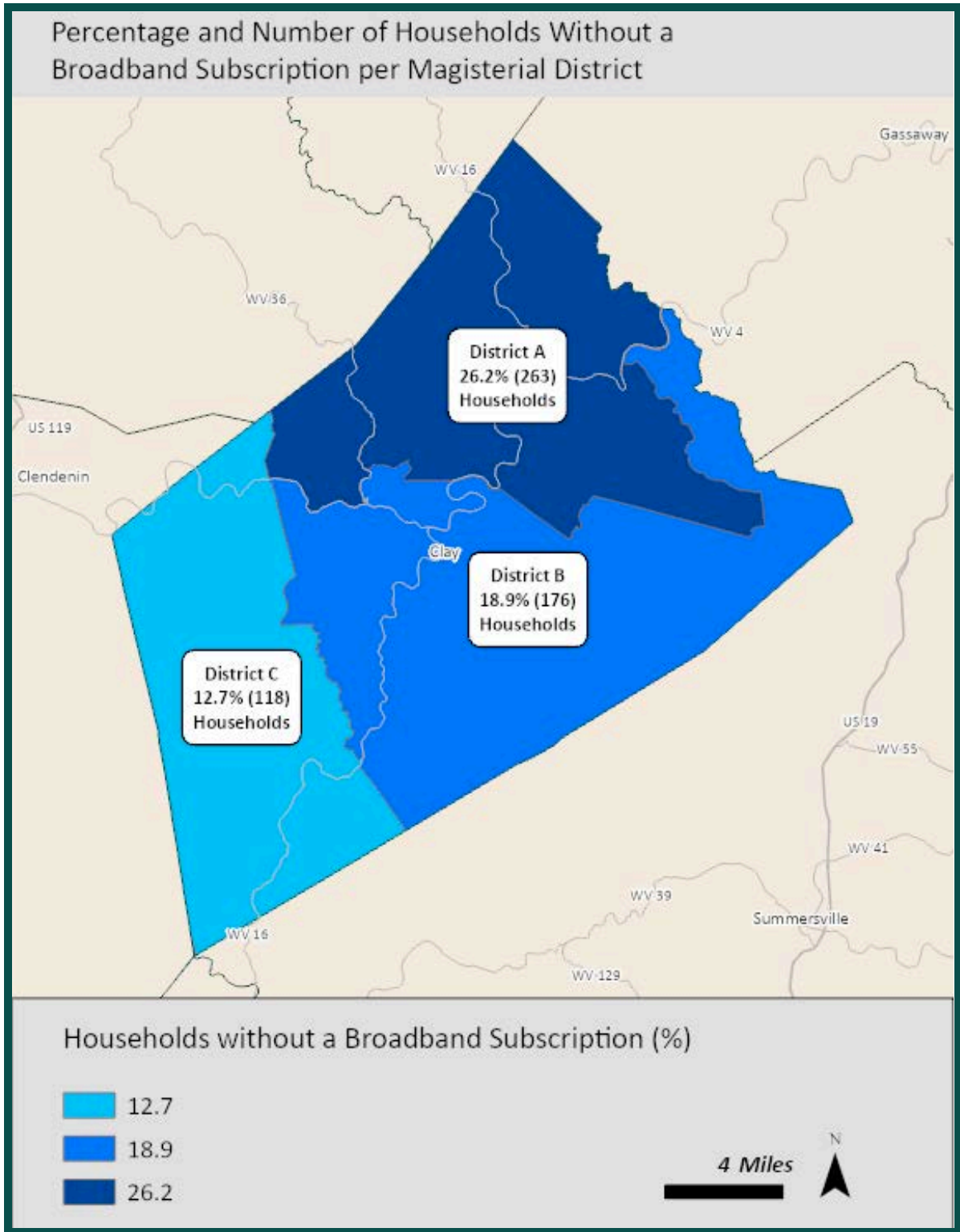
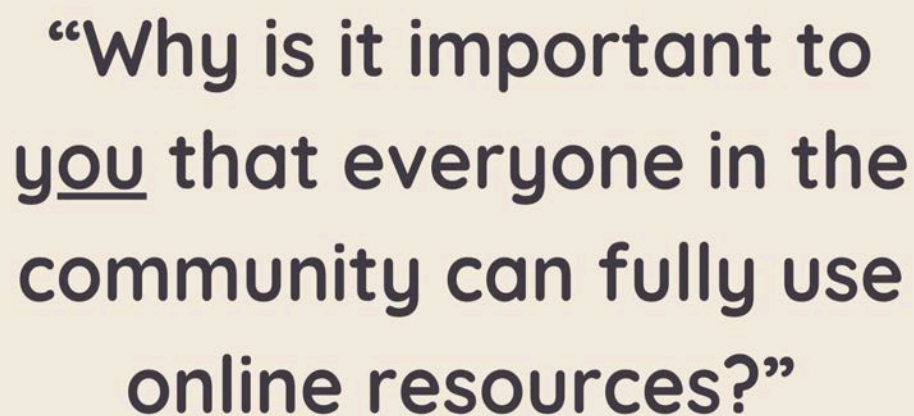


Figure 4. Map showing the percentage of households without a Broadband Subscription by Magisterial District.

## What is Digital Equity and Digital Inclusion?

These terms at their core mean that no matter their background or where they live, all people have the skills, tools, and opportunities to use technology in their daily lives. This work encompasses several key elements. First, the concept of the Digital Divide. The Digital Divide is the gap that exists between those that do have access, skills, devices, and the means to access online resources - and all of those that do not. Digital equity is the condition or place that we hope our communities reach where all members of our community have access to the resources they need to participate in digital society and economy. Digital inclusion is the work, or the activities necessary to reach the condition of digital equity. These activities include 1) having reliable broadband access; 2) having the skills to use it; 3) having the devices to access it; 4) having the financial means to afford it; and 5) having access to technical support when something goes wrong.<sup>2</sup>

Fully accessing online resources looks very different based on each individual situation. For example, an individual with vision or mobility challenges with access to a standard device without the knowledge of how to change font size settings and/or use audio playback and dictation features faces a significant barrier to accessing online resources. Another example is there are programs that provide low income or at-risk residents with a device, however, without additional support on affordability, they may not be able to fully utilize these resources and/or be unable to maintain the subscriptions necessary for effective use. Additionally, even within the solutions, different populations may have different learning needs. For example, an individual transitioning to a new industry mid-career who never needed to use a computer for work before will have different training needs than a young adult for whom computers and screens have been present their entire life.



“Why is it important to you that everyone in the community can fully use online resources?”

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<sup>2</sup> National Digital Inclusion Alliance, Definitions (Accessed June 2024) <https://www.digitalinclusion.org/definitions/>

## Covered Populations

Throughout this plan, and across digital equity planning, the term “covered populations” is used to refer to individuals in our community who face additional barriers to broadband access and getting on the internet. These groups are prioritized in grant-supported initiatives and strategic planning by NTIA in the Digital Equity Act. The Digital Equity Act identifies these individuals as the following eight "covered populations" that are disproportionately affected by digital inequity:

- Individuals in households with incomes at or below 150 percent of the poverty line
- Individuals aged 60 or older
- Veterans
- Individuals with disabilities
- Individuals facing language barriers (including English language learners and those with low literacy)
- Members of racial and ethnic minority groups
- Individuals living in rural areas
- Individuals incarcerated in non-federal correctional facilities

These populations face challenges in accessing the internet due to a variety of often overlapping reasons. For example, an individual may face accessibility barriers due to sight or mobility reasons as a disabled person, but may also be part of an aging population and struggle with fixed income and therefore affordability challenges.

Throughout the planning process, the Clay County Steering Committee and GWV project team have tried to keep in mind the key populations present in Clay County, and want to highlight the crossover barriers that these individuals face. This list above is also not exhaustive. These are the individuals defined in federal code; however, there are often other populations in our communities that may face challenges. Some examples residents brought up in the Community workshop include youth, formerly incarcerated and those in recovery.

## Digital Equity and Connectivity in West Virginia

West Virginia’s leadership recognizes the importance of broadband connectivity. In 2016, the West Virginia Legislature created the Broadband Enhancement Council for the overarching goal of expanding broadband to reach un- and underserved residents in the state. In 2021, the West Virginia Office of Broadband within the West Virginia Department of Economic Development was established. The comparatively early focus on broadband infrastructure allowed the state to focus on research, speed testing, and infrastructure investment through the West Virginia Broadband Investment Plan, a \$236 million initiative with nearly 40 projects awarded to date, touching 40 counties. These efforts set the office up for successful planning and implementation of the upcoming BEAD funds, with \$1.2 billion allocated to the State of West Virginia for broadband infrastructure development.

## State of Broadband Infrastructure in West Virginia:

The rural nature of the state, mountainous terrain, and challenging economic conditions have all led to the disparity in broadband connectivity for West Virginia residents<sup>3</sup>. West Virginia comes in 50th for broadband connectivity, according to a 2023 Broadband Now Report<sup>4</sup> with more than 19% of the population unable to access an internet plan of at least 25/3<sup>5</sup>. With a total population of 1,792,967, this means one in ten West Virginia residents is not able to purchase an internet plan of at least 25/3. Since publication, the official definition from the Federal Communications Commission (FCC) of broadband has been increased from 25/3 to 100/20 to account for greater data needs of today's digital world. As of December 31, 2022, only 64.8% of West Virginia's "broadband serviceable locations" are fully served under the new federal standard, with at least one internet service provider offering speeds of at least 100/20<sup>6</sup>. US News and World Report's Internet Access Rankings places West Virginia last on their list as well, with broadband subscription rate and access to gigabit internet as large factors for its ranking.<sup>7</sup>

## Economic Impacts

It is difficult to discuss challenges in West Virginia without mentioning the decline of the coal industry. This decline has, and continues to cause, generational impacts across the State: communities that have suffered major job losses now face increased disparities in wealth, income, educational attainment, and employment outcomes relative to the rest of the country. During the COVID-19 pandemic, the digital divide became starker than ever, as the lack of broadband access in West Virginia communities stifled economic activity, disrupted services, and widened educational achievement gaps, derailing years of efforts to address disparities caused by coal decline. **Economic diversification, a key path forward for West Virginia communities and the State as a whole, requires access to high-speed internet.**

## Digital Equity Statewide

As a key factor to the success of infrastructure expansion, and the national goal of connecting all citizens, the BEAD program required all states to complete a digital equity plan in order to obtain BEAD funding. The WVDED established a position at the State Office of Broadband focused on the Digital Equity Act and began a year-long planning process to identify barriers and goals, leading to the creation of a digital equity plan covering the entire state. The West Virginia Digital Equity Plan was first published for public comment in July 2023, with a final draft submitted to NTIA and made publicly available in December 2023. As a part of WVDED's ongoing plan implementation, the West Virginia Digital Equity Plan will receive annual updates through the duration of the program. This plan was the first comprehensive examination of digital equity in the state. With the highest percentage of covered populations (96.6%)

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<sup>3</sup> West Virginia Broadband Enhancement Council, West Virginia State Broadband Plan (2019) Available online: <https://broadband.wv.gov/resources/west-virginia-broadband-plan/>

<sup>4</sup> Broadband Now, Accessed June 2024,

<https://broadbandnow.com/research/best-states-with-internet-coverage-and-speed>

<sup>5</sup> Previous definition of broadband. FCC updated the definition to 100mbps down/ 20 mbps up March 2024.

<sup>6</sup> West Virginia Broadband Office BEAD 5 Year Action Plan (2023)

<sup>7</sup> Regional Optical Communications, 2023 Statewide Broadband Study Report (2023).

nationwide,<sup>8</sup> and over 35% of its citizens living in unserved or underserved areas, digital equity initiatives have great potential to move the needle in West Virginia.

The West Virginia Digital Equity plan, available at [broadband.wv.gov](https://broadband.wv.gov), provides a clear picture of the needs and opportunities for change in the state. The vision defined by the Office of Broadband is as follows:

## **WV Vision For Digital Equity:**

**“Ensure that all West Virginians have the resources they need to participate in the digital world and achieve the numerous benefits of digital equity.”**

In order to reach this vision, the State has lined out a series of goals and outcomes which are listed below in Table 3. These overarching goals provided a framework and guideposts for this project, and the potential solutions, projects, and initiatives that Clay County considered as part of their community planning.

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<sup>8</sup> U.S. Census Bureau | National Telecommunications and Information Administration, Digital Equity Act Population Viewer,( Accessed June 2024)  
<https://www.census.gov/programs-surveys/community-resilience-estimates/partnerships/ntia/digital-equity.html>

**WVDED Office of Broadband Digital Equity Goals:**

**Goal 1: Realize Affordable Connectivity**

**Objective 1.1:** Increase enrollment in the Affordable Connectivity Program (ACP)<sup>9</sup>

**Objective 1.2:** Complete broadband deployment as a part of the BEAD Five-Year Action Plan to increase the number of available internet service providers and increase competition

**Goal 2: Secure Device Access and Affordability**

**Objective 2.1:** Create a sustainable program to provide device distribution, lending, and recycling

**Objective 2.2:** Ensure citizens receive technical assistance for their newly acquired devices

**Goal 3: Elevate Digital Skills and Accessibility of Public Services**

**Objective 3.1:** Make digital literacy training in cybersecurity, privacy, telehealth, and more, available to all West Virginians, including all covered populations.

**Objective 3.2:** Ensure websites and online services hosted by state agencies are accessible for all West Virginians

*Note that a fourth goal supporting Local Digital Equity Planning has been proposed, however final priorities from the State Digital Equity Plan are pending approval from NTIA.*

*Table 3. WVDED Office of Broadband Goals and Objectives, V.1, January 14, 2024*

The success and sustainability of digital inclusion efforts are dependent on community participation and feedback. The Clay County Steering Committee greatly appreciates the support of the West Virginia Office of Broadband in providing support and guidance throughout this planning process.



<sup>9</sup> The ACP expired in May 2024 and has not been renewed. The WVDED Office of Broadband is updating State Digital Equity Goals to reflect this change. As of time of publication the updated plan has not been released.

## Overview: Digital Equity in Clay County

**What story does our data tell us about connectivity and how our communities access the digital economy?** In order to better understand the situation for residents of Clay County, it is important to examine some key indicators and understand the barriers as experienced by those living in the community. This data was gathered between November 2023 and June 2024.

### Snapshot: Demographics

Clay County is home to 8,049 residents located within 344 square miles, having an average of 23 people per square mile. It is a rural county, with a USDA Rural-Urban Continuum Code (RUCC) of 3, which indicates a rural area that is near the Charleston and Beckley metro areas. Any county with a RUCC code between 4 and 9 is classified as rural and Clay is considered rural based on US Census population data. Rural residents and businesses often face basic infrastructure and logistics challenges to accessing quality internet. Approximately 97% of West Virginia's total residents are classified as rural.

There are 2,864 households in Clay County. The county is majority white, with the racial/ethnic minority population at 3%. The county is majority English speakers with 1.1% of the population identified as English language learners. Literacy rates in the county are 7.1%. The county has high poverty, qualifying as a "Persistent Poverty County" according to the USDA, which defines persistent poverty as having 20% or more of the population living in poverty over the last 30 years.<sup>10</sup> High instances of poverty are a significant barrier that affect the ability of residents to access and use online resources.

The Appalachian Regional Commission has designated Clay County as distressed based on three economic indicators: high unemployment rates, low per capita income, and poverty rates that are at least 150% of the national poverty threshold. Counties designated as distressed fall within the lowest 10% of counties out of the 423 counties in the Appalachian region according to ARC's rating. The number of county residents living at or below 150% of the national poverty threshold is 2,746 (34.6%). The average per capita income is \$23,264, and the unemployment rate is 6%. The need is clear. Digital inclusion efforts play a key part in boosting incomes and job access. A report on digital skills published in 2023<sup>11</sup> found that 92% of jobs require digital skills, highlighting how digital literacy is a critical baseline in today's economy and has a direct impact on the success of workforce development and economic development initiatives.

In addition to the major demographic indicators, it is also important to consider some additional indicators that can define the need and opportunities around Digital Equity and Digital Inclusion efforts.

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<sup>10</sup> Decennial census data and the American Community Survey 5-year estimates

<sup>11</sup> Bergson-Shilcock, Amanda; Taylor, Roderick Closing the Digital Skill Divide, 2023

## Broadband Connectivity and Adoption in Clay County

The baseline to understanding challenges to accessing broadband include understanding where there is broadband connectivity in the county, where there isn't, and if adoption rates can tell us anything about the barriers our community faces.

The map below outlines the highest reported speed provided by providers in Clay County as of 2023. The speeds may not be the actual speeds provided, but are the highest option a provider reports that they could offer. For reference, the federal definition of "broadband" is now 100/20. For this map, any shades lighter than the middle orange do not technically qualify as broadband. Highest speeds tend to follow major road routes. The shading beneath is a measure of broadband adoption, or the number of households in the district that report subscribing to the internet. As you can see, sometimes high rates of households without internet are due to lack of infrastructure; however, it is important to note that this may not be the whole story. This map shows the county divided into the magisterial districts illustrating the disparity of broadband adoption even within the county. The darker the shading, the higher the percentage of people without a broadband subscription. These disparities could potentially be due to a variety of reasons such as lack of availability, affordability, lack of education about technology or needs, or other reasons. The total number of households that lack a broadband subscription is 557 (19.4%). For more information, including some maps of the current reported infrastructure as well as example maps please see the [Appendix C. Broadband Adoption and Infrastructure](#) on page 74.

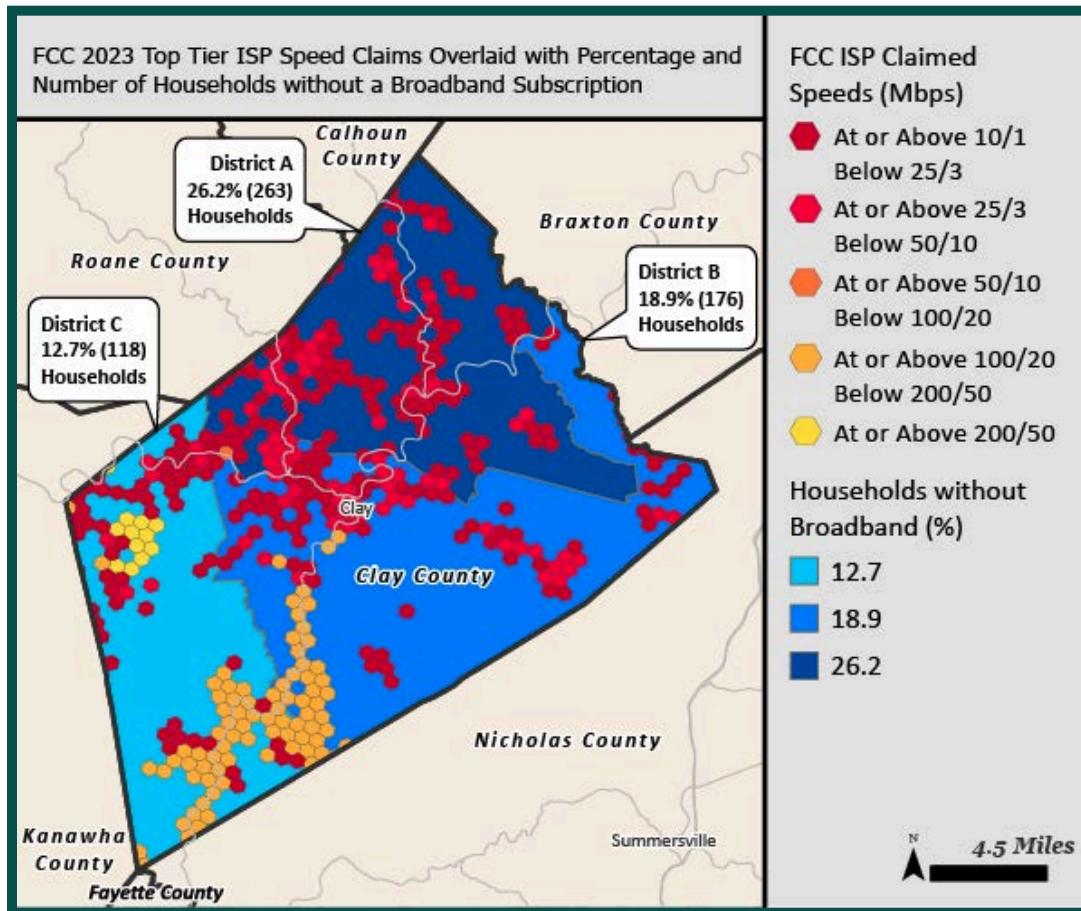


Figure 5. Adoption of Broadband and FCC Availability and Speed Data by Magisterial District in Clay County



## Device adoption

Another way to look at the county’s access to online resources is to examine measures of device adoption. According to the American Community Survey estimates and the NTIA Internet Use Survey, there are 484 households, or 16.9% of the 2,865 households in the county, that report having no internet-enabled devices at all.<sup>12,13</sup> As you can see in Figure 6, This map shows the county divided into the magisterial districts illustrating the disparity even within the county of those without a device of any type such as desktop computer, laptop, tablet or smartphone. The darker the shading, the higher the percentage of people without a device. These disparities could be due to a variety of reasons such as lack of available internet service, affordability, lack of education about technology or other reasons.

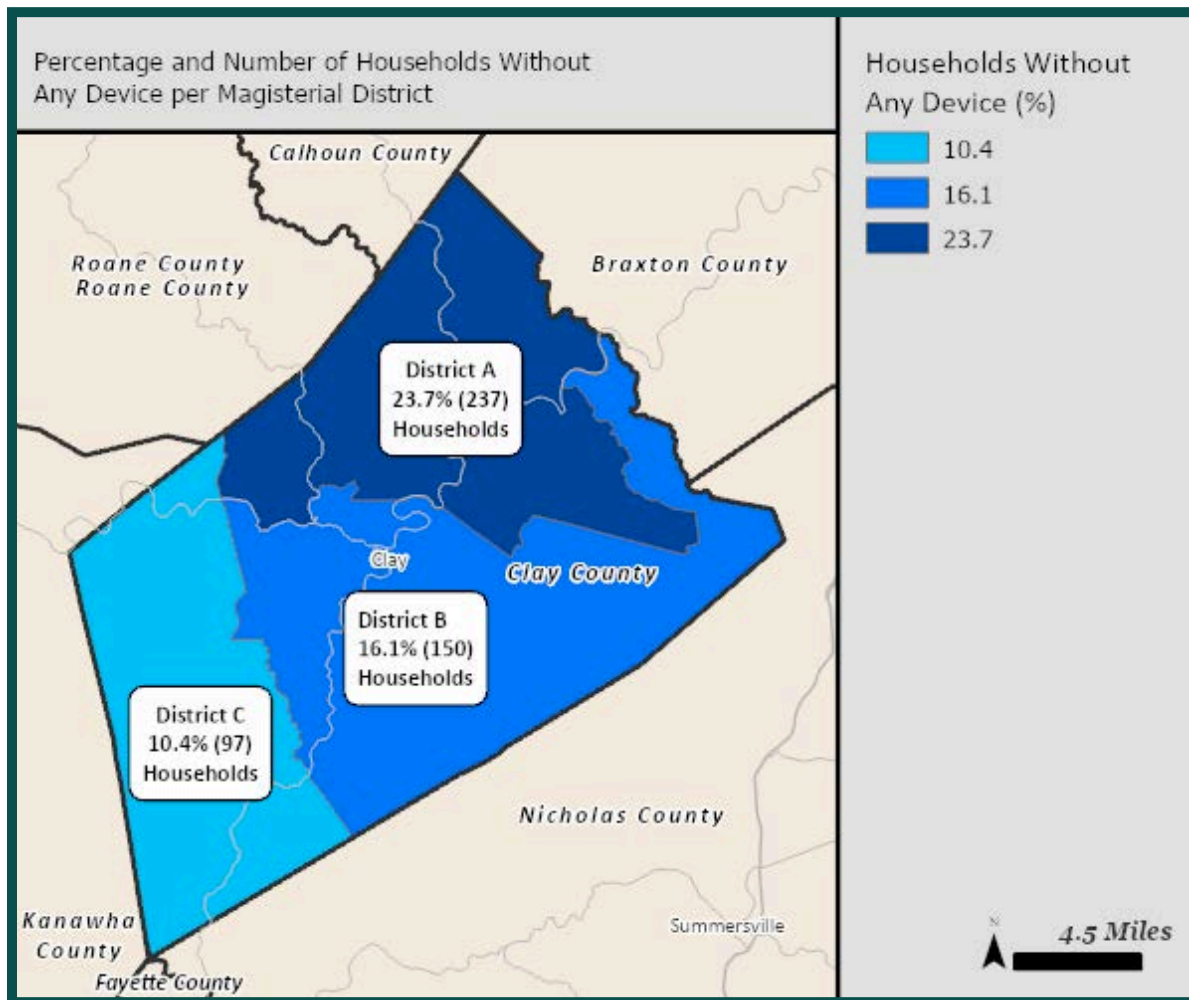


Figure 6. Households without a device of any type in Clay County

<sup>12</sup> U.S. Census Bureau, 2022 5-Year American Community Survey (ACS) Estimates

<sup>13</sup> National Telecommunications and Information Administration (NTIA), 2021 NTIA Internet Use Survey

## Poverty and covered populations

The Clay County Digital Equity planning process has contributed to its understanding of unique barriers to achieving digital equity across a wide range of covered populations. To understand the barriers, it can be helpful to understand how the specific populations may be distributed across the county.

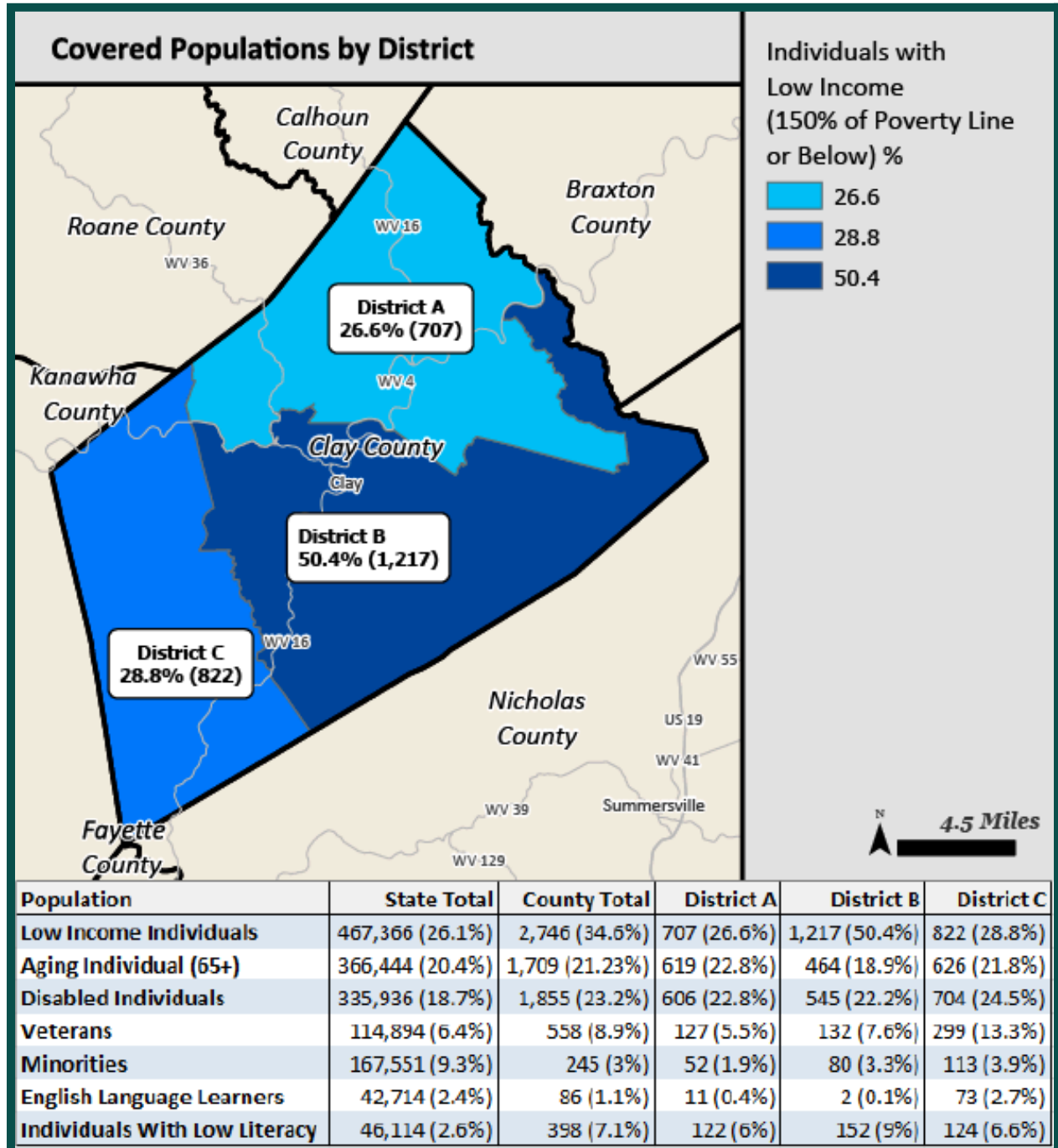


Figure 7. Covered Populations in Clay County, West Virginia by Magisterial District.

Clay County has a poverty rate of 24.6% with a median household income of \$41,530. As outlined in Figure 7 the blue shading represents the percent of households living at or below 150% of the poverty level (For 2022 this figure was 34.63% of total households earning an average of \$23,264 per resident).

When considering digital inclusion efforts, it is important to examine and consider the demographics of the local population, and what specific challenges they might face in accessing broadband. The chart below shows the covered populations in Clay County. Note that these percentages will not add to 100% as an individual may be in several categories.<sup>14</sup>

Covered Population	Presence in Clay County	Description	Barriers to digital access
Individuals who live in covered households	34.63% of the population are either below the poverty line or considered low to medium income (150% of the poverty threshold)	Households with incomes at or below 150% of the national poverty level.	Limited access to devices and services, and lack of training or education are significant barriers.
Aging individuals	21.23% of the population are aging individuals 65 years or over.	Individuals aged 65 years or older( <i>Note that the Digital Equity Act uses 60+ to define aging.</i> ) <sup>15</sup>	Fear of technology, privacy concerns, and lack of training or education are significant barriers.
Incarcerated individuals, other than individuals who are incarcerated in a Federal correctional facility	1.3% of the county's population is incarcerated in the regional correctional system.	This includes individuals currently or formerly incarcerated (excluding those in federal correctional facilities).	Limited access to devices and services, and lack of training or education are significant barriers.
Veterans	8.9% of the population are veterans	Individuals who served in the active military, naval, air, or space service, and who were discharged or released under conditions other than dishonorable.	Privacy concerns, distrust of ISPs, and lack of training or education are significant barriers.

<sup>14</sup> U.S. Census Bureau, 2022 5-Year American Community Survey (ACS) Estimates

<sup>15</sup> For this plan data was not available so age 65+ is used throughout. The Digital Equity Act Population Viewer includes full data as defined by NTIA. (<https://www.census.gov/data/data-tools/digital-equity-act-population.html>)

Covered Population	Presence in Clay County	Description	Barriers to digital access
Individuals with disabilities	23.2% of the population have a disability of some type. 6.2% have hearing difficulty and 8.5% have cognitive difficulty.	Individuals with a physical or mental impairment that limits one or more major life activities, a record of such an impairment, or being regarded as having such an impairment.	Limited access to devices that accommodate their needs, and lack of training or education are significant barriers.
Individuals with a language barrier: English language learners	1.1% are English Language learners.	English Learners (ELs) are individuals who are not proficient in English and are in the process of acquiring the language skills necessary to achieve fluency.	Limited access to language-specific resources, and lack of training or education are significant barriers. Limited access to language-specific resources, and lack of training or education are significant barriers.
Individuals with a language barrier: Those with low levels of literacy	7.1% have low literacy rates.	Individuals with low levels of literacy have limited ability to read, write, and comprehend text.	Limited access to user-friendly devices, and lack of training or education are significant barriers.
Individuals who are members of a racial or ethnic minority group	3% of the population are minorities.	This includes racial and ethnic minorities.	Distrust of ISPs, privacy concerns, and lack of training or education are significant barriers.
Individuals who primarily reside in a rural area	100% of the individuals in this county would be considered in a rural area.	Areas other than cities or towns with a population greater than 50,000 inhabitants.	Limited access to services, distrust of ISPs, and lack of training or education are significant barriers.
Other priority populations	<i>Targeted data collection needed</i>	Children and youth, individuals in recovery and the homeless are examples of other populations that could greatly benefit from Digital Equity programs.	Other populations may face unique barriers such as limited access to devices and services, fear of technology, and privacy concerns.

Table 4. Clay County Covered Populations

## Priority Populations

Based on demographics, internet usage and feedback from residents of Clay County, the following covered groups have been identified as priority populations most at risk for being impacted by the digital divide:

- **Low Income Residents:** Clay County has a high population of low income residents with the county average falling at 34.6% of the population falling into this category. These residents have been identified as having higher barriers to accessing the internet.
- **Disabled Individuals:** Clay County has a high population of disabled individuals with the county average falling at 23.2% of the population falling into this category. These residents have been identified as having higher barriers to accessing the internet.
- **Ageing Individuals:** Clay County has a high population of ageing individuals with the county average falling at 21.2% of the population falling into this category. These residents have been identified as having higher barriers to accessing the internet.
- **Veterans:** Clay County has a high population of veterans with the county average falling at 8.9% of the population falling into this category. These residents have been identified as having higher barriers to accessing the internet.
- **Individuals with Low Literacy:** Clay County has a high population of individuals with low literacy with the county average falling at 7.1% of the population falling into this category. These residents have been identified as having higher barriers to accessing the internet.

There are other populations in the county that face barriers. It is important to remember that many of these populations are not mutually exclusive; individuals often fall into several categories, and the specific barriers are often similar.

This project is the first step towards moving towards a comprehensive County Digital Equity Plan. More time and effort needs to be spent with future outreach efforts to the priority populations, as well as organizations that already serve them, to gain a more complete understanding of needs.

### Note on the Affordable Connectivity Program

The Affordable Connectivity Program (ACP) was an affordability program that provided low income residents with a monthly stipend to assist with broadband affordability. The ACP ended May 31, 2024 due to lack of additional funding from Congress. This program served 35% (128,571) of eligible households in West Virginia.<sup>16</sup> In lieu of this program ending, affordability measures and efforts on the local level will likely be important to ensure that our most vulnerable can still access affordable internet resources.

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<sup>16</sup> Education Superhighway, Accessed July 2024  
<https://www.educationsuperhighway.org/no-home-left-offline/acp-data/>

## Challenges, Opportunities and Goals for Clay County

While the data for Clay County paints an important picture of the Digital Equity landscape in the county, it is also critical in any planning process to collect the “ground truth” and work with residents to identify the top barriers and challenges based on their lived experience. The Clay County Digital Equity Steering Committee and GWV project team would like to thank stakeholders for providing their candid and honest feedback around the barriers in the county. This feedback was gathered through the Clay spring 2024 County Community Workshop , stakeholder phone conversations, and through feedback from stakeholders who attended Project Planning workshops in June 2024.

### Challenges

In Clay County, the biggest challenges identified as part of this project included access to devices, lack of digital literacy training, fear of technology and privacy concerns. Many different factors affect the ability of Clay County residents to equitably and consistently access broadband resources.

Access to high-speed internet is limited, especially in rural areas where poor connectivity and inadequate infrastructure hinder digital inclusion. However, even the best networks still won't solve the digital divide if residents are unable to afford services.

Clay County faces substantial barriers to digital inclusion, encompassing availability, knowledge and skills, and psychological factors. With 34.63% of households classified as low-income and a significant portion comprising aging individuals (21.23%), individuals with disabilities (23.2%), and veterans (8.9%), ensuring equitable access to technology and internet services is critical. Approximately 16.9% of households lack any device at home, highlighting the challenges in accessing digital resources.

Access to broadband, reported by 80.6% of households countywide, reveals disparities, particularly in northern regions where broadband speeds often fall below qualifying thresholds. This disparity exacerbates the digital divide, limiting residents' ability to fully participate in digital society.

Knowledge and skills gaps pose additional challenges. Limited access to training and educational programs on technology use, compounded by low literacy rates averaging 7.1%, hinders residents' digital literacy and proficiency.

Social and psychological barriers further impede digital inclusion efforts. Many residents harbor fears about technology use, distrust internet service providers (ISPs), and express concerns over data privacy and security. Addressing these apprehensions is crucial for fostering a supportive environment conducive to broader digital adoption.

To address these multifaceted challenges, collaborative efforts are essential. Initiatives should focus on expanding broadband infrastructure, particularly in underserved areas, and enhancing access to affordable devices. Providing comprehensive training and educational opportunities tailored to diverse

needs, including addressing low literacy levels, is imperative. Efforts to build trust in ISPs and educate residents on online safety and privacy protection are equally vital.

Addressing these multifaceted barriers through a comprehensive, targeted approach is essential for ensuring that all residents of Clay County can benefit from the opportunities provided by digital access and inclusion.

Top barriers identified by stakeholders:

Top Barriers
<ul style="list-style-type: none"><li>● Lack of access</li><li>● Lack of training/education</li><li>● Fear of technology</li><li>● Distrust of ISPs</li><li>● Privacy concerns</li></ul>

*Table 5. Top Barriers Identified during stakeholder outreach*

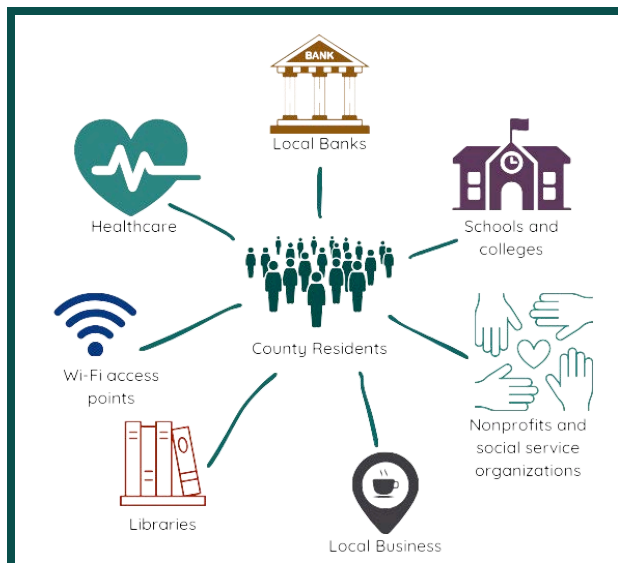
The challenges in Clay County are widespread. However, solutions and resources in the community exist and there is an opportunity to leverage these assets to increase access now, even before broadband expansion has been completed. In fact, acting now to address the County’s digital equity barriers can help increase uptake of broadband service as it is extended to unserved areas, and will ensure that residents are able to fully benefit from broadband access when it becomes available to them.

## Opportunities/Assets

Clay County has many resources to build upon to address these barriers to equitable connectivity. The first point to highlight is that Clay County, like many others, has many individuals and organizations that are already doing digital inclusion work, though they may not call it “digital inclusion”. The school system does this already for the youth population and libraries have become de-facto providers of digital literacy resources by offering connectivity to those on the premises. Any organization that is actively helping residents sign up for online resources, access online portals, log in to an email address, etc., is already in the work of providing digital literacy skills.

There is one library in the county with a total of 21 computer terminals. In addition, there are several food pantries which could serve as places to reach residents needing training including Clay Family Support Center, Farmers to Families Food Box and Risen Lord Catholic Church. Faith communities, especially those that are service minded or that already operate service missions, could also be a good place to start since many residents are already familiar with those locations. Clay County has 17 churches throughout the county. Improving internet access and/or adding programming and digital services in existing and trusted locations is a great place to start.

In addition, there are other organizations in Clay County whose missions closely align with the work. Nonprofits like the local Community Action Partnerships, Clay County FRN and Clay-Battelle Health Services Association offer a variety of services to many of the covered populations and leadership understands the importance of this type of work for their clients. West Virginia Reentry Councils are also a huge asset to the community and could provide a great connection to those struggling to access online resources.



Healthcare has the potential to be a great partner whether it is a local clinic or regional healthcare system, the 15 healthcare clinics and hospitals in Clay County could serve as access points for digital equity and inclusion resources and leveraged to provide additional services. Health providers have a vested interest in digital equity for their patients, the shift towards telehealth and integration of technology in medicine (internet-enabled heart monitors, inhalers etc.) highlights how critical it is for patients to have internet connectivity. Other community partners that also have a vested interest can include local banks, retailers, and other community businesses that can more effectively serve their customers and clients when they have the ability to take advantage of tech based support and solutions. For a further list of Clay County Community resources please see [Appendix B.2 Community Digital Asset Mapping](#) on page 54.

Community members in the county have a great sense of what solutions and potential solutions would have a meaningful impact. The input and lived experiences of community members is also a huge asset to the community. Potential solutions identified by Clay County Stakeholders included:

- **Digital Navigators:** Placing digital navigators in community gathering spots such as libraries
- **Digital Skills training:** Developing training and education programs
- **Better Communication:** Increased transparency from internet service providers in the County about their plans and where service is planned.
- **Cybersecurity / scam prevention.** Including increased transparency from websites/apps and how they use the data they collect, increased training and knowledge to prevent scams and hacking.

There are also regional and statewide resources that Clay County partners can reach out to. These include programs like the Mountain State Digital Literacy Program, Catholic Charities of West Virginia, Coalfield Development and MOVRC Foster Grandparents. For a full list of community resources please see [Table 12. Clay County Resource List](#).



### Who would benefit most from this work?

Digital equity initiatives in Clay County would most benefit low-income families, elderly individuals, rural residents, people with disabilities, veterans, homebound individuals, those with limited digital literacy, students, formerly incarcerated individuals, non-English speakers, and racial/ethnic minorities. By providing affordable internet access, devices, and comprehensive digital literacy training, these groups can gain better educational and job opportunities, improved access to telehealth and essential services, and enhanced connectivity with their communities. Addressing these needs would significantly bridge the digital divide and improve the overall quality of life for these vulnerable populations.

### Aggregate Community Engagement Findings

The following key findings and observations resulted from the community engagement process:

- Focus on digital equity and inclusion for education and healthcare.
- Barriers include fear of technology, distrust of ISPs, and privacy concerns.
- Proposed solutions include digital navigators in libraries, training programs, and increased ISP transparency.
- Need for involvement from community organizations, such as the Family Resource Center and Board of Education.

Based on community feedback, Clay County has an opportunity to focus on addressing the diverse needs of its population. Clay County's community feedback emphasizes seamless access to essential services and resources. Priorities include enabling virtual participation in public meetings, reliable internet connectivity for staying connected with family, and telehealth options for healthcare services. The community also values secure online management of health data and finances, remote work opportunities, and continuous learning through online education and micro-credentials.



Figure 8. Word cloud from community meeting

## Vision for a Connected Clay County

In order to make change it is critical to have an understanding of where the county and stakeholders want to go, and what success looks like. With the West Virginia State Office of Broadband vision in mind – “to ensure that all West Virginians have the resources they need to participate in the digital world and achieve the numerous benefits of digital equity” – stakeholders spent time outlining their dream and vision for a connected Clay County.

### Vision:

In a connected Clay County, residents enjoy seamless access to essential services and resources. They can participate in public meetings virtually, stay connected with family through reliable internet connections, and engage in school activities online. Access to healthcare services, including physical therapy, is readily available through telehealth options, empowering individuals to manage their health effectively. Residents can securely access and manage their health data, personal finances, and bills online. Online chats and remote work opportunities enhance communication and economic participation, while online education and micro-credentials offer pathways for continuous learning and skill development. This vision ensures that Clay County remains a vibrant, connected community where all residents can thrive in the digital age

During any planning process that hopes to move toward the vision above, it is important to consider key values that community stakeholders prioritize. Clay County residents value support, survival, necessity, and access. The emphasis on **support** underscores the community's commitment to assisting one another through challenges and difficulties. **Survival** and **necessity** highlight the importance of meeting basic needs and ensuring the well-being of all residents. **Access** signifies the community's desire for equal opportunities and resources for everyone. Clay County stakeholders hope to build a future where residents are well-informed, connected, and empowered, creating a foundation for growth, security, and a high quality of life.

### Mission

Based on the values and vision above, the following mission statement was developed to help lead and direct digital inclusion planning in the county:

<b>Mission Statement:</b>	Our mission in Clay County is to overcome barriers to digital inclusion by enhancing access, knowledge, and psychological readiness for technology adoption. We are dedicated to addressing disparities in broadband access, providing comprehensive digital literacy training tailored to diverse needs, and fostering trust in online services. By promoting equitable access to technology, education, and essential services, we aim to empower every resident to fully engage in and benefit from the digital economy and community life.
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*Table 6. Clay County Digital Equity Mission Statement*

## Goals

Stakeholder goals can be summarized as the following:

- Ensure all residents have **access to reliable internet** to participate in public meetings, healthcare services, remote work, online education, and other essential services.
- Develop **comprehensive training and education programs** to improve digital literacy, address privacy concerns, and build trust in technology among residents.
- **Advocate for transparency from ISPs and websites/apps** regarding data usage and implement training **to prevent scams and hacking**.

### Alignment with Existing Goals

Clay County's digital equity vision, mission, and values support and are aligned with the following existing regional and county goals:

- Region III's Comprehensive Development Goal 1 to support training programs for a skilled labor force & promote continued development and expansion of the West Virginia WV Regional Technology Park, and Goal 4: develop broadband infrastructure in development areas.
  - Digital Inclusion projects and any efforts to support digital literacy for the population will directly improve and develop a skilled labor force. There is significant economic growth potential through broadband infrastructure development and increased education and adoption of services. Additionally, affordability and other access efforts will increase adoption and ensure the longevity of new broadband networks in the community.

Clay County's digital inclusion goals are also aligned with the the West Virginia Department of Economic Development Office of Broadband Digital Equity priorities and goals in the following ways:

- **Improving Digital Skills:** Aligns with WVDED Office of Broadband's objective to make digital literacy training available to all West Virginians, including covered populations. By establishing comprehensive training and education programs, Clay County will ensure residents have the necessary skills to navigate the digital world confidently and securely.
- **Improving Device Access:** Aligns with WVDED Office of Broadband's objective to create a sustainable program for device distribution, lending, and recycling. Although not explicitly mentioned, improving internet reliability and providing digital literacy training will naturally lead to increased access and effective use of digital devices.
- **Advancing affordability:** Aligns with WVDED Office of Broadband's objective to increase affordable internet options. Clay County's advocacy for ISP transparency and data security, along with comprehensive training programs, will help residents understand and manage the costs associated with digital access, ensuring affordability and trust in internet services.

## Recommendations to Further Digital Inclusion Efforts in Clay County

Here is a list of some key activities to further Digital Equity and Inclusion Efforts in Clay County:

- 1) **Bring more stakeholders to the table.** This planning process was able to reach many key partners. During the planning process, Clay County residents identified many additional individuals, organizations and stakeholders that could help solve some of the challenges for residents in the county.
- 2) **Establish a formal structure around Digital Equity Planning and communications.** Clay County steering committee members provided critical input and resources during the planning process. A potential course of action would be to formalize a committee to continue shepherding the planning process into the future. Identifying regional or neighboring county partners to include could bring in additional resources and engaged partners.
- 3) **Continued outreach and resource sharing.** There was a lack of knowledge identified about existing programming. There are opportunities to work with current partners to better advertise the existing resources.
- 4) **Identify partners in need of additional capacity:** Many local partners may already be serving the residents in most need of services and may be able to expand their existing services with some increased support. Additional staff capacity for an existing trusted program can result in significant impacts
- 5) **Position projects and partners to take full advantage of upcoming opportunities.** Several partners are poised to take advantage of upcoming digital equity funding to develop more comprehensive programs focused on digital literacy, skills and/or device access. Maintaining open communication with other county stakeholders will ensure efficient and effective implementation.
- 6) **Identifying long-term support.** This could include working with local county or town governments to identify funding sources, private business, philanthropic partners, and internet service providers in the community. County stakeholders have an opportunity to do outreach to these partners to show the impact that expanded connectivity could have on the community.

This list is not exhaustive but can serve as a starting point for the stakeholders that are committed to expanding digital equity in Clay County.

### Who to bring to the table:

Clay County Steering Committee and community stakeholders identified a variety of stakeholders to include in further planning efforts. These stakeholders encompass a variety of local and regional organizations. Clay Family Resource Center, Board of Education, teachers, parents, and churches were all identified as potential stakeholders to include in further planning.

Note that there may also be regional or cross-county stakeholders that can facilitate strong partnerships. Region III Planning and Development Council and local Economic Development agencies can often help facilitate regional projects that may benefit several counties.

### Note on Potential Funding:

There are some near-term next steps for potential digital inclusion projects through the Digital Equity Act funding opportunities that will be available FY 2024-2026. These grant funds provide a “kickstart” to program expansion or launch by providing interested organizations with some resources to get started. The West Virginia Office of Broadband is launching three subgrant programs starting in fall 2024. These provide a great opportunity for organizations in Clay County to start working together to address the challenges to digital inclusion in the county.

### Additional Planning and Coordination

The strongest efforts and most successful models across the country are those that leverage current capacity and the partners who are already in place to do the work. Positive change requires commitment and coordination on the ground. This plan is just a starting point. It provides the baseline and a goalpost, but the Clay County Steering Committee and stakeholders and residents of Clay County are the individuals and organizations that will make the real impact.



Figure 9. Clay County, West Virginia

## Conclusion

There is a significant need for digital inclusion efforts in the county. These efforts will dramatically increase the wellbeing and quality of life in Clay County, not only for the covered populations but for the community in general.

By beginning this process of digital equity planning and project development, Clay County stakeholders are taking the critical first steps to ensure that Clay County will achieve maximum benefit from the historic investment of the DEA and BEAD program over the next 5-10 years. The potential benefits are numerous and hard to quantify. From expanded healthcare access, reduced loneliness, better access to education and work opportunities, and expanded opportunities for self determination and entrepreneurship, it is clear that this work cannot wait.

The economic benefits of a connected community, where residents have the access, skill, devices, and resources needed to use the benefits of today's digital economy, would dramatically improve the social and economic outlook of Clay County.

The Clay County Digital Equity Steering Committee hopes that this plan, and any subsequent planning efforts, will provide a roadmap and baseline measurement of the need and opportunity for digital equity work in the county.

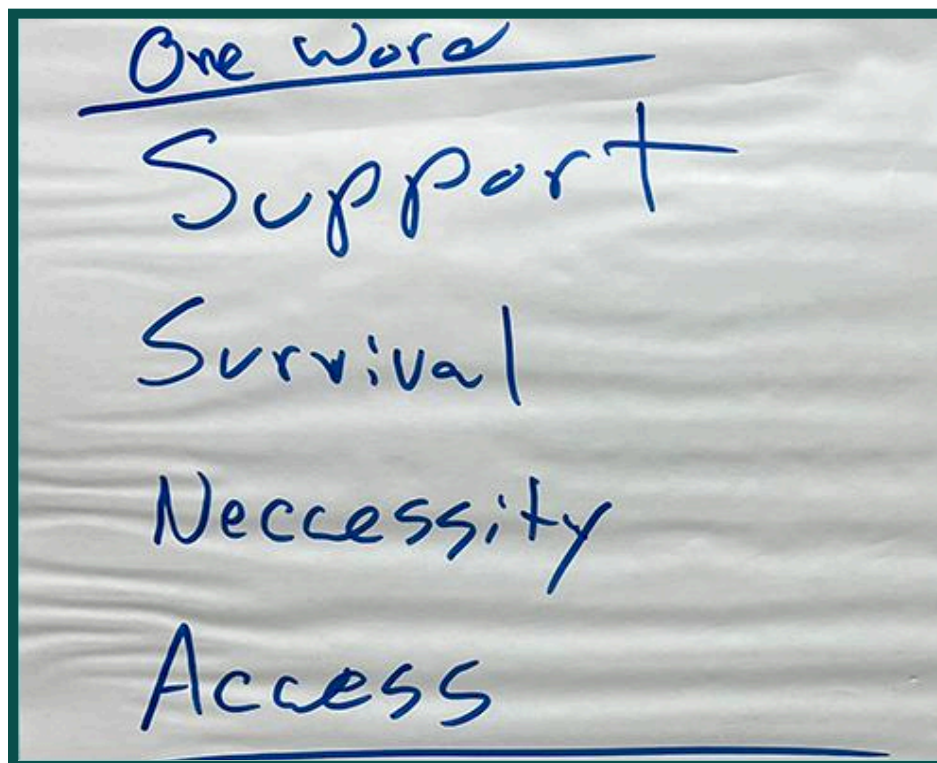


Figure 10. Values from Clay County Community Meeting



## Glossary

**American Community 5-year Survey (ACS5):** A comprehensive survey conducted by the U.S. Census Bureau that provides detailed demographic, social, economic, and housing data for every community in the U.S. based on five years of data collection. It offers greater geographic detail and accuracy than the decennial and ACS 1-year survey.

**American Community 1-year Survey (ACS1):** A survey conducted annually by the U.S. Census Bureau that provides updated demographic, social, economic, and housing data for large geographic areas with populations of 65,000 or more. It offers more timely data but with less geographic detail than the 5-year survey.

**Household:** A household consists of all people who occupy a housing unit, regardless of their relationship to each other. This includes individuals living alone, roommates, or unrelated individuals living together.

**Family:** A family is a subset of a household and includes individuals related by birth, marriage, or adoption living together in one household. Families can include couples with or without children, single parents with children, and extended family members living together.

**Mean Household Income:** The average income of all households, calculated by dividing the total income of all households by the number of households. This is useful for understanding the overall income level of an area but can be skewed by very high or very low incomes.

**Median Household Income:** The middle income value where half of the households earn more and half earn less. This provides a better representation of the typical income of an area, especially in regions with significant income disparity.

**Family Income:** The combined income of all members of a family living together in one household. This might be ideal for studies focusing on economic well-being and policy impacts on traditional family units, such as analyses of welfare programs, tax policies, or family support systems.

**Per Capita Income:** The average income earned per person in a given area, calculated by dividing the total income by the population. This is useful when assessing the average economic well-being of individuals within a specific geographic area, such as a state, county, or city.

**150% of the Poverty Threshold:** An income level set at 1.5 times the official poverty line, used to assess economic well-being and eligibility for certain assistance programs.



**Gini Index:** This is a direct measure of income inequality within a population. The Gini Index ranges from 0 (perfect equality, where everyone has the same income) to 1 (perfect inequality, where all income goes to only one household).

**Demographic:** Characteristics of a population used for statistical analysis, including attributes such as age, gender, race, ethnicity, education, income, and employment status. These characteristics help in understanding the composition and trends within a population.

**Unemployment Rate:** The percentage of the labor force that is unemployed and actively seeking employment. The unemployment rate is a critical indicator of labor market health.

**Poverty Rate:** The percentage of the population whose income falls below the official poverty threshold, indicating the proportion of people living in poverty.

**Official Poverty Threshold:** The income level set by the U.S. Census Bureau that varies by family size and composition, used to determine who is considered to be living in poverty. It is based on the minimum income needed for basic living expenses.

**Digital Equity:** A condition in which all individuals and communities have the information technology capacity needed for full participation in our society, democracy, and economy. Digital equity is necessary for access to essential services, civic and cultural participation, employment, and lifelong learning

**Digital Inclusion:** Digital inclusion refers to the activities necessary to ensure that all individuals and communities, including the most disadvantaged, have access to and use of Information and Communication Technologies (ICTs). This includes: Reliable fixed and wireless broadband internet service; Internet-enabled devices that meet the needs of the user; Applications and online content designed to enable and encourage self-sufficiency, participation, and collaboration; Access to digital literacy training and quality technical support; Basic awareness of measures to ensure online privacy and cybersecurity.

**Digital Divide:** The gap between those who have affordable access, skills, and support to effectively engage online and those who do not. As technology constantly evolves, the digital divide prevents equal participation and opportunity in all parts of life, disproportionately affecting people of color, Indigenous peoples, households with low incomes, people with disabilities, people in rural areas, and older adults

**Megabits Per Second (Mbps):** A measure of how fast data can be transferred over the internet. It tells you how many millions of bits (tiny pieces of data) can move from one place to another in one second. Higher Mbps means faster internet, so activities like streaming videos or downloading files happen quicker. In 2015 the Mbps speed of “Broadband” was defined by the FCC as 25 Mbps Download and 3 Mbps Upload speeds (25/3). In 2024 that definition was revised to 100 Mbps Download and 20 Mbps Upload speeds (100/20).



# APPENDIX A

## Geographic and Demographic Profile

## Appendix A. Geographic and Demographic Profile

Demographic, broadband adoption and device adoption data was identified from the U.S. Census Bureau’s American Community Survey 2018-2022 5-Year Estimates, a wide-ranging survey conducted by the U.S. Census Bureau that provides detailed demographic, social, economic, and housing data for every community in the U.S. based on five years of data collection. Unemployment data was obtained for 2022 from WorkForce West Virginia and 2023 school enrollment and budget data was identified from the West Virginia Department of Education.

Demographic <sup>17</sup>	Demographic Data
Total Population Number	8,049
Square Miles Covered	344
Number of People per Square Mile	23
Number of Residents Who Identify as White	7,804 (97%)
Total Minority	245 (3%)
Number of Residents Who Identify as Black	*insufficient data <sup>18</sup>
Number of Residents Who Identify as Hispanic or Latino	*insufficient data <sup>18</sup>
Number of Residents Who Identify as Indigenous	*insufficient data <sup>18</sup>
Number of Residents Who Identify as Other	*insufficient data <sup>18</sup>
Total Number of Households	2,865
Number of Households That Are Owner Occupied	2,343 (81.8%)
Average Household Size	2.78 per household
Mean Household Income	\$58,827
Median Household Income	\$41,530
Mean Family Income	\$72,901
Median Family Income	\$55,011
Per Capita Income	\$23,264
Number of People Living Below the Poverty Line	1,947 (24.6%)
Number of Low to Moderate Income Residents (150% of the national poverty threshold).	2,746 (34.6%)

*Table 7. Clay County General Demographic Information*

<sup>17</sup> U.S. Census 2022 American Community Survey 5-Year Estimates

<sup>18</sup> \* Not sufficient data to provide an accurate estimate.

## Observations

Below is a table of social determinants to consider when observing a service area, and they can vary significantly from one community to another. Addressing these determinants is crucial for promoting equity and improving the overall well-being of historically marginalized or underinvested communities.

Social Determinant	Clay County Descriptions
<b>Economic Factors<sup>19</sup></b>	
Income Inequality	A Gini Index of 47.5% signifies considerable income inequality. Despite a median income of \$55,011, there is a notable economic divide impacting access to digital resources.
Unemployment Rate	Clay County has an unemployment rate of 6%. This is higher than the state’s unemployment rate of 3.9% and the national unemployment rate of 3.7%.
Poverty Levels	Clay County has a poverty rate of 24.2%. This is higher than the state’s poverty rate of 16.3% and the national poverty rate of 12.2%.
Lack of Economic Opportunities	Clay County has lower median earnings, particularly in the management and business sectors. Enhancing internet connectivity and providing digital skills training can help residents pursue higher-paying remote jobs. Programs focused on technical and vocational education would support economic development. Clay County shows promise in the sales and office sector, performing close to the state average. Digital equity programs can offer training in digital tools and customer relationship management software to expand opportunities. <sup>20</sup>
<b>Education<sup>21</sup></b>	

<sup>19</sup> U.S. Census 2022 American Community Survey 5-Year Data

<sup>20</sup> U.S. Census 2022 American Community Survey 5-Year Data

<sup>21</sup> U.S. Census 2022 American Community Survey 5-Year Data; West Virginia Department of Education 2023 Enrollment and Budget Data

Social Determinant	Clay County Descriptions
Educational Attainment <sup>22</sup>	<p>Clay County shows substantial educational and economic gaps. The percentage of adults with high school diplomas or higher is lower than both state and national averages, and the gap for those with bachelor's degrees is even more pronounced. Median incomes for residents with less than a high school diploma, high school graduates, and those with some college education are significantly lower than state and national figures, indicating widespread economic challenges. Clay County has four elementary, one middle, and one high school, with a total enrollment of 1,614 students. The county has a per pupil expenditure of \$15,600.03, which is significantly more than the state average. Clay County has lower educational attainment rates than the state and national averages. The budget per student is higher than some counties, yet the county still faces significant challenges that could be mitigated with increased funding and support for education. Increased access to online and technical resources can help improve student outcomes and give residents the opportunity to access remote learning opportunities and give students access to supplemental courses not offered or available in the local school system.</p>
<b>Healthcare</b>	
Healthcare Access	<p>Clay County has 15 active licensed health facilities based on data from the WVDHHR. The County does not currently have a hospital. There is one nursing home with a total capacity of 60 beds and no Rural Health Clinics. There are currently eight Federally Qualified Health Centers that provide comprehensive services. These 15 facilities serve a population of 8,049 county residents.<sup>23</sup></p> <p>In West Virginia, telehealth usage remains significantly above pre-pandemic levels, with about 3% of total Medicare visits conducted via telehealth in 2021, though this is a decrease from the 5% peak in 2020. Despite the overall increase, substantial disparities persist, particularly between rural and urban areas, primarily due to limited broadband access in rural regions. Rural beneficiaries are less likely to utilize telehealth services compared to their urban counterparts, highlighting a critical barrier to healthcare access. The higher statewide usage rates among beneficiaries with disabilities and those dually enrolled in Medicaid and Medicare further underscore the necessity for targeted interventions. Additionally, 22% of telehealth visits involved out-of-state providers, indicating both a reliance on external healthcare resources and potential challenges in local healthcare capacity. These statewide disparities emphasize the urgent need for enhanced broadband infrastructure and policy alignment to support equitable telehealth access and improve healthcare outcomes across the entire state. Data analysis is pending for more targeted county specific data.</p>

<sup>22</sup> U.S. Census 2022 American Community Survey 5-Year Data; West Virginia Department of Education 2023 Enrollment and Budget Data

<sup>23</sup> West Virginia Department of Health and Human Resources; ASPE Office of Health Policy

Social Determinant	Clay County Descriptions
Health Disparities *	Clay County has higher rates of ambulatory and independent living difficulties among its population compared to the state averages. The median income for those with disabilities is lower than the state average. Improving digital equity and access to health services online would address these disparities effectively. <sup>24</sup>
Food Deserts and Insecurity	Clay County has at least 2,656 residents (33%) that have low access to healthy food options being 10 miles or further from the nearest supermarket. While 33% is the minimum threshold the USDA uses to define low access, the true percentage may be higher due to the rural nature of the area. From those, at least 709 residents are considered low income and have low access to food options. Clay County has some food pantry options available including: Clay Family Support Center, Farmers to Families Food Box and Risen Lord Catholic Church <sup>25</sup>
<b>Housing<sup>26</sup></b>	
Affordable Housing	In Clay County, 7.9% of households with a mortgage pay more than 30% of their income in housing costs, indicating a housing cost burden as defined by HUD. Additionally, 2% of households without a mortgage pay more than 30% of their income in housing costs. The 18.2% of renter households in the county also face high gross rents as a percentage of household income; 7.1% of renter households pay 30% or more of their income as rent, with 4.1% severely cost-burdened, paying more than 50% of their income as rent.
Housing Segregation	In Clay County, significant disparities exist in median home values, the age of homes, and median gross rent across Census tracts. Median home values range from \$92,900 to \$117,500, indicating potential housing segregation. Homes' median construction years span from 1970 to 1984, and median gross rents range from \$471 to \$700, highlighting different affordability levels. Additionally, a notable percentage of householders aged 65 years and over spend 30% or more of their income on rent or owner costs. These economic pressures likely hinder access to digital technologies and services, exacerbating the digital divide. Addressing these disparities through targeted housing and digital equity initiatives is crucial for fostering an inclusive community.
Homeownership	Homeownership rates are higher, with mortgage costs lower than the state average. However, even with lower mortgage costs, seniors may still struggle to allocate funds towards digital services, affecting their ability to stay connected.
<b>Criminal Justice</b>	

<sup>24</sup> U.S. Census 2022 American Community Survey 5-Year Data

<sup>25</sup> US Centers for Disease Control and Prevention Environmental Justice Dashboard. Accessed June 2024. <https://ephtracking.cdc.gov/Applications/ejdashboard/>; Facing Hunger Foodbank, Inc.

<sup>26</sup> U.S. Census 2022 American Community Survey 5-Year Data

Social Determinant	Clay County Descriptions
Mass Incarceration	<p>As of July 2024, Clay County has 105 incarcerated individuals in the Central Regional Jail and Correctional Facility, representing approximately 1.3% of the total population. This does not include individuals that may have posted bail or be incarcerated in local, private or federal prison systems. Statewide, West Virginia has an incarceration rate of 340 per 100,000 residents, with significant populations under probation (438 per 100,000) and parole (258 per 100,000). The state operates 12 prison facilities and 10 jail facilities, with a prison budget of approximately \$216.9 million and an average cost of \$32,444 per inmate.<sup>27</sup> Statewide, West Virginia has high rates of incarceration, particularly among minority populations. In West Virginia, per 100,000 people, 637 are either currently or formerly incarcerated.<sup>28</sup> Justice-impacted individuals face significant barriers to reentry and often face glaring knowledge gaps about how to safely use online resources to navigate job seeking and educational resources and often struggle with device access.</p>
<b>Infrastructure and Environment</b>	
Infrastructure Investment <sup>29</sup>	<p>Much of West Virginia’s infrastructure has deteriorated, while new construction, replacement, rehabilitation and repair efforts have not kept pace with the needs. According to the ASCE-West Virginia 2020 Report Card, infrastructure across the state is generally poor with an overall grade of D (poor) across bridges, roads, wastewater, drinking water, and dams. The overall decline in population contributes to a smaller tax base available to help pay for necessary infrastructure modernization. 21% of the state's bridges are listed as structurally deficient. Many wastewater utilities across the state struggle to maintain their systems due to low rate-paying populations locally. The topography of the state results in significant challenges in maintaining and extending drinking water resources, with current funding needs upwards of \$302 million. Challenges in local infrastructure dramatically impact residents and their ability to prioritize and address their digital access needs. For residents without basic utilities such as water/wastewater, digital access is often not the priority. Additionally, the lack of a local tax base prevents many systems from regular adequate repair.</p>
Environmental Hazards	<p>The HUD environmental health hazard exposure index average for Clay County is 78. This index summarizes potential exposure to harmful toxins at a neighborhood level, incorporating estimates of air quality carcinogenic, respiratory, and neurological hazards. Higher index values indicate better environmental quality. Clay County has a slightly lower risk of exposure to harmful toxins compared to the overall state average of 74. The forested areas of the county are considered at moderate risk of wildfires according to 2024 National Interagency Fire Center mapping data. Several areas along the Elk River and other streams are located within the FEMA 100-year floodplain, which is estimated to have a 1% chance of flooding in any given year. Such zones are</p>

<sup>27</sup> WVRJA 2024/National Institute of Corrections 2021

<sup>28</sup> <https://www.prisonpolicy.org/>

<sup>29</sup> 2020 Report Card for West Virginia’s Infrastructure, American Society of Civil Engineers(2021) [WWW.INFRASTRUCTUREREPORTCARD.ORG/WEST-VIRGINIA](http://WWW.INFRASTRUCTUREREPORTCARD.ORG/WEST-VIRGINIA); Federal Emergency Management Agency Flood Insurance Rate Maps for WV; National Interagency Fire Center Data 2024.

Social Determinant	Clay County Descriptions
	often subject to mandatory flood insurance if property is purchased with a federally backed mortgage. <sup>30</sup> Flooding remains a significant risk for broadband infrastructure and the lack of connectivity heightens the impacts of environmental conditions in rural areas.
Transportation Access <sup>31</sup>	In Clay County, approximately 7.9% of households have no vehicle available. Additionally, about 22.% of households have commute times of 60 minutes or more. There is no public bus transportation available, pointing to the necessity of digital equity programs to support residents in overcoming these barriers. Specialized Transportation, primarily for the elderly, is provided by the Clay County Development Corporation. The lack of public transportation underscores the importance of online access for homebound and low income residents. These resources dramatically expand opportunities for those who are homebound, and reliable connectivity can also provide the opportunity for additional transportation solutions in rural areas such as ride sharing apps.
<b>Social Support</b>	
Social Capital	In Clay County, privacy concerns and distrust of Internet Service Providers (ISPs) reveal a lack of trust in digital services, reflecting broader issues within the community. The focus on addressing these barriers through digital inclusion efforts underscores the need to build trust and ensure equitable access to digital opportunities.

*Table 8. Observation of key social determinants for Clay County.*

**General Community Economic and Workforce Status**

Access to the digital economy has direct impacts on local workforce and their income potential

Based on the data from the USDA and U.S. Census Bureau regarding Persistent Poverty Areas in the United States, the following observations were made:

- Clay County as a whole has a high, persistent and enduring poverty rating with some areas having higher rates of poverty than the county as a whole based on U.S. Census tract areas.
- Clay County exhibits a pattern of minimal real income growth. The nominal increases in median household income have not translated into significant gains when adjusted for inflation. The per capita income shows modest improvement, but the poverty rate remains high, reflecting persistent economic struggles.

According to a 2023 analysis by the National Skills Coalition and the Federal Reserve Bank of Atlanta, *Closing the Digital Skill Divide*.<sup>32</sup> 92% of analyzed jobs require digital skills. Previous research found that

<sup>30</sup> US Centers for Disease Control and Prevention Environmental Justice Dashboard. Accessed June 2024. <https://ephtracking.cdc.gov/Applications/ejdashboard/> | HUD Official Data as of January 2024

<sup>31</sup> U.S. Census 2022 American Community Survey 5-Year Data

<sup>32</sup>Bergson-Shilcock, Amanda, et al. "Closing the Digital Skill Divide: The Payoff for Workers, Business, and the Economy." National Skills Coalition, Federal Reserve Bank of America, 2023.



one third of workers do not have the basic digital skills needed to succeed in today’s jobs. These skills are required across industries and make it clear that low income, marginalized, and other individuals will historic challenges to accessing the digital economy are at a significant disadvantage.

### Statistics on Meaningful Uses

To obtain state and local statistics on meaningful uses of broadband in the community, the project team examined a variety of sources for the data shown on the table below:

<b>Patient Health Portal (PHR) or Electronic Health Portal (EHR) Use/Adoption<sup>33</sup></b>	<p>A survey of 6,910 people statewide conducted by the West Virginia Primary Care Association asking “Have you accessed your health records using the internet/patient portal?” revealed that the majority of 69.58% answered “No” indicating reasons such as “I didn’t know I could” (13.98%), “I don’t have internet access” (10.13%), and “I tried but it didn’t work” (2.4%). This statewide survey reveals the telehealth challenges throughout the state, be it lack of internet access or potential lack of knowledge on device usage and benefits of technology.</p>
<b>Online Social Service Enrollment, Account Management and Use<sup>34</sup></b>	<p>1 in 4 West Virginians are assisted by Medicaid through the Mountain Health Trust (MHT) program, with a total enrollment of 488,405 members as of the end of the State’s fiscal year 2022. This significant enrollment indicates a substantial use of online systems for Medicaid services .</p> <p>The implementation of federal policies during the Covid Pandemic, such as maintaining continuous coverage for individuals enrolled in Medicaid and CHIP, significantly increased Medicaid enrollment. This policy likely led to greater use of online services for managing enrollments and renewals .</p>
<b>Public Library Electronic Services:<sup>35</sup></b>	<p>Clay County has one library in the County. There are 21 Patron Internet Terminals in the county with 852 annual users of public internet resources reported.</p>
<b>Number or Percentage of Local Workers Requiring a Computer</b>	<p>The percentage of workers requiring a computer was estimated using the number of employees and business sector from Dun &amp; Bradstreet data based on Reid Consulting’s methodology for business broadband needs, as well as data from West Virginia Workforce Onet on software use by industry sector,1500 workers in Clay County are estimated to require use of Broadband to do their current jobs. This does not take into account businesses that are unable to expand/take advantage of online resources/computers due to lack of connectivity.</p>

*Table 9. Additional meaningful uses of Broadband Connectivity in Clay County*

<sup>33</sup> West Virginia Primary Care Association 2022 Statewide Survey of 15 Health Centers

<sup>34</sup> West Virginia Bureau for Medical Services 2022 Mountain Health Trust Annual Report

<sup>35</sup> Annual Data from West VirginiaWV Public Library Statistical Report :

<https://librarycommission.wv.gov/Who/Documents/Library%20Section%27s%20FY2023%20Statistical%20Report.pdf>

## Impact of the Coal Industry

Data made available from the Appalachian Regional Commission regarding Economic Distress in Appalachian counties indicates that:

- Clay County has a very high dependence on the declining coal industry.
- Clay County is at very high risk of negative economic impacts as the coal industry declines.
- Clay County has a very high Composite Index indicating an overall likelihood of negative economic impacts as the coal industry declines, highlighting the need for more economic diversification.

ARC Metric	Score	Quintile	Description
<b>Dependence</b>	<b>2.673</b>	<b>Highest</b>	Measures how much a county's economy relies on the coal industry, based on employment and economic activity in coal-related sectors. Higher scores indicate greater reliance and vulnerability to coal market changes.
<b>Impact</b>	<b>-17.127</b>	<b>Highest</b>	Quantifies the economic effects of changes in coal-related employment from 2005 to 2019. Negative scores indicate job losses and downturns, while positive scores show minimal impact or growth. It assesses a county's economic resilience or vulnerability related to the coal industry.
<b>Risk</b>	<b>4.455</b>	<b>Highest</b>	Combines the Dependence Score and local coal mine productivity to assess future economic risk from the coal industry. Higher scores suggest greater risk if coal production declines.
<b>Composite Index</b>	<b>27.453</b>	<b>Highest</b>	Aggregates the Dependence, Impact, and Risk Scores to assess a county's overall economic health related to the coal industry. Higher scores indicate greater impact and dependence, highlighting the need for economic diversification.

*Table 10. ARC Coal Impacts on Clay County*

Clay County's economy has traditionally been driven by coal mining, oil and gas, and timber. These industries provided significant employment and economic activity. However, the decline in coal mining has had a profound impact on the local economy, leading to increased poverty and unemployment. This historical reliance on a few key industries has made the county vulnerable to economic shifts, emphasizing the need for strategies that can support economic diversification and sustainable growth. Developing new economic opportunities is vital for the county's future prosperity.

Economic diversification and transition from coal and oil and gas dependence require access to high-speed Internet. Coming out of the pandemic, West Virginia has potentially more money than ever

to expand access to high-speed Internet, including \$136 million in ARPA-allocated funds that are supporting the state's three broadband grants, the \$1.36 billion in COVID-19 funds to counties and cities that are broadband eligible, and an additional 1.2 Billion through the BEAD program. However, the communities that need these funds the most include those that industry decline and the digital divide have gutted of capacity with respect to leadership, staff, and matching capabilities.



# APPENDIX B

## Digital Equity and Local Assets

# Appendix B. Digital Equity and Local Assets

## B.1 Introduction and Vision for Digital Equity

Based on the data and community input collected as part of the planning process, the Clay County Digital Equity Steering Committee has developed the following problem statement, vision, and mission statement for achieving digital equity through increased broadband access as shown below:

<b>Problem Statement</b>	<p>Clay County faces substantial barriers to digital inclusion, encompassing availability, knowledge and skills, and psychological factors. With 34.63% of the population classified as low-income and significant portions comprising aging individuals (21.23%), individuals with disabilities (23.2%), and veterans (8.9%), ensuring equitable access to technology and internet services is critical. Approximately 16.9% of households lack any device at home, highlighting the challenges in accessing digital resources.</p> <p>Access to broadband, reported by 80.6% of households countywide, reveals disparities, particularly in northern regions where broadband speeds often fall below qualifying thresholds. This disparity exacerbates the digital divide, limiting residents' ability to fully participate in digital society.</p> <p>Knowledge and skills gaps pose additional challenges. Limited access to training and educational programs on technology use, compounded by low literacy rates averaging 7.1%, hinders residents' digital literacy and proficiency. This gap particularly affects older adults and those with disabilities who may require tailored educational resources.</p> <p>Psychological barriers further impede digital inclusion efforts. Many residents harbor fears about technology use, distrust internet service providers (ISPs), and express concerns over data privacy and security. Addressing these apprehensions is crucial for fostering a supportive environment conducive to broader digital adoption.</p> <p>To address these multifaceted challenges, collaborative efforts are essential. Initiatives should focus on expanding broadband infrastructure, particularly in underserved areas, and enhancing access to affordable devices. Providing comprehensive training and educational opportunities tailored to diverse needs, including addressing low literacy levels, is imperative. Efforts to build trust in ISPs and educate residents on online safety and privacy protection are equally vital.</p> <p>By prioritizing digital inclusion initiatives that address these barriers comprehensively, Clay County can empower all residents to harness the transformative benefits of digital technology. Bridging the digital divide will not only enhance individual opportunities but also foster community resilience and economic growth in Clay County.</p>
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<b>Vision Statement</b>	In a connected Clay County, residents enjoy seamless access to essential services and resources. They can participate in public meetings virtually, stay connected with family through reliable internet connections, and engage in school activities online. Access to healthcare services, including physical therapy, is readily available through telehealth options, empowering individuals to manage their health effectively. Residents can securely access and manage their health data, personal finances, and bills online. Online chats and remote work opportunities enhance communication and economic participation, while online education and micro-credentials offer pathways for continuous learning and skill development. This vision ensures that Clay County remains a vibrant, connected community where all residents can thrive in the digital age
<b>Mission Statement</b>	Our mission in Clay County is to overcome barriers to digital inclusion by enhancing access, knowledge, and psychological readiness for technology adoption. We are dedicated to addressing disparities in broadband access, providing comprehensive digital literacy training tailored to diverse needs, and fostering trust in online services. By promoting equitable access to technology, education, and essential services, we aim to empower every resident to fully engage in and benefit from the digital economy and community life.
<b>Values</b>	Clay County residents prioritize support, survival, necessity, and access as their top values. The emphasis on support underscores the community's commitment to assisting one another through challenges and difficulties. Survival and necessity highlight the importance of meeting basic needs and ensuring the well-being of all residents. Access signifies the community's desire for equal opportunities and resources for everyone.

*Table 11. Vision/Problem Statement Recap*

**About this project: Planning Process**

The core team (Generation WV, Regional Optical Communications, and the West Virginia Office of Broadband) worked together to identify key stakeholders in the county to bring to the table as the County Digital Equity Steering Committee.

**Digital Equity Steering Committee:** Clay County’s Digital Equity Steering Committee was first convened December 2023. The DE Steering Committee met virtually each month throughout the project. These team members built out county stakeholder and resource lists, helped organize the community workshop, invited stakeholders to the table, and provided feedback and direction to the Clay County Digital Equity plan. The local planning team is invaluable to digital equity efforts in the county and the individuals involved understand the need and importance of digital inclusion efforts.

**Research and Data Collection:** The core team worked with partners across the state to gather and synthesize relevant information. These partners included state, national, and local organizations that assisted with the data collection to determine the state of digital equity and digital inclusion in Clay County.

**Community Workshop:** Clay County hosted a Community Workshop April 11, 2024 at Clay County Public Library 614 Main St, Clay, West Virginia. There were eight in attendance at the community meeting. Stakeholders were able to join in person or virtually. The session addressed the digital divide and aimed to create a vision for digital equity in the community. Key topics included the current state of digital inclusion, barriers such as fear of technology, privacy concerns, and limited internet access, and potential solutions like digital navigator programs, training and education initiatives, and increased transparency from ISPs. The workshop facilitated a meaningful dialogue among stakeholders, providing crucial input for advancing digital equity efforts in Clay County.

**Phone Outreach:** Due to low participation at the Community Workshop, the County Steering Committee and core team determined that it was necessary to conduct targeted phone interviews with additional stakeholders in the county to gather additional feedback on the goals and vision in the county.

**Contacts for the future:**

Key Stakeholders that participated in the steering committee and/or planning meetings include Barry McCune, Clay County Broadband Council / Clay County Bank; Shelia Thorne, Clay County Public Library; Region III Planning and Development Council

These partners coordinated with the core team and the respective stakeholders throughout the process and will have copies of this document as well as supporting documentation to provide the baseline for future planning and project development.

## **B.2 Community Digital Equity Asset Mapping**

As part of the Clay County’s Digital Equity planning process, a County Resource List, or Asset Map, was developed. This resource list includes many of the following:<sup>36</sup>

- Digital Equity organizations
  - Nonprofit device refurbishers
  - Digital inclusion coalitions
  - Community technology centers
- Organizations serving covered populations
  - Public housing authorities
  - Returning citizen programs
  - University agricultural extension programs
  - Senior and community centers
  - Reentry Councils
- Anchor institutions
  - Municipally owned buildings, i.e., City Hall
  - Libraries

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<sup>36</sup> Note that some data on the number of asset types are available in Dun & Bradstreet datasets but may not have been incorporated into the County Resource Lists.

- Schools (K-12 and higher education)
- Police/Fire Stations
- Community Centers
- Other community assets
  - ISPs
  - Gathering spaces
  - Policymakers
  - Faith communities

**Other local resources:**

Clay County FRN and Clay-Battelle Health Services Association, Mountain State Digital Literacy Program, Catholic Charities of West Virginia, Coalfield Development and MOVRC Foster Grandparents, Clay Family Support Center, Farmers to Families Food Box and Risen Lord Catholic Church, one library and 17 religious organizations.

**Asset Mapping Tool Development, Data Collection, and Dissemination**

To develop the Digital Equity Resource List, Clay County planning team followed the steps below:

1. The project team worked with the West Virginia Office of Broadband Digital Equity Steering Committee and staff to identify and pull state asset mapping resources developed to support the Statewide West Virginia Digital Equity Plan.
2. Clay County steering committee members worked with the project team to identify key county resources, stakeholders and add to the Resource List. The Community Resource list is a live document stored on shared Google spreadsheets allowing members to update and modify as needed.
3. Steering Committee members and the project team worked to refine the asset inventory data and identify key partners to include at the community workshops.
4. Clay County community workshop was held on April 11, 2024 at the Clay County Public Library. Attendees at the workshop reviewed the list of Community Resources and added “missing” stakeholders to the Resource List. Project Team members incorporated these suggestions into the existing County Resource List.
5. The Project team also received data from the West Virginia Tax Office, Dun and Bradstreet, and other databases to compile additional community resources.
6. The digital Clay County Resource List is shared with the Clay County Steering Committee members.

Throughout the Digital Equity planning process, the team and County Committee members leveraged partnerships to assist with gathering asset data. The partners contributed significantly by identifying digital equity barriers for priority populations, and being actively involved with the planning.



## Final Plans and County Resources

The Clay County Digital Equity Steering Committee used several methods for disseminating the County Resource List, data, plans, and resources tool within the community.

- County Resource Lists were distributed to attendees at the Community Workshop.
- A preliminary data report was distributed to community members June 20204
- The draft Digital Equity Plan was distributed for stakeholder comment August/September 2024
- A folder containing backing datasets, presentations, map images, GIS shapefiles and the full digital county resource list is available at this link: <https://generationwv.org/DE2024/Clay>
- Copies of this report will be made available to the Clay County Commission, Region III, Regional Optical Communications, the West Virginia State Office of Broadband, and Steering Committee members.
- Digital versions will be shared with the stakeholder email list and will be available for download on the Generation West Virginia site at [www.generationwv.org/broadband](http://www.generationwv.org/broadband)

Type of stakeholder	Organization Name
Business leaders	Clay County Broadband Council
Libraries	Clay County Public Library
	Region 3
Economic Development	Roane EDA*
Aging community (nursing home/senior centers)	Clay Senior and Community Services, Inc.
Libraries	Clay County Library

*Table 12. Clay County Resource List*

## B.3 Community Engagement

### Stakeholder Engagement and Collaboration

As part of an inclusive Digital Equity planning process, the Clay County Digital Equity Steering Committee understands that it must work collaboratively with additional stakeholders, including Community Anchor Institutions and other partners to ensure that identified priority populations in the community are engaged throughout the process, especially during the project planning and implementation phases, to ensure that equitable internet for all is achieved. Additionally, statewide and regional partners can play an important role by bringing in some outside capacity so it can be helpful to explore external partnerships.

Priority Population	Potential community partners/ community resources:	Example Role(s)	Data that could be provided in future planning efforts
Low Income Residents	Clay County FRN Roane County EDA	Provide assistance with applying for benefits online, provide a computer terminal for such assistance.	Number of individuals they serve, surveys to gather data on digital access and literacy.
Disabled Individuals	Clay Senior and Community Services, Inc.	Provide device access and computer training for seniors.	Number of individuals they serve, surveys to gather data on digital access and literacy and their needs.
Aging Individuals	Clay Senior and Community Services, Inc.	Provide assistance with applying for benefits online, scheduling telehealth appointments and provide a computer terminal for such assistance.	Number of individuals they serve, surveys to gather data on digital access and literacy and their needs.
Veterans	VFW Post 4419	Provide assistance with applying for benefits online, scheduling telehealth appointments and provide a computer terminal for such assistance.	Number of individuals they serve, surveys to gather data on digital access and literacy and their needs.
Individuals with Low Literacy	Clay County Public Library	Could provide literacy programs to those in need. Provide access to digital devices and hotspots.	What programs they currently might offer that aligns with digital equity and inclusion. Surveys of how their patrons currently participate in the digital world.

*Table 13. Clay County Community Resources for Priority Populations*

Through a diverse and collaborative approach, Clay County will have the capacity to utilize participation, feedback, and data from each of the priority populations to measure efficacy and progress towards meeting digital equity and complement overall State Digital Equity goals. Examples of meaningful data from priority population stakeholder engagement could include:

- Percentage of households with broadband access, subscription rates to internet services, and availability of high-speed internet in underserved areas demonstrated with measurable outcomes by an increase in the number of households with broadband subscriptions.
- Number of households owning internet-capable devices demonstrated with measurable outcomes by an increase of households that own devices, particularly through device distribution programs.
- Usage rates of telehealth services, patient satisfaction surveys, and the number of healthcare providers offering telehealth options demonstrated by measurable outcomes in telehealth use and availability.
- Employment rates in tech-related fields, number of new businesses utilizing digital tools, and participation in digital economy initiatives demonstrated by measurable outcomes in employment rates in these industries.

#### Further Outreach

In order to build inclusive and sustainable projects, Clay County Steering Committee understands a variety of outreach strategies and methods to facilitate participation and engagement from the community's Digital Equity planning and priority population stakeholders must be used. Clay County Digital Equity Steering Committee values the feedback, engagement, support and buy-in from the community, especially from trusted partners who represent the covered populations that are most impacted by the digital divide.

County stakeholders identified key partners whose voices are critical to include in future planning efforts, these included: Clay Family Resource Center, Board of Education, teachers, parents, and churches.

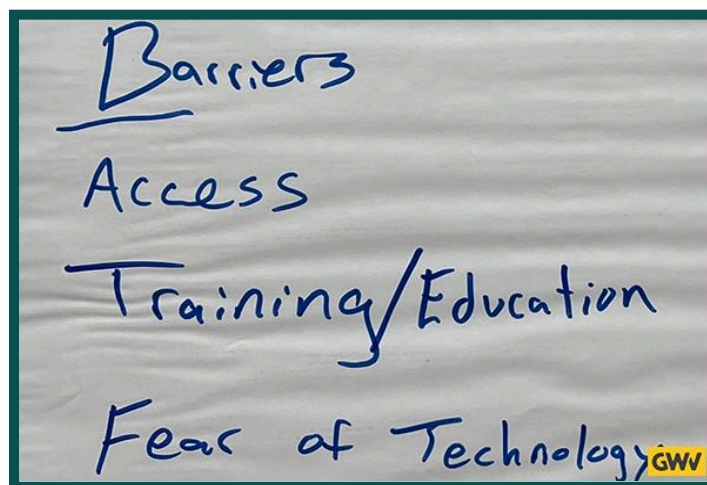


Figure 11. Clay County community workshop challenges, April 11, 2024, Clay, West Virginia.

## B.4 Implementation Strategies and planning

### Existing Programs

Based on the unique barriers to achieving Digital Equity identified in the previous section and during the stakeholder engagement process, The Clay County team identified the following existing programs that address the respective needs/barriers of the applicable covered populations:

Lead Entity/ Organization of Existing Program	Existing Program Name	Needs/ Barriers Addressed	Funding /Sustainability	Covered Population(s)	Potential Opportunities
Clay County Public Library	Provides 21 Internet Terminals, WiFi access and access to over 46,000 printed and digital materials.	Wifi and Computer Access	Funded by some local tax-base, Board of Education and Donations.	Low literacy and those with a language barrier, Low income individuals and rural residents.	Libraries can be a great location to start Digital Navigator and/or skills programs as residents often already use services there.
Mountain State Digital Literacy Project	Currently has 282 engaged students as of most recent 2024 data	Provides extensive digital literacy content over the internet for various age or grade specific users.	Grant and agency funded.	Primarily for School Students which may include those with language barriers, low literacy, low income, those with disabilities and rural residents.	This program provides a baseline of skills to students, great opportunity to expand to older grades and parents or grandparents of participating classes.

*Table 14. Existing Local Digital Equity-Adjacent Programs in Clay County, WV.*

*\*Note, This is not a complete list, many potential partners in the region may not have been engaged yet.*

Many of the existing resources are still inaccessible to many of the priority populations in the county due to challenges around the rurality of the county and transportation. For aging populations, homebound residents (seniors and students alike), public access to devices or broadband does not improve their access if they are unable to travel to the locations. The planned infrastructure deployment, and subsequent affordability and skilling efforts, will be critical in meeting this need.

Additionally, there is a need for training, education, and digital navigation programs to “meet people where they are” both in terms of skill and also location. For existing resources like libraries, maintaining up-to-date terminals and ensuring that all staff have the training necessary can be an ongoing challenge.

### Potential Solutions for Covered Populations

In addition to the existing programs detailed above, the Clay County Steering Committee identified areas where new digital inclusion resources and programs must be funded, developed, and implemented to meet the needs of the respective covered populations, reflected in the table below:

Covered Population	Program or Resource Need	Needs/Barriers Addressed
Individuals who live in covered households	Digital Skills Training, affordable device access, affordability programs, digital accessibility, and technical support.	Addressing the cost of internet services and devices for low-income households. Providing ongoing technical support and digital literacy training to ensure effective use of digital resources.
Aging individuals	Establish programs that provide digital literacy training specifically tailored for seniors, including basic computer skills, internet usage, and online safety courses. Reduce fears around AI and other new technology	Programs might include assistive technologies for seniors with visual or hearing impairments. Training on how to avoid online scams and maintain digital privacy. Programs like Older Adults Technology Services (OATS) provide curated resources and programs such as Senior Planet.
Incarcerated individuals, other than individuals who are incarcerated in a Federal correctional facility	Create digital literacy and skills training programs for incarcerated individuals to facilitate their reintegration into society upon release.	Providing access to devices, digital literacy training, and ongoing support post-release. Programs like the West Virginia Schools of Diversion & Transition and Workforce West Virginia’s Digital Inclusion Program offer digital skills training to help support successful reintegration and reduce recidivism rates
Veterans	Offer digital skills training programs tailored to the needs of veterans, including access to telehealth services and job training resources.	Addressing the need for assistive technologies, affordable devices, and support in transitioning to civilian life. Programs like West Virginia Veterans Upward Bound and Tech for Troops provide digital skills classes, certification programs, and equipment donations to help veterans transition into civilian roles.
Individuals with disabilities	Develop programs that provide accessible digital devices and training for individuals with disabilities as well as training or availability of telehealth resources..	Providing assistive technologies, specialized training, and affordable access to devices and internet services. They can access assistive technology, training, and device loans through programs like the West Virginia Division of Rehabilitation

Covered Population	Program or Resource Need	Needs/Barriers Addressed
		Services and the WV University Center for Excellence in Disabilities.
Individuals with a language barrier	Develop programs that provide digital skills training and internet access support, tailored to the cultural contexts and languages of racial and ethnic minority groups.	Providing digital resources and training in multiple languages and offering basic literacy and digital literacy training concurrently.
Individuals who are English learners	Develop programs that offer combined literacy and digital skills training, ensuring that individuals with low literacy can access and benefit from digital technologies. Digital skills to utilize text to speech readers and literacy learning apps.	Addressing the need for foundational literacy alongside digital skills, providing accessible and simplified training materials, and ensuring support through community resources and personalized assistance. Programs like the West Virginia Department of Education's Adult Education and Literacy Programs offer services to help adults with low-literacy
Individuals who are members of a racial or ethnic minority group	Develop programs that provide digital literacy training, awareness campaigns, and community support specifically targeted to minority populations.	Addressing the need for digital literacy training, creating awareness about the benefits and use of digital services, and providing ongoing community support. Initiatives like the Grow with Google Program and West Virginia State University's HBCU Career Readiness Program offer free digital skills workshops, resources, and career certificates in tech-related fields.
Individuals who primarily reside in a rural area	Develop programs that provide digital literacy training, awareness campaigns, and community support specifically targeted at rural residents to help them make full use of the coming infrastructure.	Addressing the need for digital literacy education, ensuring safe internet usage, and providing access to digital resources and devices in educational settings.
Other priority populations	Implement age-appropriate digital literacy programs in schools and community centers to ensure children and youth develop essential digital skills early on.	Addressing the cost of internet services and devices for low-income households. Providing ongoing technical support and digital literacy training to ensure effective use of digital resources.

Table 15. Possible Solutions by Covered Populations.

The first step to starting or implementing a program for a covered population is to review the County resource list to determine which organizations already exist in the community. See [Table 14: Existing Local Digital Equity-Adjacent Programs](#) as a starting point. A full resource list for Clay County is available here: <https://generationwv.org/DE2024/Clay>

## B.5 State Resources

### Resources: Previous Broadband and Digital Equity Studies or Plans

Every county in the state is included in planning efforts on both a state, regional and local level. These studies and plans can be a good starting point and resource for Clay County stakeholders during the planning process and provide valuable context. In addition, many agencies that may not initially seem like they oversee digital equity or connectivity work do have important goals related to connectivity and access. Several of these are listed below and referenced in the State Digital Equity Plan. These plans can be a good way to encourage partnership at governmental levels and show potential funders that project ideas are in alignment with existing planning efforts.

Broadband Plan/ Study Name	Date Completed	Summary
<i>Statewide Studies/plans</i>		
<i>State of West Virginia Digital Equity Plan</i>	December 2023	<p>The West Virginia State Digital Equity Plan is the first digital equity plan developed in the state. The State team conducted a series of listening sessions, coordinated with statewide partners, and conducted state level surveys around this planning effort. This document is a great resource and also outlines key strategies and goals for the West Virginia Broadband Office. It can serve as a guidepost for future project development.</p> <p>The plan can be accessed at this link:  <a href="https://broadband.wv.gov/wp-content/uploads/2024/01/West-Virginia-Digital-Equity-Plan-Final-14Dec2023.pdf">https://broadband.wv.gov/wp-content/uploads/2024/01/West-Virginia-Digital-Equity-Plan-Final-14Dec2023.pdf</a></p>
<i>Regional Optical Communications 2023 Statewide Broadband Study Report</i>	October 2023	<p>Regional Optical Communications took on the task of coordinating a statewide study aimed at identifying the current status of and future need for broadband service in West Virginia. The data collected in this study provides a strong baseline for RPDCs, counties, and ISPs to show funding agencies the measurable outcomes their projects will have. This can increase the likelihood of receiving the requested funding and gives a much shorter timeframe for finalizing route designs and moving projects to construction.</p> <p>In total, more than 14,824 miles of preliminary routing was</p>

Broadband Plan/ Study Name	Date Completed	Summary
		<p>developed through the course of this study, amounting to approximately \$1,227,841,007 in future estimated construction costs. This report provides details on how these routes and estimates were developed, the results found in each county, and how communities can use this information to bring expanded broadband service to their area.</p> <p>The plan can be accessed at this link:  <a href="https://acrobat.adobe.com/link/track?uri=urn:aaid:scds:US:0c401a2d-8ac9-3f43-a7eb-8e22a243110c">https://acrobat.adobe.com/link/track?uri=urn:aaid:scds:US:0c401a2d-8ac9-3f43-a7eb-8e22a243110c</a></p>
<i>State of West Virginia Five-Year Action Plan</i>	August, 2023	<p>The State Office of Broadband 5 Year Action Plan outlines state goals and strategies around broadband infrastructure, digital equity, and workforce efforts.</p> <p>This plan can be found at <a href="http://broadband.wv.gov">broadband.wv.gov</a> and at this link:  <a href="https://broadband.wv.gov/wp-content/uploads/2023/08/WV-5-Year-Action-Plan-2023.8.14.pdf">https://broadband.wv.gov/wp-content/uploads/2023/08/WV-5-Year-Action-Plan-2023.8.14.pdf</a></p>
<i>West Virginia FY 2022 Appalachian Regional Commission (ARC) Development Plan:</i>	2022	<p>The State of West Virginia submits a four-year State Development Plan to the Appalachian Regional Commission, which provides an overview of West Virginia’s economy, needs and opportunities in the state, and the governor’s goals for the West Virginia ARC program. Related Goals include the following:</p> <ul style="list-style-type: none"> <li>● Increase access and adoption of broadband;</li> <li>● Increase access of broadband for individuals by creating or enhancing existing community computer and digital learning centers;</li> <li>● Support e-commerce initiatives that educate businesses about the benefits of broadband;</li> <li>● Deliver training to increase use of technology by businesses and residents, and support technology education to increase the adoption of broadband by businesses and residents;</li> <li>● Expand and strengthen community systems (education, healthcare, housing, childcare, and others) that help Appalachians obtain a job, stay on the job, and advance along a financially sustaining career pathway.</li> </ul> <p>This plan can be accessed at this link:  <a href="https://www.arc.gov/wp-content/uploads/2022/02/West-Virginia-ARC-4-YR-Plan-FY-2022.pdf">https://www.arc.gov/wp-content/uploads/2022/02/West-Virginia-ARC-4-YR-Plan-FY-2022.pdf</a></p>
<a href="#">WV Library Commission 5 Year</a>	2023-2027	The West Virginia Library Commission Plan includes State goals around two main goals



Broadband Plan/ Study Name	Date Completed	Summary
<a href="#">Strategic Plan 2023-2027</a> <sup>37</sup>		<ul style="list-style-type: none"> <li>● Goal 1: Access to Information, including increasing services for the Blind and Print Disabled and General Literacy,</li> <li>● Goal 2: Facilitating Collaboration in the Library Workforce, that includes technology skills for staff, internet services, and consultation</li> </ul> <p>This plan can be accessed at this link:  <a href="https://librarycommission.wv.gov/Who/Documents/2023-2027%20LSTA%20Plan.pdf">https://librarycommission.wv.gov/Who/Documents/2023-2027%20LSTA%20Plan.pdf</a></p>
<p>For a full list of Statewide Plans and Strategies please see the West Virginia Digital Equity Plan, <i>Section 2.2 Alignment with Existing Efforts to Improve Outcomes</i> ( Numbered Page 5)</p>		
<p><i>Regional/County Plans/Studies</i></p>		
<p>West Virginia Region III Comprehensive Economic Development Strategy (CEDS) FY 2021 Update</p>	<p>2021</p>	<p>The Region II CEDS describes economic development activities and proposed projects within the 4-county region. Our local governments and development agencies were asked to submit their projects for the CEDS process. Our CEDS Committee then convened to review and prioritize the projects. Water and Sewer infrastructure, broadband infrastructure, and technology remain very important to our region. Under the Objective to Maintain a strong industrial base with construction of new industrial parks and expansion of existing industrial parks, the Region 3 CEDS includes "Develop water, sewer, transportation and broadband infrastructure in preferred development areas; Work with economic development agencies, workforce investment boards, vocational schools and community colleges to develop and advertise training programs for area residents; . Under the objective" Promote new and diversified technological training to assist emerging markets and processes in the region" Activities include: Provide technology-based opportunities in software and network security.; Develop workforce training programs for 21st Century requirements. Under the objective " Support the region’s infrastructure development" the CEDS includes: Support and coordinate water, sewer, transportation and broadband infrastructure in the four-county region.  <a href="https://wvregion3.org/wp-content/uploads/2020/07/CEDS-FY-2021-Final.pdf">https://wvregion3.org/wp-content/uploads/2020/07/CEDS-FY-2021-Final.pdf</a></p>

Table 16. Selection of Relevant Studies/Plans for Clay County Project Planning efforts.

<sup>37</sup> <https://librarycommission.wv.gov/Who/Documents/2023-2027%20LSTA%20Plan.pdf>

## BEAD and DEA State Broadband and Digital Equity Priorities and plans

To take advantage of the historic \$1.2 billion allocated to the State of West Virginia, the WVDED Office of Broadband had to create extensive plans for how the money would be spent. The result includes the State of West Virginia’s BEAD Five-Year Action Plan, West Virginia Initial Proposals Volume 1 & 2, and the West Virginia State Digital Equity Plan. Table 17 highlights priorities from these plans. [Table 18](#) on page 67 specifically highlights digital equity/digital inclusion goals.

Priority	Description
<p><u>5 Year Action Plan Goals:</u>  <u>1. Universal Broadband Access</u></p>	<ul style="list-style-type: none"> <li>● Goal 1.1: Ensure all Broadband Serviceable Locations have access to 100/20 Mbps speeds</li> <li>● Goal 1.2: Address residential and commercial barriers to broadband projects</li> <li>● Goal 1.3: Increase access to Community Anchor Institutions</li> <li>● Goal 1.4: Develop a broadband talent pipeline and comprehensive workforce system</li> </ul>
<p><u>5 Year Action Plan Goals:</u>  <u>2. Increase Digital Equity and Inclusion</u>            While broadband is a necessary condition to connect all West Virginians, WVDED recognizes that increased broadband infrastructure alone is not sufficient. Digital equity has been a key consideration throughout the broadband planning process to ensure that West Virginians who have been on the wrong side of the digital divide have the tools and support they need to use the internet in a way that allows them to reach their fullest potential.</p>	<ul style="list-style-type: none"> <li>● Goal 2.1: Ensure broadband access is available and affordable for all West Virginians</li> <li>● Goal 2.2: Provide quality access to digital literacy skills trainings for West Virginians</li> <li>● Goal 2.3: Equip West Virginians to preserve their online privacy and cybersecurity</li> <li>● Goal 2.4: Help West Virginians gain access to free and low-cost devices</li> </ul>
<p><u>5 Year Action Plan Goals:</u> Leverage Improved Broadband</p>	<ul style="list-style-type: none"> <li>● Goal 3.1.1: Expand economic development coordination activities across State agencies and local governments</li> <li>● Goal 3.1.2: Support opportunities to increase online education and workforce development by leveraging funding sources, educators, employers, and school districts</li> </ul>

Priority	Description
	<ul style="list-style-type: none"> <li>● Goal 3.1.3: Provide greater opportunities to revitalize community buildings with economic and tele-healthcare activities</li> <li>● Goal 3.1.4: Leverage universal broadband to attract remote workers and work opportunities</li> </ul>
5 Year Action Plan Strategies: Unserved and Underserved Locations	<p>WVDED will fund projects through a competitive grant process like its existing West Virginia Broadband Investment Plan programs, with modifications to meet BEAD requirements. Wherever possible, the State’s strategy will favor projects offering Gigabit service delivered over fiber-optic networks. Where this is not possible due to cost or lack of fiber-based proposals, WVDED will give preference to projects with higher performance capability.</p>
5 Year Action Plan Strategies: Community Anchor Institutions	<p>WVDED will prioritize connecting Community Anchor Institutions that lack access to 1 Gbps/1 Gbps broadband service. To the extent possible, WVDED will require projects that it funds to serve unserved or underserved locations to also serve nearby Community Anchor Institutions that lack Gigabit service. For remaining, eligible Community Anchor Institution locations, WVDED will develop a Community Anchor Institution Competitive Grant process in parallel.</p>
5 Year Action Plan Strategies: Supporting Infrastructure Investment	<p>Creating a supportive regulatory and permitting environment for broadband infrastructure is a high priority for WVDED. WVDED will work with state, local, and private partners to streamline and expedite permitting by addressing: 1. Dig Once policy 2. Communication of clear standards 3. Pole attachment application process To do so, WVDED will consider formalizing a state agency working group on permitting that includes county governments in targeted areas, pole owners, and internet service providers. West Virginia will consider proposing that NTIA allow a small portion of BEAD funding to be used for a temporary surge in staff or contracted capacity at relevant state agencies. By investing in processes to eliminate bottlenecks for projects, West Virginia’s broadband investments will be more efficiently made and transformational for the State and its residents.</p>

Priority	Description
5 Year Action Plan Strategies: Increasing Digital Equity	<ol style="list-style-type: none"> <li>1. Realize Affordable Connectivity</li> <li>2. Secure Device Access and Affordability</li> <li>3. Elevate Digital Skills and Accessibility of Public Services</li> </ol>
5 Year Action Plan Strategy: Workforce Strategy	<p>Developed with input from West Virginia’s Broadband Workforce Development Council, interviews with ISPs and other key stakeholders, and listening session input, WVDED will advance the following three workforce development goals:</p> <ol style="list-style-type: none"> <li>1. Coordinate and convene all broadband industry partners</li> <li>2. Develop industry-driven training programs with work-based learning opportunities</li> <li>3. Develop a career exploration program for K12 students</li> </ol>

Table 17. West Virginia State 5-Year Plan Strategies and Priorities

Many of the goals and project ideas identified by Clay County stakeholders directly align with the West Virginia State Office of Broadband Objectives. During implementation planning, stakeholders are encouraged to reference the state priorities in their planning and grant writing to ensure alignment.

**West Virginia Digital Equity Priorities**

According to the State of West Virginia’s BEAD Five-Year Action Plan and Digital Equity Plan, the following priorities are being implemented across both the BEAD and Digital Equity Act programs. *Note that priorities from the State Digital Equity Plan are pending approved changes from NTIA\* These changes were not finalized prior publication.*

Priority	Description	Mitigation Approach
1: Realize Affordable Connectivity Realize Affordable Connectivity <sup>38</sup>	Objective 1.1: Increase enrollment in the ACP, contingent on the continued funding for the program. Covered Populations Served:	WVDED will determine prioritized areas for ACP related outreach to each of the covered populations by leveraging existing partnerships with organizations serving covered populations, census data, and internally developed metrics (see Section 5.1.2). Approximately 368,000 West Virginian households are eligible for ACP. Baseline: 103,000

<sup>38</sup> Note that the ACP Expired in May 2024. As of time of publication the updated West Virginia Digital Equity Plan has not been released.

Priority	Description	Mitigation Approach
	<p>1. Covered households 2. Veterans 3. Individuals with disabilities 4. Aging individuals over 60 years of age 5. The remaining populations when qualifying for ACP</p>	<p>out of 368,000 households, approximately 28.0% of ACP-eligible households are served by ACP.13 Near-term target: Increase enrollment by approximately 50% to reach 150,000 households, prioritizing outreach to areas with many households of each covered population under the Digital Equity Program.</p>
	<p>Objective 1.2: A central goal of West Virginia’s BEAD planning is to provide universal broadband to all West Virginians. As such, the goals to complete broadband deployment as a part of the BEAD Five-Year Action Plan</p>	<p>All 8 covered populations are served by this objective. KPI Accomplish broadband infrastructure deployment goals included in the Five-Year Action Plan.</p>
<p>2: Secure Device Access and Affordability Secure Device Access and Affordability</p>	<p>Objective 2.1: Create a sustainable program to provide device distribution, lending, and recycling.</p>	<p>Census data has shown device ownership to be a significant gap in West Virginia. By implementing a program to increase the number of individuals in West Virginia who have access to a device that can connect to the internet, West Virginia can move further ahead into the digital age. To ensure covered populations are equitably represented and served, WVDED will prioritize outreach to communities with large amounts of covered populations, leverage existing partnerships with 15 organizations serving covered populations, and monitor KPIs for each of the covered populations. Currently available data sets do not delineate between covered populations at a granular enough level to establish immediate baselines for each. As with other KPIs that baseline data cannot presently be established for on a covered population level, WVDED will collect the necessary data to establish a baseline and then monitor the progress of these efforts in subsequent years. Baseline: 85.6% of the State has access to a computing device at home<sup>14</sup>. Near-term target: Increase baseline by 10%, ensure approximately</p>

Priority	Description	Mitigation Approach
		<p>proportional increases for each covered population. Long-term target: 95% of West Virginians have access to a computing device that can connect to the internet, devices are easier to procure, and device proliferation among covered populations has been significantly increased.</p>
	<p>Objective 2.2: Ensure citizens receive technical assistance for their newly acquired devices.</p>	<p>Increase the number of Community Anchor Institutions (CAI) that offer digital navigator programs, working with organizations who serve covered populations to equitably represent CAIs that serve each of the covered populations. The baseline is not yet determined, as WVDED has prioritized research into the needs of West Virginians and the benefits of providing technical assistance through these means. Concrete plans have been laid out to establish a clear baseline after NTIA approval. An assessment, largely carried out through extensive outreach to West Virginia CAIs and partnership input, will commence after NTIA approval, in the earliest stages of implementation planning. Baseline: Overall baseline to be determined based on an assessment of CAIs that offer digital navigator programs. Separate “population CAI” baselines are in development through existing partnerships with organizations serving each of the covered populations. Near-term target: Increase the baseline figure by 20% and ensure at least approximately proportional increases in each covered population. Long-term target: Increase the near-term target by 30% and ensure at least approximately proportional increases in each covered population.</p>
<p>3: Elevate Digital Skills and Accessibility of Public Services and Economic Opportunity</p>	<p>Objective 3.1: Make digital literacy training in cybersecurity, privacy, telehealth, and more, available to all West Virginians, including all covered populations.</p>	<p>Increase the percentage of individuals in West Virginia with beginner-level digital skills by assessing internet use activities for each demographic via a randomized survey (see Section 4.2.7) and ensure that each covered population is equitably represented. KPI Increase the percentage of individuals in West Virginia with beginner-level</p>

Priority	Description	Mitigation Approach
Elevate Digital Skills and Accessibility of Public Services and Economic Opportunity		<p>digital skills by assessing internet use activities for each demographic via a randomized survey (see Section 4.2.7) and ensure that each covered population is equitably represented. Baseline: Overall – 88% Covered households – 84% Racial and ethnic minority – 90% English Learners and Individuals with Low Literacy Level – 87% Individuals with Disabilities – 86% Incarcerated Individuals – 88% Individuals Over 60 Years of Age – 86% Rural Residents – 88% Veterans – 90% Near-term target: Increase the overall baseline figure by 7% and ensure approximately proportional increases in each covered population. 17 Long-term target: 95% of West Virginians have basic digital skills, can streamline their lives with online services, and can fully take advantage of new opportunities brought about by the BEAD and Digital Equity Programs.</p>
	<p>Objective 3.2: Ensure websites and online services hosted by state agencies are accessible for all West Virginians by implementing accessibility standards.</p>	<p>Increase the number of public services in West Virginia that meet the Web Content Accessibility Guidelines (WCAG) and Section 508 Standards. The baseline is not yet determined, as WVDED has prioritized research into the needs of West Virginians and the benefits of web accessibility in the West Virginian context. Concrete plans have been laid out to establish a clear baseline after NTIA approval. An assessment of West Virginia government website compliance under the WCAG and Section 508 Standards will commence after NTIA approval, in the earliest stages of implementation planning. Baseline: To be determined based on an assessment of all government websites and services. Near-term target: Ensure that at least 75% of state agency-operated websites are compliant. Long-term target: Ensure that 100% of state-owned websites are compliant.</p>

Table 18. West Virginia Digital Equity Plan Goals and Strategies

## State-Aligned Digital Equity Evaluation Plan

The Clay County Digital Equity Steering Committee understands the importance of alignment of the community's Digital Equity Plan with the State of West Virginia Digital Equity Plan to:

- Track progress towards achieving Digital Equity:
  - The Clay County Digital Equity Steering Committee has the local capability to monitor and measure advancements in achieving digital equity and a process in place to assess and document progress towards achieving Plan goals.
- Further State priorities:
  - The Clay County Digital Equity Plan aligns with and contributes to the broader priorities, objectives, and goals of the State to advance digital equity.

As Clay County moves towards realizing the goals in this Digital Equity Plan, and begins implementation of digital inclusion projects, it will be a key local partner for the West Virginia State Office of Broadband and their efforts to measure impact and progress toward addressing the unique challenges and barriers to affordability, access, and adoption faced by priority populations.







# APPENDIX C

## Broadband Adoption and Infrastructure

## Appendix C. Broadband Adoption and Infrastructure

This section aims to provide an overview of the current broadband infrastructure and services in the community. This Connectivity Plan will enable Clay County stakeholders to strategically target and prioritize areas that may need different types of solutions in order to bridge the digital divide and offer equitable broadband opportunities to all residents and businesses, while minimizing risk and amplifying the likelihood of success.

Data analyzed by the project team include, but were not limited to:

- Availability
  - FCC Broadband Data Collection as of December 31, 2023
  - Ookla Speed Test Data January 1, 2023 to December 31, 2023
  - U.S. Census Bureau American Community Survey 2018-2022 5-Year Estimates
- Affordability
  - Universal Service Administrative Co. ACP Enrollment Data January 2022 to May 2024
  - NDIA Free & Low Cost Internet Plans
  - BROADBANDNOW Internet Service Providers in West Virginia
  - Generation West Virginia Community Meeting Feedback
- Adoption
  - Ookla Speed Test Data January 1, 2023 to December 31, 2023
  - U.S. Census Bureau American Community Survey 2018-2022 5-Year Estimates
  - Universal Service Administrative Co. ACP Enrollment Data January 2022 to May 2024

### Currently Available Internet Services

To perform the review of currently available internet services, the project team collected and evaluated data from publicly available broadband data sources and local datasets, and referenced existing state resources from the WVDED Office of Broadband and Regional Optical Communications State Infrastructure Study.

In the sections that follow we identify current ISP service offerings and pricing, existing broadband networks, and priority areas within Clay County for additional broadband infrastructure investment.

Data Sources and Purpose:				
Source Name	Source Type	Source Description	Data Collected & Analyzed	Purpose
Federal Communications Commission (FCC)	Public	Federal Agency responsible for implementing and enforcing America's communications law and regulations (Federal Communications Commission (2022). About the FCC. Available at: <a href="https://www.fcc.gov/about/overview">https://www.fcc.gov/about/overview</a> )	FCC Form 477	Determine broadband incumbents and technology penetration
BroadbandNow & BroadbandSearch	Private	Online databases of internet service options available in a given area (BroadbandNow (2022). About BroadbandNow's Team. Available at: <a href="https://broadbandnow.com/about">https://broadbandnow.com/about</a> ; Broadbandsearch (2022). About. Available at: <a href="https://www.broadbandsearch.net/about">https://www.broadbandsearch.net/about</a> )	Advertised internet service offerings including providers, speed, price and technologies	Determine broadband speed and corresponding price
FiberLocator	Private	Online telecommunications database of fiber infrastructure (FiberLocator (2022). Resources: Available at: <a href="https://www.fiberlocator.com/">https://www.fiberlocator.com/</a> )	Existing fiber infrastructure in the County	Define metro fiber networks (regional level - middle mile; local level - last mile) to evaluate network redundancy. Define long haul fiber networks (national level) to be leveraged by the County to connected middle mile
Regional Optical Communications 2023 Broadband Infrastructure Study	Public	Statewide infrastructure study	Existing broadband infrastructure in the County, targeted addresses and proposed routing to reach un and underserved households.	Identify where gaps in infrastructure access are, identify areas of the county that may require different types of outreach (mobile hotspots etc.) while residents wait for BEAD and other infrastructure build out.

Table 19. Data Sources for Broadband Data

### C.1 Current Service

The FCC Broadband Deployment Data identifies the following Top Tier ISPs in Clay County with the corresponding broadband technology and speeds they are currently providing.

According to this table, there are currently 8 providers deployed in Clay County, both for residential and business purposes, which can be categorized as follows:

1. Wired Broadband: Asymmetric DSL, Cable, and Fiber
2. Wireless Broadband: Fixed Wireless and Satellite

These broadband services and prices are offered by 8 ISPs.

Service Provider	Lowest Price Plan	Highest Price	Max Speed (Mbps)	Technology
AT&T	\$55	\$60	25 Mbps	Fixed Wireless
Frontier	\$29.99	\$154.99	5 Gbps	DSL, Fiber
HughesNet	\$49.99	\$119.99	100 Mbps	Satellite
Optimum	\$40	\$200	940 Mbps	Cable
Starlink	\$120	\$5,000	220 Mbps	Satellite
T-Mobile	\$60	\$60	25 Mbps	Fixed Wireless
U.S. Cellular	\$50	\$50	25 Mbps	Fixed Wireless
Viasat	\$119.99	\$199.99	150 Mbps	Satellite

*Table 20. Internet Service Providers Lowest Cost and Speeds*

\* Prices may vary depending on the plan; Not all internet speeds are available in all areas.

\*\*Service areas are based on ZIP Code Tabulated Areas which may overlap County boundaries.

\*\*\*Lowest Price Plans may not reflect the maximum available speeds.

Data obtained from BROADBANDNOW.COM

While several providers advertise speeds at or above 100Mbps, that does not indicate that speed is available everywhere in the area. Access and availability depend on location within the county. As indicated in [Figure 19](#) there are still clusters of households along the existing fiber route that show much higher need than some of the main population centers.<sup>39</sup>

#### Cellular providers in the county<sup>40</sup>

Cellular Service Provider	Max Speed (Mbps)
AT&T	25 Mbps
Mint Mobile	25 Mbps
T-Mobile	25 Mbps
U.S. Cellular	25 Mbps

*Table 21. Cellular Providers in Clay County*

#### Opportunities for partnership

Internet Service Providers are great stakeholders to bring to the table. They typically have a strong interest in making sure their customer base has access to the resources needed to subscribe to their

<sup>39</sup> Note, these maps are based on data provided in 2023. They do not reflect the West Virginia WV State Office of Broadband final BEAD maps or any funds allocated in the 2024 BEAD Allocation

<sup>40</sup> Note that cellular coverage changes rapidly. Please see company websites to determine service levels

services. Internet Service providers can participate at varying levels in local digital equity programs. Some larger ISPs may have specific community impact departments. While many smaller local providers lack this type of structure, they still have a desire and case to work and support digital equity programming. Support can range from participating in planning meetings, to supplying donated refurbished computers, to actively participating or partnering on literacy or affordability initiatives. As outlined below, it is in the best interest of any provider to have increased digital literacy, access to devices, and demand for their services.

## C.2 Internet Affordability and Access

To determine broadband usage, county-level data was collected from the U.S. Census ACS 5-Year Estimate, which illustrates the overall profile of internet affordability and adoption percentages:

Internet/Usage Statistic	Number/Percentage per Household <sup>41</sup>
Number of Total Households Surveyed	2,865
Households with Broadband of Any Kind (Total/Percent)	2,308 (80.6%)
Households with DSL (Total/Percent)	No Data Available
Households with Cable (Total/Percent)	No Data Available
Households with Fiber (Total/Percent)	No Data Available
Households with Fixed Cellular (Total/Percent)	1,967 (68.7%)
Households with Satellite (Total/Percent)	268 (9.4%)
Households with Mobile (Cellular) Internet Only (Total/Percent)	537 (18.7%)
Households without a Device (Total/Percent)	484 (16.9%)
Households with One or More Devices (Total/Percent)	2,381 (83.1%)
Households with a Desktop or Laptop Computer (Total/Percent)	1,701 (59.4%)
Households with a Smartphone (Total/Percent)	2,087 (72.8%)
Households with Only a Smartphone (Total/Percent)	453 (15.8%)
Households with a Tablet (Total/Percent)	1,166 (40.7%)
Households with Only a Tablet (Total/Percent)	77 (2.7%)

*Table 22. Clay County Internet Usage Statistics*

<sup>41</sup> U.S. Census American Community Survey 5-Year Estimates

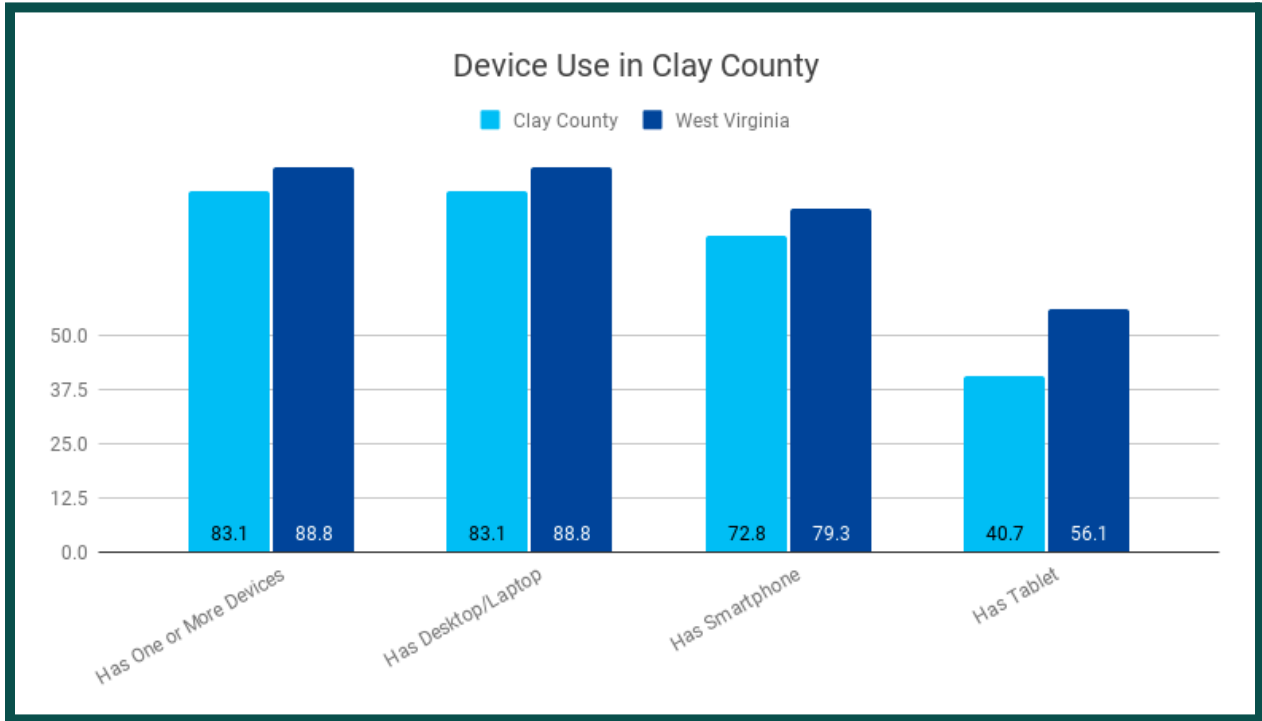


Figure 12. Device access in Clay County

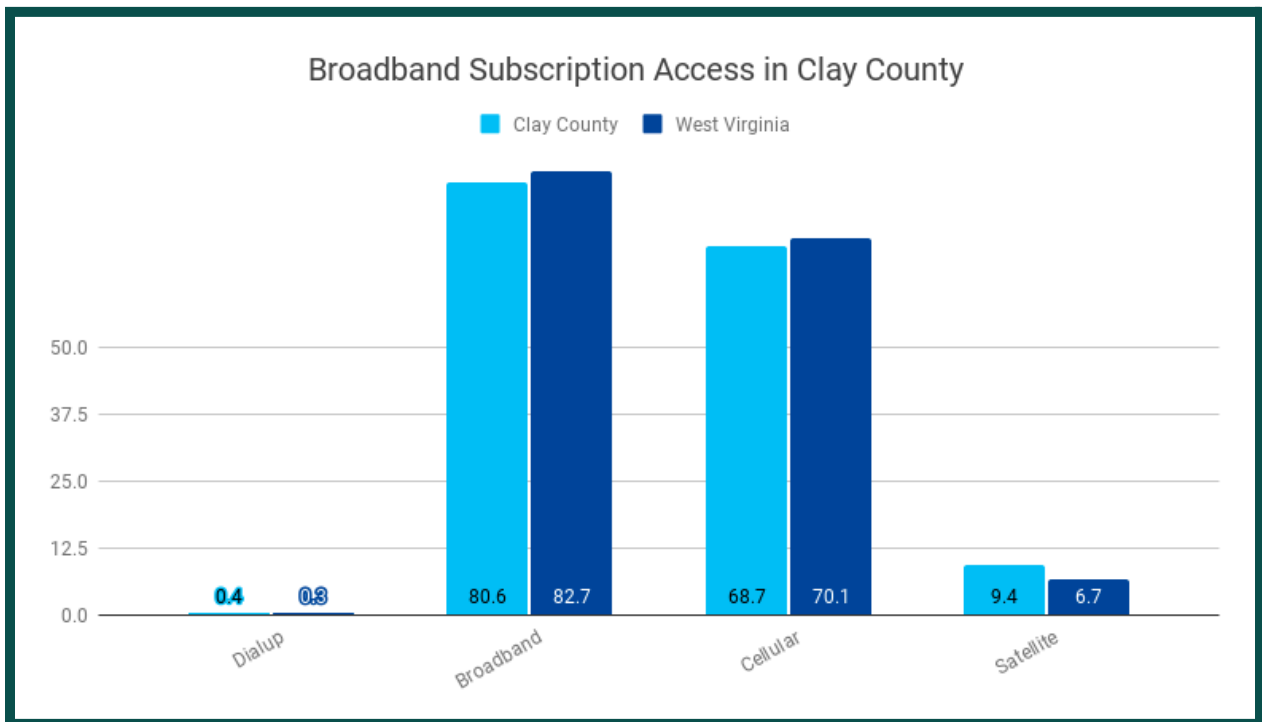


Figure 13. Broadband Subscriptions access in Clay County

### **C.3 Clay County Broadband Maps**

While infrastructure is not the focus of this plan and project, it is a critical component to achieving digital equity and digital inclusion. This section will provide a snapshot of the current state of infrastructure, as well as some of the proposed routes. These maps will likely change but do provide a picture of the state of the county's infrastructure, which can help inform project and program development.

#### **A note on technology**

Fiber is widely accepted to be the fastest, longest lifespan, most robust, most reliable, and most secure broadband technology, and it is capable of providing high symmetrical download and upload speeds. BEAD funding prioritizes fiber. However, there may be locations that need to look at alternative technologies to achieve reliable connectivity. Additionally, as a stop-gap while fiber projects are in planning, permitting, and construction, many communities that need connectivity now may need to look to options like fixed wireless, mobile, or satellite solutions to fill the gap.

#### **Claimed speeds**

The following broadband speed map is based on the FCC Broadband Deployment data representing the highest ISP-reported speed per census block.

It displays a county-level map with current reported speeds December 31, 2023. This data is submitted by Internet Service Providers on a biannual basis. Note that this is the highest reported speed by the ISPs. This may not be the speed that they offer at all times, but the highest speed that they offer. See the [speed test map](#) (page 82) below for more information.



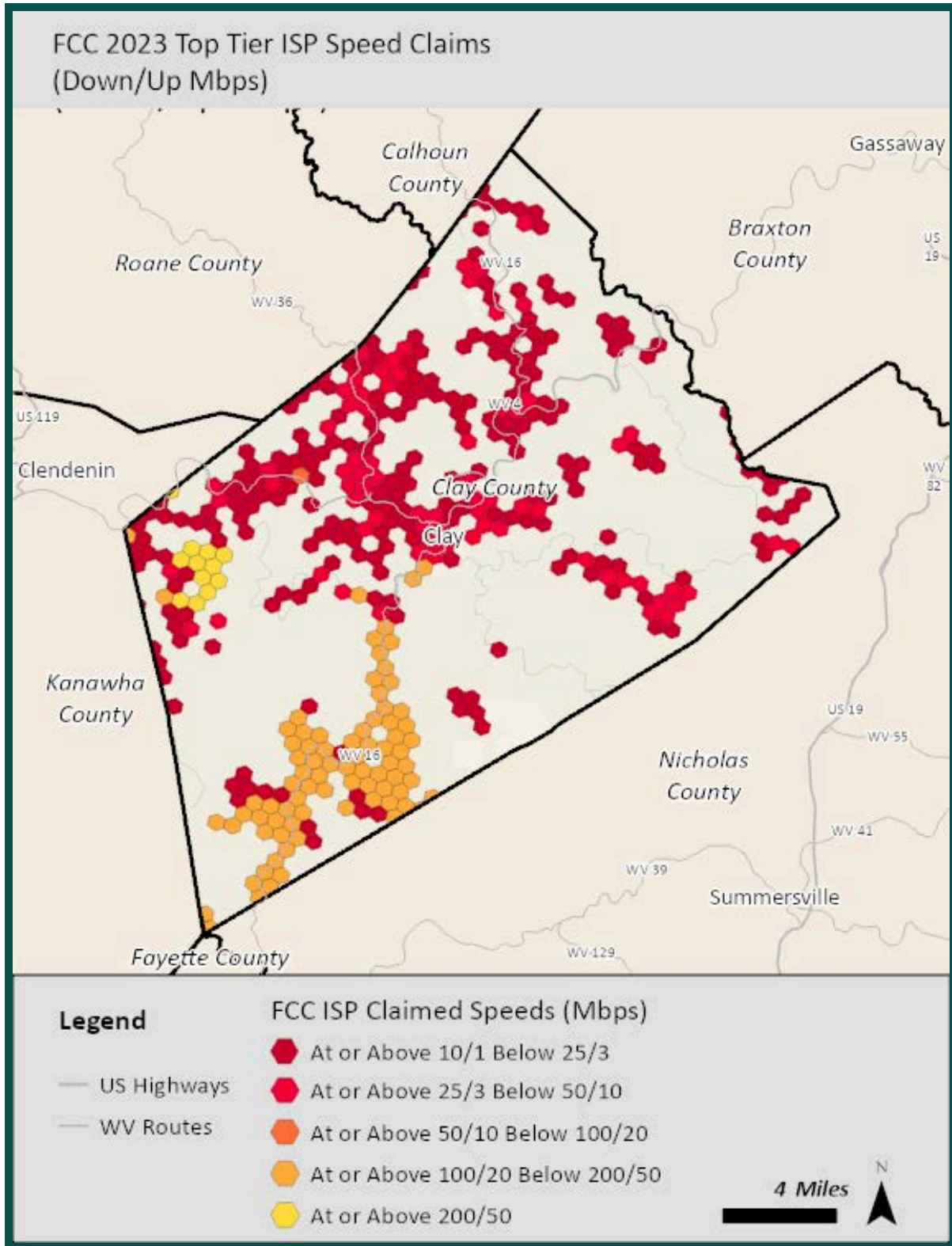


Figure 14. Current Reported Speeds based on 2023 FCC data provided by Reid Consulting Group

### Mobile / Cellular service

The map below displays existing towers in Clay County. Due to the topography, even areas of the county with several towers may still struggle with mobile coverage. Mobile providers do update coverage maps regularly so it may be worth checking their coverage maps on the websites to see what has changed.

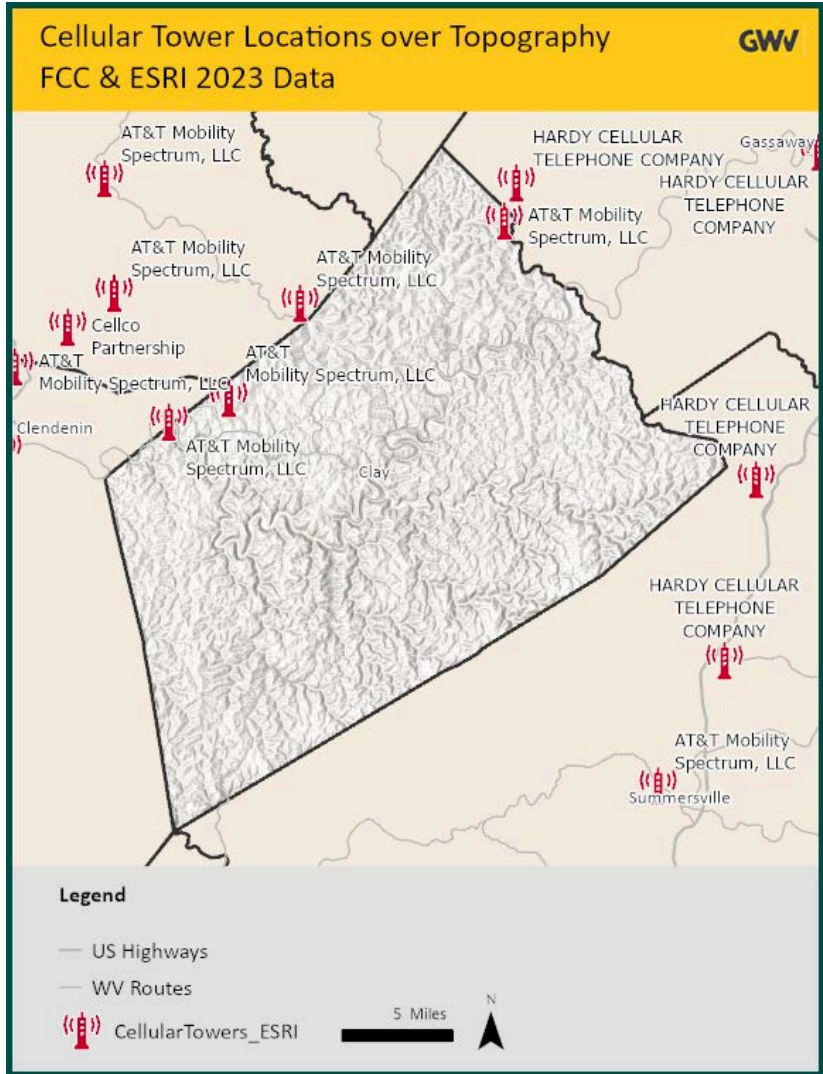


Figure 15. Mobile service towers in Clay County

### Internet Speed Test Data

An important piece of looking at broadband infrastructure is the speed test data. This map shows the reported speeds based on Ookla speed test data from 2023 that indicate the actual speeds being achieved at a given location based on customer tests, overlaid with the claimed speeds of the top tier ISPs based on Census Block Group areas. Dark red indicates the lowest speeds of 25 Mbps or less. As you can see by the square swatches, the actual speed test data is often much lower than the claimed top ISP speeds in the hexagonal areas. This may be due to differences in internet packages available or various other reasons. In the case of differences in internet packages it may indicate affordability issues of residents not being able to afford the top rated package speeds.

Ookla speed tests are a great way to test your speed and document the speeds you are actual receiving at your location. To run a test, visit [broadband.wv.gov/speedtest](https://broadband.wv.gov/speedtest) to find out and help the state understand the true quality of broadband connections in your area

# Ookla Speed Test 2023 Data vs. Top Tier ISP Claimed Speeds

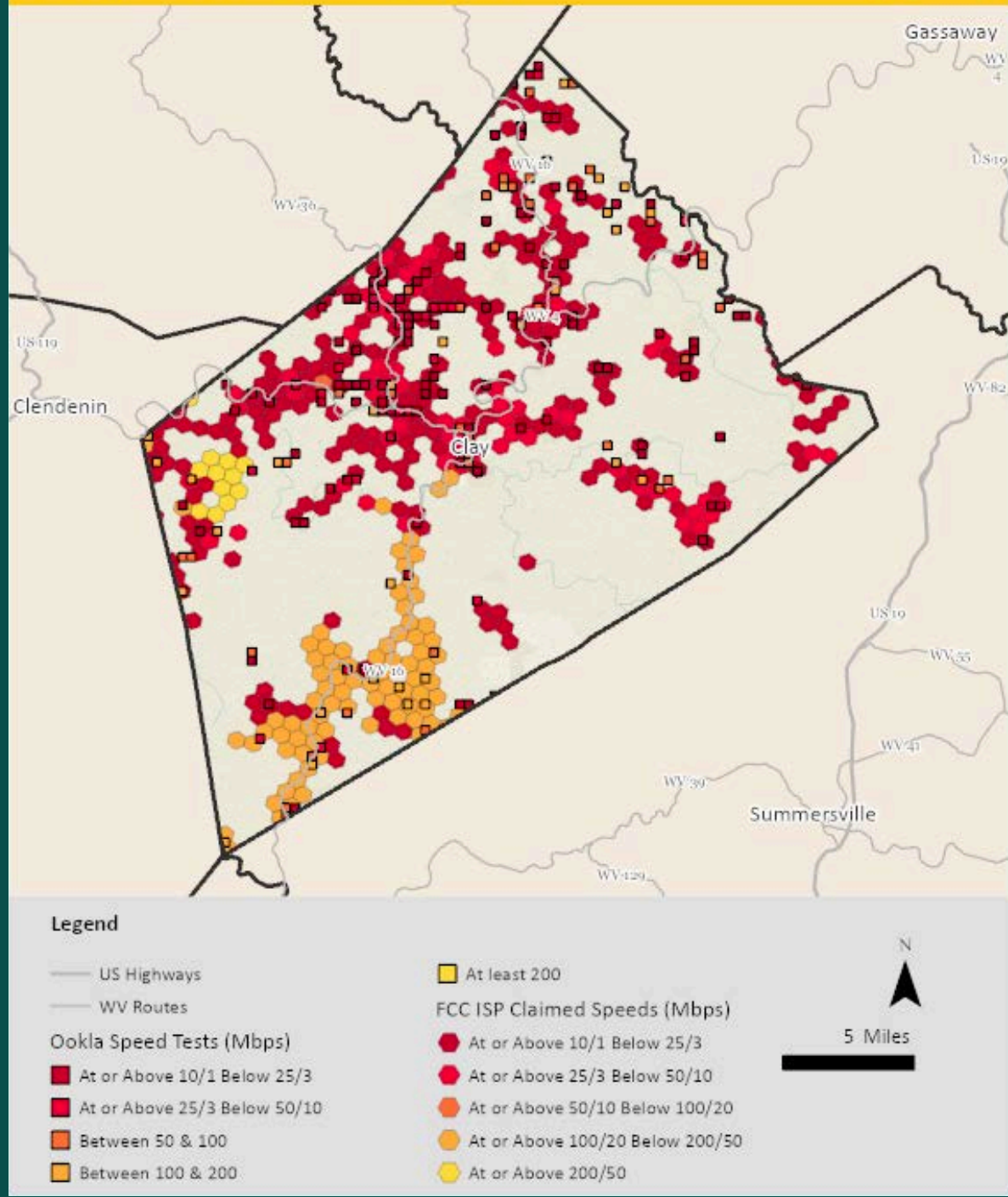


Figure 16. Ookla Speed Test 2023 Data Compared to 2023 FCC ISP Claimed Speeds.

### Unserviced/Underserved Broadband Serviceable Locations

The next important factor is, of course, what areas of the county do not have adequate service. The map below displays the Broadband Serviceable Locations that do have access to broadband over 100/20, and those that do not. Addresses that do not have connection speeds of at least 100/20 (Un and underserved) are represented as green dots. Currently there are 1,141 unserved or underserved addresses that could be served in Clay County.

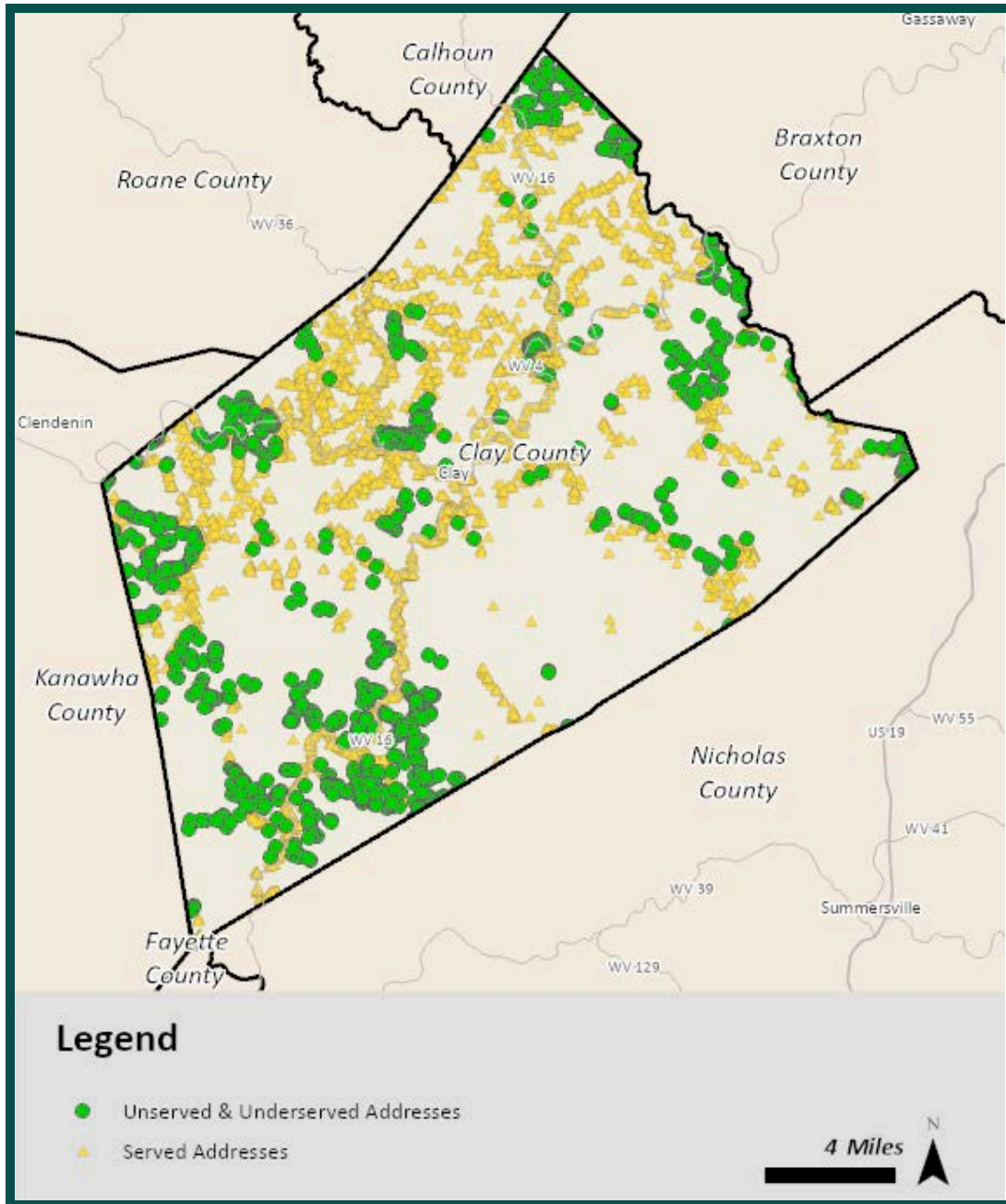


Figure 17. Un/Underserved BSLs in Clay County

This map was created as part of the Regional Optical Communications Statewide Infrastructure study. The methodology for the broadband study data and addresses are based on the involved extensive data collection and collaboration with the West Virginia Office of Broadband (WVDED), utilizing the FCC National Broadband Map for foundational data on broadband serviceable locations (BSLs) and availability. Additional data from various federal and state programs, such as NTIA and ARC POWER Initiative, were integrated, along with local broadband studies and plans obtained through outreach to regional planning councils, county commissions, and ISPs. Using Esri GIS, interactive county maps with multiple data layers were created, categorizing addresses based on service levels, funding status, and serviceability. Note, some addresses that may not currently have access to service may fall under the category of addresses that have a “federally enforceable commitment”. This means that an Internet Service Provider has already submitted a proposal and is “on-the-hook” to connect those addresses. Several of the grant programs that they may have worked with could include State GigReady, Lead Extension, USDA Community and ReConnect, ARC, RDOF, and other funds.

**Proposed Routes and Address Clusters**

In the [2023 ROC Study](#), Thrasher Engineering identified proposed routes to reach every unserved address. Note that these are NOT actually plans in progress. These are proposed routes and provide a cost estimate of \$18,012,718 to install the estimated 228.07 miles of fiber that would be required to serve the currently 1,141 unserved or underserved addresses.

Clay County, WV – 2023 ROC Study – Cost Estimate – Whole County				
Item	Unit Cost (\$)	Unit Type	Unit Qty (#)	Total
Engineering	\$5,500.00	Per Mile	228.04	\$1,254,385
Permitting, Easements and Encroachment Acquisition	\$1,500.00	Per Mile	228.07	\$342,105
Pole Placement and Pole Make-Ready	\$15,000.00	Per Mile	227.54	\$3,413,100
Aerial Construction Labor	\$50,000.00	Per Mile	227.54	\$11,377,000
Underground Construction Labor	\$150,000.00	Per Mile	0.53	\$79,500
Project Construction Contingency 10%	\$1,145,650.00	Lump Sum	1	\$1,145,650
Legal 1.5%	\$171,847.50	Lump Sum	1	\$171,848
Administrative 2%	\$229,130.00	Lump Sum	1	\$229,130
<b>TOTAL COST = \$18,012,718</b>				

*Figure 18. Estimated costs for fiber buildout to Clay County*

On the map in Figure 19, unserved or underserved address clusters are represented by a heatmap with blue areas showing sparse address density and red to yellow areas showing dense clusters of unserved or underserved addresses. The existing fiber route is shown in green, and the proposed fiber routes are in blue.

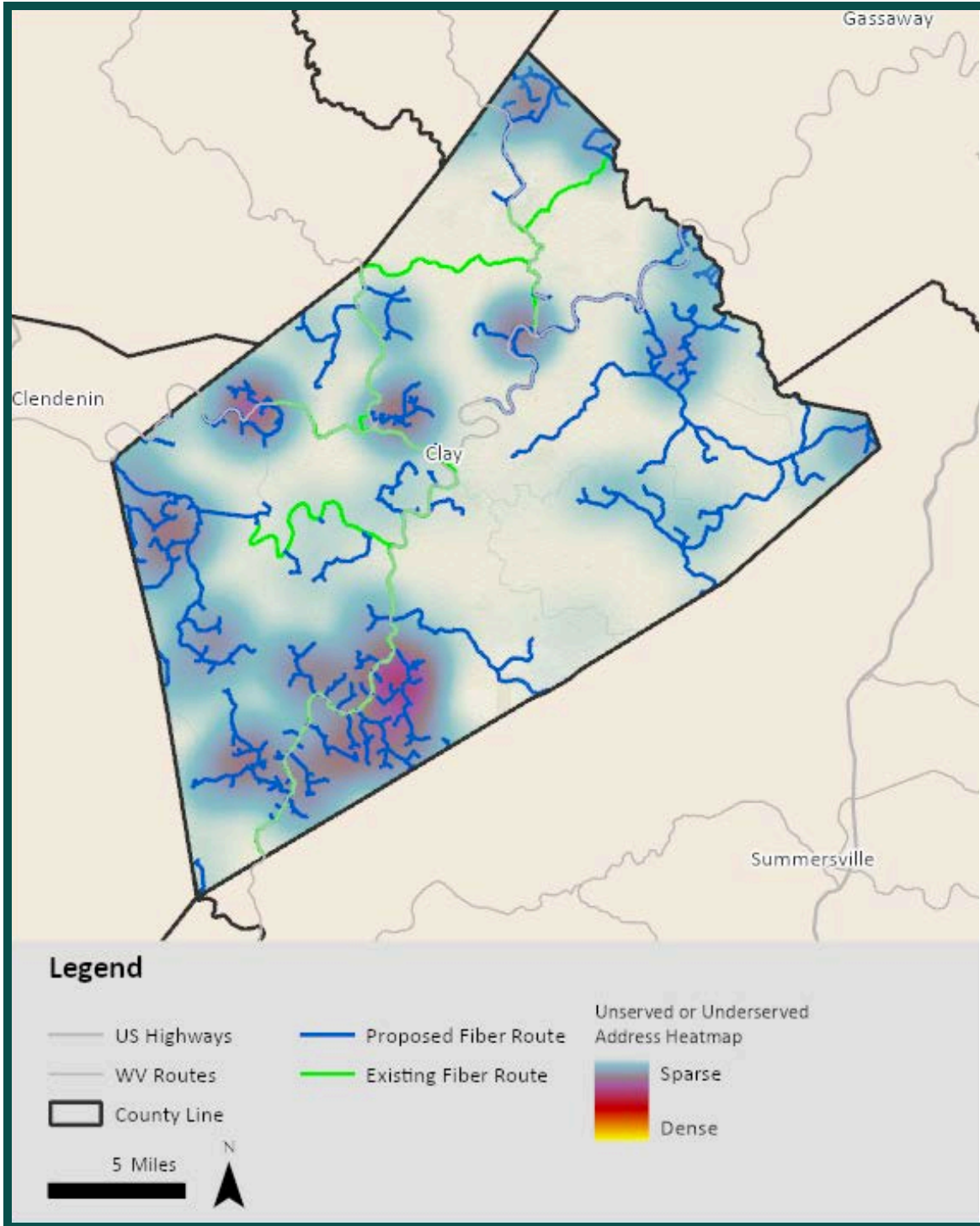


Figure 19. Current and Proposed Fiber Routes and address clusters, Clay County

For more details on current broadband infrastructure, please visit the West Virginia Department of Economic Development Office of Broadband website at [broadband.wv.gov](http://broadband.wv.gov). For more information on current funding allocations, or to see the ROC Study, visit their website here: <http://www.wvroc.org/>.

## Unique challenges

The hill and valley topography along with spread out addresses and small communities presents significant challenges for ISPs looking to construct networks in the region. Residents at the community meetings highlighted some challenges around the local terrain. Limited access to services, distrust of ISPs, and lack of training or education are significant barriers.

## C.4 ISP Business 101

In order to better understand how to work with your local ISPs, it can be helpful to understand a snapshot of the costs associated with providing connectivity in rural areas

### Example Fiber-to-the-Home (FTTH) Construction Financial Model

Demand Points		Explanation
Total Demand Points (Potential Folks connecting)	20	Demand points, or drops, are the number of potential customers that are along a construction route. <i>*Note that "pockets" of customers together are easier/cheaper to connect, vs. houses spread out along a 3 mile route.</i>
Right of Way Preliminary Design Results		
Aerial Length Network Footage	13 miles	Length of this example project.
Additional Network Assumptions		
Estimated Pole Count	273	Number of poles that will be used to hang the fiber. ~20-22 poles per mile depending on the geography
Engineering Duration (months)	9	The amount of time to complete engineering
Make Ready Duration (months)	9	The amount of time to complete make-ready, which involves an examination of each pole to make sure there is adequate space.
Construction Duration (months)	9	Time spent actually building the new fiber line.
Take Rate Duration (months)	12	Amount of time it takes to reach the anticipated "take rate" or number of customers signing up for the network's service. For example, if there are 10 demand points, and only 2 sign up, that's a 20% take rate. If 6 sign up, it's 60%. This is a major factor in the sustainability of maintaining a network for the ISPs. ISPs often assume a take rate between 30-60% for fiber service.

Capital Expenditures	Total Estimated Cost	
Engineering ( <i>Upfront</i> )	\$286,000	Example Engineering cost of \$22,000/mile including Engineering, Permitting and easements, pole placement and make-ready.
Construction ( <i>Upfront</i> )	\$650,000	Example Construction Cost of \$50,000/mile.
<b>Estimated Total Capital Costs</b>	<b>\$936,000</b>	<b>Amount of up-front costs to build and construct a fiber line.</b>

Estimated Cost Per Demand Point	
\$46,250.00	Assuming no federal or state subsidy, this is the total Cost per POSSIBLE customer. Again, the take rate, or percent of possible customer's signing up means that the actual cost per customer could be much higher.
Estimated cost per customer with a 60% take rate.	
\$78,000.00	If an ISP is assuming a 60% take rate (12 of the 20 possible customers signing up for service) this is the cost they need to recoup by the monthly service fee from these customers. At a \$50/month rate with no subsidy, it would take over 100 years for customer fees alone to provide a ROI. This is why the BEAD Investment Act is so critical, and why so many of our communities are still without service since the economics do not make sense for most ISPs without the subsidy in construction.

Table 23. Example Fiber Construction Financial Model

Note that this is a simple construction example. Cost estimates are based on the 2023 ROC Statewide Infrastructure Study located at [www.wvroc.org](http://www.wvroc.org). This does not include many factors that ISPs would use to determine feasibility including general operating, maintenance, customer service, etc.

**Factors ISPs need to consider include:**

- How close together the targeted addresses are (again, dense clusters are cheaper/easier to serve)
- Estimated take rate (an area with existing providers typically has lower take rates, while areas with no providers or cellular coverage have higher take rates.)
- Average revenue per user: based on the take rate estimates, make an assumption based on the type and level of packages customers will be able to pay. ( i.e., prices from competitors, ability to pay for the service, etc.)
- Likelihood of challenges including:
  - Cost overruns
  - Make ready delays
  - Permitting, Licensing, Authorization and Approval delays

In short, the costs of network development are extremely high. Historically, many addresses have not received service due to the lack of return on investment. This again highlights the importance and



significance of the BEAD funds that are bringing \$1.2 billion into the State to facilitate build out to our most rural communities.

Digital inclusion and digital equity efforts can directly impact the economics of an ISP’s network in any given region. Increasing the amount of subscribers by giving them the skills, devices, affordability measures needed, or by improving local online access can make a difference. Using the same example as above, Table 24 outlines an example outlining the difference between a take rate of 30% vs 70%:

**Example ISP yearly revenue projection:**

<b>Example 13 mile Fiber route.</b>		
Total number of demand points (possible customers)	20	Using the same route from our example above
Average plan cost per month/customer	\$70.00	This assumes some customers will have cheaper options, and some, including businesses, will have higher.
<b>Number of customers at a 30 % take rate (number of customers subscribing)</b>	6	Take rate is again, the number of possible customers that actually subscribe to a provider’s service.
Total projected annual revenue for 13 mile stretch based on <b>30%</b> take rate	<b>\$5,040.00</b>	
<b>Number of customers at a 70% Take rate</b>	14	Take rate is again, the number of possible customers that actually subscribe to a provider’s service.
Total projected annual revenue for 13 mile stretch based on <b>70%</b> take rate	<b>\$10,080.00</b>	

*Table 24. Example ISP Yearly revenue projection*

When ISPs are making decisions about which routes to maintain, grow, etc., they have to look at the annual projections. Any connected location has back-end and customer support costs. If a tree falls, there needs to be adequate staffing to make sure there is a technician with a truck who is able to respond. Digital equity and digital inclusion efforts can help increase demand for services, and ultimately their business case for continued growth in the community.



# APPENDIX D

## Funding

## Appendix D. Funding

### D.1 Current funds available for digital equity projects.

There are a variety of funding options available for digital equity. The ones outlined below in Table 25 are unique in that they are specifically for funding digital equity and digital inclusion projects. Many other sources of funding including grants for workforce development, training, social services, recovery, etc., have been used to help stand up programs but are usually focused around the main goals of that grant program.

Program	Description	More info:
Digital Equity Act Competitive Grant program → Summer 2024	Opened Summer 2024. A second round is possible in 2025. At time of publication this has not been published. , Nationally competitive grant program for Digital Equity and Inclusion Projects. Open to a wide range of applicants. More information: <a href="https://broadbandusa.ntia.gov/funding-programs/Digital_Equity_Competitive_Grant_Program">https://broadbandusa.ntia.gov/funding-programs/Digital_Equity_Competitive_Grant_Program</a>	Updates and materials: <a href="https://broadbandusa.ntia.gov/funding-programs/Digital_Equity_Competitive_Grant_Program">https://broadbandusa.ntia.gov/funding-programs/Digital_Equity_Competitive_Grant_Program</a>
West Virginia Office of Broadband DEA Capacity Subgrant Program: Digital Skills → Spring 2025 → TBD 2026* → TBD 2027*	Expected to open early 2025. State level grant for digital skills, training, navigator programs etc. 5 year period of performance, Open to a wide range of applicants.	Draft procedures on broadband.wv.gov : <a href="https://broadband.wv.gov/wp-content/uploads/2023/11/WV-BEAD-Digital-Navigator-Non-Deployment-Draft-Program-Procedures-Nov2023.pdf">https://broadband.wv.gov/wp-content/uploads/2023/11/WV-BEAD-Digital-Navigator-Non-Deployment-Draft-Program-Procedures-Nov2023.pdf</a>
West Virginia Office of Broadband DEA Capacity Subgrant Program: Device access → Spring 2025* → TBD 2026* → TBD 2027*	Expected to open early 2025. Fund organizations looking to provide new, used, or refurbished digital/internet enabled devices. 5 year period of performance. Open to a wide range of applicants.	Draft procedures on broadband.wv.gov : <a href="https://broadband.wv.gov/wp-content/uploads/2023/11/WV-BEAD-Device-Distribution-Non-Deployment-Draft-Program-Procedures-Nov2023.pdf">https://broadband.wv.gov/wp-content/uploads/2023/11/WV-BEAD-Device-Distribution-Non-Deployment-Draft-Program-Procedures-Nov2023.pdf</a>
West Virginia Office of Broadband DEA Capacity Subgrant Program: Local Digital Equity Planning → Spring 2025* → TBD 2026*	Expected to open early 2025. Focused on county, city, or regional governments to create local digital equity plans. 1 year period of performance.	Procedures pending.

USDA Distance Learning and Telemedicine Program	Expected to open Spring 2025. Open to a wide range of applicants including state/local government, non profit, for profit, and groups. Can be used for equipment, facilities, software, instructional programming, some technical assistance if it pertains to telemedicine or distance learning	Grant landing page: <a href="https://www.rd.usda.gov/programs-services/telecommunications-programs/distance-learning-telemedicine-grants">https://www.rd.usda.gov/programs-services/telecommunications-programs/distance-learning-telemedicine-grants</a>
<i>*pending final approval and subject to change</i>		

Table 25. Digital Equity Adjacent Grant Programs

## D.2 Other funding models

There are a variety of other unique funding models available for these types of programs. Because the targeted populations cover such a wide range of residents, many businesses, philanthropies, and other stakeholders have an interest in supporting them. For example, while a philanthropic organization may only support efforts assisting low-income youth, they may be willing to partner with a larger digital literacy program if that organization can show that they are targeting and supporting their target population.

### Grant programs

There are a series of grants that can be used to cover certain aspects of Digital Inclusion programs. Workforce-related grants could cover skills training as it pertains to helping people join the workforce. Healthcare-related grants could support devices or training as pertains to telehealth. Even if there isn't a clear grant program for your project, building partnerships can lead to additional funding opportunities.

### Public-private partnerships

Public-private partnerships are a familiar concept within traditional economic development work.. Many industries benefit from their customers or clients having access to and being able to use online services. These could be local banks, healthcare, industry, or other local businesses. In addition, business and industry often spend significant amounts of time and money on training new employees and building up pipelines. Digital skilling and access programs also have the potential to decrease costs for them in the long run. While developing public-private partnerships can take time and effort, the benefits could be long-term sustained funding for digital inclusion initiatives.

### ISP support

Internet Service Providers, as mentioned above, have a very clear interest in making sure that their networks are being utilized. They can participate in a variety of ways, from providing direct (grant) support to programs, to donating equipment/devices, to being willing partners in educational activities.

For any digital inclusion project, it may be a great step to reach out to your local ISPs to see if/what they're already doing and how they may be willing to come to the table.

### **CRA funding**

There have been some instances where a financial institution's Community Reinvestment Act funding could be used for these efforts. There are significant changes coming to the CRA process over the next few years so it may be best to work directly with your local banking representative to determine what they can/cannot do.

## **D.3 Project planning 101**

For any project that is seeking funding, there are several key items to consider.

### **Match:**

When working with a funder, whether government or private philanthropic organizations, it is very common for there to be a required match. Match is the dollar amount and/or in-kind time that an organization is able to pitch into their project. Some funders calculate match differently but the most common method is a % of the total request. For example, say an organization is Requesting \$40,000 from a funder. If that funder requires a 25% match, the organization would be required to come up with and supply \$10,000 in matching funds along with the request. This would bring the total project cost up to \$50,000 total investment leveraged. For more information please visit:

<https://www.learngrantwriting.org/blog/match-funding-grants/>

### **Partners**

Identifying and securing partnerships can be a very important step in developing your project. When selecting partners, look for organizations that you have worked with in the past, and/or organizations that have similar goals.

When selecting partners it is important to make sure that they understand and fully have capacity to work on the project in the ways they are proposing. There is always inherent risk in partnership, but the more time you can spend with them during the planning process, like any relationship, the less likely there will be misunderstandings or communication breakdowns later on.

Once you have determined the outline of the partnership, it is recommended that you write down your shared work plan and/or MOU. This provides important context in case staff changes occur or something happens down the line. Some good tips here:

<https://grantwriters.net/blog/tips-for-finding-the-best-partners-for-your-grants/>

### **Project plan**

The project plan or work plan is an important component of your project. It includes specific timelines, activities, and responsibilities assigned to your staff and partner organizations. For more information please visit: <https://writing.wisc.edu/handbook/grants/> and

<https://www.ncoa.org/article/succeed-at-grant-proposals-have-a-plan-and-a-process>

## Funding Strategy and Remaining Gaps

Activity	Description	Example Key Stakeholders	Possible Funding Sources
<b>1. Project Objectives</b>	Define the goals and objectives of the project.	Government Agencies, Private Partners, Community	Grants, Public Funds, Private Investments
<b>2. Partnership Formation</b>	Identify key partners and their roles in the project.	Government Agencies, ISPs, Infrastructure Providers	Public-Private Partnerships, Joint Ventures
Public Sector	Government agencies responsible for regulation, funding, and oversight.	Local, State, and Federal Government	Grants, Bonds, Public Funds
Private Sector	Internet Service Providers (ISPs), infrastructure providers, and technology companies.	ISPs, Infrastructure Providers, Technology Companies	Private Investments, Loans, Equity
Community Engagement	Involvement of the local community and organizations.	Community Groups, Nonprofits, Local Businesses	Community Contributions, Grants
<b>3. Financial Planning</b>	<u>Develop a financial plan for the project.</u>	<u>Financial Analysts, Project Managers</u>	<u>Grants, partnerships</u>
Budget Allocation	Allocate funds for staffing, supplies, travel, curriculum, devices etc.	Project Managers, Financial help.	Public Funds, Grants, Loans
<b>4. Funding Sources</b>	<u>Identify sources of funding for the project.</u>	<u>Funding Agencies, Private Investors</u>	<u>Grants, Loans, Equity</u>
Government Grants	Federal, state, or local grants	Government Agencies, State Agencies	Government Grants
Philanthropy	Grants, pilot funds	Local, Regional, National Philanthropy	Philanthropy
Private Partnerships	Attract private investors for equity or debt financing.	Private Partners, Investors, ISPs	Private Investments,
<b>5. Project Management</b>	<u>Define the structure for decision-making and oversight.</u>	<u>Project Manager, Project Partners</u>	

Activity	Description	Example Key Stakeholders	Possible Funding Sources
Steering Committee	A committee overseeing the project's progress and compliance.	Steering Committee Members	Decision-Making Protocols
Project Manager	Appoint a project manager responsible for day-to-day operations.	Project Manager	Reporting, Execution
Reporting and Monitoring	Implement mechanisms for progress reporting and performance monitoring.	Project Manager, Oversight Team	Reporting Framework
<b>8. Performance Metrics</b>	<u>Define key performance indicators (KPIs) for the project.</u>	<u>Project Manager, Oversight Team *note some national orgs. Can offer support for tracking.</u>	<u>KPIs and Measurement Metrics</u>
Broadband Accessibility	Measure the percentage of the population with access to broadband.	Oversight Team/ PM	
Covered population metrics	Measure items relating to covered populations and their success in your program	Oversight team/PM	
Service Quality	Monitor the quality of broadband services provided.	Oversight Team	Service Level Agreements (SLAs)
<b>9. Review and Adaptation</b>	Establish a process for project review and adaptation.	Steering Committee, Project Manager	Review Schedule, Adaptation Strategies

Table 26. Project Planning Table

## D.4 Measurement and Tracking strategies

### Implementation Strategies and DEA Measurable Objectives

Measuring the impact of any new or existing digital inclusion project will be critical to show the success, areas of improvement, and secure longer term funding for projects moving forward. As community members and organizations develop project ideas to address the barriers identified above, it will be important to plan for measurement on the front end.

Some example measurement objectives are listed below:

- **Digital Literacy Programs:**  
**Objective - Improve digital literacy and technology skills among underserved populations.**
  - Example strategy: collaborate with libraries, schools, and community centers to offer digital literacy workshops.
  - Potential measurement: Pre/post testing for literacy courses, number of attendees completing programs, attendance at workshops, devices "earned" through learn and earn programming.
  
- **Online Accessibility and Inclusivity of Public Resources and Services:**  
**Objective - Ensure everyone has the same opportunity to engage with public resources and services online to increase civic participation.**
  - Example strategy: Addressing online accessibility and inclusivity of public resources and services across the applicable covered populations within the community by partnering with local government to update websites and improve accessibility of their online resources.
  - Potential measurement: Community surveys, number of websites that are accessible,
  
- **Awareness and Use of Cybersecurity and Online Privacy Tools:**  
**Objective - Empower individuals, organizations, and communities to protect their digital assets, personal information, and online activities from cyber threats and privacy breaches.**
  - Example strategy: Increase digital security awareness, use of cybersecurity, and online privacy measures/tools across the applicable covered populations within the community by partnering with local tax prep support services to do outreach and provide training to the community.
  - Possible measurement: Increase in residents using online banking, privacy tools, accessing healthcare records. etc.
  
- **Availability and Affordability of Consumer Devices:**  
**Objective - Ensure access to affordable devices and software.**
  - Example strategy: Increase availability and affordability of consumer devices across the applicable covered populations in the community by working with the local high school tech center to begin a device refurbishment program.
  - Potential measurement: Increase of residents using appropriate devices, number of devices distributed, number of devices refurbished.
  
- **Community Technology Hubs:**  
**Objective - Establish community centers equipped with technology resources.**



- Example strategy: Fund and support the creation of technology hubs in underserved communities by offering technical assistance for grant writing, partnership development to help connect businesses with a stake in it to the community center etc.
  - Potential measurement: Number of residents using resources, number of workshops held at these hubs, funding to increase the number of the hubs.
- **Public-Private Partnerships:**
    - Objective - Foster collaboration between government, businesses, and nonprofits.**
    - Example strategy: Create pathways for the establishment of public-private partnerships for the benefit of covered populations within the community by creating incentives for businesses to invest in digital equity initiatives.
    - Potential measurement: Percentage of funding coming from private investment and businesses.



# APPENDIX E

Example Resources

## Appendix E. Example Resources

### DEI Inventory Example:

Asset Category	Description	Key Contacts / Responsible Parties
<b>1. Infrastructure</b>	Physical resources supporting digital access.	
Public Wi-Fi	Locations with public Wi-Fi access.	
Computer Labs	Community or organization-owned computer labs.	
Broadband Availability	Availability and quality of broadband connections.	
Device Loan Programs	Programs offering device loans to underserved individuals.	
Digital Inclusion Centers	Centers providing digital literacy training and resources.	
<b>2. Devices</b>	Availability of computing devices.	
Desktop Computers	Number and availability of desktop computers.	
Laptops	Number and availability of laptops.	
Tablets	Number and availability of tablets.	
Smartphones	Number and availability of smartphones.	
<b>3. Training &amp; Support</b>	Programs and resources for digital literacy training.	
Digital Literacy Workshops	Availability of workshops and training programs.	
Online Learning Platforms	Platforms for online courses and resources.	
Technical Support	Availability of technical support for digital issues.	
Digital Instructors	Trained individuals or volunteers providing instruction.	

Asset Category	Description	Key Contacts / Responsible Parties
<b>4. Community Partnerships</b>	Collaborations with other organizations and entities.	
Educational Institutions	Partnerships with local schools, colleges, or universities.	
Nonprofit Organizations	Collaborations with nonprofits focused on digital equity.	
Public Libraries	Partnerships with local libraries for digital resources.	
Local Businesses	Partnerships with businesses providing digital access.	
<b>5. Funding &amp; Grants</b>	Financial resources and grant opportunities.	
Grants & Donations	Grants and donations supporting digital equity efforts.	
Funding Sources	Identified sources of funding for ongoing initiatives.	
<b>6. Outreach &amp; Awareness</b>	Efforts to raise awareness about digital equity.	
Outreach Campaigns	Campaigns to inform the community about available resources.	
Marketing Materials	Brochures, flyers, or websites promoting digital equity.	
Community Events	Events to engage the community and raise awareness.	
<b>7. Data &amp; Assessment</b>	Data collection and assessment mechanisms.	
Data Collection Tools	Tools for collecting data on digital equity efforts.	
Impact Assessment	Evaluation methods for assessing the impact of initiatives.	

Table 27. DEI Inventory Example

## Example Community Survey Questions

Continued stakeholder outreach and engagement can be a good way to not only ensure that planned programs are working as anticipated, but also to better understand existing challenges and tailor services as needed.

Example: Digital Equity Community Survey

### Section 1: Demographics

1.1. Name:

1.2. Email:

1.3. Phone Number:

1.4. Are you representing a specific organization or community group?

If so, please specify:

Yes (Please specify) \_\_\_\_\_  No

### Section 2: Current Broadband Access

2.1. Do you currently have access to a reliable high-speed broadband internet connection at your place of residence?

Yes  No  I don't know

2.2. If you answered "No" or "I don't know" to the previous question, please briefly explain the challenges or barriers you face in accessing broadband internet:

(Open-ended response)

**Section 3: Internet Use and Adoption**

3.1. How frequently do you use the internet for personal, educational, or professional purposes?

Daily  Weekly  Monthly  Rarely  Never

3.2. What are the primary reasons for using the internet? (Check all that apply)

Education  Work or employment  Healthcare and telemedicine  Communication (email, social media, etc.)  Entertainment  Accessing government services  Other (please specify)

3.3. Have you encountered any specific challenges or limitations in using the internet for your needs? If so, please describe:

(Open-ended response)

**Section 4: Strategies and Recommendations**

4.1. What strategies or initiatives do you believe would be most effective in increasing broadband access and adoption in our community?

(Open-ended response)

4.2. Are there any specific programs, resources, or partnerships that you would recommend to address digital inequities and promote broadband access?

(Open-ended response)

4.3. Do you have any other suggestions, comments, or insights regarding digital equity and broadband access that you would like to share?

(Open-ended response)

## Example Summary of Community Survey Responses Template:

### Digital Equity and Inclusion Community Survey Summary

*Survey Period: [Date Range]*

*Total Responses: [Total Number of Respondents]*

*Survey Purpose: To assess the digital inclusion needs and challenges within our community and gather input on potential solutions.*

#### Key Findings:

##### Digital Access and Devices:

- *Access to Devices:* Approximately [Percentage]% of respondents reported having access to personal computing devices (laptops, desktops, tablets, or smartphones).
- *Digital Divide:* [Percentage]% of respondents mentioned experiencing challenges due to a lack of personal devices, highlighting the existence of a digital divide.

##### Internet Connectivity:

- *Broadband Access:* [Percentage]% of respondents indicated that they have access to reliable broadband internet connections.
- *Internet Reliability:* [Percentage]% of respondents reported experiencing frequent internet connectivity issues, affecting their online activities and work.

##### Digital Literacy and Training:

- *Digital Literacy:* [Percentage]% of respondents expressed a need for digital literacy training and resources to improve their digital skills.
- *Training Availability:* [Percentage]% of respondents were unaware of available digital literacy programs in the community.

##### Community Resources:

- *Awareness of Resources:* [Percentage]% of respondents were unaware of existing community resources, such as public Wi-Fi hotspots or computer labs, for accessing digital services.
- *Access to Support:* [Percentage]% of respondents mentioned that they lacked access to technical support for digital issues.

##### Partnerships and Collaboration:

- *Existing Collaborations:* [Percentage]% of respondents were unaware of any ongoing partnerships between local organizations and the community to address digital inclusion.
- *Interest in Collaboration:* [Percentage]% of respondents expressed interest in community partnerships to enhance digital equity initiatives.

##### Awareness and Outreach:

- *Awareness Campaigns:* [Percentage]% of respondents indicated that they had not come across any awareness campaigns promoting digital equity and inclusion.
- *Interest in Awareness:* [Percentage]% of respondents expressed a desire for increased outreach efforts to raise awareness about available resources.



**Example: Engagement Activity Matrix**

<b>Community Engagement Activities for Digital Equity</b>	<b>Description</b>	<b>Objective/ Outcome</b>	<b>Date/ Time</b>	<b>Location/ Venue</b>	<b>Lead/ Coordinator</b>	<b>Resources Needed</b>	<b>Notes</b>
1. Community Meeting	Hold a town hall-style meeting	Share information on internet access options	[Date]	[Location]	[Lead Name]	Presentation materials, AV equipment	Agenda and speakers confirmed
2. Stakeholder Roundtable	Convene key stakeholders	Discuss strategies and partnerships	[Date]	[Meeting Venue]	[Lead Name]	Meeting agenda, invitees	Stakeholders confirmed to attend
3. Community Webinar	Host an online information session	Raise awareness and educate community members	[Date]	[Online Platform]	[Lead Name]	Webinar platform, speakers	Webinar registration open
4. Public Awareness Campaign	Launch a digital equity	Raise awareness and promote	[Date Range]	[Online and Local]	[Lead Name]	Marketing materials, media outreach	Social media content planned
5. Focus Group Discussions	Organize small group discussions	Gather in-depth insights and suggestions	[Date Range]	[Community Locations]	[Lead Name]	Facilitators, discussion guides	Focus group topics identified

*Table 28. Example Engagement Activity Matrix*



**Example Outreach and Engagement Planning Table**

Component	Description	Key Activities	Timeline	Responsible Party
Needs Assessment	Assess the digital equity needs of the target communities.	E.g., Conduct surveys and focus groups to gather data on digital access and literacy.	i.e., Q1-Q2	i.e., Digital Equity Team
Stakeholder Mapping	Identify key stakeholders and partners for collaboration.	Identify local nonprofits, government agencies, and businesses interested in digital equity.	i.e., Q1-Q2	Digital Equity Team
Community Engagement	Engage with underserved communities to understand their specific challenges and needs.	Host community meetings and workshops to gather input.	i.e., Q1-Q2	Outreach Coordinator
Digital Literacy Programs	Develop and implement digital literacy programs.	Create a curriculum for digital skills training; Partner with libraries and community centers to offer workshops.	i.e., Q1-Q2	Education Coordinator
Device Distribution	Ensure access to affordable devices for underserved populations.	Establish partnerships with device manufacturers; Organize device distribution events.	i.e., Q1-Q2	Technology Coordinator
Broadband Expansion	Work on improving internet access in underserved areas.	Partner with ISPs to extend coverage; Set up public Wi-Fi hotspots.	i.e., Q1-Q2	Infrastructure Team
Technology Hubs	Establish community technology hubs.	Identify suitable locations and secure funding; Equip hubs with computers and internet access.	i.e., Q1-Q2	Facilities Coordinator

Component	Description	Key Activities	Timeline	Responsible Party
Policy Advocacy	Advocate for policies supporting digital equity.	Engage with policymakers and advocate for digital inclusion legislation.	i.e., Q1-Q2	Advocacy Team
Private Sector Engagement	Collaborate with businesses for support.	Reach out to local companies for sponsorship and support; Organize corporate volunteer programs.	i.e., Q1-Q2	Partnerships Coordinator
Progress Monitoring	Continuously track and evaluate progress.	Collect data on key performance indicators; Adjust strategies based on results.	Ongoing	Data Analyst
Community Outreach Events	Host community events to promote digital equity.	Organize digital fairs, workshops, and awareness campaigns.	Ongoing	Outreach Coordinator

Table 29. Example Outreach and Planning Table