

13Q3_Supplemental Answers_Tennessee

Connected Tennessee

Grant Number 47-50-M09041

Reporting Period End Date 09-30-13

14a_Project Attachment_Data Collection

2. Describe any additional project milestones that have been accomplished over this reporting period (exp: updates to state broadband maps and websites, map outreach activities).

Connected Tennessee (CTN) submitted broadband provider mapping data updates in accordance with the National Telecommunications and Information Administration (NTIA) semi-annual requirement on September 27. The submission included datasets for more than 97% of the Tennessee provider community, or 85 of 87 providers.

The program continues to maintain the interactive mapping web application, called My ConnectView. The application is housed in a highly available, monitored, and managed environment. My ConnectView is publicly available on the program website (<http://www.connectedtn.org/interactive-map>). There were a total of 167 visits to the interactive map between July 1, 2013 and September 30, 2013.

Consumer feedback in the form of broadband inquiries is collected and analyzed throughout the quarter. Inquiries represent any type of communications received from the public regarding broadband service. Once broadband inquiries are received across the state, this information is overlaid with the broadband availability information which was collected through the State Broadband Initiative (SBI) program. This allows for a real-world comparison of the broadband landscape to the information received from broadband inquiries. Broadband inquiries are able to provide three types of information: 1) residents who do not have broadband but want it; 2) residents who have broadband but want a different provider; and 3) residents who do not have broadband, but the broadband inventory maps indicate that they do. If residents within a region state that they are without broadband, but the broadband inventory maps show otherwise, this allows Connected Nation to approach the providers within that area in an effort to trim down their coverage to more accurately represent real-world availability on the ground. During this quarter, the project received a total of 50 broadband inquiries. Additional information received through e-mail from consumers that can also be used for verification purposes totaled 2 for this quarter. Users can also request non-confidential mapping data produced for the SBI grant program; 1 data request was received between July 1, 2013 and September 30, 2013.

For this reporting period, 179 field verification tests were conducted. From program initiation through this reporting period, field validation testing has been completed against 70 companies (out of a universe of 87 viable providers) totaling 80.46% within the State of Tennessee.

Geographic Information Systems (GIS) staff created maps to show the status of the active and certified communities within the state for the Connected program, which serves as a qualifier for local Technical Assistance projects. More information on local Technical Assistance projects can be found below, and the map is included within the "13Q3_Project Attachment_Question 5" response.

Based on the release of information by the Federal Communications Commission (FCC) related to the Connect America Fund (CAF), a statewide map was developed to visualize proposed areas for subsidized build-out under CAF Phase I, 2013. This map is available online at www.connectednation.org/fcc-maps.

4. Provide any other information or statistics that you think would be useful to NTIA as it assesses your broadband data collection, validation, and publication activities.

Program staff focused Community Anchor Institution outreach efforts on the education sector during the quarter in an effort to collect new or updated data.

14a_Project Attachment_Capacity Building

2. Describe your progress meeting each major activity/milestone approved in the Project Plan for this project; any challenges or obstacles encountered and mitigation strategies you have employed; planned major activities for the next quarter; and any additional project milestones or information.

Capacity Building milestones for Year 4, Quarter 3 per approved project plan:

Milestone: Continue the collection and confirmation of business park information.

This milestone was met. New business and industrial park data was collected, geocoded, digitized, and added to the database. Additional Select Tennessee Certified Sites are scheduled to be announced by the Tennessee Department of Economic & Community Development on October 4 and will also be added to the database during Q4 2013.

Broadband Capacity planned major activities for the next quarter:

- Continue the collection and confirmation of business park address information.
- Incorporate broadband Information into other priority business sites and locations dataset.

14b_Project Attachment_Technical Assistance

2. Describe your progress meeting each major activity/milestone approved in the Project Plan for this project; any challenges or obstacles encountered and mitigation strategies you have employed; planned major activities for the next quarter; and any additional project milestones or information.

Outstanding Technical Assistance milestones for Year 4, Quarter 2 per approved project plan:

Milestone: Analyze 2013 business survey research results and present initial findings to stakeholders.

This milestone was met. Dr. Mingjie Sun of Iowa State University received and reviewed the survey instrument and the data results. Upon receiving her comments, program staff presented the initial results of the business survey to state stakeholders and the NTIA. This allowed for discussions regarding options for how to present the data going forward and how to customize our analysis of the data.

Technical Assistance milestones for Year 4, Quarter 3 per approved project plan:

Milestone: Perform 2013 analysis on targeted broadband growth areas.

This milestone was met. Connected Tennessee highlighted Meigs County, an area with the largest need for build out. Incorporated into the county level analysis is a more granular example using data from a town within the county. In the analysis, engineering staff presented a snapshot of desktop research, demographics, and the ways in which consumer feedback assisted in benchmarking efforts for unserved and underserved areas of east Tennessee.

Activities in this effort included identifying unserved counties in Tennessee based upon: population density analysis and county-level research data; pinpointing a more granular, easily benchmarked area in Meigs County with the greatest potential for a fresh, quantifiable study of a town's impending transformation; and exploring mapping and data analysis of provider footprints, census information, and January 2012 Connect America Fund studies. All these components painted a true picture of Meigs County and, thus, of the "Ten Mile" area. Market conditions, benefits, and challenges were also noted as well as how current conditions might affect potential subscribership and take-rates of the Ten Mile area.

The pinpointed area, in Meigs County, included highly unserved, highly populated census blocks based upon the criteria developed from review of the area. Broadband inquiries were resolved while engaging the Ten Mile community in collaborative one-on-one discussions where best practices were shared from similarly previously unserved success stories in other states. Finally, broadband inquiries were used to further corroborate the unserved areas and coverage of Meigs County with internal interactive mapping tools such as ArcGIS Explorer.

The analysis is being formatted into a formal white paper document that will be finalized in Q4 2013. Upon its finalization the document will be disseminated to various stakeholders and is expected to be made available on the program website.

Milestone: Finalize and distribute 2013 statewide business survey research results.

This milestone was partially met. The presentation of the 2013 business survey research is scheduled for early Q4 2013. The process of preparing for that presentation has begun, with a redesigned website “widget” tool and data summary documents for distribution. The presentation has not yet been conducted, since work on these documents is still underway, and the data has not yet been released via press release or website update, since those documents are still being formatted, though discussions have been held with stakeholders during which the business survey results have been shared.

Milestone: Initiate 2013 non-adopter oversample survey.

This milestone was partially met. The survey instrument for the 2013 non-adopter oversample survey was written with appropriate programming notes, and data collection started in Q3 2013. The data file with weighted results was not created, as the data collection process is still underway, with an anticipated completion in Q4 2013.

Milestone: Initiate 2013 residential survey peer review.

This milestone was not met, as Connected Tennessee has not yet identified a candidate for the peer review process. Once that has been accomplished and the data has been collected, the peer review will commence. Staff expect to have identified a peer reviewer during Q4 2013.

Milestone: Initiate 2013 residential survey.

This milestone was partially met. Program staff created a spreadsheet with census-defined quotas for the 2013 residential survey research and wrote the survey instrument for the 2013 residential survey. Data collection began in Q3 2013, and is anticipated to conclude in Q4 2013. The data collection process will need to be completed before a data file with weighted results can be created for the 2013 residential survey.

Milestone: Continue to support local technical assistance projects through execution of local projects for Year 4.

This milestone was met. Program staff continued to work with Sullivan County who completed their community technology assessment in July 2013. In August 2013, Sullivan County became the state’s first certified Connected community. An announcement event is planned for October 2013. Sullivan County is in the process of identifying small teams to work on priority action items that were identified through the assessment completion.

The Jackson/Madison County Technology Team worked with program staff in an effort to complete the Access portion of the community technology assessment. As of the end of the quarter, they were in the process of pulling together key community stakeholders to review adoption and use information and were already beginning to implement some projects in the community.

Program staff worked with leaders in the community of Frayser, in Memphis, who would like to find resources for their community to improve the availability of broadband. State and local

leaders are planning for the completion of a community technology assessment as a beginning to these efforts.

The Director of Community Development for the City of Martin has agreed to become a community champion, and a Connected assessment program kickoff meeting is scheduled for October.

Program staff continued working with officials from the Tennessee Department of Environment and Conservation (TDEC) and various other state agencies. The group attended a meeting on August 22 to strategize coordinated multi-agency solutions to identified needs including mobile data coverage and visitor center Wi-Fi challenges in and around Tennessee's state parks and recreation areas. The scope and next steps for this collaborative effort were currently being developed by TDEC at the end of the quarter.

Program staff supported a follow-up meeting, on August 7, hosted by the City of Knoxville centered on downtown broadband connectivity challenges. Maps and speed test data generated as part of the downtown community outreach effort were presented. Priorities were identified including problem spots in the community. Staff expects to keep local officials engaged in an effort to complete a community-wide technology assessment.

Program staff continued to work with the Morristown Community Technology Team headed by the Morristown Area Chamber of Commerce on the completion of their assessment. Morristown submitted their complete assessment in August 2013 and achieved the status of certified Connected in September 2013. An announcement event is planned for October 2013. Program staff will continue to work with Morristown on addressing their priority action items identified during the assessment process.

Working with USDA and regional education leaders across the state, program staff hopes to plan collaborative efforts to support the connectivity and education technology goals of Tennessee's public schools and preparation for technical requirements stemming from the implementation of online Partnership for Assessment of Readiness for College and Careers (PARCC) beginning in 2014.

Milestone: Initiate 2013 non-adopter oversample peer review.

This milestone was not met, as the program team has not yet named a suitable candidate for the peer review process. Once that has been accomplished and the data has been collected, the peer review will commence.

Technical Assistance planned major activities for the next quarter:

- Analyze 2013 non-adopter oversample survey results.
- Analyze 2013 residential survey research results and present findings to stakeholders.
- Commence development of the 2014 business survey script.
- Continue to provide support and guidance to local technical assistance projects in Year 4.

3. If the project team anticipates any requesting changes to the approved project plan in the next quarter, describe these below. Note that any substantive changes to the project plan must be approved by the Department of Commerce before implementation.

Connected Tennessee will submit an amended project plan, for NTIA approval, next quarter. The request will add the hosting of a statewide broadband summit in 2013 and 2014. This open forum will provide a means to gather and discuss broadband accomplishments, best practices, and to identify areas of need in the overall Tennessee broadband plan. Activities leading to the completion of the summit include planning and coordinating action items, preparing and distributing materials and information, tracking and logging attendance, recording minutes, closing the venue, and recording and archiving lessons learned. The request will be submitted in conjunction with a budget modification request.