



***ConnectKentucky: Accelerating Technology
in the Commonwealth!***





Accelerating Technology in the Commonwealth!

- ConnectKentucky is leading the way into a new economy for Kentuckians. By leveraging the latest in technology and networking, ConnectKentucky is ensuring Kentucky remains the place of choice to work, live, and raise a family.
- How: Public/Private partnership
 - ConnectKentucky leverages the collective knowledge of leaders from state, local, and federal government, universities, numerous private sector companies.

HUMANA.
Guidance when you need it most



W WILDBLUE.
COMMUNICATIONS

Kentucky.gov

NORTEL



alltel

 WESTERN KENTUCKY UNIVERSITY

The **Lane Report**



UNIVERSITY of LOUISVILLE,
dare to be great

NKU NORTHERN KENTUCKY UNIVERSITY

UK

KSTC

UNIVERSITY OF KENTUCKY

KENTUCKY SCIENCE & TECHNOLOGY CORPORATION



CSI COMPUTER SERVICES, INC.

Microsoft



MURRAY
Kentucky's Public Ivy University

JPMorganChase

GeoWireless

BELLSOUTH

Kentucky
UNBRIDLED SPIRIT

USEC
A Global Energy Company



ARC Appalachian Regional Commission



Insight

SouthEast Telephone



A Touchstone Energy Cooperative

LEXMARK

KEANE

CROWN CASTLE INTERNATIONAL
shaping the wireless world™

ca



“Prescription for Innovation”

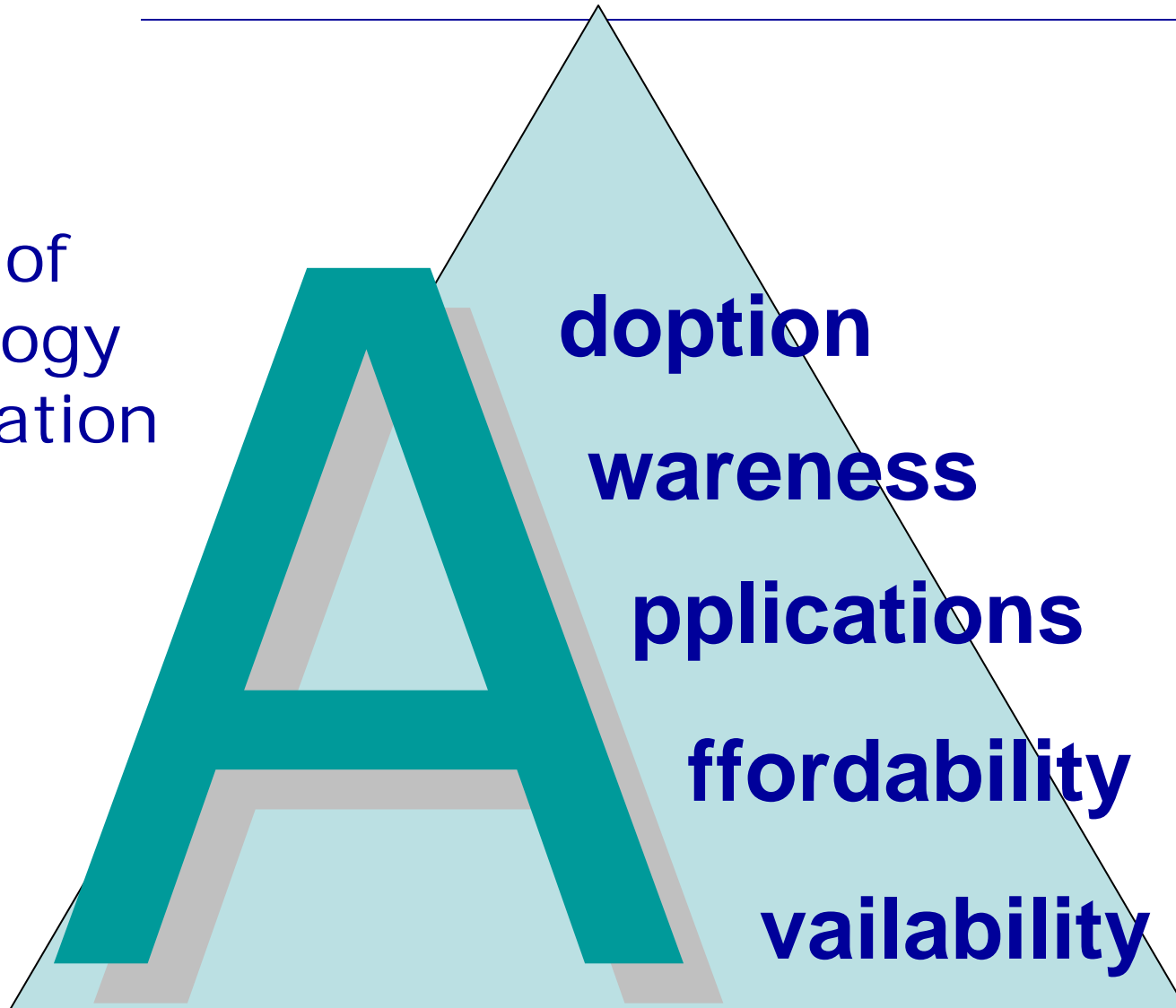
Expected Outcomes:

- ✓ Full broadband deployment by 2007
- ✓ Dramatically improved use of computers and the Internet
- ✓ Meaningful online presence for every local community with ready-to-offer citizen services
- ✓ E-community leadership teams formed with business plan and applications identified for nine sectors: business, local government, K-12 education, healthcare, libraries, higher education, agriculture, tourism, community-based organizations



Comprehensive Approach:

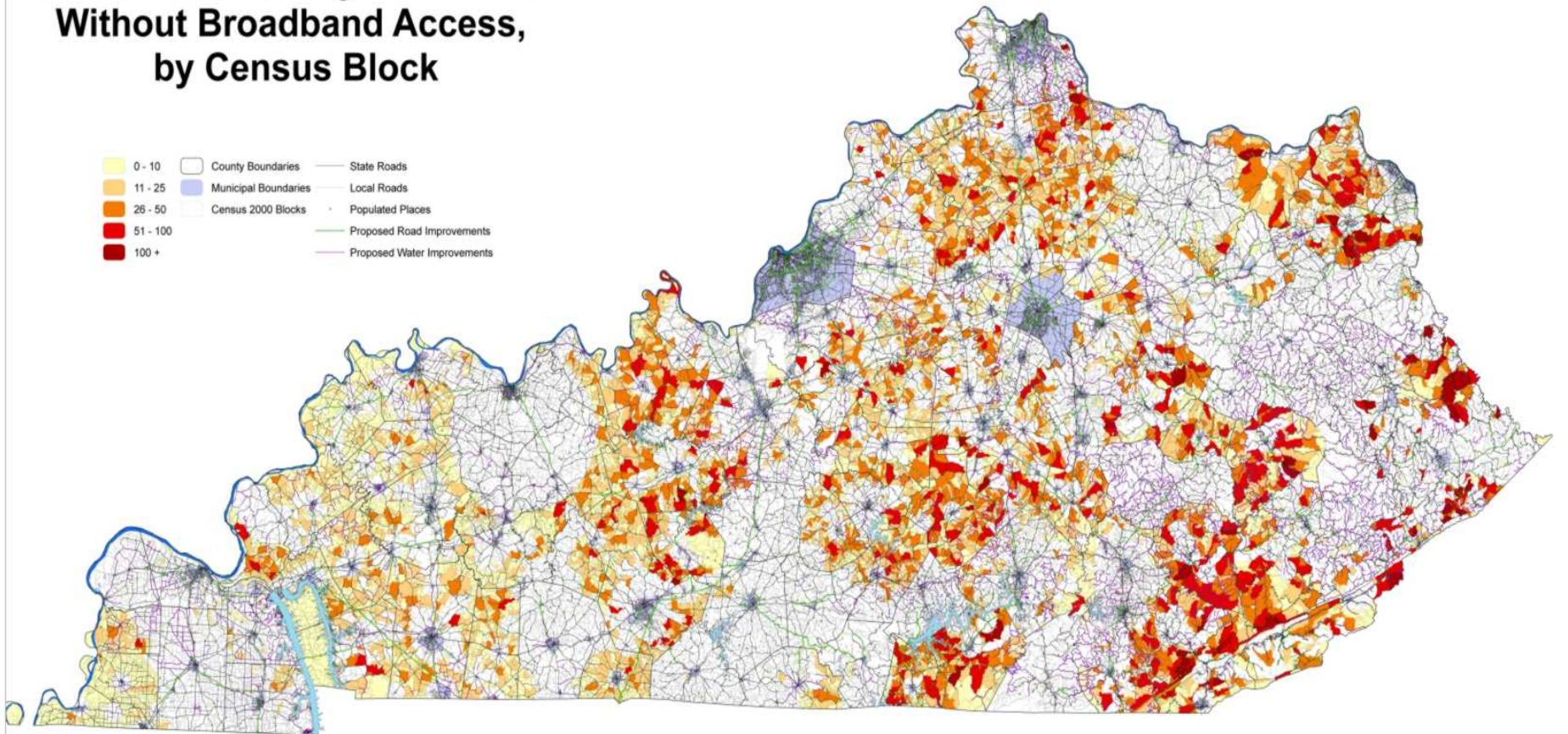
"5 A's" of
technology
acceleration





KY Technology Landscape

Number of Kentucky Households Without Broadband Access, by Census Block

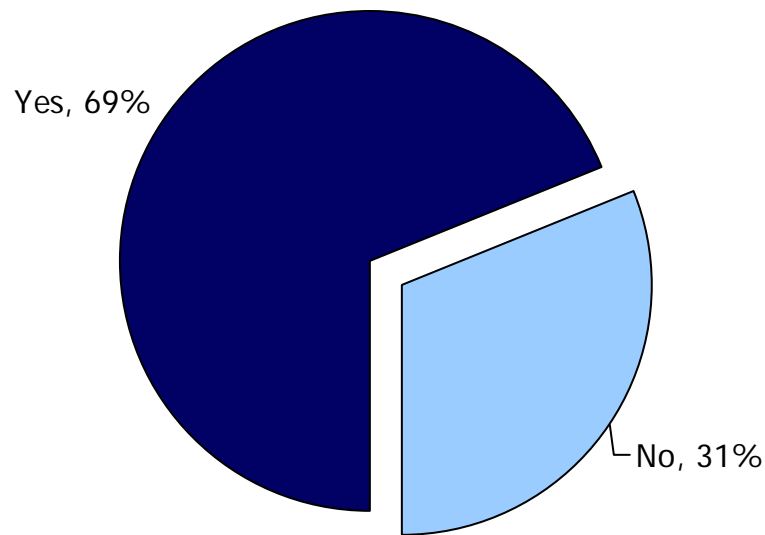


Computer & Internet Presence



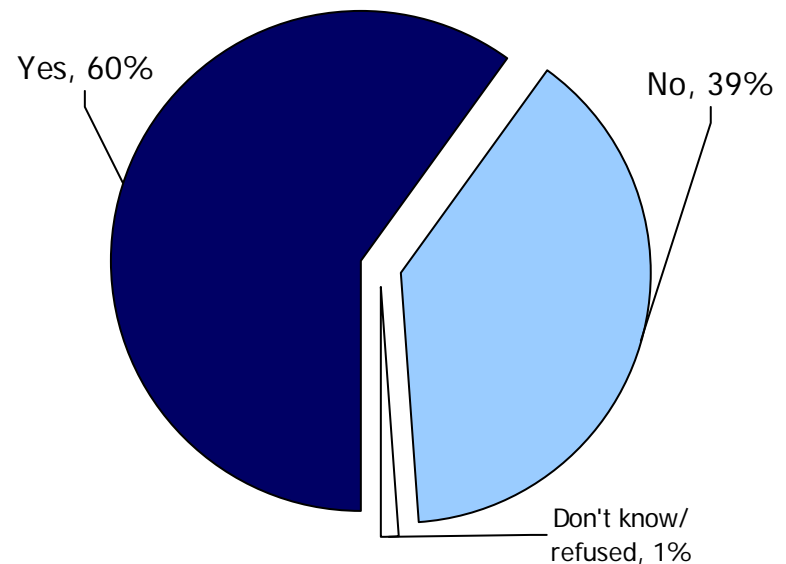
- Nearly 70% of adults in Kentucky report having a computer in their home, and 60% of adults report having Internet access at home.
- In absolute terms, these ratios convert to approximately 2.2 million adults with a computer and 1.9 million with access to the Internet at home.

Computer is in Household



Source: 2005 ConnectKY Technology Assessment Study, n=400

Have Internet Access at Home

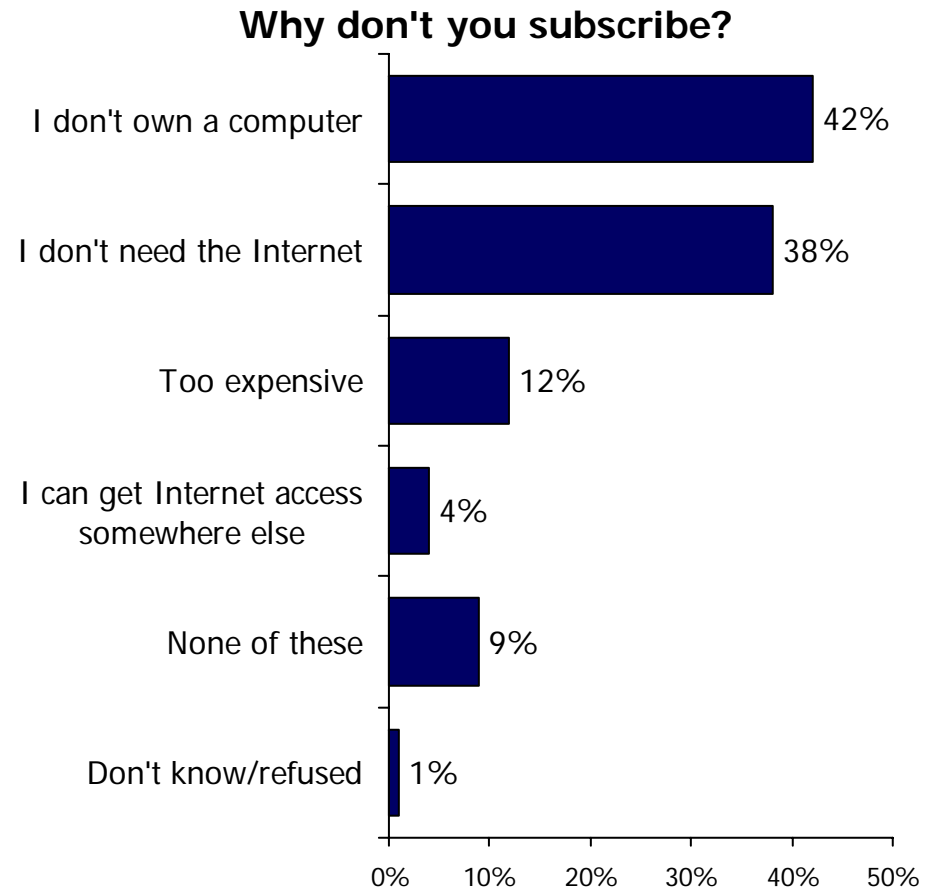


Source: 2005 ConnectKY Technology Assessment Study, n=400

Barriers to Internet Adoption



- Not having a computer at home and no perceived need for the Internet are the most common barriers to greater residential Internet use in Kentucky.
- However, 12% of today's non-users say obtaining Internet access at home would be too expensive and 4% say they can obtain access outside their own home.



Source: 2005 ConnectKY Technology Assessment Study, n=163 adults without access at home

Availability:

- **Building the case for non-urban markets**
- **GIS Inventory of availability**
- **Value-added market data for providers**
- **Opening access to existing infrastructure**
- **Policy:**
 - Financial incentives: grants/loans/tax breaks
 - Deregulation
- **Support schools and libraries as consumer front line**

Affordability:

- **No Child Left Offline**
- **Providing market intelligence regarding pricing and price sensitivity**
- **Opening access to state-owned infrastructure**
- **Facilitating technology partnerships**
- **Encourage market forces towards equilibrium**
- **Pursue grant dollars – state, federal and private**

Awareness:

- **Two prong approach: increasing technology literacy + increasing broadband value proposition**
- **E-Community leadership teams formed**
 - **Goal setting/business planning at local level**
 - **Highlighting best practices from corporate, education, health, government, etc.**
- **Using media effectively: + 10mm impressions**
- **Continue local team development**
- **Integrate K-12 and Higher Ed programs**
- **Integrated PR and marketing campaign**
- **Utilize partners to distribute the message**

Applications:

- **Providing research: consumer technology use, needs and perceptions – market segmentation**
 - **Ex: citizen, business, government surveys**
- **Providing best practices and templates for nine sectors in each community**
- **Identify & partner with Application providers**
- **Use enterprise model for deployment across state and similar organizations**
- **Utilize CK Steering Committee to identify and promote enterprise best practices**



Kentucky Broadband Growth Leading Nation

- The FCC reports that in the previous two years, Kentucky's growth rate of broadband subscribers leads the nation.

	2003	2005	2 Yr. Growth	2007 Goal
KY Broadband Availability at Home	60%	77%	17%	100%
Nation	70%	80%	10%	
KY Broadband Adoption at Home	22%	30%	8%	40%
Nation	28%	31%	3%	
KY Computer Adoption at Home	58%	70%	12%	75%
Nation	62%	72%	10%	



Closing the gap: 2006 - 2007

Addressing rural, underserved areas requires:

- ✓ Expanding opportunities for public/private partnerships
- ✓ Creative solutions to address access for extremely rural households
- ✓ Incentives for private sector providers
- ✓ Continued efforts to raise awareness and adoption