“Expanding Technology Access to Rural America”

Webinar

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The Problem

- Low broadband availability, low use where it did exist

- No cohesive strategy with goals and accountability to deploy technology
ConnectKentucky Solution

• Household level broadband mapping through a collaborative, public-private approach;
• Market research of broadband adoption and barriers to adoption among residents and businesses;
• Facilitation of public-private partnerships;
• Facilitation of local technology planning teams in every county; and
• Implementation of computer and Internet connectivity programs.
Additional Layers Available:
- Broadband Inquiries
- Schools
- Hospitals
- Libraries
- Community Computer Centers

www.connectkentucky.org/broadband_landscape/availability_maps.php
The Impact
Private capital invested in Kentucky telecommunications:

- $743 Million
- Approximately 542,000 new households have received broadband access
- Approximately 1.4 million Kentuckians have received broadband access
- Growth rate of broadband adoption in Kentucky: 82%
Benchmarking Local Community –
- gauge readiness to participate in technology environment
- provide a vision of specific steps and actions to benefit from technology
Activities Conducted Online:

- Using a search engine: State Average 76%, Fayette County 75%
- Reading online newspapers or other news sources: State Average 65%, Fayette County 66%
- Sending or receiving photos: State Average 62%, Fayette County 71%
- Playing games online: State Average 45%, Fayette County 41%
- Downloading music: State Average 38%, Fayette County 45%
- Working from home online: State Average 31%, Fayette County 48%
- Watching videos, movies, or TV shows online: State Average 25%, Fayette County 31%
- Reading blogs: State Average 22%, Fayette County 25%
- Taking online classes: State Average 15%, Fayette County 14%

Source: 2007 ConnectKentucky® Residential Technology Assessment
Community Leadership Involvement

eCommunity Leadership Team

Community leaders from nine sectors provide the most comprehensive picture of the community in terms of broadband deployment. The team assesses and plans for broadband in each community.
The 5 A’s of Technology Expansion

- Adoption
- Affordability
- Availability
- Awareness
- Applications
Lack of Home Computers is Leading Barrier to Internet Adoption

Q: Why don’t you subscribe to the Internet at home?
(n=4,309 KY residents with no home Internet service)

- I don’t own a computer: 52%
- I don’t need the Internet, or don’t know why I don’t subscribe: 41%
- Internet is too expensive: 17%
- I can get Internet access somewhere else: 8%
- Broadband isn’t available in my area, and I don’t want dial-up: 4%
- Other reason: 3%

(Source: 2007 ConnectKentucky Residential Technology Assessment)
Lack of Home Computer as a Barrier to Internet Adoption by Income Level

Percent of Kentucky residents with no Internet service who cite a lack of home computer as their primary barrier to adoption:

- Low-income residents are more likely to say they have no Internet service at home because they do not own a computer.

(Source: 2007 ConnectKentucky Residential Technology Assessment)
Computers 4 Kids

• Received almost $2 million in in-kind contributions from Lexmark, Microsoft & CA
• Received over $600,000 from AT&T, AEP and others
• Delivered over 3,100 computers to disadvantaged kids and community centers

Recipient: 2006 Southern Growth Policies Board Innovation Award
For ARRA funding for broadband mapping must fulfill **ALL** components of the Broadband Data Improvement Act:

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