

April 4, 2013

First Quarter 2013 State Broadband Data and Development Program Report – Vermont

Outreach

Legislative

Legislative Training included organizing project information by county and creating PowerPoint presentations about broadband technology and current projects for numerous House Committee sessions. Two Broadband Info sessions took place in the Statehouse on February 12 & 14. Attendance increased 400% over last year's sessions.

Media

During the quarter, three media releases were distributed about projects-in-progress. A Vermont Public Radio interview was aired about the Broadband Mapping Initiative with Vermont Center for Geographic Information's David Brotzman and Broadband Outreach Coordinator Caro Thompson.

BroadbandVT.org

Significant updates were made to broadbandvt.org and postings were added to the broadbandvt.org Facebook page. Planning for mapping revisions have been completed with the web developer.

The Marketing Partners contract was extended and they began posting Tweets about Vermont initiatives as well as national information relevant to Vermont citizens and businesses.

Connect VT

Liaison work with the new staff person in the Governor's Connect VT office included media planning and cooperative content development for media releases.

Citizens

The Broadband Outreach Coordinator has responded to inquiries from citizens and legislators about broadband expansion projects-in-progress in relation to specific addresses.

Data verification by Vermont Telecommunications Authority (VTA) Project Manager, Erik Amalixsen.

The status of served vs. unserved in our verification analysis continues to be based on data from service providers gathered as of June 30, 2012. A new data set will be available in the next quarter. The Vermont Telecommunication Authority (VTA) continues to receive responses to its December direct mailing designed to gather direct information about service at 494 sites.

The VTA is coordinating with other entities also working to identify, map and track Internet service capabilities throughout the state. Regular meetings with the Vermont Center for Geographic Information, the Public Service Department and Stone Engineering continue to ensure these efforts are synchronous. The continued development of information on a site-by-site basis will assist in the VTA's ability to most accurately facilitate infrastructure projects.

Broadband Usage Research

Research into identifying the best available measures or indicators of how aware Vermonters and Vermont businesses are of broadband services was undertaken by Program Assistant, Kelley Spear. Through numerous existing surveys reviewed, the best available indicators identified were:

- income,
- geographic location of the user,
- computer/Internet-enabled device ownership,
- availability of broadband, and
- broadband usage - types of activities and frequency of use.

Results of the research were compiled into the 2013 Annual Report and submitted.

The next quarter will focus on expanding the search for existing information about usage and digital literacy projects. We will contact statewide organizations that may not have done formal surveys, but are engaged in digital literacy and have documented their efforts.