



Derek Murphy

**Project Area Scope of Work**

*Updated: 091712*

Name of Region: Central

Name of Project Area: Regional Teleworking Opportunities

|                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Planning and Outreach Priorities         | <p>Broadband planning and outreach priorities for this Project Area:</p> <ol style="list-style-type: none"> <li>1. <b>Digital literacy growth</b> → <b>creation of qualified digital workforce</b></li> <li>2. <b>Availability and Reliability, focusing on rural areas</b></li> </ol>                                                                                                                                                                  |
| Project Area Boundaries                  | <p>Boundaries for this Project Area:</p> <ul style="list-style-type: none"> <li>• <b>Lincoln Trail ADD</b></li> <li>• <b>Barren River ADD</b></li> <li>• <b>Lake Cumberland ADD</b></li> </ul>                                                                                                                                                                                                                                                          |
| Priorities (Sector/Geography)            | <p>Priority sectors and/or geographies for focus in this Project Area:</p> <ol style="list-style-type: none"> <li>1. <b>Creation of a qualified workforce for teleworking jobs</b></li> <li>2. <b>Availability and Reliability in rural areas</b></li> <li>3. <b>Focus region wide</b></li> </ol>                                                                                                                                                       |
| Availability, Adoption, Utilization Gaps | <p>Broadband availability, adoption, or utilization gaps for focus in this Project Area:</p> <ul style="list-style-type: none"> <li>• <b>Digital literacy gaps</b></li> <li>• <b>Reliability and Availability gaps</b></li> </ul>                                                                                                                                                                                                                       |
| Project Area Working Group Membership    | <p>Individuals who have agreed to be members of this Project Area Working Group:</p> <ol style="list-style-type: none"> <li>1. <b>Donna Diaz, Lake Cumberland ADD</b></li> <li>2. <b>Darryl McGaha, Lake Cumberland ADD</b></li> <li>3. <b>Rodney Kirtley, Barren River ADD</b></li> <li>4. <b>Wendell Lawrence, Lincoln Trail ADD</b></li> <li>5. <b>Mike Burress, Lincoln Trail ADD</b></li> <li>6. <b>Donna Diaz, Lake Cumberland ADD</b></li> </ol> |
| Project Area Working Group Chair         | <p>Individual who has agreed to chair this Project Area Working Group:<br/> <b>Darryl McGaha</b></p>                                                                                                                                                                                                                                                                                                                                                    |
| Next Steps                               | <p>Next steps and timeframes guiding the work in this Project Area:</p> <ol style="list-style-type: none"> <li>1. <b>Teleconference call in 2-4 weeks</b></li> <li>2. <b>ADD to confirm rep on committee</b></li> <li>3. <b>ADDs to validate</b></li> </ol>                                                                                                                                                                                             |

**\*\* If additional space is required, please attach additional pages to this template. \*\***

Approved: May 31, 2012 - KY Broadband Central Planning Session no signature

Working Group Chair



## Project Area Focus

- The three ADDS, with priority to rural areas
- Focus: Telecommuting opportunities, barriers, and strategies.

## Project Area Profile: (Baker/SNG Team responsibility)

Special attention will be provided to the following areas:

- a) Identify patterns of telecommuting in Kentucky and more specifically in the project area.
- b) Identify main barriers to telecommuting, as well as preferred means of acquiring Internet skills.

## Identify, contact and recruit stakeholders for Initial Planning Session

### *Stakeholders Recruitment*

- Make personal contact with key stakeholders to ensure availability and participation
- Send written workshop invitations (and personal calls if time and energy permit)
- Send Invitations to pre-workshop Webinar

### *Types of Stakeholders to be Recruited*

- A. SME Internet utilization in rural areas
  - Post-secondary education agencies, both private and public
  - Kentucky Teleworks Program representatives
  - Local WIA Directors statewide
  - Other government, nonprofit, or for-profit agencies supporting telework efforts
  - Chambers of Commerce and Business-related groups (Rotary)

## Logistics

- a) Identify and confirm Initial Planning Area (IPA) Workshop date and location
- b) Identify how invitations will be sent out, including follow-up and registration process.
- c) Other logistics: refreshments, audio-visual aids, etc.

## Purpose of Initial Planning Area (IPA) Workshop

- a) General awareness and education around broadband adoption and utilization
- b) Presentation of Project Area Profile
- c) Discussion and issue identification within the focus area: telecommunications (both “near-shoring<sup>1</sup>” and within local businesses and their existing employees).
- d) Priority setting
- e) Identification of general strategies for dealing with priority issues

---

<sup>1</sup> Offshoring involves shifting work to a foreign, distant organization in order to reduce production costs. Offshoring is subject to several different constraints, however, such as time lag between the parties, differences in local employment laws and practices, and oversight. A Western European IT company, say, might outsource software writing to a company in India, which specializes in such work, to take advantage of low cost, and skilled labor with a common language, but the distance between the two means reduced face contact, therefore less control of the project, and greater vulnerability to such as Intellectual Property theft and Fraud. In contrast, Near-shoring means that the business has shifted work to a lower cost organization, but within its own region.

Name of Region East Name of Project Area: Kentucky River Government E-services

|                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Planning and Outreach Priorities         | Broadband planning and outreach priorities for this Project Area: <ol style="list-style-type: none"> <li>1. <b>Adoption</b></li> <li>2. <b>Utilization</b></li> </ol>                                                                                                                                                                                                                                                                                                                             |
| Project Area Boundaries                  | Boundaries for this Project Area: <p style="text-align: center;"><b>Kentucky River Area Development District</b> (All Counties)</p>                                                                                                                                                                                                                                                                                                                                                               |
| Priorities (Sector/Geography)            | Priority sectors and/or geographies for focus in this Project Area: <p style="text-align: center;"><b>Government Services online</b></p>                                                                                                                                                                                                                                                                                                                                                          |
| Availability, Adoption, Utilization Gaps | Broadband availability, adoption, or utilization gaps for focus in this Project Area: <ol style="list-style-type: none"> <li>1. <b>Broad adoption issues – all need more adoption</b> (economics)</li> <li>2. <b>Lee, Owsly, Magoffin, Martin, Jackson need availability</b></li> <li>3. <b>Inconsistent offerings from local government e-services</b></li> </ol>                                                                                                                                |
| Project Area Working Group Membership    | Individuals who have agreed to be members of this Project Area Working Group: <ol style="list-style-type: none"> <li>1. <b>Mike Miller, Kentucky River ADD</b></li> <li>2. <b>Eunice Holland, Kentucky River ADD</b></li> <li>3. <b>John Chester, Kentucky River ADD</b></li> <li>4. <b>Sandy Runyon, Big Sandy ADD</b></li> <li>5. <b>Joe Jacobs, Big Sandy ADD</b></li> <li>6. <b>Mike Patrick, Cumberland Valley ADD</b></li> <li>7. <b>Whitney Chestnut, Cumberland Valley ADD</b></li> </ol> |
| Project Area Working Group Chair         | Individual who has agreed to chair this Project Area Working Group: <p style="text-align: center;"><b>Mike Miller, Kentucky River ADD</b></p>                                                                                                                                                                                                                                                                                                                                                     |
| Next Steps                               | Next steps and timeframes guiding the work in this Project Area: <ol style="list-style-type: none"> <li>1. Engage local service providers</li> <li>2. Judges, mayors, chambers, econ developers, school admins</li> <li>3. Local champions, the “doers”</li> <li>4. Late summer – early fall</li> <li>5. Continue “non-adopter” survey</li> </ol>                                                                                                                                                 |

**\*\* If additional space is required, please attach additional pages to this template. \*\***

Approved: May 31, 2012 - KY Broadband Central Planning Session Michael D. Miller  
Project Area Working Group Chair

## Project Area Focus

- Kentucky River ADD
- Focus: Strategies for local governments to enhance use of the Internet to deliver public services.

## Project Area Profile: (Baker/SNG Team responsibility)

The task will be to develop a project area profile, drawing on data in recent reports. Special attention will be provided to the following areas:

- a) Identify characteristics of leading and lagging utilization by local governments.
- b) Identify main barriers to adoption and utilization by households and small businesses.

## Identify, contact and recruit stakeholders for Initial Planning Session (Sept)

### *Stakeholders Recruitment*

- Make personal contact with key stakeholders to ensure availability and participation
- Send written workshop invitations (and personal calls if time and energy permit)
- Send Invitations to pre-workshop Webinar

### *Types of Stakeholders to be Recruited*

- A. Utilization by Local Governments
  - Local governments
  - Chambers of Commerce and similar organizations
  - Services Organizations ( ex: Lion's Club, Rotary, and similar)
  - Non-Profits

## Logistics

- a) Identify and confirm Initial Planning Area (IPA) Workshop date and location
- b) Identify how invitations will be sent out, including follow-up and registration process.
- c) Other logistics: refreshments, audio-visual aids, etc.

## Purpose of Initial Planning Area (IPA) Workshop in September

- a) General awareness & education around broadband availability, adoption and utilization
- b) Presentation of Project Area Profile
- c) Discussion and issue identification within focus area: local government utilization
- d) Priority setting
- e) Identification of general strategies for dealing with priority issues

Name of Region

NORTH

Name of Project Area

KIPDA/NKADD

|                                          |                                                                                                                                                                                                                                                                                          |
|------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Planning and Outreach Priorities         | Broadband planning and outreach priorities for this Project Area:<br><br><b>Bandwidth to meet world-class standards</b>                                                                                                                                                                  |
| Project Area Boundaries                  | Boundaries for this Project Area:<br><b><u>KIPDA-NKADD</u></b><br><b><u>OLDHAM-TRIMBLE-Carroll-Henry-Gallitan</u></b>                                                                                                                                                                    |
| Priorities (Sector/Geography)            | Priority sectors and/or geographies for focus in this Project Area:<br><b>Business &amp; Community – Adequate service</b>                                                                                                                                                                |
| Availability, Adoption, Utilization Gaps | Broadband availability, adoption, or utilization gaps for Project focus:<br><br><b>Increasing/Develop BB infrastructure along I-71 corridor</b>                                                                                                                                          |
| Project Area Working Group Membership    | Individuals who have agreed to be members of this Project Area Working Group:<br><ol style="list-style-type: none"> <li>1. Lisa Cooper, NKADD</li> <li>2. Jack Couch, KIPDA</li> <li>3. Drew Tilow, NKADD</li> <li>4. Keith Roberts, KIPDA</li> <li>5. Felicia Harper, KIPDA</li> </ol>  |
| Project Area Working Group Chair         | Individual who has agreed to chair this Project Area Working Group:<br><ul style="list-style-type: none"> <li>• Lisa Cooper – Jack Couch (co-Chairs)</li> </ul>                                                                                                                          |
| Next Steps                               | Next steps and timeframes guiding the work in this Project Area:<br><ol style="list-style-type: none"> <li>1. Meet w/I-71 Work Group</li> <li>2. Finding needs of I-71 Work Group</li> <li>3. Meet w/Family Resource Centers - Schools</li> <li>4. Local Chambers of Commerce</li> </ol> |

**\*\* If additional space is required, please attach additional pages to this template. \*\***

Approved: May 31, 2012 - KY Broadband Central Planning Session Jack & Lisa

## **Project Area Focus:**

- Oldham, Trimble, Carroll, Henry, Gallatin, Owen
- Availability of advanced broadband in I-71 corridor

## **Project Area Profile: (Baker/SNG Team responsibility)**

The project area profile will draw on data in recent reports, with specific attention paid to outlining the current availability of advanced broadband. The profile will provide criteria for exploring advanced broadband.

- Detailed description of existing broadband infrastructure in I-71 corridor.
- Criteria for broadband infrastructure goals and options.

## **Identify, contact and recruit stakeholders for Initial Planning Session (Sept)**

### ***Stakeholders Recruitment (Working Group responsibility)***

- Make personal contact with key stakeholders to ensure availability and participation
- Send written workshop invitations (and personal calls if time and energy permit)
- Send Invitations to pre-workshop Webinar

### ***Types of Stakeholders to be Recruited***

- A. Availability of advanced broadband
  - Local governments in target areas.
  - Organizations involved in I-71 planning
  - ISPs and WISPs

## **Logistics (Working Group responsibility, in coordination with Baker team)**

- a) Identify and confirm Initial Planning Area (IPA) Workshop date and location
- b) Identify how invitations will be sent out, including follow-up and registration process.
- c) Other logistics: refreshments, audio-visual aids, etc.

## **Purpose of Initial Planning Area (IPA) Workshop in September**

- a) General awareness and education around broadband adoption and utilization
- b) Presentation of Project Area Profile
- c) Discussion and issue identification within focus area: advanced broadband in I-71 Corridor
- d) Priority setting
- e) Identification of general strategies for dealing with priority issues

Name of Region: Northeast Name of Project Area: SME/Entrepreneur Utilization

|                                                 |                                                                                                                                                                                                                                                                                                                                                   |
|-------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Planning and Outreach Priorities</p>         | <p>Broadband planning and outreach priorities for this Project Area:<br/> <b>1. Increase awareness of the benefits of Broadband for econ. development</b><br/> <b>2. Increase meaningful utilization among small/medium enterprises</b></p>                                                                                                       |
| <p>Project Area Boundaries</p>                  | <p>Boundaries for this Project Area:<br/> <b>Gateway ADD, FIVCO ADD, Buffalo Trace ADD, and c Estill and Powell counties of the Bluegrass ADD</b></p>                                                                                                                                                                                             |
| <p>Priorities (Sector/Geography)</p>            | <p>Priority sectors and/or geographies for focus in this Project Area:<br/> <b>Training organizations and supporting agencies for SMEs in FIVCO/BT/Gateway/parts of Bluegrass ADDs</b></p>                                                                                                                                                        |
| <p>Availability, Adoption, Utilization Gaps</p> | <p>Broadband availability, adoption, or utilization gaps for focus in this Project Area:<br/> <b>1. Small business adoption and use, particularly for business growth</b><br/> <b>2. Public Access/Availability to broadband</b></p>                                                                                                              |
| <p>Project Area Working Group Membership</p>    | <p>Individuals who have agreed to be members of this Project Area Working Group:<br/> <b>1. Jason Boggs, Gateway ADD</b><br/> <b>2. Gail Wright, Gateway ADD</b><br/> <b>3. Kevin Cornette, Buffalo Trace ADD</b><br/> <b>4. Amy Kennedy, Buffalo Trace ADD</b><br/> <b>5. Sherry McDavid, FIVCO ADD</b><br/> <b>6. Kelly Ward, FIVCO ADD</b></p> |
| <p>Project Area Working Group Chair</p>         | <p>Individual who has agreed to chair this Project Area Working Group:<br/> <b>Jason Boggs</b></p>                                                                                                                                                                                                                                                |
| <p>Next Steps</p>                               | <p>Next steps and timeframes guiding the work in this Project Area:<br/> <b>1. Conf. Call/buy-in consensus Monday 11 am</b></p>                                                                                                                                                                                                                   |

**\*\* If additional space is required, please attach additional pages to this template. \*\***

Approved: May 31, 2012 - KY Broadband Central Planning Session Jason Boggs  
 Working Group Chair

## Project Area Focus

- FIVCO, Buffalo Trace, and Gateway ADDS, and Estill and Powell counties in Bluegrass ADD
- Focus: training and supports for existing and new small businesses to enhance their Internet utilization through increased digital literacy.

## Project Area Profile: (Baker/SNG Team responsibility)

The task will be to develop a project area profile, drawing on data in recent reports. Special attention will be provided to the following areas:

- a) Identify predicted level and characteristics of low utilization by small businesses.
- b) Identify main barriers to adoption and utilization, as well as preferred means of acquiring Internet skills.
- c) Identify opportunities for increased utilization by small businesses.

## Identify, contact and recruit stakeholders for Initial Planning Session (Sept)

### *Stakeholders Recruitment*

- Make personal contact with key stakeholders to ensure availability and participation
- Send written workshop invitations (and personal calls if time and energy permit)
- Send Invitations to pre-workshop Webinar

### *Types of Stakeholders to be Recruited*

- A. Utilization by SMEs
  - Agencies supporting small businesses, especially those with a training mandate
  - Local governments
  - Chambers of Commerce and organizations assisting SMEs
  - Service Organizations
  - SBDC managers/personnel

## Logistics

- a) Identify and confirm Initial Planning Area (IPA) Workshop date and location
- b) Identify how invitations will be sent out, including follow-up and registration process.
- c) Other logistics: refreshments, audio-visual aids, etc.

## Purpose of Initial Planning Area (IPA) Workshop in September

- a) General awareness and education around broadband adoption and utilization
- b) Presentation of Project Area Profile
- c) Discussion and issue identification within the focus area: small business utilization
- d) Priority setting
- e) Identification of general strategies for dealing with priority issues.

Name of Region WEST Name of Project Area: MISSISSIPPI RIVER COUNTIES

|                                          |                                                                                                                                                                                                                                                                                                                                                                                                                            |
|------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Planning and Outreach Priorities         | Broadband planning and outreach priorities for this Project Area:<br><ol style="list-style-type: none"> <li>1. <b>Availability</b></li> <li>2. <b>Adoption</b></li> </ol>                                                                                                                                                                                                                                                  |
| Project Area Boundaries                  | Boundaries for this Project Area:<br><b><u>4 Mississippi River Counties: BALLARD, CARLISLE, HICKMAN, FULTON</u></b>                                                                                                                                                                                                                                                                                                        |
| Priorities (Sector/Geography)            | Priority sectors and/or geographies for focus in this Project Area:<br><ol style="list-style-type: none"> <li>1. <b>Education</b></li> <li>2. <b>Household/Residential Use</b></li> </ol>                                                                                                                                                                                                                                  |
| Availability, Adoption, Utilization Gaps | Broadband availability, adoption, or utilization gaps for focus in this Area:<br><ol style="list-style-type: none"> <li>1. <b>Places with no BB Availability</b></li> <li>2. <b>Limited Adoption, where there is BB</b></li> <li>3. <b>Lack of public access to broadband</b></li> </ol>                                                                                                                                   |
| Project Area Working Group Membership    | Individuals who have agreed to be members of this Project Area Working Group:<br><ol style="list-style-type: none"> <li>1. <b>Jennifer Beck-Walker, Purchase ADD</b></li> <li>2. <b>Brad Davis, Purchase ADD</b></li> <li>3. <b>Jiten Shah, Green River ADD</b></li> <li>4. <b>Sheryl Chino, Green River ADD</b></li> <li>5. <b>Chris Sutton, Pennyrile ADD</b></li> <li>6. <b>Jason Vincent, Pennyrile ADD</b></li> </ol> |
| Project Area Working Group Chair         | Individual who has agreed to chair this Project Area Working Group:<br><b><u>Jennifer Beck Walker</u></b>                                                                                                                                                                                                                                                                                                                  |
| Next Steps                               | Next steps and timeframes guiding the work in this Project Area:<br><ol style="list-style-type: none"> <li>1. Regional Group Meeting – June 2012</li> <li>2. Stakeholder Group – July 2012</li> </ol>                                                                                                                                                                                                                      |

**\*\* If additional space is required, please attach additional pages to this template. \*\***

Approved: May 31, 2012 - KY Broadband Central Planning Session Jennifer Beck Walker  
 Project Area Working Group Chair

## Project Area Focus

- 4 Purchase Counties: Ballard, Carlisle, Hickman, and Fulton
- Focus: Adoption, with emphasis on education system or community access “hubs”

## Project Area Profile: (Baker/SNG Team responsibility)

The task will be to develop a project area profile, drawing on data in recent reports.

- a) Identify predicted level and characteristics of non-adoption by households.
- b) Identify main barriers to adoption and preferred means of acquiring Internet skills.
- c) Analysis of education sector’s role in utilizing broadband (elementary, middle, high school).
- d) Identify any data on CAIs that offer availability in both served and un-served areas.

## Identify/contact/recruit stakeholders for Initial Planning Session

### *Stakeholders Recruitment*

- Make personal contact with key stakeholders to ensure availability and participation
- Send written workshop invitations (and personal calls if time and energy permit)
- Send Invitations to pre-workshop Webinar

### *Types of Stakeholders to be Recruited*

- A. Broadband Adoption
  - Education (K – 12)
  - CAIs (libraries, seniors’ centers, others)
  - Local governments
  - Chambers of Commerce
  - Non-Profits (services/social services)
  - Service Organizations (ex: Lion’s Clubs, Rotary )
- B. Public Access of Broadband in Rural Areas
  - ISPs and WISPs with services in project area (4 counties)
  - Local Governments and Local Businesses

## Logistics

- a) Identify and confirm Initial Planning Area (IPA) Workshop date and location
- b) Identify how invitations will be sent out, including follow-up and registration process.
- c) Other logistics: refreshments, audio-visual aids, etc.

## Purpose of Initial Planning Area (IPA) Workshop in September

- a) General awareness and education around broadband availability, adoption & utilization
- b) Presentation of Project Area Profile
- c) Discussion and issue identification within focus area: adoption/education/pub access
- d) Priority setting
- e) Identification of general strategies for dealing with priority issues