



July 21, 2009

Chairman Julius Genachowski
Commissioner Michael Copps
Commissioner Robert McDowell

Re: Docket No. 09-51 (National Broadband Plan)

Dear Chairman and Commissioners:

We at the Latino Coalition (TLC) want to reaffirm our view that the FCC should create a National Broadband Plan that will lead to 100% broadband access and adoption for all Americans. We appreciate the opportunity to file reply comments and believed this was necessary after reviewing other comments in the docket. We have seen the benefits that broadband connections have for Latino families, and we believe it is long overdue that all Americans are able to take advantage of these opportunities.

TLC was created in 1995 by a group of Hispanic business owners from across the country to research and develop policies relevant to Latinos' overall economic, cultural and social development while empowering individuals through the promotion of self-reliance and personal responsibility. Over time, we have come to see how broadband connections help our membership fulfill our mission. Broadband connections enable economic opportunities, educational achievement, and civic engagement.

However, too many low-income and non-English speaking Latinos are missing out on these opportunities. The Pew Internet and American Life Project attributes these low adoption rates to a lack of digital literacy, a perceived lack of relevant content, and the fear of an overwhelming amount of information available online. The FCC's plan must not only result in the deployment of more broadband technology, but it must eliminate barriers that have inhibited some communities from adopting broadband.

To do this, we encourage the FCC to combine private sector investment and public sector involvement to bring broadband into low-income communities. Private sector investment must be maintained in order for broadband to continue to be deployed at affordable prices. Bringing broadband into public institutions like schools and libraries will help new groups of Americans familiarize themselves with the latest technologies. Once people become acclimated with broadband and the Internet, they will be more likely to see the value of bringing it into their homes.



Finally, we wanted to share our reservations for comments that advocate requirements for speed or so-called net neutrality. Too many Americans still lack broadband connections, so we should not be focusing on goals that will ultimately limit who has the opportunity to get online. Instead, the National Broadband Plan should heed the Administration and Congress's directive of bringing broadband to more Americans.

Thank you again for allowing us to submit comments on this important topic. We hope that the national broadband strategy helps achieve the critical objective of universal broadband deployment and adoption.

Sincerely,

Hector V. Barreto
Chairman