

State Broadband Kickoff

Nov. 1, 2013

9:30 a.m. CT – 12:00 noon CT

Main Location

Lincoln—1526 K Street, Lower Level, Large Training Room, Lincoln, NE

Video Sites

- **Scottsbluff**—Scottsbluff Vocational Rehabilitation Service Office, 505A Broadway, Ste 500, Scottsbluff, NE
- **Norfolk**—Norfolk Vocational Rehabilitation Service Office Norfolk 1212 West Benjamin Ave, Norfolk, NE.
- **Chadron**—Chadron State College, Administration Building, Room 137, Chadron, NE
- **Sidney**—Cheyenne County Extension Office, 920 Jackson Street, Sidney, NE
- **West Point**— Cuming County Extension Office, 200 S. Lincoln St., West Point, NE
- **Valentine**— Cherry County Extension Office, Courthouse, 365 N. Main Street, Suite 3, Valentine, NE
- **North Platte**— West Central Research and Extension Center, 402 West State Farm Road, North Platte, NE
- **McCook**—Red Willow County Extension Office, 1400 West 5th Street, Suite 2, McCook, NE
- **Omaha**—Douglas County Extension Office, 8015 W. Center Road, Omaha, NE

Draft Agenda

Meeting Handouts

Presentation

9:30	Broadband Kick Off—Welcome and Overview Related Materials: Community Council Member List
9:45	Developing a Common Understanding
	Where is/isn't broadband available? How does Nebraska compare to other states? Related Materials: MobilePulse Flyer and FAQs Nebraska Broadband Map http://broadbandmap.nebraska.gov National Broadband Map http://broadbandmap.gov
	Broadband Adoption--Regional/Demographic Differences Internet Connectivity and Use in Nebraska research report can be found at http://broadband.nebraska.gov
	Business Survey Results Related Materials: Broadband Technology Fairs flyer

	<p>Summary of Regional Plans</p> <ul style="list-style-type: none"> • Priority Areas • Themes <p>Related Materials: Regional Plans Summary Regional Plans can be found at http://broadband.nebraska.gov</p>
	What are our strengths? What resources do we have? What could we be doing better?
11:00	Developing a Shared Vision
	Where do we want to be in the future? What does success look like?
11:35	Priority Areas and Themes
11:50	Form Work Groups
11:55	Wrap up
12:00	Adjourn

Meeting notice was posted on the NITC website and Nebraska Public Meeting website on Oct. 11. The draft agenda was also posted on Oct. 11.

Community Council Members and Nominees

Rural and Community IT Development

Members

Rod Armstrong, AIM Institute

Norene Fitzgerald

Darla Heggem, Twin Cities Development, Scottsbluff

Joan Modrell, Nebraska Department of Labor

Nominees

Pam Adams, American Broadband

Randy Bretz, TEDxLincoln Curator

Dave Hahn, Nebraska Information Network

Connie Hancock, University of Nebraska Extension

Jacob Knutson, Nebraska Department of Economic Development

Kim Kuhle, US Bank

David Lofdahl, IT Consultant

Paul Ludwick, Nebraska Link

Monica Lueking-Crowe, Furnas Harlan Partnership

Marion McDermott, Kearney Area Chamber of Commerce

Megan McGown, City of Sidney, Community Development Director

Libraries and Local Government

Members

Chris Anderson, City of Central City

Brett Baker, City of Seward

Phil Green, City of Blair

Nominees

Jessica Chamberlain, Norfolk Public Library

Steve Fosselman, Grand Island Public Library

Steve Henderson, City of Lincoln

Holly Woldt, Nebraska Library Commission

At Large

Members

Jerry Vap, Nebraska Public Service Commission

Frequently Asked Questions

Who can volunteer?

Anyone with a smartphone (or tablet with cellular connectivity) may volunteer to help. You don't even need to be a resident of the state. The Nebraska Public Service Commission (NPSC) is searching for volunteers all over the state. Why not be the volunteer for your area?

How do I get the app?

The NPSC's testing app by Mobile Pulse is available for download through your smartphone's app store. Download and install the app as you would any other app and then forget about, no further action is required on your part. This link will take you to the correct app store from your phone: <https://dashboard.mobilepulse.com/admin/api/getApp?org=0>. Or scan this QR code:

The app requires use of location services for the performance tests, but don't worry, there is no personal or identifiable information transferred.

How does this app help me?

There are several important reasons why residents may want to participate in the NPSC's mobile testing app program. First, the results will be available to the state broadband mapping program and used to update maps available to the public. Governments can utilize detailed maps to communicate with wireless vendors and help evaluate new cell tower locations and implement public safety communication plans. When wireless networks improve, the community is safer because cellular 911 calls are clearer, emergency notifications work better, and first responders gain better access to critical field applications.



Second, participation will ensure the mapping of connectivity and performance of wireless networks in *your* area of the state. While we can't promise any specific problem area will be fixed, one can expect that an *unknown* problem area will *not* be fixed! When discrepancies are found between the wireless vendor maps and the government maps, the vendors are notified so they are aware of the problem. Ultimately the information may go all the way up to the Federal Communications Commission (FCC) for national consumer advocacy on broadband issues.

In what ways have organizations used this service?

Mobile Pulse provides a rich set of tools that will allow governments to:

- Understand current performance of mobile wireless networks
- Negotiate improved cellular agreements
- Assist in troubleshooting mobile application performance issues
- Develop better mobile device policies and strategies
- Understand geographic areas with poor or insufficient performance

- Utilize real data to assist in evaluating new cellular tower locations
- Participate in state, national and public safety broadband mapping efforts

What is the battery impact on devices running Mobile Pulse?

The app uses minimal device resources. The software wakes up periodically, takes a GPS reading, performs a quick test of the network, and then goes back to sleep, utilizing very little battery power. In addition, the service has a built in battery protection that turns the service off if the device's battery gets too low.

What data plan is required and will the service cause extra data charges?

The app will stop testing if testing results in 100 MB of data consumption in a month. This amount is a low percentage of today's typical data plans in the 1-4GB/month range. Residents with data plans less than 1GB should not install the app.

Are there privacy concerns?

The Mobile Pulse testing app collects no personal information and never asks for identifiable information. The app tests the mobile network every once in a while and only associates the results to the location of the test, not to a person. Because the app doesn't collect any identifiable information during the test, there is no way for anyone to know who was at the test location. You can read the full [privacy policy](#) on Mobile Pulse's website.

Will my phone be spammed or filled with advertisements?

No. Volunteers running the testing app will never receive any ads, marketing, or solicitations. The app does not display advertisements and the company will not add them in the future. The company does not ask for, nor collect your email, phone number or any other way to contact you. The purpose of this app is to study mobile wireless connectivity and speeds, so you will not be spammed as a result of running this app.

Can someone find me or track my location if I install this app?

Absolutely not. The NPSC's broadband team, the state, your local government, nor any other entity will be able to track a phone's location as a result of installing the NPSC's testing app. The results of your app testing will be anonymous among the hundreds of thousands of other anonymous test results in the state. Governments receive reports on the average performance results for geographic areas like a 1 kilometer block, census block, city or county.

Are there other services like this?

The Mobile Pulse service tests and shows results a lot like Google Maps does on a phone. If you are running the Google Maps app while driving, it records your car's speed and location and then combines the anonymous test results with other Google Map users to show traffic congestion. Mobile Pulse uses this same concept but for wireless network performance.

How secure is the service?

The NPSC is working with analytics firm, Mobile Pulse, to ensure privacy and security of this service. Mobile Pulse, not the government, is responsible for securing the service and ensuring your privacy. They use security practices based on FBI and national criminal data protection standards with encryption and two-factor authentication to protect the app and test results.

Is there a cost?

There is no cost for residents to download and install the free app from the app stores.

What if I still have questions?

The Mobile Pulse testing app is on a volunteer basis. You can uninstall the app at any time. If you have more questions, please contact the Chief Privacy Officer at Mobile Pulse, Kevin Capp, through the [Mobile Pulse contact page](#).



NEBRASKA BROADBAND

www.broadband.nebraska.gov

BROADBAND FOR BUSINESS

THE POWER OF BUSINESS - *WHAT'S NEXT?*

Nebraska Broadband can help business owners become more successful. Plan to attend a Technology Fair — and learn how the latest tools and techniques can help your operations.

Mark your calendar for the event in your region.

Watch for details!

2014 BROADBAND TECHNOLOGY FAIRS

Location	Date
Valentine	March 11
North Platte	March 12
McCook	March 13
Omaha	March 18
Norfolk	March 25
Seward	March 26
Kearney	March 27
Sidney	April 2
Chadron	April 3



AIM | INSTITUTE

AIM Institute



Nebraska Information
Technology Commission



Nebraska Department of
Economic Development



Nebraska Public
Service Commission



University of
Nebraska-Lincoln



The Broadband Mapping and Planning Initiative is funded through a grant to the Nebraska Public Service Commission by the U.S. Department of Commerce's National Telecommunications and Information Administration and aims to increase broadband adoption and utilization. Project partners include Nebraska Public Service Commission, University of Nebraska-Lincoln, Nebraska Information Technology Commission, Nebraska Department of Economic Development and AIM Institute

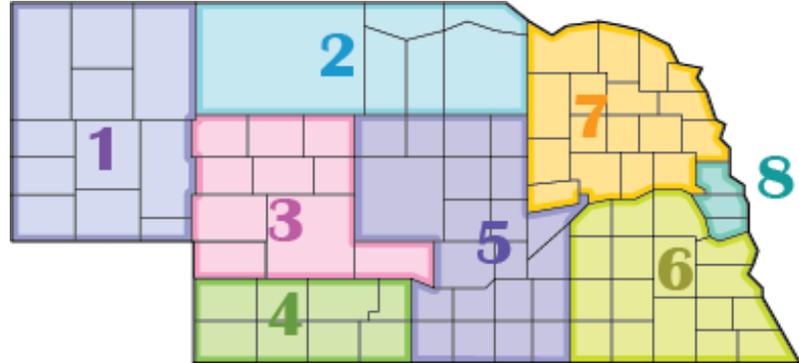


Regional Priorities

This document provides a summary of broadband priorities identified through the regional planning efforts.

Broadband is a foundation for economic growth, job creation, global competitiveness and a better way of life. Broadband adoption and Internet use in some areas of the state and among certain population groups

remains low. The regional plans reflect the differences and similarities in broadband adoption and Internet use across the state. Digital literacy, health care and economic development, including agriculture, are cited often, as they are clearly areas where Nebraskans, and the communities in which they live, have the most to gain by adopting the latest broadband technologies. The realization of the priorities, the regional plans and the growing success of the regions, depend on access to broadband services by all geographic areas. Currently, access varies by region and community. Reliable access to high-speed Internet service and training are necessary to achieve increased adoption and use.



Each regional summary is unique and reflects results obtained through a process identified by each regional planning team. Following is the breakdown by region in order of the numbering system identified on the map:

1. Western Region

A regional summit was held that identified a long-term vision that increases youth retention, increases business development and transition, and decreases the digital divide and deserts. The following priority areas and initial objectives were identified to achieve that vision:

- **Digital Literacy and Adoption and Advanced Technology Training** – *Coordinate and increase educational offerings around digital literacy skills and advanced technology training.*
- **Economic Development** – *Expand awareness and growth of technology educational offerings to strengthen economic development, agritourism and entrepreneurs.*
- **Agriculture** – *Explore ways to increase access to basic and adequate broadband services for ag producers and those living outside city limits.*

2. North Central Region

Three priorities were identified at the broadband regional forum and further enhanced by the planning team and focused conversations. Currently, access is varied across the region. For the priorities to be achieved, all North Central region residents and businesses must have access to the various types of communication technology for future needs. The priorities, written as a vision statement, and initial steps for each are:

Regional Priorities presented to Public Service Commission, July 9, 2013



- **Business and Economic Development/** – Economic development efforts will target high-tech entrepreneurs and a workforce with technology skills. Businesses, including agricultural producers and agribusinesses, will use information technology to improve profits and grow their customer base. *Initial steps include working with the Nebraska Department of Economic Development and identifying ways to help businesses learn from each other.*
- **Education** – Schools will be highly networked environments; classrooms will have broadband access and teachers will be trained in its use. Students, parents, teachers and administrators will have equitable access in a way that facilitates learning. *Initial steps include efforts to improve broadband access at home and improving coordination between distance education providers.*
- **Health Care** – Health care providers will utilize electronic health records, e-prescribing, health information exchange and telehealth technologies effectively. Patients will be able to access health care information. *Initial steps include identifying sources of funding assistance to for-profit and non-profit health care providers.*

3. New Frontier Region

Being a vibrant region, ensuring availability of quality broadband service for all residents, and promoting broadband adoption to attract and retain rural youth and working age adults is a vision of the New Frontier planning team. The following priorities and activities were established:

- **Educate and engage people on the value of broadband** – *Hold annual technology fairs to build awareness and promote other educational opportunities.*
- **Increase availability of broadband to all communities, including those outside of a city limits** – *Work with providers, government and regional leadership to increase coverage for areas that are underserved or communities that are not satisfied with their current broadband.*
- **Work with telecommunications providers and other key stakeholders to ensure that redundancy and reliability are available to health care providers** – *Promote importance of high-speed Internet to rural hospitals to attract new physicians, connect with specialists and utilize telehealth services.*
- **Explore how businesses and non-profits can better utilize broadband technology** – *Connect businesses with resources to better understand how broadband technology can strengthen their business.*
- **Provide education to farmers, ranchers and agriculture businesses to enhance their bottom line** – *Provide education about precision agriculture and how using advanced equipment and monitoring systems, facilitated by broadband access, can increase crop yields and/or save resources.*

4. Southwest Region

Increasing the understanding and recognizing the importance of the benefits of broadband use for businesses and the residents is the focus of the Southwest regional planning team. Three priority areas and initial actions to increase the knowledge and use of broadband technology were identified:

- **Digital Literacy and Adoption** – *Collaborate with libraries and others to provide individual and small group training on the use of broadband; promote awareness and adoption through the news media, including papers and newsletters.*
- **Economic Development**– *Increase the number of business, including agribusinesses and agricultural producers, that utilize broadband technology. Efforts will include working with the Chamber of Commerce and providing educational opportunities.*

Regional Priorities presented to Public Service Commission, July 9, 2013



- **Local Government** – *Identify options to expand the usage of broadband technology including training.*

5. Central Region

Understanding the benefits of broadband and encouraging individuals and businesses to use broadband is a focus of the Central region. Input from the Central planning team, utilizing broadband assessments, and conversations with economic developers and ag producers identified two priority areas and initial steps.

- **Economic Development** – *Create community or regional technology teams; develop educational programs on how businesses can capitalize on broadband; and explore ways to bring high-speed Internet to areas that currently do not have access.*
- **Agriculture** – *Provide education and develop a plan to encourage producers to explore technology that would benefit their decision making.*

6. Southeast Region

Priority areas for the Southeast region were identified with input from the planning team, conversations with economic developers and ag producers, and utilizing assessments. A long-term goal for this effort is to identify how broadband can be utilized as a tool to retain and return increasing numbers of the rural youth population. Two high-priority areas have initially been identified for the region.

- **Agriculture** – The Southeast region includes a high urban population; however, a very large number of production agriculture and agribusinesses dot the map of southeast Nebraska. The majority are multi-million dollar businesses that lack access to high-speed Internet. *Initial action steps include providing education and developing a plan to encourage producers to explore technology that would benefit their decision making.*
- **Economic Development** – Communities, local businesses, families, youth and senior citizens should recognize the important role broadband will play in building a sustainable community/region for the future. *Initial action steps include developing community or regional technology teams, developing educational programs on how they can capitalize on broadband, and exploring ways to bring high-speed Internet to areas that currently do not have access.*

7. Northeast Region

The Northeast planning team identified broadband as critical for economic development, as well as for retaining youth and attracting young families back to the region. Four goals were identified to address the priority areas of economic development and attraction/retention of youth and young families. Those goals and objectives are:

- **Work with telecommunications providers and other stakeholders to ensure the availability of quality broadband for all** – *Identify new ways to collaborate to build broadband infrastructure and increase digital literacy.*
- **Work with telecommunications providers and other stakeholders to ensure affordable broadband service** – *Encourage the provision broadband services at a fair range of affordability.*
- **Promote broadband adoption as an incentive to retain and return increasing numbers of rural youth and working age adults** – *Determine current broadband capacity and establish benchmarks, and provide broadband/IT education.*



- **Promote broadband adoption and utilization as an incentive for economic development** – Objectives focus on strengthening the case for adoption by demonstrating how it can make a real difference (i.e., technology education and creating IT jobs).

8. Omaha Region

According to the 2010 household survey, 87% of those living in Omaha indicated that they are utilizing broadband compared. In contrast, only 11% of the respondents in two zip codes in North Omaha are utilizing broadband. To address this difference in utilization, the focus of the Omaha region is on this underserved population. By increasing broadband implementation and utilization, the health and economic well-being of low resource families may be improved. The priority areas identified are:

- **Digital Literacy & Adoption** – Establish partnerships with key stakeholder groups to accomplish goals outlined in the regional plan and develop a series of workshops with the partners to provide effective education for their clientele.
- **Health Care** – Develop tools as needed to provide access to needed services (such as health care enrollment).
- **Economic Development** – Utilize AIM's Career Link for low-resource families to find employment opportunities.
- **Non Profits & Education** – Work with community partners to provide effective education and build awareness of how non-profits can increase their influence and effectively deliver services using technology.

Tribal Regional Plan

The availability, accessibility and affordability of cell phones, computers and connectivity on the tribal lands are a challenge. To address these, planning efforts have focused on working with the Nebraska Indian Community College (NICC). The college goal is to support and provide the tribal communities with increased education, healthy lifestyles and cultural awareness for at least 50% of tribal youth, students and adults. Broadband can be a tool for achieving this overall goal.

Priorities/activities that will increase demand for broadband include:

- **Education** – Increase continuing education of tribal youth and adults utilizing broadband. Connect three tribal college community campuses with tribal college radio station via broadband and subsequently deliver education to promote healthy lifestyle activities. Expand the availability of for-credit education classes online, including journalism, media and entrepreneurship classes.
- **Communication Access** – Explore how to improve the challenges of availability, accessibility and affordability of cell phones, computers and getting connected via high-speed broadband. Verify technology usage, including high-speed Internet connections on tribal lands.

