2010 – Program Initiation

- OBOD Created in October
- Researched Broadband Program Best Practices
- Conducted Service Provider Outreach Surveys
- Developed and Validated Broadband Mapping
- Mapping is strictly based on a volunteer effort
ROLE:

• Broadband advocacy and advisor in Frankfort

• Establish state-wide broadband policy and direction

• Facilitate access to broadband resources
Struggles for Kentucky

1. **ACCESS** – 91.5%

1. **AWARENESS** – no perceived value

2. **ADOPTION** – 58% adoption rate
Struggles for Kentucky

Give them ACCESS, make them AWARE, make it AFFORDABLE, and they will ADOPT.
Unserved Kentucky

Legend
Unserved Area (By census block population)
0 - 31
32 - 106
106 - 224
225 - 413
414 - 883

Area Development District
County Boundary
State Boundary
Percentage Change in Population
2000-2009

-11.47 to -1.98%
-1.97 to +1.97%
+1.98 to +4.13%
+4.14 to +7.39%
+7.40 to +47.87%

Kentucky: +6.6%

Source: United States Census Bureau, Population Division
Prepared by: Research and Statistics Branch, Office of Employment and Training
Kentucky Education and Workforce Development Cabinet
Statistics

• 1.5% of the URBAN Kentucky population is without ACCESS

VS.

• 23% of the RURAL Kentucky population is without ACCESS
The fastest internet access most rural Kentucky communities can get is a T-1 line. Most metro areas have access to Fiber and High Speed Broadband.
This technology has the potential to touch the life of every citizen of Kentucky.

Telehealth          Economic Development          Education

eGovernment          eCommerce          Public Safety

First Responders          Entertainment          Telemedicine

New Communications          Communications for the Disabled

The next thing?
The BROADBAND KY Initiative

In today’s world, digital communications are as important as highways and bridges. Kentucky’s citizens and businesses travel digitally for work, education, and entertainment as well as to conduct business. The goal of the Office of Broadband Outreach and Development is to ensure that broadband services are available, from border to border, to our citizens and businesses.

The Commonwealth has received more than $5.3 million in grants for broadband mapping and outreach programs, including Broadband KY, from the Federal American Recovery and Reinvestment Act (ARRA), State Broadband Data and Development (SBDD) grant program.

Broadband Map  Click the image above to see a map of broadband availability in Kentucky.

Slow computer?  Use this simplified search to find broadband service providers in your area.
QUESTIONS?