

## **13Q1\_Supplemental Answers\_Iowa**

**Connected Nation, Inc**

**Grant Number 19-50-M09047**

**Reporting Period End Date 03-31-13**

For Q1 2013, Connect Iowa's match percentage based on total expenditures was 18.19%. Thus Connect Iowa (CIA) will fall short of the required match percentage by 1.85%. Staff is working with the Iowa Economic Development Authority and the Iowa Utilities Board to try and identify additional sources of match. Additionally, Connect Iowa is engaged in conversation with the National Telecommunications and Information Administration (NTIA) Program Office regarding this obstacle. Connect Iowa filed a non-federal cost share waiver that was granted through Q2 2013.

### ***14 a\_Project Attachment\_Data Collection***

**2. Describe any additional project milestones that have been accomplished over this reporting period (ex: Updates to state broadband maps and websites, map outreach activities).**

Connect Iowa continues to maintain the interactive mapping web application, called My ConnectView. The application is housed in a highly available, monitored, and managed environment. My ConnectView is publicly available on the program website (<http://www.connectiowa.org/interactive-map>). There were a total of 699 visits to the interactive map between January 1, 2013, and March 31, 2013.

During this quarter, My ConnectView underwent an upgrade to the server software and the application programming interface (API), as well as additional enhancements to improve the user experience. The server was upgraded to ArcGIS for Server 10.1 and the ArcGIS API for Flex was upgraded to version 3.0. A new button to create permanent links allows users to develop a customized display of My ConnectView with various data layers turned on with a specific zoom level and then send the permanent link to another user, who will then get the same display in the interactive map setting. A date display was also added to the legend to inform the user of the current nature of the broadband data. Lastly, the pop-up window style was enhanced to allow users to scroll through multiple record selections, as well as view a better display of the record's information.

During this quarter, the project received a total of 4 broadband inquiries. Additional information received through e-mail from consumers that can also be used for verification purposes totaled 4 for this quarter.

For this reporting period, 219 field verification tests were conducted. During this quarter Engineering and Technical Services (ETS) staff began using device embedded software for collecting data on mobile networks. These speed and platform tests are in addition to standard field verification and validation test and enabled significantly more verification tests than in previous quarters. From program initiation through this reporting period, in-the-field validation testing has been completed against 157 companies (out of a universe of 198 viable providers) totaling 79.70 percent within the state of Iowa.

During this quarter, broadband growth maps were developed and made public on the program website. The analysis behind these maps shows where broadband coverage has changed in comparison to the October 2010 datasets: where coverage 1) has been added where it already existed in October 2010, 2) has been removed, and 3) has been added in previously unserved area.

**4. Provide any other information or statistics that you think would be useful to NTIA as it assesses your broadband data collection, validation, and publication activities.**

In support of FirstNet applications, additional broadband availability analyses based on the October 2012 State Broadband Initiatives (SBI) data collection were completed to include in the state's application. A breakdown of geographic area and household broadband availability by speed tier was completed to assist in understanding where the gaps exist in mobile broadband service and fixed broadband service to citizens in rural areas.

During this quarter, maps and tables were completed and made public on the Connected Nation website, <http://www.connectednation.org/fcc-maps>, displaying the analysis of census blocks eligible for Phase I of the Connect America Fund broadband subsidy program in comparison with the most recent October 2012 SBI broadband data collection. The maps and analysis published reflect the Federal Communications Commission (FCC) data release of eligible census blocks on January 4, 2013.

In the first quarter of 2013, Connect Iowa participated in a public safety campaign to generate excitement and educate stakeholders about the role of broadband in the public safety sector. Program staff has also established a meaningful relationship with partners in the education sector including the Iowa Department of Education and Education SuperHighway. These specific relationships have resulted in the completion of more than 150 Community Anchor Institution (CAI) surveys.

Connect Iowa was contacted by the City of Traer which is investigating placement of an antenna on a rural water tank. The City requested assistance in ascertaining the possible coverage area. Engineering and Technical Service staff provided an approximate coverage area map, which will help them in their decision-making process. If placed, the new antenna could help provide increased broadband coverage to many households outside of the city limits.

## **14b\_Capacity Building\_Attachment**

**2. Describe your progress meeting each major activity/milestone approved in the Project Plan for this project; any challenges or obstacles encountered and mitigation strategies you have employed; planned major activities for the next quarter; and any additional project milestones or information.**

Broadband Capacity Building Year 4, Quarter 1 Milestones per approved Project Plan:

### **Milestone: Year 4, Quarter 1 Connect Iowa Office Administration**

This milestone was met. The program office continued to provide administrative project oversight involving a variety of tasks that encompass administering the project plan, managing workflow and timeline, verifying work quality, gathering documentation in support of community outreach/projects, and preparing reports as required by the Iowa Economic Development Authority (IEDA) and other stakeholders. The use of two consultants supporting the identification of community planning projects has been very valuable to the program operation. Program staff has been heavily involved through creating agendas, scheduling meetings with community champions, and attending meetings with all associated stakeholders in efforts to lead the planning team efforts. Additional efforts have also been made to document stakeholder interactions. The Connect Iowa office continues to develop as a viable resource from which many communities and institutions seek advisory input concerning broadband availability and access throughout the state.

### **Milestone: Conduct the meeting(s) of the Connect Iowa Advisory Committee in Year 4, Quarter 1**

This milestone was partially met. The Connect Iowa Advisory Committee did not meet in Q1 due to the planned statewide broadband summit that will be held early in Q2 2013 (April 9) where committee members will be in attendance. Second quarter 2013 will include both the summit and a quarterly advisory committee meeting. Individual meetings were held with committee members during the quarter in an effort to discuss the April 9 broadband summit among other topics. Members provided input on the bank of potential keynote presenters from which the keynote candidate was selected. Other committee member meetings focused on issues and concerns surrounding broadband expansion and access in rural Iowa.

### **Capacity Building Major Activities for Next Quarter:**

Year 4, Quarter 2 Connect Iowa program office administration

Conduct Year 4, Quarter 2 meeting(s) of the Connect Iowa Advisory Committee

**4. Provide any other information that you think would be useful to NTIA as it assesses this project's progress.**

Connect Iowa is a participating member of the Iowa Rural Development Council, the state's arm of the U.S. Department of Agriculture (USDA) Rural Services division. This organization is comprised of stakeholders from USDA, the state universities and community colleges, telco

providers, Farm Bureau, the Small Business Administration, Sac and Fox Tribe, Housing and Rural Development, Community Vitality Center, and local and state government. The Council serves as a clearinghouse for rural concerns and issues in Iowa, with members meeting quarterly to discuss current rural opportunities and issues and to brainstorm solutions. As a member, Connect Iowa has been invited to attend USDA rural roundtable events where information on the state's broadband landscape and offerings can be shared.

Connect Iowa is an active contributor to the state's STEM Advisory Council broadband working group, consisting of K-12 educators, community college representatives, Internet service providers, area education agency representatives, and Iowa Department of Education staff. This working committee provides input on barriers and possible solutions to K-12 broadband access. Pertinent key outcomes from the January meeting include identifying the primary barriers to obtaining consistency in access for K-12 schools, resistance to change, and the acknowledgement there is no single solution for all school districts. Program representatives were able to provide key input through the My ConnectView interactive map, which is being used by many schools to identify broadband information for their districts.

During Q1 2013, program staff met with and provided information to staff from the Governor's office, in an effort to help build awareness and provide input on possible state broadband initiatives. In February, policy staff provided the Governor's legislative liaison with possible broadband recommendations for implementing programs to increase adoption and use. Some of these recommendations included an expansion of the Connected (community engagement) program complemented with Connected Nation's Every Community Online for digital learning and low-cost computer access. A follow-up meeting was held in late February, and included the Iowa Economic Development Authority director, for further discussion. Using several recommendations from Connect Iowa, the Governor's legislative liaison has drafted some program recommendations to share with the Governor's Chief of Staff. Additionally, program staff is working with the liaison to create a provider-based advisory committee to create a central discussion venue for providers to seek solutions to broadband access in the state.

#### ***14b\_Technical Assistance\_Attachment***

**2. Describe your progress meeting each major activity/milestone approved in the Project Plan for this project; any challenges or obstacles encountered and mitigation strategies you have employed; planned major activities for the next quarter; and any additional project milestones or information.**

Technical Assistance Year 4, Quarter 1 Milestones from approved Project Plan:

##### **Milestone: Release 2012 residential survey data publicly**

This milestone was met. In March 2013, the 2012 residential survey results were released to the public via an interactive widget on the program website and through statewide press releases. The data released showed that broadband adoption in Iowa is increasing, with 71% of

households now subscribing to broadband service, up from 63% in 2011. Among the key findings of the residential survey are that nearly three out of ten (29%), or approximately 680,000 Iowans, do not subscribe to home broadband service. Although broadband adoption among rural and low-income Iowans grew faster than the state average during this time, these Iowans are still less likely to subscribe to broadband than the rest of the state. Nearly one-half of all adults in Iowa now use mobile broadband service. This includes one in fourteen Iowans who rely on mobile broadband instead of subscribing to home broadband service.

**Milestone: Business survey instruments sent to peer reviewer**

This milestone was not met. Based on the revised research schedule, approved by way of an amended Project Plan, the business survey was initiated in Q1 2013. The survey scripts are scheduled to be peer reviewed in Q2 2013 prior to releasing the initial survey results. The business survey is currently in the field as projected. Once the survey is completed and the data analyzed, the results, along with the instruments, will be sent to the peer reviewer for verification.

**Milestone: Initiate 2013 business survey research**

This milestone was met. The survey instrument was written for the 2013 business survey. Additionally, a spreadsheet containing census-defined quotas and weights for the 2013 business survey research was created. The business survey was initiated after discussion and approval from the Iowa Economic Development Authority. The 2013 business survey will analyze technology adoption as well as economic impact of broadband among Iowa businesses. With the request from Iowa Economic Development Authority, the survey will be oversampling women-owned or minority-owned businesses to see the technology adoption and economic impact in detail among these businesses in Iowa. The overall purpose of the survey is to identify the role of broadband in the expansion of business opportunities in the state of Iowa and to determine barriers to adoption, access, and use in the business community.

**Milestone: Peer review of 2013 survey research completed**

This milestone was not met. Due to the revised research schedule, approved by way of an amended Project Plan, the 2013 business survey was initiated in Q1 2013. The survey scripts are scheduled to be peer reviewed in Q2 2013 prior to releasing the initial survey results. The 2013 residential survey will be developed in Q2 2013. Research staff expects to send the survey instrument to the peer reviewer in Q3 2013 when the survey is projected to commence.

Outstanding Technical Assistance Milestones:

**Year 3, Quarter 4 Milestone: Finalize and distribute 2012 statewide residential survey research results**

This milestone was met. The 2012 statewide residential survey research results were finalized and distributed. Per stakeholder request, the biggest barriers to broadband adoption were highlighted in a press release detailing the results of the 2012 residential survey. The survey results were communicated through e-mail directing the stakeholders to access the survey data through the use of a web widget so as to gain further insight into the results of the data. The

survey was conducted among 1,200 residents across the state to see if they have access to broadband, and if so, how they are using it. Based upon this data, it is estimated that approximately 680,000 or 29 percent of adults statewide do not subscribe to home broadband service, and adoption varies significantly across socioeconomic lines. The results of the 2012 residential survey indicate an 8 percentage point increase in home broadband adoption since the conducting and release of the results of the 2011 residential survey. The 2012 results also indicate among the non-adopters, that relevance (don't want it), is the biggest barrier for them not subscribing to home broadband service. In comparison to the 2011 residential survey results, the biggest barrier for lowans not subscribing to home broadband service was cost. Other results of the 2012 residential survey revealed computer ownership for rural Iowa residents was 79% compared to 83% statewide and broadband adoption at 66% versus 71% statewide which has been a traditional concern among lowans in relation to the overall expansion of broadband adoption, access, and use across the state.

### **Year 3, Quarter 3 Milestone: Peer Review of the 2012 statewide residential survey**

This milestone was met. Dr. Mingjie Sun from Iowa State University reviewed and verified the survey results and instruments. Dr. Mingjie Sun was provided the 2012 survey results, Statistical Package for the Social Sciences (SPSS) data files, and the survey script to review and validate the program's research methodology as well as results. Dr. Sun's results were the same as Connect Iowa's results; therefore, there were no recommendations made for updates to the methodology used in conducting survey research. The survey results were released in Q1 2013.

### **Technical Assistance Major Activities for Next Quarter:**

Develop residential survey script and discuss with state stakeholder  
Analyze 2013 business survey research results  
Peer review of 2013 business survey research completed  
Finalize and distribute 2013 business survey research results

## ***14b\_Planning Teams\_Attachment***

**2. Describe your progress meeting each major activity/milestone approved in the Project Plan for this project; any challenges or obstacles encountered and mitigation strategies you have employed; planned major activities for the next quarter; and any additional project milestones or information.**

Planning Teams Year 4, Quarter 1 Milestones per approved Project Plan:

### **Milestone: Assist in development and implementation of local regional technology growth strategies**

This milestone was met. In Q4 2012, two community tech team specialists were contracted to facilitate further outreach and awareness of the Connected community broadband assessment program across the state. During Q1 2013, community engagement continued as the specialists

worked with many communities, such as Story, Union, Black Hawk, and Hamilton Counties, and the cities of Indianola, West Des Moines, Tama, Bettendorf, and Webster City.

On February 7, 2013, the City of Indianola became Iowa's first Connected certified community. A community team consisting of representatives from a variety of sectors including the city municipal utility, school district, library, and economic development worked together to complete the technology assessment and identify broadband opportunities and barriers within their community. Several exciting implementation projects geared toward increasing adoption and use were identified, including a unique public-private endeavor with the local college to create a technology business incubator which will have access to the municipal utility's server platforms, wholesale bandwidth, local marketing/customer attraction efforts, and customer services activities which all reduce barriers to new tech start-ups. The community team will continue to meet, with the next meeting scheduled for mid-April, to further discuss the implementation projects they've identified, review the current status of those projects, as well as to identify possible new projects and team members. Additionally, the community champion will take part in a Community Connected panel during the upcoming broadband summit to provide best practices and to promote the community engagement process.

Currently, over thirty communities are engaged in the Connected assessment process. It is estimated that approximately twenty community teams will complete assessments and receive final reports by the end of 2013. It is anticipated that by June, the communities of Hamilton County and Black Hawk County, as well as Webster City, Iowa, will be finalizing their assessment process. During the assessment process, Webster City identified missing middle mile access data, and Connect Iowa staff, including ETS staff, assisted the community champion in resolving that issue by meeting with city representatives and area providers to validate the access. An access point of presence was identified and validated and will be updated in the next semi-annual data submission cycle. The Black Hawk County community team includes a robust collection of stakeholders from the following sectors: city government, county government, university, Internet service providers, the community college, and the community school district. The county has identified some concerns with the differences in access, as well as a lack of competitors and some adoption issues. Implementation items have not yet been developed, but long range plans will likely include some activity to solve these issues that have been identified through the assessment process. Since the certification announcement for the City of Indianola, several new communities not currently involved in the Connected broadband assessment process have contacted Connect Iowa for more information. These include Tama County, and the cities of Muscatine, Clinton, and Fairfield. Introductory meetings are being scheduled with next steps being the development of community teams and commencement of the program through a community kick-off event.

Becoming certified as a Connected community is a goal to strive toward, as it places the community on track for economic growth and overall community well-being. However, the Connected assessment process is just as, or even more so, important for those communities that will not immediately hit the certification level. As an example, Union County, in southwest Iowa, is taking part in the Connected program, knowing that they will not reach a score of 100.

However, team members realize that the assessment process is helping them to identify where their broadband gaps are and through the development of implementation items (aka, projects), how they can turn those gaps into opportunities. As the defined implementation projects are acted upon, a community's assessment score will continue to increase reflecting those improvements. The Connected program is not designed to be a one-time process, but a continual process. Visionary communities, such as the City of Indianola, realize that the assessment has provided a foundation for building an overall community broadband plan. They will continue to meet to monitor project status, identify new broadband goals, and enhance the community team with new stakeholders as new action items are identified.

**Planning Teams Major Activities for Next Quarter:**

Assist in development and implementation of local regional technology growth strategies