

Project: Kentucky Broadband Planning Project
Subject: Project Kick Off Meeting
By: Debbie Jankowski

Date: November 2, 2011
Time: 1:30 pm – 4:30 pm
Place: ADDS Office - Frankfort

Attendees:

<u>OBOD</u>	<u>ADDs</u>		<u>SNG (by phone)</u>	<u>Baker</u>
Brian Kiser	Mike Miller	Russell Harper	Derek Murphy	Bob Lois
Steve Landers	Jiten Shah	Mike Burress		Bill Bates
Dana Case	Lenny Stoltz	Chris Sutton		Wendall McCarty Debbie Jankowski

1. **Mission** Brian gave a brief OBOD presentation including some statistics on broadband penetration in the KY population, leading to a short discussion of just what the target should be – i.e., those who don't have access to BB, those who have access but do not adopt – and how we create BB demand; and ending with the following five points related to the mission:
 - *Work toward improving adoption rates*
 - *Improve trends in the growth of broadband adoption*
 - *Reduce the number of citizens that currently see no value in broadband*
 - *Work toward improving content provision*
 - *Promote "Customer Demand" as a key benefit and encouragement for infrastructure providers to extend "Farther, Faster"*
2. **Universal BB in KY** Debbie proposed defining a concept of *Universal Broadband in KY* and considering what that might mean in the context of this project. Might we define such a concept one way in the 59% of KY where 93% of the population lives (e.g., BB available to every home), and another way in the 41% of KY where 7% of the population lives (e.g., BB available to every resident from a school, library, senior center, or other public site or community anchor institution)?
3. **Affordable BB** Mike shared some data from the Lincoln Trail ADD, noting that every school and every library in all eight counties, and 11 of the 12 municipalities have BB. He noted that these are among the poorest eight counties in the Commonwealth, and that cost is a key issue for BB adoption. One library has 35 computers available for public BB access now, and is getting 25 more to soon have 60. This is an example of how BB is now being made available to residents, and might also be provided in other areas where household subscriptions might be less likely. Jiten reminded the group that it will be critical that access to BB be affordable; in the kind of arrangement Mike described, the BB access is at no cost to the residents. Jiten suggested the possibility of registering all CAI's *with* BB access and adding those access points to the existing KY map. Bob noted that Community Anchor Institutions are included in the current BB mapping which is currently displayable on the mapping website and can be used for our analysis purposes. We do not have BB info for all CAIs currently mapped. Bob added that Baker collected current data from available information but the ADDs might be able to add more CAIs from their local knowledge. The team agreed that we need to obtain nationwide sources and information on BB best practices.
4. **KBI** Bill presented the concept of a *Kentucky Broadband user Index (KBI)* for measurement, and explained how the metric could be developed. The KBI would be a "composite" score derived from weighted inputs of BB availability, household use, subscription, and BB use anywhere. A benefit of

such a composite metric is that it could be modified as required going forward. Bill will circulate the proposed composite for OBOD review and feedback, and with OBOD agreement on metrics and methodology, will also test it using historical data.

5. **Feedback** Debbie asked the group to consider and provide feedback on the usefulness of a *KBI* metric for measurement, and on the value of defining a concept of *Universal Broadband in KY*. Steve noted that we need to determine just exactly what the metrics are.
6. **Fiber** Lenny and Mike initiated a brief discussion about large amounts of fiber in Mike's region, and Mike is checking on the status of that fiber.
7. **BB Use** We also talked briefly about determining how or whether it is possible to measure BB "use", as "use" really is the thing most relevant to extending BB's reach and viability in KY.
8. **Terminology** Bill presented the terminology glossary he is preparing. We will provide this document next week for review and input from the group. Lenny asked about the definition of *adoption*, and we will add this term to the glossary.
9. **Work Plan** Bob reviewed the Scope of Work narrative and Microsoft Project documents which will be provided to the team next week for review and feedback. The draft work plan includes nine items for completion prior to 1/31/2011, the end of the first year of the contract; these items were developed from the original 26 elements. Anyone who does not have access to MS Project to review the schedule can contact Baker for alternate formats of the schedule. As discussed in #14 below, the date for the State Workshop will be changed to Dec 7, and linked tasks adjusted accordingly. This will move the survey completion into the early Feb 2012 timeframe. Debbie will work with Steve on aligning this work plan with NTIA milestones.
10. **Portal** The SharePoint Project Collaboration Portal is complete, and can be used for Project correspondence and document sharing. Debbie will work with Rich Kammer to schedule and provide a demo of the shared project portal for the ADDs next week, as they were not in the earlier demo. Russell will provide contact information for the additional ADD contacts so that accounts can be created for their use of the shared project portal.
11. **Regions** Steve initiated a discussion related to defining the Regions, and noting that we must not define the Regions until we know what the objectives are and what the target is. Derek will develop an example of four temporary regional profiles using the 2010 data collection for now, for use with the ADDs meeting next week. These temporary regions will be used to develop regional broadband reports to be included in the state report that will be presented at the state workshop. SNG will present the regions in the next weekly call on Wednesday 11/9. Russell will then present them to the ADDs at the Thursday 11/10 meeting. More time will be taken to define the final regions, which will need to be done prior to development of final regional BB reports developed from the January 2012 survey data.
12. **Workshops** Bob reminded the group that SNG is contractually on board for one Regional workshop. Derek shared with the group that in the past, they have worked through the associations rather than individual stakeholders to engage participation in the scheduled workshops. The group concluded that the approach will be to conduct the initial workshop with the state stakeholder associations, to be used for feedback on the survey focus areas, and later to conduct four regional workshops that are to be planning and action oriented next year, after the final reports are developed as part of the 2012 scope of work, Feb/Mar 2012 timeframe. **The initial workshop will be targeted for December 7, 2011.** Derek will provide Russell with a sample list of stakeholders based on SNG work in other states (which he did on 11/3), and using this, Russell will provide a list

of potential associations for the stakeholders by Monday Nov. 7, to guide invitations for the state workshop. SNG (Derek) and Baker will conduct the workshop.

13. **DEAP** Derek provided a demo of SNG's web tool *Digital Economy and Analysis Platform*, DEAP. The final tool with complete 2010 data will be available in about a week for several users, with a training webcast to be conducted by SNG. Once the DEAP is updated with 2012 survey data (Feb/Mar 2012 timeframe), the tool will be available to the selected team users for a period of about six months; afterwards, a modest license fee is required. Derek noted that SNG's work provides a focus on economic development and household productivity.
14. **BB Reports** Derek reviewed the draft Broadband Reports which will be provided to the team next week for review. There will be one state report, which will include data for each of four temporary regions. SNG will provide a hard copy of the regional analysis, and noted that the document is designed to be readable by a person with a moderate level of interest. The next round will include a separate report for each temporary region. We will plan to put the report in the Reports folder on the SharePoint site.
15. A smaller discussion led to the possibility of KY/OBOD making a formal request to NTIA for KY FCC 477 BB subscriber data (that is, the raw data, prior to its compilation into the Internet Access Services report).
16. **Next Call** The regular call next week will be on **Wednesday 11/9 from 10:00 am until noon**, a change for just this one call to accommodate conflicting meetings.