

POWER

OF PARTNERSHIPS



Agenda

- Mission & Why
- Background (federal)
- Partners
- Kansas Programs
- Kansas Outreach Strategy

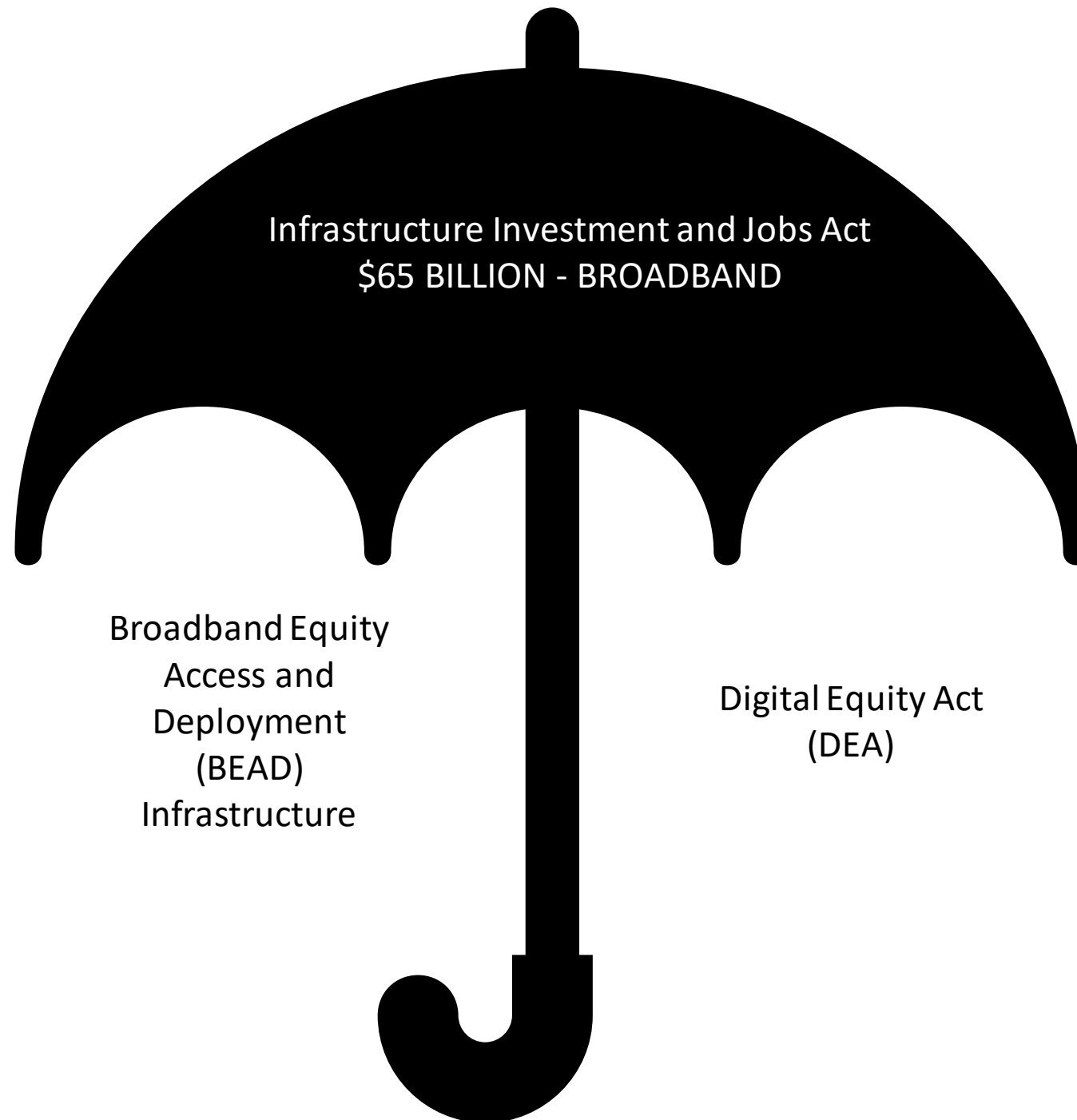


The Kansas Office of Broadband Development (KOBBD) was established in 2020 to help ensure all Kansans have the opportunity to live, work, learn, and compete in a global economy and by improving universal access to quality, affordable, and reliable broadband.

MISSION & WHY?



Everyone is responsible.



Infrastructure Investment and Jobs Act
\$65 BILLION - BROADBAND

Broadband Equity
Access and
Deployment
(BEAD)
Infrastructure

Digital Equity Act
(DEA)

BEAD 101

Broadband Equity, Access and Deployment *\$42B for all states*

- Infrastructure Deployment for Unserved and Underserved Areas
 - **A LOT OF WORK**
 - Workforce Development
 - Broadband Adoption
 - Digital Opportunity

DE 101

Digital Equity Act for all
states *\$2.75B*

- Create DE Strategic Plan
 - Internet Access
 - Affordability
 - Adoption
 - Digital Skills

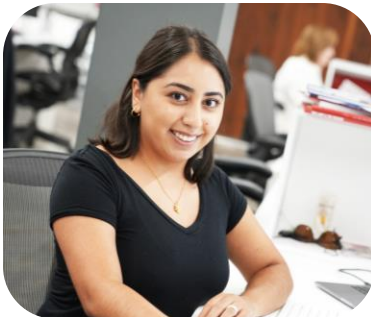
Broadband Community Champions

- Economic Development/Workforce
- Libraries/Museums
- State/Local Governments
- Education Sectors/Faith based organizations
- Housing Authorities
- Internet Service Providers
- Organizations Serving Covered Populations

Ways to Partner

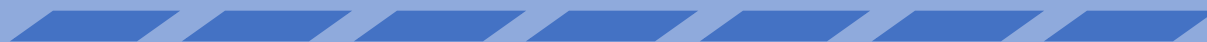


- **Be the doer!**
 - What is SBO asking of you?
 - Challenge? Engage? Convene?
- **Look at how you can support matches?**
 - In-kind – water towers, franchise fees
 - ARPA – BEAD (25% match-communities)
- **Broadband Ready Communities**
- **Connect with the Office**
 - Email
 - Newsletter
- **Who can you partner with?**
 - ISPs, Libraries, Community Colleges, Foundations.....





Single Point of Contact



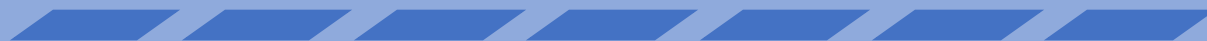
No Fee Beyond K.S.A. 17-1902



Applications Responded to Within 30 Days



Moving Towards Electronic Filing System



Nondiscriminatory Permit Procedure





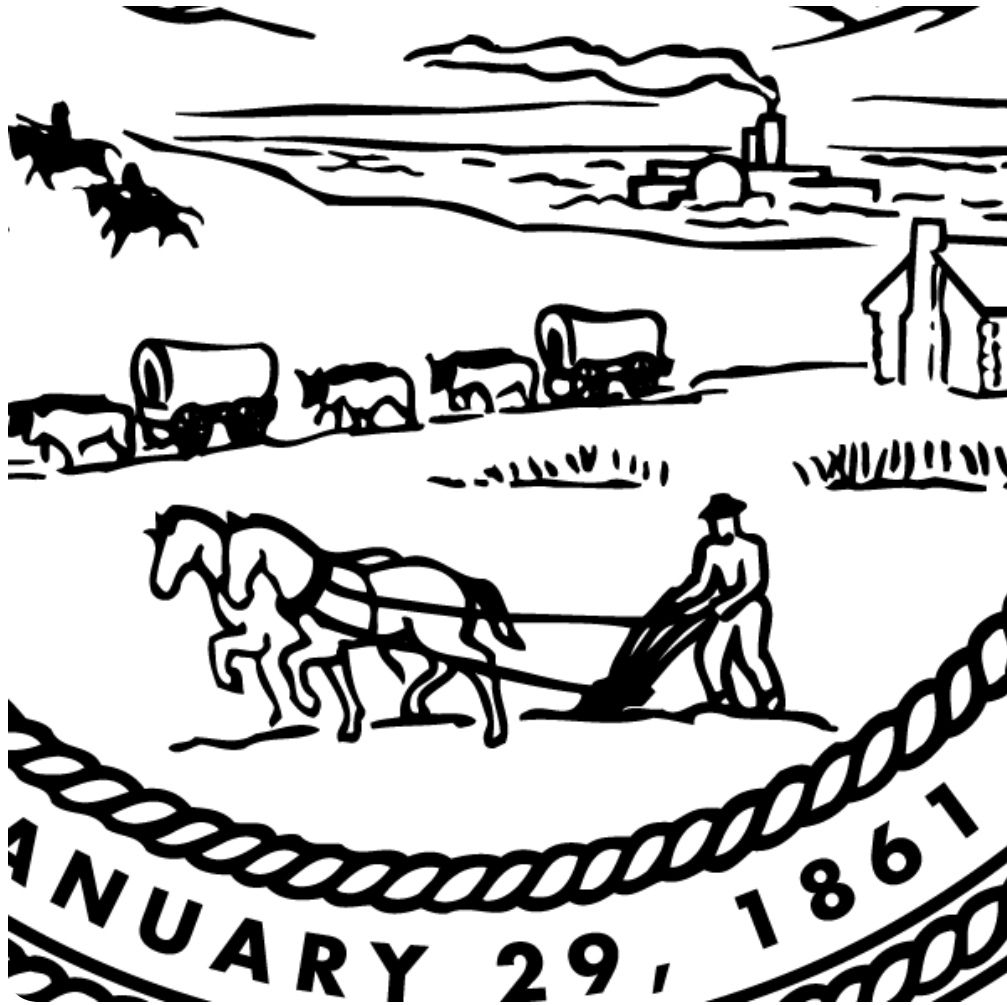
Funding Opportunity - ADOPT

Advancing Digital Opportunities to Promote Technology

- Treasury Program
- \$10.4M
- Targeting Public Wi-Fi
- Device Distribution
- Tentative Round 2 launch Q1 2025

Potential Partners

- Libraries
- Community Nonprofits
- ISP's



Funding Opportunity - DOCK

Digital Opportunities to Connect Kansans

- Treasury/State Program
- \$1.95M
- Digital Skills Training
- Tentative Round 2 launch Q3 2024

Potential Partners

- Libraries
- Community Nonprofits



Funding Opportunity – BAG 5.0

Broadband Acceleration Grant 5.0

- State Program
- \$85M over 10 years,
 - \$5M 2020-2023
 - **\$10M 2024-2030**
- 50/50 public/private match
- Eligible areas lack 100/20 service
- Launch Q1 2025

Potential Partners

- ISPs



State Departments

- Commerce
- Agriculture

Community/Civic Organizations

- Lions, Rotary, Kiwanis
- Chamber
- Mainstreet

Mission Similar Organizations

- Lead for America

Planning

Get on Agenda

- Get on agenda in advance

Reach out

- Education and professional development pieces are key

Support

- Others mission
 - Understand communication schedules
 - Newsletters
 - E Blasts
 - Listservs

Operations



Social
Campaign

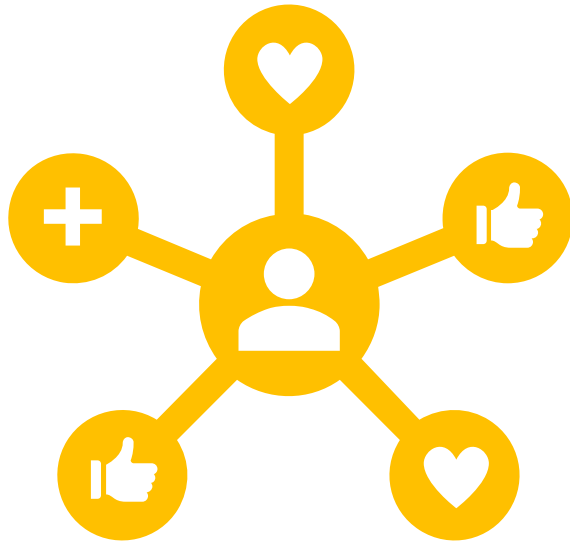


Direct
Marketing



Wedding
Crasher

Social



Language

- English/Spanish

LinkedIn

- 29K impressions
- 370 click throughs

Facebook

- 20K impressions
- 222 click throughs

KANSAS BROADBAND PLANNING



broadbandks.com





Calling all tribal/local governments, non-profits and internet service providers! 🇺🇸

You have the opportunity to register and join the upcoming challenge process for a more efficient broadband buildout. 🌐

🔗 Check out our page at <https://bit.ly/3G4pd70> for data and more information.

<https://bit.ly/49MRU5S>



Organizational

Industry

- Committed to Roundtables
- Email Follow Up
- Consistent
- Open Communication



Association

- Newsletters
- Meetings
- Webinar
- Leveraging connection

Direct Marketing

Email Campaign

- KOBD Newsletter
 - 2800 subscribers
- Associations + Organizations + Industry

Newsletters, Listservs, Webinar

- Local Government
- Museum
- Commerce Colleagues
- Legislators
- School Superintendents

Text Campaign

- Targeted
 - Underserved
 - Zip Codes
 - 29,000

Email Campaigns

Trends



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graph TD; A[Trends] --> B[Average Email is: 32%]; B --> C[KOBD Average rate: 44%]; C --> D[Engage Team – Personal Emails];
```

Average Email is: 32%

KOBD Average rate: 44%

Engage Team – Personal Emails



BEAD CHALLENGE WEBINAR

OCTOBER 12 | 3:00 - 4:00 p.m.

Wedding Crasher

Show Up. Everywhere.

- Industry Meetings
- Associations
- Celebratory Events
- Don't underestimate relationships.



**KANSAS
BROADBAND
PLANNING**

Reminder



IGNORE LABELS



DELIVERY +
ENGAGEMENT



NEW
EXPECTATION



KEEP BUILDING
TRUST

THANK YOU

Shelley Paasch | Partnerships Coordinator | shelley.A.paasch@ks.gov



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Broadband Newsletter

