

## **13Q1\_Supplemental Answers\_Tennessee**

**Connected Tennessee, LLC**

**Grant Number 47-50-M09041**

**Reporting Period End Date 3-31-13**

Variance in match percentage:

For Q1 2013, Connected Tennessee is reporting a non-federal match percentage of 12.25.

However, the program is working on a budget modification request for submission to the State Broadband Initiatives (SBI) program office. The request includes an additional \$770,564 in allowable pre-award non-federal match expenditures. The inclusion of this match would make the program's match percentage 30.01.

Supplemental notation:

Connected Tennessee anticipates submitting a budget modification request to its granting agency. The modification reflects adjustments for our indirect cost rate, and requests approval for additional pre-award non-federal match expenditures, as noted above.

### ***14a\_Project Attachment\_Data Collection***

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

Connected Tennessee 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 529 visits to the interactive map between January 1, 2013, and March 31, 2013.

During this quarter, My ConnectView underwent an upgrade to the server software and the application programming interface (API), as well as additional enhancements to improve the user experience. The server was upgraded to ArcGIS for Server 10.1 and the ArcGIS API for Flex was upgraded to version 3.0. A new button to create permanent links allows users to develop a customized display of My ConnectView with various data layers turned on with a specific zoom level and then send the permanent link to another user, who will then get the same display in the interactive map setting. A date display was also added to the legend to inform the user of the current nature of the broadband data. Lastly, the pop-up window style was enhanced to allow users to scroll through multiple record selections, as well as view a better display of the record's information.

The project received a total of 13 broadband inquiries this quarter. Additional information received through e-mail from consumers that can also be used for verification purposes totaled 2 for the quarter.

For this reporting period, 954 field verification tests were conducted. During this quarter Engineering and Technical Services (ETS) staff began using device embedded software for collecting data on mobile networks. These speed and platform tests are in addition to the program's standard field verification and validation test and enabled significantly more verification tests than in previous quarters. From program initiation through this reporting period, in-the-field validation testing has been completed against 61 companies (out of a universe of 86 viable providers) totaling 70.93 percent within the State of Tennessee.

During this quarter, broadband growth maps were developed and made public on the program website. The analysis behind these maps shows where broadband coverage has changed in comparison to the October 2010 datasets: where coverage 1) has been added where it already existed in October 2010, 2) has been removed, and 3) has been added in previously unserved areas.

#### **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.**

During this quarter, maps and tables were completed and made public on the Connected Nation website, <http://www.connectednation.org/fcc-maps>, displaying the analysis of census blocks eligible for Phase I of the Connect America Fund broadband subsidy program in comparison with the most recent October 2012 SBI broadband data collection. The maps and analysis published reflect the Federal Communications Commission's (FCC) data release of eligible census blocks on January 4, 2013.

During Q1 2013, Connected Tennessee hosted in a public safety campaign to generate excitement and educate stakeholders about the role of broadband in the public safety sector. Additionally, the program raised awareness of broadband-related issues statewide through press releases, blog postings, and social networking and worked directly with statewide influencers, groups, organizations, and industries to encourage focus on broadband access, adoption, and use. Through these relationships, outreach was conducted to continue identification of Community Anchor Institution connectivity data, specifically with the Tennessee Emergency Management Agency, the City of Knoxville, and Sullivan County.

Staff continues to work with Tennessee broadband providers to encourage and support their participation in promoting broadband expansion and technology growth.

## ***14b\_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 1 per approved project plan:

**Milestone: Review business park data collection from Year 3 with State and plan Year 4 other priority business sites and locations with State.**

This milestone was partially met. Partners from the Tennessee Department of Economic & Community Development (ECD) and the Tennessee Valley Authority (TVA) were contacted regarding business park connectivity data and were engaged in identification of additional priorities. This information was presented to stakeholders at the State Broadband Summit held in Nashville, Tennessee, on February 27 in the context of Tennessee business recruitment efforts with an emphasis on special target markets such as data centers. Year 4 priority planning continues with next steps slated for Q2 2013.

**Milestone: Create template for telecommunications information collection.**

This milestone was met. A telecommunications information collection template was developed during Q1 2013 with approval solicited from state stakeholders. No changes have been requested in the interim and the template currently stands as finalized in the absence of any additional feedback from the state partners.

Capacity Building milestones outstanding from previous quarters:

**Year 3, Quarter 4 Milestone: Incorporate broadband Information into business park dataset.**

This milestone was met. Based on the information that was collected from various data sources on the location of business/industrial parks in the state of Tennessee, broadband data was incorporated into the business park dataset. Connected Tennessee applied the maximum advertised speeds available from fixed, terrestrial broadband services, based on the data collected during the most recent SBI broadband data collection. The business park data collection was updated to include the highest download speeds available. It will be updated again using the April 2013 SBI submission broadband data collection in Q2 2013.

Capacity Building planned major activities for the next quarter:

- Initiate collection and confirmation of addresses and GPS data.
- Provide business park information to be posted on TVA website to be available to the public.

## ***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.**

Technical Assistance milestones for Year 4, Quarter 1 per approved project plan:

**Milestone: Finalize and distribute 2012 residential survey research results.**

This milestone was met. The 2012 residential survey was released on March 11 and the research results are publicly available online via the program website <http://www.connectedtn.org/survey-results/residential>. Connected Tennessee also presented the residential survey research results to ECD and other key stakeholders with in-person review slated for early Q2 2013. Results have also been shared with a wider range of stakeholders through a press release, during the SouthEast Association of Telecommunications Officers and Advisors (SEATOA) conference on March 21, and via an interactive widget accessible on the program website.

**Milestone: Close out local technical assistance projects from Year 3.**

This milestone was partially met. Program staff developed a Project Lessons Learned document that outlined successes, opportunities, and lessons learned from working with technical assistance projects underway including: workforce project for communities within a 50-mile radius from airports, fiber assets branding campaign, collaboration with LaunchTN, support of the entrepreneur incubator in Knoxville, broadband expansion in Dickson County, broadband expansion in Hardeman County, and expansion of broadband access and speed in downtown Martin. The document was finalized on March 28. As the projects close, a lessons learned discussion will be conducted and recorded in an effort to apply information gathered as a roadmap for project improvement, used to maximize future successes, and minimize future failures. Program field staff coordinated meetings with project stakeholders whereas minutes including action items were recorded. Staff worked with those stakeholders to complete tasks necessary to keep the project on track. Project successes will be shared via press releases, website updates, blog, or as required by stakeholders post-closing as appropriate. Additionally, program staff drafted a formal report prepared for presentation to ECD and/or other stakeholders as needed; in-person review of technical assistance projects is slated for early Q2 2013.

**Milestone: Initiate Year 4 Technical Assistance Project Selection with the State of Tennessee.**

This milestone was partially met. The program team worked to identify and qualify technical assistance projects in Sullivan, Hamblen, Jefferson, Madison, and Weakley counties by recruiting and training local champions to help lead community-based technology teams that will work to develop solutions to local broadband challenges. As the projects commence, Year 3 lessons learned information will be incorporated and applied to ensure project improvement, and to maximize future successes and minimize future failures. Project successes will be shared post-closing which may help to determine priorities for future projects. Those projects will be incorporated into the work plan once identified.

**Milestone: Initiate 2013 business survey peer review.**

This milestone was not met. Based on the revised project plan, approved by the National Telecommunications and Information Administration (NTIA), the business survey was initiated in Q1 2013. The business survey is expected to be completed in Q2 2013. Once the survey is

completed and the data analyzed, the results, along with the instruments, will be submitted to the peer reviewer for verification. A contract has not yet been executed for the peer review of the 2013 business survey instrument or results. Discussions are underway to name a suitable peer reviewer and a contract is expected to be executed in Q2 2013. At that time, the survey instrument, along with the survey results, are expected to be peer reviewed.

**Milestone: Initiate 2013 business survey research.**

This milestone was met. A spreadsheet with census-defined quotas was created. The collection of respondent data was initiated when the survey instrument was delivered to research vendor, Thoroughbred Research, for dialing. The data file with weighted results will be created in Q2 2013 when the surveying has concluded.

Technical Assistance milestones outstanding from previous quarters:

**Year 3, Quarter 4 Milestone: Peer review of 2012 survey research completed.**

This milestone was met in Q1 2013. Dr. John Horrigan of the Joint Center for Political and Economic Studies completed the peer review process of the survey results and resulting analysis. Dr. Horrigan was provided the 2012 survey results, SPSS (Statistical Package for the Social Sciences) data files, and the survey script to review and validate our research methodology as well as results. The review confirmed that the program's results reconciled to the results extracted from the SPSS files. No recommendations were made.

**Year 3, Quarter 4 Milestone: Analyze 2012 statewide business survey research results.**

The revised project plan, approved by NTIA, moved this milestone to Year 4, Quarter 2. In accordance with the new project plan, the business survey was initiated in Q1 2013. The survey is tentatively scheduled to be complete in Q2 2013 after which program research staff will start analyzing the results and will confirm the results with the Tennessee peer reviewer. After the peer review process is complete, Connected Tennessee will release the initial report and/or customized report to Tennessee Governor's Office, Steering Committee, and/or other stakeholders as well as NTIA as appropriate.

**Year 3, Quarter 3 Milestone: Finalize and Distribute 2012 statewide residential survey research results**

This milestone was met in Q1 2013. The 2012 residential survey was released on March 11 and the research results are publicly available online via the program's website <http://www.connectedtn.org/survey-results/residential>. Residential survey research results were presented to ECD and other key stakeholders with in-person review slated for early Q2 2013. Results have also been shared with a wider range of stakeholders through a press release, during the SouthEast Association of Telecommunications Officers and Advisors (SEATOA) conference on March 21, and via an interactive widget accessible on the program website. Program staff has been in contact with ECD, but were unable to secure a date this quarter where the results could be presented formally. A meeting has been scheduled during Q2 2013 where results will be reviewed in person.

**Year 3, Quarter 3 Milestone: Upon approval from Tennessee stakeholders and NTIA, initiate 2012 statewide business survey research.**

This milestone was met in Q1 2013. A revised survey schedule, incorporated into the revised project plan, was approved by NTIA this quarter, which included moving the initiation of the statewide business survey to Year 4, Quarter 2. A spreadsheet with census-defined quotas was created. The collection of respondent data was initiated when the survey instrument was delivered to program vendor, Thoroughbred Research, for dialing. The data file with weighted results will be created in Q2 2013 when the survey has finished dialing.

**Year 3, Quarter 1 Milestone: Confirm research plan for years 3 through 5**

This milestone was met in Q1 2013. NTIA approved the revised research plan for Years 3 through 5 via approval of a revised project plan. The business survey is now scheduled to be completed by Q2 2013 and the residential and non-adopter survey for 2013 are scheduled to be initiated in Q3 2013.

Technical Assistance planned major activities for the next quarter:

- Commence development of the 2013 residential survey script.
- Analyze 2013 business survey research results and present initial findings to stakeholders.

**4. Provide any other information that you think would be useful to NTIA as it assesses this project's progress.**

The 2012 statewide residential survey results indicate that 68 percent of Tennesseans subscribe to home broadband service, a 10 percentage point increase since 2010. Even so, Connected Tennessee estimates that more than 1.5 million, or 32 percent of adults statewide, still do not subscribe to home broadband service. In addition, a white paper focused on women-owned business was released this quarter. The report shows that more than three-fourths of Tennessee's women-owned businesses (76 percent) subscribe to broadband service, compared to the statewide average of 72 percent of businesses. These reports are available online through the program website <http://www.connectedtn.org/research>.

The first-ever State Broadband Summit was held on February 27, 2013, where over 100 stakeholders were in attendance. Topics discussed at the meeting included best practices in e-Health and telemedicine, technology in libraries, public safety, digital learning, and connectivity solutions, among others.