



***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 live, work, 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.



UNIVERSITY OF KENTUCKY





# *Prescription for Innovation*

---

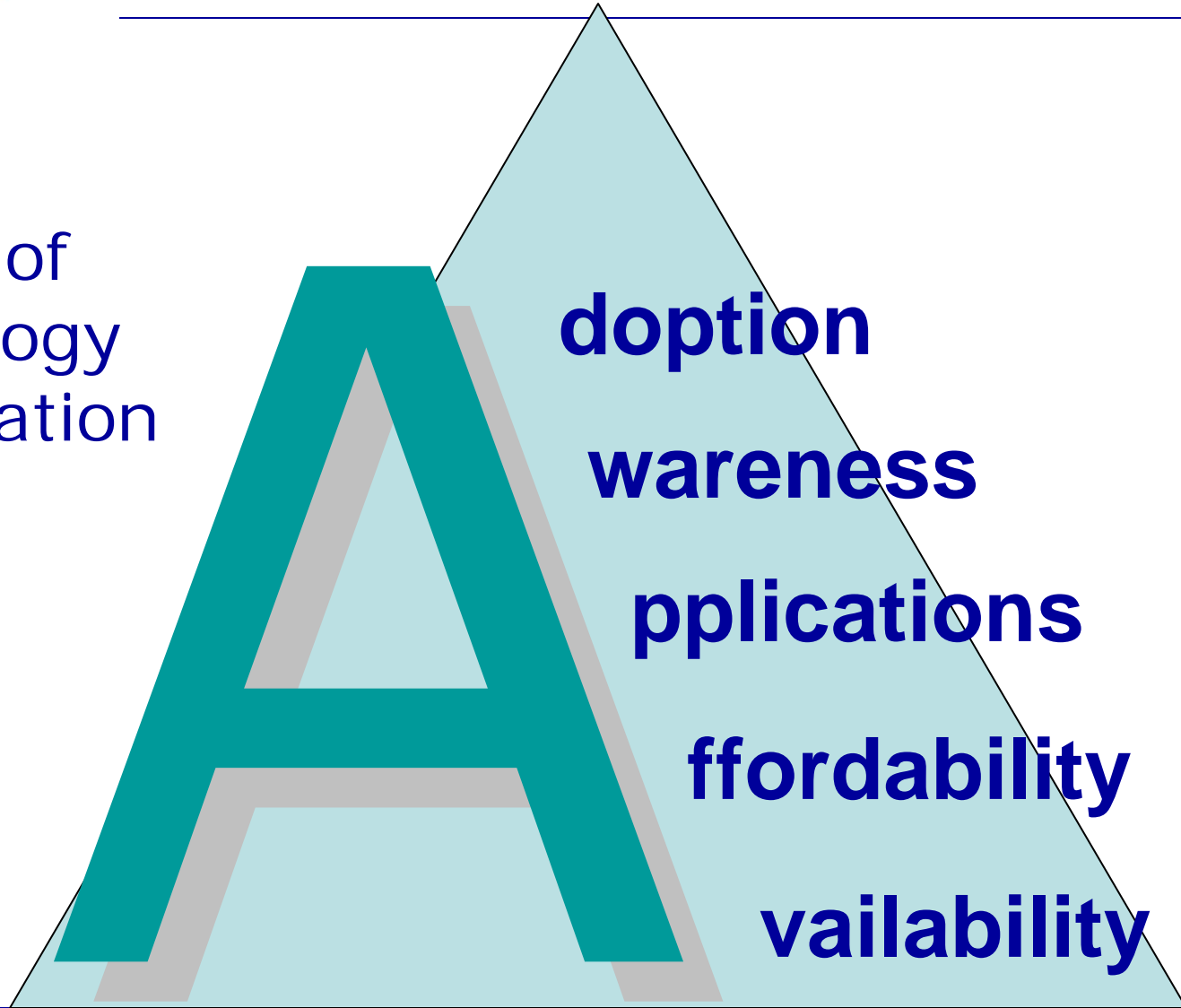
## **Expected Outcomes:**

- ✓ 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; and
- ✓ 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:*

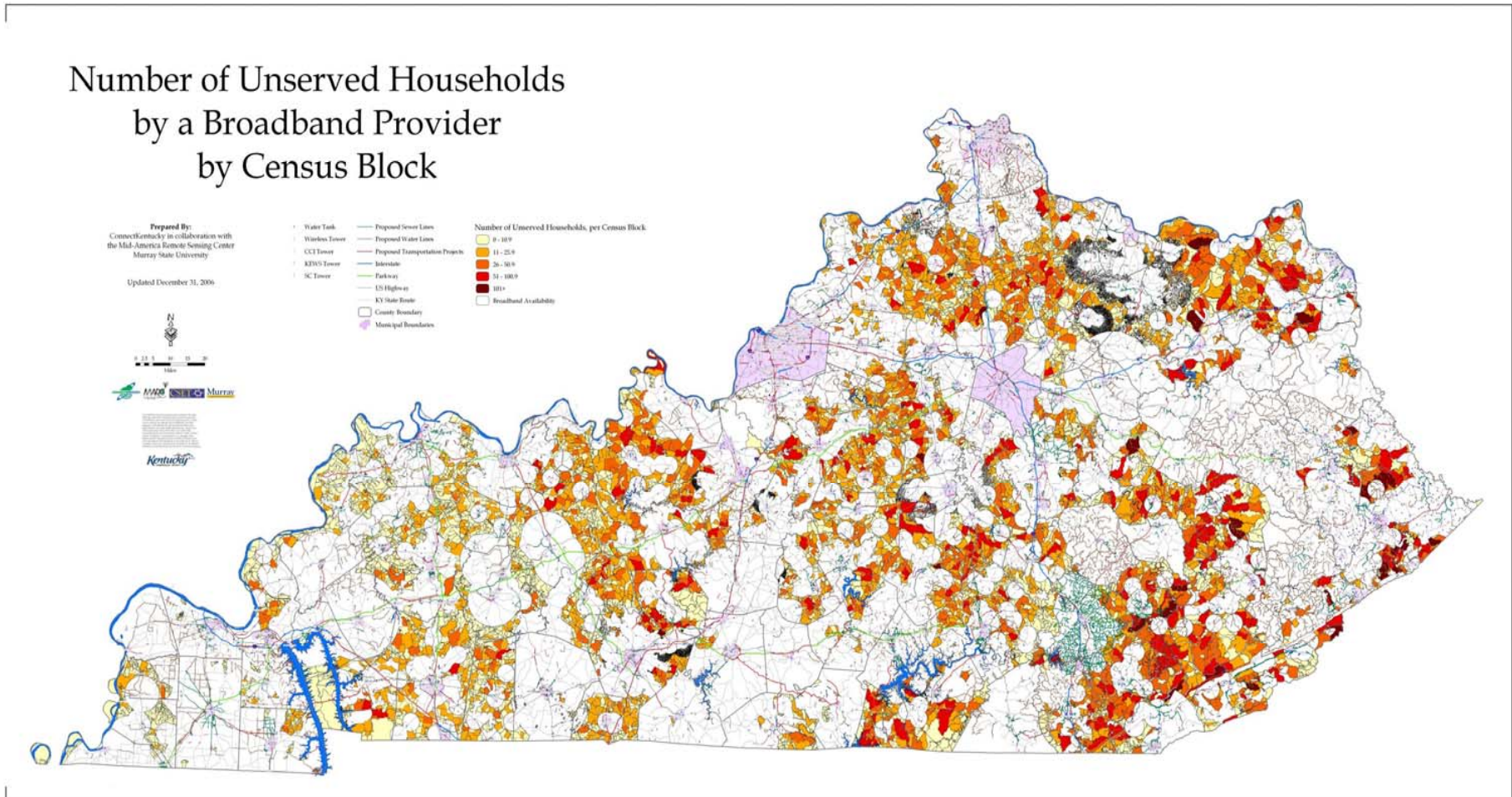
"5 A's" of  
technology  
acceleration





# KY Technology Landscape

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

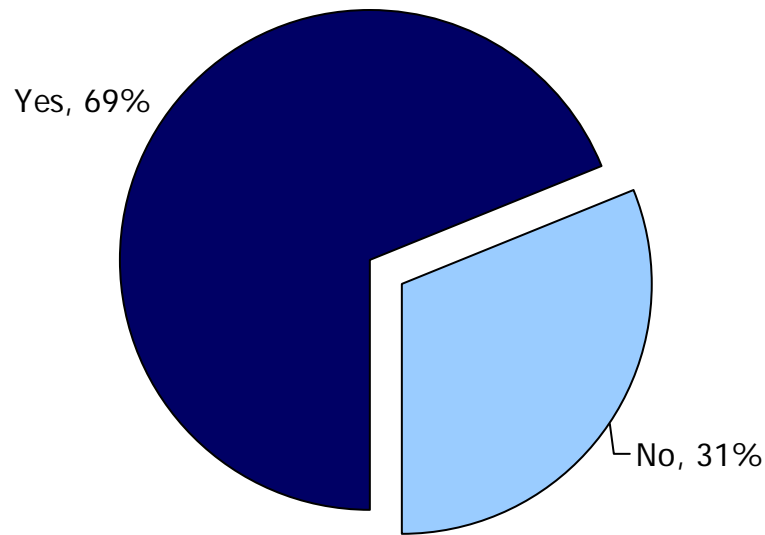


# Computer & Internet Presence



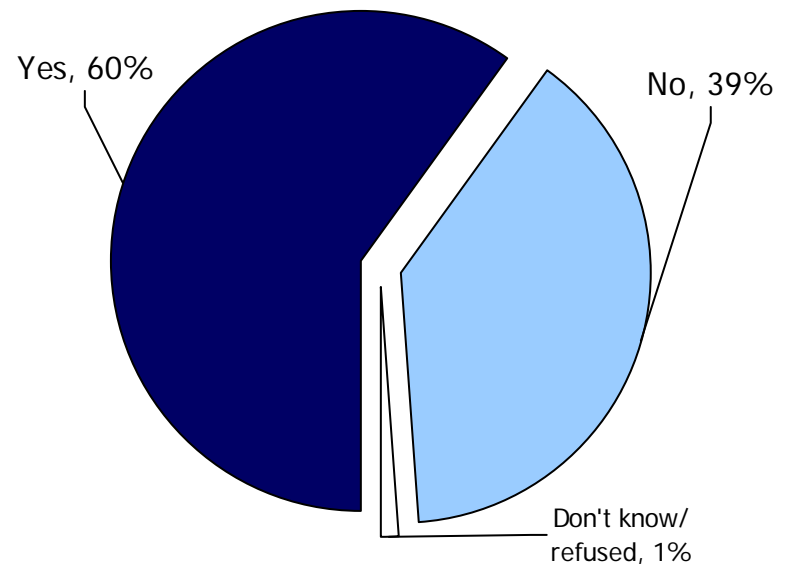
- Nearly 70% of adults in Kentucky report having a computer in their home, and 60% of adults report having Internet access at home.
- In absolute terms, these ratios convert to approximately 2.2 million adults with a computer and 1.9 million with access to the Internet at home.

**Computer is in Household**



Source: 2005 ConnectKY Technology Assessment Study, n=400

**Have Internet Access at Home**

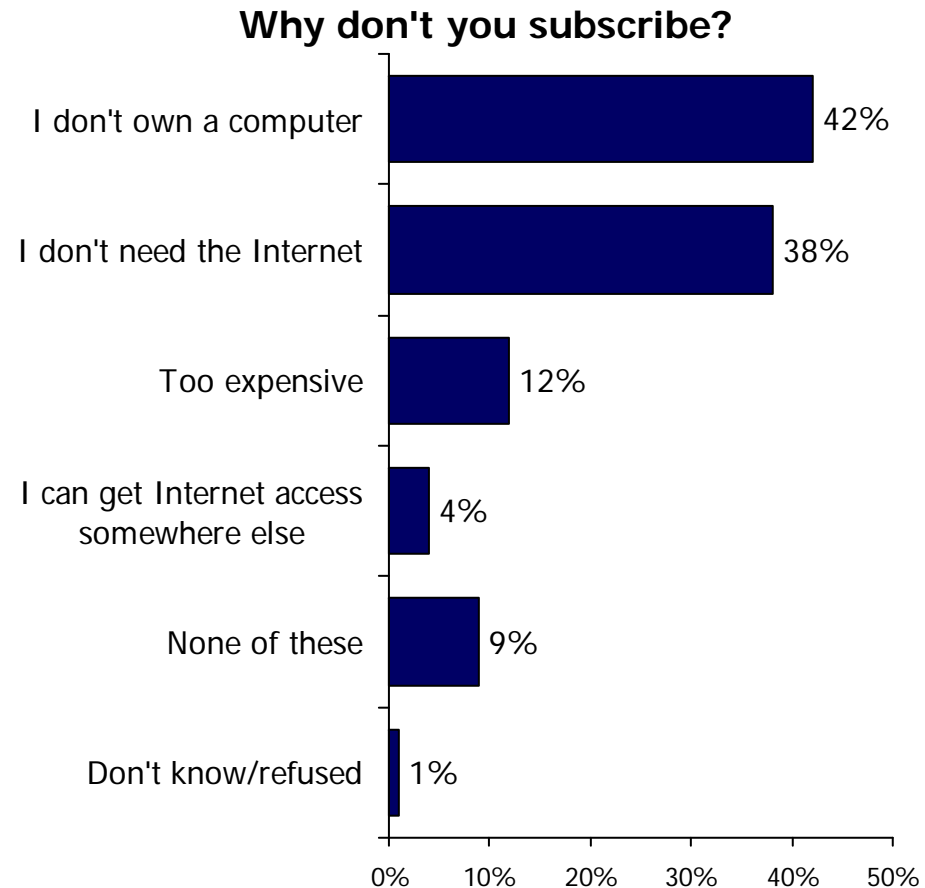


Source: 2005 ConnectKY Technology Assessment Study, n=400

# 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
<b>KY Broadband Availability at Home</b>	60%	77%	17%	100%
<b>Nation</b>	70%	80%	10%	
<b>KY Broadband Adoption at Home</b>	22%	30%	8%	40%
<b>Nation</b>	28%	31%	3%	
<b>KY Computer Adoption at Home</b>	58%	70%	12%	75%
<b>Nation</b>	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



## *Questions and Inquiries*

---

**Sage Cutler**  
**Central Region Project Manager**  
**scutler@connectky.org**  
**1020 College Street**  
**Bowling Green, KY 42101**  
**270.799.0874 PH**