

**BROADBAND ASSISTANCE ADVISORY COUNCIL (BAAC)
ADOPTION WORK GROUP
STATE OF HAWAII
DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS**

**REPORT TO BAAC
by
Ian Kitajima, Chair**

November 2014

I. Broadband Survey Research Report

The SMS statewide broadband market survey was completed in January 2014. This survey, which included input by the Adoption Work Group, gathered information about consumer and small business broadband usage, knowledge and attitudes. Among other things, it sought to measure subscriber awareness of the benefits of higher speed broadband and possible motivations to the adoption of higher speed service levels. The SMS Research draft report on the market research was circulated to the Work Group for comment. Revisions have been made to the report in response to the comments received, and the final report will be posted on DCCA's website.

II. Design Thinking Broadband Adoption Project

The Design Thinking project, led by Chair Kitajima, sought to identify barriers to adoption through individual interviews to understand the reasons for non-adoption and the adoption of lower speeds of broadband service. Volunteer participants identified a prototype project using a storytelling context that could engage the older generation with the younger generation in recording cultural, community or family histories for sharing. A final report was submitted to DCCA with a recommendation on a smartphone app that could be used to allow potential broadband adopters to discover the value of access to the Internet through storage and sharing services available.

III. Technical Assistance Work Plan

DCCA's Technical Assistance Work Plan was circulated to the Work Group for review and comment.

IV. DCCA Activities

The Work Group was kept informed of DCCA's broadband adoption activities for potential participation by the Work Group. These activities included:

- a. Hawaii State Public Library System (HSPLS) Mobile Netbook Loan Program

DCCA has been partnering with the Hawaii State Public Library System (HSPLS) in the implementation of its Mobile Netbook Loan Program by assisting with the creation of training materials and curriculum for the library staff to provide digital literacy education to patrons. The HSPLS program allows library patrons to borrow a netbook equipped with 3G mobile data services for free.

b. Hawaii Communities for a Lifetime

DCCA has partnered with the Cooperative Extension Service within the University of Hawaii's College of Tropical Agriculture & Human Resources to introduce a digital literacy component into its existing Hawaii Communities for a Lifetime Project. The goal of the Communities for a Lifetime project is to assist communities in improving resources to prepare for the anticipated growth of an aging population by assessing the physical, social, and service assets needed to improve the livability or 'age friendliness' of communities.

DCCA sought to leverage this existing program to reach a targeted demographic group by assisting with the development of a program website to encourage community awareness and participation in the program through use of the Internet. The pilot project to introduce this digital component is the Wahiawa Communities for a Lifetime project currently in progress. The Communities for a Lifetime webpage will also link to DCCA's digital literacy webpage currently under construction.