HANDOUT #1

Connect-Arkansas

Presentation to the Arkansas General Assembly Joint Committee on Advanced Communication and Information Technology Committee

Wednesday, April 11, 2012 – 1:00 p.m.
University of Arkansas Community College at Hope

Supporting Documents

Tab 1	Connect Arkansas Summary of Projects Connect Arkansas Funded Counties Map
Tab 2	Spring 2012 Broadband Maps State of Arkansas Wireline / Fixed Wireless State of Arkansas Mobile Broadband / Satellite Hempstead County Wireline / Fixed Wireless Hempstead County Mobile Broadband / Satellite White Paper – Community Anchor Institution Connectivity
Tab 3	e-Communities NTIA Report Q1 2012 Hempstead County Broadband Survey Desha County Wireline Engineering Assessments 1.5 and 4 mbps
Tab 4	Computers for Kids Low-Cost Computer Specifications

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Broadband Planning

Engages in data collection and county assessments of broadband use; conduct field visits and e-Community meetings in 17 counties with a broad number of stakeholders and service providers to work on strategies geared toward increasing broadband adoption rates. Grant funds are available to help 14 e-Community county governments to build websites. The purpose is to help low-staffed county offices be more efficient through e-Government, meet the growing demands from citizens who want to do business online, and encourage further broadband adoption among residents.

Broadband Marketing

Uses statewide surveys to gauge Arkansans' desires, interests, and uses of broadband. Further paper and electronic surveys are being pushed out through 17 counties as part of the e-Communities process. Responses are mapped to see where the desire for broadband exists to be provided to the community and their broadband providers.

Broadband Mapping

Bi-annual mapping of Arkansas's existing broadband infrastructure in partnership with over 70 wireline, fixed wireless, mobile broadband, and satellite providers for the state and for each county.

Engineering Assessments

Third-party assessments conducted in 15 counties to document current wireline broadband infrastructure at speeds of 1.5 and 4.0 mbps. Based on the data, projections are made as to the costs of upgrading infrastructure at those speeds throughout the counties. Locations of residences and businesses in these areas are taken into consideration to evaluate the potential profitability to current providers to encourage broadband expansion.

Technology Training

A program developed in partnership with the University of Arkansas at Monticello to teach students from Kindergarten through 12th grade how to utilize computers and the internet for educational activities. Students and parents must complete three training sessions and upon completion of the program will receive a scholarship computer through Computers 4 Kids.

Computers 4 Kids

Addresses the need for inexpensive, consistent, and reliable access to technology by promoting the availability of low-cost, refurbished computers to students who do not have currently have a computer in the home. A limited number of computers are available for students identified by school personnel whose families are unable to afford even low-cost options.
www.arkcomputers4kids.com

UAMS Telehealth

The University of Arkansas for Medical Sciences (UAMS) has received funding through Connect Arkansas to develop and conduct telehealth training classes statewide to train medical professionals on new online technologies. UAMS has launched an award-winning website, www.learntelehealth.org, which now serves Arkansas and two other states.

Arkansas SourceLink

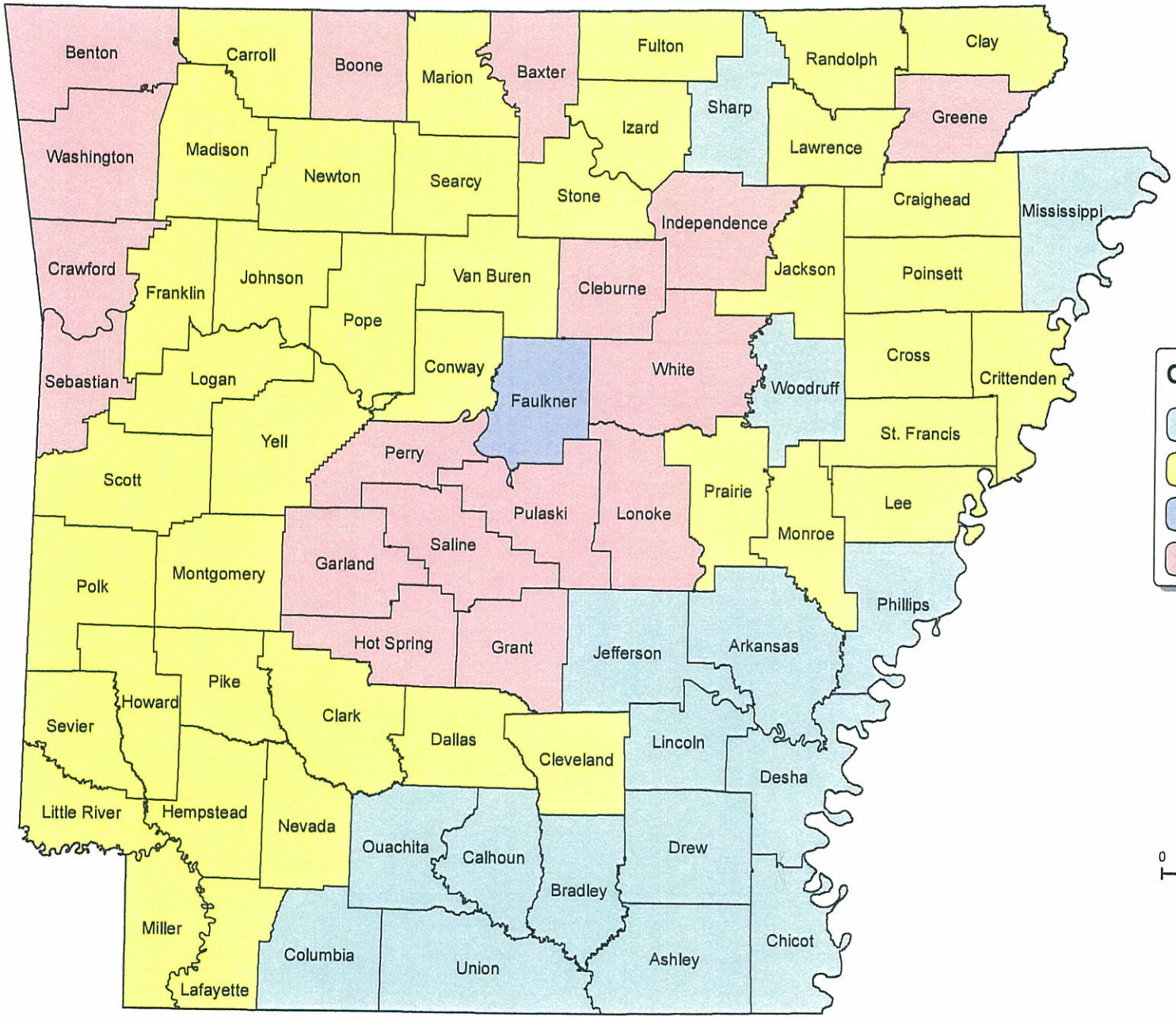
Connects small business owners with a network of nonprofit resource organizations that provide business-building services. SourceLink facilitates the linking of these resource organizations to one another and to established, emerging and start-up small businesses throughout the state. Our network resource partners provide a wide range of business-related services and the Resource Navigator allows you to do your own customized online search for the network resources in your area. www.arksourcelink.com

Youth Entrepreneurship Trainings

Teaches a technology-based entrepreneurship curriculum to 7th – 12th grade students with an emphasis on developing and opening businesses that utilize the Internet and other technologies. Trainings are conducted in Arkansas classrooms and teach a series of dynamic training lessons designed to provide students with the skills needed to start an internet business. Students have hands on experience working with iPads and web-based content management tools to turn their entrepreneurial ideas into a functional online business website. connectarkedu.weebly.com

Connect Arkansas
Current and Proposed Initiatives

Connect-Arkansas



County Initiatives

- A B C D E F G H I J K
- C F G H J K
- A B C J
- C J

Initiative Key

- A - E-Communities
- B - County Survey
- C - Broadband Mapping
- D - Engineering Assessment
- E - County Website
- F - Computers for Kids Program
- G - Computer Training
- H - UAMS Telemedicine
- I - Fundraising Assistance
- J - Arkansas SourceLink
- K - Youth Entrepreneurship Training

0 12.5 25 50
Miles

Source:
ESRI, MapInfo, Arkansas GIO

Author:
Connect Arkansas
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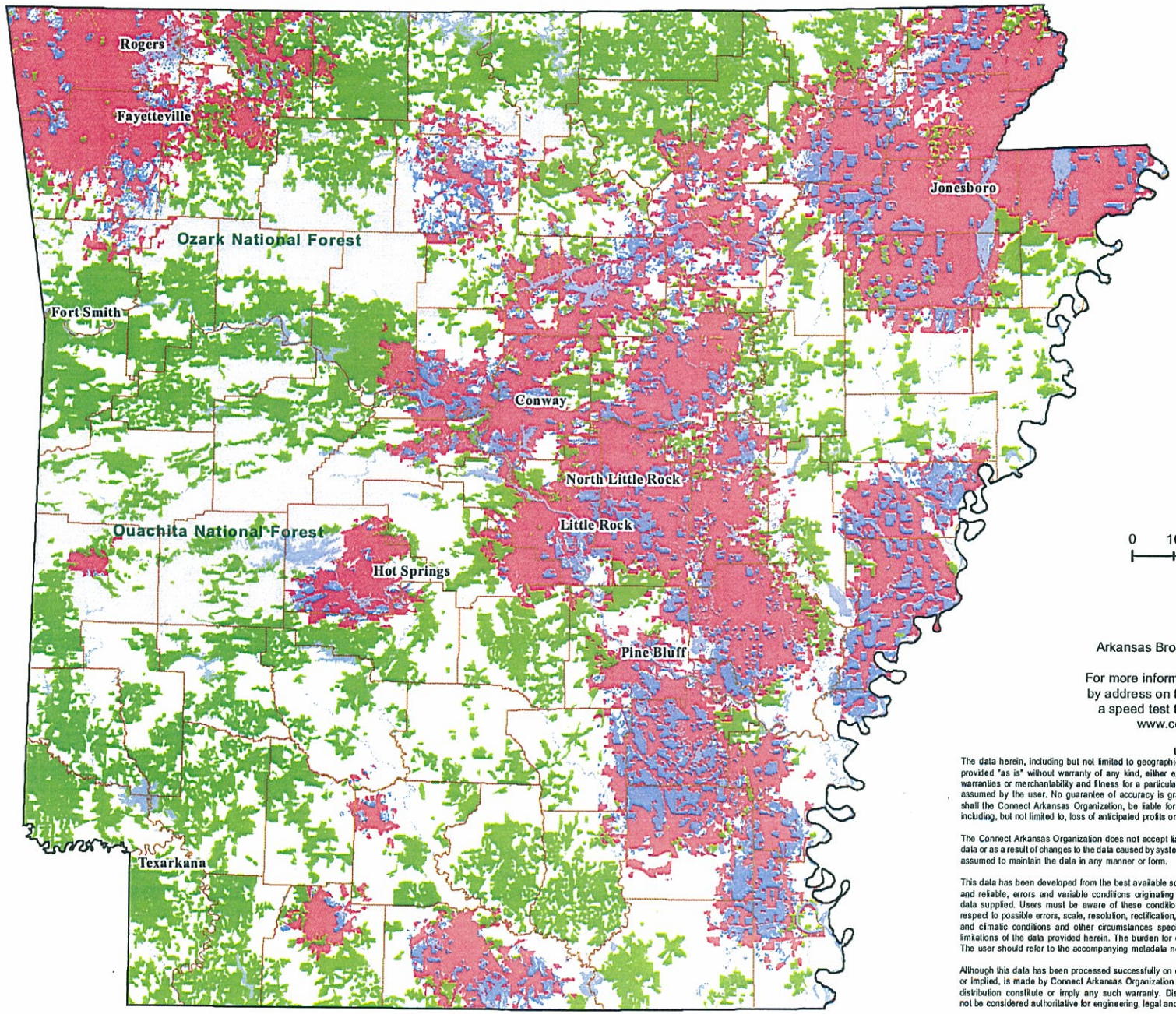
02.27.2012

Broadband Availability
Arkansas Wireline & Fixed-Wireless

Connect-Arkansas



Unserved
National Parks and Forests
Water

Broadband

Wireline Only
Wireline & Fixed-Wireless
Fixed-Wireless Only

0 10 20 40
Miles

Source:
Arkansas Broadband Providers, GeoStor

For more information, to search for coverage by address on the interactive map, or to use a speed test to check performance go to www.connect-arkansas.org

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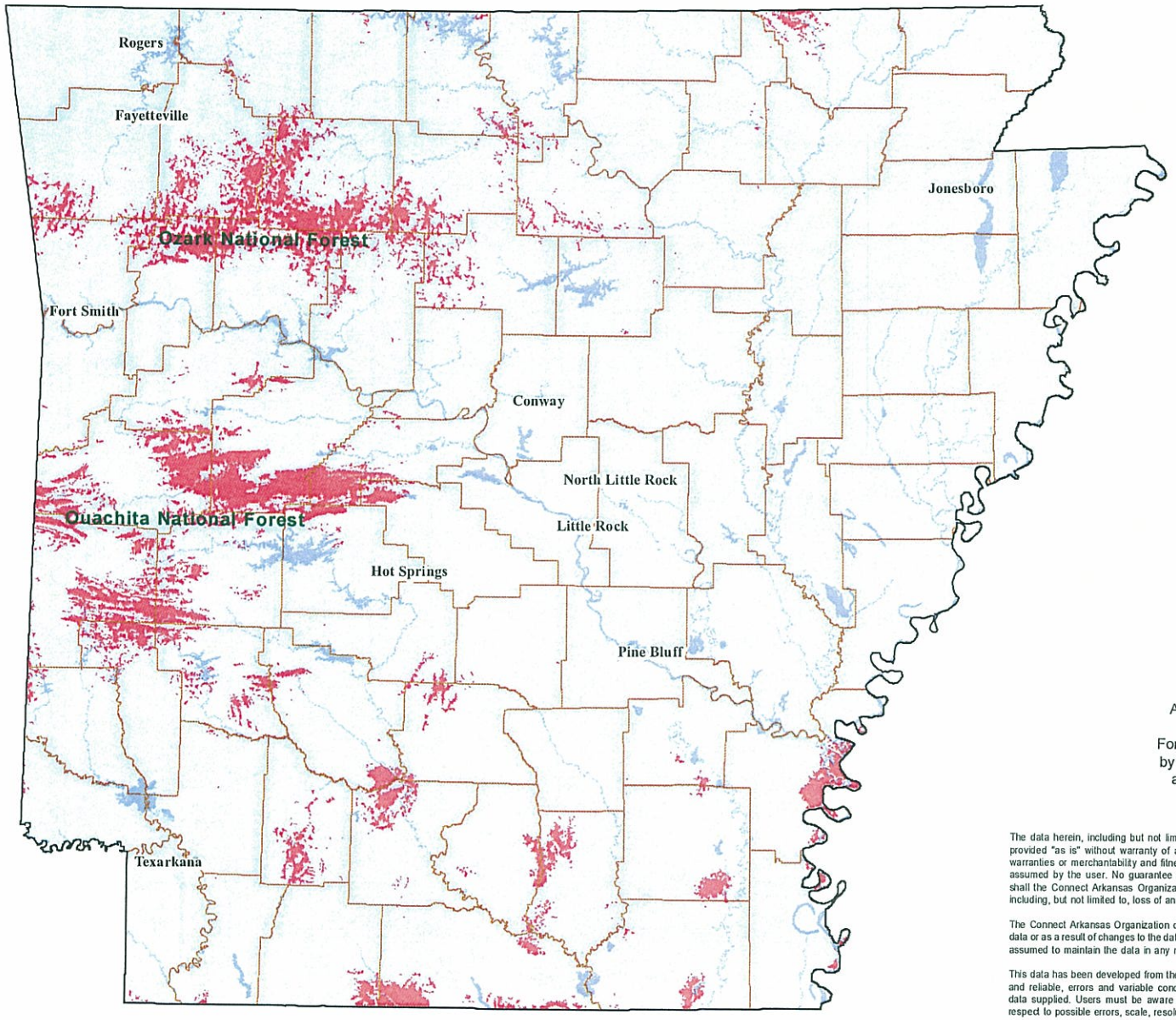
4/4/2012 v6.0

Broadband Availability
Arkansas Mobile-Wireless & Satellite

Connect-Arkansas



Unserved
National Parks and Forests
Water
Broadband
Mobile-Wireless & Satellite
Satellite Only

0 10 20 40
Miles

Source:
Arkansas Broadband Providers, GeoStor

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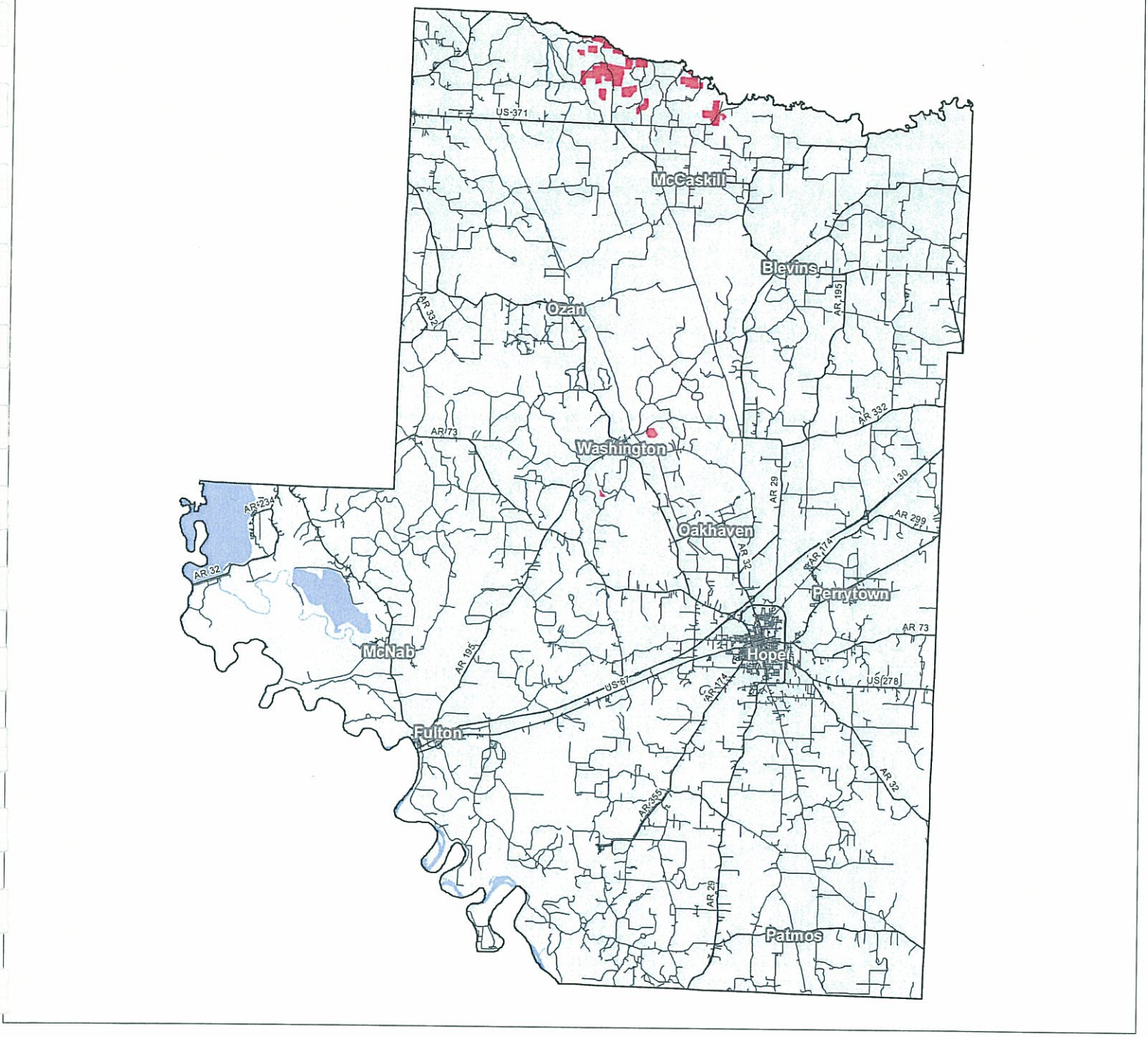
Broadband Availability
Mobile-Wireless & Satellite
Hempstead County



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- Unserved
- National Parks and Forests
- Water

Broadband (Download > 768kbps)

- Mobile-Wireless & Satellite
- Satellite Only

0 1.5 3 6

Miles

Source:
Arkansas Broadband Providers, GeoStor

For more information, to search for coverage by address on the interactive map, or to use a speed test to check performance go to www.connect-arkansas.org

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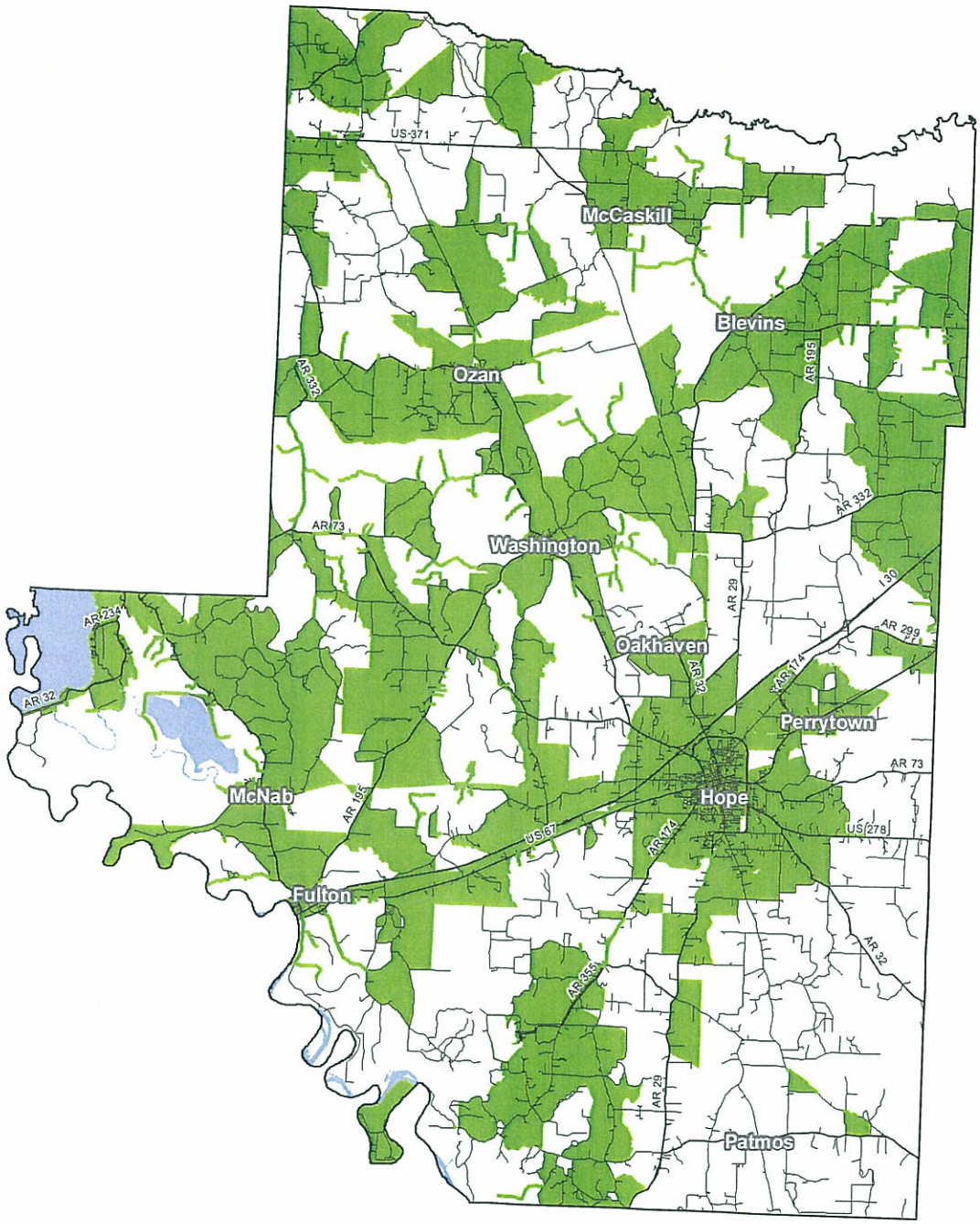
Broadband Availability
Wireline & Fixed-Wireless
Hempstead County



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Unserved

National Parks and Forests

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Introduction

This White Paper has been produced by Connect Arkansas to highlight the current status of broadband availability to a number of Community Anchor Institutions (CAI) – Public Schools, Law Enforcement Agencies, Hospitals and Clinics, and Fire Stations. Connect has compared pre-existing broadband coverage information from the Internet Service Providers (ISP) developed through its National Telecommunications and Information Administration's State Broadband Data and Development (SBDD) grant program and CAI information obtained from the Arkansas Geographic Information Office (AGIO). With the data gleaned from this comparison, we hope to show a statewide picture of high-speed Internet access availability for most CAI locations.

Connect Arkansas is a private, non-profit organization dedicated to the implementation of a community-based initiative to promote high-speed Internet usage. The Connect Arkansas Broadband Act was signed into law by Gov. Mike Beebe on March 28, 2007, to ensure the creation of a competitive broadband, or high-speed Internet, infrastructure that will not only improve personal lives, but also the economic capabilities of all Arkansans.

Overview

Every CAI in the state has access to Satellite Internet technology. In general, most CAIs are in areas with access to some other Internet technology type [Wireline (DSL, Cable DOCSIS 3.0, Cable, and Fiber to the Premise), Fixed Wireless, and Mobile Wireless]. High-speed Internet coverage via leased lines (T-1, DS-3, and others) for commercial applications is not used in this paper as that information has not been provided to Connect Arkansas at this time. This study is based on areas of residential coverage only.

This study also refers only to access and not existing connections. While a location may have access to a given service, that does not imply the institution at that location is connected using any of the services listed. Presence of an ISP option at any location in no way indicates the institution at that location is subscribing to a service.

As stated above, Wireline high-speed Internet is provided by Cable modem, DSL, or Fiber to the Premise. Satellite high-speed Internet is Internet access provided through satellites. All addresses in Arkansas are covered by satellite high-speed Internet. Fixed Wireless high-speed Internet is similar in nature to WIFI wireless networks in homes. The technology is designed for outside use to accommodate weather conditions and signal distance. Mobile Wireless high-speed Internet is provided by mobile

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telecommunication providers via technologies such as 3G. All of the ISP information in this White Paper is as of October 2011.

This study focuses on the entirety of Arkansas. While a pattern of more access in the Little Rock Metro Area appears, this is not due to any sort of geographical bias. Rather, this is due to that being the state of the data Connect Arkansas has obtained. Any institution not mentioned directly in this paper is still present in the data or not available for analysis. No geographic region or sector was excluded at the expense of another, nor was any geographic area favored over any other.

Sources and Methodology

Point shapefiles obtained from GeoStor [http://www.geostor.arkansas.gov] for the four CAI types listed in this paper were used in conjunction with coverage information files voluntarily given by ISPs to Connect Arkansas under the framework the SBDD grant program.

The Public Schools shapefile depicts schools from the 2008-2009 school year. The shapefile for the Law Enforcement Agency (LEA) locations are current as of 2006. The Hospitals and Clinics file is from 2011, and the Fire Stations are current as of 2010. These are the most up to date files publically available.

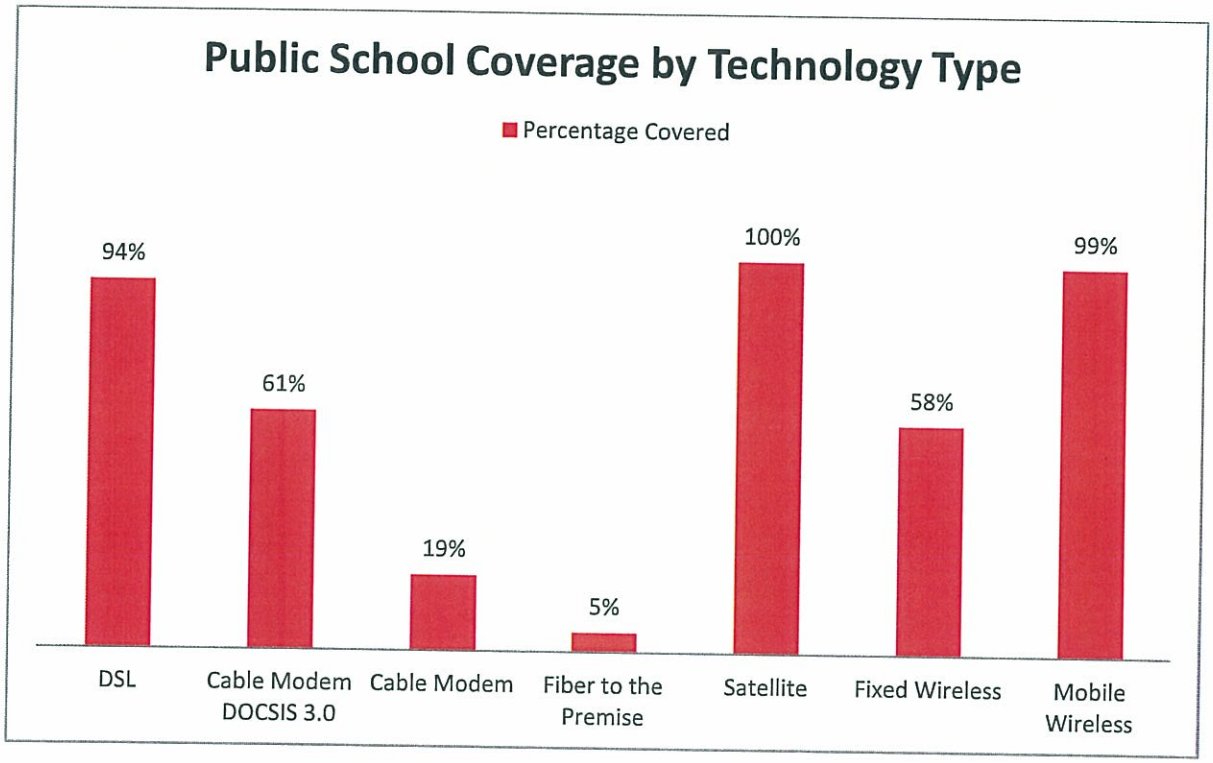
The ISPs provided coverage information that was delivered in various formats such as paper maps, shapefiles/geodatabases, and tab-delimited address files which were then digitized, geocoded, processed, and verified via various methods such as user feedback from Connect Arkansas's Interactive Map, telephone surveys, and Federal Communications Commission 477 Forms when possible and "joined" to the Census Bureau TIGER Line Street information files. The coverage data is current as of October 2011.

The tables and statistics presented in this paper were derived using a series of commands and tables in ESRI's ArcMap and Microsoft's Excel software. The four individual CAI shapefiles and the ISP coverage data were used to generate a set of tables listing every ISP within 300 meters of each point in the CAI shapefiles using ESRI ArcGIS ArcMap. This was achieved by using the "Generate Near Tables" command and several "Join[s]" using attribute data. Once a set of tables containing both CAI information and the nearby ISP information was obtained, these tables were exported to Microsoft Excel.

In Excel, various "Pivot Tables" were created to gain better groupings of CAIs with the set of assigned ISPs and their associated transmission technologies.

Public Schools

In the case of the Public Schools, 97 percent of the 1,105 facilities have access to Wireline ISPs. This 97 percent Wireline coverage includes areas that have access to DSL (94%), Cable DOCSIS 3.0 (61%), Cable (19%), and Fiber to the Premise (5%). The figure below also shows that 99 percent of schools are in areas with Mobile Wireless coverage and 58 percent have coverage from Fixed Wireless. These numbers to do not indicate the actual existence of connections nor do the percentages necessarily reflect rates of subscription.



Schools in the Little Rock Metro Area have the most ISP options, with Murrell Taylor Elementary in Jacksonville having access to 14 different ISPs. LISA Academy schools in Sherwood and North Little Rock also have 14 ISP options. Bryant Middle and High Schools have 13 ISP options along with e-STEM schools in Little Rock, Northside Elementary in Cabot, Hurricane Creek Elementary in Bryant, and seven others.

Schools with **greatest** number of ISP options	Number of ISP Options
Murrell Taylor Elementary School, Jacksonville	14
Lisa Academy Elementary, Sherwood	14
Lisa Academy, North Little Rock	14
e-Stem Elementary, Little Rock	13
Jacksonville Lighthouse Charter Elem, Jacksonville	13
Northside Elementary School, Cabot	13
Arnold Drive Elementary School, Jacksonville	13
Lakewood Middle School, North Little Rock	13

Bryant High School, Bryant	13
Bryant Middle School, Bryant	13
e-Stem High, Little Rock	13
Meadow Park Elementary School, North Little Rock	13
e-Stem Middle, Little Rock	13
NLR High School-East Campus, North Little Rock	13
Felder Alternative Academy, Little Rock	13
Hurricane Creek Elementary School, Bryant	13
Jacksonville Elementary School, Jacksonville	13

There are 56 schools with access to 12 ISP options.

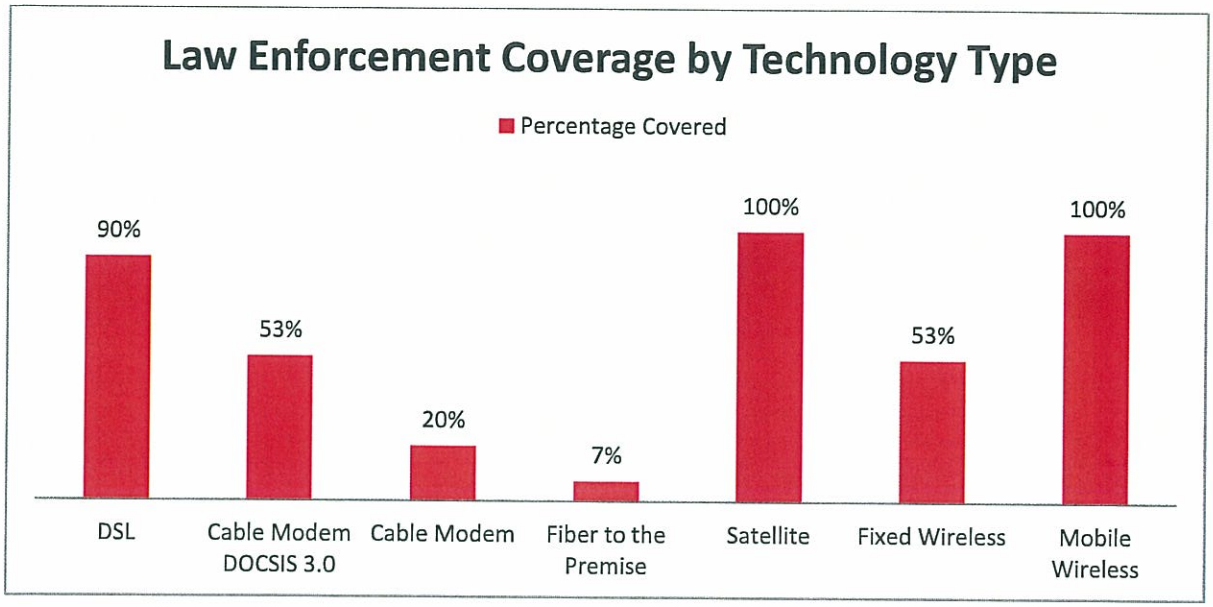
On the opposite end of the spectrum, there are two schools each in two towns with access to only the three Satellite providers. These are Nevada Elementary and Nevada High Schools in Rosston and Oark Elementary and High Schools in Oark. The elementary and high schools in the communities of Norman, Sparkman, St. Paul, and Timbo have four ISP options as well as Centerpoint High School in Amity and Cord-Charlotte Elementary in Charlotte.

Schools with **least** number of ISP options	Number of ISP Options
Nevada High School, Rosston	3
Oark Elementary School, Oark	3
Oark High School, Oark	3
Nevada Elementary School, Rosston	3
Caddo Hills Elementary School, Norman	4
Sparkman Elementary Schools, Sparkman	4
Centerpoint High School, Amity	4
Sparkman High School, Sparkman	4
Caddo Hills High School, Norman	4
St. Paul Elementary School, St Paul	4
Timbo High School, Timbo	4
St. Paul High School, St Paul	4
Cord-Charlotte Elementary School, Charlotte	4
Timbo Elementary School, Timbo	4

There are 95 schools in Arkansas with 5 ISP options.

Law Enforcement Agencies

The areas in which all 523 identified LEA buildings are located have 100% coverage by Mobile Wireless technologies. These areas also have 96 percent Wireline technology coverage [DSL - 90%, Cable DOCSIS 3.0 - 53%, Cable - 20%, Fiber to the Premise - 7%] and 53 percent Fixed Wireless coverage as shown in the figure below.



The LEA locations in Little Rock have the most access options with the Little Rock Police Department, United States Secret Service, and Sixth Judicial District Drug Task Force having 13 ISP choices. There are seven other locations with 13 choices including the North Little Rock Police Department.

LEAs with **greatest** number of ISP options	Number of ISP Options
Little Rock Police Department, Little Rock	13
United States Secret Service, Little Rock	13
Pulaski County Coroner's Office, Little Rock	13
Sixth Judicial District Drug Task Force, Little Rock	13
Little Rock Air Force Base Military Police, Little Rock Air Force Base	13
Arkansas Game And Fish Commission Law Enforcement Headquarters, Little Rock	13
North Little Rock Police Department - Lakewood Substation, North Little Rock	13
Bureau of Alcohol, Tobacco, Firearms and Explosives , Little Rock	13
Union Pacific Railroad Police, North Little Rock	13
United States Immigration And Customs Enforcement, Little Rock	13
Drug Enforcement Administration, Little Rock	13

There are 26 LEA locations in areas with 12 ISP options.

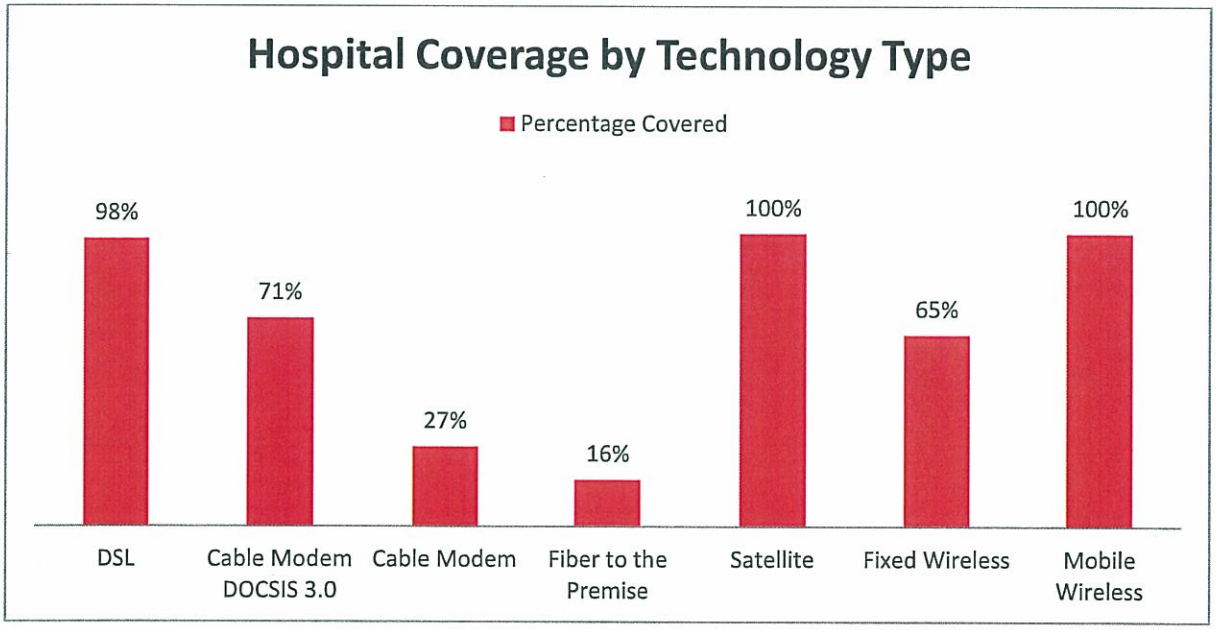
The Police Departments of Fountain Hill and Sparkman, along with United State Fish and Wildlife offices in Lockesburg and Parkdale have four ISP offerings.

LEAs with **least** number of ISP options	Number of ISP Options
Fountain Hill Police Department, Fountain Hill	4
Sparkman Police Department, Sparkman	4
United States Fish And Wildlife - Pond Creek National Wildlife Refuge, Lockesburg	4
United States Fish And Wildlife - Overflow National Wildlife Refuge, Parkdale	4

There are 45 LEA locations with five ISP options.

Hospitals and Clinics

All 107 Hospitals and Clinics of Arkansas also have 100% coverage from Mobile Wireless technologies and 99 percent coverage from Wireline technologies [DSL - 98%, Cable DOCSIS 3.0 - 71%, Cable - 27%, Fiber to the Premise - 16%]. Fixed Wireless options are available to 65 percent of Hospitals and Clinics which can be seen in the following figure.



St. Bernard's Medical Center of Jonesboro joins several Baptist Health and St. Vincent Health system locations in Little Rock with 12 ISP options.

Hospitals with **greatest** number of ISP options	Number of ISP Options
St. Vincent Rehabilitation Hospital, Little Rock	12
St. Vincent Infirmary Medical Center, Little Rock	12
Select Specialty Hospital, Little Rock	12
Arkansas Children's Hospital, Little Rock	12
Baptist Health Rehabilitation Institute, Little Rock	12
Arkansas Heart Hospital, Little Rock	12

Pinnacle Pointe Behavioral Healthcare System, Little Rock	12
Baptist Health Extended Care Hospital, Inc., Little Rock	12
St. Bernards Medical Center, Jonesboro	12
Baptist Health Medical Center, Little Rock	12
St. Vincent Medical Center - North, Sherwood	12
Baptist Health Medical Center, North Little Rock	12
St. Vincent Rehabilitation Hospital, Sherwood	12

There are 11 ISPs available for 23 hospital and clinic locations.

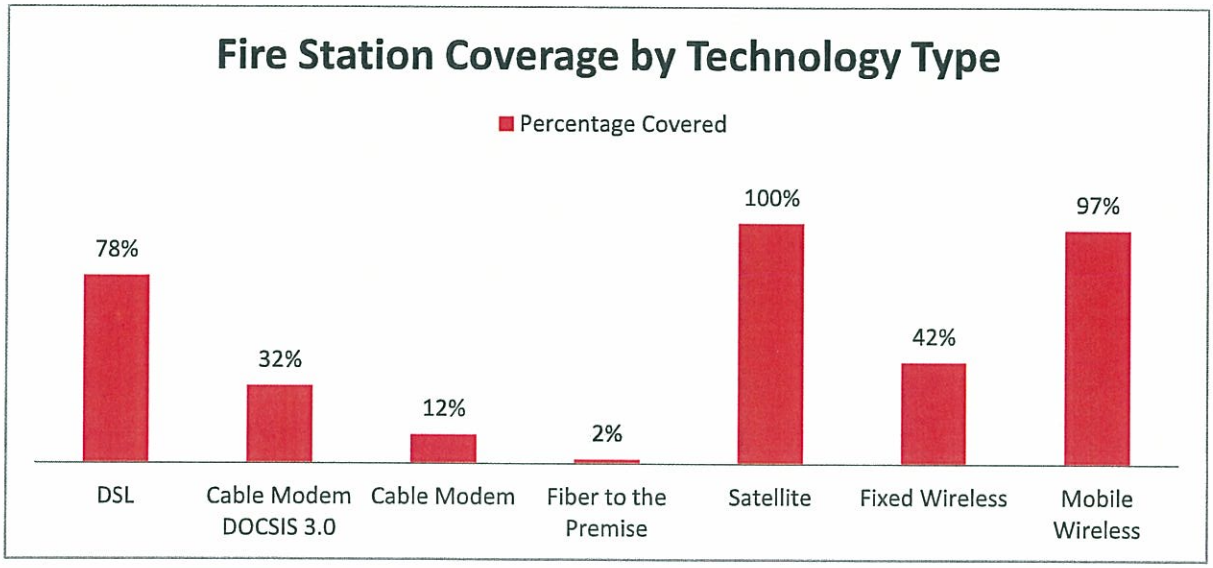
The Community Medical Center of Izard County in Calico Rock has the fewest ISP options of the hospitals and clinics with five. Locations in Pocahontas, Salem, Waldron, Booneville, and Mena along with six others have access to six ISPs.

Hospitals with **least** number of ISP Options	Number of ISP Options
Community Medical Center Of Izard County, Calico Rock	5
Five Rivers Medical Center, Pocahontas	6
Fulton County Hospital, Salem	6
Stone County Medical Center, Mountain View	6
Mercy Hospital Of Scott County, Waldron	6
Booneville Community Hospital, Booneville	6
Ashley County Medical Center, Crossett	6
Howard Memorial Hospital, Nashville	6
Bradley County Medical Center, Warren	6
John Ed Chambers Memorial Hospital, Inc., Danville	6
DeQueen Medical Center, Inc., Dequeen	6
Mena Regional Health System, Mena	6
White River Medical Center, Batesville	7
Baxter Regional Medical Center, Mountain Home	7
Eureka Springs Hospital, LLC, Eureka Springs	7
Dewitt Hospital & Nursing Home, Inc., Dewitt	7
Little River Memorial Hospital, Ashdown	7
North Arkansas Regional Medical Center, Harrison	7
Dallas County Medical Center, Fordyce	7
North Logan Mercy Hospital, Paris	7
McGehee Hospital, McGehee	7
Piggott Community Hospital, Piggott	7

There are 19 Hospitals and Clinics with access to eight ISP options.

Fire Stations

The figure below shows of the 1,343 Fire Stations in Arkansas, 42 percent have Fixed Wireless Internet coverage and 85 percent have some form of Wireline coverage [DSL - 78%, Cable DOCSIS 3.0 - 32%, Cable - 12%, Fiber to the Premise - 2%].



Little Rock Fire Stations 2 and 4 have 13 provider options; as does NLR Fire Department Station 2, North Pulaski Fire Station 3 in Cabot, and Southridge Fire Department Station 1 in Jonesboro.

Fire Stations with **greatest** number of ISP options	Number of ISP Options
North Little Rock Fire Department Station 2, North Little Rock	13
Little Rock Fire Station 4, Little Rock	13
North Pulaski Fire Department Station 3, Cabot	13
Little Rock Fire Station 2, Little Rock	13
Southridge Fire Department Station 1, Jonesboro	13

There are 28 stations with 12 ISP options.

Fire Stations located in Plainview, Junction City, Oark, Mountain Pine, Gurdon, Aly, Perryville, Jessieville, and Sparkman have access to the three Satellite providers.

Fire Stations with **least** number of ISP Options	Number of ISP Options
Hollis Volunteer Fire Department, Plainview	3
Three Creeks Volunteer Fire Department, Junction City	3
Johnson County Rural Fire Department Station 10, Oark	3
Buckville Volunteer Fire Department Station 2, Mountain Pine	3
Kansas Community Volunteer Fire Department, Gurdon	3
Aly-Chula Fire Station, Aly	3

Nimrod Volunteer Fire Station, Perryville	3
Buckville Volunteer Fire Station 1, Jessieville	3
Ouachita Area Fire Station, Sparkman	3

There are 70 stations with four provider options.

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U.S. Department of Commerce/National Telecommunications Information Agency
Sustainable Broadband Data and Development Grant Award 05-50-M09009
Connect Arkansas
Reporting Period – January 1, 2012 – March 31, 2012

ATTACHMENT TO PERFORMANCE PROGRESS REPORT #11 – BROADBAND PLANNING

11a. ***Please describe progress made against all goals, objectives, and milestones detailed in the approved Project Plan. Be sure to include a*** **description of each major activity / milestone that you plan to complete and your current status.**

Goal: Four county broadband adoption/planning meetings

Actual: Eleven:

January 5	Desha County
January 19	Southeast Arkansas (SEARK) Cornerstone Coalition (Ashley, Bradley, Chicot, Desha, and Drew Counties)
February 7	Arkansas County
February 10	Mississippi County
February 15	SEARK Cornerstone Coalition IT Subcommittee Meeting
February 22	Phillips County
February 28	Faulkner County
February 29	Woodruff County
March 1	Sharp County
March 14	SEARK Cornerstone Coalition full board meeting
March 28	Faulkner County

The March 1 meeting in Sharp County was covered by the *Spring River Chronicle:* http://myspringriver.com/2012/03/07/sharp-county-unveils-new-website/ and *Area Wide News / The Villager:* http://www.areawidenews.com/story/1823323.html

A second full-time e-Communities staff member started with Connect on January 5.

Throughout the planning process, we heard countless stories from people who live blocks or yards away from neighbors who subscribe to broadband – but the service didn't extend to their homes or businesses; or, their existing service wasn't reliable or fast enough. We also heard stories – confirmed by our state surveys – that more people would be subscribing to broadband if they could afford it. We have been working this quarter to enlist the communities in getting this demand translated into factual data for them to present to their providers.

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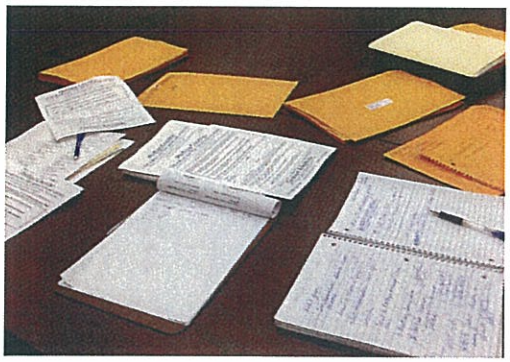
Jason Groves, Connect Arkansas GIS analyst, reviews the Desha County Engineering Assessment for nearly 30 e-Community Committee members during a January 5 meeting in Pickens.

Katie Holder, e-Communities analyst, shows the latest Mobile Broadband / Satellite Map to members of the Sharp County e-Community Committee during a meeting at Ozarka College in Ash Flat.



The work table at the Phillips County Chamber of Commerce was in good use as chamber and Connect staff worked together to print and deliver nearly 1,800 surveys throughout Helena-West Helena and to the mayors of Marvell, Lake View, and Lexa, Ark.

Katie Holder shows the latest Wireline / Fixed Wireless map to a meeting of the Faulkner County e-Community Committee in Conway. The City of Conway provides broadband services to customers through Conway Corporation. Beyond the city limits, however, access is a different story.

The surveys are out now in six counties (Arkansas, Desha, Faulkner, Mississippi, Phillips, Sharp). As of March 31, dates are set for meetings to launch these in three more counties as of this writing (Bradley, Chicot, and Woodruff). We plan to have surveys out in all 17 counties in the coming quarter.

The survey results will be combined with the data from our interactive map and the results of surveys conducted in our six original e-Counties in 2008 and 2009. They will be color-coded and overlaid onto these counties' engineering assessments. We believe we'll be able to show the communities and their providers that there is new/more demand for broadband where our assessments predict wireline infrastructure exists or could be deployed.

These maps will be the focus at the next e-Community meetings. Connect will facilitate further meetings between committee members and their service providers for positive and meaningful discussions on what further steps need to be taken for more broadband deployment. These steps may include town hall meetings and more surveys, and other activities.

These surveys are also a test to see how committed our e-Community committee members are in pushing for broadband deployment, access, and adoption in their counties. Staff has worked

to make this initial effort as convenient as possible – the results will be only as good as committee members work to push the surveys through their networks.

Goal: Quarterly Meeting of e-Community and State Leaders

Actual: Virtual meeting held March 16

In 2011, the Arkansas Capital Corporation (ACC) began work on acquiring equipment and building a television studio that could accommodate video communications and webcasting/livestreaming for all of its affiliate companies, including Connect Arkansas. That has been accomplished. Since then, ACC has successfully livestreamed several events for its entrepreneurship and lending affiliates.

This quarter, Connect came on board by livestreaming this quarterly meeting, thereby setting an example for e-Community leaders and others on the impact and the efficiency of the technology.

The meeting was held March 16. Our topic was to introduce and/or update Arkansans on the current and future applications coming with the new "Arkansas e-Link." Arkansas e-Link is a $102 million infrastructure project leveraging the existing broadband capabilities of the Arkansas Telehealth Oversight and Management and the Arkansas Research and Education Optical Networks.

When the infrastructure is completed in 2013, there will be much more robust broadband access for hospitals, medical and behavioral health clinics, public health units, two-year colleges, libraries and public safety entities throughout all corners of the state.

A "Save the Date" flyer and press release for the virtual meeting was distributed to over 800 contacts throughout the state asking them to join us by going to http://www.livestream.com/connectartv. Our contacts included all e-Community committee members, members of the Connect Arkansas and ACC boards of directors, the Arkansas Broadband Council members, and state lawmakers.

According to our viewership statistics, there were 70 viewers at the peak of the webcast. We do know there were a few locations with multiple viewers. We were pleased with these results, especially because March 16 was not our original date. Because of technical issues, we decided March 13 to reschedule the meeting to March 16 (which we accomplished). March 16 was also the Friday before spring break – and the "March Madness" basketball championships were underway (we had two people e-mail to admit they would instead be watching the tournament).

We had several inquiries regarding archiving. All webcasts produced by ConnectAR TV are archived and can be found in the video library at http://www.livestream.com/connectartv/folder.

Goal: Build and launch three county websites (15 of 15 completed)

Actual: As of March 31, only the Lincoln and Sharp County websites were live. Work is ongoing in Chicot and Jefferson counties.

During the quarter, our project partner, the Information Network of Arkansas, added a new feature to the Sharp County website to allow residents to pay property taxes online. Three days

after the launch, the county had collected nearly $14,000 in taxes. As of March 31, Sharp County Tax Collector Charlotte Ratliff reports that $43,500 has been collected online.
Ms. Ratliff estimates that the county has saved at least one week's worth of staff time in the collector's office because of the new feature. She adds they have also saved postage in that they no longer have to "snail-mail" receipts – instead, they are e-mailed after online payment.

Connect staff has traveled back to Sharp County to video Ms. Ratliff's praises for the website. We hope to show that video to other counties that are still hesitating to embrace this opportunity.

More details on the challenges in meeting this goal can be found in 11.b.

Kim Cooney (left) of the Information Network of Arkansas and Lisa McGehee (right) of the Lincoln County Judge's Office assist Linda Thompson of the Sharp County Judge's office with loading pages to the county's new website during a training for county staff in January.

State Broadband Plan:

Goal: Connect will develop a comprehensive Arkansas broadband strategic plan that will bring state level partners together to work collaboratively toward collective and integrated broadband objectives and goals

Actual: One of the two e-Communities staff members has been tasked with drafting the state broadband plan. The initial goal is to have a first draft by April 30.

Additional project activities:

1) e-Communities staff has begun representing Connect on the Arkansas Rural Health Partnership. Staff is also meeting with representatives of the Arkansas Office of Health Information Technology (OHIT), the State Health Alliance for Records Exchange (SHARE), and the Arkansas Department of Health. We are cross-promoting our SBDD and SBA activities in the counties with these groups while seeking opportunities for promoting their new applications of the Internet. We have offered ConnectAR TV resources to Arkansas SHARE – we will be livestreaming an event for them in April.

2) Connect staff was among the presenters at the Arkansas General Assembly's Joint Committee on Advanced Communications February 1.

   Connect staff has also had successful one-on-one meetings with the general assembly's new Senate Pro-Tem and Speaker of the House. Both live in counties where Connect is not funded to conduct e-Communities or SBA activities. They are very interested in continuing discussions for further funding and potential sustainability beyond 2014.

3) e-Communities staff had networking opportunities from attending the University of Arkansas Cooperative Extension Services's "Breakthrough Solutions" conference, exhibiting at the annual Arkansas Association of County Judges conference, and attending the Crossroads Coalition Annual Dinner (a coalition that includes three e-Community counties).

4) As the Connect team was developing the print and electronic broadband demand surveys, we realized there was no reason why we could not have them available for anyone in the state. Links to the surveys have been created and are online at http://www.connect-arkansas.org/do-something, "County Broadband Surveys." We have mailed print versions to Boone and Little River Counties. Our e-Commerce team has also taken them to Polk, Scott, and Independence Counties.

11b. Please describe any challenge or obstacle that you have encountered and detail the mitigation strategies the project team is employing.

County surveys: As of March 31, 119 print and electronic surveys have been completed. By a small margin, the majority of respondents report they do not have broadband access and want the service. The responses to the affordability / lack of adequate and reliable broadband being barriers were about even.

We started pushing these out in mid-February. For now, our timeline is three to four months. We will have to remind our county contacts to continue to remind others to push out the surveys. We will also be asking our state contacts to push these out through their networks – and follow up with reminders to them as well.

In Q2 2012, we will have follow-up meetings with the communities on the responses. If there are few of them, we hope that will spur the local folks to get more out there and returned. As mentioned previously, this is our first project engaging the community in broadband advocacy. We do anticipate we will need to conduct some targeted mailings. We recently learned of a new opportunity with the U.S. Postal Service, titled "Every Door Direct Mail" that allows customers to reach every address in a neighborhood without needing names or street addresses for as little as $0.10 to $0.14 per piece.

County websites: As mentioned earlier, two county sites are launched and two others are under contract. We do have at least one other commitment coming in Q2.

An underlying characteristic of the planning piece of the BTOP grants is that minds have to be changed to increase broadband deployment, access, and adoption. That is proving to be true with this county website project. For the remaining 12 counties:

- Five counties (Bradley, Columbia, Faulkner, Mississippi, and Union) already have websites with other contractors
- In two counties, others volunteered to talk with the judges because of their existing relationships (we hope to have these commitments in Q2 as well)
- In one county, the judge does not feel his county will have the funding to take up the hosting fees beginning in year three
- In another county, the judge has taken over the duties of a county official who was recently sentenced for theft of cash – he wants to talk to us in 2013
- Another county judge simply refuses to pursue the opportunity – but others in the county have told us a candidate for his office is fully on board and will sign on if he gets elected and to not give up on them
- Two other county judges have stopped returning phone calls – one is retiring, one is running for re-election. Both are in their late 60s / early 70s. However, an independent webmaster in one of the counties called to say he was in contact with the judge and they wanted to do their own website. He asked if we could just give the county the funds.

We explained why we couldn't and staff offered to come back to visit about the opportunity. He said they would let us know – that was weeks ago.

e-Communities staff will continue to pursue several of these counties. In the meantime, the word has gotten out to judges in other counties that were not funded by the grant. We know of two that are interested. We plan to consult with NTIA staff later this year about giving these lagging counties an ultimatum – if they don't take advantage of the grant opportunities, we have others that would seize the opportunity.

###

Hempstead County:
Tell us about your high-speed Internet options

Please take 90 seconds to complete this survey.
You can also complete this survey online at
www.surveymonkey.com/s/HempsteadCountyBroadbandSurvey

Your response is critical to helping us make the case to Internet Service Providers and Government Officials for better Internet services in Hempstead County. Please check each of the following that are true for you:

☐ I would like to get high-speed Internet service at the address below, but to my knowledge, no service is available.

☐ I currently do not subscribe to high-speed Internet because it is too expensive.

☐ I would subscribe to high-speed Internet if an affordable option were available in my area. I consider affordable to be: _____

☐ I have high-speed Internet, but the service is slow and/or unreliable.

First Name: _____ Last Name: _____

Street Address: _____
(No PO Boxes please!)

City: _____ Zip Code: _____

☐ This is my home address. ☐ This is my business address.

Connect Arkansas is not trying to sell anything. We are a non-profit organization that is trying to improve Internet access throughout Arkansas. You can help us do that by helping us show current and future Internet service providers that there is a demand for better Internet access in Hempstead County.

Unless you check YES below, you will receive absolutely no mail or further contact.

☐ YES! Feel free to share my address with Internet Service Providers if they would like to tell me about low-cost offers or new high-speed service in my area!

☐ YES! Share my email address with Connect Arkansas! My email address is: _____

Return this survey to the location where you picked it up or mail to:
Connect Arkansas eCommunities Staff, 200 River Market Ave., Ste. 400, Little Rock, AR 72201

This survey is a partnership of the Hempstead County e-Community Committee &

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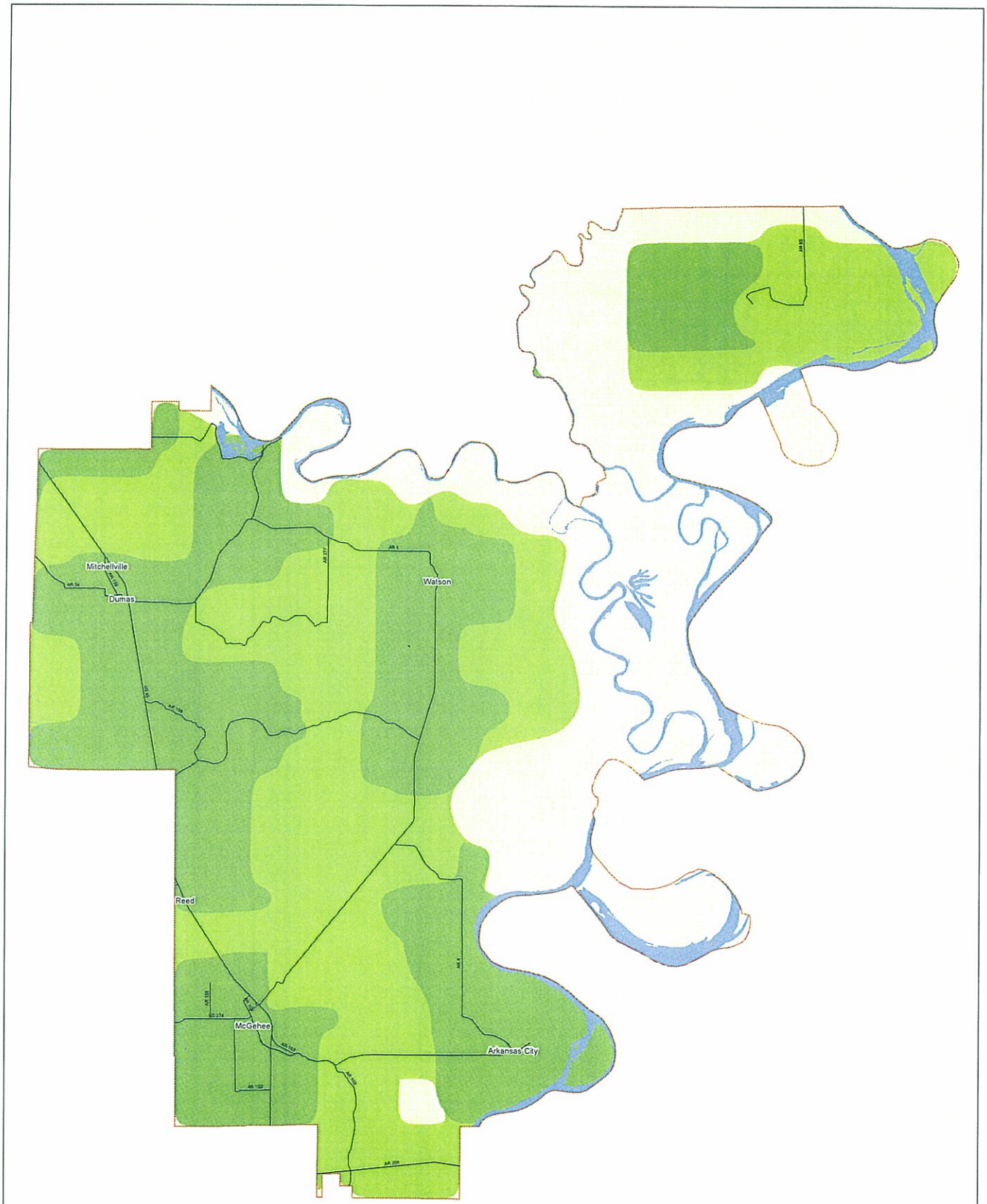

Existing 1.5 Mbps Service
Proposed 1.5 Mbps Service
Areas with No Population or Not Analyzed
Highways
Water Bodies

Approximate Minimum Cost to serve 1.5 Mbps to 100% of Population via Wireline in Proposed Areas:

$2,500,000

Approximate Current Population Served by 1.5 Mbps: 92%

Note: This Assessment only takes into consideration Wireline technologies i.e. DSL, Cable, and Fiber.

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0 0.45 0.9 1.8 Miles

Source:
AT&T, Arkansas Broadband Providers, U.S. Census Bureau

Author:
Connect Arkansas
www.connect-arkansas.org

Engineering Assessment @ 1.5 Mbps
Desha County
Wireline

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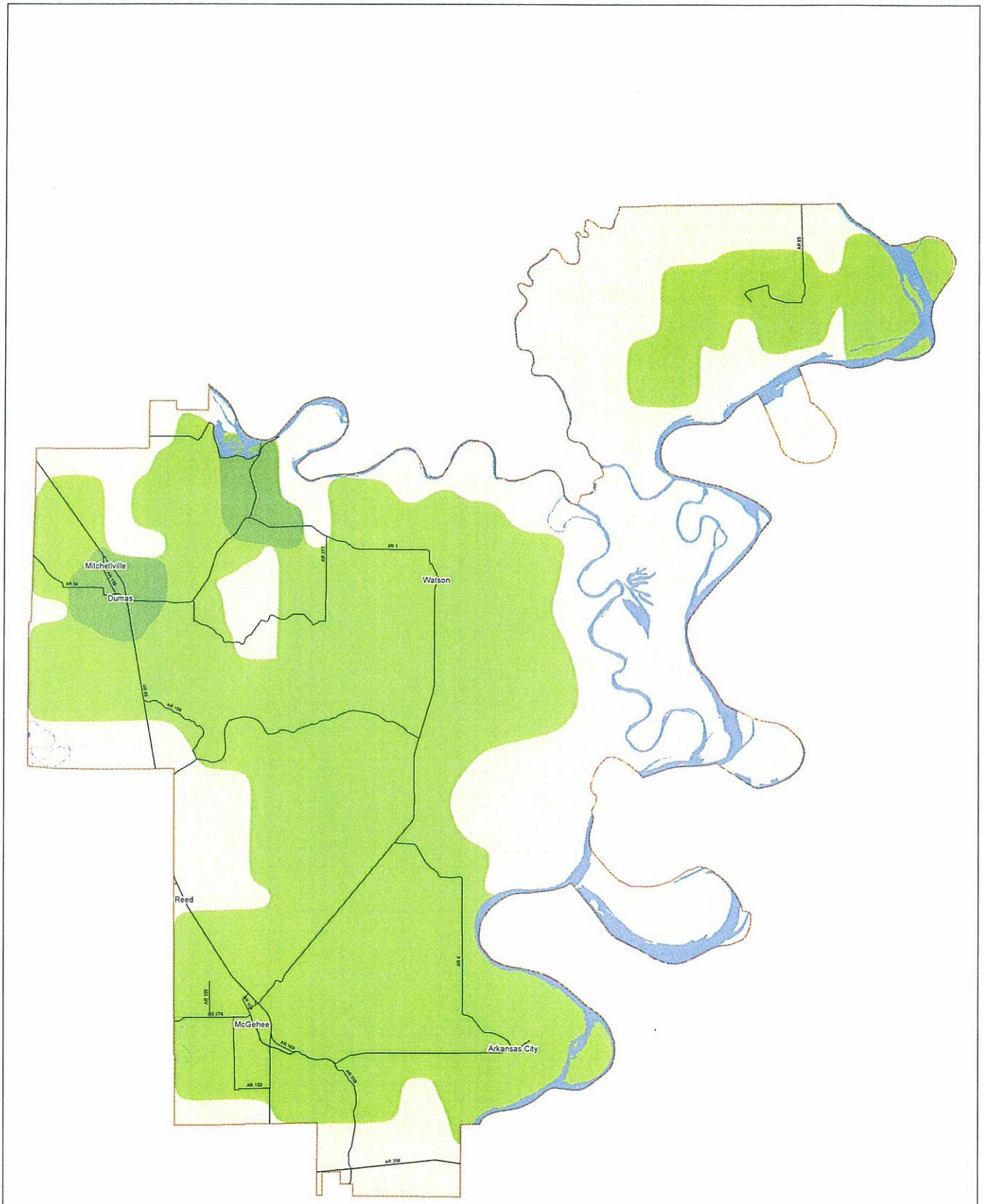

Existing 4 Mbps Service
Proposed 4 Mbps Service
Areas with No Population or Not Analyzed
Highways
Water Bodies

Approximate Minimum Cost to serve 4 Mbps to 96% of Population via Wireline in Proposed Areas:

$6,840,000

Approximate Current Population Served by 4 Mbps: 42%

Note: This Assessment only takes into consideration Wireline technologies i.e. DSL, Cable, and Fiber.

Engineering Assessment @ 4 Mbps
Desha County
Wireline

Connect-Arkansas

0 0.45 0.9 1.8 Miles

Source
AT&T, Arkansas Broadband Providers, U.S. Census Bureau

Author
Connect Arkansas
www.connect.arkansas.org

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- [ ] If not, do you already have a subscription to the internet?

Qty: 1

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