

## Broadband Mapping Initiative: New Methodology is Quicker, More Accurate, More Granular

Two months after [launching](#) the Broadband Mapping Initiative to more accurately, comprehensively, efficiently and quickly map broadband deployment nationwide, USTelecom has told the FCC that early data gleaned from its mapping pilot in Missouri and Virginia are demonstrating that the new methodology is working and is “superior to other [mapping] proposals.”

### KEY POINT: COST EFFICIENT, SCALABLE AND RAPIDLY DEPLOYABLE

**Revolutionizing broadband mapping capability in the United States without delaying existing FCC broadband deployment objectives or timing.**

- USTelecom expects to report pilot results to the FCC as early as July 2019.
- Estimated total cost for a national map is \$10-12 million.
- USTelecom’s mapping approach is scalable to include multiple reporting methodologies, including individual geolocated structures, polygons (shapefiles), wireless propagation maps, etc.

### KEY POINT: MORE ACCURATE AND MORE GRANULAR

**Producing a high degree of accuracy and granularity about the actual location of broadband serviceable locations, particularly in rural areas.**

- USTelecom provided the FCC with “strong evidence that the fabric approach is yielding very accurate and granular information about the actual location of serviceable locations.”
- USTelecom said the creation of a national broadband map is not “theoretical.” It is “realistic and necessary” to ensure that policymakers have an accurate map of where rural broadband consumers are located.
- USTelecom provided a series of [mapping images](#) and underlying data to the FCC demonstrating how the methodology being tested in the pilot actually works.

### KEY POINT: SHAPEFILES ALONE ARE A HALF MEASURE THAT WILL NOT IMPROVE CONNECTIVITY IN RURAL AMERICA

**Demonstrating why shapefiles (aka polygons) without an underlying geocoded mapping database based on this methodology are insufficient to determine actual broadband service locations.**

- USTelecom told the FCC the pilot data demonstrates why using a geospatial polygon “without a rigorously developed and consistently geocoded underlying template is neither granular nor accurate.”
- USTelecom added: “Without the underlying fabric, such a polygon provides no information on where locations in the service area are located, which is particularly important for unserved locations in rural areas.”

*Mapping images submitted to the FCC (May 28, 2019) are available [HERE](#).*

### **About the USTelecom Broadband Mapping Initiative**

The [Broadband Mapping Initiative](#) will harness the power of new digital resources, databases and crowdsourcing platforms, combined with existing provider service address information, to improve understanding of unserved/served areas.

Beginning with a pilot program in Virginia and Missouri, the initiative will result in the most sophisticated and detailed map of broadband availability in the nation, arming policymakers with granular data to identify where broadband service is lacking and better target scarce funding.

In addition to USTelecom, ITTA and WISPA, the Broadband Mapping Initiative is comprised of individual companies representing providers of different sizes and technology types, including: AT&T, CenturyLink, Chariton Valley, Consolidated, Frontier, Riverstreet, TDS, Verizon, and Windstream.

### **About USTelecom**

USTelecom is the national trade association representing telecommunications providers, innovators, suppliers, and manufacturers committed to connecting the world through the power of broadband. Visit us at [www.ustelecom.org](http://www.ustelecom.org).