

**Application for Federal Assistance SF-424**

Version 02

*1. Type of Submission		*2. Type of Application		*If Revision, select appropriate letter(s):	
<input type="checkbox"/> Preapplication		<input type="checkbox"/> New		A	
<input type="checkbox"/> Application		<input type="checkbox"/> Continuation		* Other (Specify)	
<input checked="" type="checkbox"/> Changed/Corrected Application		<input checked="" type="checkbox"/> Revision		A	
*3. Date Received:			4. Application Identifier:		
5a. Federal Entity Identifier:			*5b. Federal Award Identifier: 28-50-M09063		
<b>State Use Only:</b>					
6. Date Received by State:			7. State Application Identifier:		
<b>8. APPLICANT INFORMATION:</b>					
* a. Legal Name: Office of the Governor, State of Mississippi					
* b. Employer/Taxpayer Identification Number (EIN/TIN): 64-6000766			*c. Organizational DUNS: 019202949		
<b>d. Address:</b>					
*Street1: 550 High Street Street 2: Walter Sillers Building, Suite 1900 *City: Jackson County: Hinds *State: MS Province: Country: US					
*Zip/ Postal Code: 39201					
<b>e. Organizational Unit:</b>					
Department Name: Office of the Governor			Division Name:		
<b>f. Name and contact information of person to be contacted on matters involving this application:</b>					
Prefix:		First Name: Nicole			
Middle Name:					
*Last Name: Stofer					
Suffix:					
Title: Senior Advisor					
Organizational Affiliation: Office of the Governor					
*Telephone Number: 601-359-3766			Fax Number: 601-359-3741		
*Email: nstofer@governor.state.ms					

**Application for Federal Assistance SF-424**

Version 02

9. Type of Applicant 1: Select Applicant Type: **A. State Government**

Type of Applicant 2: Select Applicant Type:  
- Select One -

Type of Applicant 3: Select Applicant Type:  
- Select One -

\*Other (specify):

\*10. Name of Federal Agency:  
**Department of Commerce, National Telecommunications and Information Administration**

11. Catalog of Federal Domestic Assistance Number:  
**11.558**

CFDA Title:  
**American Recovery and Reinvestment Act - SBDD - Office of the Governor, State of Mississippi**

\*12. Funding Opportunity Number: **0660-ZA29**

\*Title: **Recovery Act-State Broadband Data and Development Grant Program**

13. Competition Identification Number:

Title:

14. Areas Affected by Project (Cities, Counties, States, etc.):  
**State of Mississippi**

\*15. Descriptive Title of Applicant's Project:  
**Statewide Mapping Effort of Broadband Availability**

**Attach supporting documents as specified in agency instructions.**

**Application for Federal Assistance SF-424**

Version 02

16. Congressional Districts Of: MS - ALL

\*a. Applicant MS - 02

\*b. Program/Project: MS - ALL

Attach an additional list of Program/Project Congressional Districts if needed.

17. Proposed Project:

\*a. Start Date: 01-13-10

\*b. End Date: 01-13-15

**18. Estimated Funding (\$):**

*a. Federal	\$4,997,012.00
*b. Applicant	\$192,360.00
*c. State	\$0.00
*d. Local	\$0.00
*e. Other	\$1,174,216.00
*f. Program Income	\$0.00
*g. TOTAL	\$6,363,588.00

**\*19. Is Application Subject to Review By State Under Executive Order 12372 Process?**

- a. This application was made available to the State under the Executive Order 12372 Process for review on
- b. Program is subject to E.O. 12372 but has not been selected by the State for review.
- c. Program is not covered by E.O. 12372

**\*20. Is the Applicant Delinquent On Any Federal Debt? (If "Yes", provide explanation.)**

- Yes
- No

21. \*By signing this application, I certify (1) to the statements contained in the list of certifications\*\* and (2) that the statements herein are true, complete and accurate to the best of my knowledge. I also provide the required assurances\*\* and agree to comply with any resulting terms if I accept an award. I am aware that any false, fictitious, or fraudulent statements or claims may subject me to criminal, civil, or administrative penalties. (U.S. Code, Title 218, Section 1001)

\*\*I AGREE

\*\* The list of certifications and assurances, or an internet site where you may obtain this list, is contained in the announcement or agency specific instructions.

**Authorized Representative:**

Prefix: \*First Name: Paul

Middle Name:

\*Last Name: Hurst

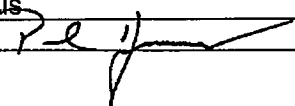
Suffix:

\*Title: Chief of Staff

\*Telephone Number: 601-576-2008

Fax Number: 601-359-3741

\*Email: phurst@governor.state.ms.us

\*Signature of Authorized Representative: 

Date Signed: 08-17-10



R. Mayo Flynt III  
President

AT&T Mississippi  
175 E. Capitol Street  
700 Landmark Center  
Jackson, MS 39201

T: 601.961.2600  
F: 601.961.1412  
mayo.flynt@att.com

June 24, 2010

Anne W. Neville  
Program Director  
State Broadband Data and Development  
1401 Constitution Ave HCHB 4716  
Washington, DC 20227

Dear Ms. Neville:

The State of Mississippi is applying for additional funds in the second round of the State Broadband Data and Development (SBDD) program through the National Telecommunications and Information Administration. These funds will be used to support programs that implement eligible SBDD activities, including state broadband capacity building, technical assistance activities, and support and development of local/regional technology planning teams.

Mississippi is proposing to create a non-profit public-private partnership focused on producing a comprehensive statewide strategic plan for improving digital literacy, increasing access to broadband, and enabling greater adoption of broadband in the state. This group would operate under the direction of the Office of the Governor and would include the input of a broad range of interested parties including but not limited to: state agencies, private sector stakeholders, educators, health care providers, policy analysts, business leaders, community/economic organizations, banking/financial sector, and others.

In applying for these grant funds, the State of Mississippi is required to provide and document at least 20% non-federal matching funds toward the total eligible project cost. Since the SBDD Program Office supports Awardee efforts to obtain third party in-kind or cash support from foundation, corporations, non-profits, etc., we would like this letter to serve as our notification of intent to strongly support the State of Mississippi's grant application via an in-kind and/or cash contribution for match purposes. We have not completed our discussions with the state but would respectfully ask that you consider this letter detailed documentation of efforts to solicit our support and participation.

Please feel free to contact my office if you have further questions. Thank you.

Sincerely,

**CONTINUUM, LLC**

219 Katherine Drive  
PO Box 321418  
Flowood MS 39232-1418

June 29, 2010

Anne W. Neville  
Program Director  
State Broadband Data and Development  
1401 Constitution Ave HCHB 4716  
Washington, DC 20227

Dear Ms. Neville:

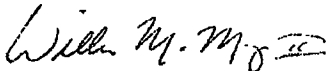
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Please feel free to contact my office if you have further questions. Thank you.

Sincerely,



William M. Mounger, II  
Chairman/CBO  
Continuum, LLC

Woodrow J. Simmons  
Vice President – Governmental Affairs



106 E. College Avenue  
Suite 710  
Tallahassee, FL 32301

Phone: 850-222-6304  
Fax: 850-222-2912  
woodrow.simmons@verizon.com

June 30, 2010

Anne W. Neville  
Program Director  
State Broadband Data and Development  
1401 Constitution Ave HCHB 4716  
Washington, DC 20227

Dear Ms. Neville:

The state of Mississippi is applying for additional funds in the second round of the State Broadband Data and Development (SBDD) program through the National Telecommunications and Information Administration. These funds will be used to support programs that implement eligible SBDD activities, including state broadband capacity building, technical assistance activities, and support and development of local/regional technology planning teams.

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Verizon commends the efforts of Governor Barbour to address computer literacy and support broadband and IT growth and adoption. While investment in broadband

Anne W. Neville  
June 30, 2010  
Page 2

infrastructure in currently unserved areas is needed to bridge the digital divide and stimulate economic growth, the full economic benefits of broadband cannot occur unless adoption rates also increase.

Verizon is committed to broadband deployment and adoption for all Americans, including the people of the state of Mississippi. To this end, Verizon Wireless has invested over \$750 million in Mississippi since 2003, including mobile broadband infrastructure. The company will begin work to deploy its 4G wireless broadband network there in 2011. In addition, through the Verizon Foundation, the company invests in many initiatives that support programs that promote the growth and adoption of IT and broadband. Our efforts support nonprofit initiatives that leverage technology to advance education and literacy, domestic violence prevention, internet safety and healthcare accessibility.

We are confident that approval of the state of Mississippi's application under the SBDD program will serve to promote digital literacy and increase adoption levels. The Mississippi program will result in the use of broadband services by consumers, businesses, and community and government institutions in ever more creative and productive ways, having a positive economic impact to the state.

Please feel free to contact my office if you have further questions. Thank you.

Sincerely,

A handwritten signature in black ink that reads "Woodrow J. Simmons". The signature is written in a cursive, slightly slanted style.

Woodrow J. Simmons



Telepak Networks, Inc.  
1018 Highland Colony Parkway  
Suite 400  
Ridgeland, MS 39157

tel 601.487.5223  
fax 601.487.7135  
toll free 877.835.3725

June 29, 2010

Anne W. Neville  
Program Director  
State Broadband Data and Development  
1401 Constitution Ave HCHB 4716  
Washington, DC 20227

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Sincerely,

A handwritten signature in black ink that reads "Gregg Logan".

Gregg Logan  
Vice President



June 29, 2010

Anne W. Neville  
Program Director  
State Broadband Data and Development  
1401 Constitution Ave HCHB 4716  
Washington, DC 20227

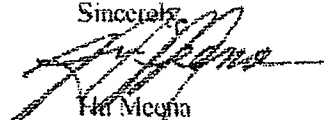
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
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Sincerely,



Tim McQuinn  
President/CEO

 cellularsouth





**STATE OF MISSISSIPPI  
INSTITUTIONS OF HIGHER LEARNING**

Hank M. Bounds  
Commissioner of Higher Education

June 28, 2010

Ms. Anne W. Neville, Program Director  
State Broadband Data and Development  
U.S. Department of Commerce  
1401 Constitution Avenue, HCHB 4716  
Washington, DC 20227

Dear Ms. Neville:

I am writing this letter to inform you of the Mississippi Institutions of Higher Learning's full support of an amended State Broadband Data and Development (SBDD) Grant Program application submitted by the Office of Mississippi Governor Haley Barbour.

The state of Mississippi lags far behind the rest of the nation in terms of access to the Internet, and Mississippians would benefit tremendously from this grant awarded by the National Telecommunications & Information Administration. Not only would a SBDD grant help our state create a thorough plan to increase citizens' access to broadband, but it is my hope that it would help us reach our goal of increasing educational attainment in Mississippi. By improving access to broadband, we could allow more Mississippians the opportunity to become better educated, learn more about our public universities, and complete courses online.

Mississippi Institutions of Higher Learning (IHL) would greatly appreciate NTIA's consideration of our state for an amended SBDD grant. On behalf of the IHL Board of Trustees and our state's eight public universities, I request that this grant be awarded to Mississippi with the assurance that it will be used to help move our state forward. If I can be of further assistance, please do not hesitate to contact me.

Sincerely,

A handwritten signature in cursive script that reads "Hank M. Bounds".

Hank M. Bounds  
Commissioner of Higher Education



**STATE OF MISSISSIPPI**  
HALEY BARBOUR, GOVERNOR  
**MISSISSIPPI DEVELOPMENT AUTHORITY**  
GRAY SWOOPE  
EXECUTIVE DIRECTOR

June 30, 2010

Anne W. Neville  
Program Director  
State Broadband Data and Development  
1401 Constitution Ave HCHB 4716  
Washington, DC 20227

Dear Ms. Neville,

The Mississippi Development Authority is the state's economic and community development agency, focused on recruiting new business to the state, strengthening existing businesses, and improving our communities for the citizens of the state.

MDA supports this supplemental application for additional broadband mapping and related activity funding. MDA currently serves on the Mississippi Broadband Task Force responsible for working with the Governor's Office and other members of the taskforce to coordinate the broadband mapping and planning grants. Under this new proposal, MDA would serve on the Board of Directors of the expanded entity, providing an economic and community development perspective to the leadership of the group. In addition, MDA will leverage its existing resources and activities to support the mission of carrying out the recommendations of the new group.

MDA understands the importance of expanded access and adoption of broadband to the state's future economic and community development. We are pleased to support this application.

Sincerely,

Gray Swoope  
Executive Director  
GS:jr

# Mississippi Public Service Commission



**BRANDON PRESLEY, Chairman**  
NETTLETON - THIRD DISTRICT  
**LYNN POSEY, Vice-Chairman**  
UNION CHURCH - FIRST DISTRICT  
**LEONARD L. BENTZ, Commissioner**  
BILOXI - SECOND DISTRICT

**BRIAN U. RAY**  
EXECUTIVE SECRETARY  
(601)961-5400

**KATHERINE COLLIER**  
ATTORNEY  
**JOEL BENNETT, DIR.**  
FINANCE & PERSONNEL  
**MARK McCARVER, DIR.**  
GAS PIPELINE SAFETY

June 24, 2010

Anne W. Neville  
Program Director  
State Broadband Data and Development  
US Department of Commerce  
1401 Constitution Avenue, HCHB 4716  
Washington, DC 20227

Dear Ms. Neville:

On behalf of the Mississippi Public Service Commission (Commission), we are taking this opportunity to express our full support of an amended State Broadband Data and Development (SBDD) Grant Program application submitted by the Office of the Governor, State of Mississippi.

It is our understanding that the awarding of an amended SBDD Grant by the National Telecommunications & Information Administration (NTIA) to Mississippi will assist us in facilitating the creation of a comprehensive statewide strategic plan to improve digital literacy, increase access to broadband, and enable greater adoption of broadband in our state.

Today an estimated 1.2 million Mississippians have no access to the Internet and less than 60% of Mississippi households are able to gain entrée to the Internet anywhere, compared to 71.0% of U.S. households. In addition, approximately 35% of Mississippi households have broadband access at home, far below the 50.8% of households enjoying Internet access nationwide.

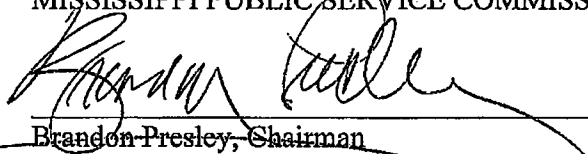
Our agency is already working with broadband service providers to promote addition of high capacity facilities capable of providing Internet access. We have assigned our Staff Director in the Communications Section to support the State of Mississippi broadband effort through his role on the Mississippi Broadband Taskforce. In this capacity, he is currently involved in providing input to the SBDD mapping effort and will assume an enlarged role in this new grant model initiative. Expansion of the SBDD Grant will enable this Commission to take a more active role in obtaining cooperation among service providers to meet customer data needs.

Further, the funding provided by the amended SBDD Grant will allow support for up to three additional years of broadband data collection, integration, validation, display and application. Mississippi is one of America's most rural states; therefore knowledge of the availability of broadband infrastructure via display maps will enable communications entities to make more informed, strategic decisions regarding cost-effective investments needed to complement current deployment of infrastructure.

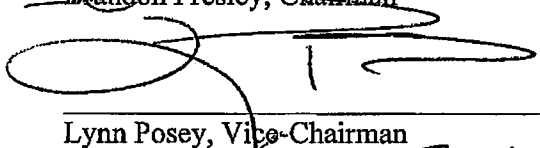
The Mississippi Public Service Commission appreciates the NTIA's continuing support for the SBDD Grant application process. Further, we earnestly request NTIA's consideration of the Office of the Governor SBDD amended Grant submission. If we can be of further assistance to NTIA, please do not hesitate to contact our Office.

Sincerely,

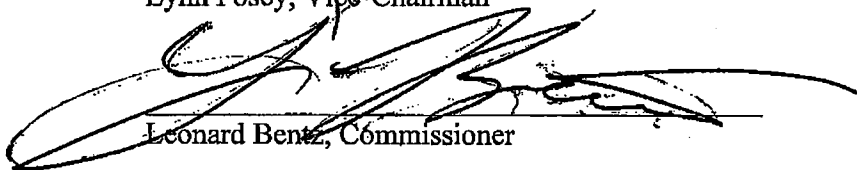
MISSISSIPPI PUBLIC SERVICE COMMISSION



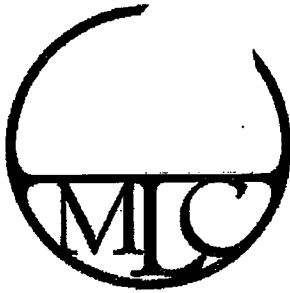
Brandon Presley, Chairman



Lynn Posey, Vice-Chairman



Leonard Bentz, Commissioner



# Mississippi Library Commission

June 28, 2010

Anne W. Neville, Program Director  
State Broadband Data and Development  
U.S. Department of Commerce  
1401 Constitution Avenue, HCHB 4716  
Washington, DC 20227

Dear Ms. Neville:

The Mississippi Library Commission wishes to express support for the amended State Broadband Data and Development (SBDD) Grant Program application submitted by the Office of the Governor, State of Mississippi.

Funding of Mississippi's amended SBDD grant application by the National Telecommunications & Information Administration (NTIA) will allow the state's Broadband Task Force to create a comprehensive statewide strategic plan to:

- Further digital literacy.
- Improve citizen access to broadband.
- Increase current broadband connections to anchor institutions, and
- Promote greater adoption of broadband in the state.

Today, only about 35% of Mississippi households have broadband access at home. For many Mississippians, their only access to high-speed internet is through the public library. The state's 241 public libraries provide free public access to the internet to more than 2.5 million users each year. However, even in many of these public libraries, internet access is provided through a single T-1 line supporting a dozen or more public access computers. The NTIA grant will enable the Library Commission to expand and enhance internet services provided to Mississippians through public libraries.

In our expanded role on the Mississippi Broadband Taskforce, the Library Commission will continue to work with the Governor's Office, broadband service providers, and state-appointed information technology specialists to build and promote affordable, high capacity facilities capable of providing broadband Internet access.

NTIA's continuing support for the SBDD Grant application process is greatly appreciated. Please contact the Library Commission if we can be of further assistance.

Sincerely,

Sharman Bridges Smith  
Executive Director



MISSISSIPPI DEPARTMENT *of* EMPLOYMENT SECURITY  
OFFICE OF THE GOVERNOR  
LES RANGE  
EXECUTIVE DIRECTOR

June 25, 2010

Anne W. Neville  
Program Director  
State Broadband Data and Development  
1401 Constitution Ave HCHB 4716  
Washington, DC 20227

Dear Ms. Neville,

The Mississippi Department of Employment Security (MDES) is Mississippi's State Workforce Agency. Our mission of *Increasing Employment in Mississippi* has been significantly enhanced by investments in technology.

MDES supports the amended State Broadband Data and Development (SBDD) Grant Program application submitted by Mississippi's Office of Governor Haley Barbour. Expanded access to broadband technology is critical to the citizens of the state who depend on the services provided by this and other state agencies. In the past three years, MDES has launched two programs that can be expanded with greater access to this communications tool.

e-WIN Access Points were established to ensure residents in rural areas of the state, without a brick-and-mortar WIN Job Center, have access to WIN Job Center services. Participant locations, including public libraries, faith-based, and community organizations, provide an internet-access computer for customers to use to access these services, including applying for jobs. It is estimated that, nationwide, public libraries assist 30 million people with job search services each year. MDES can expand locations for e-WIN access points when more rural areas, those with the greatest need for services, have broadband technology.

MDES launched the e-Magnolia program to provide online training certification for up to 450 Mississippians. So far, 417 participants have received their certificates and MDES expects to complete the current phase of the program by June 2011. The State of Mississippi is applying for another grant to



Page 2

June 25, 2010

provide an additional 117 scholarships in the e-Magnolia program. Access to broadband technology makes it possible for a larger pool of applicants to take advantage of the scholarship opportunities.

As a member of the Mississippi Broadband Coalition, MDES supports the SBDD Grant Program and will work to strengthen e-WIN and e-Magnolia while increasing our reach into rural areas and identifying new partnerships to promote digital literacy and 21st century workforce development.

Sincerely,

A handwritten signature in black ink, appearing to read "L. Range". The signature is fluid and cursive, with a large initial "L" and a stylized "R".

Les Range

Executive Director



**MISSISSIPPI STATE**  
UNIVERSITY

*Vice President, Division of Agriculture, Forestry, and Veterinary Medicine  
Director, Mississippi Agricultural and Forestry Experiment Station  
Dean, College of Agriculture and Life Sciences*

June 30, 2010

Anne W. Neville  
Program Director  
State Broadband Data and Development  
US Department of Commerce  
1401 Constitution Avenue, HCHB 4716  
Washington, DC 20227

Dear Ms. Neville:

The Mississippi State University Extension Service (MSUES) provides research-based information, educational programs, and technology transfer focused on issues and needs of the people of Mississippi, enabling them to make informed decisions about their economic, social, and cultural well-being. MSUES has had a long and successful history working in partnerships with other State agencies to improve the quality of life and provide expanded educational opportunities for the citizens of Mississippi.

MSUES is pleased to have the opportunity to work with the Governor on the broadband initiative. Our agency fully supports the Governor's supplemental proposal for additional funding in support of the broadband mapping project and will provide technical assistance and establish local/regional technology planning teams as outlined in the proposal. We offer our technical expertise, personnel, technology, and facilities in support of the project objectives.

In that Mississippi ranks at the bottom in terms of broadband availability and adoption, it is critical that this initiative have the full support of all agencies and groups involved. To this end, MSUES is committed to the project and the Governor's application.

Sincerely,

Dr. Melissa Nixon  
Interim Director & Associate Vice President

Box 9800, Mississippi State, MS 39762-9800  
Phone: 662-325-3006 • Fax: 662-325-1215 • E-mail: vp-dafvm@msstate.edu

MISSISSIPPI AGRICULTURAL AND FORESTRY EXPERIMENT STATION • MISSISSIPPI STATE UNIVERSITY EXTENSION SERVICE  
COLLEGE OF FOREST RESOURCES • COLLEGE OF AGRICULTURE AND LIFE SCIENCES • COLLEGE OF VETERINARY MEDICINE • FOREST AND WILDLIFE RESEARCH CENTER

**ITS** Mississippi Department of  
Information Technology Services

David L. Litchliter, Executive Director

301 North Lamar Street, Suite 508  
Jackson, MS 39201-1495  
Phone: 601-359-1395  
Fax: 601-354-6016  
www.its.ms.gov

June 29, 2010

Anne W. Neville  
Program Director  
State Broadband Data and Development  
US Department of Commerce  
1401 Constitution Avenue, HCHB 4716  
Washington, DC 20227

Dear Ms. Neville:

The Mississippi Department of Information Technology Services (ITS) would like to take this opportunity to express our full support of an amended State Broadband Data and Development (SBDD) Grant Program application submitted by the Office of the Governor, State of Mississippi.

It is our understanding that the awarding of an amended SBDD Grant by the National Telecommunications & Information Administration (NTIA) to Mississippi will assist us in facilitating the creation of a comprehensive statewide strategic plan to improve digital literacy, increase access to broadband and enable greater adoption of broadband in our state.

ITS currently serves on the Mississippi Broadband Task Force responsible for working with the Office of the Governor and other members of the taskforce to coordinate broadband mapping and planning grants. Our agency also manages all activities associated with the broadband mapping project and ensures that the SBDD Grant funds are used to collect broadband mapping information.

The funding provided by the amended SBDD Grant will allow support for up to three additional years of broadband data collection, integration, validation, display and application. Mississippi is one of America's most rural states; therefore knowledge of the availability of broadband infrastructure via display maps will enable communications entities to make more informed, strategic decisions regarding cost-effective investments needed to complement current deployment of infrastructure.

The Mississippi Department of Information Technology Services appreciates the NTIA's continuing support for the SBDD Grant application process. Further, we earnestly request NTIA's consideration of the Office of the Governor SBDD amended Grant submission.

Sincerely,



David L. Litchliter  
Executive Director



THE UNIVERSITY OF MISSISSIPPI  
MEDICAL CENTER

Office of the Vice Chancellor  
for Health Affairs  
2500 North State Street  
Jackson, Mississippi 39216-2505  
(601) 984-1010

June 29, 2010

Anne W. Neville  
Program Director  
State Broadband Data and Development  
US Department of Commerce  
1401 Constitution Avenue, HCHB 4716  
Washington, DC 20227

Dear Ms. Neville:

On behalf of the University of Mississippi Medical Center, we are taking this opportunity to express our full support of an amended State Broadband Data and Development (SBDD) Grant Program application submitted by the Office of the Governor, State of Mississippi.

It is our understanding that the awarding of an amended SBDD Grant by the National Telecommunications & Information Administration (NTIA) to Mississippi will assist us in facilitating the creation of a comprehensive statewide strategic plan to improve digital literacy, increase access to broadband, and enable greater adoption of broadband in our state.

The University of Mississippi Medical Center supports this supplemental application for additional broadband mapping and related activity funding. The Medical Center has worked extensively with the Office of the Governor on other broadband initiatives to increase the broadband penetration into rural Mississippi. Our efforts and interest reside in the expanded medical care and coordination that can be afforded through improved broadband infrastructure.

The University of Mississippi Medical Center appreciates the NTIA's continuing support for the SBDD Grant application process. Further, we earnestly request NTIA's consideration of the Office of the Governor SBDD amended Grant submission. If we can be of further assistance to NTIA, please do not hesitate to contact our Office.

Sincerely,

James Keeton, M.D.  
Vice Chancellor for Health Affairs



## MISSISSIPPI RESEARCH CONSORTIUM

June 20, 2010

Anne W. Neville  
Program Director  
State Broadband Data and Development  
US Department of Commerce  
1401 Constitution Avenue, HCHB 4716  
Washington, DC 20227

Dear Ms. Neville:

The Mississippi Research Consortium is pleased to support the amended State Broadband Data and Development (SBDD) Grant Program application submitted by the Office of the Governor, State of Mississippi.

The Mississippi Research Consortium (MRC) includes Mississippi's four research universities: Jackson State University, Mississippi State University, the University of Mississippi, and the University of Southern Mississippi. The MRC's Board of Directors is made up of the Chief Research Officers from these institutions. The board serves as the Science and Technology Research Advisors to both the Executive Branch and the Legislature and integrates science and technology initiatives with economic development plans in Mississippi.

Improved digital literacy and increased access to and adoption of broadband throughout the state are critical for Mississippians to participate as informed consumers and productive agents in the global economy, and for university faculty and students to learn, teach, collaborate, and discover, not just from labs, offices, and classrooms of the institution, but from wherever they are located.

Mississippi's research universities participate in a variety of community outreach, education, and service programs to increase the quality of life of Mississippi's citizenry. A more comprehensive and accurate picture of broadband penetration will help universities understand which communities could be expected to participate in online services and educational programs, and will guide the universities individual and collaborative efforts to help improve broadband access to those communities that are still unserved or underserved by broadband.

Sincerely,

Alice M. Clark  
Chair

Dr. Alice M. Clark, Chair (2009-2011)  
Vice Chancellor for Research  
The University of Mississippi  
313 Lyceum  
University, MS 38677  
Phone: (662) 915-7583  
Fax: (662) 915-5202  
vcrsp@olemiss.edu

Dr. Felix Okojie  
Vice President for Research  
Jackson State University  
P.O. Box 17095  
Jackson, MS 39217  
Phone: (601) 979-2931  
Fax: (601) 979-3664  
faokojie@ccabx.jsums.edu

Dr. David Shaw  
Vice President for Research  
Mississippi State University  
P.O. Box 9652  
Mississippi State, MS 39762  
Phone: (662) 325-3570  
Fax: (662) 325-8028  
dsaw@research.msstate.edu

Dr. Cecil D. Burge  
Vice President for Research  
The University of Southern Mississippi  
P.O. Box 5116  
Hattiesburg, MS 39406  
Phone: (601) 266-5116  
Fax: (601) 266-5755  
cecil.burge@usm.edu

*Enhancing research in Mississippi through collaborations.*



**STATE OF MISSISSIPPI  
DEPARTMENT OF EDUCATION**

Tom Burnham, Ed.D.  
State Superintendent of Education

June 30, 2010

Anne W. Neville  
Program Director  
State Broadband Data and Development  
US Department of Commerce  
1401 Constitution Avenue, HCHB 4716  
Washington, DC 20227

Dear Ms. Neville:

The Mississippi Department of Education (MDE) is pleased to support the amended State Broadband Data and Development (SBDD) Grant Program application submitted by the Office of the Governor, State of Mississippi.

Improved digital literacy, increased access to and adoption of broadband throughout the state are critical for Mississippians to participate in the global economy as informed, educated citizens. Teachers and students need greater access to broadband in order to learn, teach, collaborate and discover, not just from classrooms and labs, but from wherever they are located. MDE will be a participant in the expanded Mississippi Broadband Task Force and assist in shaping the state's broadband policy for the near future and years to come.

Mississippi's schools participate in a variety of community projects, education and service programs to increase the quality of life of Mississippians. A more comprehensive and accurate picture of broadband penetration will help our schools and students understand which communities can be expected to participate in online educational programs. It will also guide the communities' individual and collaborative efforts to help improve broadband access to those areas in the state that are still not served or are underserved by broadband.

Sincerely,

A handwritten signature in black ink that reads "Tom Burnham".

Tom Burnham  
State Superintendent of Education



STATE OF MISSISSIPPI  
HALEY REEVES BARBOUR, GOVERNOR  
DEPARTMENT OF HUMAN SERVICES  
DON THOMPSON  
EXECUTIVE DIRECTOR

June 28, 2010

Ms. Anne W. Neville  
Program Director  
State Broadband Data and Development  
1401 Constitution Ave. HCHB 4716  
Washington, D.C. 20227

Dear Ms. Neville:

The Mississippi Department of Human Services is one of Mississippi's largest agencies with over 3,200 employees serving all 82 counties in 154 site locations. Our agency is comprised of 13 divisions covering a broad spectrum of Mississippian's needs and assistance. The divisions are Child Support Enforcement, Family and Children Services, Economic Assistance, Aging and Adult Services, Office for Children and Youth, Youth Services (Juvenile Justice Facilities), Program Integrity, Budgets and Accounting, Human Resources, Management Information Services (MIS), Social Services Block Grant, Community Services and Executive Management.

MDHS gladly supports this supplemental application for additional broadband mapping and related activity funding. The MIS division would gladly offer their assistance for any strategic planning and development where we could contribute. MDHS has several large projects currently underway and several more over the next two years which would definitely benefit from broadband network capabilities. For example, we have projects underway for document scanning, digital imaging, document storage and retrieval and workflow process re-engineering. Over the next two years, our plans are to convert our existing server farm into a virtual server environment, implement cloud technology by utilizing WYSE thin client hardware and convert our physical workstation and software environment across the state into a virtual desktop and application network. The cloud technology will allow MIS to centrally manage our ever-growing network. However, it will require the type of bandwidth that broadband brings to the table.

MDHS understands the importance of expanded access and adoption of broadband to Mississippi's future economic and community development. We look forward to supporting this endeavor.

Sincerely,

A handwritten signature in black ink, appearing to read "Don Thompson".

Don Thompson

DT:tr

Application for Federal Assistance SF-424		Version 02
*1. Type of Submission <input type="checkbox"/> Preapplication <input checked="" type="checkbox"/> Application <input type="checkbox"/> Changed/Corrected Application		*2. Type of Application <input type="checkbox"/> New <input type="checkbox"/> Continuation <input checked="" type="checkbox"/> Revision *If Revision, select appropriate letter(s): A * Other (Specify) A
*3. Date Received:		4. Application Identifier:
5a. Federal Entity Identifier:		*5b. Federal Award Identifier: 28-50-M09063
<b>State Use Only:</b>		
6. Date Received by State:		7. State Application Identifier:
<b>8. APPLICANT INFORMATION:</b>		
* a. Legal Name: Office of the Governor, State of Mississippi		
* b. Employer/Taxpayer Identification Number (EIN/TIN): 64-6000766		*c. Organizational DUNS: 019202949
<b>d. Address:</b>		
*Street 1: 550 High Street Street 2: Walter Sillers Building, Suite 1900 *City: Jackson County: Hinds *State: MS Province: Country: US		
*Zip/ Postal Code: 39201		
<b>e. Organizational Unit:</b>		
Department Name: Office of the Governor		Division Name:
<b>f. Name and contact information of person to be contacted on matters involving this application:</b>		
Prefix:		First Name: Nicole
Middle Name:		
*Last Name: Stofer		
Suffix:		
Title: Senior Advisor		
Organizational Affiliation: Office of the Governor		
*Telephone Number: 601-359-3766		Fax Number: 601-359-3741
*Email: nstofer@governor.state.ms.gov		



**Application for Federal Assistance SF-424**

Version 02

9. Type of Applicant 1: Select Applicant Type: A. State Government

Type of Applicant 2: Select Applicant Type:

- Select One -

Type of Applicant 3: Select Applicant Type:

- Select One -

\*Other (specify):

\*10. Name of Federal Agency:

Department of Commerce, National Telecommunications and Information Administration

11. Catalog of Federal Domestic Assistance Number:

11.558

CFDA Title:

American Recovery and Reinvestment Act - SBDD - Office of the Governor, State of Mississippi

\*12. Funding Opportunity Number: 0660-ZA29

\*Title: Recovery Act - State Broadband Data and Development Grant Program

13. Competition Identification Number:

Title:

14. Areas Affected by Project (Cities, Counties, States, etc.):

State of Mississippi

\*15. Descriptive Title of Applicant's Project:

Statewide Mapping Effort of Broadband Availability

**Attach supporting documents as specified in agency instructions.**

**Application for Federal Assistance SF-424**

Version 02

16. Congressional Districts Of: MS - ALL

\*a. Applicant MS - 02

\*b. Program/Project: MS - ALL

Attach an additional list of Program/Project Congressional Districts if needed.

17. Proposed Project:

\*a. Start Date: 01-13-10

\*b. End Date: 01-13-15

18. Estimated Funding (\$):

*a. Federal	\$5,620,562.00
*b. Applicant	\$192,360.00
*c. State	\$0.00
*d. Local	\$1,224,296.00
*e. Other	\$0.00
*f. Program Income	\$0.00
*g. TOTAL	\$7,037,218.00

\*19. Is Application Subject to Review By State Under Executive Order 12372 Process?

- a. This application was made available to the State under the Executive Order 12372 Process for review on
- b. Program is subject to E.O. 12372 but has not been selected by the State for review.
- c. Program is not covered by E.O. 12372

\*20. Is the Applicant Delinquent On Any Federal Debt? (If "Yes", provide explanation.)

- Yes
- No

21. \*By signing this application, I certify (1) to the statements contained in the list of certifications\*\* and (2) that the statements herein are true, complete and accurate to the best of my knowledge. I also provide the required assurances\*\* and agree to comply with any resulting terms if I accept an award. I am aware that any false, fictitious, or fraudulent statements or claims may subject me to criminal, civil, or administrative penalties. (U.S. Code, Title 218, Section 1001)

\*\*I AGREE

\*\* The list of certifications and assurances, or an internet site where you may obtain this list, is contained in the announcement or agency specific instructions.

**Authorized Representative:**

Prefix: \*First Name: Paul

Middle Name:

\*Last Name: Hurst

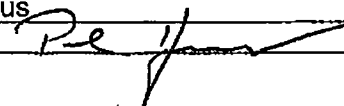
Suffix:

\*Title: Chief of Staff

\*Telephone Number: 1-601-576-2008

Fax Number: 601-359-3741

\*Email: phurst@governor.state.ms.us

\*Signature of Authorized Representative: 

Date Signed: 07-01-10

**Application for Federal Assistance SF-424**

Version 02

**\*Applicant Federal Debt Delinquency Explanation**

The following field should contain an explanation if the Applicant organization is delinquent on any Federal Debt. Maximum number of characters that can be entered is 4,000. Try and avoid extra spaces and carriage returns to maximize the availability of space.



**Mississippi State**  
UNIVERSITY

Office of the Vice President for Finance  
and Administration

June 14, 2010

Darryl W. Mayes  
Director, Division of Cost Allocation  
Department of Health & Human Services  
Cohen Building-Room 1067  
330 Independence Ave, S.W.  
Washington, DC 20201

Dear Mr. Mayes:

Enclosed is the executed original of the Facilities and Administrative Cost Rate Agreement for Mississippi State University. As we understand, our next proposal is based on actual costs for the year ending June 30, 2012 and is due by December 31, 2012.

Sincerely,

A handwritten signature in black ink, appearing to read "Wayne Bland".

Wayne Bland  
Interim Vice President for Budget and Planning

Enclosure

c: David Shaw  
Kevin Edelblute

**BUDGET INFORMATION - Non-Construction Programs**

OMB Approval No. 0348-0044

<b>SECTION A - BUDGET SUMMARY</b>						
Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Estimated Unobligated Funds		New or Revised Budget		
		Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)	Total (g)
1. SBDD	11.558	\$	\$	\$ 5,620,562.00	\$ 1,416,656.00	\$ 7,037,218.00
2.						0.00
3.						0.00
4.						0.00
5. Totals		\$ 0.00	\$ 0.00	\$ 5,620,562.00	\$ 1,416,656.00	\$ 7,037,218.00
<b>SECTION B - BUDGET CATEGORIES</b>						
6. Object Class Categories	GRANT PROGRAM, FUNCTION OR ACTIVITY					Total (5)
	(1)	Federal	(2) Non-Federal	(3)		
a. Personnel	\$	511,401.00	\$	\$	\$	511,401.00
b. Fringe Benefits		157,512.00				157,512.00
c. Travel		20,000.00				20,000.00
d. Equipment			130,000.00			130,000.00
e. Supplies						0.00
f. Contractual		4,931,649.00	65,000.00			4,996,649.00
g. Construction						0.00
h. Other			711,060.00			711,060.00
i. Total Direct Charges (sum of 6a-6h)		5,620,562.00	906,060.00	0.00	0.00	6,526,622.00
j. Indirect Charges			510,596.00			510,596.00
k. TOTALS (sum of 6i and 6j)	\$	5,620,562.00	\$ 1,416,656.00	\$ 0.00	\$ 0.00	\$ 7,037,218.00
7. Program Income		\$	\$	\$	\$	0.00

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Standard Form 424A (Rev. 7-97)

Prescribed by OMB Circular A-102

Previous Edition Usable

SECTION C - NON-FEDERAL RESOURCES					
(a) Grant Program	(b) Applicant	(c) State	(d) Other Sources	(e) TOTALS	
8. SBDD	\$ 192,360.00	\$	\$ 1,224,296.00	\$ 1,416,656.00	
9.				0.00	
10.				0.00	
11.				0.00	
12. TOTAL (sum of lines 8-11)	\$ 192,360.00	\$ 0.00	\$ 1,224,296.00	\$ 1,416,656.00	
SECTION D - FORECASTED CASH NEEDS					
	Total for 1st Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
13. Federal	\$ 0.00	\$	\$	\$	\$
14. Non-Federal	0.00				
15. TOTAL (sum of lines 13 and 14)	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
SECTION E - BUDGET ESTIMATES OF FEDERAL FUNDS NEEDED FOR BALANCE OF THE PROJECT					
(a) Grant Program	FUTURE FUNDING PERIODS (Years)				
	(b) First	(c) Second	(d) Third	(e) Fourth	
16.SBDD	\$	\$	\$	\$	
17.					
18.					
19.					
20. TOTAL (sum of lines 16-19)	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	
SECTION F - OTHER BUDGET INFORMATION					
21. Direct Charges: \$6,526,622		22. Indirect Charges: \$510,596			
23. Remarks:					



**Project Abstract**

As the Designated Entity for the State of Mississippi, MS Governor’s Office, in conjunction with the Mississippi Department of Information Technology Services and the State’s vendor, BroadMap, is collecting and verifying broadband availability data, including speed and type of technology, following NOFA specification dated July 8<sup>th</sup>, 2009.

Current Funding: Mapping = \$1,514,678; Planning = \$500,000.

In support of continuing its success with broadband efforts, the State of Mississippi through its relationship with BroadMap has identified three additional project areas by which to engage the SBDD Grant Program as part of a Years 2- 5 funding application including:

**Data Collection, Integration, Verification and Display – Repeated Data Updating**

Description: Continuation of data collection, validation, verification, enhancement and introduction of additional mapping attribution and geo-referencing on a third-party-supported GIS mapping platform and geospatial data set accompanied by a transition of this platform to the State of Mississippi during Year 5 of the SBDD program.

**Data Collection, Integration, Verification and Display —Address Improvement**

Description: The introduction of sustainable address file improvement processes and geospatial data set interaction enhancements for both populated and rural areas to support broadband adoption and implementation services. Supporting this project would be an integrated feedback loop at both a municipality and address point level.

**Data Collection, Integration, Verification and Display —Future Leading Practice Implementation**

Description: Analyze and develop methodology to integrate enhancements identified through the Leading Practices activities.

**Requested Budget by Project**

Project	Requested Budget				
	Yr2	Yr3	Yr4	Yr5	Total
Data Collection	\$0	\$255,495	\$230,490	\$218,740	\$704,725
Address Improvement	\$0	\$282,600	\$164,520	\$164,520	\$611,640
Leading Practices	\$110,700	\$77,220	\$71,280	\$71,280	\$330,480
<b>Total</b>	<b>\$110,700</b>	<b>\$615,315</b>	<b>\$466,290</b>	<b>\$454,540</b>	<b>\$1,646,845</b>

*Note: These figures do not include In-Kind match*

## SBDD Data Collection, Integration, Verification and Display

### Funding Overview

Current Funding Award (Years 1-2)	\$2,014,678
Additional Funding Request (Years 3-5)	\$1,646,845
Total Funding Request	\$3,661,523

### Overview

The following describes the current proven methodology for Data Gathering, Data Integration, Data Verification and Data Display for the Broadband Mapping project and the proposed continuation of these efforts through Years 2-5. In addition, we are proposing an expanded effort for address file development.

### Data Gathering

*Broadband Service Area, Middle Mile Aggregation Points and Broadband Service Overview:* The collection of Broadband Service areas, Middle Mile Aggregation points and Broadband Service Overview information is handled through BroadMap's established Provider Outreach Process:

- Build and Maintain an Inventory of Broadband Providers through research and State inputs.
- Update Provider Material that describes information we need and logistics for data transfer.
- Update NDA for use in project.
- Maintain a secure Data transfer protocol using SFTP technology, review with Provider.
- Engage in one-on-one technical meetings
- Download and Processing of Provider Data.
- Allow Provider to examine generated coverage patterns and data layers for verification.
- Adjust and tune coverage as necessary and continue to work with Provider to establish a repeatable process.
- Maintain records throughout Provider Communication and data handling process (dates contacted, data received, etc.)

*The Collection of Community Anchor Institution (CAI) Data:* The collection of CAI information is handled through BroadMap's established CAI collection Process:

- Maintain Inventory of CAIs through Data Mining, Research, and State inputs
- Maintain web-based CAI portal for institutions to add or confirm attribution, location and enter broadband-specific information.
- Upload web-based data to Core Database for internal cleansing and processing.
- Translate internal data to deliverable ready format.
- Create secondary campaign to target CAIs who have not responded and repeat as necessary.

*Process for Data Integration:* BroadMap has developed robust data integration and processing mechanisms that effectively translate incoming data sources to the product



deliverables. This process allows for multiple types of inputs and results in a standardized output that meets the requirements for State and NTIA deliverables. This process will continue to be modified and/or enhanced to suit the needs of the project continuation in Years 3-5.

- Receive Inputs from Providers via SFTP
- Load source material into Sourcing Database and catalog with Provider information.
- Categorize input into data type category (addresses, block lists, paper maps, etc.).
- Process input based on data type into core standardized format in Staging Database.
- Create Compact Polygons (CP)—(internal methodology for generating area based feature for coverage in Staging Database).
- Apply broadband attribution to CP, Apply metadata to CP
- Compare coverage area to available commercial collateral and third-party data sets.
- Request additional information elements or coverage are missing or contain discrepancies
- Process coverage area to build Census Block and Street Level geography for deliverable.
- Process Middle Mile attribution, process input data into Service Overview internal format.
- Process CAI data input into internal format.
- Create Product Deliverable based on NTIA and State-level requirements and according to MapConnect™ Broadband specification.

*Data Display and Data Delivery:* BroadMap has developed processes that allow for standard delivery of Static NTIA and State deliverables as well as an Online Web application for use by the State for their Broadband Mapping Program giving access to internal State stakeholders as well as the general public.

- **Static Deliverables to State and NTIA:**  
BroadMap has developed the MapConnect™ Broadband specification that mirrors the NSGIC File Geodatabase model for the broadband layers and has been successfully delivered to the satisfaction of the NTIA and State Partners. This process will continue and enhancements/modifications will be made as necessary throughout the continuation of this project under this request for continuation.
- **Online Web Mapping Application:**  
BroadMap is in the process of developing and maintaining State Level Broadband Mapping Portals that allow on-line interactive maps to suit the needs of the State's broadband mapping applications. Under this proposal, this activity will continue through years 3-5 with additional modification and/or enhancements as directed by the State and NTIA stakeholders.

*Data Verification:* BroadMap has developed a holistic approach to data validation. Following the initial mapping of providers' coverage area and serviceability claims, the project team deploys the following methods for verification of data. This activity will continue through years 3-5 under this proposal.

- **Third-Party Data Verification:** Visually and programmatically compare the coverage against third-party aggregate data.
- **Broadband Provider Feedback Loop:** Allow carriers to review their data displayed through a controlled web interface to ensure that accurate information was supplied.

- Sampling: Creating a geographically distributed sample set of locations for which a follow-up survey will be conducted surveying business and residential consumers through various means such as direct calling, online surveying and e-mail campaigns.
- Crowd Sourcing: This is also deployed via the web to the public in order to solicit location, serviceability and Internet diagnostics that can be gleaned (i.e. speed tests).

*Security and Confidentiality:* BroadMap does not propose any changes to its current methodologies for handling of Confidential Information. To address data security and confidentiality, we will be using the security, access-control, authentication and authorization services built into many of the applications described herein. In brief, our security protocol is two-fold: IT-based (role-based user/password and IP-locking as examples) and metadata-based (explicit identification of confidential data within the system to ensure that it is filtered, summarized or otherwise reduced to an acceptably non-confidential level in publicly accessible interfaces).

## **Address File Development**

### *Problem*

The two most important geographic data components of the broadband initiative are broadband availability extent and **address location**. Providing accurate tabulation of broadband availability by address or even by Census Block using address information requires locating each address and determining its service. There are numerous methods of locating addresses, each with associated resulting accuracy expectations. Since broadband availability for many technologies can vary even within a large parcel, it is important to locate addresses at as high a positional accuracy as reasonably possible.

It is well understood that not all States and Territories have at their disposal highly accurate address data that can be leveraged for this purpose and Mississippi is no exception. Particularly in areas with larger rural populations and underdeveloped GIS systems, this problem is pervasive. In addition, while TIGER/Line® files are readily available, they are not at the level of accuracy or completeness needed to satisfy the intent of the Broadband Mapping Project. The result of using poor or inadequate address resources in the context of the Broadband Data Mapping project is a skewed or inaccurate view of the actual broadband serviceability for the State's residences and businesses at the detailed level.

### *Proposed Solution*

BroadMap's approach to solving this problem is through an exhaustive research and compilation methodology that aims to create the most cost-effective and accurate data set, leveraging wherever possible existing address data for this purpose.

The end result of this process will be a Master Address File (MAF) by which all known addresses in the State will be identified and correlated with a discrete latitude and longitude for location identification. An address defines the physical location where services (in this case broadband services) are or are not currently delivered. In addition, physical addresses are used for other critical government functions such as emergency 9-1-1 response. The MAF is a fundamental data set that is easily understood by GIS and non-GIS people in the public sector, the private sector and within the public at large. As a key component of this grant application, the project team proposes to augment its broadband service area mapping solution via the collection/acquisition of a complete set of address data points across the State.

The Project Team’s approach to creating a MAF is a pragmatic approach that balances the need for good addresses (as a fundamental basis for understanding broadband availability and gaps) against the limitations posed by schedule and budget. We understand that having the most perfect address file is a long-term goal and a start is needed to achieve that goal. With that in mind, our approach is one that allows for the creation of a good initial statewide data set with the aim that local efforts can build upon the initial investment and incrementally improve the data and maintain it over time.

*Approach*

- Evaluate all available address sources (i.e. Commercial address sources, Parcel data layers, UPSP, State/County/Local government sources) by working with data providers and state /local entities.
- Standardize Sources into a single spatial reference (geocoded as necessary).
- Perform Gap Analysis—address file completeness and locational accuracy studies.
- Fill Gap: Use various approaches to complete a comprehensive file (this can be done through source acquisition or source build out depending upon availability and quality).
- Ingestion: As all “Fill Gaps” techniques generate data, it needs to be merged back into the core data set appropriately. This has several sub-steps:
  - Conflation: automated resolution of multiple sources for the same features, attributes and geographic areas.
  - Editing: manual or semi-automated editing of the data.
  - Conflict resolution: this is also editing, but guided by conflicts detected during quality tests throughout the ingestion process.
- MAF Build and Extraction: Once the database is fully built and passes all quality tests, it is then extracted into the ultimate product model and format.
- Quality Control: This can include field validation as well as imagery evaluation techniques and crowd sourcing activities.
- Create a maintenance system and program for the continual stewardship of the data for use beyond the scope of this project.

*Key Benefits*

- Higher level of accuracy for broadband data reporting and planning activities.
- Single repository of State Address inventory to support multiple State agency needs.
- Consistency of location information across State agencies.

**Leading Practices**

The following details support the SBDD Amended and Supplemental Grant Application, specifically for the Leading Practices in Broadband Data Collection, Integration and Verification appendix.

<b>Practice</b>	<b>Description</b>
Method Of Submission	Enhancement to current methods by continuing relationship with NSGIC in the refinement of the NSGIC File Geodatabase model to support ongoing deliverables
Address Level	Enhancement to Current methodology to deliver address level data in

Data	blocks greater than 2 sq miles – this is dependent on a adequate address point source as a result of the Address Improvement Initiative
Speed Geography	Develop methodology for delivering speed information at finer geographic scales
Resellers	Develop an integration process for data processing of validated Reseller information based on State collection efforts
Integration of Public Data Sources:	Develop an integration and ingestion process around State collected and mined and validated public data sources
Free Public WiFi	Develop an integration process for data processing of validated WiFi information based on State Collection efforts
Ongoing Verification Activities	Develop a process for targeted verification including public and private feedback loops enabled via portal technologies.
Provider Feedback	Continue and enhance current methodology for Provider Portal feedback loop
Small Providers	Continue to develop processes to identify and assist small providers in expedient and accurate data submission.

### **Project Proposal Fit with State of Mississippi’s Digital Economy Approach**

The digital economy in the State of Mississippi represents the network of economic and social activities that are enabled by platforms requiring access to broadband services. A successful digital economy is essential for the State of Mississippi's economic growth and our ability to enhance the quality of life for our citizenry. Incrementally, the digital economy is a driver of the enduring effectiveness and competitiveness of State of Mississippi's businesses, educational institutions, social institutions, and public service capabilities.

The State of Mississippi’s comprehensive approach in leading digital economy efforts is to offer new opportunities for businesses, policy makers, and individuals to connect, collaborate, and increase the productivity of these interactions toward the well being of our entire citizenry regardless of proximity to major cities. The State of Mississippi is committed to maximizing opportunities for all citizens to benefit from the digital economy via stewardship, effective policy making and strategic infrastructure investments. This commitment reflects the State of Mississippi’s recognition that a world-class digital infrastructure is a key input for our future—similar to electricity, gas and water.

However, to fully develop our digital economy, it is essential to understand, steward and accurately represent the current capabilities of our digital infrastructure and how broadband services play a role in accessing this economy. To realize the benefits of what the digital economy represents, the State of Mississippi must first understand the participation of Mississippi households, businesses and institutions in the digital economy. Through data gathered by the SBDD mapping grant, it is the State’s intent to drive policy making, community and economic development activities, and the positioning of our businesses and individuals to participate in the digital economy.

Through State of Mississippi's "Data Collection and Related Activities" project area including Repeated Data Updating and Address File Improvement & Future Leading Practice Implementation projects, the State continues the stewardship role for understanding and enhancing its broadband service inventory while introducing mapping accuracy enhancements via address file improvements. Creating and delivering the most accurate and geographically relevant map visualizations / geospatial data representations enables policy makers, infrastructure suppliers, businesses and individuals to pursue and influence new opportunities and interactions in support of broadband investment and deployment efforts.

The SBDD Grant Funds applied for in this area support the evolution of our digital economy efforts by sustaining our existing geospatial data and digital mapping capabilities while supporting the policy development required to enhance broadband connectivity and service level improvement. Additionally, these funds sustain our ongoing submission of data to National Broadband Mapping efforts in support of broader economic and social objectives.

**Name: Mississippi Broadband Connect Coalition**

*The State's Broadband Coordinator will lead the Mississippi Broadband Taskforce to create the Mississippi Broadband Connect Coalition, a statewide organization devoted to identifying solutions to Mississippi's low broadband adoption rates.*

Funds Awarded: \$500,000 over two years for a State Broadband Coordinator, Assistant Coordinator, and Policy Analyst

Funds Requested: \$ 1,075,513

**Problem**

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The latest 2009 Current Population Survey of Internet use among individuals three years of age or older ranks Mississippi last in broadband usage among the nation's 50 states. An estimated 1.2 million Mississippians have no access to the Internet and less than 60% of Mississippi households are able to gain access to the Internet anywhere, compared to 71.0% of U.S. households. About 35% of Mississippi households have broadband access at home, far short of the 50.8% figure found nationwide. The Mississippi Delta Region (the 14 counties that are part of the Delta workforce investment area), which is approximately 66% African American and where one-third of residents currently live below the poverty line, has some of the lowest rates of broadband deployment and adoption of any areas in the entire country.

National statistics from the General Social Survey indicate that Mississippi ranks last in terms of digital literacy. When compared to the nation, 32% of Internet users in the state are very knowledgeable about relevant Internet activities, compared to 41% for the U.S. population. Furthermore, 29% of Mississippi users are classified as having limited knowledge, compared to 23% for the U.S. population.

A multivariate statistical analysis of key variables impacting broadband use in Mississippi indicates that limited Internet access and low digital literacy constitute major barriers to broadband adoption. Developing and implementing a comprehensive strategy for expanding broadband access and use is vital to Mississippi's social and economic well-being; so too is the urgency of removing the barriers that will limit the ability of people, places and regions to be full participants in the state's digital community.

**Solution**

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The State of Mississippi wishes to create the Mississippi Broadband Connect Coalition (MBCC), a non-profit public-private partnership focused on producing a comprehensive statewide strategic plan for improving digital literacy, increasing access to broadband, and enabling greater adoption of broadband in the state. This group would expand upon the mission of the Mississippi Broadband Task Force (MBTF), created by Governor Haley Barbour in 2009, and would operate under the direction of the MBTF and the State Broadband Coordinator (funded through the SBDD planning grant in 2009). The MBCC would include the input of a broad range of interested parties including but not limited to: state agencies, educators, advocates for at-risk populations, private sector stakeholders, universities, health care providers, policy analysts,

business leaders, community/economic organizations, energy sector, banking/financial sector, and others. Twelve working groups would be created under the MBCC to identify problems, develop solutions, and recommend actions to the MBTF.

This model has proven successful in Mississippi with the recent formation of the Mississippi Energy Policy Institute (MEPI), a 125-member organization made up of stakeholders from the public and private sectors whose mission was to undertake research and develop coordinated state level policies for the purpose of positioning the state for energy opportunities and security over the long-term. A wide array of viewpoints and inputs were combined to provide, for the first time, a roadmap for Mississippi's energy future.

While energy is an essential part of any state's economy and long term growth, broadband is becoming a centerpiece of the state's efforts to grow a 21<sup>st</sup> century economy, to enhance access to high quality health care and educational resources, and to provide lifelong learning opportunities for all Mississippians. The MBTF and State Broadband Coordinator will leverage the organizational knowledge gained from MEPI into a similarly successful statewide body devoted to developing strategies for enhancing the state's access to and adoption of high speed broadband.

The MBTF is constituted of representatives of the Governor's Office, the Mississippi Department of Information Technology Services (ITS), the Mississippi Development Authority (MDA), and the MS Public Utilities Staff. The MBTF will invite stakeholders to join the MBCC Board of Directors, who will be responsible for the establishment of goals, coordination of the working groups, and turning recommendations into actions.

Twelve working groups will be established to lead in the identification of barriers to adoption and/or deployment, as well as propose solutions and actionable strategies that are designed to combat low levels of broadband adoption and deployment in Mississippi. While this is an initial list and is subject to change, these working groups will bring in individuals from all sectors, regions, and perspectives to focus on the following areas:

- Workforce Development (Job training, 21<sup>st</sup> Century workforce)
- Health IT (Federal policy, Barriers to widespread adoption, Rural health care)
- Education (Youth, Digital Literacy, Higher Ed)
- Access (Access for at-risk populations, Public Computing Centers)
- Adoption (Barriers to adoption, Strategies to increase adoption among "offline" groups)
- Infrastructure (Inventory (from SBDD data), Wireless, Rights of Way)
- State Policy Environment (Legal environment, Incentives and funding)
- Economic Development (Existing businesses, Business recruitment, Community development)
- The Delta (Access, Adoption)
- Tribal Access and Adoption (Choctaw Band of Indians)
- Government Performance (E-Government, Civic participation)
- Public Safety (Mobile broadband network, Applications (MEDCOM))

Within 30 days of award, the MBTF will announce the Board of Directors of the MBCC and the Chairman and will begin inviting the Chair and members of each of the working groups to serve on the various subject matter teams. Each invitee will be selected based on their expertise in the issues pertinent to that working group. Representatives of relevant state agencies (those specializing in workforce development, economic development, health care, and education for instance) will serve on several working groups so that they can analyze the effectiveness of existing state programs or initiatives.

Within 75 days of award, the MBCC will hold a media event formally launching the effort and introducing key individuals. Political leaders and stakeholders will be invited to show the broad support for the effort. Each working group will meet no less than five times in person or via teleconference within the 12 months after the group is formed in order to identify problems, issues, needs, and opportunities related to that group's focus and then make actionable recommendations to the MBCC Board of Directors and MBTF. The MBCC will also solicit ideas from the general public through an interactive website.

The MBCC will contract with a professional management company to coordinate the logistics of the working groups, staff their meetings, facilitate follow-up and recommendation preparations, provide media logistical support, and other professional services.

The MBTF and the Board of Directors of MBCC will then be responsible for communicating those recommendations to the public and the political leadership of the state. They will then work with the working groups and other groups to begin implementing strategies aimed at increasing access and adoption of broadband.

## **Outcomes and Benefits**

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Approximately one year after the award, the MBCC will have created a detailed and comprehensive assessment of the current state of broadband deployment and adoption in the state. It will have inventoried all efforts from the public and private sectors focused on enhancing broadband use in the state and assess their effectiveness. It will have identified and discussed barriers to deployment and adoption from a policy, socioeconomic, and logistical perspective. Building on the mapping data from the SBDD, the MBTF will have a comprehensive picture of the problem as well as actionable solutions to addressing those problems.

Actionable solutions that the MBTF expects to see after the first year include but are not limited to: partnership opportunities between existing public and private broadband programs that could create greater synergy and impact; legislative or policy changes; high priority train the trainer programs related to digital literacy and workforce development; strategies to foster closer connections between economic /community development efforts and broadband availability; ways to improve coordination of state agency activities; and metrics/deliverables against which the MBTF can measure success.

The recommendations of the MBCC will be presented to the political leadership of the state and made available to the public through an interactive website. As stated later in this proposal, the



MBTF and the MBCC will then work with its partners at the Mississippi State University-Extension Service (MSU-ES) to carry out the recommendations at the grassroots level. These activities will be monitored by the MBTF and MSU-ES over the remaining three years and measure results against benchmarks and metrics.

In addition, the MBCC will host Annual Conferences in Years 3, 4, and 5 that will bring together the members of the MBCC, the political leadership of the state, representatives from the local/regional level groups, and technology vendors. The MBCC will report to the membership and public the local/regional activities and progress each year. This will ensure a continued focus on the issue as well as bring together the key stakeholders to continually refine the state's broadband plan.

### **Costs**

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The State requests additional funding to continue funding the positions from the original application: the State Broadband Coordinator, an Assistant Coordinator, and a Policy Analyst. These positions will continue to coordinate and guide policy and activities related to the Mississippi Broadband Taskforce, ongoing mapping efforts, the Mississippi Broadband Connect Coalition, and broadband-related activities of the Mississippi State University-Extension Service.

Because there is not adequate capacity within the MBTF to set up and run the Mississippi Broadband Connect Coalition, a professional management company will be retained to manage and coordinate the intensive activities of the MBCC in the first year and then plan the Annual Conferences in subsequent years. The cost estimates are based directly on the actual costs to run MEPI. Approximately \$240,000 will be paid to the management company over 4 years to manage the MBCC and plan the Annual Conferences. Other costs, such as website design and maintenance, graphic design, and meeting expenses are based on actual costs from MEPI.

### **SBDD Purpose**

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The continued funding of the State Broadband Coordinator, an Assistant Coordinator, and a Policy Analyst, as well as the creation of the MBCC, a broad-based public-private partnership, will accomplish the purpose of *State Broadband Capacity Building*. Building on the Planning grant from the original SBDD award, Mississippi will develop state plans to support broadband and IT growth and adoption. It will identify and assess existing efforts in the state and look for ways to augment and improve those activities. The public-private partnership will convene diverse stakeholders from across the state, multiple sectors of the economy, and state agencies to facilitate information exchange and coordinate broadband-related activities.

**Name: “Technical Assistance”**

*Working under the direction of the MBTF, the MSU-ES will serve as a force-multiplier for activities at the grassroots level, in both the public and private sectors, to enhance existing programs, provide support, and identify partnerships.*

Funds Awarded: None

Funds Requested: \$ 1,727,656

**Problem**

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Two recent reports – the Digital Nation study released by the NTIA and the Pew Research Center’s survey of Internet and broadband use – arrive at similar conclusions. The lowest rates of home Internet connectivity are found among rural residents, those with less than a high school education, lower-income individuals, and single-parent headed families with kids under 18 years of age. Approximately 56 percent of Mississippians reside in the state’s nonmetro areas (one of the highest figures in the nation), nearly 19% of adults 25 years of age or older have not completed a high school education, the state’s per capita personal income ranks last in the nation, about 37% of the state’s population is African American, and 2 of every 5 young persons under 18 years old in Mississippi are living in single-parent headed families.

And on the business front, research notes that smaller sized businesses are the least likely to adopt broadband because their uncertainty regarding how to apply the technology to strengthen their business activities. But, the latest data from the U.S. Census County Business Patterns study shows that better than 80 percent of all business firms in Mississippi employ less than 20 employees, suggesting that a significant need and opportunity exist to expand the digital connectivity of these enterprises to the global marketplace.

These data are simple reminders that the successful deployment of broadband in Mississippi will require: (a) the development of a comprehensive plan to promote awareness and understanding of this innovation; (b) the delivery of high quality educational programs and training that are tailored to the needs of the state’s diverse audiences; (c) and access to technical assistance to guide broadband use and applications on the part of residents, local governments, businesses, and other key organizations on a sustained basis.

**Solution**

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As stated earlier, the state wishes to create the Mississippi Broadband Connect Coalition (MBCC), a broad-based non-profit public-private partnership to develop a comprehensive strategy for increasing digital literacy and broadband availability and adoption in the state. To implement that strategy, the State seeks funding for regional planning teams (explained later in the next narrative). In addition, the State requests funds under the Technical Assistance category to equip those teams with the resources necessary to implement the recommendations resulting from the MBCC, doing so through the Mississippi State University Extension Service (MSU-ES), the outreach arm of the State’s land-grant university. For the last 95 years, Extension educators have developed strong ties with individuals, institutions and organizations in each of

the state's 82 counties, delivering educational training and technical assistance on a variety of topics, including economic/workforce development, youth development, agriculture/agribusinesses, family/consumer education, digital literacy, and more.

As outlined in the first section of this narrative, the actionable items expected from the MBCC after the first year include the following: a delineation of partnership opportunities between existing public and private broadband programs and a strategy to build synergies among these entities; articulation of proposed legislative or policy changes; high priority train the trainer programs needed to advance digital literacy and workforce development; strategies for fostering closer ties between economic/community development efforts and broadband availability; and better coordination of state agency activities.

To ensure that these actions are achieved, the following Technical Assistance activities will be undertaken:

*Assess Broadband Access and Use:* MSU-ES will develop and help administer a telephone survey targeted to households and businesses around the state in Year 2. MSU-ES will work with the Mississippi State University Social Sciences Research Center's Survey Laboratory to carry out these telephone surveys. This lab is a state of the art facility that does outstanding survey work. The intent will be to gather solid baseline data on broadband access and use. These, along with the state mapping information, will be used to assess current broadband access and adoption rates in these regions. A second survey will be administered in year 5 to allow more longitudinal analyses of broadband access and adoption uptakes to be documented.

*Host Regional/Local Roundtable Meetings:* The recommendations and information generated by the working groups of the MBCC, coupled with the state's broadband mapping efforts, must be disseminated and communicated to groups working on broadband access and use issues. Approximately six months after award, the MBTF/MBCC and MSU-ES will initiate "on the ground" roundtable meetings and multilateral discussions across different geographic areas of the state so that the state's strategic plan, mapping data, Best Practices, ideas for collaboration, and information on funding sources for local activities can be disseminated. In addition, MSU-ES staff will work in geographic pockets of the state that are identified by the mapping project as unserved or underserved areas, including tribal areas and socioeconomically distressed regions, to ensure that local civic, government, education, and business leaders are cognizant and knowledgeable of the state plan and are able to tailor strategies that address the unique needs and opportunities of these areas.

Six Regional Coordinators from MSU-ES will help organize communities for the purpose of collaborating on the identification of key barriers to adoption in their communities, developing specific plans for mitigating those challenges, and linking these efforts to the state's overall broadband strategy. The value of a regional approach is that it offers smaller communities a mechanism to pool resources and to work in tandem in promoting broadband adoption within a clearly defined cluster of counties. Candidate regions for such a regional initiative could include (but not limited to) the following areas: the Delta Region; the Choctaw tribal lands; East Central Mississippi where cutting-edge defense contractor industries are locating; the southern portion of the state that is part of the Southeastern U.S. aerospace alliance and home to the Stennis Space

Center and a major data center; southwest Mississippi which is one of the most rural and economically-distressed areas in the state; and the northeast area of the state that is experiencing significant economic instability as a result of the major employment declines in the furniture industry.

*Education/Technical Assistance:* MSU-ES will work with grantees and other local/regional entities to help advance broadband adoption and applications. Tapping its comprehensive distance educational infrastructure and its presence in counties and regions in the state, MSU-ES will provide training materials and online curricula that focus on digital literacy, e-government strategies, and e-commerce applications by small businesses, artisans, farmers, nascent entrepreneurs, and others. Programs will be provided statewide as well as tailored to meet the education/technical assistance needs of targeted regions.

The Regional Coordinators will also undertake train-the-trainer activities with the help of these educational resources leaving behind a contingent of trained key stakeholders in each targeted community. Existing curricula and materials will be used to train key community stakeholders on how to train others in the area. Targeted trainers include: workforce development specialists, community college personnel, rural health care providers, educators, youth program directors, local Chambers of Commerce, and others.

MSU-ES will also promote education and technical assistance to public and private sector entities with which they have strong working ties. These include public library staff, school districts, regional universities, community colleges, Workforce Investment Network sites, Small Business Development Centers, economic development agencies, and more.

*Develop & Launch a Competitive Seed Grants Program:* One of the goals out of the MSU-ES local deliberations will be to identify local groups and leaders who will be able to translate the state strategy into regional/local actions and then sustain such action over the long term. In order to aid in launching their activities, the MSU-ES will dedicate a portion of the TA dollars to provide seed grants of up to \$20,000 to tribal, local, and regional groups that have developed a strong strategic blueprint that details plans to advance the state broadband goals from the MBCC at the regional/local levels. MSU-ES will develop (in close consultation with MBTF/MBCC) and launch a “Regional/Local Broadband Adoption Competitive Grants Program” at the end of year 3 and/or year 4. All proposals will be evaluated by a committee made up of MSU-ES and the MBTF members and awards will be made to the appropriate local/regional government that has agreed to serve as the fiscal agent for the grant.

## **Outcomes and Benefits**

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These activities will improve the coordination and collaboration among state agencies, local governments, and the private sector. It will provide resources – financial grants as well as information, materials, and curricula – to enable tribal, local, and regional stakeholders to translate the state broadband strategy into action. It will ensure that the recommendations made by the MBCC will be acted upon and then measured for effectiveness.

## **Costs**

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Costs associated with the TA grant request include \$1,142,865 for a portion of the salaries and fringe of 6 FTE Regional Coordinators, a statewide Coordinating Director to oversee the operation, a Community Economic Development Specialist to provide support to the regional coordinators, and a Program Evaluator specialist to track progress toward goals. All positions will be housed within MSU-ES. Twenty-five percent of the costs of these individuals will be contained in the TA grant, with the remaining 75% paid for with Local/Regional Planning Team funds. The remainder of the funds will go toward support for this staff including travel, supplies (which includes the development, branding, printing, and shipping of broadband materials and curricula for use by the coordinators and local teams), and equipment. These costs are based on actual costs incurred by MSU-ES in their existing and ongoing capacity as the outreach arm of the University operating in all 82 counties in the state.

In addition, a portion of the TA funds (\$240,000) will be used to make small sub-grants to local entities to fund creative solutions to broadband issues they identify. The Community Economic Development Specialist will also contribute time to the development of and oversight for this grant program.

## **SBDD Purpose**

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Technical Assistance funds will be used to satisfy the first three purposes of this new round of SBDD funding – *State Broadband Capacity Building, Technical Assistance, and Local/Regional Technology Planning Teams*. The State of Mississippi intends to coordinate the funding from each of the three categories to augment and reinforce activities from the others. The activities described above will translate data and expertise learned from the Capacity Building exercises to local institutions, will train the trainers, provide financial and material support for local activities, and help address issues at a local and regional level with support from the state.

The reach of the MBCC will bring many private sector stakeholders, non-profits, advocates, and governmental entities together to develop comprehensive strategies and best practices. These TA funds will be used by the MSU-ES to ensure that the lessons learned lead to new value-added partnerships, resources, and action at the local level.

As will be described in the next section, the creation of local and regional planning teams will be essential to supporting activities at the grassroots level, building a sustainable structure for the future, and ensuring that the state moves toward realizing the strategy developed by the MBCC.

**Name: Local / Regional Technology Planning Teams**

*The MBTF will contract with the Mississippi State University-Extension Service to create and provide support to local and regional planning teams whose efforts are designed to translate the state broadband strategy into locally driven applications and key metrics for assessing results.*

Funds Awarded: None

Funds Requested: \$1,188,647

**Problem**

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Mississippi is the 4<sup>th</sup> most rural state in the nation and 65 of its 82 counties are classified as nonmetro. What this means is that the state is dotted with a sizable number of small populated counties, cities and towns. In many respects, they lack sufficient resources – people, fiscal, organizational, and institution – to pursue comprehensive broadband adoption activities. However, by marshalling their limited resources on a regional basis, the opportunities to spur broadband adoption is greater since a critical mass of people and groups will have been assembled to work in a coordinated fashion in the leveraging of their resources. A parallel process is now gaining traction in many states under the banner of targeted regional economic development (or regional clusters). While a single rural county may not have the resources or workforce to attract new industry, working in concert with neighboring counties in its region of the state can enable it to leverage all of their combined resources to achieve economic growth. Our intent is to model the regional economic development approach by applying it to the goal of increasing broadband usage and adoption.

**Solution**

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Mississippi is fortunate to have a ready model for addressing this problem via the Mississippi State University-Extension Service (MSU-ES), the outreach arm of the State’s land-grant university. With its visible presence in all counties and regions of the state, the Extension Service educators are positioned to organize local / regional planning teams and deliver training on a variety of topics that advance broadband knowledge, use and application among a diversity of audiences. The MBTF/MBCC will partner with MSU-ES to augment their existing model to serve as the logistical support system, organizing planning meetings, providing meeting space, connecting different parts of the state through their state of the art video conferencing network, and disseminating information and materials to aid regional/local teams in their efforts.

*Create Local/Regional Planning Teams:* Six MSU-ES Regional Coordinators will begin identifying civic, business, and education stakeholders, many who have a good working relationship MSU-ES already, approximately six months after award date and will organize them into regional/local planning teams. These teams of local stakeholders will be given the opportunity to see and comment on initial draft recommendations developed by the MBCC in an effort to add even more local input into the process.

As already stated, many of Mississippi’s rural communities have found that regional planning is superior to a go-it-alone strategy. MSU-ES will help communities of specific geographic regions

come together with a goal of identifying barriers to adoption in their communities and develop plans for mitigating those challenges and advancing the state's broadband strategy. Initially, MSU-ES may focus on the following regions, subject to expansion based on data received from the broadband mapping project: the Delta Region; the Choctaw tribal lands; East Central Mississippi where cutting-edge defense contractor industries are locating; the southern portion of the state that is part of the Southeastern U.S. aerospace alliance and home to the Stennis Space Center and a major data center; southwest Mississippi which is one of the most rural and economically-distressed areas in the state; and the northeast area of the state that is experiencing significant economic instability as a result of the major employment declines in the furniture industry.

*Provide Support to Local Teams:* Once the MBCC has made its recommendations for a comprehensive state strategy to enhancing broadband access and usage, the MSU-ES Coordinators will work with these local teams of stakeholders in order to communicate the strategy developed by the state. They will then survey the groups for perceptions of broadband, needs, and barriers to adoption for the local community or region. These data will be integrated into a central repository at MSU-ES and communicated to the MBTF/MBCC for ongoing evaluation.

Coordinators will use the state's new strategy document, Best Practices learned from MBCC deliberations, and new and existing MSU-ES materials and curricula to assist local stakeholders in addressing issues they have identified for their community or region. Coordinators will encourage them to work together to develop creative local solutions and identify potential partnerships or funding opportunities to meet those solutions.

MSU-ES will provide the regional/local planning teams with existing curricula which will help them understand and communicate the benefits of broadband, such as its value in advancing e-commerce, e-government, social networking, e-tailing, small business/entrepreneurial ventures, tourism, and digital literacy, and more.

Moreover, TA funds will help pay for measurement and verification activities by the MSU-ES. One of the results from the working group discussions will be the establishment of metrics and key deliverables that the MBTF will want to see in Years 3-5. The metrics will be used to develop local and regional goals and metrics that the Planning Teams must meet with the Technical Assistance of the Coordinators and materials. Metrics include trainers trained, curricula disseminated, local meetings held, and others. These funds will allow the MSU-ES to collect data from partners, monitor the implementation of recommendations, and measure the success of activities funded by the program and report those findings to the MBTF and the MBCC Board of Directors on a quarterly basis.

Finally, MSU-ES Coordinators will also assist the local teams in identifying resources in the public and private sectors that could help finance their initiatives. One example is the broadband grant program established with TA funds. The State also anticipates many of the partnerships developed through discussions at the working group and local levels will lead to other private funding sources.

## **Outcomes and Benefits**

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Partnering with MSU-ES will allow the MBTF/MBCC to have instant reach into every county in the state and enable us to leverage the resources that MSU-ES already has in place in terms of staff, materials, and locations. After the first six months of this program, when the MBCC working groups are meeting and developing the state broadband strategy, MSU-ES will begin to assemble regional/local planning teams capable of translating the results of the MBCC's efforts into local action. The MSU-ES will focus initially on the regions stated above as well as those identified as unserved and underserved by the mapping project. In later years, the geographic reach will widen to other parts of the state based on the broadband map and the state's overall strategy.

The purpose of the planning teams is to engage civic, business, and educational leaders across the state in moving their communities and regions to greater broadband awareness and adoption. These teams will foster communication, improve partnerships that serve as force-multipliers for local groups, and establish measurable goals and accountability.

The outcome at the end of Year 5 should be demonstrable advances in a number of metrics including digital literacy, the number of public-private and private-private partnerships created, improvements in at-risk population usage, and the number of small businesses that have created an online presence.

## **Costs**

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Costs associated with the Local/Regional Planning Teams will consist primarily of personnel and related costs (fringe, travel, equipment and supplies) necessary to facilitate both the creation of and the ongoing success of the local planning teams. As previously stated, MSU-ES will bring on 6 FTE Regional Coordinators who will be responsible for the logistical support of the local teams. As such, 75% of the costs of those individuals will be paid for with these funds. These costs are based on actual costs incurred by MSU-ES in their existing and ongoing capacity as the outreach arm of the University operating in all 82 counties in the state.

## **SBDD Purpose**

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Local/Regional Planning Teams funds will be used to satisfy the first three purposes of this new round of SBDD funding – *State Broadband Capacity Building, Technical Assistance, and Local/Regional Technology Planning Teams*. The State of Mississippi intends for each activity to reinforce the other activities and the Planning Teams will do so.

The partnership with MSU-ES will give the MBTF/MBCC access to local and regional leaders and a grassroots network capable of carrying out the state's broadband strategy and the recommendations of the working groups. MSU-ES Coordinators will develop local/regional planning teams comprised of stakeholders, will use materials and information to help



communities develop their own strategies, and then help them identify resources to reach those goals.

## **Leadership in a Digital Economy**

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The digital economy in the State of Mississippi represents the network of economic and social activities that are enabled by platforms requiring access to broadband services. A successful digital economy is essential for the State's economic growth and our ability to enhance the quality of life for our citizenry. Incrementally, the digital economy is a driver of the enduring effectiveness and competitiveness of State of Mississippi's businesses, educational institutions, social institutions, and public service capabilities.

The State of Mississippi's comprehensive approach in leading digital economy efforts is to offer new opportunities for businesses, policy makers, and individuals to connect, collaborate, and increase the productivity of these interactions toward the well being of our entire citizenry regardless of proximity to major cities. The State of Mississippi is committed to maximizing opportunities for all citizens to benefit from the digital economy via stewardship, effective policy making and strategic infrastructure investments. This commitment reflects the State of Mississippi's recognition that a world-class digital infrastructure is a key input for our future—similar to electricity, gas and water.

However, to fully develop our digital economy, it is essential to understand, steward and accurately represent the current capabilities of our digital infrastructure and how broadband services play a role in accessing this economy. The State will use these Other SBDD Programs to develop a comprehensive broadband strategy for the state with a heavy focus on how broadband enhancements can improve the state's economy, and then will translate those lessons learned into actions on the ground. Local businesses, stakeholders, and individuals will be given the tools to enhance their participation in the digital economy through e-commerce, digital literacy training, and workforce development.

As one of the poorest states in the nation, the Office of the Governor must take the lead in enhancing Mississippi's participation in the digital economy. This comprehensive application will allow the State to use data from the mapping project to assist in the development of a new state strategy, which will then be translated to businesses and individuals around the state. Together, these efforts will make great strides toward more participation in the digital economy.

**State of Mississippi**  
**State Broadband Data and Development Supplemental Grant Project Abstract**

**Current Funding:** \$ 1,514,678 mapping, \$ 500,000 planning

**Current Approved Activities:** As the Designated Entity for the State of Mississippi, MS Governor's Office, in conjunction with the Mississippi Department of Information Technology Services and the State's vendor, BroadMap, is collecting and verifying broadband availability data, including speed and type of technology, following NOFA specification dated July 8<sup>th</sup>, 2009. In addition, the Office of the Governor is funding a full time Broadband Coordinator and related activities associated with the coordination of the mapping grant and the operation of the Mississippi Broadband Task Force.

**Proposed Activities and Funding Requests:**

*Broadband data collection for Years 3, 4 and 5 of the project - \$ 1,646,845*

Continuation of data collection, validation, verification, enhancement and introduction of additional mapping attribution and geo-referencing on a third-party-supported GIS mapping platform and geospatial data set. The introduction of sustainable address file improvement processes and geospatial data set interaction enhancements for both populated and rural areas to support broadband adoption and implementation services. This also includes efforts to analyze and develop methodology to integrate enhancements identified through the Leading Practices activities.

*State Broadband Capacity Building - \$ 1,075,513*

The State of Mississippi wishes to create the Mississippi Broadband Connect Coalition (MBCC), a non-profit public-private partnership focused on producing a comprehensive statewide strategic plan for improving digital literacy, increasing access to broadband, and enabling greater adoption of broadband in the state. The MBCC would include the input of a broad range of interested parties including but not limited to: state agencies, educators, advocates for at-risk populations, private sector stakeholders, universities, health care providers, policy analysts, business leaders, community/economic organizations, energy sector, banking/financial sector, and others.

*Statewide Technical Assistance Program - \$ 1,727,656*

The state requests funds under the Technical Assistance category to implement many of the recommendations resulting from the MBCC and its working groups through collaboration with the Mississippi State University Extension Service (MSU-ES), the outreach arm of the State's land-grant university. MSU-ES will use TA dollars to perform baseline and subsequent surveys, to develop and disseminate materials and curricula, provide training programs, and to make available grants of up to \$20,000 to tribal, local, and regional groups best equipped to advance the new state broadband strategy at the local level.

*Regional Technology Planning Teams - \$ 1,188,647*

MSU-ES will deploy regional broadband coordinators that will be tasked with identifying key local partners who can translate the state's broadband strategy into local action. This includes coordinating working groups, stakeholder meetings, and problem-solving sessions at the local level and helping businesses, communities, tribal authorities, and others understand the benefits of broadband, disseminate the TA training materials, and facilitate local groups in developing their own local or regional approaches. In addition, the broadband coordinators will be responsible for tracking results of the local activities and reporting metrics back to the MBTF on a quarterly basis.

SECTION C - NON-FEDERAL RESOURCES					
(a) Grant Program	(b) Applicant	(c) State	(d) Other Sources	(e) TOTALS	
8. State Broadband Data and Development Grant Program	415,406		90,000	\$ 505,406	
9.				\$	
10.				\$	
11.				\$	
12. Total (SUM OF LINES 8-11)	415,406		90,000	\$ 505,406	
SECTION D - FORECASTED CASH NEEDS					
13. Federal	Total for 1 <sup>st</sup> Year	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter
	\$ 1,079,749	\$ 575,206	\$ 93,330	\$ 317,883	\$ 93,330
14. Non-Federal	\$ 422,382	\$ 301,721	\$ 51,721	\$ 34,470	\$ 34,470
15. TOTAL (sum of lines 13 and 14)	\$ 1,502,131	\$ 876,927	\$ 145,051	\$ 352,353	\$ 127,800
SECTION E - BUDGET ESTIMATES OF FEDERAL FUNDS NEEDED FOR BALANCE OF THE PROJECT					
(a) Grant Program	FUTURE FUNDING PERIODS (years)				
	(b) First	(c) Second	(d) Third	(e) Fourth	
16. State Broadband Data and Development Grant Program	\$ 934,929	\$	\$	\$	
17.					
18.					
19.					
20. TOTAL (sum of lines 16-19)	\$ 934,929	\$	\$	\$	
SECTION F - OTHER BUDGET INFORMATION					
21. Direct Charges:			22. Indirect Charges:		
23. Remarks:					

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**BUDGET INFORMATION - Non-Construction Programs**

SECTION A - BUDGET SUMMARY						
Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Estimated Unobligated Funds		New or Revised Budget		
		Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)	Total (g)
1. State Broadband	11.558	\$	\$	\$ 2,014,678	\$ 505,406	\$ 2,520,084
2.						
3.						
4.						
5. Totals		\$	\$	\$ 2,014,678	\$ 505,406	\$ 2,520,084
SECTION B - BUDGET CATEGORIES						
6. Object Class Categories	GRANT PROGRAM, FUNCTION OR ACTIVITY				Total (5)	
	(1)	(2)	(3)	(4)		
a. Personnel	340,934	135,642			476,576	
b. Fringe Benefits	132,066	35,524			167,590	
c. Travel	25,000				25,000	
d. Equipment						
e. Supplies	2,000	250,000			252,000	
f. Contractual	1,514,678				1,514,678	
g. Construction						
h. Other		84,240			84,240	
i. Total Direct Charges (sum of 6a-6h)	2,014,678	505,406			2,520,084	
j. Indirect Charges						
k. TOTALS (sum of 6i and 6j)	\$ 2,014,678	\$ 505,406	\$	\$	\$ 2,520,084	
7. Program Income	\$	\$	\$	\$	\$	

SECTION C - NON-FEDERAL RESOURCES					
(a) Grant Program	(b) Applicant	(c) State	(d) Other Sources	(e) TOTALS	
8. State Broadband Data and Development Grant Program	415,406		90,000	\$ 505,406	
9.				\$	
10.				\$	
11.				\$	
12. Total (SUM OF LINES 8-11)	415,406		90,000	\$ 505,406	
SECTION D - FORECASTED CASH NEEDS					
13. Federal	Total for 1 <sup>st</sup> Year	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter
	\$ 1,079,749	\$ 575,206	\$ 93,330	\$ 317,883	\$ 93,330
14. Non-Federal					
15. TOTAL (sum of lines 13 and 14)	\$	\$	\$	\$	\$
SECTION E - BUDGET ESTIMATES OF FEDERAL FUNDS NEEDED FOR BALANCE OF THE PROJECT					
(a) Grant Program	FUTURE FUNDING PERIODS (years)				
	(b) First	(c) Second	(d) Third	(e) Fourth	
16. State Broadband Data and Development Grant Program	\$ 934,929	\$	\$	\$	
17.					
18.					
19.					
20. TOTAL (sum of lines 16-19)	\$	\$	\$	\$	
SECTION F - OTHER BUDGET INFORMATION					
21. Direct Charges:		22. Indirect Charges:			
23. Remarks:					

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