“Expanding Technology Access to Rural America”

Webinar

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CONNECTKENTUCKY℠

The Problem

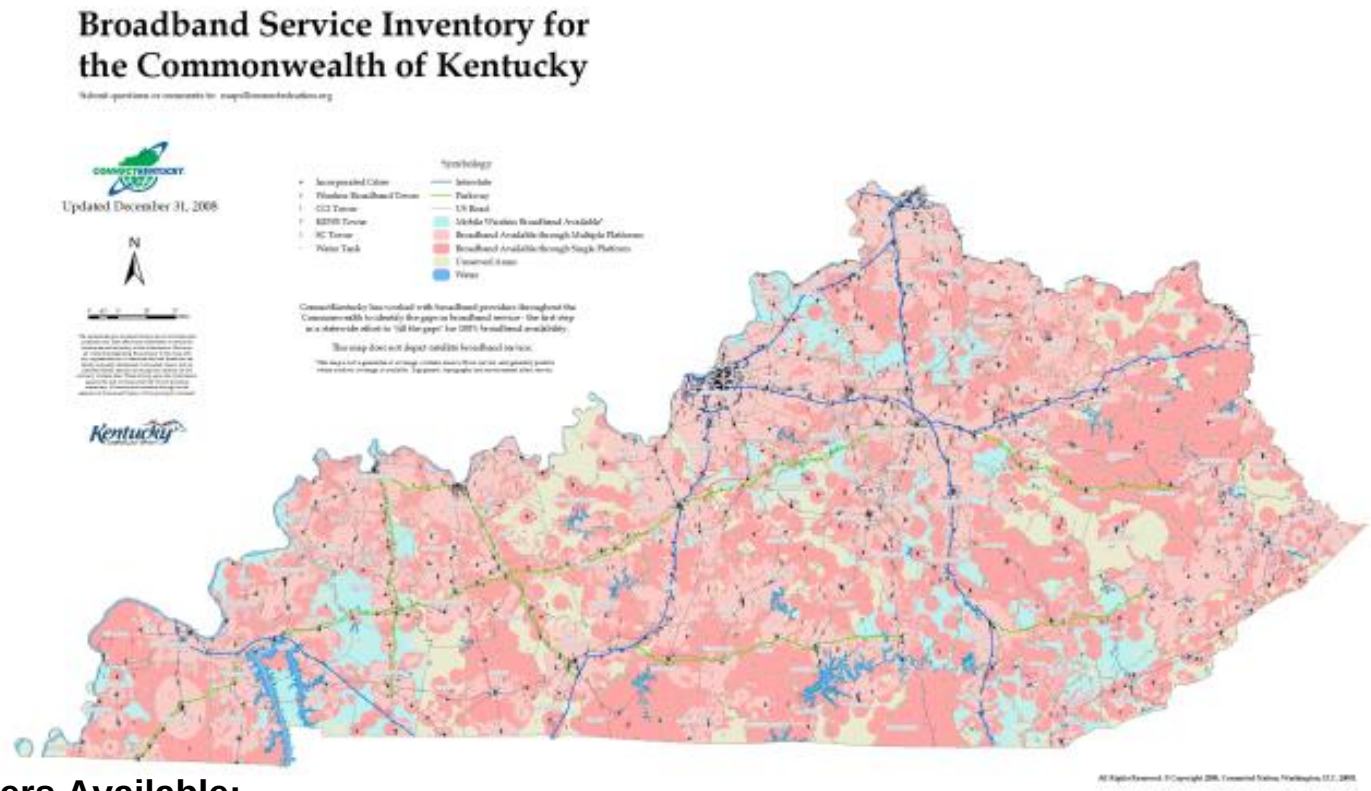
- Low broadband availability, low use where it did exist

- 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.

Broadband Maps



Additional Layers Available:

- Broadband Inquiries
- Schools
- Hospitals
- Libraries
- Community Computer Centers

www.connectkentucky.org/broadband_landscape/availability_maps.php

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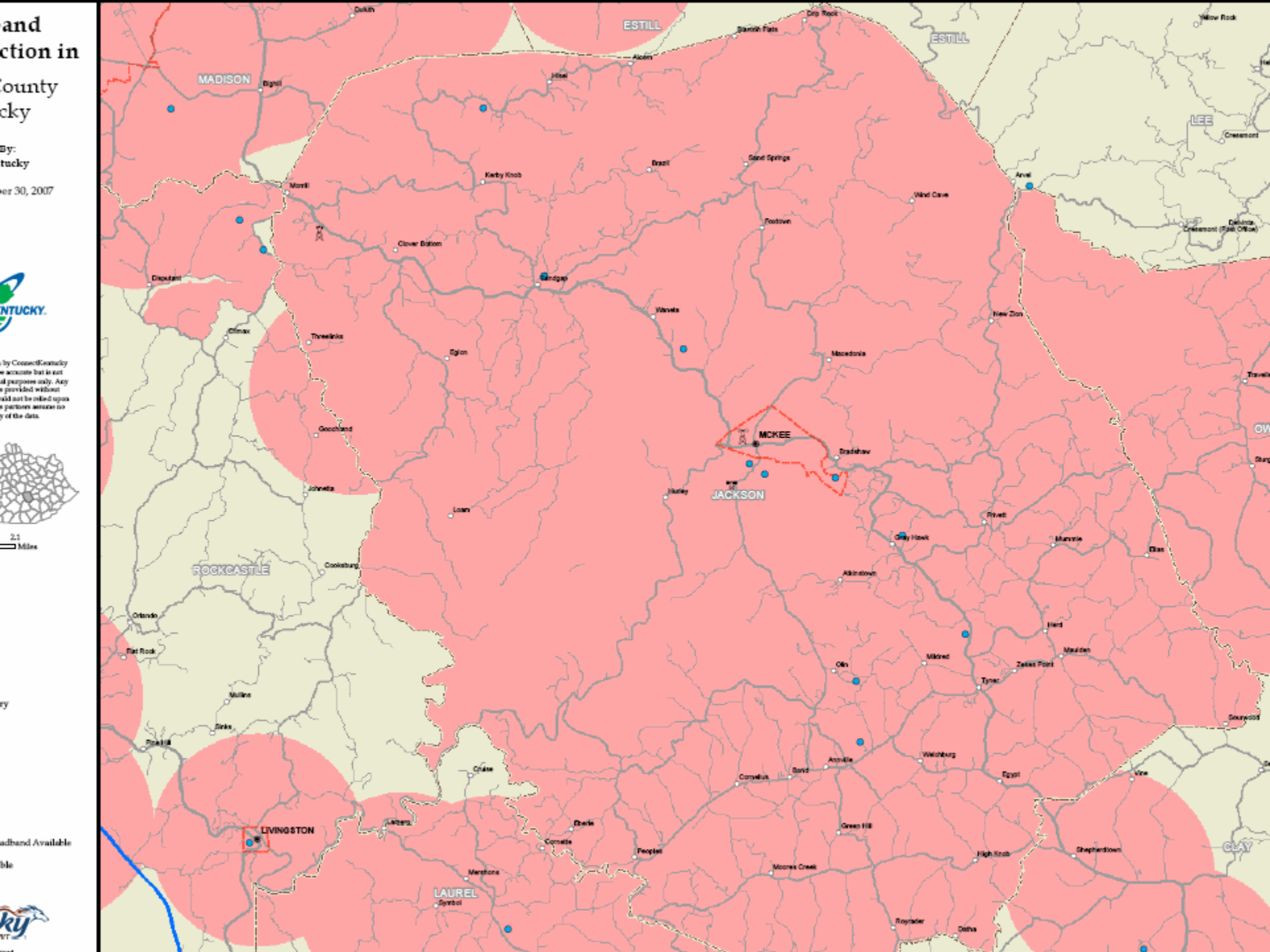


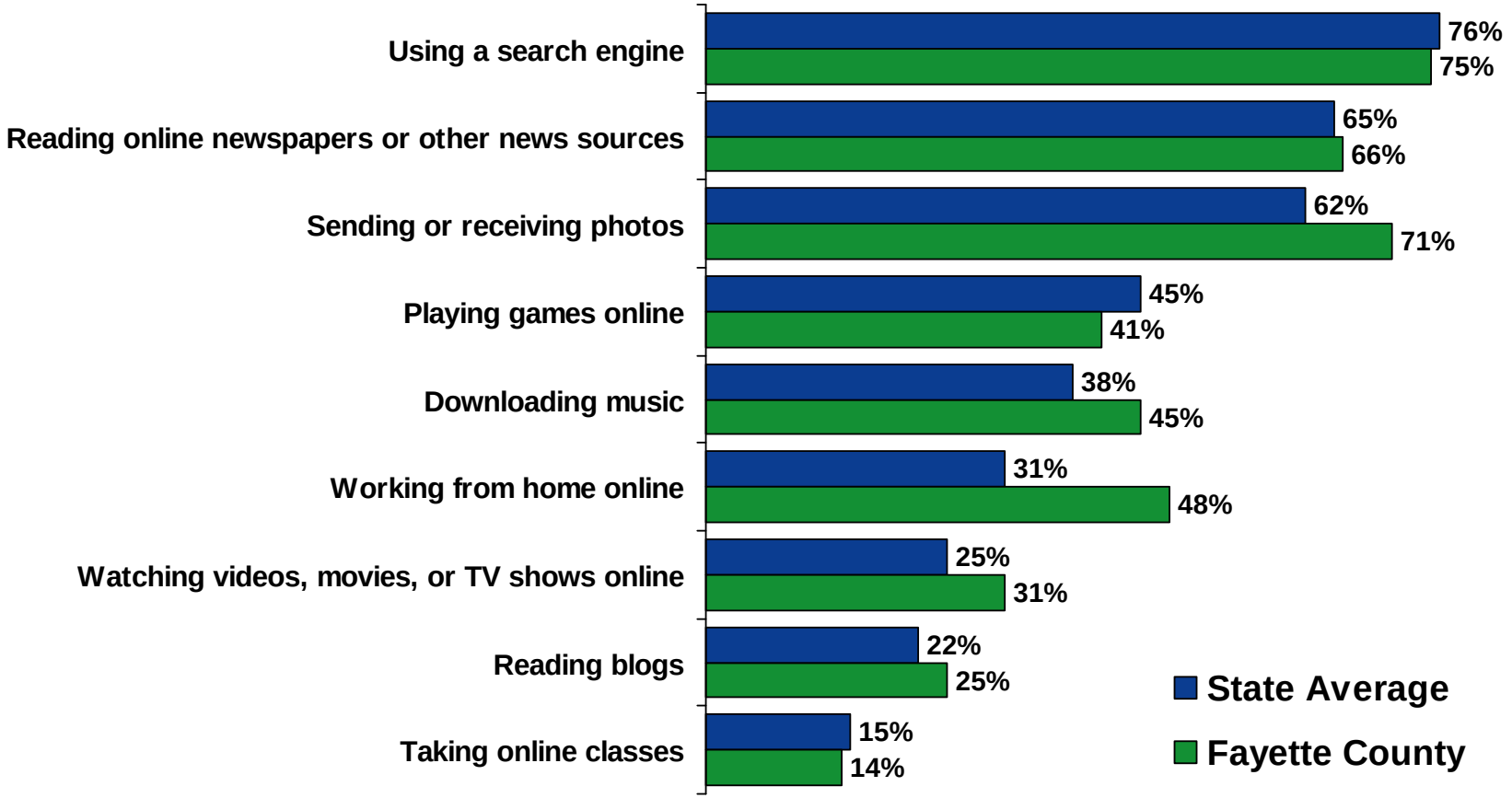
Solid Market Research

Benchmarking Local Community –

- gauge readiness to participate in technology environment
- provide a vision of specific steps and actions to benefit from technology

Technology Trends Research

Activities Conducted Online:



Source: 2007 ConnectKentucky® Residential Technology Assessment

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HUMANA
Guidance when you need it most
KACo
WildBlue Communications
Kentucky.gov
The Lane Report
NET TANGO
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Every Child Proficient & Prepared for Success
Kentucky Telephone Association
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Uniting Business. Advancing Kentucky.
NKU Northern Kentucky University
NASCIO
Representing Chief Information Officers of the States
KWA
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dare to be great
AEP American Electric Power Foundation
RED PIXEL STUDIOS
UK
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windstream communications
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Murray
Kentucky's Public Ivy University
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Commonwealth of Kentucky
Office of Secretary of State
Western Kentucky University
Cisco Systems
ca
KET
ARC
Appalachian Regional Commission
KLC
Kentucky League of Cities
Crown Castle International
shaping the wireless world
Michael Breeding Media

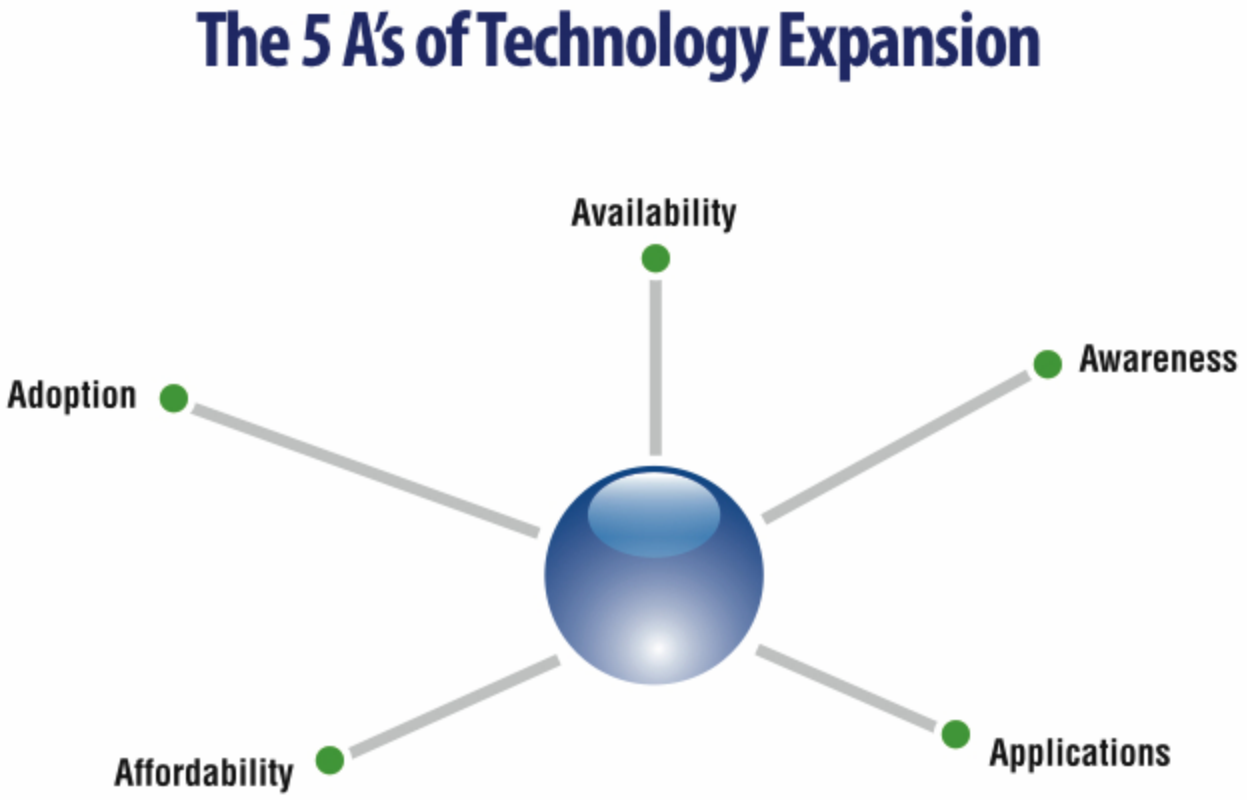
Community Leadership Involvement

eCommunity Leadership Team

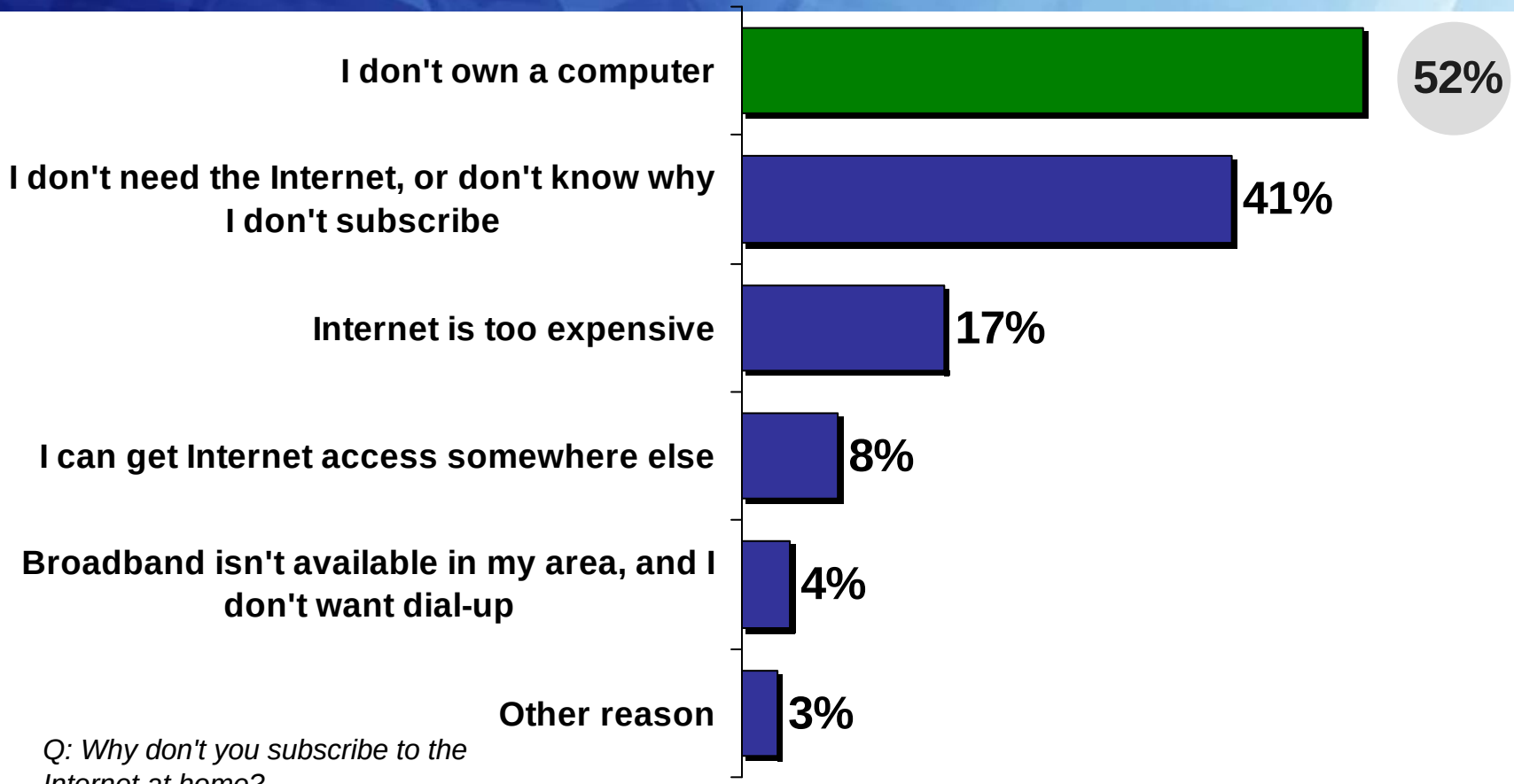
Community leaders from nine sectors provide the most comprehensive picture of the community in terms of broadband deployment. The team assesses and plans for broadband in each community.

- Business and Industry
- K-12
- Healthcare
- Libraries
- Higher Education
- Community-based Organizations
- Government
- Tourism, Recreation and Parks
- Agriculture

Technology Strategy



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)

(Source: 2007 ConnectKentucky Residential Technology Assessment)

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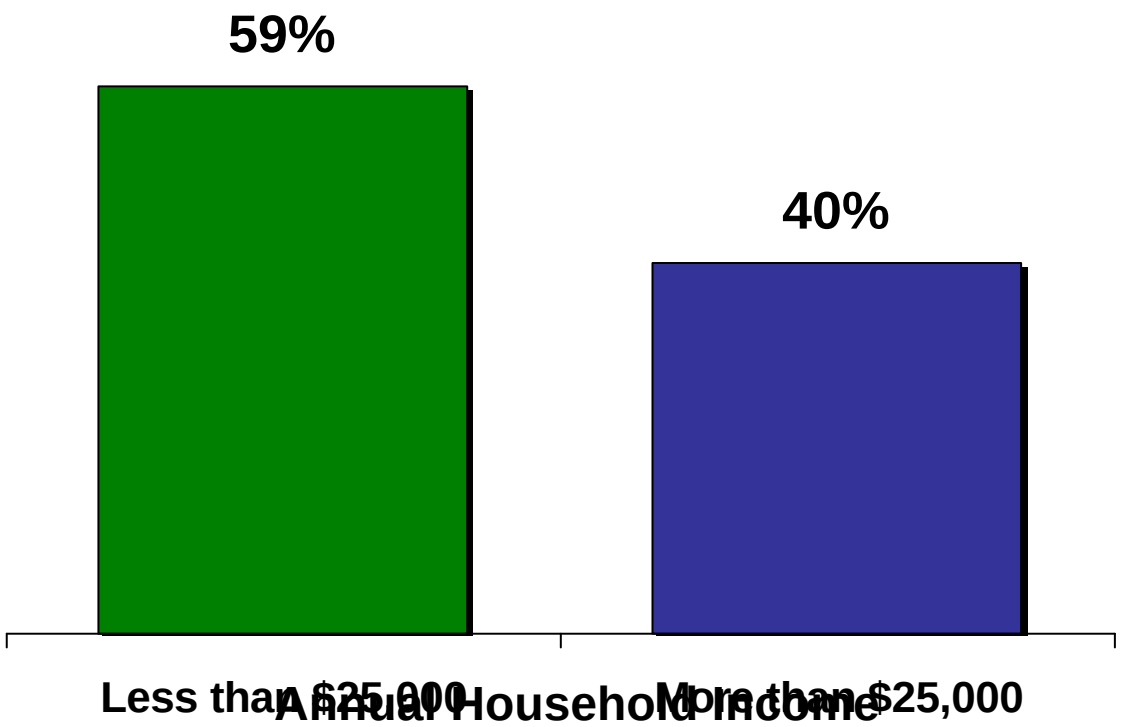
Lack of Home Computer as a Barrier to Internet Adoption by Income Level

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

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



(Source: 2007 ConnectKentucky Residential Technology Assessment)

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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

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American Recovery & Reinvestment Act

For ARRA funding for broadband mapping must fulfill **ALL** components of the Broadband Data Improvement Act:

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