



## May 17, 2021 AZBSN COVID-19 Digital Access Task Force Teleconference Report

### Attendees

Steve Peters, Oris Friesen, Henry Goldberg, Mark Goldstein, Tracey Beal, Meghanne Bearden, Andrew Bevington, Brendon Blake, Wes Brownfield, Kirk Busch, Gene Carl, Oliver Carter, Michael Cohen, Jerry Crow, Michael Edmonds, Christina Eichelkraut, Marcelino Flores, Ian Hathcock, Holly Henley, Karen Hewitt, Cindy Hogan, Shereka Jackson, John Kelly, Debbie Kovesdy, Linda Leatherman, Glen Lineberry, Tarma Liranzo, Ilana Lowery, Janet Major, Derek Masseth, Sophia Mayberry, Georgina Monsalvo, Mala Muralidharan, Mauricio Orozco, Cody Pedersen, Lea Marquez Peterson, Lawrie Prickett, Tracy Rexroat, Paul Ross, Michelle Simon, Jeff Sobotka, Tom Tardy, Graham Taylor, Paul Trujillo, Joy Whiting, Ken Zambos, Karen Ziegler

### Task Force Sponsors, Participants List, Update and Events Webpage

#### Task Force Updates and Events Webpage

Steve Peters continues to add information relevant to the task force on the Updates and Events webpage of the task force website. Steve includes a link to this webpage in his e-mails to the task force, and strongly encourages task force participants look at this webpage regularly for important information on programs, events, and contacts.

#### Task Force Meetings Recordings

Steve has been recording the task force meetings, and will be posting these recordings on YouTube. The link to the recording of today's meeting is: <https://youtube/Fdh6qLXh23E>

#### Task Force Funding

Steve again thanked Care1st Health Plan Arizona, Valley of the Sun United Way, the Satellite Broadcasting & Communications Association, and Kajeet for providing sponsorship funding for this task force. The sponsors are displayed on the task force website.

Steve is continuing to seek further funding support for the task force's upcoming work, and welcomes any organizations interested in becoming sponsors.

#### Task Force Participants List

Steve noted that the task force participants spreadsheet is located on the task force website. So far, about 75 people have filled out the Google form to be included in this spreadsheet. This is a good place for task force participants who are looking to connect with others on the task force.

Attendees at task force meetings showing their position and contact information are also included in an Appendix of each task force meeting report.

## **Updates: State Broadband Director, AZ State Library, ADE, Telehealth, ACC, Sun Corridor Network**

### State Broadband Director Update

Jeff Sobotka, State Broadband Director at the Arizona Commerce Authority (ACA), reported on his recent activities.

Jeff reported that HB 2596, which opens up rights-of-way on state highways to broadband construction, passed the Legislature and was signed by the Governor. This will be important in enabling rural communities' broadband projects in the future.

HB 2808, which provides funding for the ACA Rural Broadband Development Grants (RBDGs) program is in the budgeting process and moving forward. Jeff stated that he does not know yet what the total funding will be for this program.

Jeff noted that the Regional Technical Assistance Sessions following up on the 3rd ACA/NTIA Arizona Broadband Workshop (Using Data as a Foundation for Your Broadband Plan) will be held on Wednesday May 19th. These regional technical assistance sessions are available at different times (organized under COGs). Jeff invited task force participants to attend, and put a link in the Appendix 2 Chat to register (Steve also put this link on the task force website).

The ACA has selected the winning consulting firm to their RFP to update the state broadband strategic plan focused on the state's middle-mile fiber network planning, and is in the process of signing the contract.

There will be a ribbon-cutting ceremony on June 4th for the Payson broadband project funded in the past by an ACA RBDG grant.

Jeff thanked the task force participants helping with the FCC Emergency Broadband Benefit (EBB) program outreach. He has been talking with various service providers about participating in the EBB program.

### .Arizona State Library Update

Mala Muralidharan, E-rate Administrator for Public Libraries at the Arizona State Library, reported on her and Arizona State Library recent activities.

Mala reported she is focused now on the FCC Emergency Broadband Benefit (EBB) program outreach. The task force EBB Outreach team has sent e-mails about the program to about 2000 organizations, and EBB was covered by Fox 10 and Tucson TV channels. She met with, Ken Zambos of Pima County Library, Marcelino Flores of Pima County Workforce Development, Cindy Hogan, Steve Peters, and Janet Major to discuss EBB outreach issues in Pima County and how to train navigators. EBB applicants can apply in several ways: applying online on the USAC website, apply by mail, or apply directly with a participating service provider, but there are difficulties in applying and training navigators to assist households in applying. Mala stated that all major service providers are participating, but small service providers need to get approval from the FCC (including having appropriate billing processes). The Connect-Arizona website has an EBB toolkit, and the FCC also has an EBB toolkit. Mala noted that other states are doing similar EBB outreach, but there are various barriers states are seeing in lack of awareness of the program and difficulties in signing households up.

Mala indicated that the Boston Consulting Group has published a report that points out factors that inhibit low-income households in enrolling in no-cost Internet service programs: low program awareness, lack of clarity about the offerings and processes, and lack of trust in the services. The Purdue Center for Regional Development has written a report on mapping the EBB footprint and challenges for state agencies of inadequate data and avoiding duplication of benefits.

Mala noted the FCC E-rate Emergency Connectivity Fund (ECF) rules came out last week, but there is a lack of clarity on some issues so the FCC is still considering the ECF rules. Mala will overview the ECF rules at an upcoming task force meeting when the rules are finalized.

See Appendix 1 for Mala's written report for more description of EBB Outreach activities and the above research reports.

### ADE Update

Sophia Mayberry, Project Manager in the Office of the Superintendent of Public Instruction at the Arizona Dept. of Education (ADE), reported on recent ADE activities.

ADE continues to announce their federally-funded projects on their website.

There won't be an ADE Technology Task Force announcement until June.

Milan Eaton is working on the new E-rate rules, and he and Sophia will be sending out information on this to the schools.

Steve Peters asked whether ADE has received feedback from schools on the EBB program, and Sophia responded that she has not received any such comments but will ask them for feedback. Ian Hathcock stated that schools are more interested in the ECF than EBB because it is a better fit for them, and households can't have both EBB and ECF. Mala Muralidharan noted that the EBB is a temporary solution for households, and ECF is for students and library patrons. Mala added they are still seeking clarification on double dipping (households getting both EBB and ECF support), and are waiting on clarification of the ECF rules. Mala explained that schools must do needs assessments to ensure only students who need access to broadband service and devices get them, and libraries don't have to do needs assessments but library patrons must sign documentation that they don't have access.

Steve noted that SHLB is holding a special ECF workshop on June 9th (there is a fee of \$99 to attend), which Steve has e-mailed the task force about. Ian indicated that Funds for Learning is also holding an ECF workshop on June 2nd and there is no charge to attend – Ian will provide Steve with information to share with the task force on that workshop.

### Telehealth Update

Janet Major, Associate Director of Education & Facilities for the Arizona Telemedicine Program (ATP) and Chair of the United States Distance Learning Association (USDLA) Board, reported on recent telehealth activities.

Janet noted meetings she has had with task force participants on building a network of Navigators to assist households in applying for the EBB program. Janet has offered to conduct hands-on workshops to recruit and train Navigators.

The 47th annual Arizona Rural Health Conference will be held on June 15 – 16th in Flagstaff, and participants can attend in person or remotely. Janet is interested in doing some EBB training at this conference. See Janet's link in the Appendix 2 Chat for more information and to register for this conference.

Jeff Sobotka commented that anyone doing work in telehealth should contact Janet because she is an excellent resource for information.

### ACC Update

Lea Marquez Peterson, Commissioner and Chair of the Arizona Corporation Commission (ACC), reported on her recent activities.

Lea reported in the Appendix 2 Chat that the ACC has sent the EBB information to their large media list, and she participated in an Azteca Tucson Spanish TV interview where this was discussed.

### Sun Corridor Network Update

Derek Masseth, Executive Director of the Sun Corridor Network (SCN), reported on recent SCN activities.

The SCN has announced their digital divide solution for the Isaac School District in Phoenix is prepping to expand to about 100 households, predominantly serving the refugee community by working with the Welcome America PAC.

The SCN CBRS to and through network in Page will be going up in June, and the SCN is also working on tribal projects with Diné College (Navajo Nation) and Tohono O'odham Community College.

The state middle-mile fiber deployment along I-17 and I-19 is targeting completion in the summer of 2022, and they are working on the funding to deploy fiber along I-40.

The ASU-led "Lighting Up The Future" project (discussed at the last task force meeting) will hold an introductory webinar on Tuesday May 18th at 4:00 pm. See Derek's post in the Appendix 2 Chat or the task force Updates & Events webpage on how to register.

Jeff Sobotka commented that he likes the work the SCN is doing with the Welcome America PAC to assist refugees with broadband connectivity, and asked what other training could be done to assist refugees. Derek responded that there could be navigators provided to assist them with using their devices. Debbie Kovesdy commented that GenTech provides devices and training for underserved households, and will talk to Derek about assisting refugees. Derek mentioned that some refugees have less connectivity in the U.S. than the countries they come from.

## **GenTech Presentation**

Debbie Kovesdy, CEO of GenTech, delivered a presentation to the task force on GenTech, and was assisted by Oliver Carter (CIO of GenTech) and Christina Eichelkraut (Communications Director of GenTech). Following is a summary of key points from the presentation, and the full presentation will be posted on the task force website.

GenTech is a tech support business in Phoenix that employs high-school and college students (who are also stakeholders in the company) that provides IT expertise on computers and networking, as well as teaching students. Debbie was a technology teacher prior to starting the company, and worked with Generation Yes started by Dennis Harper in the state of Washington (discussed at a previous task force meeting) on training students to provide technical support at her school, which then evolved into the establishment of GenTech.

GenTech's signature service is personal tech support, providing individualized answers to tech questions. They also provide other services: computer repair; in-home or virtual tech support service; kids tech summer camps and school programs teaching coding, robotics, and computer science; and tech support for more sophisticated users. They provide helpful, kind support to anyone needing assistance. They also teach kids how to build computers, which they can then take home. Oliver noted that the kid tech camps teach elementary and middle school students coding, robotics, various types of microcomputing, cybersecurity, gaming, and even quantum computing.

GenTech recruits local Phoenix college students from such institutions as University of Advancing Technology, ASU, and Phoenix College to join the company. The students learn how to run a technology business as well as appropriate workplace skills. GenTech currently employs 25 high-school and college students. The employees collaborate to deliver both hardware and software expertise to the customers.

Cindy Hogan asked about the funding for GenTech. Debbie responded that the company started with a grant from Cisco. It is a for-profit business and they offer reasonable prices for technical support and computer repair – they charge \$30 for a tech support session at their storefront location and \$120 per hour for tech support at a home.

There were questions asked about computers that GenTech provides. Debbie and Christina replied that they partner with AZ StRUT to provide refurbished computers that have been donated from major aerospace or technology companies. The computers come with a Linux operating system, OpenOffice software, and a Firefox browser.

Joy Whiting, Apache County School Superintendent, asked whether GenTech has satellite locations where computers can be provided and stated they have a need for more STEM projects in their schools. Debbie responded that GenTech brings their computers to various schools, and could bring computers and their services to Apache County. GenTech has a \$50 program on Saturdays where clients get a computer and a 2-hour tech lesson. Debbie added they would like to bring computers to churches and town halls in the future. Mauricio Orozco, Community Engagement Manager of Care1st Health Plan Arizona, stated Care1st (which provides Medicaid services to 190,000 members) could provide assistance to GenTech in reaching rural communities in northern and central Arizona. Debbie noted they have a bus and just need to figure out how these services would be paid for. Michael Edmonds said he would like to discuss with Debbie their working in Tucson.

Steve Peters asked if they have experience making videos since they may be able to help with task force videos for EBB navigators, and Debbie responded they do have such experience.

Debbie concluded saying GenTech is on a mission to help close the digital divide. GenTech would like to collaborate with our task force in various ways, particularly on providing broadband connectivity to those in need. Steve stated that it is great GenTech is using young people

effectively in its work, and the task force will follow up in discussing how it can best collaborate with GenTech.

## **Emergency Broadband Benefit Program Outreach**

The task force continued to discuss its work in organizing outreach to low-income households to apply for the FCC Emergency Broadband Benefit (EBB) program (discussed at previous task force meetings). The EBB program enrollment process began on May 12th, and has limited funding (\$3.2 billion nationally) and is of limited duration, so the task force would like to assist Arizona low-income households in signing up before the funding and time run out.

Tracey Beal (Executive Director of School Connect) is taking the lead on organizing the task force's EBB outreach activities, and is working with Ilana Lowery (Arizona Director of Common Sense Media), Cindy Hogan (Digital Equity Project Manager of the United Way of Tucson & Southern Arizona), Nicole Umayam (Digital Inclusion Library Consultant at the Arizona State Library), and Mala Muralidharan (Arizona State Library) on this.

Tracey reported that they have sent out their EBB program outreach e-mail (discussed at the last task force meeting) to many organizations (as Mala stated above, to about 2000 organizations).

Cindy stated they are finding it complicated to sign up households with service providers. Navigators can help get the verifications of eligibility started, but the verifications must be taken to service providers and it can take 5 days to confirm eligibility. Some service providers are on the list of eligible service providers but have nothing on their websites about the EBB program. Cindy added that it is not clear exactly what the Navigators are able to do in signing up households with service providers, and hopefully will get over this problem as the EBB rollout progresses.

Wes Brownfield, Executive Director of the Arizona Rural Schools Association, stated they have been working on an EBB sign-up project with the Ajo School District Superintendent but are having difficulties because there is a new ISP there. Wes would like to work with Cindy to get the enrollment process working in Ajo, and Steve stated this could be a good pilot project for EBB enrollment so this collaboration should go ahead. Wes added that it is critical to find the right combination of low-income households that need Internet access with the availability of the service.

Steve noted there have been discussions in Tucson about live events for Navigator training, and Marcelino Flores has been driving EBB outreach in Tucson. Marcelino stated that the EBB toolkit has been provided to frontline staff in workforce development and social services, and they are keeping track of the inquiries. They are helping people apply for EBB services offered by Cox and Comcast. They are discussing how to use social media for EBB outreach, and expanding messaging on EBB documents needed, Lifeline, and computers. Marcelino would like to see analytics provided on how many people in the state are signing up for EBB (maybe Connect-Arizona could help with this).

Mauricio Orozco commented that he commends the task force organizations driving EBB outreach, and hopefully they will overcome the current obstacles to enrollment with a new federal program. Tracey Beal concluded saying a huge amount has been done so far in EBB outreach, and they will determine how they can best make progress in enrolling eligible households.

## Next Steps

The next AZBSN COVID-19 Digital Access Task Force overall meeting will be held on Monday, May 24th at 7:30 am.

As noted above: 1) the ASU-led “Lighting Up The Future” project will hold an introductory webinar on Tuesday May 18th at 4:00 pm; 2) the Regional Technical Assistance Sessions following up on the 3rd ACA/NTIA Arizona Broadband Workshop will be held on Wednesday May 19th.

Henry Goldberg and Oris Friesen will write up a summary report of today’s task force meeting.

## **Appendix 1: Mala Muralidharan Report on: FCC Emergency Broadband Benefit (EBB Program); Consulting Firm & Research Reports on Challenges in Broadband Programs for Low-Income Households,**

1. **EBB** Fox 10 carried the news, 7:30am on 5/12/21. Tucson Channels carried it Tuesday 5/11 Connect Arizona website has been updated <https://connect-arizona.com/ebb> Updates are ongoing. In the last couple of days 1300 views.

There is information for Navigators who will assist applicants. There are flyers that can be printed in both Spanish and English and e-mail templates that can be modified to suit your audience and sent out. Almost 2000 e-mail communications have been sent out by the Outreach Team to raise awareness about the program

**The list of participating service providers:** <https://www.fcc.gov/emergency-broadband-benefit-providers>.

Met with Marcelino Flores One Stop ; Ken Zambos – Pima County Library work force development manager; Janet Major; Steve and Cindy.

### **Concerns and Issues:**

- Why should we promote this program when it is just temporary.
- The FCC and USAC sites are very slow and the language difficult for the lay person to understand
- This is a multi-step process. They have to be approved to be eligible on the National Verifier site.
- Conflicting information eg. FCC said that this would be immediate and they would have live “approvers’ till 8pm EST. But Cox’s website says it will take 5 days.
- Most Service Providers do not have the information on their website
- The EBB outreach team is trying to figure out how to train the Navigators – need a live applicant to walk through and screen capture, redact information and then do a presentation..
- Need to document issues and challenges to see if these can be addressed.
- Navigators need to be able to schedule enough time to walk someone through the process as it cannot be done quickly (most reference transactions are just ½ hour slots)

**FCC’s Tool kit is available** at Emergency Broadband Benefit to [broadbandbenefit@fcc.gov](mailto:broadbandbenefit@fcc.gov).

## 2. Other state Studies /Reports

A. **Boston Consulting Group called Boosting Broadband Adoption and Remote K–12 Education in Low-Income Households** ([link to report](#)) has produced an interesting report that points out that there are four factors that inhibit enrollment in No-Cost service programs and limit internet adoption:

- Low program awareness
- lack of clarity about the offerings and processes
- lack of **trust** in the available services
- structural limitations

The report goes on to offer four steps that can improve outcomes:

- Strengthen communications
- Adapt the program's design
- Expand support
- Conduct ongoing research

This research is valuable for us as we begin to formulate what a permanent broadband benefit can/should look like and the necessity for providing intentional and personalized support to individuals as they get online.

### **B. Indiana State's Purdue Center for Regional Development**

<https://pcrd.purdue.edu/a-look-at-the-emergency-broadband-benefit-footprint-in-indiana/>

Interesting report on mapping the EBB footprint and addresses the challenges of inadequate data for state agencies charged with rolling out the student subsidy program will face difficulties balancing the rules and regulations to avoid duplication of services or benefits. Efforts need to be made, to the extent possible, to validate this data at the local level.

## **Appendix 2: Chat from Zoom**

Janet Major to Everyone (7:40 AM)

cox built a nice website link to support EBB

Jeffrey Sobotka to Everyone (7:40 AM)

<https://www.azcommerce.com/broadband/arizona-broadband-workshops/>

Tracey Beal to Everyone (7:40 AM)

Yes, Cox is working hard to get this out there!

Thanks for being a very complete source of information, Steve!

Mark Goldstein to Everyone (7:47 AM)

[file: ASU ShapingEDU US Broadband Project - AZBSN Broadband Presentation 05\_11\_21.pdf]

Mark Goldstein to Everyone (7:47 AM)

Steve Peters and I presented to the ASU ShapingEDU Universal Broadband Project team (<https://shapingedu.asu.edu/project/universal-broadband-access-us>) on 5/11/21. I covered Arizona Broadband Policy: Past, Present, and Future including the rise and activities of the AZBSN COVID-19 Digital Access Task Force while Steve focused on AZBSN activities and



initiatives. You can find my deck posted here and on SlideShare to view/download at <https://bit.ly/33RzSyA> FYI.

Sophia Mayberry to Everyone (7:51 AM)  
That is part of the resource Milan is creating

Sophia Mayberry to Everyone (7:51 AM)  
thanks for sharing that

Ilana Lowery to Everyone (7:53 AM)  
How does that work for families over the summer when kids are not in school?

Sophia Mayberry to Everyone (7:53 AM)  
Milan and I are working on a resource for this needs analysis as well

Mark Goldstein to Everyone (7:54 AM)  
ASU Lighting the Future will hold their launch event on 5/18 at 4PM. Details and free registration at <https://na.eventscloud.com/ereg/newreg.php?eventid=619076> & FYI.

Lea Marquez Peterson to Everyone (7:57 AM)  
Good morning! Have to jump off for another meeting. Wanted to let you know that the ACC has sent the EBB information to our large media list. I participated in an Azteca Tucson Spanish TV interview also.

Mark Goldstein to Everyone (7:58 AM)  
On 3/11/21, Representative Frank Pallone introduced the Leading Infrastructure for Tomorrow's America (LIFT) Act (H.R. 1848); on 3/22/21, the House Committee on Energy and Commerce held a hearing on the bill. Among other provisions, the LIFT Act would provide \$109.3 billion to expand nationwide access to broadband, including for tribal entities.

Jeffrey Sobotka to Everyone (7:58 AM)  
Sophia you are doing a great job!

Mauricio Orozco to Everyone (8:03 AM)  
EBB Videos:  
<https://www.youtube.com/watch?v=G-TaMzKJRg4>  
[https://www.youtube.com/watch?v=M0WIN-4i\\_1A](https://www.youtube.com/watch?v=M0WIN-4i_1A)

Janet Major to Everyone (8:04 AM)  
47th Annual Arizona Rural Health Conference  
June 15 – 16, 2021  
<https://crh.arizona.edu/calendar/RHC-2021>  
ATA American Telemedicine Assoc  
<https://www.americantelemed.org/events/ata2021-annual-conference-expo/>

Mauricio Orozco to Everyone (8:05 AM)  
<https://www.youtube.com/watch?v=ERrCGJIsFzw>

Derek Masseth to Everyone (8:07 AM)  
Sign up page for Lighting up the Future:  
<https://na.eventscloud.com/ereg/newreg.php?eventid=619076&>

Tracey Beal to Everyone (8:08 AM)  
The State Library just hired a new navigator who speaks Navajo!

Janet Major to Everyone (8:09 AM)  
Great news!

Mauricio Orozco to Everyone (8:09 AM)  
Just curious, any tracking going on of online activity since May 12th announcement on Connect-Arizona.com? Thanks

Tracey Beal to Everyone (8:10 AM)  
I'll be checking in with Nicole soon and can let you know!

Mauricio Orozco to Everyone (8:10 AM)  
Thank you

Christina Eichelkraut to Everyone (8:11 AM)  
Hi Everyone! You can learn more about GenTech's origins on our website as well.  
<https://gentechsupport.com/home/about-us/>

Tracey Beal to Everyone (8:11 AM)  
I've also reached out to networks of faith communities in Maricopa County who can help spread the word about EBB and provide Navigators to help people sign up

Tom Tardy to Everyone (8:13 AM)  
Are there any folks over 18?  
I will reach out to you.

Christina Eichelkraut to Everyone (8:14 AM)  
Here are some links to our KidsTech programs.  
<https://gentechsupport.com/kidstech/>

This is the Crazy Computer Build program Debbie referred to earlier.  
<https://gentechsupport.com/computerbuild/>

Here is information about KidsTech school programs.  
<https://gentechsupport.com/home/schools/>

Shereka Jackson to Everyone (8:17 AM)  
What is the OS on the free computers they take home?

Sophia Mayberry to Everyone (8:18 AM)  
<https://www.azed.gov/esser-setaside>

Christina Eichelkraut to Everyone (8:21 AM)  
Linux Mint, to be exact!

Cindy Hogan to Everyone (8:22 AM)  
So great!!!

Mala Muralidharan to Everyone (8:23 AM)  
Thank you Debbie. Cindy and I will reach out to you!

Mauricio Orozco to Everyone (8:23 AM)  
Offer classes for creating apps?

Shereka Jackson to Everyone (8:23 AM)  
i have a suggestion

Joy Whiting to Everyone (8:23 AM)  
Has you done any projects in Rural AZ?  
Christina Eichelkraut to Everyone (8:24 AM)  
[file: Community Event.pdf]

Christina Eichelkraut to Everyone (8:24 AM)  
Here is the flyer for the community program.

Joy Whiting to Everyone (8:25 AM)  
joy.joywhiting@gmail.com

Mauricio Orozco to Everyone (8:27 AM)  
morozco@care1staz.com interested in assisting you with relationships in Rural Northern  
Arizona. Thank you for what you do!

Joy Whiting to Everyone (8:29 AM)  
I would love to hear more about the STEM projects you do for schools.

Linda Leatherman to Everyone (8:29 AM)  
Are these new computers or are they computers that are being reconditioned?

Shereka Jackson to Everyone (8:30 AM)  
Refurbished computers

Christina Eichelkraut to Everyone (8:30 AM)  
Hi Linda - They are refurbished computers we get through our partnership with AZ StRUT  
Joy - Here is link to our school programs!  
KidsTech School Programs 2021  
<https://drive.google.com/drive/folders/1rbfTfjpZxAyb3l2lE9o4CWe5-L5WUQLZ?usp=sharing>

Joy Whiting to Everyone (8:31 AM)  
Got it!!! Thank you!

Christina Eichelkraut to Everyone (8:31 AM)  
You're welcome! :)

Christina Eichelkraut to Everyone (8:33 AM)  
We're excited about connecting!  
Hi Joy!  
You can reach Debbie at: [debbie@gentechsupport.com](mailto:debbie@gentechsupport.com)  
(602) 571-1014

Linda Leatherman to Everyone (8:34 AM)  
Great info!! thanks!

Christina Eichelkraut to Everyone (8:34 AM)  
My contact info is [Christina@gentechsupport.com](mailto:Christina@gentechsupport.com) and my cell phone is (602) 321-1243

Debbie Kovesdy to Everyone (8:41 AM)  
We understand the trust issues. At GenTech we are consistently helping folks with passwords, COVID appointment scheduling, computer breaches etc. This is a huge concern and service to provide. I agree Cindy

Tracey Beal to Everyone (8:44 AM)  
Very good plan, Marcelino!

Christina Eichelkraut to Everyone (8:45 AM)  
I totally agree the data about where people are going for information/being directed to is crucial to creating an impactful campaign.  
Sounds like you have a solid plan Marcelino.

Mala Muralidharan to Everyone (8:46 AM)  
The FCC EBB is so slow and often times out... just to add one more wrinkle

Georgina Monsalvo to Everyone (8:49 AM)  
Completely agree with you Wes. I have thought a lot of what happens after EBB funding is over.

Wes Brownfield to Everyone (8:50 AM)  
We make haste by gong slow

Cindy Hogan to Everyone (8:50 AM)  
ACA had funding for outreach and navigators!!!!

Paul Ross to Everyone (8:50 AM)  
. . . . lessons learned when rolling out a huge initiative.

## Appendix 3: Registration Information for Attendees at Today's Task Force Meeting

First Name	Last Name	Organization	Job Title	Email	Phone	Mobile
Tracey	Beal	School Connect	Executive Director	tracey@schoolconnectaz.org		
Meghanne	Bearden	Wildfire: Igniting Community Action to End Poverty in Arizona	Director of Public Policy	mbearden@wildfireaz.org		
Andrew	Bevington	Pima County Superintendent of Schools Office	Director, Business & Education Partnerships	andrew.bevington@pima.gov	15205999987	15205999987
Brendon	Blake	AARP Arizona	Sr. Program Specialist	Bblake@aarp.org		
Wes	Brownfield	Arizona Rural Schools Association	Executive Director	arsaschools@gmail.com	9288307182	
Kirk	Busch	Bdsw	Ceo	Kirkbusch@gmail.com		
Gene	Carl	Cox Business	Sales Manager Public Sector	gene.carl@cox.com	16026904175	
Michael	Cohen	ATIC	Board member	mkey1145@yahoo.com	15203906647	520-390-6647
Jerry	Crow	Digital Forensics and Cloud Security	Cybersecurity Professional	jerry.crow@computer.org	4804515954	
Michael	Edmonds	Thrive in the 05	Steering Committee	mikemedmonds1@gmail.com	929-244-9477	929-244-9477
Christina	Eichelkraut	GenTech	Communications Director	Christina@gentechsupport.com	602-321-1243	602-321-1243
Marcelino	Flores	Pima County	Special Staff	marcelino.flores@pima.gov		
Oris	Friesen	ATIC	Secretary	oris@cox.net	6026891084	6026891084
Henry	Goldberg	ATIC	Vice Chair	hgold52@aol.com	480-609-9279	480-433-3536
Mark	Goldstein	International Research Center	President	markg@researchedge.com	602-470-0389	
Ian	Hathcock	SBI, dba Cellular One	Director of Sales and Operations	ihathcock@cellularoneaz.com	19282057713	
Holly	Henley	Arizona State Library	State Librarian	holly.henley@cox.net		
Karen	Hewitt	VectorUSA	SLED Broadband Manager	kahewitt@vectorusa.com	602-283-7446	
Cindy	Hogan	United Way of Tucson and Southern Arizona	Digital Equity Project Manager	chogan@unitedwaytucson.org	5208911285	
Shereka	Jackson	Future Stars	CEO	futurestarsaz@hotmail.com		
John	Kelly	TRIADVOCATES	Principal	John@triadvocates.com		
Debbie	Kovesdy	GenTech	CEO	debbie@gentechsupport.com	6025711014	602 571 1014
Linda	Leatherman	Pima county	Prog Mgr	Linda.Leatherman@pima.gov		
Glen	Lineberry	AzSOC	Director	glen.lineberry@azsoc.org	4803293677	
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