

**From:** Carole A. Jordan [cjordan@kansascommerce.com]  
**Sent:** Monday, January 17, 2011 10:01 AM  
**To:** Larry Powell  
**Cc:** Raney Gilliland  
**Subject:** Requests for more information from Agriculture Committee 1-13-11

Representative Powell:

This memo is to provide more information in response to some of the questions that were raised after our agriculture marketing report January 13.

The committee asked for more of a breakdown of the ag marketing budget. That budget divides out as follows:

**Ag Budget Breakdown for FY11**

Total budget \$732,979

Salaries \$309,296

Loan Program \$300,163

Administrative—phones, network charges, rent, office supplies \$40,200

Travel to deliver programs, work with clients--\$33,820

Memberships, contracted services, advertising, printing--\$49,000

**More information about USLGE**

Kansas is a member of the U.S. Livestock Genetics Export (USLGE) group which has received funds available to those interested in promoting livestock, semen or embryo sales in international markets. These funds are available through the Market Access Program (MAP) of the Foreign Agricultural Service of the USDA.

The USDA's Branded Products Promotion Program—livestock and livestock germplasm portion of which is administered through USLGE has had success in helping breeders and small companies gain entry and establish identity of their branded livestock and germplasm in international markets. Participants leverage their own money with matching funds from the branded program to develop export markets for their livestock and germplasm. The MAP funds supplement private funds to help the livestock industry increase international demand for U.S. livestock and genetics.

Kansas is utilizing USLGE funds to analyze market conditions for beef genetics exports to the Chinese provinces of Henan and Liaoning currently. We also are exploring the possibility of export activities in beef cattle and purebred horses to Costa Rica through these funds.

**Budget Breakdown for Broadband Planning Grant**

**Kansas Broadband Planning and Oversight Effort**

Requested funding of the State of Kansas. Planning effort focuses on five areas, the purpose of increasing the efficiency, effectiveness, and sustainability of broadband efforts in the state of Kansas. The discussion below briefly outlines these areas, and provides a direct connection to the relevant objectives of the Broadband Data and Improvement Act. The general outline for the approach to planning has been developed by a multi-stakeholder group within the state, most of whom have been meeting since late spring 2009. The group is composed of representatives from the Department of Commerce, State CIO's office, the State GIS coordinator, state Department of Agriculture, the State Library, the state public utilities commission, rural health care, education, aging, and the statewide educational network. In addition, the planning approach has been informed by a series of seven regional meetings with key stakeholder groups conducted across our state in June 2009 to identify issues and opportunities for addressing broadband issues in our state.

Activity	2010*	2011*	2012*	Total
Broadband Planning Manager - Salary	\$49,650	\$51,636	\$26,851	\$128,137
Broadband Planning Manager - Benefits	\$14,950	\$15,542	\$8,082	\$38,574
Travel	\$8,000	\$8,000	\$4,000	\$20,000
Supplies	\$2,650	\$2,756	\$2,883	\$8,289
Survey - Phase 1	\$75,000	\$25,000	\$25,000	\$125,000
Cost Modeling	\$90,000	\$50,000	\$0	\$140,000
Summit	\$40,000	\$0	\$0	\$40,000
<b>TOTAL</b>				<b>\$500,000</b>
* = Calendar year				

**1) Funding for initial staffing to support planning, assessment, and implementation of broadband related programs and initiatives in the state of Kansas.**

**Description:** The project would fund one full time employee for 2.5 years, equivalent to an Economic Development Representative III in the Kansas State Service. The position would be housed in the Kansas Department of Commerce and report to the Director of the Rural Development Division.

## /Objectives

- a) Support the formation and ongoing operation and objectives of a State Broadband Task Force with members from the state's seven regional foundations (formed for economic development purposes), Kansas Association of Counties, Kansas League of Municipalities, local, state and federal agencies, the broadband industry, education, health care, as well as communities of interest from underserved groups in the state that can best represent "digital divide" issues. The Task Force will have as its goals:
- Identify ways in which broadband can be used to substantially benefit anchor institutions such as educational, healthcare, libraries, economic development, public safety and government institutions, as well as community-based organizations, and actively encourage their implementation and adoption.
  - Encourage a coordinated approach among state and local agencies and programs to identifying their needs and goals in this area to ensure the effectiveness of state efforts and investments in promoting expanded access to and adoption of broadband technologies.
  - Review and monitor best practices in other states to increase the affordability, availability and adoption of broadband technologies especially among rural, inner city, low-income, aged and disabled Kansans and other unserved and underserved populations.
  - Emphasize ways in which expanded broadband access can benefit rural Kansas.
  - Coordinate statewide and regional efforts with public and private stakeholders to obtain and maximize grant and loan funding available for broadband deployment and state-of-the-art technologies, and new approaches to advancing broadband capabilities at reduced costs, including through increased access to public rights-of-way and shared fiber infrastructure.
  - Encourage Public/Private Partnerships.
  - Facilitate opportunities for coordination and information exchange among providers, consumers and state and local governmental entities related to education on the use and

Coordination of broadband, as well as expanding its availability and adoption.

- Encourage the expansion of access to computers (individual ownership, as well as provided at public locations such as libraries and schools) for Kansas citizens, businesses and communities.
- Monitor progress of broadband rollout and adoption in the state on a recurring basis.
- Develop and support the ongoing implementation and maintenance of a broadband strategy for the state.

b) In association with the State Broadband Task force, develop and maintain a statewide strategic plan with a focus identification of actions directed to addressing barriers to adoption and service gaps in the state, opportunities for coordination, and recommendations on steps that can be taken to enhance rollout and adoption of broadband services in the state.

c) Liaison with the task force and groups mentioned above, to provide planning and data analysis of mapping information and utilize it on a regional basis to benefit the state and ensure in input at the grassroots level.

d) Work with state and local organizations to identify and coordinate strategies related to the impact and potential opportunities of broadband as it relates to key government programs, to ensure alignment and synergy between broadband efforts and government service delivery to most effectively address challenges and opportunities for increased efficiency and broader participation.

e) Make recommendations and develop policy proposals related to broadband rollout and adoption.

f) Coordinate with other planning and sustainable adoption efforts being undertaken within the state and at a national level.

**Costs:** Estimate \$200,000.

**Sustainability:** It is the intent of the State that this position will make the active

ement of the issue of broadband deployment and adoption a permanent position in state government. We will begin seeking ongoing funding of this position beyond the grant period as a key element of our overall state broadband strategy.

**2) Collaborate with Kansas colleges and universities and fund research projects as appropriate to support a regional approach to sustainable and effective utilization of broadband to benefit health care, education, government and economic development in the state of Kansas.**

**Description:** This would involve initial surveys to assess barriers to adoption, general demand, and other relevant issues as identified by the State Broadband Task Force.

**Cost:** Estimate \$100,000

**3) Purchase access to a GIS Tool for geographic, demographic, and other analysis of levels of broadband service in the state of Kansas.**

**Description:** The primary analytical tool for broadband planning staff would be Broadband STAT, a GIS analytics solution developed jointly by Connected Nation and ESRI to provide the next generation in broadband mapping and decision-making. For a detailed description of the Broadband STAT platform see responses to *Section C Accessibility* above.

**Sustainability:** The state's GIS director has been directly involved in our decision making process with regard to this direction. While the state has a robust GIS-presence, current resource and time limitations, along with confidentiality concerns around some elements of the provider data being collected, make purchasing access to a turn-key application service provider solution the best fit for the state of Kansas at this time. The contractual agreement with the Department of Commerce allows for shape files to be

ided, and, over time, funding w. )ursued through the state budget pro )  
pursue ongoing support of the map.

#### **4) Conduct recurring cost modeling for unserved areas.**

**Description:** Once initial mapping is completed, and on an ongoing basis over the five year grant period, studies of unserved areas would be conducted to help the state identify - according to industry standards – the potential costs to deploy varying broadband technologies to provide service to such areas. The resulting data would also be displayed in map form to assist decision makers and providers in evaluating the most feasible and cost-effective options for service, especially in areas where cost of service is likely to be relatively high.

**Costs:** Estimate \$150,000

**Sustainability:** The funding requested is for initial work in this area to be created upon production of the initial map, with some follow up in the second year. Results and effectiveness of this approach will be evaluated as part of those efforts, and, if deemed productive and of value to executive, legislative, and other decision makers, including providers, additional funding will be sought from other sources to continue the work.

al best-practice sharing and networking event to advance broadband a nness,  
adoption, and implementation efforts in the state of Kansas.

**Description:** The funding would be to host an initial statewide event bringing together all major stakeholders in the state from affected communities to foster awareness, education, and networking in addressing the issues facing our state. It would be sponsored by the broadband task force and other state executives, in partnership with several other key stakeholder groups in the state, including those representing eGovernment, health care, and education.

**Cost:** Estimate \$50,000. This would include bringing in speakers to address national issues where relevant, and associated facilitated discussion, networking, and education sessions affiliated with the event.

**Sustainability:** The state anticipates this to be an annual event for at least the next several years. As part of the initial annual conference, and in subsequent years, they will seek funding from industry and other stakeholders to hold the event.

This is the portion of the grant that the Department of Commerce controls. Funds for mapping are controlled by our designee, Connected Nation. We also are in the process of developing an expanded planning budget to utilize additional dollars that will come through the amended grant. That information is due to NTIA in February.

Please let us know if you need further information.

Carole Jordan