

ATIC Partnerships/Business Model/Strategy Working Group
February 6, 2018, Teleconference Report

Attendees: Oris Friesen, Ken Dewitt, Henry Goldberg, Mark Goldstein, Steve Peters, Bill Bolin, Marisa Walker, Mike Whipple. Mala Muralidharan, Ron Schott, Michael Cohen, Jay Schlum.

This is a report on the conference call held Tuesday, February 6, 2018, at 10 a.m. to follow up on the Partnerships/Business Model/Strategy Working Group.

1. Mark Goldstein initiated the comments on the State Broadband Strategic Plan January 9th Session, pending Strategic Plan & State broadband staff outlook. Commentary was added by Ken Dewitt, Mala Muralidharan and Marisa Walker who also participated in the session (a total of about 12 people participated).

The principal results of the session included the prioritization of issues related to six topics: accessibility issues, governance & implementation, infrastructure, funding, education & outreach and policy issues. One hope was that the Governor would approve the creation of a Broadband Office with budgeted funding for two FTEs, one focusing on technology and the other on policy. The budget put forward by the Governor did not include this Broadband Office funding proposal, but Karen Ziegler stated that this goal could possibly be achieved with existing funds at the Department of Administration (ADOA) or some other department. The draft strategic plan document will be reviewed on February 12th. The strategic plan document will be released around February 23rd to the ADOA management and the Governor's office, but the timing of release to the advisory group, ATIC, and other parties is not yet known.

2. Steve Peters proposed convening an ATIC-led Roundtable/Networking Session as the first of a possible series in early 2018. He presented an updated proposal for an Arizona Broadband Stakeholder Network, which is being distributed with this report, for ATIC to facilitate a roundtable/network discussion of key state government officials and other stakeholders to follow up on the state broadband rural focus groups/strategic plan regarding important issues such as state government leadership in the broadband area, state/ACC funding, leveraging E-rate funding and service provider key issues to address in providing broadband to rural communities.

Steve stated the Broadband Stakeholder Network would facilitate collaboration, coordination, information sharing and communication among key public, private, and nonprofit stakeholders committed to seeing the expansion of broadband deployment in Arizona. A leadership team would be established to set the agenda and guide development of this Stakeholder Network. Henry Goldberg feels we should wait until we see the state government strategic plan document before setting an agenda and plan for this Stakeholder Network. Mark said there is nothing in the strategic plan that is new to us and that we can incorporate those findings as we go forward.

Steve offered to develop a Google Sites website for this project so we can use it to communicate among the planners and participants. Ron Schott asked about using Grovesite as we have in the past. Steve said that Grovesite has changed their policies and now requires users to have an account, which makes it non-viable for our purposes. Mark agreed this is a good approach for an interim solution before

ATIC Partnerships/Business Model/Strategy Working Group
February 6, 2018, Teleconference Report

ATIC constructs its own website. Steve said it could be combined with Google Groups to support threaded discussions.

This was followed by a vigorous discussion about the purpose of the roundtable/network that could be characterized as planning (or discussing) versus acting (or doing something concrete). Mike Whipple said that terms such as “collaboration” and “discussion” are rather vague. How are they related to any specific task that we are doing? In other words what specifically are we collaborating on? Steve said that should be a result of our discussions. Steve and Mark said it is our job to bring people together to do something and Mark mentioned people are not aware of such things as the Navajo – Gila Counties Education Consortium RFP. Mala noted that information dissemination is valuable: for example, the downloading of audio books for library patrons funded by E-rate is something that she just heard of. They felt ATIC has and continues to play a crucial role in sharing of compartmentalized information among our Board and stakeholders.

Mike Whipple said we need to focus on a real product or outcome. Bill agreed and said that we need a value-add statement of what ATIC adds to the broadband ecosystem. Bill said what rural people want is solutions, not plans. For example, if communities cannot fund broadband they will fail. This is what ATIC should focus on. We need to engage the rural people and go out there and do things. Ken Dewitt agreed that the time for strategic planning in rural Arizona has passed. It is time to do tangible things, which naturally will encounter pushback from consultants and others. Ken having begun reviewing responses to the Navajo – Gila Counties Education Consortium RFP is disappointed in the “protect our turf” mentality of the service providers and not properly addressing the needs of the communities.

Steve said if we do not do this roundtable then we just continue as before, whereas this is a way to engage a wider constituency. Mark agreed, saying that having lost our momentum with public engagement through our public meetings, if we don't do it, we will simply spiral downward.

There was general agreement that Steve should proceed with his proposal.

Oris Friesen summarized with an action item for ATIC to form the leadership group to organize this Arizona Broadband Stakeholder Network, and focus on key actions that could be taken to assist rural communities in broadband deployment

3. Mark reported briefly on telecom provider engagement on industry issues and ATIC role(s) in assisting.

Mark noted that we have tried, unsuccessfully, to form a stakeholder group from among the providers in the past. Service Providers are interested in areas such as microcellular issues, IP governance issues and cross-jurisdictional right-of-way activities. ATIC should engage with service providers to see how we could assist them in ways that are consistent with ATIC's goals.

ATIC Partnerships/Business Model/Strategy Working Group
February 6, 2018, Teleconference Report

4. Steve and Henry reported on progress on and proposed timeframe for the GAZeL-ATIC-AzTEA proposed Labster virtual online labs project for Arizona educational institutions and rural demonstration project.

Steve said there is not much to report because he has not had time to pursue this. Henry noted we had a productive Labster project meeting in early December, and need to follow up on the recommended next steps that came out of that meeting and summary report. This needs to be given a high priority.

5. Mala and Mark reported on the plan or schedule for activating the ATIC website.

We have the credentials for the Wordpress website but have not had available time to advance this. Mala has been busy with E-rate activities and will be unable to address this task until April at the earliest. Henry stressed the importance of doing something ASAP even if it means hiring someone because ATIC has not had a proper website for a long time and it is needed to communicate the organization's purpose and activities.

The last Drupal site could possibly be resurrected. Mark and Oris agreed to work on restoring the Drupal version from a backup that Mike Whipple has with his help. Steve added someone needs to be responsible for maintaining the website including security updates.

6. Mark discussed the status and future of the Broadband Map at the State Land Department.

Mark reported that Karen believes that the State Land Department is committed to support her in getting access to the provider maps in the secured confidential work group established for that purpose. However, resources for the refreshing of the Broadband Map from new FCC wireline and wireless coverage data every 6 months seems to be in jeopardy.