



# The Power of the Possible

An American Story

June 29, 2007

# Rick Dees says hello California...



# ...from his farm in Kentucky



## *Taylor County, KY*



- **A significant textile employer that employed the bulk of the county's workforce suddenly shut down leaving nearly 4000 people without jobs.**
- **Recovering from this economic loss became a community wide task and by leveraging IT, Taylor County, KY bounced back.**



## *Prescription for Innovation*

- **Comprehensive/Statewide**
- **Simultaneous Demand Creation & Supply Enhancement**



## *Why?* *Prescription for Innovation*

- ✓ **Kentucky was ranked near the bottom for household Internet use and adoption**
- ✓ **Yesterday's economic development strategy is disappearing.**
- ✓ **Poor broadband data collection for Kentucky's unserved areas.**
- ✓ **Low adoption rate in areas even where broadband existed**



# *Why?* *Prescription for Innovation*

## **Before the *Prescription for Innovation***

<b>Percentage of broadband availability</b>	<b>60%</b>
<b>Number of counties with technology plans</b>	<b>0</b>
<b>Household computer ownership</b>	<b>58%</b>
<b>Percentage of KY graduates who chose to remain in Kentucky to live and work</b>	<b>73%</b>
<b>Percentage growth of Kentucky IT jobs</b>	<b>-7.8%</b>
<b>Number of counties with websites</b>	<b>40</b>



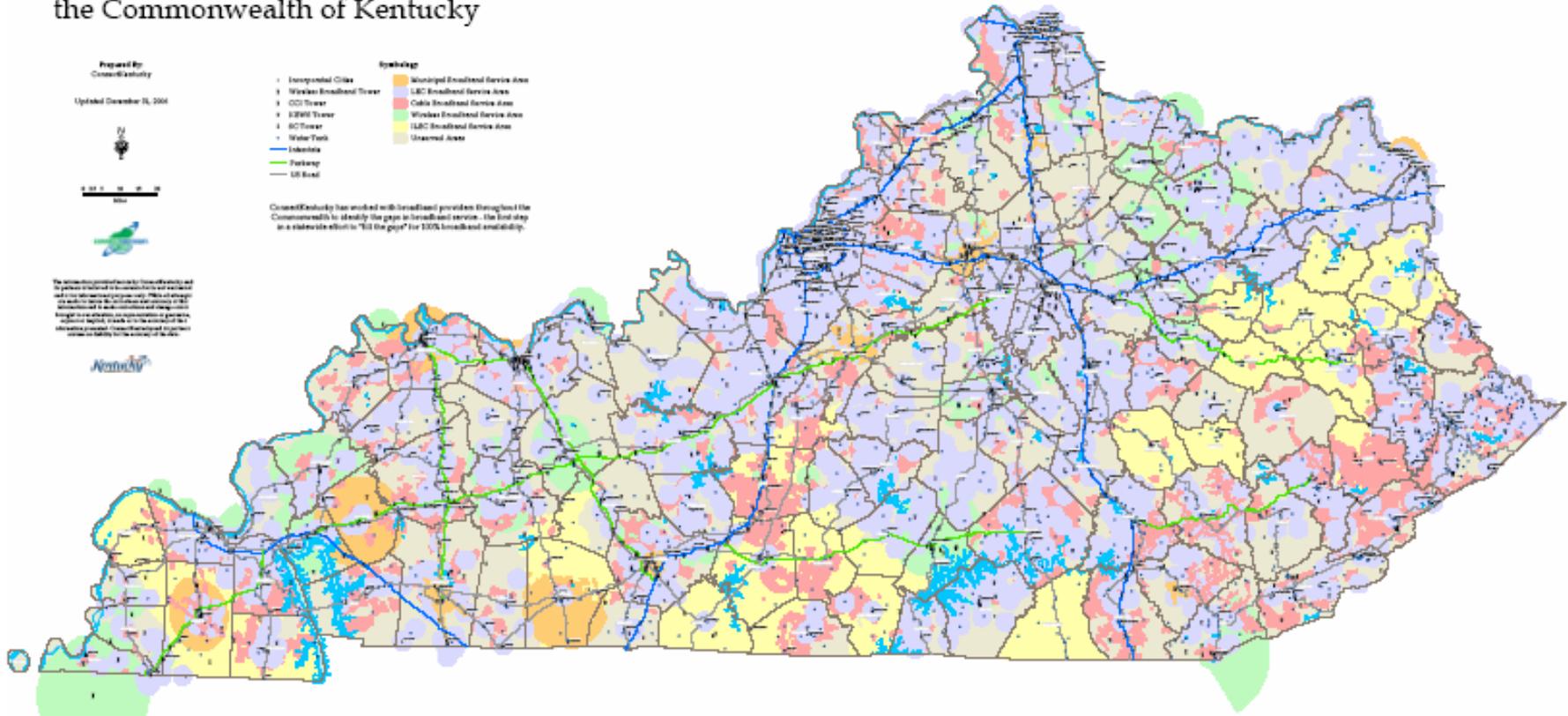
## *Prescription for Innovation's Four Key Goals*

- 1. 100% household broadband deployment by the end of 2007**
- 2. Dramatically improved use of computers and the Internet**
- 3. Meaningful online applications for every local community**
- 4. eCommunity leadership teams in all 120 counties**



# What Have We Done? Partnered to identify the gaps.

## Broadband Data Collection for the Commonwealth of Kentucky

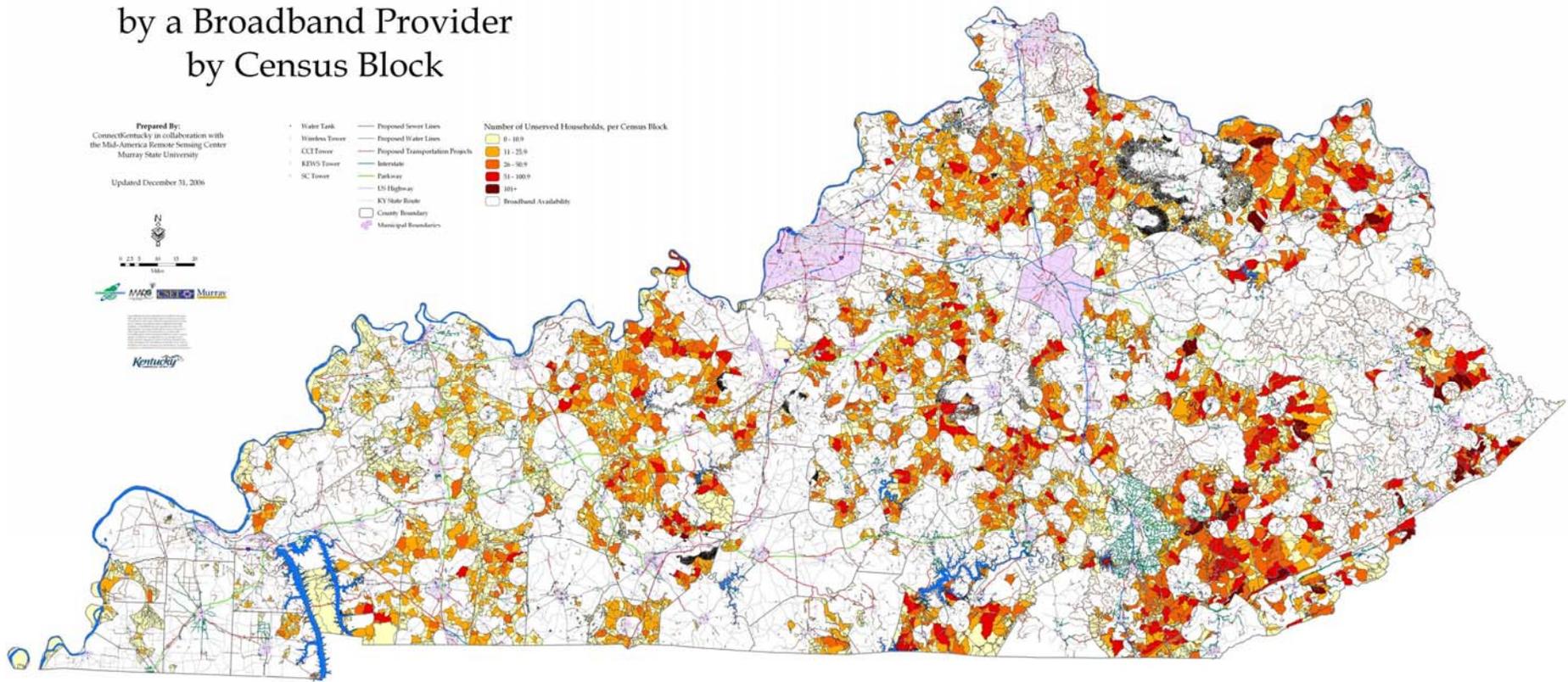




# What Have We Done?

*Provided market intelligence to lower cost of entry for providers.*

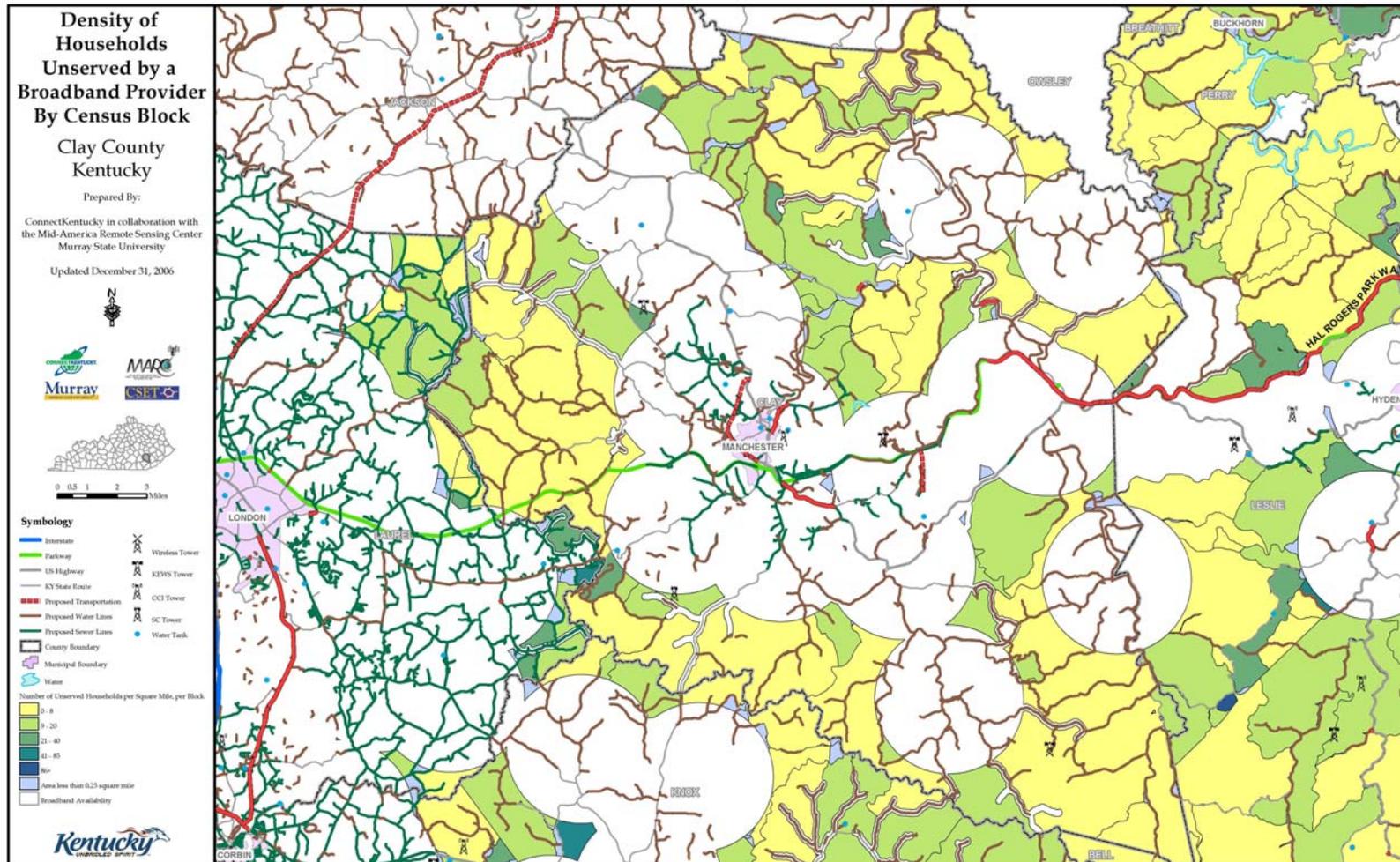
## Number of Unserved Households by a Broadband Provider by Census Block





# What Have We Done?

Provided community level data for providers and policy makers.

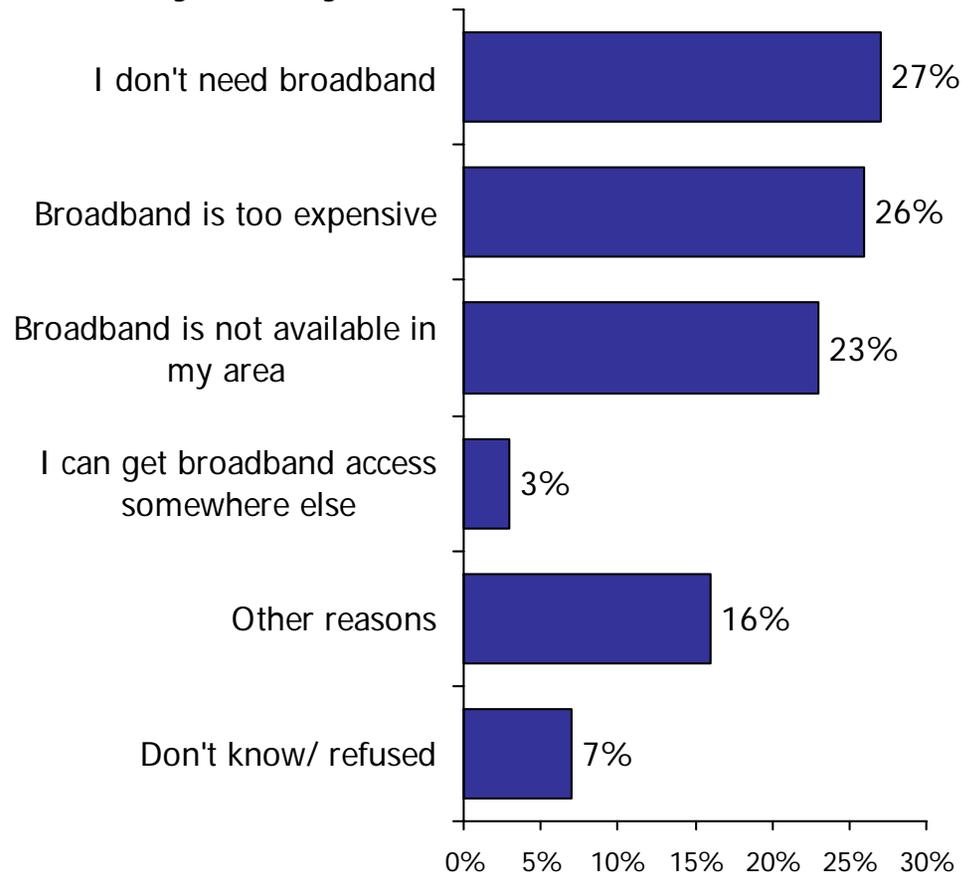




# What Have We Done?

Measured the barriers to broadband adoption.

## Why don't you subscribe to broadband?



Source: 2005 ConnectKY Technology Assessment Study, n=3,179 adults with dialup access at home



# eCommunity Strategies





# eCommunity Strategies

The graphic for the "Connect Clay County Strategic Technology Plan" features a central title in blue text. To the left of the title is the Connect Kentucky logo. To the right is a grid of colored squares (blue, red, green, orange) and small images. Below the title is another grid of colored squares and images. At the bottom right is the Kentucky state logo with the slogan "UNBROKEN SPIRIT".

technology expansion

planning

public policy

networking

recruitment

Kentucky  
UNBROKEN SPIRIT



# The Impact

	Before the Prescription for Innovation	After the Prescription for Innovation
Percentage of broadband availability	60%	93%
Number of counties with technology plans	0	120
Increase in percentage of computer ownership	58%	70%
Percentage of graduates who chose to remain in Kentucky to live and work	73%	86%
Percentage growth of Kentucky IT jobs	-7.8%	3.1%
Number of counties with websites	40	90



# *The Impact*

<b>Private capital invested in Kentucky telecommunications</b>	<b>\$667 Million</b>
<b>Approximate number of new households that have received broadband access</b>	<b>518,000</b>
<b>Approximate number of Kentuckians who have received broadband access</b>	<b>1.4 Million</b>
<b>Growth rate of broadband adoption in Kentucky</b>	<b>73%</b>



## ***The Rest of the Story: An Opportunity for the Nation***

Connected Nation is a national non-profit extending the Kentucky model nationally (and internationally)

- ✓ Focus: Access, literacy, usage
- ✓ Structure: Public-private partnerships with support from state and local government, private sector
- ✓ Data-driven bias for action
- ✓ Drivers: Affordable devices, fast connections, locally relevant content
- ✓ Impact: Quality of life, employment, efficiency

# John Wayne broadband



Posted by **John Earnhardt, Cisco High Tech Policy Blog**



# *Where there is a will there is a way*



Employees of Foothills Telephone Cooperative using traditional horse power during a FTTH deployment in rural Johnson County, KY



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