

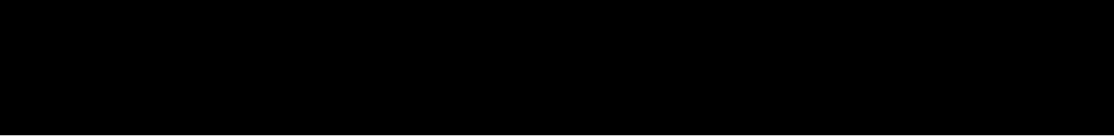
2. PLANNING AND COLLABORATION (10%)

Kansas Broadband Planning and Oversight Effort

Requested funding of the State of Kansas Planning effort focuses on five areas, with the purpose of increasing the efficiency, effectiveness, and sustainability of broadband efforts in the state of Kansas. The discussion below briefly outlines these areas, and provides a direct connection to the relevant objectives of the Broadband Data and Improvement Act. The general outline for the approach to planning has been developed by a multi-stakeholder group within the state, most of whom have been meeting since late spring 2009. The group is composed of representatives from the Department of Commerce, State CIO's office, the State GIS coordinator, state Department of Agriculture, the State Library, the state public utilities commission, rural health care, education, aging, and the statewide educational network. In addition, the planning approach has been informed by a series of seven regional meetings with key stakeholder groups conducted across our state in June 2009 to identify issues and opportunities for addressing broadband issues in our state.

1) Funding for initial staffing to support planning, assessment, and implementation of broadband related programs and initiatives in the state of Kansas.

Description:



Duties/Objectives

- a) Support the formation and ongoing operation and objectives of a State Broadband Task Force with members from the state's seven regional foundations (formed for economic development purposes), Kansas Association of Counties, Kansas League of Municipalities, local, state and federal agencies, the broadband industry, education, health care, as well as communities of interest from underserved groups in the state that can best represent "digital divide" issues. The Task Force will have as its goals:
- Identify ways in which broadband can be used to substantially benefit anchor institutions such as educational, healthcare, libraries, economic development, public safety and government institutions, as well as community-based organizations, and actively encourage their implementation and adoption.
 - Encourage a coordinated approach among state and local agencies and programs to identifying their needs and goals in this area to ensure the effectiveness of state efforts and investments in promoting expanded access to and adoption of broadband technologies.
 - Review and monitor best practices in other states to increase the affordability, availability and adoption of broadband technologies especially among rural, inner city, low-income, aged and disabled Kansans and other unserved and underserved populations.
 - Emphasize ways in which expanded broadband access can benefit rural Kansas.
 - Coordinate statewide and regional efforts with public and private stakeholders to obtain and maximize grant and loan funding available for broadband deployment and state-of-the-art technologies, and new approaches to advancing broadband capabilities at reduced costs, including through increased access to public rights-of-way and shared fiber infrastructure.
 - Encourage Public/Private Partnerships.
 - Facilitate opportunities for coordination and information exchange among providers, consumers and state and local governmental entities related to education on the use and coordination of broadband, as well as expanding its availability and adoption.

- Encourage the expansion of access to computers (individual ownership, as well as provided at public locations such as libraries and schools) for Kansas citizens, businesses and communities.
 - Monitor progress of broadband rollout and adoption in the state on a recurring basis.
 - Develop and support the ongoing implementation and maintenance of a broadband strategy for the state.
- b) In association with the State Broadband Task force, develop and maintain a statewide strategic plan with a focus identification of actions directed to addressing barriers to adoption and service gaps in the state, opportunities for coordination, and recommendations on steps that can be taken to enhance rollout and adoption of broadband services in the state.
 - c) Liaison with the task force and groups mentioned above, to provide planning and data analysis of mapping information and utilize it on a regional basis to benefit the state and ensure in input at the grassroots level.
 - d) Work with state and local organizations to identify and coordinate strategies related to the impact and potential opportunities of broadband as it relates to key government programs, to ensure alignment and synergy between broadband efforts and government service delivery to most effectively address challenges and opportunities for increased efficiency and broader participation.
 - e) Make recommendations and develop policy proposals related to broadband rollout and adoption.
 - f) Coordinate with other planning and sustainable adoption efforts being undertaken within the state and at a national level.

Costs: [REDACTED]

Sustainability: It is the intent of the State that this position will make the active engagement of the issue of broadband deployment and adoption a permanent feature in state government. We will begin seeking ongoing funding of this position beyond the grant period as a key element of our overall state broadband strategy.

- 2) **Collaborate with Kansas colleges and universities and fund research projects as appropriate to support a regional approach to sustainable and effective utilization of broadband to benefit health care, education, government and economic development in the state of Kansas.**

Description: This would involve initial surveys to assess barriers to adoption, general demand, and other relevant issues as identified by the State Broadband Task Force. The effort would begin with a holistic review of data sets available and those not yet gathered that may enlighten the planning effort of the State of Kansas. Such a review will also examine any Sustainable Adoption applications funded by NTIA that apply to Kansas and

include a planning/survey element. Once all information is gathered, the State will coordinate with these applicants and other appropriate stakeholders, including the State's planning team, the State's Industry Focus Group, and regional task force participants. The goal of this coordination will be to synchronize efforts to build the most robust set of survey data possible.

A critical area of focus for the State will be to coordinate all broadband planning efforts at a state level utilizing the seven existing regional planning groups. As outlined in our proposal, funding from NTIA will allow the State to staff a position dedicated to this type of coordination.

There are a number of reasons behind our proposal to use Kansas-based academic institutions to perform this work. By engaging them in this topic, we hope to leverage existing connections to build stronger bonds between academia and the other partners involved in the state broadband effort. We also hope to identify opportunities/synergies to combine the resulting data with other datasets and avenues of research they are already pursuing. Finally, the focus on local institutions may create additional employment while building awareness among impacted communities of their availability as a resource for further research and collaboration. The following university research departments are examples of those we are considering for surveying work:

- Kansas University Institute for Policy and Social Research (IPSR)
- Wichita State Center for Community Support and Research (CCSR)
- The Docking Institute at Fort Hays State University

In addition, the Kansas Association of Community College Trustees will be engaged to determine if they have resources to leverage for this project. We will partner with Connected Nation for help based on their deep experience in this area to develop survey scope which would then be released to them as Request for Proposals. These RFPs would be evaluated based on cost, adherence to the proposed project timeline, and experience with similar surveys and delivery to the target populations identified in the RFP.

Cost: Estimate \$100,000

Source of Cost Estimate: As discussed above, the exact composition of the surveys, target audience(s), and their frequency are contingent upon (a) an analysis of the scope of planning or surveying efforts that may be included in any funded Sustainable Adoption projects being proposed with a service area that impacts Kansas, as well as (b) more detailed discussions with survey partners regarding existing/complementary datasets that could inform this work. The cost estimate included in our application was developed from conversations with the state's partner, Connected Nation, an organization with deep experience in surveying around issues related to broadband adoption, benchmarked against surveying estimates included in a proposal for similar services submitted by one of their competitors, LinkAmerica Alliance, along with consideration of historical costs for university-led surveys in other domains. Connected Nation has also offered to assist the State in identifying appropriate drill-down questions and approaches to obtain a solid data set

3) **Purchase access to a GIS Tool for geographic, demographic, and other analysis of levels of broadband service in the state of Kansas.**

Description: The primary analytical tool for broadband planning staff would be Broadband STAT, a GIS analytics solution developed jointly by Connected Nation and ESRI to provide the next generation in broadband mapping and decision-making. For a detailed description of the Broadband STAT platform see responses to *Section C Accessibility* above.

Sustainability: The state's GIS director has been directly involved in our decision making process with regard to this direction. While the state has a robust GIS-presence, current resource and time limitations, along with confidentiality concerns around some elements of the provider data being collected, make purchasing access to a turn-key application service provider solution the best fit for the state of Kansas at this time. The contractual agreement with the Department of Commerce allows for shape files to be provided, and, over time, funding will be pursued through the state budget process to pursue ongoing support of the map.

4) **Conduct recurring cost modeling for unserved areas.**

Description: Once initial mapping is completed, and on an ongoing basis over the five year grant period, studies of unserved areas would be conducted to help the state identify - according to industry standards - the potential costs to deploy varying broadband technologies to provide service to such areas. The resulting data would also be displayed in map form to assist decision makers and providers in evaluating the most feasible and cost-effective options for service, especially in areas where cost of service is likely to be relatively high.

Costs: Estimate \$150,000

Source of Cost Estimate: The State of Kansas estimated \$150,000 for a cost-modeling exercise based on discussions and a proposal received for such work by LinkAmerica Alliance, a consortium of broadband mapping and engineering firms. In discussions with Connected Nation, the State determined that cost modeling work (specifically identifying the price point for different technologies at any given geographic location in Kansas) could be approached in a complementary fashion to the mapping work being performed for the State, with the state contracting for additional work once the initial mapping more clearly identified unserved and underserved geographies and populations. The State plans to solicit experienced vendors and request proposals specific to this work in coordination with the Connected Nation mapping effort.

Sustainability: The funding requested is for initial work in this area to be created upon production of the initial map, with some follow up in the second year. Results and effectiveness of this approach will be evaluated as part of those efforts, and, if deemed

productive and of value to executive, legislative, and other decision makers, including providers, additional funding will be sought from other sources to continue the work.

5) Initial best-practice sharing and networking event to advance broadband awareness, adoption, and implementation efforts in the state of Kansas.

Description: The funding would be to host an initial statewide event bringing together all major stakeholders in the state from affected communities to foster awareness, education, and networking in addressing the issues facing our state. It would be sponsored by the broadband task force and other state executives, in partnership with several other key stakeholder groups in the state, including those representing eGovernment, health care, and education.

We use the term *initial* because we intend to use this event to demonstrate value/viability of the concept, then leverage success and the lessons learned to hold recurring events in the future closely tailored to the needs and issues around broadband rollout and adoption in the state. While we anticipate contributions to funding the event from partners and industry to grow in the future, grant funding will assist us in ensuring the initial event will be robust enough to be of value to a broad spectrum of participants during this critical momentum-building phase.

Examples of the topics and activities we anticipate including in the agenda, arranged by goal/purpose, are outlined below:

Best Practice-sharing

Discussion/updates from any BTOP/BIP awardees in Kansas; Highlight pilots or other innovative approaches being used by anchor institutions and/or providers in Kansas, as well as nationally – some of which may be accomplished via high-speed video connections; Sharing of other best practices on funding, proposal/grant writing, planning, etc. will be embedded in those tracks.

Networking

These events will be used to help facilitate the establishment of better communication between the provider community, not-for-profits, educational institutions, and state officials around the topic of broadband rollout and adoption. The focus will be an “organization of organizations” approach, working to identify and raise awareness around existing communication/planning networks and complementary programs. This will also take the form of focused sessions marrying up stakeholder communities with similar interests for discussion. We plan to make use of pre-conference surveys and other outreach to determine the most effective means to advance this goal in a conference setting, while laying the groundwork for continuing (and eventually self-sustainable) post-conference dialog.

Education

Presentation and discussion derived from the state Broadband map and associated surveys on barriers to implementation/adoption; Roundtable/Panel discussions on challenges facing unserved and rural areas of the state, as well as urban underserved; Presentations

focusing on current efforts and developments in the state's declared priority areas of telemedicine, distance learning, economic development, and eGovernment; Overview of emerging technologies (with both national and Kansas-specific focus in terms of relevance); a Regulatory Environment overview and update (national and Kansas issues, including Public Utility Commission, state legislative, and potentially federal participation); Technology demonstrations; Presentation on resources available in the state to assist with rollout and adoption-related planning; Information about broadband in the context of other ARRA programs (Health IT, SmartGrid, etc.) and state and federal initiatives, highlighting opportunities for collaboration and resource sharing;

Planning (including Financing)

Update on state planning effort/outcomes; Hands-on workshop highlighting local planning approaches and techniques for identifying needs/planning approaches; Facilitate discussion/awareness around National Broadband Plan, including discussion of topics aligned with the outreach sessions held by the FCC so far; Presentations on both common and innovative financing techniques, including information about public/private grant opportunities.

The State currently holds a number of statewide conferences that will serve as models for this event, including the annual Kansas Wind and Renewable Energy Conference which just held its 10th annual gathering. This event was structured and overseen by Department of Commerce staff currently participating in the broadband effort, and we hope to make use of this experience to increase the effectiveness of and participation in the event.

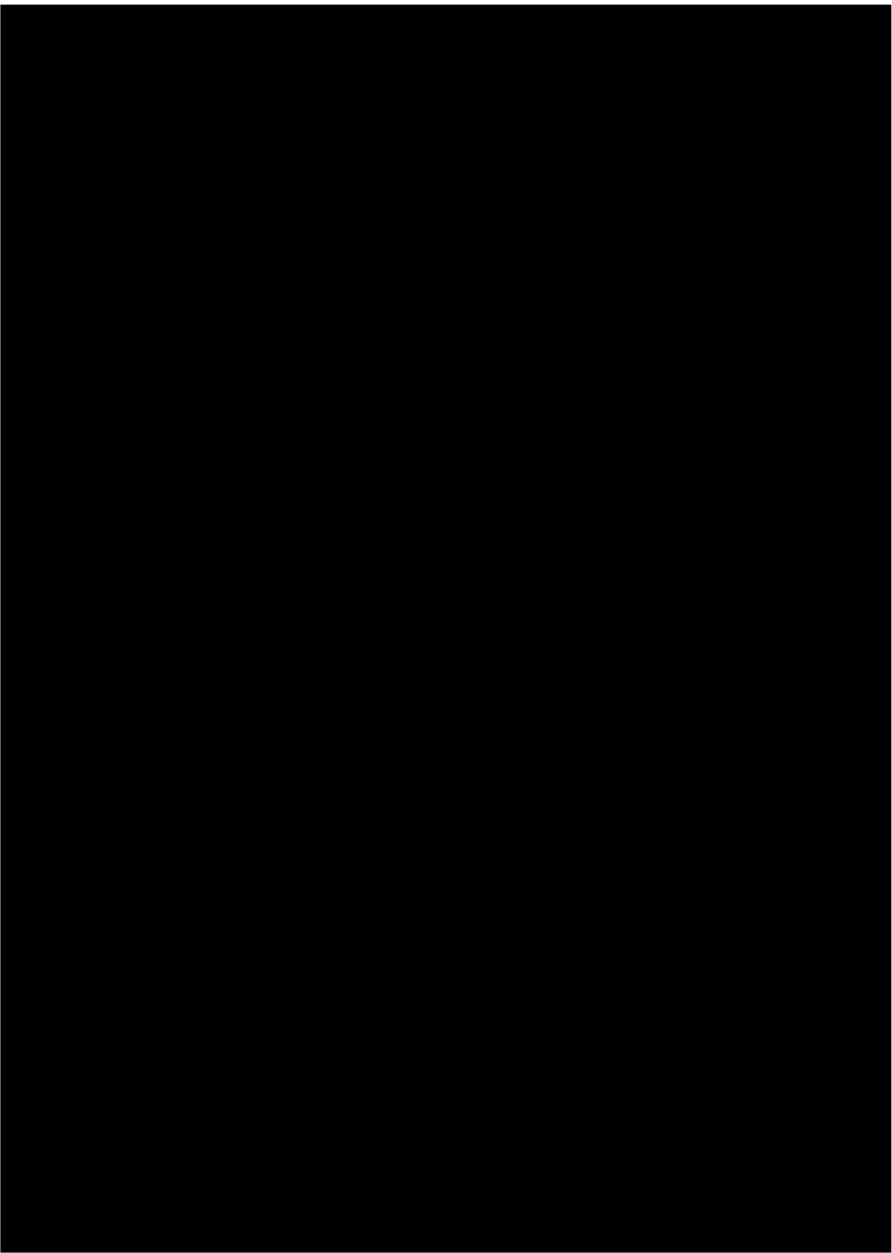
Cost: Estimate \$50,000. This would include bringing in speakers to address national issues where relevant, and associated facilitated discussion, networking, and education sessions affiliated with the event.

Source of Cost Estimate: This cost estimate is based on similar statewide conferences in Kansas. Specifically, the annual Kansas Wind and Renewable Energy Conference, which brings together industry, educational institutions, and public officials was used as a model.

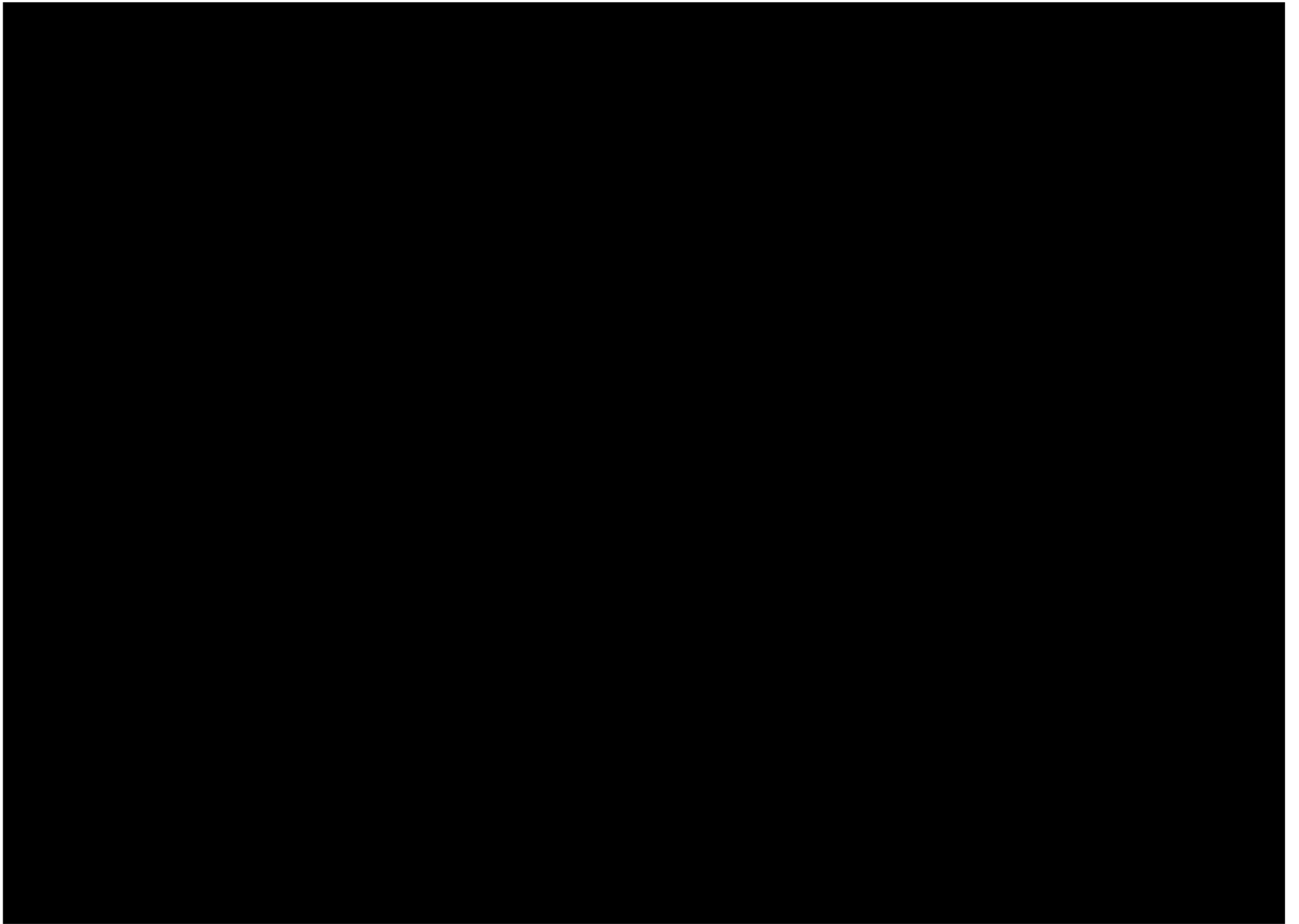
Sustainability: The state anticipates this to be an annual event for at least the next several years. As part of the initial annual conference, and in subsequent years, they will seek funding from industry and other stakeholders to hold the event.

Combined Three Year Broadband Planning and Two Year Mapping Budget, Federal funds and Match

	Applicant			
	Share	Federal Share	Total	Notes
Personnel Salaries	\$ 54,034	\$ 340,371	\$ 394,405	
Personnel Fringe Benefits	11,590	73,009	84,599	
Travel	22,329	64,399	86,728	
Equipment	-	80,002	80,002	
Materials/Supplies	3,739	14,736	18,475	
Subcontracts	281,002	928,942	1,209,943	
Construction	-	-	-	
Other	52,400	30,400	82,800	
Total Direct Costs	425,094	1,531,858	1,956,952	
Total Indirect Costs	127,611	442,225	569,836	
Total Costs	\$ 552,705	\$ 1,974,083	\$ 2,526,788	



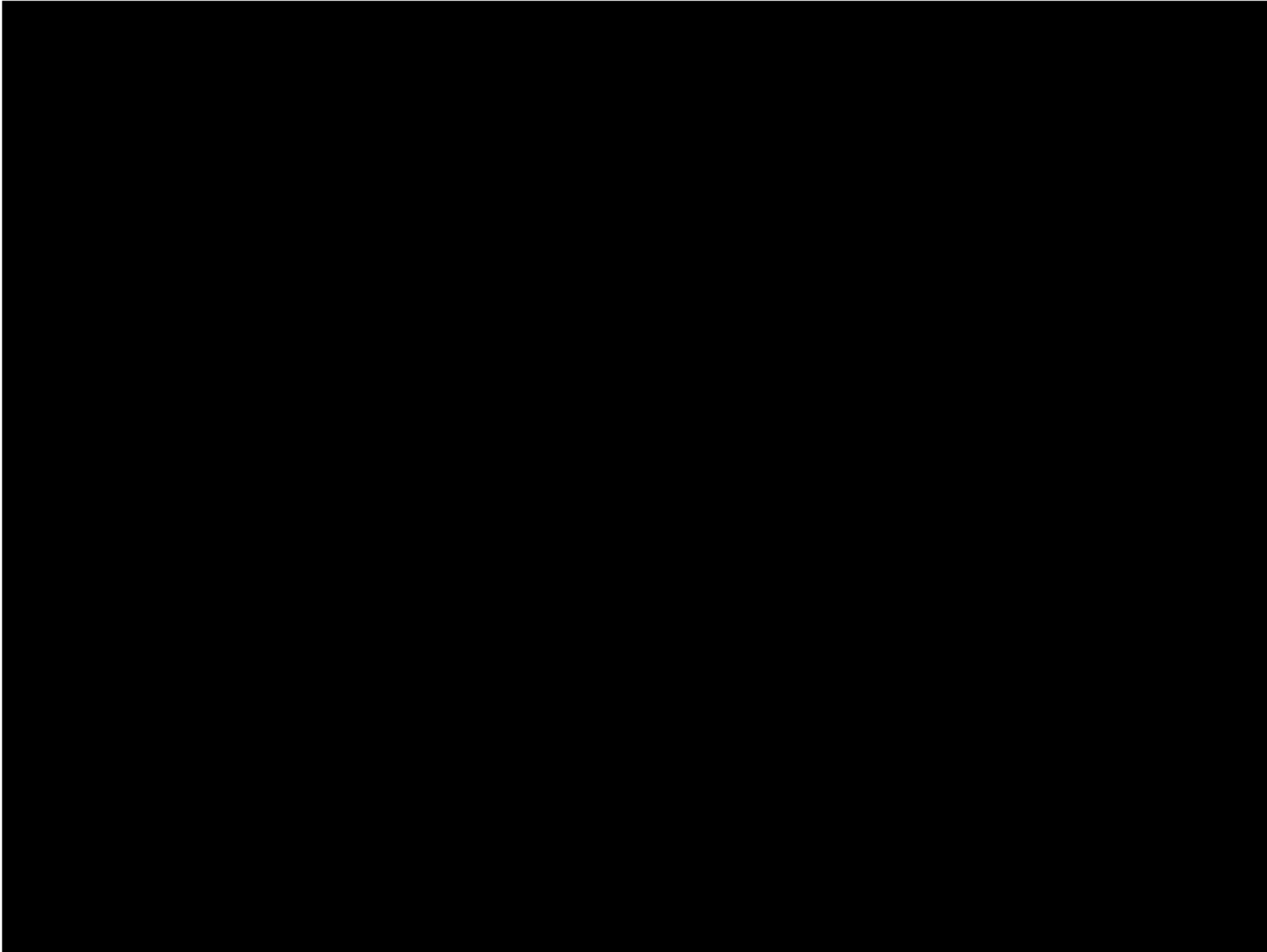
Required Planning Budget		YEAR 1			YEAR 2			YEAR 3			Total	Notes
Cost		Applicant Share	Federal Share	Total	Applicant Share	Federal Share	Total	Applicant Share	Federal Share	Total		
Personnel Salaries												
Total		-	-	-	-	-	-	-	-	-	-	-
Personnel Fringe Benefits												
Total		-	-	-	-	-	-	-	-	-	-	-
Travel												
Total		-	-	-	-	-	-	-	-	-	-	-
Equipment												
Total		-	-	-	-	-	-	-	-	-	-	-
Materials/Supplies												
Total		-	-	-	-	-	-	-	-	-	-	-
Subcontracts												
	Kansas Department of Commerce	95,119	292,250	387,369	32,216	144,934	177,150	-	62,816	62,816	627,335	
Total		95,119	292,250	387,369	32,216	144,934	177,150	-	62,816	62,816	627,335	
Construction												
Total		-	-	-	-	-	-	-	-	-	-	-
Other												
Total		-	-	-	-	-	-	-	-	-	-	-
Total Direct Costs		95,119	292,250	387,369	32,216	144,934	177,150	-	62,816	62,816	627,335	
Total Indirect Costs												
Total Costs		95,119	<u>292,250</u>	387,369	32,216	<u>144,934</u>	177,150	-	<u>62,816</u>	62,816	627,335	



Engineering Contracts Budget

YEAR 1

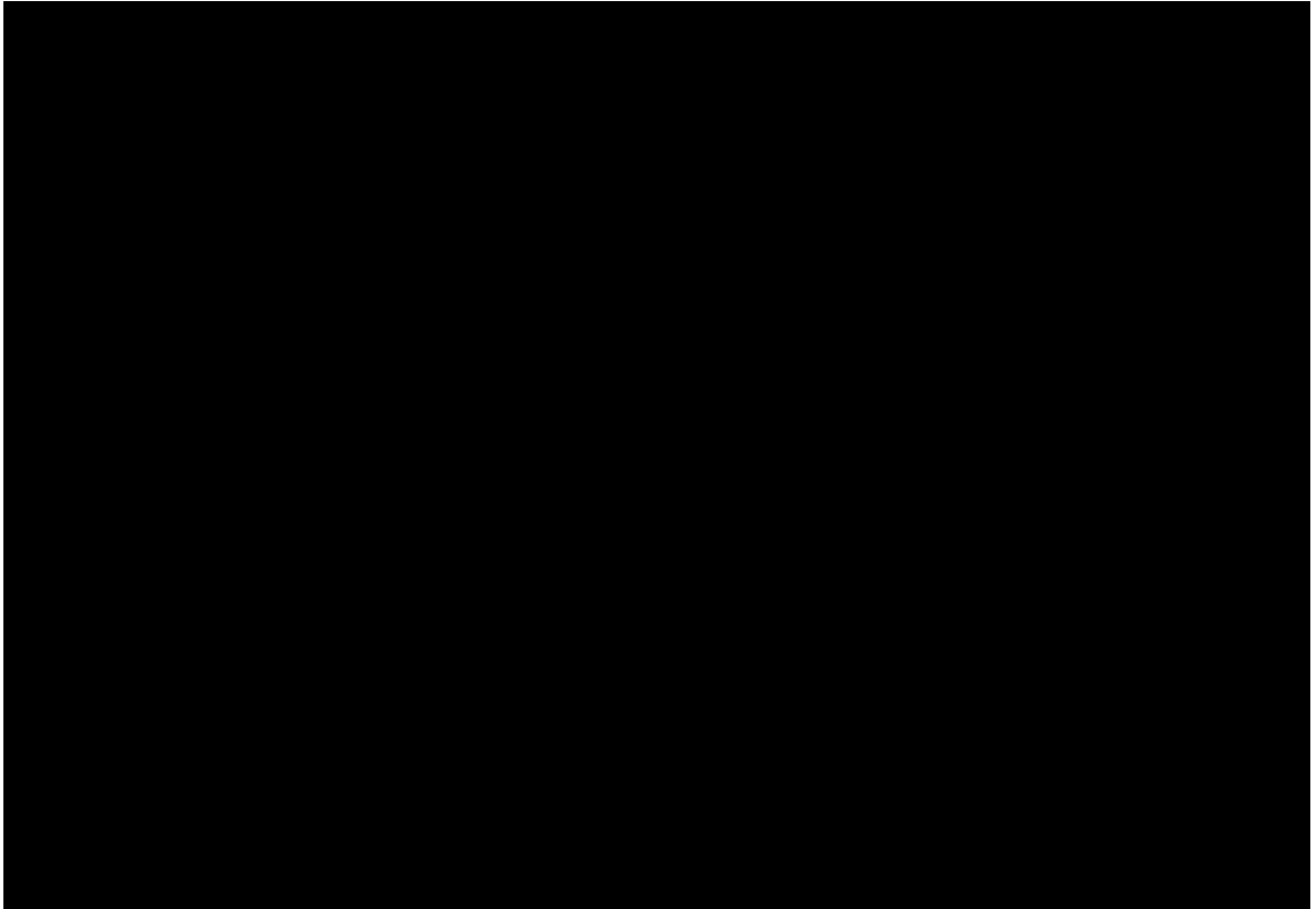
YEAR 2



Legal Contracts Budget

YEAR 1

YEAR 2



State Specific Question:

Kansas:

1. Kansas' planning project description is quite strong and well-documented. We have only a few additional points that require clarification:
 - a. Please provide additional information regarding activity #2, "Collaborate with Kansas colleges..." For example: who would perform these surveys? How would research projects be funded, etc.?
 - b. Please provide additional detail about activity 35, "Initial best practice sharing and networking event..."
 - c. As described above, the planning budget narrative requires additional documentation of the costs for all categories, except for personnel costs.



STATE OF KANSAS
PLANNING NARRATIVE

