

eCommunity

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NEWSLETTER



We're hard at work to accomplish full broadband deployment by the close of 2007. For an update on the recent progress made, the statewide maps showing broadband coverage and number and density of unserved households per Census block have been updated on our website, <http://connectkentucky.org/Mapping/>.

As of March 31, 2007, 93 percent of Kentucky households have broadband availability. This represents approximately 518,000 additional Kentucky households served since the beginning of the *Prescription for Innovation* in late 2004. Despite our unprecedented success, there are still some Kentuckians who are without broadband. To remedy this, we are moving forward with a newly developed program that will allow each and every Kentuckian access to broadband. More information about this exciting new venture will be available in the coming months.

Now that Kentucky's communities are ready to act on their Strategic Technology Plans developed in cooperation with eCommunity Leadership Teams throughout the state, ConnectKentucky's eCommunity Strategies Division is ready to assist in the implementation process.

eCommunity Strategies provides technology consulting to communities across the Commonwealth through ConnectKentucky's well known team of technology experts. Our eCommunity Strategies Division is already at work in several counties on various initiatives ranging from IT Assessments to Security Audits. Don't hesitate to call on us for your technology strategy and planning needs.

As always, thank you for your continued support in helping Kentucky remain the place of choice to live, work and raise a family.

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Western Kentucky Spotlight



Tech Day in Hart County a Success

Hart County Chamber of Commerce recently hosted Hart County Tech Day. The event included several exhibitors and a variety of workshops. Erskine Clinton, Manager of Instructional Technology, at the University of Kentucky presented a workshop on Podcasting and its potential applications for the local tourism industry. Joining him was UK student, Nathan Beasley, who conducted a useful session on the potential risks of MySpace. Other workshops were conducted by Landon Atkinson, owner of Atkinson Wherry Business Consulting, on blogging as a low-cost alternative to having a web presence; Mary Pollard, Kentucky Crafters Print Shop, offered useful tips about digital photography and new software programs; and Gary Pierce, owner of PierceMultimedia.com, gave advice on how to create an effective website.

County Extension Agent Chris Clark explained how the Department of Agriculture's new MarketMaker program helps local farmers and growers connect to potential buyers and consumers. The website is also a great destination for obtaining demographic information about Kentucky's counties. The website can be found at: <http://ky.marketmaker.uiuc.edu>.

South Central Rural Telephone Cooperative played an important role in helping to organize the event and brought a series of displays to demonstrate their many programs and services. "We're very fortunate in Hart County to be served by South Central RTC," said Virginia Davis, Chamber



Director. "Their progressive attitude and commitment to this area have enabled a large percentage of Hart County residents and businesses to have broadband technology putting us far ahead



"Little did I know I would come home with a wealth of information - some of which I have already started implementing in my business."

Mary Pollard
Ky Crafters Print Shop

of many counties in the state."

ConnectKentucky representative Jennifer Milburn (left) was available to explain the services offered by the eCommunity Strategies division and to report on the remarkable strides Kentucky has made in broadband deployment since the launch of the *Prescription for Innovation*.

"Our goal was to create awareness about new technology and how to incorporate some of it into our lives and businesses," explained Virginia Davis, Executive Director of the Chamber.

For more information about how your community could sponsor such an event, please contact the project manager in your region. •

Central Kentucky Spotlight



Grocery Basket Goes Mobile

There's more than one way a mouse can feed a cat. Just ask Jean Woodworth of Crescent Hill. Health problems make it hard for Woodworth to shop for groceries in person, but when she needs to stock up on supplies for herself -- or find a new type of cat food for her finicky feline, Virginia -- she clicks her computer mouse to place an order at Mid City Mall ValuMarket in the Highlands.

"It's really convenient," said Woodworth, who orders groceries online every week to 10 days, "depending on what I'm eating or what my cat's eating."

For \$10.95, any of the five Louisville-area ValuMarkets will take an order online or over the telephone, bag the items and deliver them up to three miles away. More distant deliveries cost an extra \$1 per mile.

"It's a really fair price" and "a wonderful service," Woodworth said. "I hope that a lot of people take advantage of it." ValuMarket also will fill orders for curbside pickup for \$5.95.

The extra service reflects the family-owned, Louisville-based grocery chain's effort to distinguish itself from



larger competitors, such as Kroger, which offers mail order for a limited number of products, and Meijer, which doesn't offer delivery.

Online grocery shopping was one of the flops of the Internet boom. But in some areas of the country it's making a comeback.

Sam's Club offers delivery from some of its stores, but attempts to place a home-delivery order online through Louisville-area stores weren't successful.

Sam's Club parent company

Wal-Mart did not immediately return calls.

FreshDirect offers home grocery delivery in the New York area, and Peapod delivery is available in some East Coast cities, Chicago and elsewhere.

Kroger tested delivery service in Nashville, Tenn., a few years ago, but "our experience was that it had very limited interest and it was a very expensive venture," spokesman Tim McGurk said. The service was discontinued a couple of years ago, he said. A Kroger division in Denver called King Soopers has "a very active grocery-delivery service called HomeShop," McGurk said, adding that Kroger is monitoring that effort.

"It definitely is something that we're doing to try to be unique and to meet the customer's needs," said Derrick Robinson, manager at the Whittington Parkway ValuMarket. "People are so busy these days that they want something that will save them time, and this is definitely it." The service also targets people with disabilities, elderly shoppers or others who might have difficulty with transportation or the physical demands of shopping, Robinson said.

The Whittington Parkway store has delivered to a handful of customers for 15 years. "The people who shopped here kind of knew it," he said.

About a year ago, that store expanded the program to any customer who needed the service. "We did it for about four to five months here to see how feasible it would be, then we rolled it out to all the other stores," Robinson said.

Each store has a different delivery schedule. Whittington Parkway's hours are 1:30 to 6:30 p.m. Mondays, Wednesdays and Fridays. The Iroquois Manor store delivers from 1:30 to 6:30 on Thursdays. The Outer Loop Plaza and Mid City Mall stores drop off orders from 1:30 to 6:30 Tuesdays and Thursdays, and the Mount Washington store's delivery hours are 2 to 7 Monday and Fridays.

Deliveries are scheduled to arrive within half-hour windows. "If you order online by 11 a.m., you can actually have it delivered that day," Robinson said.

Curbside pickup and delivery services include all items and honor sales prices and coupons, he said. There is no minimum or maximum order.

The deliveries are hardly a profit center, Robinson said. "We're not getting rich doing this." And the stores "may be even losing a little bit on it."

Shopping for meats and produce without personally inspecting the items for quality and freshness can be unnerving for some customers, Robinson said, and it was a concern for Woodworth.

She wondered, "Will they actually take the time to pick out ones like I do?" In fact, "they do," Woodworth said. "I just really cannot complain."

The stores use "personal shoppers" to fulfill delivery and curbside orders, Robinson said. "Our people who do the selections go back and get the best pieces, the best produce. Sometimes we will even go back into the back room and get the premium stuff that just came in."

For someone with a physical ailment, such as Woodworth, a delivery service "frees you from having to rely on the kindness of friends and family," she said. ●

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Eastern Kentucky Spotlight



Prestonsburg Going Wireless!

The city of Prestonsburg is abuzz over a newly proposed "wireless downtown" project. Mentored by the local ConnectKentucky eCommunity Leadership Team, the pilot project seeks to create wireless Internet access throughout major downtown areas. Through the efforts of the project chair, Brent Graden, a resolution and authorization for seed funding has been passed by the City of Prestonsburg to make this idea a reality. Test wireless access points and Internet servers are already in place for testing with a targeted date of completion for late summer.

But why wireless? While the concept of a wireless network has "tech appeal" as a measure of a city's progressive thinking, more importantly the network provides an opportunity for residents and visitors alike to easily and inexpensively get online. Increasingly, business travelers and tourists make destination decisions based upon the ease and availability of Internet access. In fact, studies have shown that the more "connected" a community is,

the greater that community's chances for economic growth and prosperity.

At the local level, Prestonsburg officials proactively interviewed residents and held focus groups to make educated deci-



ECommunity Strategies is currently engaged with several Kentucky communities and entities offering technology services. Examples of the services offered by eCommunity Strategies include:

* **Building and enhancing county and city websites**

* **Reviewing and assessing the five core areas related to the organization's use of information technology**, including:

1. Adoption – How is technology viewed?
2. Technology and Administration Review – all the software and hardware that supports the “business.”
3. Infrastructure Review – all the hardware, PC's, networks, phone systems, desktop software and other core assets necessary to support the day-to-day operations.
4. Website Management – includes the design, development, deployment and support for all websites sponsored by the organization, and standards for content management, design, hosting, support and web applications
5. IT Organization – capabilities and resources provided by the IT organization.

* **Interoperability Assessment**

* **Security Management**


* **Business Continuity**

* **IT Governance**

* **Implementing videoconferencing**

* **Technology Training**

* **Remote Help Desk Support**



For more information about how your organization, business or local government could potentially utilize any of these services, contact our project managers to discuss the opportunities available.

sions about what city residents wanted from technology. “Time and again,” says Graden, “city officials and stakeholder surveys made clear that what people in the city of Prestonsburg wanted from technology was to have more access to the government and to improve both tourism and business opportunities.”

Consistent with national objectives, the goals for this exciting new project are just that: to provide more economic opportunities in the downtown area while enabling city businesses to compete in the global economy. By using technology to bring global opportunities to the local community, Prestonsburg businesses will be on a level playing field with similar companies in larger cities.

This project plans to utilize equipment from the innovative California startup company, Meraki Networks. Meraki manufactures low cost, high-density wireless Internet access points. As stated on its website, www.meraki.net, the goal of this company is “to bring access to local communities, anywhere in the world.” This sentiment is echoed already throughout east Kentucky. Other cities around the region, such as Pikeville and Inez have also embraced the concept of wireless Internet as a tool for economic development and tourism. Pikeville recently completed its launch of the wireless business district downtown while Inez is very early in the planning phase of the network's development.

Despite the project's enthusiasm, some raise concerns that wireless Internet may be cutting into the business of local providers. “[We are doing this] for progress not profit,” says Graden, “and that worries some folks.” However, Graden often refers to what he calls the bottled water analogy: “Bottled water companies can still stay in business even if there are free water fountains everywhere.” Graden believes the same is true for Internet service providers. While wireless will be a major improvement for technology convenience and access, many businesses and some homes will still have bandwidth demands that require a traditional landline connection.

Often in our economy rural areas are being left behind because they simply cannot compete with the technology investments of larger areas. Prestonsburg, however, refuses to be left behind. The city is investing in its future by financing this project and uniting the city around the cutting-edge advancement. By keeping focus on accessibility matched with opportunity, the city of Prestonsburg's vision will be a bright, growing future well into the 21st Century. ●

