



Digital Equity, Rural Resilience

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Association

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About NTCA

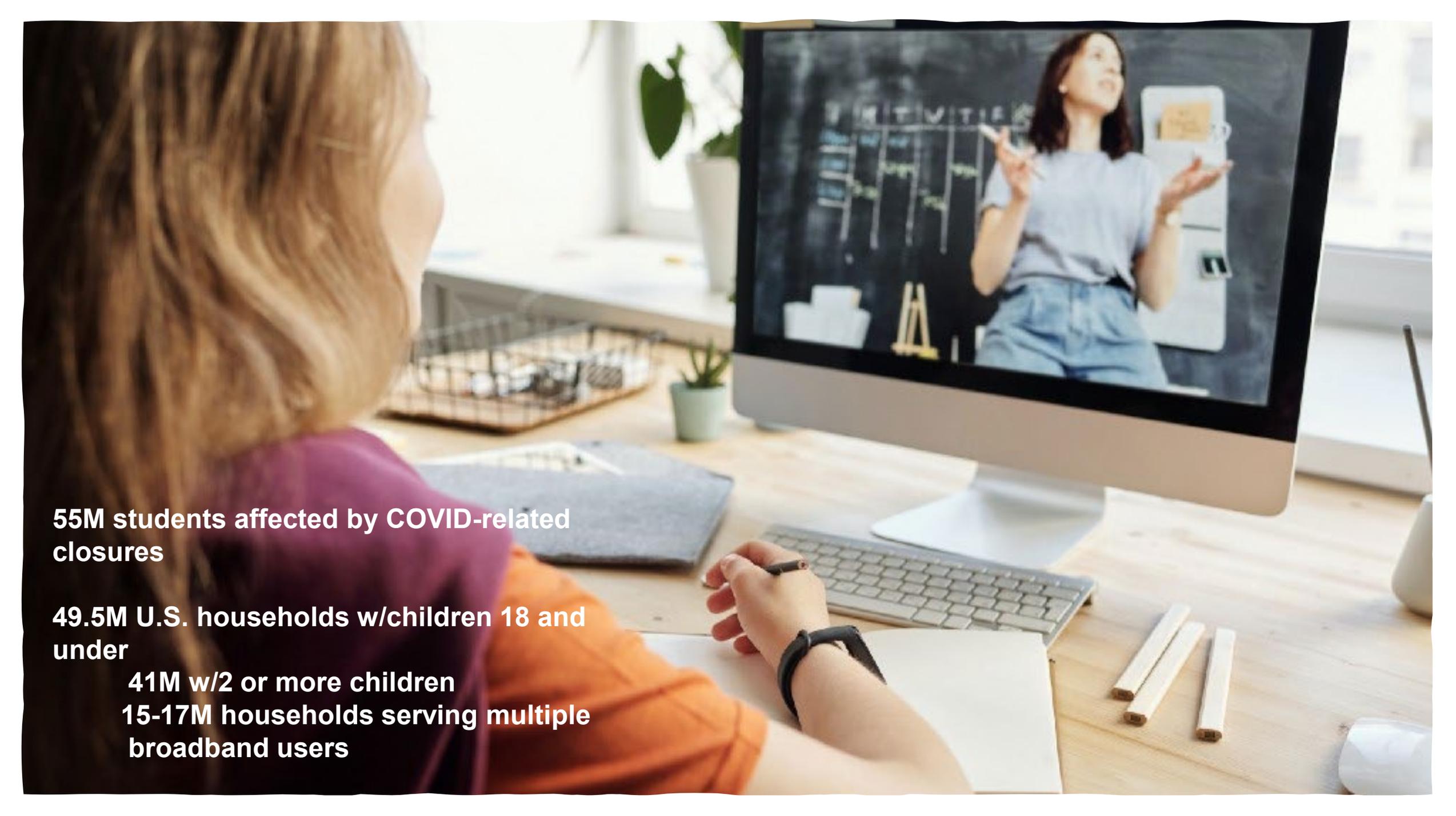
850 locally operated rural broadband providers

37% of U.S. landmass; 5% of U.S. population

69.9% FTTH

67.8% > 100 Mbps





55M students affected by COVID-related closures

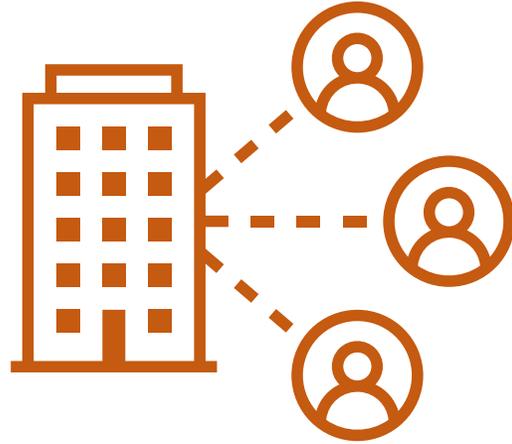
49.5M U.S. households w/children 18 and under

41M w/2 or more children

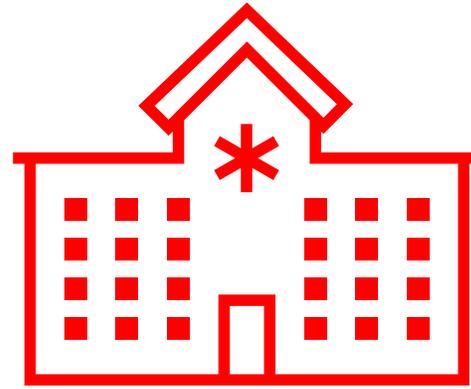
15-17M households serving multiple broadband users



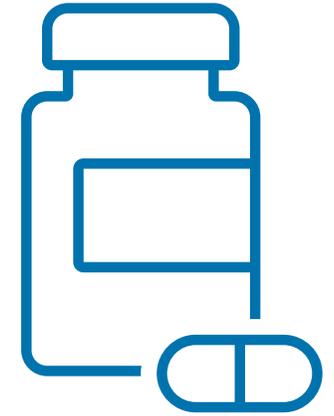
Save \$5,700 per facility, annually



Save \$3,400 per facility, annually



Save \$20,840 per facility, annually



Increase local lab revenues \$9,000-\$39,000 per year; increase local pharm revenues \$2,300-\$6,200 per year

Rural telehealth

Relief in Appalachia

Peoples Rural Telephone
Cooperative (McKee, KY) and
Teleworks USA

23 counties

3,152 jobs

\$70M wages

TELEWORK

Employment declines, Feb-Mar: -2.7%
for non-telework capable jobs; -0.5%
for telework-capable jobs

40% Americans can telework . . . and
40% of Americans have teleworked



Precision ag





Rural online transactions = \$1.4 trillion/14% of total U.S. internet transactions

7% U.S. nominal GDP

Interdependencies

Rural telecom companies support

\$24.1M economic activity

\$8M in rural areas

\$16.1M in urban areas

69,595 jobs

46% rural jobs

54% urban jobs

Finding partners

Global Cities Team Challenge

Virtual Living Room® (www.frs.org)



*All those things we said
we would do someday?*

We're doing them now.



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