

REGION VI PLANNING AND DEVELOPMENT COUNCIL

**REGION VI**  
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# REGION VI BROADBAND STRATEGIC PLAN

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October 7, 2013

RE: Endorsement of Regional Strategic Plan

The purpose of this letter is to endorse the Region VI Planning and Development Council Regional Broadband Strategic Plan.

The Region VI Council initially created the Regional Broad Team to oversee and advise the Plan's development. The Team is comprised of volunteers from all six of the counties in Region VI representing business, economic development, education, emergency response, government, information technology, medical and service provider sectors.

The Plan was developed in an objective and non-biased process. The planning process was as follows:

- A needs assessment was conducted to ensure an understanding of the current broadband environment in our region.
- Residents and businesses were surveyed and speed tests conducted throughout the region:
- From this process the region's strengths, weakness, opportunities, and challenges were identified and the Plan was developed.

The Plan includes six strategic objectives to improve broadband availability, reliability, and utilization throughout the region over a three-year timeline.

The Plan sets goal and performance measures for improving our broadband environment in three focus areas: economic development, educational and outreach, and infrastructure.

The Plan recognizes that Region VI has demonstrated strong population and job growth over the past decade. Recognized in the Plan are the significant role broadband plays to attracting residential and commercial developers and to businesses looking to expand or locate to the region.

In today's business environment, broadband is a critical infrastructure component and needed for our region to remain economically competitive.

In addition, implementation of the Plan's strategies will connect our residents in rural unserved areas in our region to new opportunities and ideas.

Based on the manner and process of how the broadband plan was developed the Region VI Planning and Development Council gives its full endorsement to the Plan and gives its full endorsement of the Plan and supports its implementation.

Sincerely,

James L. Hall, Executive Director

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## Current Broadband Environment

### Region VI - Six County Assessment of Broadband Coverage

The Region VI Broadband Planning Team believes it is important to continue to work with to expand broadband internet service into the relatively few unnerved or underserved of the counties. For the areas of the counties lacking broadband coverage, some form of fixed base wireless appears to be the most technologically feasible solution.

The availability of high-speed connectivity at a reasonable cost in the counties is a huge competitive advantage Region VI from an economic development point of standpoint. Most businesses and people want to locate in an area that is well served by high speed internet service at a reasonable cost. The Region VI Committee believes that it is critically important for the future growth and economic well-being of Region VI residents that it maintains, and where possible improves upon, the high speed internet service that it currently enjoys.

A related issue, while a number of internet providers may be able to provide higher speed connectivity the costs of this service can be prohibitively for the business or institutional user, let alone a private individual

#### Monongalia County

Monongalia County is fortunate in that it is currently well- served by broadband internet service. An examination of the West Virginia Broadband Mapping Program website (<http://www.wvgs.wvnet.edu/bb/maps.html>) indicates that the vast majority of the geographical area and a greater percentage of the population have access to high-speed internet connectivity. The areas of the County lacking access are predominately located in the far western portion of the county (Please refer to "No Broadband Coverage" map). The urban core areas of the County, containing the majority of the population, are well-served with a range of connectivity options.

Some of the reasons that the County is well-served by broadband service include the following:

- The presence of West Virginia University and many state and federal research facilities for which the availability of high-speed internet access is crucial.
- The urban core area of Monongalia County is relatively densely populated by residential, commercial, industrial, and institutional uses that provide a ready and relatively easy-to-serve market for high speed internet service. The positive socio-economic characteristics of the County (e.g., high population growth, young average age, high educational attainment, high and growing incomes) are very attractive to internet service providers.

Therefore, while there remain a few areas of the County that are lacking broadband internet access, the more important issues may be the availability of higher-speed connectivity and access to broadband service at reasonable costs.

One of the areas that have been identified in the Statewide Broadband Initiative is to insure broadband access to critical facilities, i.e. schools, libraries, 911 centers, etc. The Committee has determined that in Monongalia County all schools, libraries, law enforcement offices, and MECCA 911, have access to high-speed internet service.

### **Marion County**

The Broadband Committee found that Fairmont and areas lying in close proximity to Fairmont have adequate service. However, areas in the northern Marion County have inadequate service for both residences and businesses.

Approximately 80 citizens living on Jim Kennedy Road which lies outside of Farmington, and an area in southern part of the county lying about ten miles from the Harrison County border, have strongly voiced their concerns to the Broadband Committee about not having access to broadband service. There are many elderly and professionals who reside in this area of the county and really need access to broadband service. In the advent of the availability of grant funds, this area will defiantly be high on the Region VI priority list.

### **Doddridge County**

Doddridge County is the most unnerved and underserved county in Region VI. According to the State Broadband Map the county has an abundance of Type II and Type III areas.

The West Virginia Public Service Commission records point out that it receives more complaints per capita from Doddridge County residents regarding the lack of broadband service than any other county in the state.

The Region VI Planning and Development Council will make the attainment of broadband service in Doddridge County a top priority in its Comprehensive Economic Development Strategy (CEDs).

### **Taylor County**

Most of the residents in Taylor County are located in Type II and Type III areas. The broadband surveys show a strong dissatisfaction among Taylor County residents with the broadband service being provided in the County. They feel that with the broadband service economic development will not occur or grow a cat much slower pace than the rest of the region.

Residents who live in the Corbin Branch area have been the most the most vocal in expressing their concern about the lack of broadband service.

Federal and State grant applications seeking funding to improve broadband service will be given a high priority by the Region VI Planning and Development Council.

### **Harrison County**

Harrison County is also fortunate that it is well- served by broadband internet service. An examination of the Broadband Mapping Program website (<http://www.wvgs.wvnet.edu/bb/maps.html>) indicates that the vast majority of the geographical and a greater percentage of the population have access to high-speed internet connectivity. The areas of Harrison County lacking access are predominantly located in the far western portion of the county (Please refer to “No Broadband Coverage” map). The areas around Clarksburg and Bridgeport containing of the population, are well- served with a wide range of connectivity options...

Many of the underserved area residents voiced strong sentiments to the Broadband Committee. This includes the area of Trouser Leg Road, Big Rock Camp. Other residents in the have also voiced concerns about the lack of broadband service.

### **Preston County**

Preston County is another predominantly rural county in region VI. According to the State Broadband Mapping Program, Preston County is dominated by Type I and Type III areas.

The most adequately served area is located in the western part of the county located near Morgantown and Kingwood.

It is so important that state and federal grant funding be provided to help upgrade these areas. The Preston County Development Authority is well equipped to assist these communities in obtaining grant funds.

According to the Region VI Planning and Development Council’s upcoming CEDS the attainment of improved broadband service is a high priority.

The residents residing in these areas will have the support of the Region VI Planning and Development Council on any r state or federal grant applications submitted on their behalf to improve this situation.

## Mission and Structure of Region VI

### Mission

Region VI Planning & Development Council is composed of the West Virginia counties of Doddridge, Harrison, Marion, Monongalia, Preston and Taylor and their 39 municipalities. The State's Regions were created from the 1971 West Virginia Regional Planning and Development Act. The Act mandated that West Virginia be divided into 11 regions to serve as "development districts" to more effectively use the state's resources and maximize small communities' chances of attracting federal dollars. The intent and purpose of the Regional Councils, as specified by state statute, is extensive. Two main purposes are to provide for the orderly growth and development of the state and to facilitate intergovernmental cooperation. These areas remain the main focus of Region VI.

The County and municipality governments use the organization and its professional staff to find solutions to community problems such as lack of potable water and inadequate sewerage treatment, high unemployment and lack of recreational facilities. The government works together to solve their individual problems and problems that affect the entire region. In order for Region VI to remain effective, local governments must take ownership in the regional planning process and develop trust with the Council and its staff.

### Structure

As mentioned, Region VI is comprised of six counties and thirty-nine (39) municipalities. These are the major political units that have jurisdiction in the region. Each County is governed by a "county commission" form of government, which means that is governed by a board of popularly elected officials. Under the by-laws of the Region VI Council, each County must be represented on the Council. Fifty- one percent of the Council's membership is elected officials. The President of the County Commission represents each county and each municipality is represented by its Mayor (or their elected designates or City Manager). The remaining members of the Council are "Private Sector Member" (non-elected).

In staying with the mission of Region VI the Council has decided to participate in the development of a regional broadband strategic plan. In order to develop the plan, a Regional Broadband Planning Team (RBPT) was created with representatives from government, health care, and the private sector. Thanks to the team members Region VI has created a successful report.

## **Regional Broadband Planning Team**

Jim Hall, Region VI Executive Director

Richard Wood, Monongalia Planning Commission

Robbie Baylor, Preston County Economic Development Authority

Sharon Shaffer, Marion County Region Development Authority

Cathy Ice, Marion County Medical Profession

Clay Riley, Private Sector Professional Engineer

Pat Daniels, Doddridge County Public Sector

David Gobel, Taylor County, Public Sector

Zane Shuck, Monongalia County, Public Sector

Tim Oxley, Fairmont State, Private Sector

Diane Pitcock, Doddridge County, Private Sector

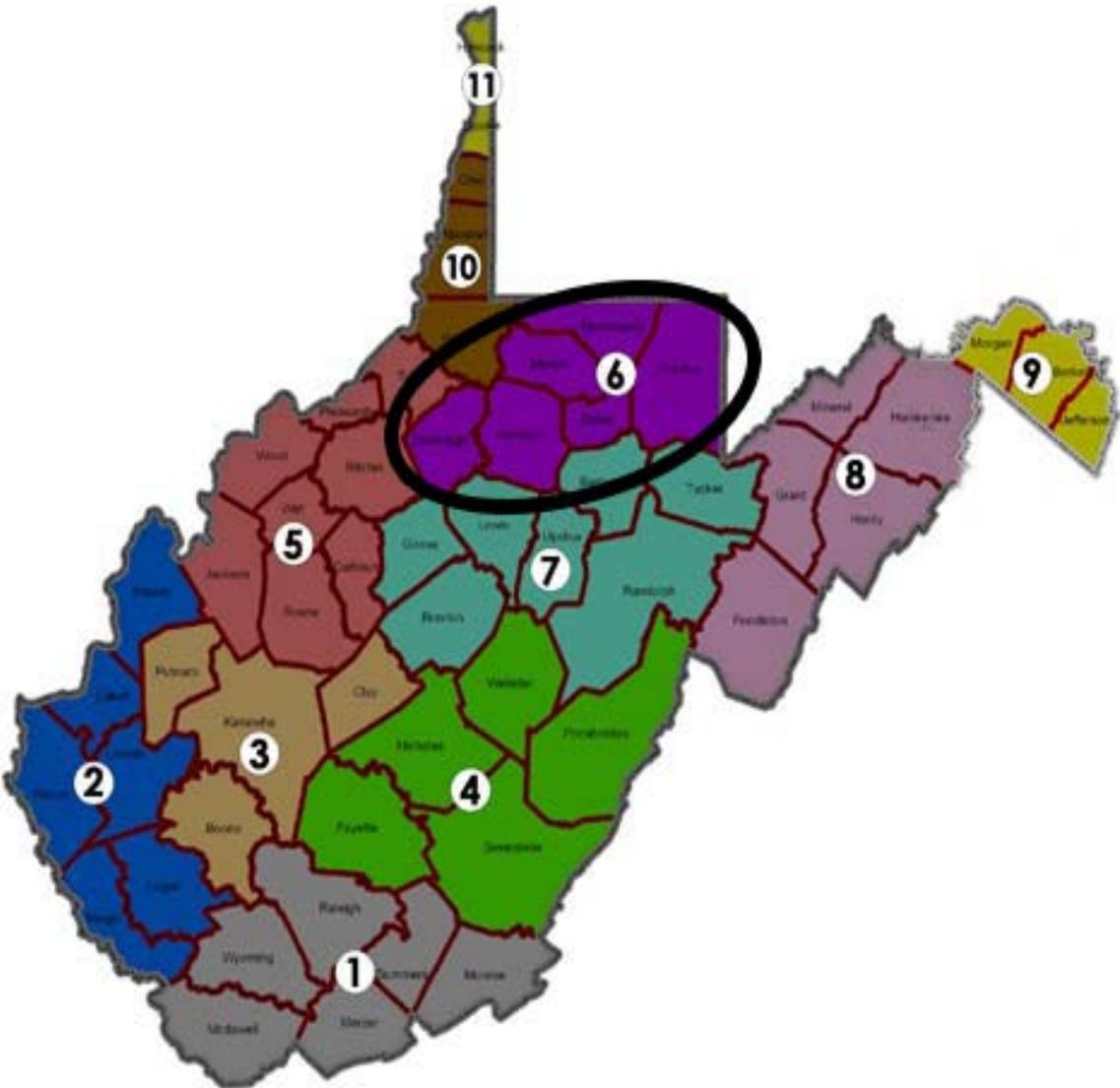
Mark Jones, Harrison County, Private Sector

Paul Ferguson, Taylor County, Private Sector

John Gaddis, Monongalia County, Private Sector

Tony Simental, Office of Geographic Information Systems (GIS) Coordinator

MAP of Region VI



Population and Households

	2000 Pop	1990 Pop	Change#	Chng#	2000 HH	1990 HH	Change#	Chng %
<b>Doddridge County</b>	7403	6994	409	5.85%	2845	2623	222	8.46%
West Union, Town	806	830	-24	-2.89%	345	371	-26	-7.01%
<b>Harrison County</b>	68652	69371	-719	-1.04%	27867	27009	858	3.18%
Anmoore, Town	685	686	-1	-0.15%	270	265	5	1.89%
Bridgeport, City	7306	6739	567	8.41%	2988	2667	321	12.04%
Clarksbug, City	16743	18059	-1316	-7.29%	7447	7994	-547	-6.84%
Despard, CDP	1039	1018	21	2.06%	392	374	18	4.81%
Enterprise, CDP	939	1058	-119	-11.25%	378	395	-17	-4.30%
Lost Creek, Town	467	413	54	13.08%	184	160	24	15.00%
Lumberport, Town	937	1014	-77	-7.59%	353	364	-11	-3.02%
Nutter Fort, Town	1686	1819	-133	-7.31%	793	801	-8	-1.00%
Salem, City	2006	2063	-57	-2.76%	744	735	9	1.22%
Shinnston, City	2295	2543	-248	-9.75%	982	1045	-63	-6.03%
Stonewood, City	1815	1996	-181	-9.07%	789	783	6	0.77%
West Milford, Town	651	519	132	25.43%	236	185	51	27.57%
<b>Marion County</b>	56598	57249	-651	-1.14%	23652	22667	985	4.35%
Barrackville, Town	1288	1443	-155	-10.74%	534	551	-17	-3.09%
Fairmont, City	19097	20210	-1113	-5.51%	8447	8677	-230	-2.65%
Fairview, Town	435	513	-78	-15.20%	186	223	-37	-16.59%
Farmington, Town	387	414	-27	-6.52%	163	171	-8	-4.68%
Grant Town, Town	657	694	-37	-5.33%	270	273	-3	-1.10%
Mannington, City	2124	2184	-60	-2.75%	884	916	-32	-3.49%
Monongah, Town	939	1018	-79	-7.76%	406	406	0	0.00%
Pleasant Valley, City	3124		3124		1361		1361	
Rivesville, Town	913	1064	-151	-14.19%	400	423	-23	-5.44%
White Hall, Town	595	400	195	48.75%	262	180	82	45.56%
Worthington, Town	170	233	-63	-27.04%	76	90	-14	-15.56%
<b>Monongalia County</b>	81866	75509	6357	8.42%	33446	29087	4359	14.99%
Blacksville, Town	175	168	7	4.17%	69	75	-6	-8.00%
Brookhaven, CDP	4734	3836	898	23.41%	1838	1506	332	22.05%
Cassville, CDP	1586	1458	128	8.78%	644	541	103	19.04%
Cheat Lake, CDP	6396	3992	2404	60.22%	2511	1489	1022	68.64%
Granville, Town	778	798	-20	-2.51%	362	361	1	0.28%
Morgantown, City	26809	25879	930	3.59%	10782	9588	1194	12.45%
Star City, Town	1366	1251	115	9.19%	697	617	80	12.97%
Westover, City	3941	4201	-260	-6.19%	1807	1837	-30	-1.63%
<b>Preston County</b>	29334	29037	297	1.02%	11544	10619	925	8.71%
Albright, Town	247	195	52	26.67%	99	75	24	32.00%
Brandonville, Town	102	73	29	39.73%	41	29	12	41.38%
Bruceeton Mills, Town	74	132	-58	-43.94%	39	58	-19	-32.76%
Kingwood, City	2944	3243	-299	-9.22%	1283	1282	1	0.08%
Masontown, Town	647	737	-90	-12.21%	280	285	-5	-1.75%
Newburg, Town	360	378	-18	-4.76%	131	135	-4	-2.96%
Reedsville, Town	517	482	35	7.26%	205	184	21	11.41%
Rowlesburg, Town	613	648	-35	-5.40%	260	254	6	2.36%
Terra Alta, Town	1456	1713	-257	-15.00%	596	653	-57	-8.73%
Tunnelton, Town	336	331	5	1.51%	130	128	2	1.56%
<b>Taylor County</b>	16089	15144	945	6.24%	6320	5741	579	10.09%
Flemington, Town	287	352	-65	-18.47%	108	135	-27	-20.00%
Grafton, City	5489	5524	-35	-0.63%	2277	2225	52	2.34%
<b>Region VI</b>	259942	253304	6638	2.62%	158723	97746	60977	62.38%
<b>State of WV</b>	1808344	1793477	14867	0.83%	736481	688557	47924	6.96%
<b>USA</b>	281421900	248710000	32711900	13.15%	105480101	91947000	13533101	14.72%

## General Description of Area

As previously mentioned, the Region VI planning and Development Council is comprised of six counties and 39 municipalities located in the north central part of West Virginia. Three of the six counties, Monongalia, Marion and Harrison form an urban corridor and are known as the I-79 Technology Corridor. Each of these counties is represented by a fairly large city (by West Virginia standards): Morgantown, Clarksburg, and Fairmont, respectively. Generally, these counties have more urban characteristics with stronger and more diverse economies, greater population densities, and more widely developed facilities. Preston, Taylor and Doddridge comprise the other three counties in the area. These counties are more rural in nature, with sparse population densities and more concentrated industries. These outlying areas, however, are well positioned to reap the economic wind falls of the Technology Corridor's projected economic growth.

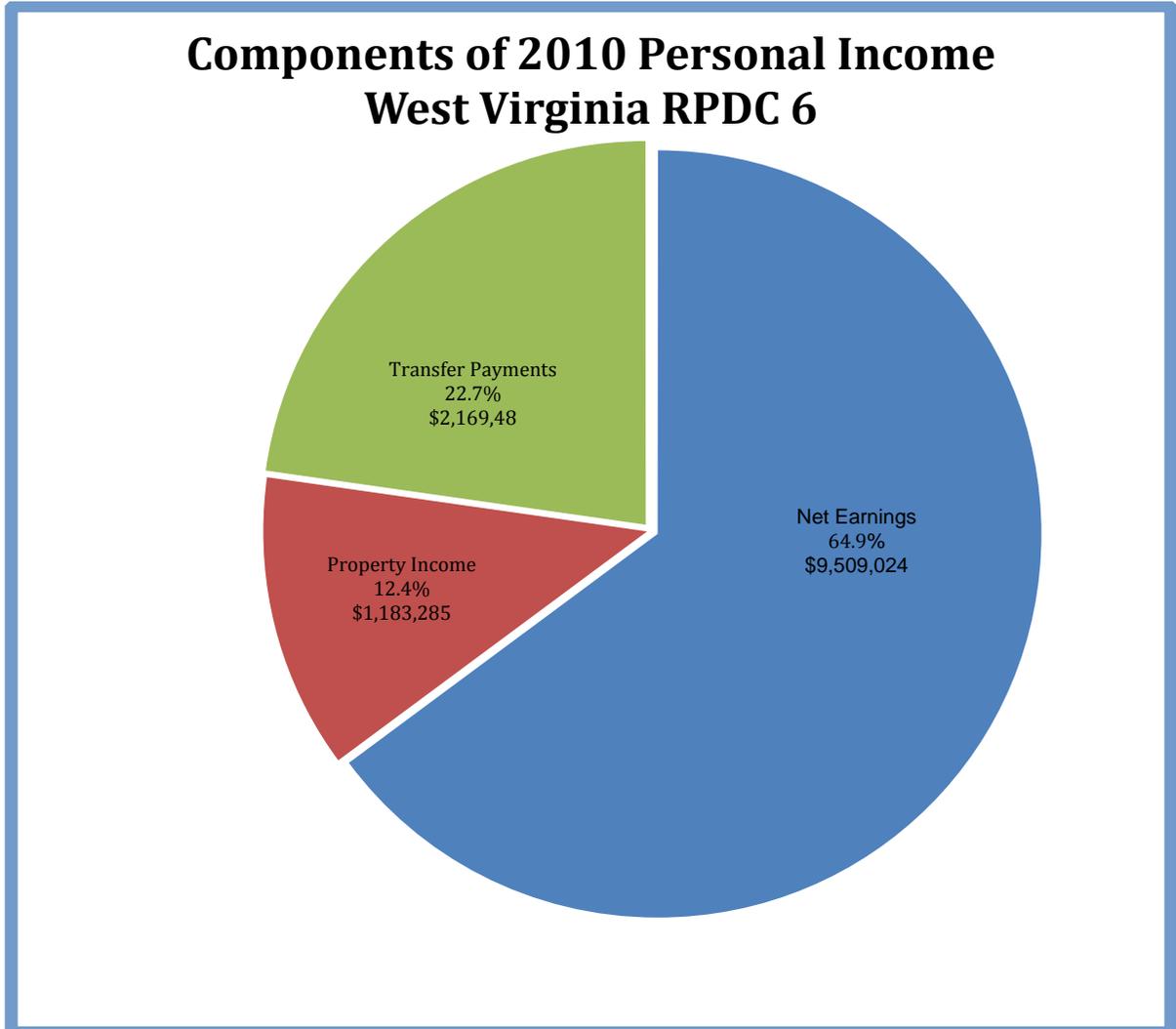
Geologically, the terrain of Region VI is typical of other areas within the Appalachian Mountain Range. Isolated hills and short mountain ranges, separated by creeks, hollows, and narrow river valleys dominate the area, making developable land extremely rare relative to the other regions in the nation. The most eastern section of Preston County lies within the Allegheny Mountains and comprises one of two major topographic areas of the region. This area is dominated by very irregular plateau or mountainous terrain, limiting the potential for intensive land development. Within this section of the region are found the highest elevations (approximately 3200 feet). Portions of Western Preston County and the remaining five Region /VI counties are situated in the second major geological area of the region, known as the Allegheny Plateau. The sector is characterized by severe, but less precipitous, landforms, floodplains, and river valleys and contains virtually all major existing industrial activity. Although the lower elevations are found here (790 feet above sea level at the crossing of the Monongahela River and the Pennsylvania border), the region's terrain even here is broken and primarily mountainous. The flat areas within the region lie chiefly either at the junction of two streams or in the flood plain along the Monongahela River.

Two major interstate highways serve the region: I-68, which runs east-west, and I-79, which runs north-south. The Monongahela River, Tygart Valley River, and the Cheat River are the major rivers running through the region. The Monongahela is wide and navigable from Fairmont in Marion County to Pittsburgh, Pennsylvania. The Tygart Valley River is dammed south of Grafton, forming a lake utilized for recreation and flood control. The Cheat Lake, initially formed for hydroelectric purposes, is now used for recreation and flood control. The Cheat Lake, initially formed for hydroelectric purposes, is now used mainly for recreation.

## Personal Income in West Virginia's RPDC 6

Personal income in the West Virginia's Regional Planning and Development Council 6 Area (\$9,539,024) accounted for 16.1 percent of personal income for the State of West Virginia in 2010. In District 6, consisting of Doddridge, Harrison, Marion, Monongalia, Preston, and Taylor Counties, for 2010:

- Personal income growth ranged from 2.3 percent in Doddridge County to 6.2 percent in Monongalia County.
- Net earnings comprised 64.9 percent of RPDC 6’s personal income, while property income contributed 12.4 percent and transfer receipts made up 22.7 percent.



- Net earnings grew 5.6 percent, up from \$5,855,999 in 2009 to \$6,186,251 in 2010. Property income grew 1.9 percent from \$1,161,174 in 2009 to \$1,183,285 in 2010. Transfer receipts grew by 4.4 percent by increasing from \$2,077,200 in 2009 to \$2,169,488 in 2010.
- Overall, PCI ranged from \$19,296 in Doddridge County to \$37,342 in Harrison County.

## 2010 Personal Income

2010 RPDC 6	2010 Personal Income	2010 Net Earnings	2010 Property Income	2010 Transfer Receipts	2010 Per Capita Personal Income
Doddridge	160,452	99,438	18,929	42,085	19,596
Harrison	2,584,513	1,607,092	351,218	626,203	37,342
Marion	1,957,797	1,227,305	228,725	501,767	34,663
Monongalia	3,447,031	2,429,655	432,576	614,800	35,924
Preston	916,840	566,328	100,152	250,360	27,338
Taylor	442,391	256,433	51,685	134,273	26,180

## Residential and Business Broadband Surveys

Regional survey was concocted between a ten week period beginning September 3, 2012 and February 15, 2013 with over 1,300 residential and businesses in Doddridge, Harrison, Marion, Monongalia, Preston, and Taylor Counties. Participating, Table 11 provides a breakdown of respondents by county.

Table 11 – Survey Respondents by County

County	Residential	Business	Total
Doddridge	124	12	136
Harrison	495	67	562
Marion	567	58	625
Monongalia	790	112	902
Preston	277	19	292
Taylor	285	27	312
Total	2538	287	2825

The surveys questions were aimed at seeking information about the characteristics of the

internet service, such as type, provider, connection speed, availability, reliability, cost and overall satisfaction with the service.

## Residential Survey

The residential survey was released throughout Region VI to gather critical information to help form the basis of a strategic broadband planning report. More than 2,200 residents responded to the survey. The respondents most likely to answer the survey were between the age range of 33 to 55 years old, and 64.2% of all the responses were submitted by females.

In addition to questions about the general characteristics of the internet service, key pieces of the information were collected, including who used the internet in the household, if telecommuting is an option, and other places where internet is used outside of the home. Those who answered the survey were mostly the users of the internet. In the survey responses 50.7% of the residents say their employer allows employees to telecommute. If they used the internet other than at home, it was either at work, on their cellular phone, at someone else's home, or at a retail store

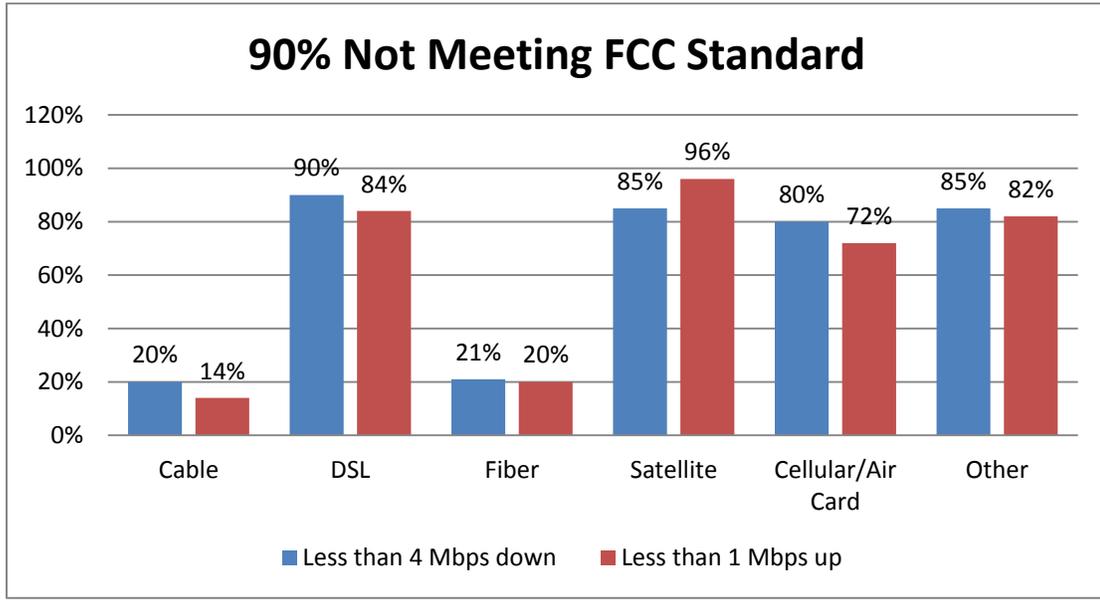
Respondents were asked to take a speed test to capture download and uploads speeds.

Key findings concluded from the residential surveys are highlighted below.

- 97.2% of the residents surveyed have internet access.
- Only 31.4% of the residents have broadband speeds according to the FCC definition.

Figure 17 outlines the percentage of respondents not meeting FCC speeds by broadband provider to type.

Figure 17 – Percentage Not Meeting FCC Standard



- The State’s speed test data shows similar findings, with approximately 28% of the respondents meeting the FCC broadband standard in Region VI.
- Two dominant providers service 87.6% of residents Figure 18 Highlights the respondent breakdown by broadband provider type.

Figure 18 – Type of Connection

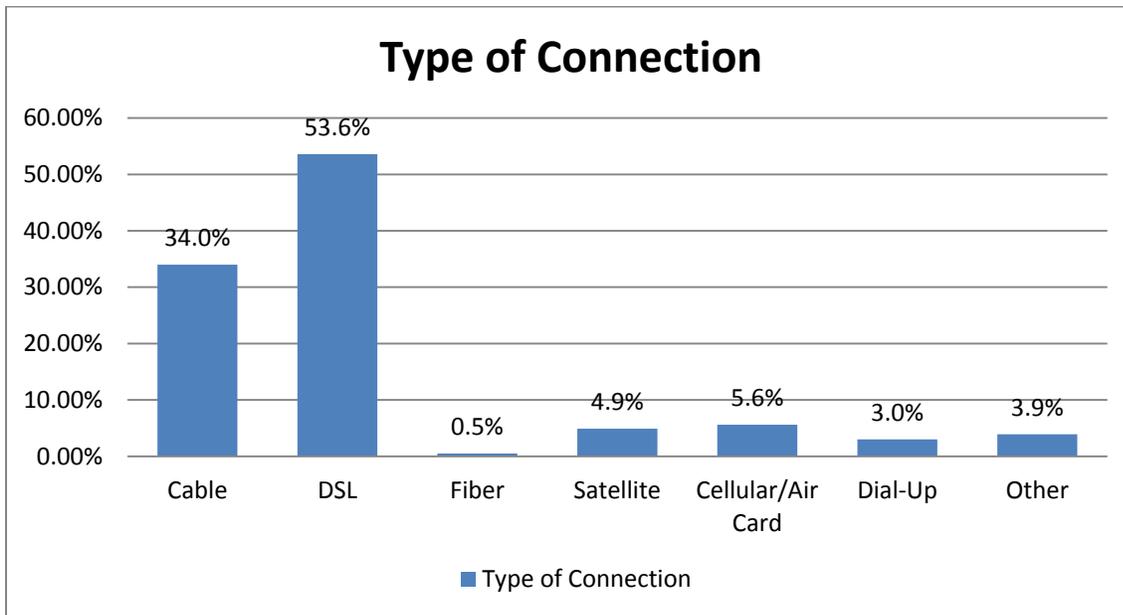


Table 12 outlines the overall satisfaction of respondents.

**Table 12 - Overall Respondent Satisfaction**

	Speed of Connection	Cost of Internet	Technical Support	Reliability of Access	Customer Service	Number of Providers
Very Dissatisfied	17.5%	17.5%	12.0%	14.0%	15.4%	29.2%
Dissatisfied	22.8%	38.2%	20.7%	23.5%	22.5%	27.6%
Satisfied	43.6%	36.1%	53.6%	45.3%	46.8%	30.2%
Very Satisfied	15.6%	7.7%	5.5%	14.7%	12.9%	11.5%
Don't Know/NA	.5%	.5%	8.2%	2.5%	2.4%	1.5%

As the table shows:

- 56.8% of the respondents are dissatisfied or very dissatisfied with the number of providers.
- 55.7% of the residents are dissatisfied or very dissatisfied with cost.
- 59.2% of the residents are satisfied or very satisfied with speed of connection.
- 60.0% of residents are satisfied or very satisfied with reliability of access.
- 56.8% of the residents are dissatisfied or very dissatisfied by the number of providers.

Respondents who do not have broadband internet service cite the top two reasons as lack of availability and cost.

- 75.3% of residents indicated that the reason that they do not have broadband access is due to the service not being available.
- 23.2% indicated that broadband service is inexpensive.
- Moreover if broadband service availability and cost were addressed, 93.5 of non-broadband users would utilize high-speed internet access.

### Business Survey

The business survey showed that 76.3% of the businesses that responded employ anywhere from one to 50 employees. Reporting industries included manufacturing, retail, professional, scientific, technical trade, healthcare, food services, local government, janitorial, security and non-profit organizations.

Most business in Region VI described the multiple, competing broadband provider options as not competitive, with only one or two providers to choose from. In some cases in Region VI, those that sought suitable broadband for their location found that it was not available, which was cited in many cases as a major reason for not having broadband service. If broadband availability was addressed over 95% of the respondents would take advantage of the

broadband service, since businesses realize how valuable it is for their day-to-day operations. The business survey findings reveal there is significant broadband service improvements needed within the region in order to promote economic development.

Key findings drawn from the business survey are highlighted below.

- 98.1% of businesses surveyed have internet access.
- 50.6% of businesses have broadband speed according to the FCC definition (4 Mbps/1 Mbps).
- 96.5% of the businesses surveyed say enhancing the broadband environment is beneficial to their customers and clients.
- Two dominant providers service 71.1% of businesses.
- 44.9% of businesses allow their employees to telecommute.

Table 13 outlines the overall satisfaction of business respondent.

**Table 13 - Overall Business Respondent Satisfaction**

	Speed of Connection	Cost of Internet	Technical Support	Reliability of Access	Customer Service	Number of Providers
Very Dissatisfied	4.9%	17.9%	6.8%	6.9%	9.8%	7.2%
Dissatisfied	30.9%	23.5%	9.5%	18.5%	13.3%	13.3%
Satisfied	50.2%	43.7%	70.1%	58.5%	57.2%	60.6%
Very Satisfied	10.7%	12.5%	10.2%	11.1%	12.3%	12.7%
Don't Know/NA	3.3%	2.5%	10.1%	5%	7.4%	6.2%

As the table shows:

- 35.8% of the businesses are dissatisfied or very dissatisfied with cost.
- 40.4% of the businesses are dissatisfied or very dissatisfied with speed of Connection
- 73.3% of the businesses are satisfied or very satisfied with reliability of access.

**SWOC Analysis**

After reviewing federal, state, and regional data, studies and surveys, combined with the RBPT’s experience and knowledge, the RBPT conducted a SWOC analysis of the Region’s broadband capabilities.

Figure 19 provides an overview of the top priority items in each quadrant.

**Figure 19 – SWOC Analysis**

<b>S</b>	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>•Existing demand for broadband (young knowledge workers, telecommuters, consumer applications)</li> <li>•Broadband makes West Virginia a more attractive place to live and work</li> <li>•Broadband is driving expectations for companies to provide online consumer services</li> <li>•Region is in a growth market (population and business)</li> </ul>	<b>W</b>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>•Lack of competition/options</li> <li>•Many not getting FCC standard speeds</li> <li>•A lot of Morgan County is rural - low customer density/low investment in infrastructure</li> <li>•Limited products and service offerings</li> </ul>
<b>O</b>	<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>•Broadband is becoming more mobile</li> <li>•Tablets and smart phones are outselling computers - opportunity for cellular</li> <li>•Healthy appetite for consumers here</li> <li>•Increased opportunities for public/private partnerships to increase broadband</li> <li>•Opportunity for region to take the lead on broadband strategies</li> <li>•Regional negotiations with providers</li> </ul>	<b>C</b>	<p><b>Challenges</b></p> <ul style="list-style-type: none"> <li>•Resources commitment (funding, people, expertise)</li> <li>•Lack of broadband access places students at an educational disadvantage</li> <li>•Charleston's perception of "who we are"</li> <li>•Implementation of the plan</li> <li>•Getting broadband providers involved on front end of business location negotiations</li> </ul>

### Broadband Planning Implications

Region VI as a whole has shown strong population and job growth over the past, and if these trends continue it will likely continue to have strong opportunities for growth. Access to affordable and reliable broadband service is essential to sustain these growth trends, and also plays a significant role in the attractiveness of the area to residential and commercial developers and to business looking to expand or relocate to the area. Based on feedback from the RBPT, factors such as the quality of life in the area and a comparatively low cost of living have attracted a number of the telecommuters, which is reflected in the high levels of worker outflow from the region. In addition, as higher education institutions transition from traditional classroom settings and increase their online education options, the demand for broadband coverage will increase to meet the needs of students in neighborhoods throughout the region. In talks with local planning officials and economic development organizations reveal that, because of its proximity to Washington D.C. and Pittsburgh, and its comparatively low energy costs, the region is attracting from companies looking to locate communication centers, which would require the availability of buildings presented in the previous discussions may have broadband access, in reality the current broadband service is not sufficient to support business with technology utilization. Ensuring that broadband infrastructure and redundancies are in place in priority areas with affordable, reliable, broadband service is critical to the attractiveness of Region VI for economic development.

Key Assessment Findings

Through the analysis and independent research conducted by RBPT, the following key assessment findings have been assembled from county, regional, state, and federal surveys, studies, data sources, and reports. PBPT reviewed best practices for sustainable adoption and increased utilization of high- speed broadband that was successfully implemented in other states. In some cases, high speed broadband initiatives were a priority consideration, paramount to critical infrastructure as roads, wirer and sewer. It was found out that in order to provide fast, realizable service access to underserve and unnerved rural communities, motivation most exist for broadband and telecommunication providers to invest large capital expenditures. So it must be said that the demand must be present in order to meet the need.

The majority of consumers surveyed both reinstall and business served in Region VI, showed that the majority need to have strong broadband capabilities that are essential to the daily operation of their business and essential to take advantage of online education and health care services. Online bill pay, entertainment. And communications were also mentioned as key factors for wanting access to broadband internet. Furthermore, based on both the regional and state speed test results broadband speeds as defined by the FICC are not being met with the current technology and infrastructure that sexists in Region VI and throughout the state. The following are summaries of the surveys and research conducted by RBP and through the West Virginia Broadband Mapping (WVBMP).

The WVBMP worked with broadband providers throughout the state to map broadband availability information.

Table 14 – Unserved Cluster Areas

Table with 12 columns: Area, Address Facilities, Area, Address Facilities. Rows 1-9 showing data for Doddridge, Harrison, Marion, Monongalia, Preston, and Taylor counties.

West Virginia Unserved Broadband Analysis

The State of West Virginia used different criteria to classify areas as unnerved by existing broadband provides into the three main categories: Type1, Type 2/Type 2 Priority, and Type 3. The types are defined in the following manner:

## TYPE 1

A Type 1 unnerved area is an area in which broadband may be deployed by service providers in an economically feasible manner.

## TYPE 2 and TYPE 2 Priority

A Type 2 unnerved area is an area in which Broadband may be deployed by broadband service providers and other entities in an economically feasible manner, provided some form of public money is made available.

Type 2 priority is an unnerved area with population centers that should be targeted for grant funding. These areas have a likelihood of utilizing broadband service.

## TYPE 3

A type 3 unnerved areas is an area in which, at present, or cable wire-line broadband cannot be deployed in an economically feasible manner, and an intermodal approach employing other technologies, such as satellite and wireless is required to provide that area with high-speed internet access.

These areas were determined using a methodology developed by the State, which included analyzing various factors population density, population age, income, and proximity to existing networks.

Each category was weighted on a scale indicating the likelihood to receive broadband service. See the map on the next page to view a map of the typed areas in Region VI.

## Residential and Business Broadband Surveys

A Region VI survey was conducted over a ten week period between September 1 and November 14, 2012 with over 1,200 in Doddridge, Harrison, Marion, Monongalia, Preston, and Taylor participating.

Table Overall Respondents by County

County	Residential	Business	Total
Doddridge	124	12	136
Harrison	495	67	562
Marion	567	58	625
Monongalia	790	112	902
Preston	277	19	292
Taylor	285	27	312
<b>Total</b>	<b>2538</b>	<b>287</b>	<b>2825</b>

According to the survey results, when asked how they learned about the surveys respondent’ top four answers were the newspaper, e-mails, County Development Authorities, or by word of mouth, and Region VI website.

The survey questions were aimed at finding information about the characteristics of the internet service, such as type, provider, connection speed, availability, reliability, cost and overall satisfaction with the service.

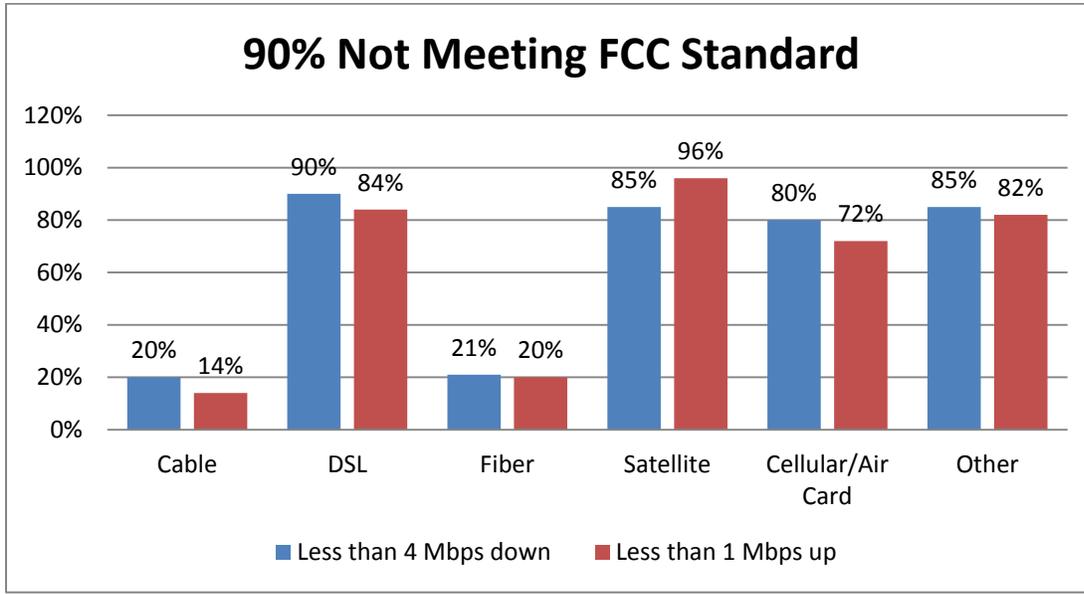
The survey questions aimed at finding information the nature of the internet service, such as type provider, commotion speed, availability, reliability, cost, and overall satisfaction with the service. There were both positive and negative answers to the survey.

**Residential**

The residential survey was released throughout Region VI to gather critical information to help form the bases of a strategic broadband planning report. More than 1,200 residents responded to the survey. The respondents most likely to answer the survey were between the age range of 27 and 64 old and 71.4 were submitted by females.

Furthermore, questions about the general characteristics of their internet service, major pieces of information were collected, that included usages for internet in the home, is telecommunicating is an option, and other places where internet is used outside of the home. Those who answered the survey on their cellular phone or at a rental store. Respondents were asked to take a speed test to capture download and upload speeds. The resultant speed test data was integrated into the map to receive a more thorough picture of the areas where the speeds do not meet the FCC definition (4 Maps down and 1 Mbps up)

- 85.5 % of the residents surveyed have internet access.
- Only 34.6% of the residents surveyed have speed according to the FCC definition.



The state’s speed test data shows similar finding with approximately 25% percentage of respondents with approximately 29.8% of respondents meeting the FCC broadband standard in Region VI.

- The State’s speed test data show’s close findings, with approximately 30% of residents meeting the FCC broadband standards in Region VI.
- Two dominant providers service 84.4% percent of residents.

Chart 18 highlights the respondent breakdown broadband provider type.

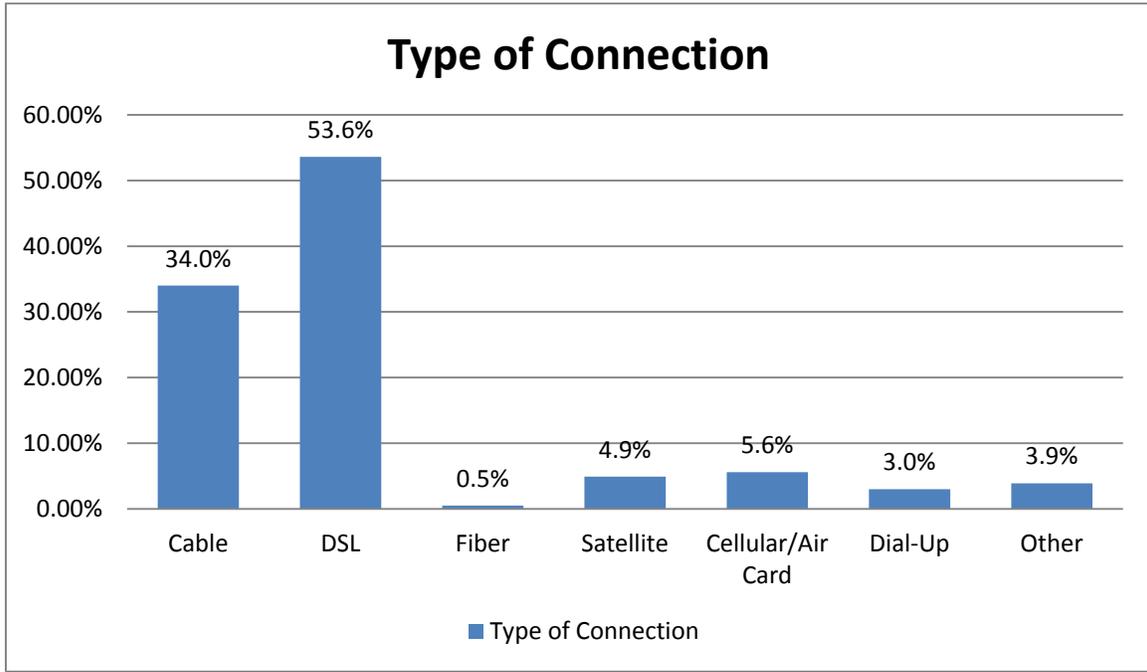


Table 12 Overall Respondents Satisfaction

	Speed of Connection	Cost of Internet	Technical Support	Reliability of Access	Customer Service	Number of Providers
Very Dissatisfied	17.5%	17.5%	12.0%	14.0%	15.4%	29.2%
Dissatisfied	22.8%	38.2%	20.7%	23.5%	22.5%	27.6%
Satisfied	43.6%	36.1%	53.6%	45.3%	46.8%	30.2%
Very Satisfied	15.6%	7.7%	5.5%	14.7%	12.9%	11.5%
Don't Know/NA	.5%	.5%	8.2%	2.5%	2.4%	1.5%

As the table shows:

- 62.7 of the respondents are very dissatisfied with the number of providers
- 57.5% of the respondents are dissatisfied or very dissatisfied with cost.
- 57.7 of the respondents are satisfied or very satisfied with the speed.
- 66.4% of the respondents are satisfied or very satisfied with reliability.

Respondents who do not have broadband service point out the top two reasons as lack of availability and cost.

Moreover, if service availability costs were addressed, 90.7% of non-broadband users would utilize high-speed internet access.

Consequently, the residential survey responses clearly suggest that the residents feel that it is very important to have access to affordable, more robust broadband service.

## Business Survey

The businesses surveyed show that 76.6% of the businesses that responded employ somewhere between one to seventy- three employees. Reporting industries included retail, professional, technical trade, health care, service, government, and non-profit organizations.

Some businesses described the availability of multiple, competing broadband provider options as not competitive, with only one or two providers to choose from. In some cases those sought suitable broadband for their location found that it was not available, which was cited as a major reason for not having broadband service. If broadband availability was addressed, 100% of the respondents would take advantage of the broadband service, because businesses realize the importance of having access to broadband.

The business survey findings show there is significant broadband service improvements needed within Region VI in order to promote economic development.

Key findings drawn from the business survey are highlighted below.

- 100% of the business has internet access.
- 52% of businesses have broadband speed according to the FCC definition (4 Mbps/1)
- 100% of the businesses surveyed say enhancing the broadband environment is beneficial to the customers and clients.
- Two dominant providers service 68.7% of business.
- 50.8% of businesses allow their employees to telecommute.

Table 13 outlines the total satisfaction of business respondents.

	Speed of Connection	Cost of Internet	Technical Support	Reliability of Access	Customer Service	Number of Providers
Very Dissatisfied	4.9%	17.9%	6.8%	6.9%	9.8%	7.2%
Dissatisfied	30.9%	23.5%	9.5%	18.5%	13.3%	13.3%
Satisfied	50.2%	43.7%	70.1%	58.5%	57.2%	60.6%
Very Satisfied	10.7%	12.5%	10.2%	11.1%	12.3%	12.7%
Don't Know/NA	3.3%	2.5%	10.1%	5%	7.4%	6.2%

AS the table shows:

- 32.5% of businesses are dissatisfied or very dissatisfied with cost
- 45.9% of businesses are dissatisfied or very dissatisfied with speed of Connection.
- 78.8% of businesses are satisfied or very satisfied with reliability of access.

**Region VI Broadband Analysis**

After reviewing federal, state, and regional data, studies and surveys, combined with The RBPT’s experience and knowledge, the RBPT conducted an analysis of the region’s broadband capabilities.

Figure 19 provides an overview of the top priority items in each quadrant.

Figure 19 – SWOC Analysis

<b>S</b>	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>•Existing demand for broadband (young knowledge workers, telecommuters, consumer applications)</li> <li>•Broadband makes West Virginia a more attractive place to live and work</li> <li>•Broadband is driving expectations for companies to provide online consumer services</li> <li>•Region is in a growth market (population and business)</li> </ul>	<b>W</b>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>•Lack of competition/options</li> <li>•Many not getting FCC standard speeds</li> <li>•A lot of Morgan County is rural - low customer density/low investment in infrastructure</li> <li>•Limited products and service offerings</li> </ul>
<b>O</b>	<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>•Broadband is becoming more mobile</li> <li>•Tablets and smart phones are outselling computers - opportunity for cellular</li> <li>•Healthy appetite for consumers here</li> <li>•Increased opportunities for public/private partnerships to increase broadband</li> <li>•Opportunity for region to take the lead on broadband strategies</li> <li>•Regional negotiations with providers</li> </ul>	<b>C</b>	<p><b>Challenges</b></p> <ul style="list-style-type: none"> <li>•Resources commitment (funding, people, expertise)</li> <li>•Lack of broadband access places students at an educational disadvantage</li> <li>•Charleston's perception of "who we are"</li> <li>•Implementation of the plan</li> <li>•Getting broadband providers involved on front end of business location negotiations</li> </ul>

The analysis was used to help identify the Strategic Objectives outlined in this plan.

### Current Broadband Environment

The RBPT survey of residents and business indicated that 04.5% and 96.25 % of businesses according to the FICC definition (4 Mbps/1Mbps). Additionally, the State’s speed test shows similar findings for which approximately 25% of respondents meet the FCC broadband standard in Region VI.

The region is dominated by two internet providers serving 82.5% and 71.9% of the businesses.

According to the broadband providers that were contacted during the planning process, their companies continue investing in their networks to improve service and expand operations.

The incoherent DSL provider is currently upgrading its equipment to the following:

- Very-high-bit-rate Digital Subscriber Line (VDSL), which provides service up to 4,000 feet from a central office location. The provider is currently upgrading the network, and the service should be available from all central office locations over the next two years.
- Bonded DSL, which provides service up to 6,000 ft. from the central office, has been installed and is currently available.

Even with the current investments and planned and planned future upgrades, there are still areas of Region VI where broadband service is available and speed rates fall well below the FCC's standard definition of broadband.

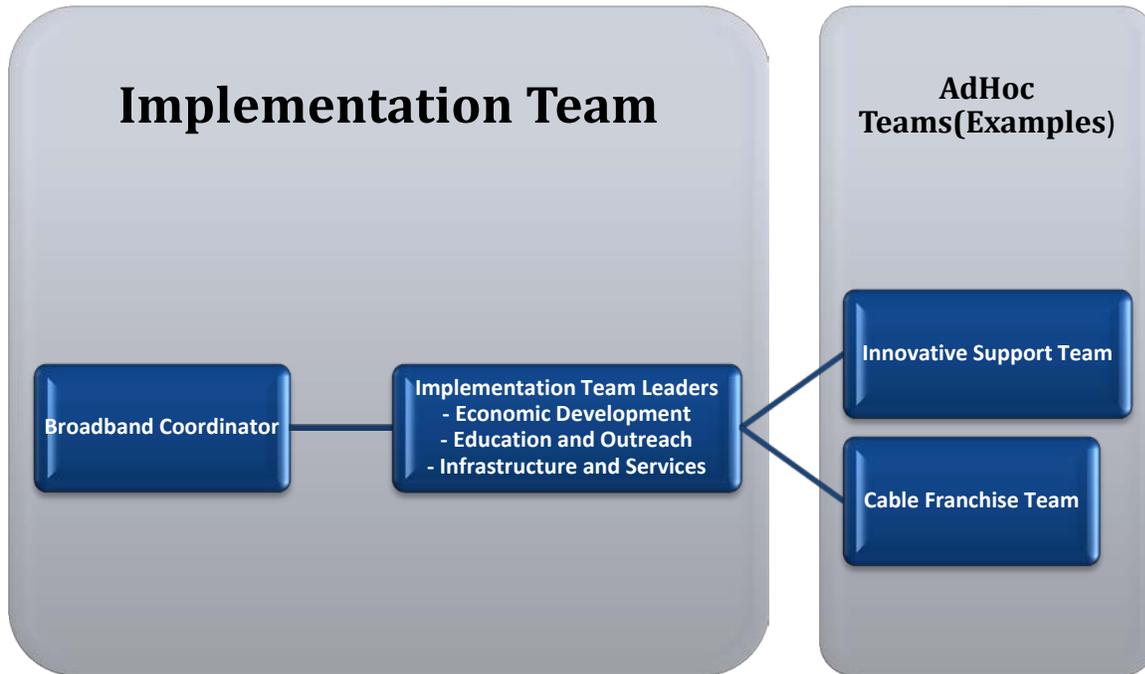
## Organization

One of the biggest challenges facing the RBPT is identifying the necessary resources (e.g., people, funding and materials) to successfully implement the broadband strategic plan. The organization section recommends an organizational structure to implement the broadband strategic plan, the RBPT may establish an implementation team.

It will be a small standing team that meets on a regular basis and provides governance and oversight for the implementation of the broadband strategic plan. At this point with no dedicated funding, the implementation team will consist of volunteer members. Hopefully, the members will have experience in the three focus areas identified in the strategic plan (i.e., Economic Development, Education, Outreach, Infrastructure and Services). The implementation team may select a broadband coordinator, to schedule regular meetings track and identify funding opportunities, and establish ad hoc teams to accomplish specific tasks.

Ad hoc teams are formed with a defined starting and ending point with specific task objectives. They will be established with experts equipped to accomplish the required tasks (e.g., Innovative Support Team, Cable Franchise Team). Knowing the time commitment and expectations will make it easier to recruit quality volunteers for the team.

Figure 20 Organizational Charts



### Strategic Direction

The strategic direction outlines the strategic objectives identified during the RBPT strategic planning process. The section is divided into three focus areas: (1) education and outreach, (2) economic development, and (3) infrastructure. Each focus outlines the strategic objective and specific goals to accomplish the objective. This is followed by implementation matrix that outlines the strategic objectives and their associated goals.

**Table 14 –Strategic objectives and Goals**

<b>EDUCATION AND OUTREACH (EO)</b>	
Strategic Objective EO.1: Increase widespread broadband utilization and take rates for businesses and residents through a targeted outreach and education strategy.	Goal EO.1.1: Promote the importance of broadband through a regional awareness campaign.
	Goal EO.1.2: Create a broadband-related information clearinghouse.
	Goal EO.1.3: Host demonstration events.
	Goal EO.1.4: Leverage programs that provide subsidized broadband service to income-qualified households.
Strategic Objective EO.2: Increase local content and services available online throughout the region.	Goal EO.2.1: Provide information regarding potential online content and service offerings and how they can be developed.
	Goal EO.2.2: Establish innovation support group.
<b>ECONOMIC DEVELOPMENT (ED)</b>	
Strategic Objective ED.1: Incorporate broadband infrastructure into local planning processes.	Goal ED.1.1: Include broadband providers as early as possible in the development approval process.
	Goal ED.1.2: Work with county and local planning directors to ensure that broadband infrastructure is included in their comprehensive plans.
	Goal ED.1.3: Encourage elected officials to adopt a resolution supporting the expansion and enhancement of broadband services.
	Goal ED.1.4: Work with county and local planning offices to incorporate the provision of broadband infrastructure in current planning policy as appropriate.
	Goal ED.1.5: Partner with local governments and economic development organizations to advance public funding requests.
Strategic Objective ED.2: Ensure that regionally comparable, competitive broadband services are available to business and industrial parks and targeted growth areas.	Goal ED.2.1: Assess the availability of broadband services to existing and planned business parks, commercial centers, and designated growth areas.
	Goal ED.2.2: Implement a business calling program to provide justification of broadband demand.
<b>INFRASTRUCTURE</b>	
Strategic Objective IO.1: Achieve broadband availability to all (100%) households and businesses within the region, focusing on unserved and underserved areas.	Goal IO.1.1: Inventory households and businesses.
	Goal IO.1.2: Aggregate demand.
	Goal IO.1.3: Engage broadband provider community.
	Goal IO.1.4: Discuss opportunity with the state.
	Goal IO.1.5: Engage foundations for assistance.

	Goal IO.1.6: Consider municipal or public-private partnership (P3) options.
Strategic Objective IO.2: Increase easily provisioned and affordable broadband with the following minimum speeds:	Goal IO.2.1: Engage broadband providers.
	Goal IO.2.2: Coordinate with the state.
	Goal IO.2.3: Engage cable franchises.
	Goal IO.2.4: Engage new broadband providers.
<ul style="list-style-type: none"> <li>• 4 Mbps/1 Mbps by 2015</li> <li>• 20 Mbps/5 Mbps by 2020</li> <li>• 1Gbit/1Gbit for businesses by 2020</li> </ul>	

### Education and Outreach

Broadband plays a significant role in our lives today. It exists in our homes, offices, schools, and businesses. Many opportunities avail themselves when broadband is present and accepted. In contrast, lack of information, education, and resistance to new technologies are broadband adversaries and create challenges widespread adoption. Bringing this digital divide is not an easy feat, especially in the challenges to widespread `ad adoption. Bridging this digital divide is not an easy feat, especially in the United States today where nearly 100 million Americans do not have access to high-speed broadband. Any person that does not have internet access is being left behind.

To help close the divide, the implementation team may consider developing and implementing an education and outreach strategy to (1) address the benefits, increase the use and advance the procurement of broadband services, as well as aggregate customer demands in communities with little or no broadband service; and (2) approach ways to deliver more valuable, informative, time-saving, online services. And content to the customer, including finding resources to guide new ventures through the business process, and helping end users get the technical support they need, and get it quickly.

Universal adoption, implementation and explanation of broadband will not only help close the digital divide for communities and neighborhoods in the region, but will ultimately help shift the gears forward in developing and advancing infrastructure and economically strengthen the state.

### Strategic Objective 1: Increase wide spread broadband utilization and takes rates for businesses and residents through targeted outreach and education strategy.

Widespread broadband penetration, adoption, and usage are and paramount to the region’s

competitiveness and economic growth. It is important to recognize the capabilities, opportunities, and potential power of having access to high-speed broadband. It is conceivable that communities will thrive and achieve greater success in every aspect of life if there is a reliable, accessible, and affordable broadband network to take advantage of education, health care commerce, government and business services.

A community cannot prosper if they are not given the same chance as others to understand its benefits, and access and utilize high-speed internet services. Education users about the advantages of technology, the options available to them and setting a higher standard of what is acceptable, high-speed broadband will ultimately increase the acceptance and growth of this technology. We should embrace the notion that a broadband adopter understands the benefits that technology brings to their lives and is invested in exploring and expanding those benefits.

Providing affordable broadband throughout the region must be a priority. Many (approximately 100 million according to the FCC's Eighth Broadband Progress Report. do not subscribe to high-speed internet, citing the lack of affordability as one of the major obstacles. As part of this strategy, it will be demonstrated where there are programs available that leverage subsidized funding to help those who cannot afford the high casts of broadband services.

In order to accomplish this objective, the implementation team can consider developing a targeted outreach and education strategy that will transform the way residents and businesses in local communities and neighborhoods utilize and adopt high-speed broadband.

#### **Goal EO.1.1 Promote the importance of broadband through a regional awareness campaign. (Year 1/Quarters 1-4, Ongoing)**

As a facilitator of the advancement of broadband, the implementation team may consider the importance of promoting broadband through a regional awareness campaign. The awareness camp aim shall be designed to

- communicate and promote the importance of utilization; and
- advocate to the community the benefits of current and emerging technologies;
- persuade consumers to adopt broadband services;
- increase broadband demand, literacy, and relevance; and
- coincide with other local, county and/or regional broadband efforts.

Utilizing the State's priority Type data layers and the statewide 911 addressing data points, the RBPT has identified unnerved cluster areas in each of Region's VI six counties. The implementation team may target these areas for demand aggregation as outlined in Goal EO.1.2 below. Table 14 lists the possible target areas.

**Table 14 – Unserved Cluster Areas**

Doddridge		Harrison		Marion		Monongalia		Preston		Taylor	
Area	Address Facilities	Area	Address Facilities	Area	Address Facilities	Area	Address Facilities	Area	Address Facilities	Area	Address Facilities
1	25	10	10	19	89	23	20	24	38	34	66
2	74	11	88	20	59			25	282	35	103
3	86	12	283	21	340			26	92	36	64
4	447	13	82		57			27	39	37	75
5	71	14	17					28	161	38	33
6	74	15	12					29	44		
7	285	16	138					30	101		
8	51	17	1054					31	3		
9	136	18	146					32	124		
								33	61		

**Goal EO.1.2 Aggregate demand. (Year 1/Quarters 1-2)**

In order to demonstrate market demand, the implementation team may survey the identified residents and business to determine their desire to purchase broadband. The outreach may include educational information to demonstrate the benefits of broadband.

This task may be accomplished through phone calls or mailing. Furthermore, residents and businesses may be encourage to sign a letter of intent stating that if broadband is provided at a specific service level for a specific price they will purchase the service.

The information may be analyzed to determine if priority areas or regions exist. Demand aggregation is an important step in increasing broadband and availability. Broadband providers have informed the RBPT that when making network expansion decisions the key variables that are considered are capital improvement cost, operation cost, number of likely users, and return on investment. Identifying early adopters and likely users will help the provider community make clear investment decisions.

The implementation team may seek funding from the State Broadband Development Council to assist with demand aggregation. Currently, the Council can only award grants that promote broadband in areas where it is unavailable. Demand aggregation in unnerved areas is an eligible activity.

**Goal EO.1.3 Engage broadband provider community. (Year 1/Quarter 2-3)**

Once the total population and initial level of interest have been assessed, the broadband provider community may be engaged to identify solutions. The implementation team may present the providers with an overview of the opportunity and discuss their ability and willingness to provide services. This may be accomplished

through a provider conference or a request for information process. If no provider is interested in committing to provide services in the identified area, the implementation may work with provider community to identify barriers (e.g., capital expense, technical issues) to expanding broadband services.

#### **Goal EO.1.4 Discuss opportunity with the state. (Year 1/Quarters 2-3)**

The implementation team may engage the state government as a partner throughout this process and invite them to participate in the provider outreach program. Additionally, any barriers of interest identified by the providers maybe shared with the state. The implementation team may engage the state, to identify resources, funding and assistance in the implementation and support of potential projects in unnerved and underserved areas. Furthermore, the anchor institutions throughout the region to determine if the new resources can benefit the implementation team may work with the state to leverage its BTOP investment in fiber to anchor institutions through the region to determine if the new resources can benefit the unnerved and underserved areas.

#### **Goal EO.1.5 Engage foundations for assistance. (Year 1/Quarters 3-4)**

In addition to state and federal funding, many foundations provide assistance to bring broadband services to unnerved areas. The implementation team may present the foundation with an over view of the opportunity and discuss their ability and willingness to assist. Examples of potential foundation partners include: GigU, Google, Cisco, and Bill and Melinda Gates.

#### **Goal EO.1.6 Consider Municipal options. (Year 2/Quarters 1-3)**

If the telecommunication is unable to provide service once demand has been identified, the implementation team may research both municipal and public-private partnership opportunities to meet the demand. The implementation team would need to develop a business plan that identifies capital cost, operation cost, ownership, organizational structure, and potential partners. These are examples of successful models throughout the country that can be used for references and best practices (e.g., Dublin, OH; Crestone, CO; Orangeburg County, SC; and Chattanooga, TN).

## Performance Measure - Strategic Objective IO.2:

- Target communities that gain broadband access

### Strategic Objective IO.2: Increase easily provisioned and affordable broadband with minimum speeds of:

- 4 Mbps /1Mbps by 2015
- 4 Mbps /1 Mbps by2020
- 1Gbit/1Gbit for businesses by 2020

The RBPT survey of residents and businesses indicated that 94.5% of residents and 96% of businesses has internet access. However, only 27% of residents and 45% of businesses have broadband speed according to the FCC definition (4Mbps/1Mbps). Furthermore the state's speed test shows similar findings, with approximately 25% of respondents meeting the FCC broadband standard in Region VI.

RBPT believes that not only being connected but having enough broadband width/speed to capitalize on the modern capitalization available over the internet is crucial to the competitiveness and the well-being of the community. Therefore the RBPT has set minimum broadband goals for the region.

#### **Goal IO.2.1: Engage Broadband Providers. (Year 1/ Quarter 1, Ongoing)**

The implementation team may engage broadband providers and outline the region's goals for broadband speed and share the results of the RBPT survey and the state speed test to demonstrate that current broadband offerings do not meet the FCC definition or the region's expectations. The implementation team may stress that the goal is not to have these broadband speeds available in the region, but to have the speeds available at the basic/entry level options for the broadband services in the area.

Once the provider community has an understanding of the goals and objectives, the implementation team may seek commitments from the providers to meet the standards. The commitments and progress may be monitored through continued speed testing and monitoring of publicly available internet offerings (e.g., price and speed).

Providers who are unable to commit to meeting the broadband speed goals may be engaged to determine specific barriers to providing the desired service in the region.

#### **Goal IO.2.2 Coordinate with the state (Year 1/Quarter 2, Ongoing)**

The implementation team may share projects with the state that would enable current providers to meet the speed objectives. With the state's assistance, the implementation

team may also identify any potential federal or state that could not be used to support these projects. Additionally the implementation may work with the state to leverage its BTOP investment in fiber to anchor institutions to through the region to determine if the new resources can benefit speed levels in the region. The implementation team may assist entities in pursuing funding opportunities.

### **Goal IO.2.3 Engage cable franchises. (Year 1 /Quarters 2-4, Ongoing, Year 2/Year3)**

Cable companies hold franchise agreements with county and local municipalities granting them the right to provide service in the area. The implementation team may encourage government entities to incorporate the above broadband speed goals in all future negotiations. The implementation team may provide initial outreach to municipalities granting them the right to provide service in the area. The implementation team may encourage the government entities to incorporate the above stated broadband speed goals in all future negotiations. The implementation team may provide initial outreach to municipalities, highlighting the importance of broadband for their citizens. During this outreach, the implementation team may benchmark current data agreements (if available) and develop a list identifying negotiation dates for each municipality.

The renegotiation list may be monitored and the implementation team may engage the community before the negotiations to encourage speed inclusion and inclusion and determine if any assistance is needed. After the negotiations period, the implementation team may contact the municipality to document what speeds were negotiated and to determine a time frame for implementation.

### **Goal IO.2.4 Engage new broadband providers. (Year2 /Quarters 1-4)**

If incumbent providers are unable or unwilling to improve their product offerings to meet the stated speed goals, encourage new broadband providers to enter the market and provide services in accordance with speed goals. The implementation team may identify potential target providers that currently provide services in West Virginia or The surrounding out-of-state areas, but do not currently provide service in the region. The implementation team may develop a regional profile that highlights the current economic broadband environment to demonstrate the viability of the region. The implementation team may meet with targeted providers. Share the regional profile, and gauge their willingness to serve the region. The implementation team will assist in the development and support of federal land or state funding opportunities where appropriate to new providers enter the region.

## **Performance measures - Strategic objective IO.2**

- Speed test data
- Cable Franchise agreements that meet speed objectives

### Implementation Matrix

The following matrices outline the six strategic objectives and the goals and action items necessary to implement the strategy. The matrix can be used as a management tool to assist in the implementation process and will be updated and amended as necessary.

### Education and Outreach

Strategic Objective EO.1: Increase widespread broadband utilization and take rates for businesses and residents through a targeted outreach and education strategy.		
Goals	Action Item	Time Frame
<b>Goal EO.1.1: Promote the importance of broadband through a regional awareness campaign.</b>	1. Consult with a marketing agency to create a plan to address: <ul style="list-style-type: none"> <li>a. Target audience</li> <li>b. Type of message</li> <li>c. Media distribution format</li> <li>d. Timeline and frequency</li> </ul>	Year 1/Quarters 1 and 2
	2. Prepare a budget <ul style="list-style-type: none"> <li>a. Base cost for development and production of materials</li> <li>b. Leverage earned media (editorials, radio interviews, websites)</li> <li>c. Work with providers to sponsor/underwrite</li> </ul>	Year 1/Quarters 1 and 2
	3. Incorporate information about reduced-rate broadband programs for low-income households	Year 1/Quarters 3 and 4
	4. Identify resources/partners: <ul style="list-style-type: none"> <li>a. Garner support by conducting phone calls and written communication</li> <li>b. Public officials to announce campaign efforts</li> <li>c. Work with partners to incorporate broadband awareness campaign in their current outreach and marketing efforts</li> </ul>	Year 1/Quarters 3 and 4
	5. Propagate throughout RBPT member and constituent websites and provide hard copies of brochures and literature to their constituents, clients, customers, and the general public	Year 1/Quarters 3 and 4

	6. Continue periodic campaign efforts	Ongoing
<b>Goal EO.1.2: Create a broadband-related information clearinghouse.</b>	1. Plan, design, and build a website: <ul style="list-style-type: none"> <li>a. Develop relevant content</li> <li>b. Design the layout</li> <li>c. Review similar sites for concepts/ideas                 <ul style="list-style-type: none"> <li>• Smart Grid Information Clearinghouse (SmartGrid.gov)</li> <li>• Minnesota OpenData (<a href="http://mn.gov/opendata/index.html">http://mn.gov/opendata/index.html</a>)</li> <li>• Foundation for the Mid-South Information Clearinghouse</li> <li>• (<a href="http://www.fndmidsouth.org/info_ch#news">http://www.fndmidsouth.org/info_ch#news</a>)</li> </ul> </li> <li>d. Organize information to optimize searches</li> <li>e. e. Establish a dedicated domain name</li> </ul>	Year 1/Quarters 2 and 3
	2. Identify a volunteer to provide central hosting services	Year 1/Quarter 2
	3. Work with providers to perform an assessment of broadband products and services: <ul style="list-style-type: none"> <li>a. Review, update, and organize information on the comprehensive portfolio matrix that includes the following:                 <ul style="list-style-type: none"> <li>• Levels of service</li> <li>• Availability of services in specific areas</li> <li>• Pricing/Rates</li> <li>• Features</li> </ul> </li> <li>b. Include a FAQs section</li> </ul>	Year 1/Quarters 2 and 3
	4. Establish a web forum/blog to encourage the free flow of ideas, best practices, insight on existing or new products, services, and trends	Year 1/Quarters 2 and 3
	5. Incorporate state’s automated mapping program: <ul style="list-style-type: none"> <li>a. Provide a direct link on clearinghouse to state’s broadband mapping program to establish data sharing</li> <li>b. Include map information as part of education and outreach during workshops, demonstrations, special events, etc.</li> </ul>	Year 1/Quarters 2 and 3
	6. Produce a live, dynamic calendar of events	Year 1/Quarters 2 and 3
	7. Incorporate Google Analytics into the clearinghouse to track utilization	Year 1/Quarters 2 and 3
	8. Host partnership program information (e.g., Internet Essentials, Connect2Compete, etc.)	Year 1/Quarters 2 and 3

	9. Incorporate broadband awareness campaign materials into the clearinghouse	Year 1/Quarters 2 and 3
	10. Identify resources/partners to help promote the clearinghouse: a. Contact potential partners to garner support b. Use SMEs to help produce/contribute content for information clearinghouse	Year 1/Quarters 2 and 3
	11. Identify a resource to manage/update content	Year 1/Quarter 3
	12. Monitor, maintain, and update site content	Ongoing
<b>Goal EO.1.3: Host demonstration events.</b>	1. Identify and target communities where there is demand for broadband	Year 2/Quarter 1
	2. Identify resources/partners to help plan, coordinate, and market the event	Year 2/Quarter 2
	3. Plan hosted community get-together events: a. Coordinate event(s) – regional or countywide • Obtain calendars of events to coordinate dates • Determine size and scale of events • Determine frequency of events (one or two events per county per year) b. Identify and coordinate events with suitable venues: • Public libraries • Community centers • Schools • Hotels • Elks/Moose Lodges  c. Identify and invite keynote speakers with expertise in broadband-related issues (e.g., broadband providers, local government, healthcare providers, utility companies, and other broadband-related businesses)	Year 2/Quarters 3 and 4
	4. Work with providers to sponsor/underwrite	Year 2/Quarter 1
	5. Provide all events and activities on the information clearinghouse Calendar of Events	Ongoing
	6. Coordinate note publishing, events on partners’ websites and calendars (e.g., WV Department of Commerce, Chambers of Commerce, etc.)	Ongoing
<b>Goal EO.1.4: Leverage programs that</b>	1. Join Comcast’s Internet Essentials for low-income families a. Visit <a href="http://www.partner.internetessentials.com">http://www.partner.internetessentials.com</a> and register as a partner on the Partner Portal	Year 1/Quarter 1

<p><b>provide subsidized broadband service to income-qualified households.</b></p>	<p>2. Monitor other comparable programs for future availability and funding opportunities:                  a. Monitor programs that promote reduced-rate Internet services aimed to assist low-income/poor families (Connect2Compete and FCC’s LifeLine programs)</p> <p>3. Work with providers to evaluate and create a similar voucher program for low-income families if providers are nonparticipatory</p> <p>4. Incorporate information in awareness campaign</p> <p>5. Assign a resource to continually review program criteria updates and changes</p>	<p>Year 1/Quarter 1</p> <p>Year 1/Quarter 1</p> <p>Year 1/Quarter 1</p> <p>Year 1/Quarter 1</p>
<p>6. Post publicly accessible programs on clearinghouse portal</p>		<p>Ongoing</p>
<p><b>Strategic Objective EO.2: Increase local content and services available online throughout the region.</b></p>		
<p><b>Goals</b></p>	<p><b>Action Item</b></p>	<p><b>Time Frame</b></p>
<p><b>Goal EO.2.1: Provide information regarding potential online content and service offerings and how they can be developed.</b></p>	<p>1. Identify best practices and conduct a gap analysis:                  a. Conduct an inventory of Region VI’s government, nongovernment, and business services, and applications to identify potential e-government services and resources that are offered traditionally, are unique, and may not be readily accessible online, such as the following:  <ul style="list-style-type: none"> <li>• Voter registration/voting</li> <li>• Census data/resources</li> <li>• Tourism applications</li> <li>• Economic development applications</li> <li>• Transportation programs</li> <li>• Business application process</li> <li>• Employment applications (big-box retail stores offer online employment application)</li> <li>• Public safety services (511 traveler information)</li> </ul>                 b. Determine where the gaps in services exist between the state’s programs and the region’s programs</p> <p>2. Develop recommendations and technical support:                  a. Define criteria that meets demand and increases utilization                  b. Select the best applications, programs, tools, and online services available that</p>	<p>Year 2/Quarter 1</p> <p>Year 2/Quarter 2</p>

	<ul style="list-style-type: none"> <li>agencies may need/require</li> <li>c. Identify available e-government tools to supplement services</li> <li>d. Create a portfolio of services to be posted on the clearinghouse</li> <li>e. Link to free technology tools:                             <ul style="list-style-type: none"> <li>▪ Cloud computing services (GSA website at <a href="http://www.info.apps.gov">www.info.apps.gov</a>)</li> <li>▪ Social networking platforms</li> <li>▪ Business applications</li> <li>▪ Productivity tools</li> </ul> </li> </ul>	
	<ul style="list-style-type: none"> <li>3. Outreach to regional governments:                             <ul style="list-style-type: none"> <li>a. Proactively advocate the advancement of applications, programs, tools, and online services</li> <li>b. Recommend fashioning content similar to existing e-government and public assistance services</li> </ul> </li> </ul>	Year 2/Quarter 3
	<ul style="list-style-type: none"> <li>4. Monitor:                             <ul style="list-style-type: none"> <li>a. Conduct ongoing, routine evaluations of current and upcoming programs</li> <li>b. Convene annually to review, discuss, add, and eliminate portfolio options</li> <li>c. Encourage the development of dynamic content and information</li> <li>d. Utilize web crawler software to continually search and compile data on specific trends</li> </ul> </li> </ul>	Year 2/Quarter 4
	<ul style="list-style-type: none"> <li>5. Expand to business community:                             <ul style="list-style-type: none"> <li>a. Engage and encourage local businesses to develop dynamic, useful, easily accessible online content</li> <li>b. Make sure that all businesses have the same advantage by offering their services online</li> </ul> </li> </ul>	Year 2/Quarter 4
	<ul style="list-style-type: none"> <li>6. Identify and work with various partners with technical expertise and skills to encourage voluntary support and guidance</li> </ul>	Year 2/Quarter 4
	<ul style="list-style-type: none"> <li>7. Provide quarterly or biannual updates to businesses about new, valuable services and funding</li> </ul>	Quarterly or biannually
<b>Goal EO.2.2: Establish innovation</b>	<ul style="list-style-type: none"> <li>1. Solicit volunteers/participants</li> </ul>	Year 2/Quarters 3 and 4
	<ul style="list-style-type: none"> <li>2. Convene a kick-off meeting:                             <ul style="list-style-type: none"> <li>a. Define the group’s mission and goals</li> </ul> </li> </ul>	Initially meet 1 or 2 weeks after formed,

<b>support group.</b>	<ul style="list-style-type: none"> <li>b. Discuss initiatives and formulate a plan to:                             <ul style="list-style-type: none"> <li>• Review best practices</li> <li>• Focus/collaborate on innovative ideas and solutions</li> <li>• Devise methods to help implement solutions</li> </ul> </li> <li>c. Determine a timeline for periodic meetings</li> </ul>	then hold annual meetings
	<ul style="list-style-type: none"> <li>3. Dedicate time and effort to the following:                             <ul style="list-style-type: none"> <li>a. Foster local content development</li> <li>b. Promote the free flow of information and ideas</li> <li>c. Foster technological, economic, and social innovation</li> <li>d. Promote knowledge dissemination</li> <li>e. Enhance knowledge utilization</li> <li>f. Ensure knowledge preservation</li> <li>g. Solicit and collaborate with resources and support efforts identified in EO.2.1</li> </ul> </li> </ul>	Ongoing

**Strategic Objective ED.1: Incorporate broadband infrastructure into local planning processes.**

Goals	Action Item	Time Frame
<p><b>Goal ED.1.1: Include broadband providers as early as possible in the development approval process.</b></p>	<ul style="list-style-type: none"> <li>1. Meet with broadband providers to gain an understanding of the following:                             <ul style="list-style-type: none"> <li>a. Current involvement in the development approval process</li> <li>b. Specific value that the provider can bring to the process</li> </ul> </li> </ul>	Year 1/Quarter 1
	<ul style="list-style-type: none"> <li>2. Meet with local economic development organization planners:                             <ul style="list-style-type: none"> <li>a. Introduce them to the objectives of the regional broadband strategy</li> <li>b. Identify ways the groups can collaborate to support the expansion of broadband in the region</li> <li>c. Gain buy-in and support for the broadband strategy</li> <li>d. Invite their participation in the implementation of the broadband strategy</li> <li>e. Communicate the importance of including broadband providers in the early planning stages of economic development projects</li> <li>f. Identify specific times in the typical development planning process when broadband providers can be included in discussions, and specify an</li> </ul> </li> </ul>	Year 1/Quarter 1

	<p>d agree upon the process by which they will be included</p> <p>g. Identify action items and the parties responsible that result from meeting</p> <p>h. Set up periodic meetings to follow up and continue communications</p>	
<p><b>Goal ED.1.2: Work with county and local planning directors to ensure that broadband infrastructure is included in their comprehensive plans.</b></p>	<p>1. Meet with county and municipal planning departments in Region VI to gather information regarding existing comprehensive plans within the county and its municipalities and to discuss the importance of including a broadband strategy in their comprehensive plans</p>	Year 1/Quarter 1
	<p>2. Make recommendations to local planning departments as needed for comprehensive plan updates or amendments</p>	Year 1/Quarter 1
	<p>3. Provide input and technical assistance as needed regarding broadband infrastructure requirements to assist planning departments in the development of comprehensive plan updates</p>	Year 1/Quarter 1
<p><b>Goal ED.1.3: Encourage elected officials to adopt a resolution supporting the expansion and enhancement of broadband services.</b></p>	<p>1. Meet with county and municipal officials to provide a briefing regarding the R BPT broadband strategic plan and the importance of broadband to the region</p>	Year 1/Quarter 1
	<p>2. Develop a draft resolution and present it to county and municipal officials for their review and adoption</p>	
	<p>3. Participate in public meetings as requested to provide a background presentation prior to resolution adoption</p>	
<p><b>Goal ED.1.4: Work with county and local planning offices to incorporate the provision of broadband infrastructure in</b></p>	<p>1. Encourage local planning officials to amend zoning and subdivision and land development ordinances to include broadband requirements</p>	Year 1/Quarter 3
	<p>2. Provide best practice examples of subdivision ordinances with similar requirements</p>	

current planning policy as appropriate.		
<b>Goal ED.1.5: Partner with local governments and economic development organizations to advance public funding requests.</b>	1. Set up regular meetings of a collaborative group to identify funding opportunities	Year 1/Quarters 1 and 2
	2. Assist with technical requirements of grant applications as related to broadband infrastructure development	Ongoing
	3. Facilitate the development of communication materials. Work with the education and outreach team to ensure that communication materials are developed that demonstrate the benefits of broadband to the community. This information can be used to enhance the attractiveness of grant applications.	Year 1/Quarters 1 and 2
<b>Strategic Objective ED.2: Ensure that regionally comparable, competitive broadband services are available to business and industrial parks and targeted growth areas.</b>		
<b>Goals</b>	<b>Action Item</b>	<b>Time Frame</b>
<b>Goal ED.2.1: Assess the availability of broadband services to existing and planned business parks, commercial centers, and designated growth areas.</b>	1. Conduct an inventory of existing and planned business parks and designated growth areas	Year 1/Quarters 2 and 3
	2. Research broadband availability in each area and assess its comparability to surrounding areas (e.g., Greene County, etc.)	
	3. Develop criteria for prioritizing infrastructure development in areas without broadband access	

	4. Use criteria to rate and prioritize broadband infrastructure investment	Ongoing
<p><b>Goal ED.2.2: Implement a business calling program to provide justification of broadband demand.</b></p>	<ol style="list-style-type: none"> <li>1. With input from potential partner groups, develop a list of questions related to technology advancements in the industry and the related broadband requirements that can provide valuable information to ensure business retention in the local area</li> <hr/> <li>2. Coordinate with the West Virginia Development Office to include these questions in its existing Business Retention and Expansion Program survey OR if necessary... develop database of local businesses with key information such as the type of business, NAICS code, number of employees, location, and contact person.</li> <hr/> <li>3. Develop survey from the questions identified in Action #1</li> <hr/> <li>4. Develop methodology for periodic calls to a sampling of businesses</li> <hr/> <li>5. Develop database to collect information from calls and compare results to identify trends in technology needs</li> </ol>	<p>Year 2/Quarters 1, 2, 3, and 4</p>

**Infrastructure**

**Strategic Objective IO.1: Achieve broadband availability to all (100%) households and businesses within the region, focusing on unserved and underserved areas.**

Goals	Action Item	Time Frame
<p><b>Goal IO.1.1: Inventory households and businesses.</b></p>	<ol style="list-style-type: none"> <li>1. Utilize state address point data and the Type I, II, and III shapefile and FCC shapefile to develop the initial list</li> <hr/> <li>2. Review the list of individuals and businesses that reported no broadband availability on the survey</li> <hr/> <li>3. Finalize the inventory</li> </ol>	<p>Year 1/Quarter 1</p>

<b>Goal IO.1.2: Aggregate demand.</b>	<ol style="list-style-type: none"> <li>1. Develop a survey tool and letter of intent</li> <li>2. Survey individuals and businesses</li> <li>3. Analyze results for priority areas</li> <li>4. Develop a profile of priority areas and the level of interest</li> </ol>	Year 1/Quarter 1 and 2
<b>Goal IO.1.3: Engage broadband provider community.</b>	<ol style="list-style-type: none"> <li>1. Develop a list of current and potential providers</li> <li>2. Present providers with an overview of the opportunities in the region</li> <li>3. Gauge provider community willingness to expand services</li> <li>4. Identify any barriers to expansion</li> </ol>	Year 1/Quarters 2 and 3
<b>Goal IO.1.4: Discuss opportunity with the state.</b>	<ol style="list-style-type: none"> <li>1. Meet with representative from the State Broadband Deployment Council and Mapping project to discuss opportunities</li> <li>2. Catalog any potential state assistance, including timelines, eligible uses, and next steps</li> <li>3. Help eligible applicants apply for funding</li> <li>4. Track targeted communities that gain broadband access</li> </ol>	Year 1/Quarters 2 and 3
<b>Goal IO.1.5: Engage foundations for assistance.</b>	<ol style="list-style-type: none"> <li>1. Develop a list of foundations that support broadband expansion efforts</li> <li>2. Draft a message statement that identifies potential opportunities and demand for the region</li> <li>3. Discuss opportunities with foundations and identify any potential assistants</li> </ol>	Year 1/Quarters 3 and 4
<b>Goal IO.1.6: Consider municipal or public-private partnership (P3) options.</b>	<ol style="list-style-type: none"> <li>1. Analyze municipal service and P3 options</li> <li>2. Develop an initial business plan</li> <li>3. Identify potential funding sources</li> </ol>	Year 2/Quarters 1, 2, and 3

Strategic Objective IO.2: Increase easily provisioned and affordable broadband with the following minimum speeds:		
<ul style="list-style-type: none"> <li>• 4 Mbps/1 Mbps by 2015</li> <li>• 20 Mbps/5 Mbps by 2020</li> <li>• 1Gbit/1Gbit for businesses by 2020</li> </ul>		
Goals	Action Item	Time Frame
<b>Goal IO.2.1: Engage broadband providers.</b>	1. Develop a message statement to share with providers. The statement should include the following: <ul style="list-style-type: none"> <li>a. RBPT Survey Results</li> <li>b. State Speed Test</li> <li>c. Region 9 Speed Objectives</li> <li>d. Unserved and Underserved Aggregate Demand Results</li> </ul>	Year 1/Quarter 1
	2. Meet with providers and identify commitment and time frame to reach the goal	
	3. Identify any barriers to meeting speed goals	
	4. Monitor the speed test on a periodic basis	Ongoing
<b>Goal IO.2.2: Coordinate with the state.</b>	1. Meet with representatives from the State Broadband Deployment Council and Mapping project to discuss opportunities and obstacles	Year 1/Quarter 2
	2. Catalog any potential state assistance, including timelines, eligible uses, and next steps	Ongoing
	3. Assist in the development of funding applications	Ongoing
<b>Goal IO.2.3: Engage cable franchises.</b>	1. Identify franchise holders	
	2. Meet with local governments to discuss the importance of broadband and their willingness to negotiate for the broadband speed rates	Year 1/Quarters 2, 3, and 4
	3. Benchmark current data agreements and renegotiation dates of the license	
	4. Contact the municipality before contract negotiations	Ongoing
	5. Track agreements negotiated with speed rates and implementation time frame	Ongoing
	6. Monitor cable franchise agreements for speed goal inclusion	Year 2/Year 3
<b>Goal IO.2.4: Engage new broadband providers.</b>	1. Identify potential target providers	Year 2/Quarter 1,2,3, and 4
	2. Develop a regional profile	
	3. Meet with providers	

4. Assist with funding opportunities

## Resource Consideration

One of the biggest challenges facing the RBPT is identifying the necessary resources (e.g., people, funding, and materials) to successfully implement the broadband strategic plan. The resources section outlines resources that will require financial support, and provides a list of potential funding opportunities and partners to assist in the implementation of the plan.

## Resources

The following matrix outlines potential resources needed to implement the broadband strategic plan, the estimated cost, and the strategic objective(s) the resource will help to accomplish.

RESOURCES	ESTIMATED COST	STRATEGIC OBJECTIVE
One dedicated staff member to manage the implementation of the strategic plan	\$150,000 (\$50,000 per year)	All
Grant Writer (part-time)	\$60,000 (\$20,000 per year)	All
Survey of unserved facilities (households and businesses)	\$5,000	IO.1
Marketing consultant to help develop awareness campaign	\$30,000	EO.1.1
Development and production of collateral marketing materials		EO.1.1 and will support all efforts in the plan
Flyers (2,000 per lot)	\$410	EO.1.1
Postcards (100 per lot)	\$77	EO.1.1
Paid media (per cycle)	\$2,200	EO.1.1
Constant Contact services (per month)	\$175	EO.1.1
Create and build a clearinghouse portal, including implementing a web blog	\$13,250	EO.1.2
Hosted demonstration events	\$4,000 (per event)	EO.1.3
Dedicated resource to conduct gap analysis and inventory of online programs and services	\$4,500	EO.2.1
Business calling program database	\$10,000	ED.2.2

### Potential Funding

The following matrix outlines federal funding programs that may be used to support the implementation of the strategic plan. It provides the program, eligible uses, and time frame for applying. The matrix will also be used as part of the information shared on the broadband portal developed in strategic objective EO.1.

Funding Overview			
Program	Strategic Objective	Uses	Window of Opportunity
Appalachian Regional Commission (ARC) - Area Development Program	IO.1	<p>Project activities must be consistent with ARC/State of West Virginia Goals, Objectives, and Strategies.</p> <p>FY 2013 Goals include the following:</p> <ul style="list-style-type: none"> <li>- Increase job opportunities and per capita income in Appalachia to reach parity with the nation</li> <li>- Strengthen the capacity of the people of Appalachia to compete in the global economy</li> <li>- Develop and improve Appalachia's infrastructure to make the region economically competitive</li> </ul> <p>The highest priorities for the ARC program are in water, sewer, and telecommunication projects that lead to job creation or address a critical community need (such as public health). ARC is a regional economic development agency, and therefore requests for ARC assistance should focus on economic development.</p>	<p>Submit applications through the state ARC office (West Virginia Development Office). Applications for FY 2013 ARC funding were due on January 31, 2013.</p> <p>Approval of applications is a two-step process: West Virginia Development Office staff reviews projects, and recommendations are made to the Governor for approval. Projects are then forwarded to ARC for final approval.</p>
U.S. Department of Agriculture (USDA) Rural Broadband Loan Program	IO.1, IO.2	<p>Broadband loans provide funding for the construction, improvement, and acquisition of all facilities required to provide service at the broadband lending speed to rural areas, including facilities required for providing other services over the same facilities; the cost of leasing facilities required to provide service at the broadband lending speed if such lease qualifies as a capital lease under Generally Accepted Accounting Principles (GAAP); and an acquisition, under certain circumstances, and with restrictions.</p>	<p>Applications can be submitted throughout the year and will be reviewed and processed on a first-come, first-served basis according to the time the application is received.</p>
Community Connect Grant Program CFDA # - 10.863	IO.1	<p>Funds may be used to build broadband infrastructure and establish a community center that offers free public access to broadband for two years.</p>	<p>In FY 2012, funding through the Community Connect program was announced in May 2012, and applications were due in June 2012.</p> <p>Funding for FY 2013 has not yet been announced</p>

Funding Overview			
Program	Strategic Objective	Uses	Window of Opportunity
Telecommunications Infrastructure Loan Program	IO.1, IO.2	Loan funds may be used to finance telecommunications services in rural areas for improvements, expansions,- construction,- acquisitions (cost of acquisition must be incidental to cost of improvements in loan), refinancing (amount refinanced cannot exceed 40% of loan amount)	Applications are accepted year-round.
Connect to Compete	EO.1	<b>Internet:</b> \$9.95 per month, high-speed Internet for free school lunch families (no deposit or contract required; no installation or equipment fees; price lock for two years) <b>Computers:</b> \$150 laptop or desktop computer for free school lunch families <b>Free Training:</b> Free digital literacy training online	The program is currently being rolled out across the nation. Applications will be accepted on an ongoing basis.
Media Democracy Fund	EO.1, EO.2	Areas of recent interest include, but are not limited to, the following: - Expanding/diversifying the base of constituencies engaged in creating a media environment that serves their communities - Responding to the urgent need to keep the Internet and mobile web open - Creating policies that promote access to and adoption of affordable broadband services in underserved areas - Equitable spectrum allocation and expanding low-power radio licenses - Promoting policies that preserve journalism and public media - Rebalancing the copyright regime	The Media Democracy Fund provides grants annually in December and maintains the capacity to support grantees' direct and grassroots lobbying efforts. The Rapid Response Fund provides grants throughout the year for unanticipated policy threats or opportunities.
Community Development Block Grant (CDBG) Program	EO.1, EO.2	Projects must either assist in eliminating blight or primarily (51% or greater of service area) serve low-income individuals.  Uses related to potential broadband service: - Acquisition of real property - Public facilities and improvements and privately owned utilities - Clearance, rehabilitation, reconstruction, and construction of buildings - Public services (must provide a new service or a quantifiable increase in existing service) - Public services can include computer training and education programs	Applications to the state are typically due by mid-March.  Each entitlement city has its own project selection and award process.

Funding Overview			
Program	Strategic Objective	Uses	Window of Opportunity
Tax Increment Financing (TIF)	IO.1	<ul style="list-style-type: none"> <li>- Infrastructure construction or repair (sewers, storm drainage, street construction/expansion, water supply access expansion, park improvements, bridge construction/repair, curb /sidewalk improvements, devices for traffic control, street lighting, etc.)</li> <li>- Land acquisition</li> <li>- Land improvements (building demolition, brownfield remediation, site improvements, etc.)</li> <li>- Community revitalization construction (landscaping, street lighting)</li> <li>- Development or redevelopment of an area for housing, housing developments, public facilities, or industrial or commercial development</li> <li>- New infrastructure for housing developments, housing, or industrial or commercial development</li> <li>- Other development that eliminates unsanitary or unsafe conditions: reduces overcrowding in the area, reduces traffic congestion, eliminates traffic hazards, or eliminates obsolete or detrimental uses to the area</li> <li>- Other capital improvements to the area</li> <li>- Any other projects deemed appropriate by the county/municipality</li> </ul>	N/A
Sales Tax Increment Financing (STIF)	IO.1	Counties and municipalities may create economic opportunity development districts with state legislature approval and use state sales tax increment for up to 30 years to finance certain development costs, including transportation infrastructure, property acquisition, utilities, etc.	N/A
Business Improvement District (BID)	IO.1, EO.1	<ul style="list-style-type: none"> <li>- Beautification of the district (landscaping, benches, decorations, etc.)</li> <li>- Provision of public services (sanitation, security, construction of public facilities)</li> <li>- Payment of principal or interest on bonds issued by the municipality for public improvements in the district</li> <li>- Financial support for public transportation and public parking facilities</li> <li>- Constructing, operating, and maintaining parking facilities</li> <li>- Developing plans for architectural design of public areas and developing plans for the future development of the district</li> <li>- Developing, supporting, and promoting community events</li> <li>- Providing administrative costs for a district</li> </ul>	N/A.

		management program - Providing any other services that the municipality or district board is authorized to perform	
Neighborhood Investment Program (NIP)	EO.1	Eligible activities: Projects generally eligible for program participation include, but are not limited to, the following: - Health clinics - Homeless shelters - Educational programs - Housing programs - Preservation/revitalization activities - Domestic violence shelters - Children's shelters - Meal delivery programs - Senior citizens' centers - Community foundations - Scholarship programs - Hospice care - Transportation programs - Day care centers - Counseling services - Services for the disabled	Annual application process  Applications are due on June 15 each year

**Potential Partners**

Throughout the planning process, the RBPT has identified potential partners that could assist with the implementation of the strategic plan. The following matrix identifies the partners and the correlating strategic objective.

Potential Partners	Strategic Objective EO.1	Strategic Objective EO.2	Strategic Objective ED.1	Strategic Objective ED.2	Strategic Objective IO.1	Strategic Objective IO.2
AARP	X					
American Public University	X					
Anchor Institutions					X	X
ARC					X	X
BTOP					X	
Business Leaders			X	X	X	X
Chambers of Commerce			X	X	X	X
Community Action Partnership (WVCAP)	X					
County Technical Coordinators	X				X	X
Department of Homeland Security		X				
Education Institutions	X					
Economic Development Organization			X	X		
Heritage Organizations			X	X		
Homeowner’s Association						X
Local Broadband Providers	X	X	X	X	X	X
Local Businesses		X			X	
Local Government		X	X	X	X	X
Media Agencies	X					
NTIA					X	
Office of GIS	X			X	X	
Public Broadcasting Works Program	X	X				

Potential Partners	Strategic Objective EO.1	Strategic Objective EO.2	Strategic Objective ED.1	Strategic Objective ED.2	Strategic Objective IO.1	Strategic Objective IO.2
Public Housing Authorities	X					
Public Libraries	X					
Public Service Commission of WV	X					
Real Estate Developers			X	X		X
Regional Governments		X	X	X	X	X
School Districts	X					
Small Business Administration		X			X	
Unincorporated Towns						X
Veteran’s Associations	X					
WV Broadband Deployment Council	X	X	X	X	X	
WV Broadband Mapping Program	X	X			X	X
WV Cross-cultural Organizations (WVU)	X					
WV Department of Commerce		X				
WV Development Office	X			X		
WV Geological & Economic Survey		X			X	X
WV Office of Economic Development			X	X		
WV Office of Economic Opportunity	X					
WV Office of Technology		X			X	X
WV Regional Planning and Development Councils	X	X	X	X	X	X
WVNET					X	
Non-Profit Organizations	X					
Fairmont State University	X					

### Timeline and Benchmarks

The matrix below provides a high-level implementation schedule. Green lines represent initial implementation time and blue lines represent ongoing support efforts.

Strategic Objective & Goals	Yr. 1/Qtr. 1	Yr. 1/Qtr. 2	Yr. 1/Qtr. 3	Yr. 1/Qtr. 4	Yr. 2/Qtr. 1	Yr. 2/Qtr. 2	Yr. 2/Qtr. 3	Yr. 2/Qtr. 4	Yr. 3/Qtr. 1	Yr. 3/Qtr. 2	Yr. 3/Qtr. 3	Yr. 3/Qtr. 4
<b>Strategic Objective EO.1</b>												
Goal EO.1.1	Green				Blue							
Goal EO.1.2			Green		Blue							
Goal EO.1.3					Green							
Goal EO.1.4	Green		Blue									
<b>Strategic Objective EO.2</b>												
Goal EO.2.1					Green							
Goal EO.2.2							Green		Blue			
<b>Strategic Objective ED.1</b>												
Goal ED.1.1	Green											
Goal ED.1.2	Green											
Goal ED.1.3	Green											
Goal ED.1.4			Green									
Goal ED.1.5	Green		Blue									
<b>Strategic Objective ED.2</b>												
Goal ED.2.1		Green		Blue								
Goal ED.2.2					Green				Blue			
<b>Strategic Objective IO.1</b>												
Goal IO.1.1	Green											
Goal IO.1.2	Green											
Goal IO.1.3		Green										
Goal IO.1.4		Green										
Goal IO.1.5			Green									
Goal IO.1.6					Green							
<b>Strategic Objective IO.2</b>												
Goal IO.2.1	Green											
Goal IO.2.2		Green										
Goal IO.2.3		Green		Blue								
Goal IO.2.4					Green							

## Performance Metrics

The RBPT has identified the following metrics to track the success of the broadband strategic plan:

### Education and Outreach

- Increases in broadband utilization measured by predefined benchmarks to gauge success (e.g., FCC report measures, number of individuals utilizing reduced-rate programs)
- Increase in governmental services and programs available online to the public

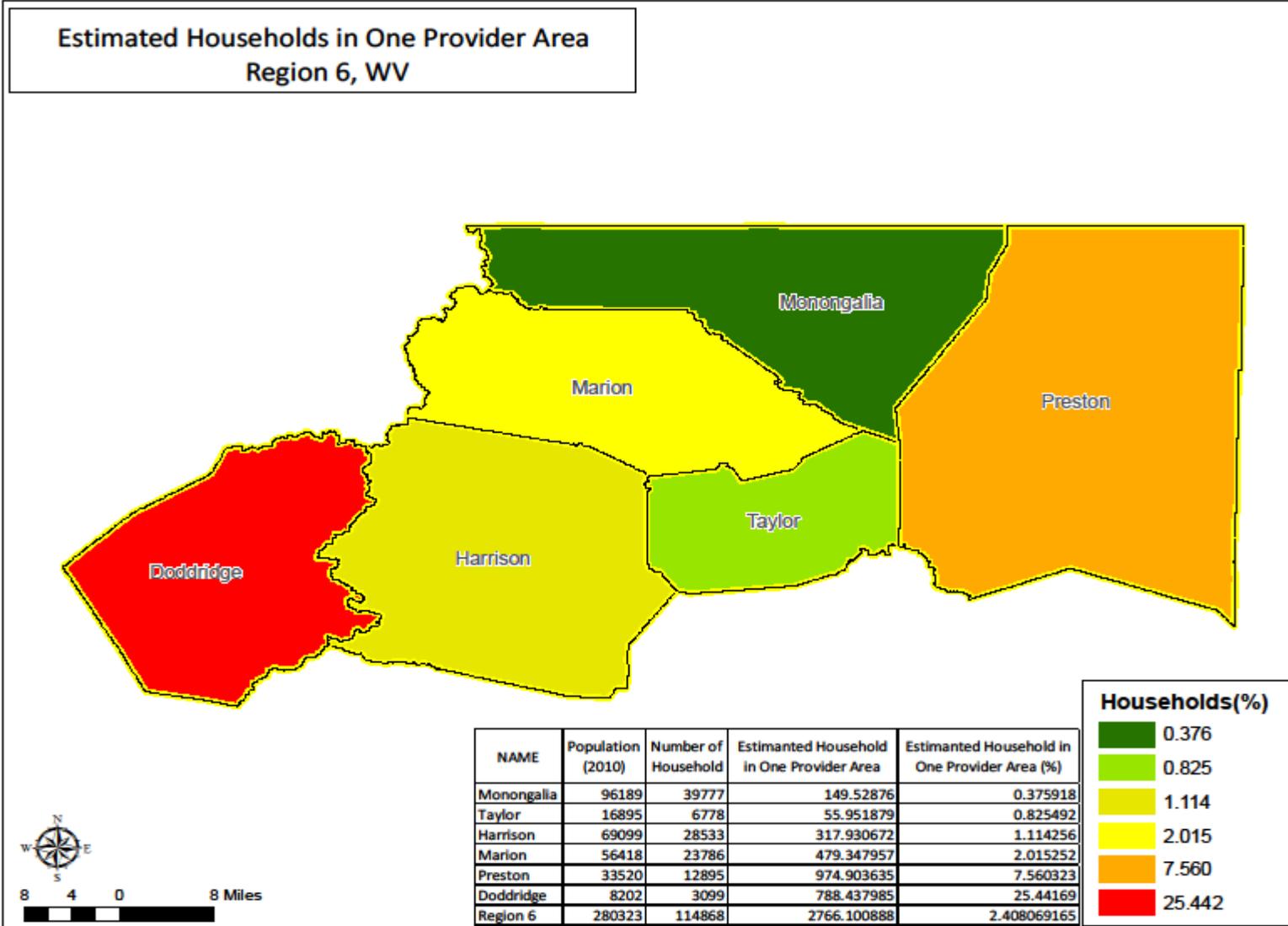
### Economic Development

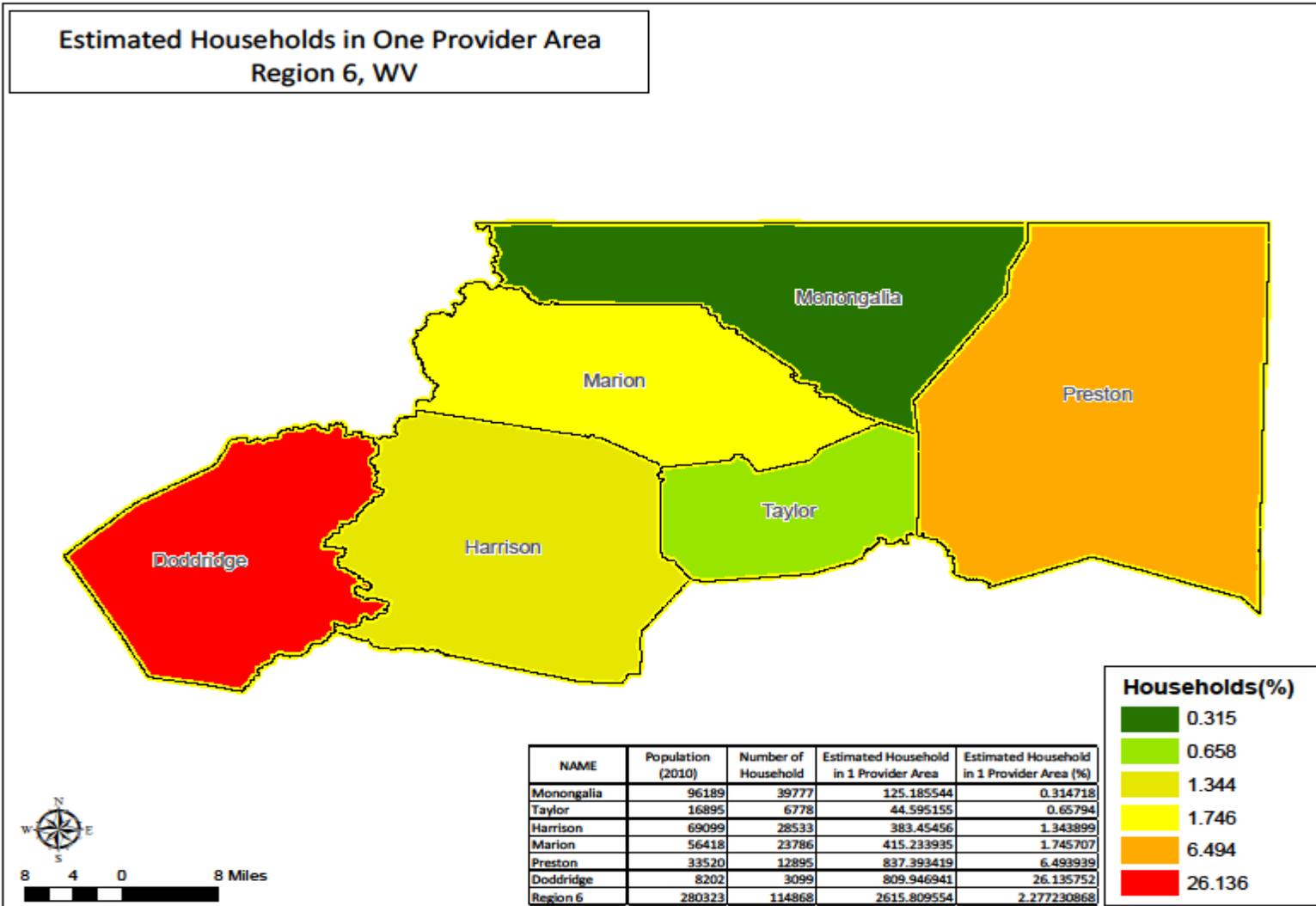
- The number of counties and municipalities that regularly include broadband providers in the development planning process
- The number of new developments that provide broadband infrastructure as a standard amenity
- The number of counties and municipalities that incorporate broadband in their comprehensive plans and regulatory ordinances
- The frequency of and participation in meetings with local governments and economic development organizations to advance public funding requests

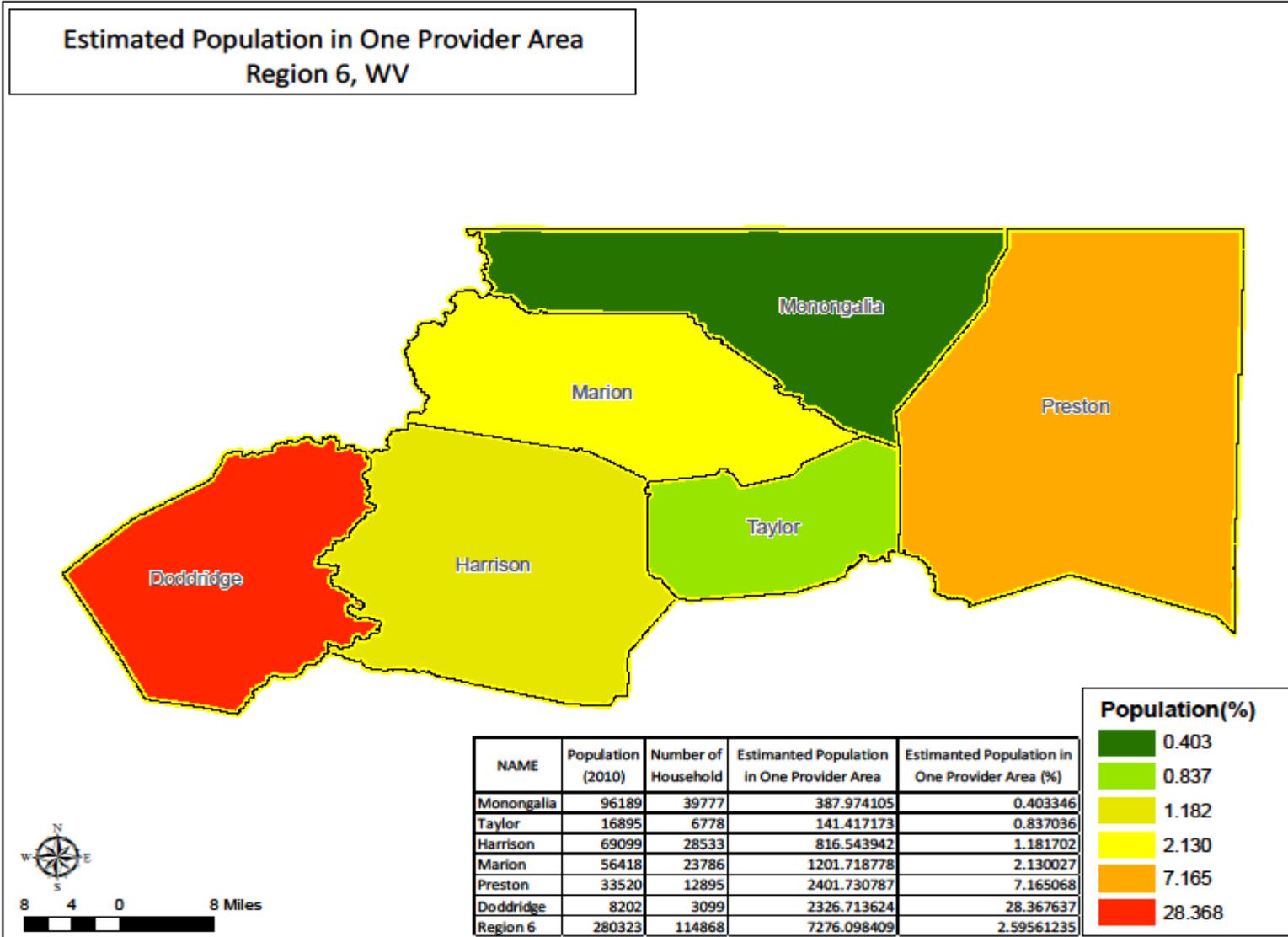
### Infrastructure

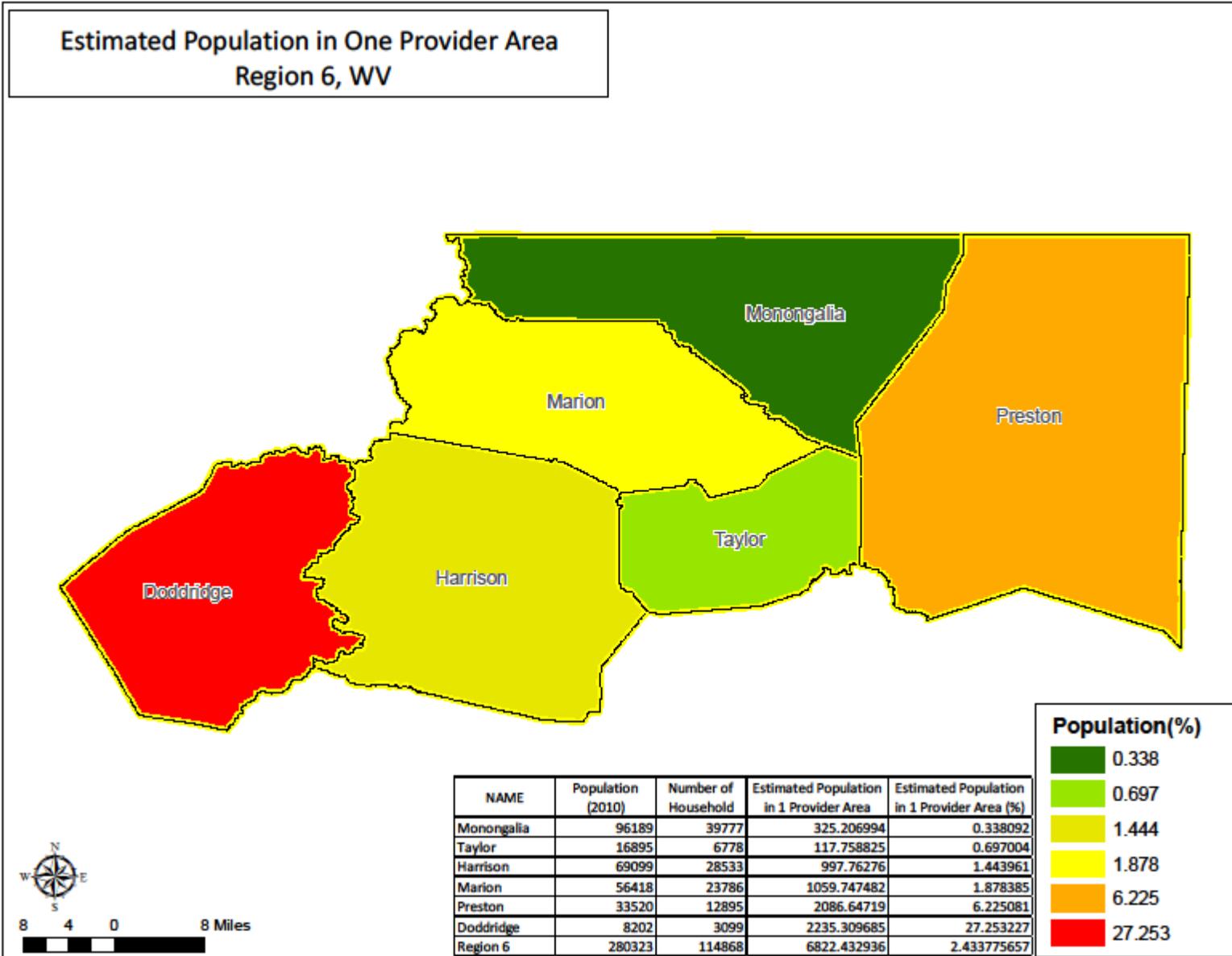
- The amount of funding that is secured through collaborative efforts to support broadband infrastructure development
- Targeted communities that gain broadband access
- Increase in broadband speed as identified through the state's speed test data
- Cable franchise agreements that meet speed objectives

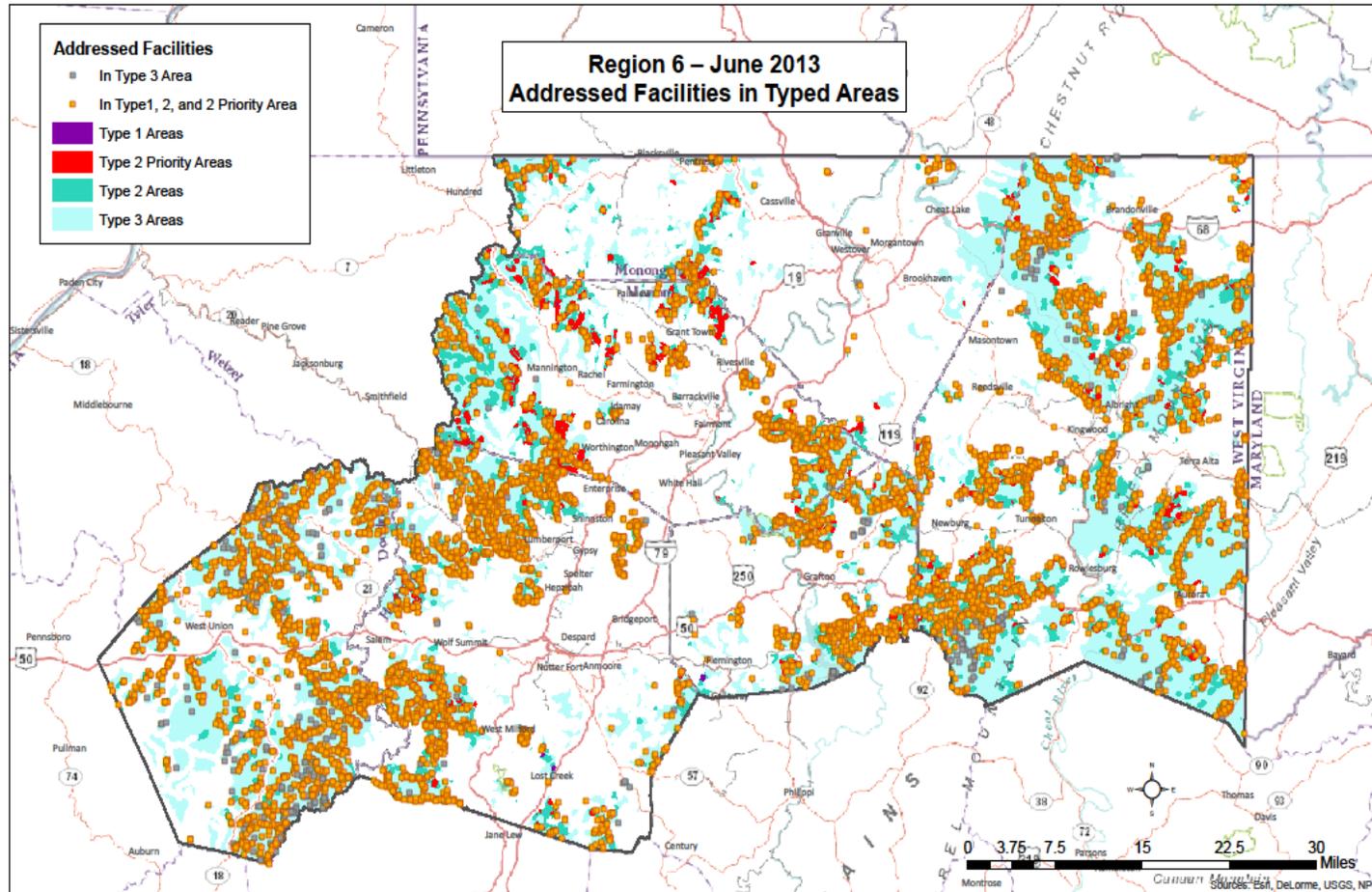
**Appendix A: Broadband Maps**

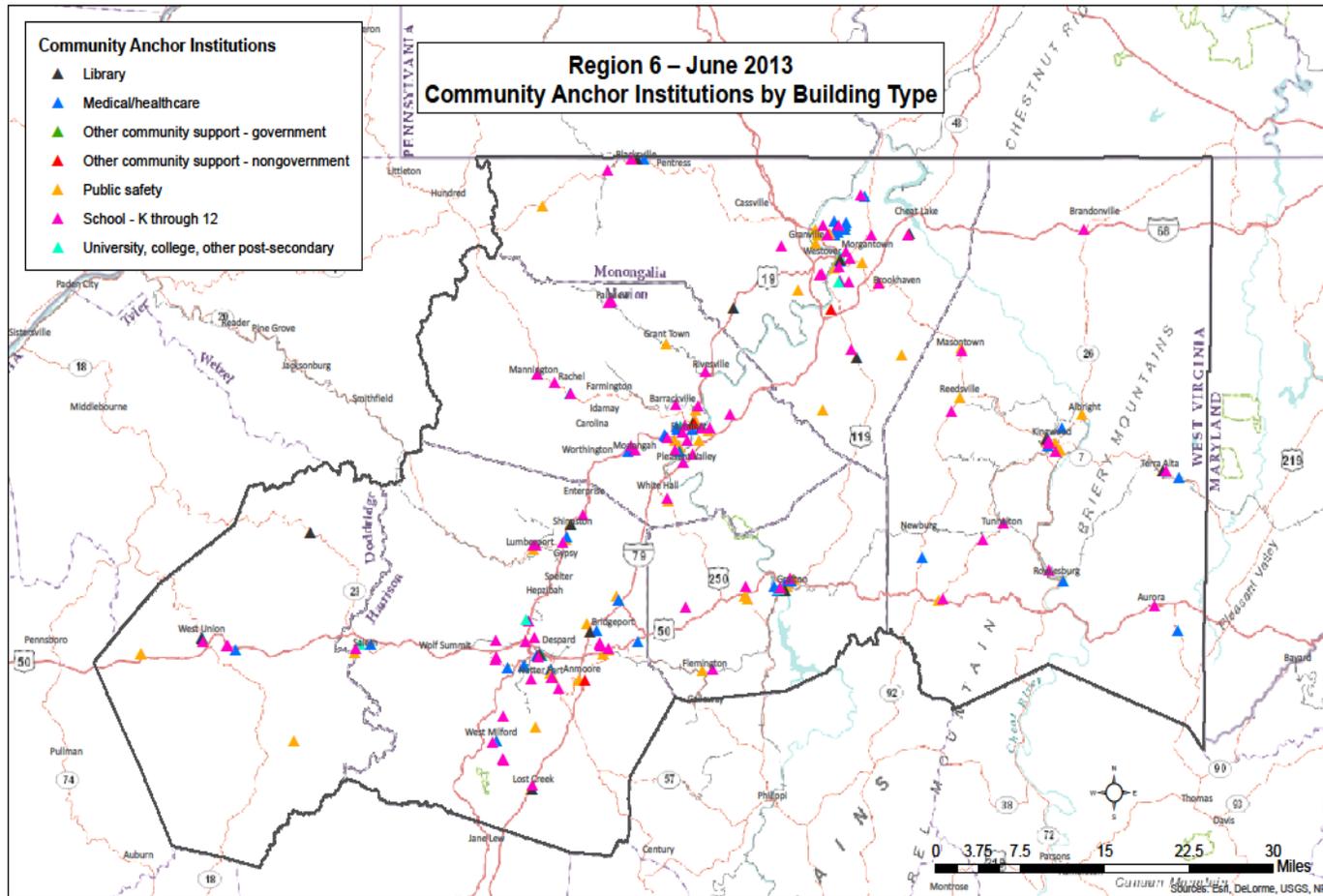


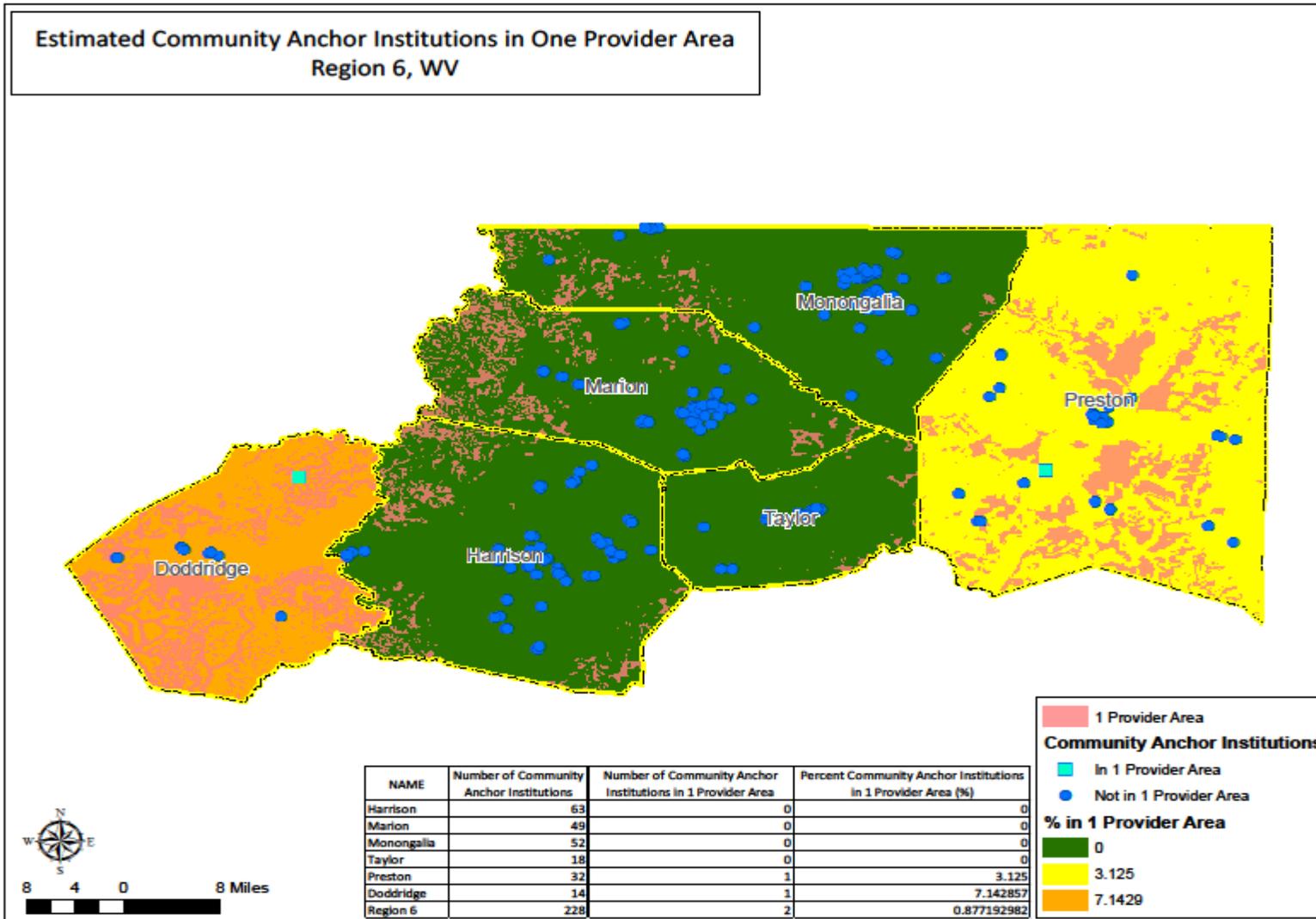


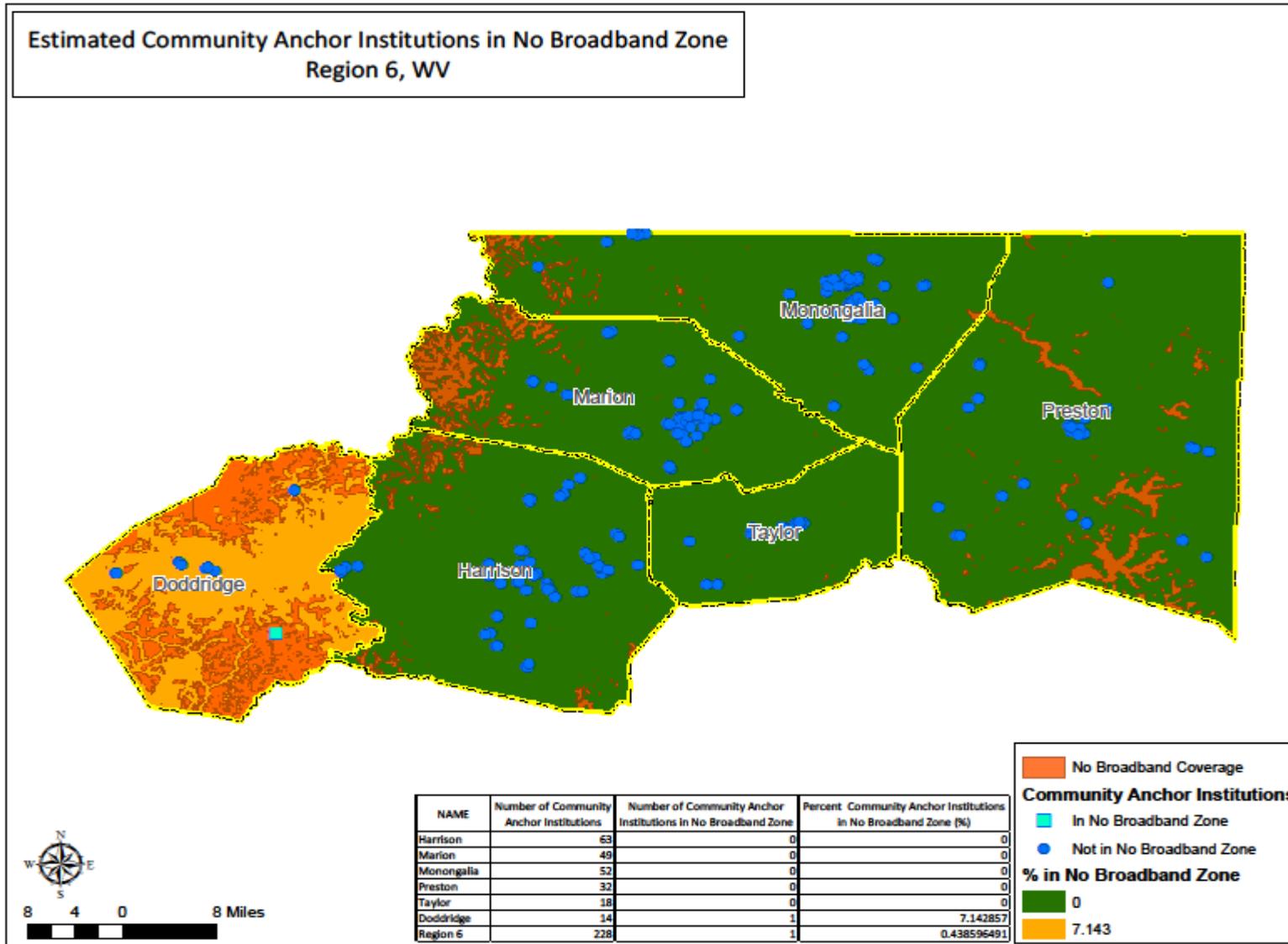


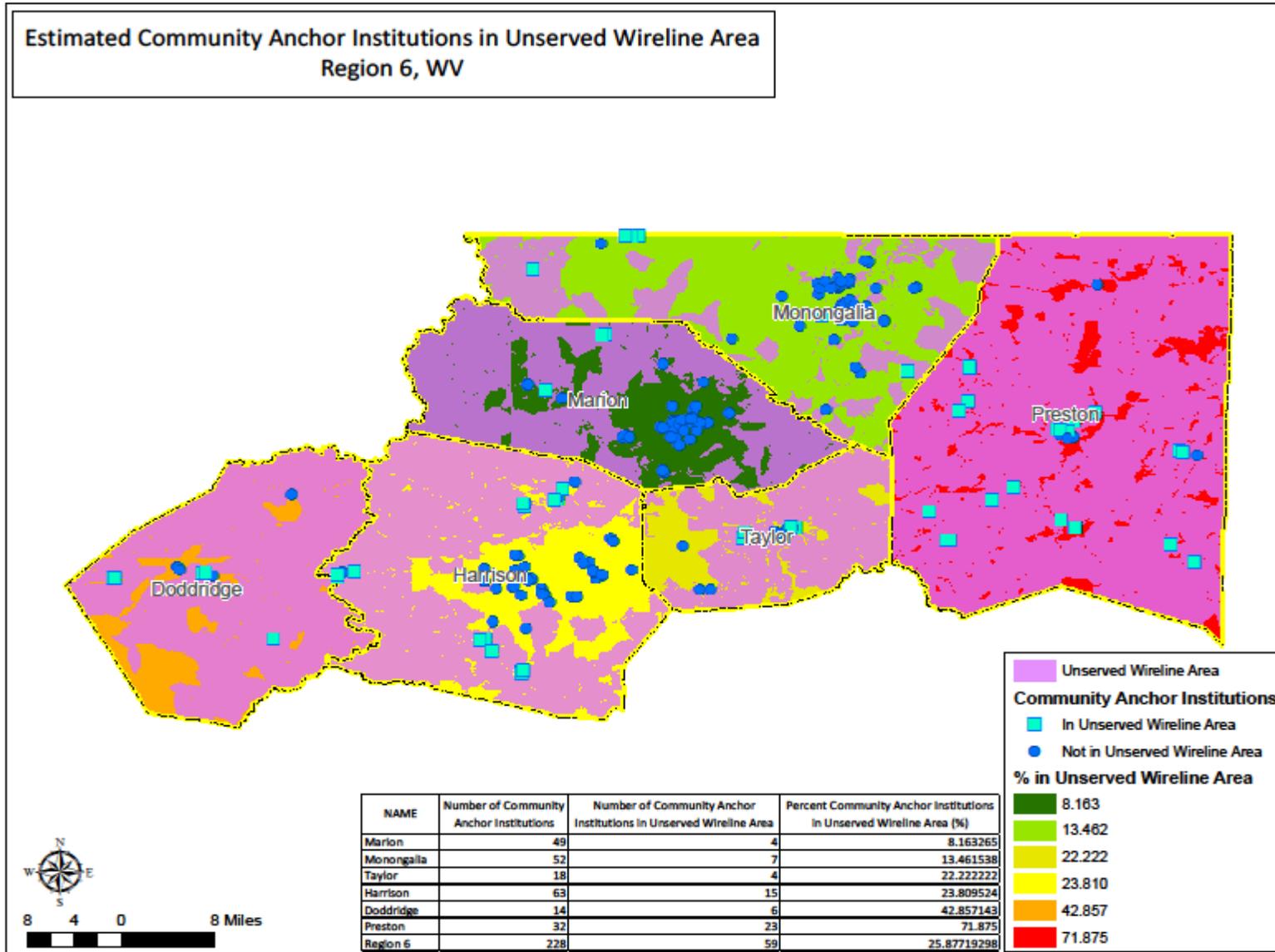


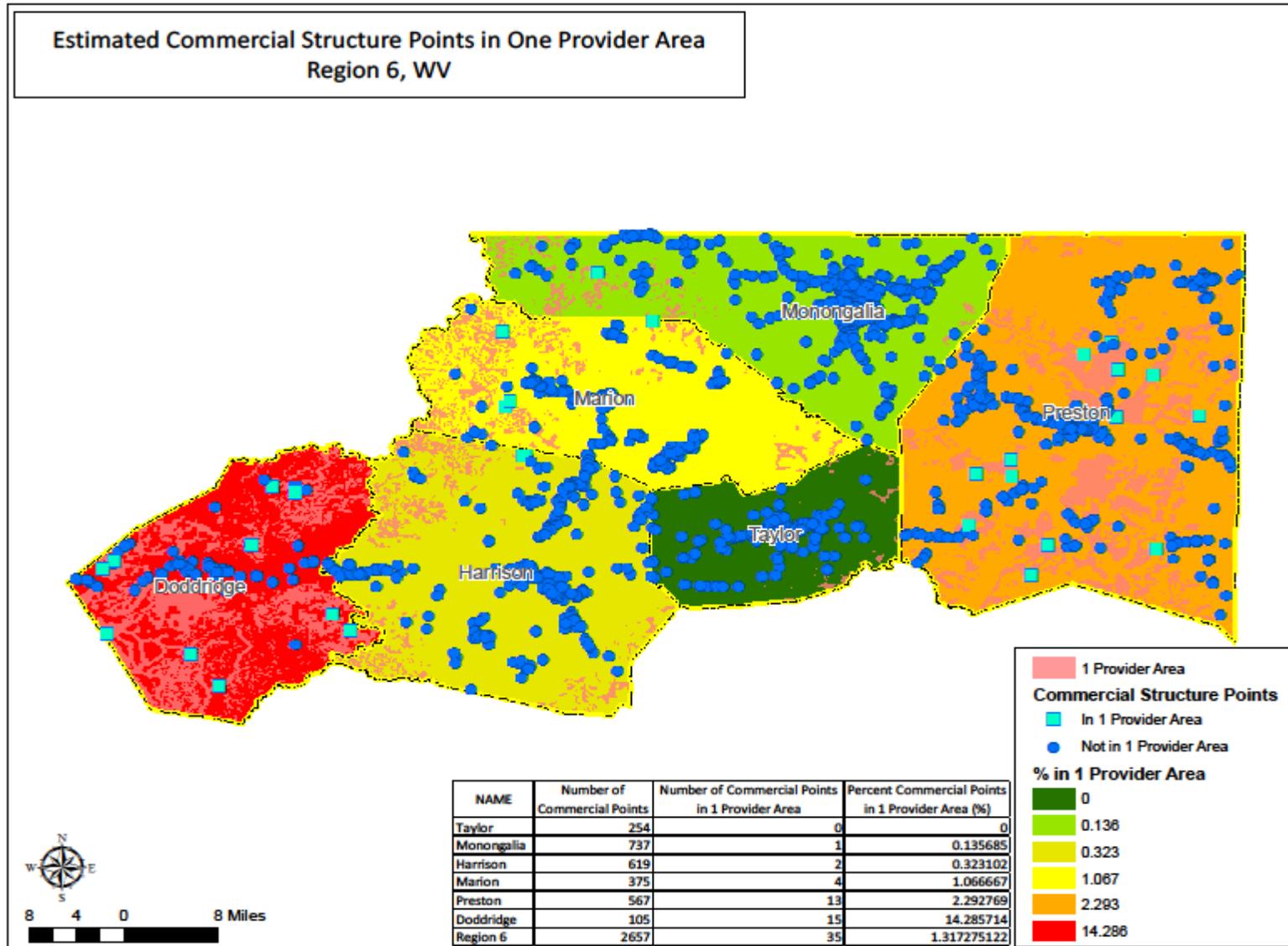


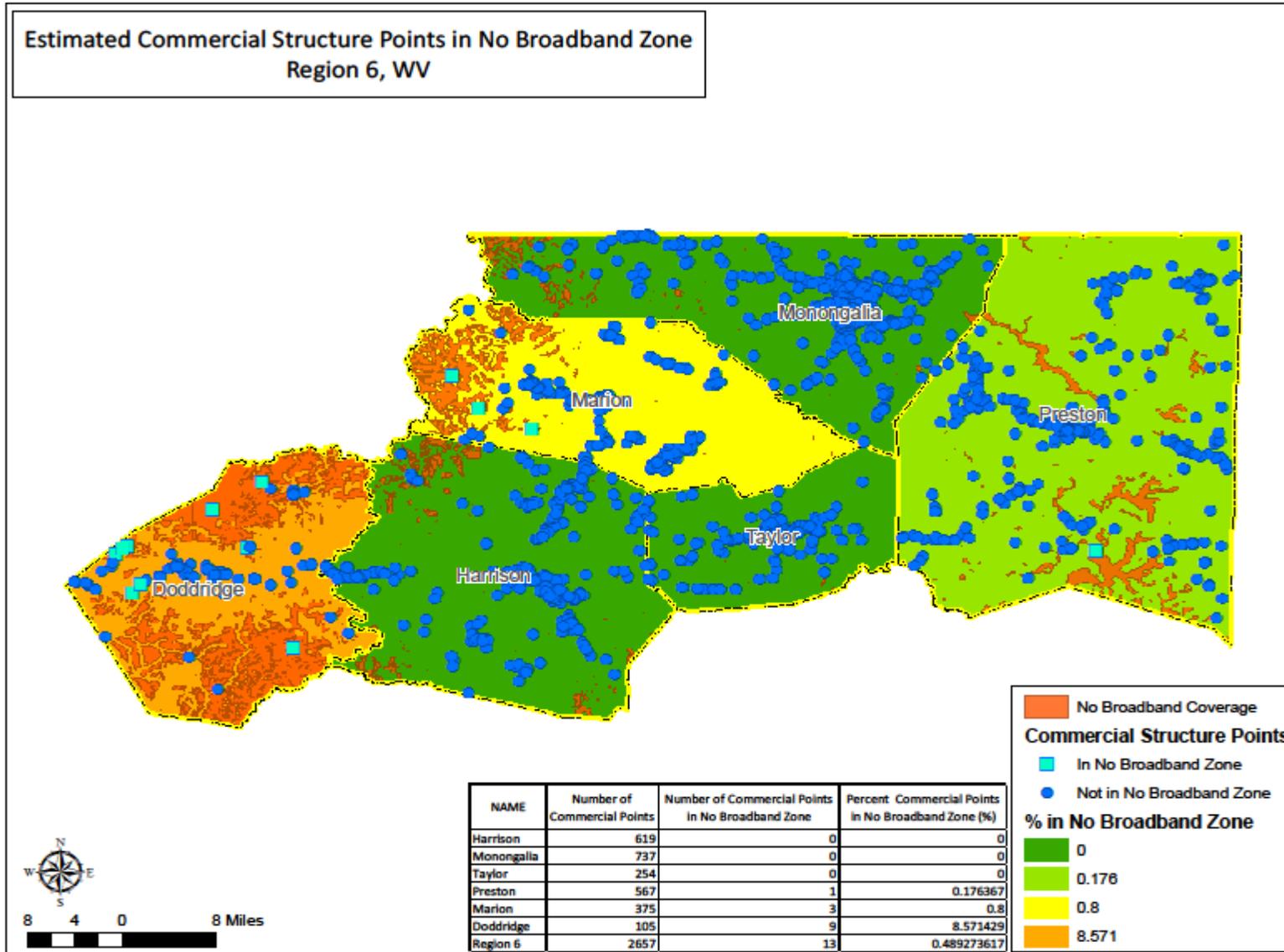




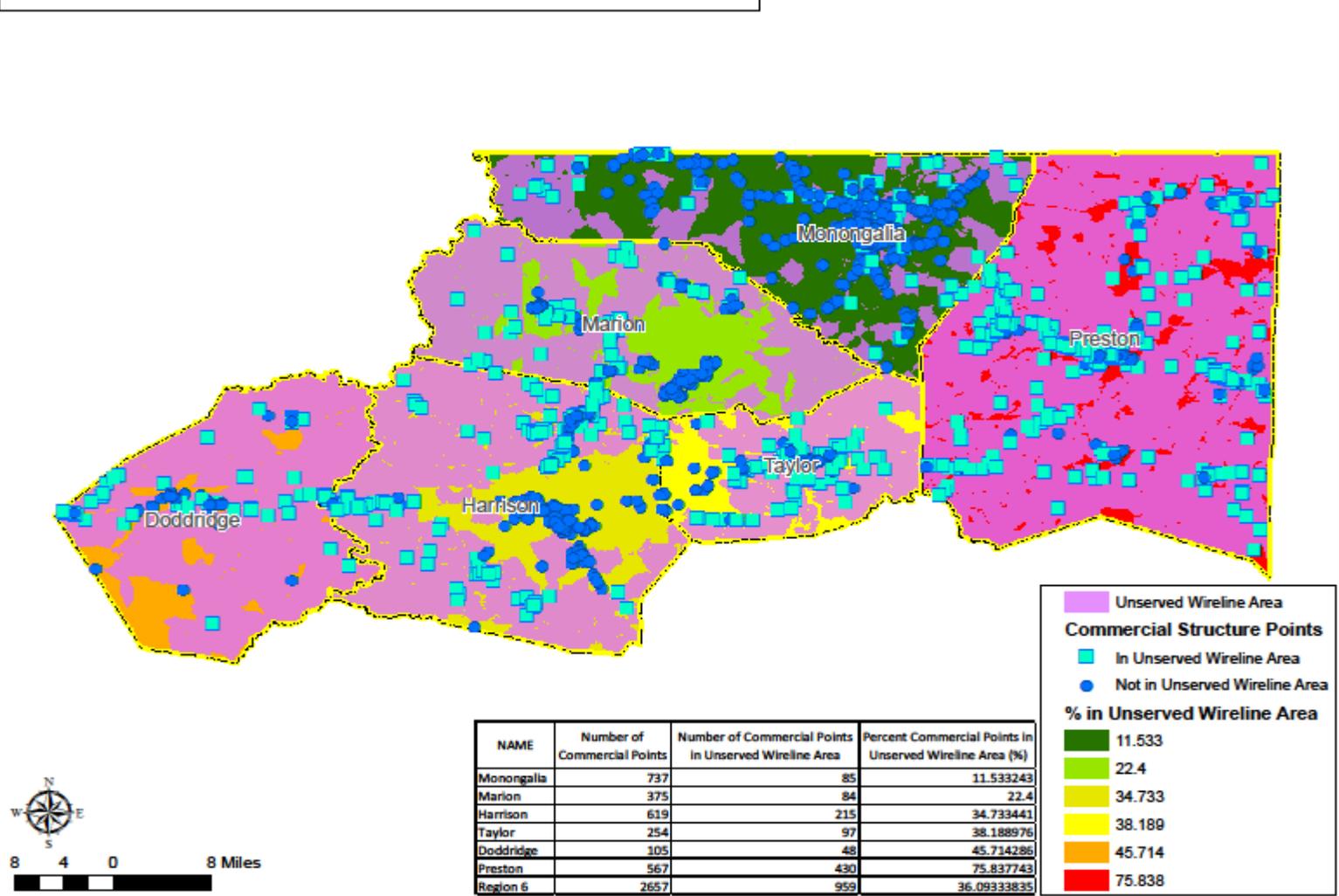


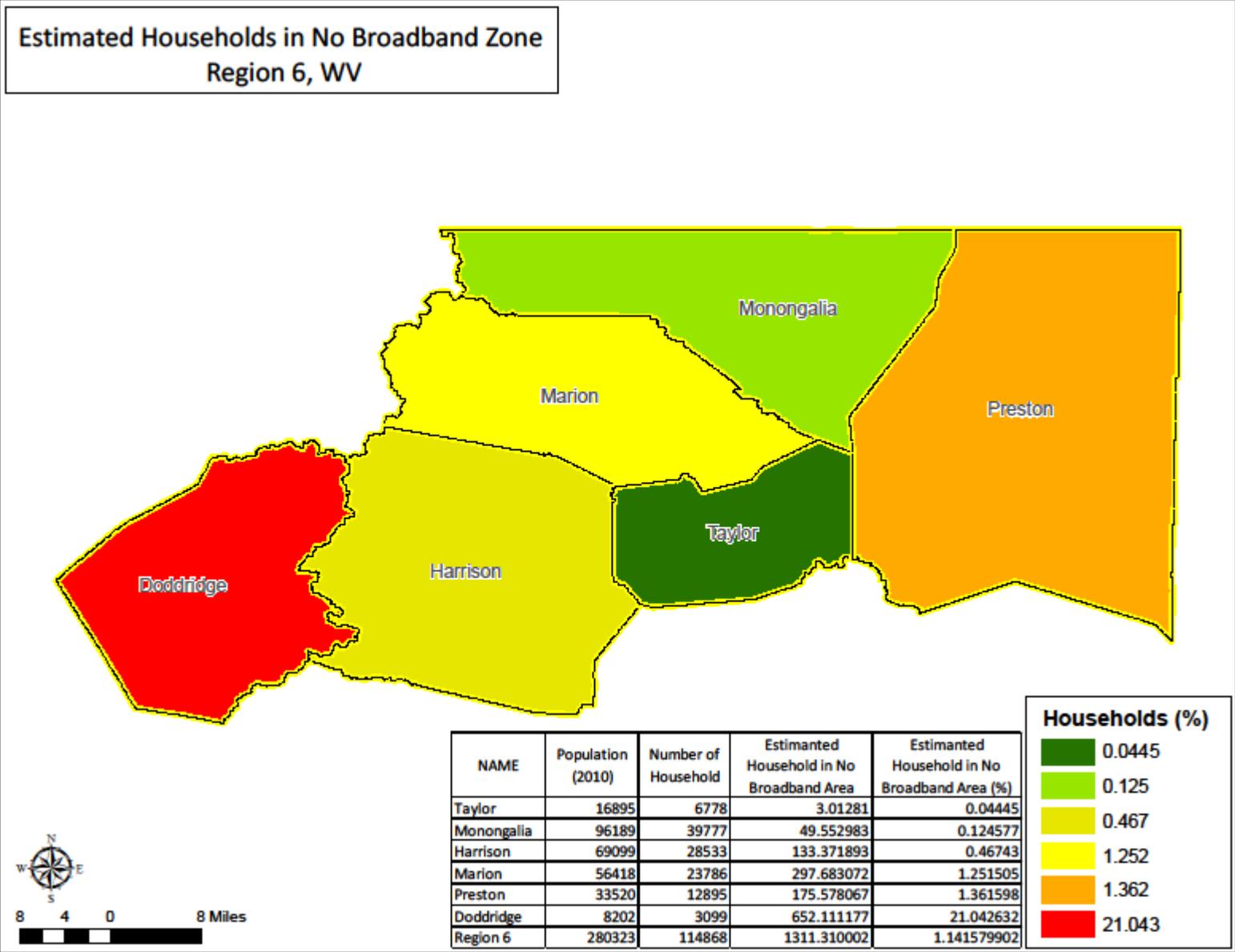


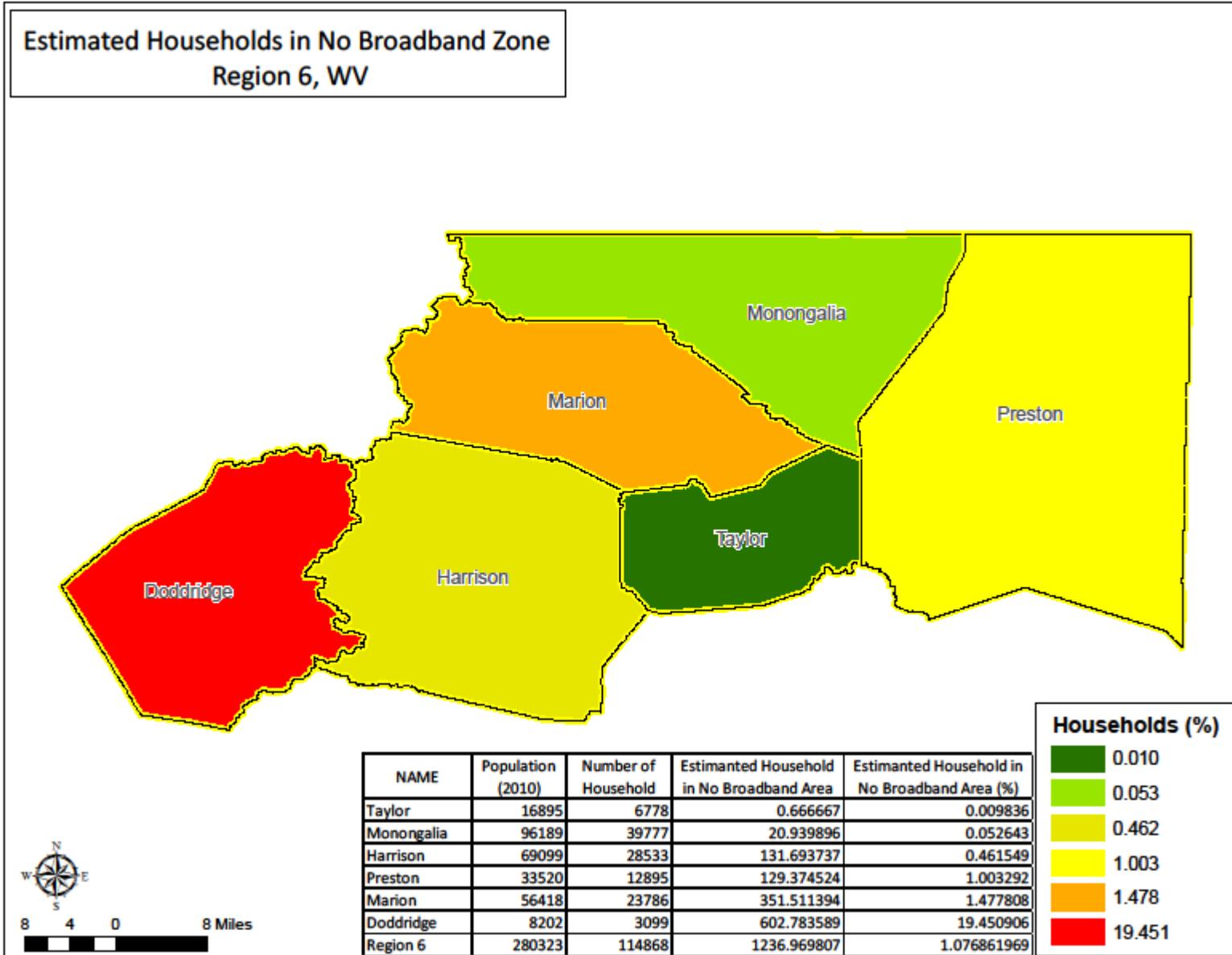


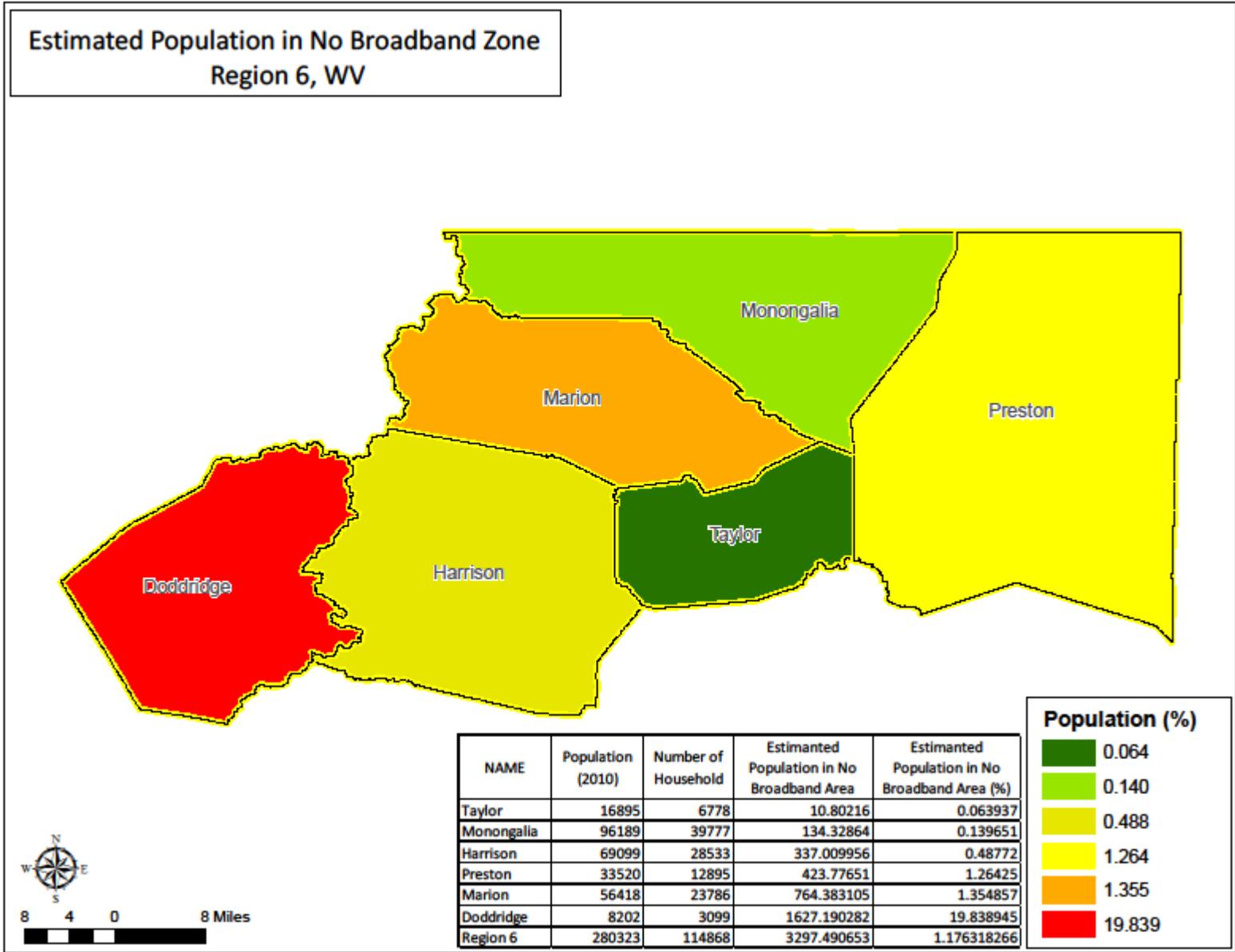


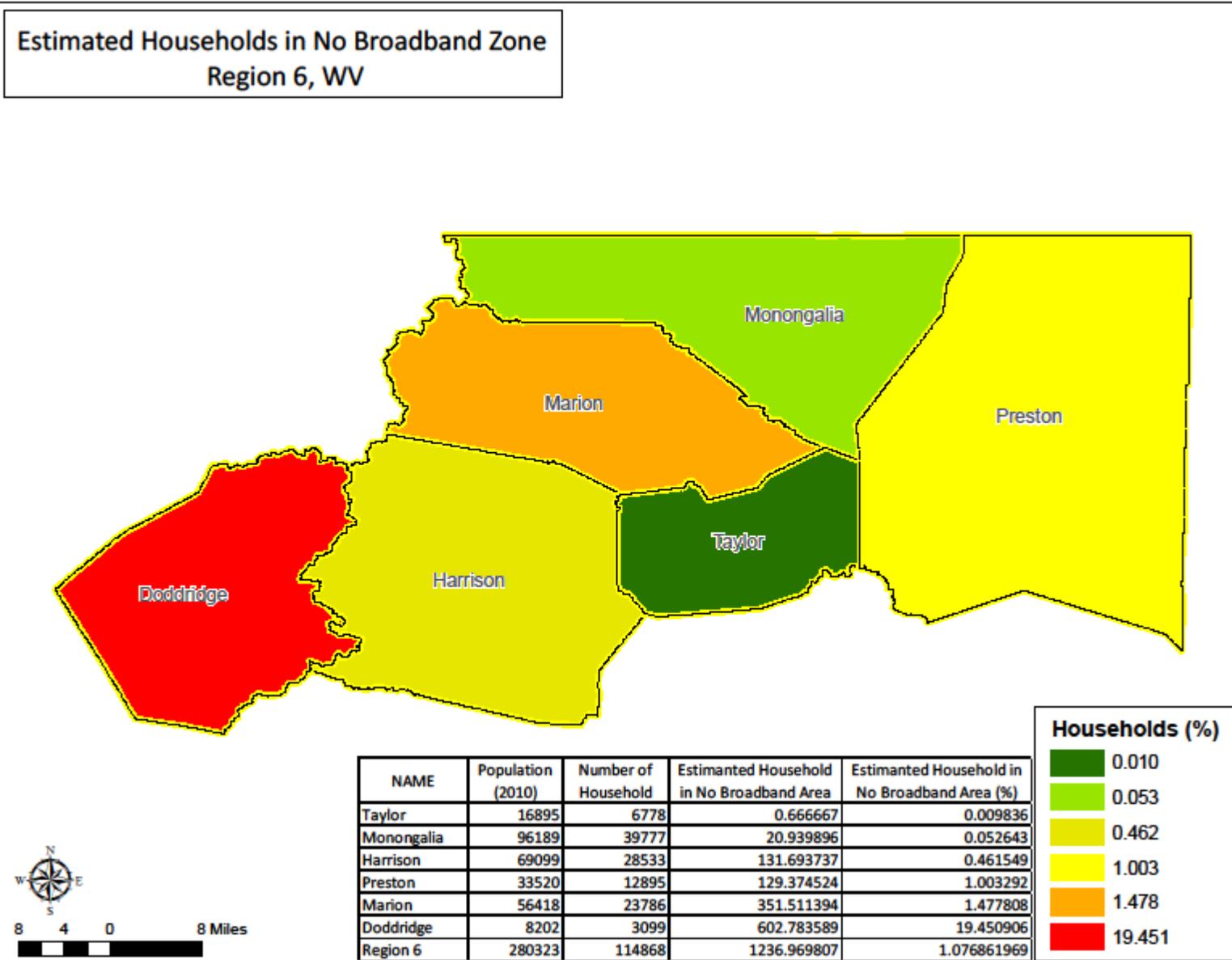
Estimated Commercial Structure Points in Unserved Wireline Area  
Region 6, WV

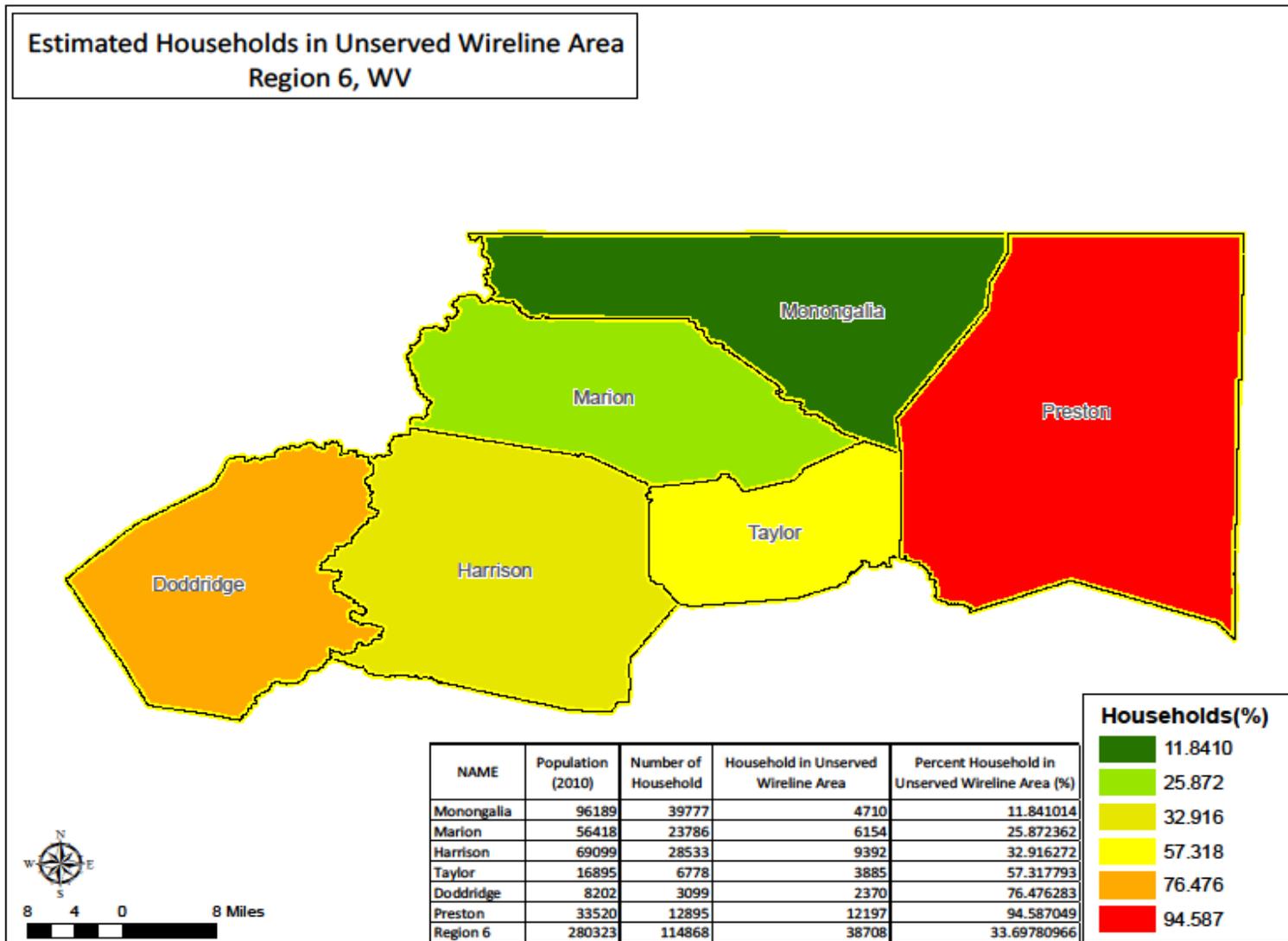


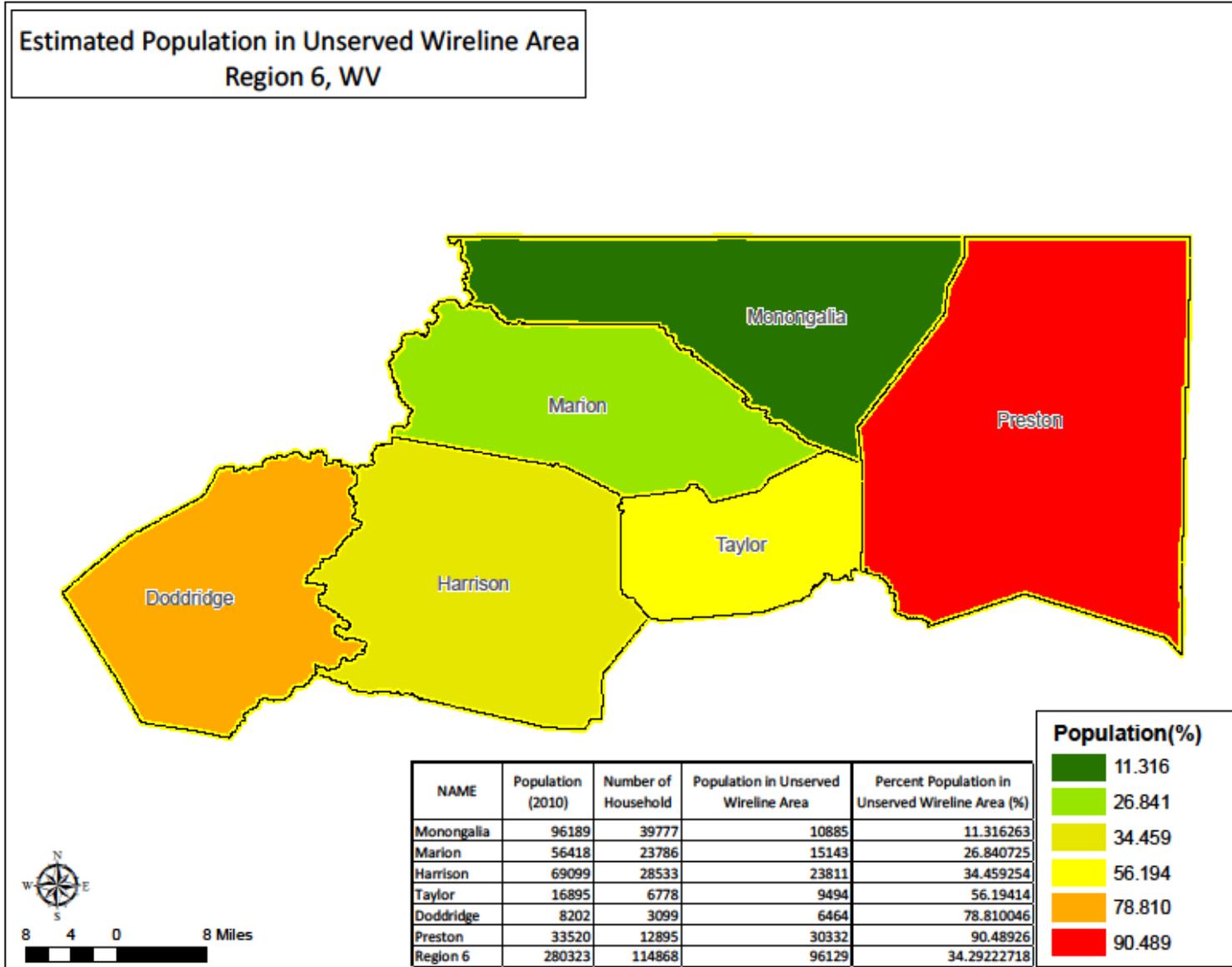




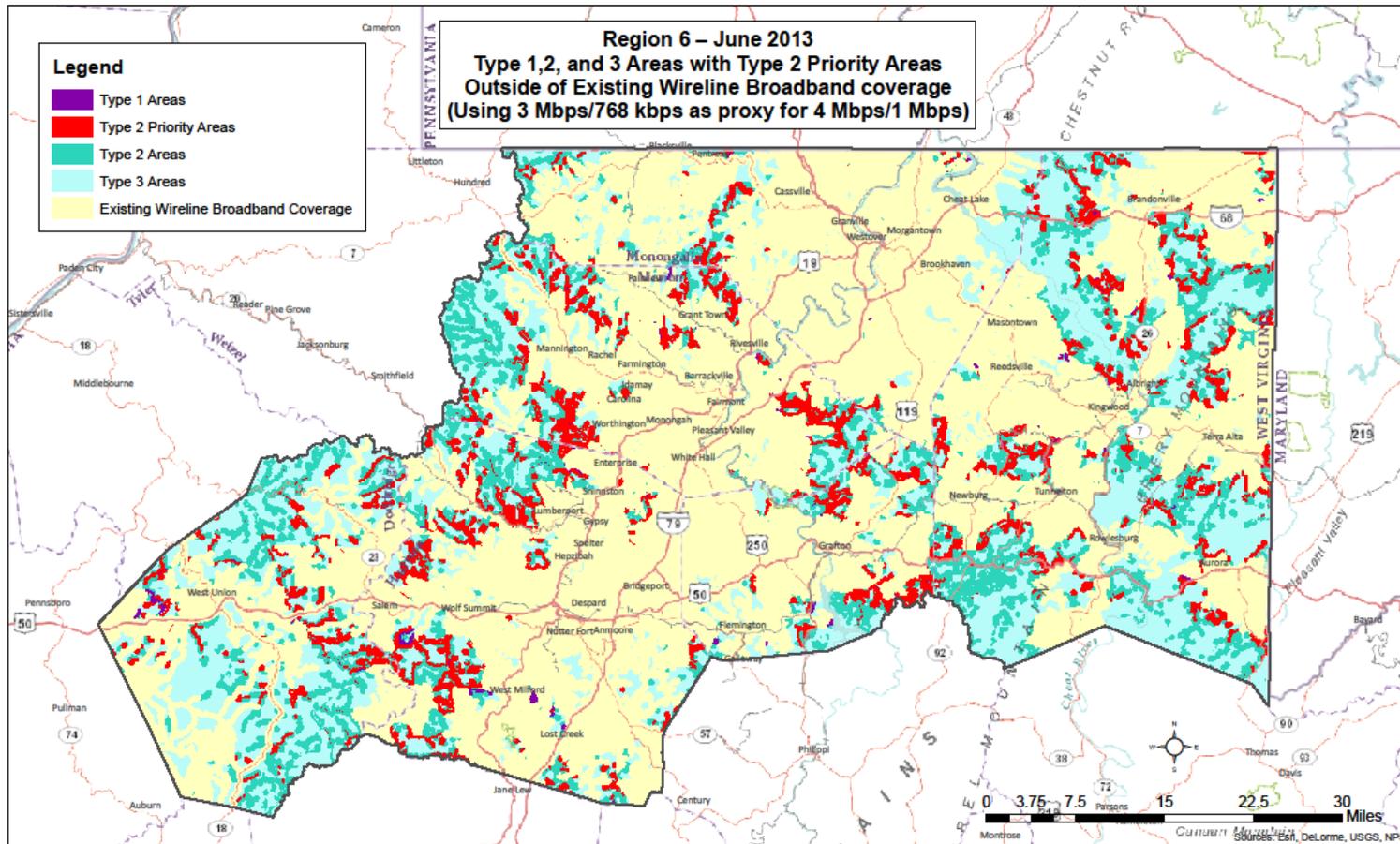












## Appendix B: Blank Surveys

### Residential Broadband Survey

**Regional Broadband Planning Teams Project  
Residential Broadband/High-Speed Internet Survey**

Dear West Virginia Resident:

Our Regional Planning & Development Council is working to better understand your high-speed Internet needs and create a strategic plan to meet these needs. As part of this process, we are gathering vital information from residents about their Internet access that can help us improve service. Broadband is typically defined as a service that enables high-speed Internet access as opposed to low speed services such as dial-up. Please have a person in your household who is 18 years or older, and makes household decisions about computers or the Internet, complete this survey. Please complete this survey by September 14, 2012. Your responses will remain anonymous and will only be reported as part of a larger statistical analysis to determine where the state could use federal grant funding to enhance Internet speed and availability. **We particularly urge you to TAKE THE SPEED TEST.**

If you have any questions, please feel free to contact James Hall, Region VI I Planning and Development Council by e-mail at [regionvi@regionvi.com](mailto:regionvi@regionvi.com) by phone at 304.366.5693, Extension 104.

Thank you for your assistance!

#### DEMOGRAPHICS

To assist in the Region's efforts to direct federal and state spending, it is necessary to provide the most accurate answers to the questions below. By providing us with such detailed information as your street address and zip code, the Region could be able to better identify the gaps in coverage. Your responses will remain anonymous.

1. Street Address: \_\_\_\_\_
2. Zip Code: \_\_\_\_\_
3. County: \_\_\_\_\_
4. How old were you on your last birthday? \_\_\_\_\_
5. Male  Female
6. Number of household occupants: \_\_\_\_\_

#### INTERNET ACCESS

7. Do you have Internet access in your home?  Yes  No (*If "No," please go to question 18 of this survey.*)

8. Who uses the Internet at your home? (Check all that apply.)

- I do  Spouse/Partner  Children  Friend  Grandparent  Parent  
 Housemate or Roommate  Other (specify) \_\_\_\_\_

9. Who is your Internet Service Provider?

- AT&T Mobility LLC  
 CityNet  
 Comcast  
 Frontier Communications Corporation  
 HugesNet  
 NTELOS  
 Sprint  
 Suddenlink Communications  
 T-Mobile  
 Verizon Wireless  
 WildBlue Communications, Inc.

Other (specify): \_\_\_\_\_

10. What type of connection do you use at home to access the Internet? (Check all that apply.)

Cable  DSL  Fiber  Satellite  Dial-Up  Cellular/Air Card

Other (specify): \_\_\_\_\_

11. Why did you choose this connection type? (Check all that apply.)

Cost  Speed  Only available service  Best reliability

12. How much do you pay per month for Internet service? (If you have indicated several services, indicate your total expense for these services.)

\_\_\_\_\_

13. For all the types of connections you have, indicate the speed of your connection(s).

Please check your speed at this website

<http://gis2.kimballdata.com/WVSpeedTest/WVSpeedTest.html?id=speedtest>. The Speed Test takes approximately 30 seconds.

TYPE OF CONNECTION	SPEED	
	<i>Download</i>	<i>Upload</i>
Cable		
DSL		
Fiber		
Satellite		
Cellular/Air Card		
Other (indicate speed)		

14. The following is a list of characteristics about your Internet service. Please indicate whether you are “very satisfied,” “satisfied,” “dissatisfied,” or “very dissatisfied” with that aspect of your Internet service.

SERVICE ISSUE	VERY SATISFIED	SATISFIED	DISSATISFIED	VERY DISSATISFIED	DON'T KNOW/NA
Speed of connection	<input type="checkbox"/>				
Cost of Internet	<input type="checkbox"/>				
Technical support	<input type="checkbox"/>				
Reliability of access	<input type="checkbox"/>				
Customer service	<input type="checkbox"/>				

Number of providers	<input type="checkbox"/>				
---------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

15. Does your employer allow employees to telecommute?  Yes  No
16. Do you use the Internet anywhere else other than your home?  Yes  No
17. If you do use the Internet anywhere else other than your home, please indicate other places where you use the Internet:
- Work?  Yes  No
- School?  Yes  No
- Public Library?  Yes  No
- A relative or friend's house?  Yes  No
- A retail shop with wireless Internet service?  Yes  No
- Cell phone?  Yes  No
- Other (specify): \_\_\_\_\_
18. IF you indicated you **DO NOT** have Broadband (high-speed) Internet service (e.g., none or dial-up), please check all reasons for not having Internet service. (Check all that apply.)
- I don't own a computer  Cost/Too expensive  Broadband service not available
- Do not Need Broadband services  Security reasons  Do not know how to use Internet
- Other (specify): \_\_\_\_\_
19. IF concerns in question 18 were addressed, would you utilize Broadband (high-speed) Internet service?
- Yes  No
20. How important is it for all RESIDENTS of the State of West Virginia to have access to computers and the Internet?
- Very important  Important  Somewhat important  Not at all important
- Don't know
21. How did you learn about this survey?
- Newspaper  Radio  Buyer's Guide  E-mail  Word of Mouth  Library
- Television  Other (please specify): \_\_\_\_\_

22. If you have any additional comments about Broadband (high-speed) Internet service in the State of West Virginia, please include them here:

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Thank you for responding to this survey. We know your time is valuable. Your response will remain anonymous.

## Business Broadband Survey

### Regional Broadband Planning Teams Project Regional Business Broadband/High-Speed Internet Survey

Dear West Virginia Business:

Our regional planning and development council is working to better understand your high-speed Internet needs and create a strategic plan to meet these needs. As part of this process, we are gathering information and conducting this survey to determine the Broadband usage, needs, and interests of local businesses. Broadband is typically defined as a service that enables high-speed Internet access as opposed to low-speed services, such as dial-up. The results of this survey will be used to determine who is using Broadband and how federal grant funding can be applied to improve Broadband access and online marketing opportunities for your business community. **We particularly urge you to TAKE THE SPEED TEST.**

Please take a few minutes to let us know if you currently utilize Broadband Internet service and what impact Broadband has on your business. The survey should be completed by **September 14, 2012** to be included in the strategic planning process for your Region. If you have any questions, please feel free to contact James Hall, Region VI I Planning and Development Council by e-mail at [regionvi@regionvi.com](mailto:regionvi@regionvi.com) by phone at 304.366.5693, Extension 104.

Thank you for your assistance!

#### DEMOGRAPHICS

23. Name of Business: \_\_\_\_\_

24. Street Address: \_\_\_\_\_

25. City, Zip Code: \_\_\_\_\_

26. County: \_\_\_\_\_

27. E-mail Address: \_\_\_\_\_

28. Name of person responding: \_\_\_\_\_

29. Title of person responding: \_\_\_\_\_

30. Which department do you work in? \_\_\_\_\_

31. How many employees work at your location?

- 1-4     5-25     26-100     101-250     251-500     501 or more

32. Indicate what national business classification best describes your business:

- Accommodation and Food Services                       Agriculture, Forestry, Fishing/Hunting

- |  |  |
|--|--|
| <input type="checkbox"/> Construction                            | <input type="checkbox"/> Educational Services                          |
| <input type="checkbox"/> Finance and Insurance                   | <input type="checkbox"/> Healthcare and Social Assistance              |
| <input type="checkbox"/> Information                             | <input type="checkbox"/> Management of Companies and Enterprises       |
| <input type="checkbox"/> Manufacturing                           | <input type="checkbox"/> Mining, Quarrying, and Oil and Gas Extraction |
| <input type="checkbox"/> Professional, Scientific, and Technical | <input type="checkbox"/> Public Administration                         |
| <input type="checkbox"/> Real Estate and Rental and Leasing      | <input type="checkbox"/> Retail Trade                                  |
| <input type="checkbox"/> Transportation and Warehousing          | <input type="checkbox"/> Utilities                                     |
| <input type="checkbox"/> Waste Management and Remediation        | <input type="checkbox"/> Wholesale Trade                               |
| <input type="checkbox"/> Administrative and Support Services     |  |
| <input type="checkbox"/> Arts, Entertainment, and Recreation     |  |
| <input type="checkbox"/> Other (please specify): _____           |  |

**INTERNET ACCESS**

**33.** Do you have Internet service at your business?  Yes  No (*If "No," go to question 20 of this survey.*)

**34.** Who currently provides your business's Broadband Internet service?

- |  |  |
|--|--|
| <input type="checkbox"/> AT&T Mobility LLC                   | <input type="checkbox"/> Sprint                        |
| <input type="checkbox"/> CityNet                             | <input type="checkbox"/> Suddenlink Communications     |
| <input type="checkbox"/> Comcast                             | <input type="checkbox"/> T-Mobile                      |
| <input type="checkbox"/> Frontier Communications Corporation | <input type="checkbox"/> Verizon Wireless              |
| <input type="checkbox"/> HugesNet                            | <input type="checkbox"/> WildBlue Communications, Inc. |
| <input type="checkbox"/> NTELOS                              |  |
| <input type="checkbox"/> Other (specify): _____              |  |

**35.** What type(s) of Internet connection do you have?

- Cable  DSL  Fiber  Satellite  Dial-Up  Cellular/Air Card
- Other (specify): \_\_\_\_\_

**36.** For all the types of connections you have, indicate the speed of your connection(s).

Please check your speed at this website <http://gis2.kimballdata.com/WVSpeedTest/WVSpeedTest.html?id=speedtest>. The Speed Test takes approximately 30 seconds.

TYPE OF CONNECTION	SPEED	
	<i>Download</i>	<i>Upload</i>
Cable		
DSL		
Fiber		
Satellite		
Cellular/Air Card		
Other (indicate speed)		

37. Please rate the following aspects of your service by checking the appropriate column.

	VERY SATISFIED	SATISFIED	DISSATISFIED	VERY DISSATISFIED	DON'T KNOW/NOT APPLICABLE
Cost of Internet	<input type="checkbox"/>				
Speed of connection	<input type="checkbox"/>				
Billing practices	<input type="checkbox"/>				
Technical support	<input type="checkbox"/>				
Customer service	<input type="checkbox"/>				
Reliability of access	<input type="checkbox"/>				

38. Does your business allow employees to telecommute?  Yes  No

39. If your business does not allow employees to telecommute, is it due to affordability and/or reliability deficiencies with the Broadband (high-speed) Internet service?

Yes  No

40. When you sought Broadband (high-speed) Internet service for your business location, how would you describe the availability of multiple, competing Broadband Internet options?

- |  |  |
|--|--|
| <input type="checkbox"/> Competitive, several options        | <input type="checkbox"/> Not competitive, only one provider  |
| <input type="checkbox"/> Somewhat competitive, two providers | <input type="checkbox"/> Suitable Broadband is not available |

41. What do you currently pay each month for Internet service? (If you have indicated several services, indicate your total expense for these services.)

- |   |   |
|---|---|
| <input type="checkbox"/> Less than \$50                     | <input type="checkbox"/> Between \$200 and \$300    |
| <input type="checkbox"/> More than \$50 and less than \$100 | <input type="checkbox"/> More than \$300 per month  |
| <input type="checkbox"/> Between \$100 and \$200            | <input type="checkbox"/> Don't know how much we pay |
| <input type="checkbox"/> Other (please specify): _____      |   |

42. IF you indicated you **DO NOT** have Broadband Internet service (e.g., none or dial-up), please check all reasons for not having Broadband Internet service. (Check all that apply.)

- I don't own a computer    Cost/Too expensive    Broadband service not available
- Do not need Broadband service    Security reasons    Need Training
- Other (specify): \_\_\_\_\_

43. IF concerns in question 20 were addressed, would you utilize Broadband Internet service?

Yes  No

44. How important is a robust Broadband (high-speed Internet access) connection to the day-to-day operations of your business? (Check one.)

Very important  Important  Somewhat important  Not at all important

45. Would it be beneficial to your customers/clients if the Broadband environment in your area was enhanced?

Yes  No

46. If it would be beneficial to your customers/clients to enhance the Broadband environment in your area, why?

\_\_\_\_\_

47. How did you learn about this survey?

Newspaper  Radio  Buyer's Guide  E-mail  Word of Mouth  Library

Television  Other (please specify): \_\_\_\_\_

48. Do you have any other comments about Broadband Internet service availability in your region?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Thank you for responding to this survey. We know your time is valuable. Your response will remain anonymous.