

ARIZONA'S COMMUNITY DATA SETS AND ARIZONA'S BROADBAND COMMUNITY PLANNING MAP

Start by reviewing the Community Data Sets and how foundational data can determine the priorities related to the defined applications. Then, connect to the internet and follow the instructions on how to use the Broadband Map to further identify characteristics about a rural community. All of this information is contained on the CD.

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Why Broadband for Rural Regions?

Rural regions typically have relatively low population densities. They often include topographical barriers such as mountains and rivers and there are greater geographical distances between communities and metro populated areas. Hence, broadband service in some areas may be difficult to obtain. These obstacles did not stop roads or utility services from servicing rural communities, and broadband service should not be prevented from providing internet and public safety applications. There are options, but without plans there can be little or no results.

Plans need to be developed to demonstrate to broadband providers that deployment is a sound business decision with a return-on-investment (ROI), that will benefit both the providers and communities. The plans should include the following:

- 1. Community education about the potential benefits of broadband deployment.**
- 2. Create partnerships (agreements) among the community's organizations and businesses that will benefit from broadband services.**



**Jobs
Business**



**Education
Schools**



**Tele-Med
Health Facilities**



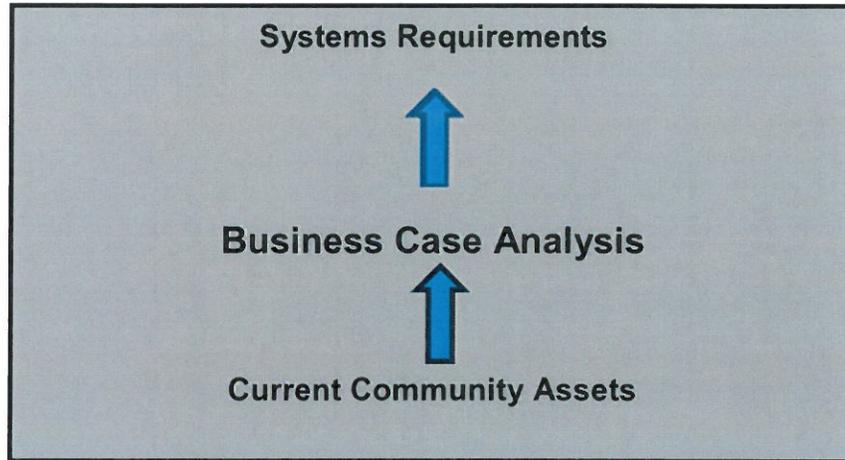
**Public Safety
Fire, Police, Hwy, Sherriff**

Building a foundation on the current assets of the communities/regions creates the baseline for a GAP analysis. You must know what is available before you embark on what is needed.

The Digital Arizona Program refers to the GAP Analysis process as a Business Case Analysis. Either term essentially means the same thing and this is how it works, starting from the bottom up:

STEPS

- 3. Determine the Requirements & ROI.
- 2. This is the GAP analysis where the difference between what is available to what is required is measured.
- 1. Current Community Data are prepared to show what current assets are available in the community/region.



4. Prioritize the community’s needs for broadband services. It should look like:

SERVICES		
Must Have	Should Have	Like to Have

These columns are used to identify the major applications that require broadband service.

5. Consolidate the community/regional demands to insure an ROI for the providers.

Participants could include individuals, businesses, government, educational facilities, health care facilities and public safety.

Broadband applications for rural Arizona

The advantages of broadband provide access to a wide range of resources, services and products that can enhance the quality of life in a variety of ways. These resources and services include the following four applications for rural Arizona:

1. Economic Development – Jobs

Broadband promotes economic development and revitalization through e-commerce by:

- Creating new Jobs
- Attracting new businesses
- Retaining the current businesses in the region
- Providing access to world-wide markets for sales and purchasing power
- Developing new skill sets to meet the local business demands
- E-government can help streamline interaction with governmental agencies and provide information about policies, procedures, benefits and programs
- Provides better incomes for rural families

2. Education / Innovation

Broadband can overcome geographical and financial barriers to provide access to a wide variety of educational, innovational, cultural and recreational opportunities and resources. Combining education and innovation will help:

- Meet the skill set demands placed by the local/regional employers
- Provide higher levels of education by distance learning with colleges and universities
- Create vocational programs and use of interactive web based training
- Increase awareness of what the community and region can offer in terms of cultural and recreational activities – brings revenue to the community
- Enhance and envelop STEM programs with local schools
- Introduce competitive/educational programs to rural residents

3. Tele-Health

Broadband can facilitate provisions of medical care to non-served and underserved rural populations through:

- Remote diagnosis
- Remote treatment

- Monitoring the patient with physician interaction
- Tele-consultations with the physician and/or specialists
- Reduce travel trauma, fatigue from driving long distances to receive care
- Helping people with disabilities with Voice Relay Services (VRS)

4. Public Safety

Broadband can help protect the public by facilitating and promoting public safety information and procedures including:

- Early warning/public alert systems and disaster preparation programs – floods, storms, travel warnings, amber alerts, etc.
- Remote security monitoring and real time security background checks
- Backup systems for public safety communications networks
- Open line communications among other safety agencies like fire, police, highway patrol, forests and sheriff's departments
- Includes Voice Over Internet Protocol (VOIP), allowing voice over the internet

In order to fully recognize the current assets of the rural community/region, there must be a collection of data related to the four applications to determine where the weakest links are within a community. Knowing these facts will drive the decisions to invest in broadband services. The following examples of the Community Data Sets deliver the stats on communities identified in specific regions and counties throughout Arizona.

How to Use the Arizona Community Data Sets

Rural Arizona Community Data Sets:

Winslow, Arizona

Population in 2010: 9,655. Population change since 2000: +1.4%

Males:	5,339	(55.3%)	Winslow to Flagstaff	57 miles
Females:	4,316	(44.7%)	Winslow to Phoenix	201 miles
Median resident age:	33.4 years		Winslow to Albuquerque	264 miles
Arizona median age:	37.1 years			

Zip codes: 86047.

Estimated median household income in 2009: \$33,310 (it was \$29,741 in 2000)

Winslow:	\$33,310
Arizona:	\$48,745

Estimated per capita income in 2009: \$15,172

Unemployment in August 2012:

Here:	14.90%
Arizona:	8.50%

Planning/Community Development: 928-289-1415
Police Chief: 928-289-1447
Fire Chief: 928-289-2081

[CITY-DATA hyperlink](#)
[Zip-Codes for Arizona](#)
[Arizona's Short Line Rail Road](#)
[Arizona State Highway Map](#)
[Winslow School Districts](#)
[Winslow Utility Companies](#)
[Winslow compared to Arizona](#)
[Broadband Provider's Services](#)
[Hospitals in Winslow](#)
[Health Care Clinics](#)

The above screen image identifies the characteristics of the community and provides links to additional information that can better serve infrastructure projects, including rural broadband.

Company Name	Executive First Name	Executive Last Name	Address	City	State	ZIP Code	Executive Gender	Executive Title	IUSA Number	Location Employee Size Range	Location Sales Volume Range
Aerocare Medical Transport			722 W Mahoney St	Winslow	AZ	86047			67-965-6520	10 to 19	\$1-2.5 Million
Bando, Ellen M	Ellen M	Bando	500 Indiana Ave	Winslow	AZ	86047	Female		42-503-2221	10 to 19	\$1-2.5 Million
Ben Foster's Repair	Ben	Foster	908 W Fourth St	Winslow	AZ	86047	Male	Owner	40-199-5009	10 to 19	\$1-2.5 Million
Chaparral Tire & Truck Repair	David	Prine	1402 E Second St	Winslow	AZ	86047	Male	Owner	49-208-8174	10 to 19	\$1-2.5 Million
Community Counseling Ctr Inc	Nathan	Velez	1015 E Second St	Winslow	AZ	86047	Male	Manager	84-655-9276	10 to 19	\$1-2.5 Million
Days Inn	Candy	Moore	2035 Old Highway 66	Winslow	AZ	86047	Female	Manager	42-392-7786	10 to 19	\$1-2.5 Million
Keefe Commissary Network			2100 S Highway 87	Winslow	AZ	86047			41-461-4137	10 to 19	\$1-2.5 Million
Motel 6	Helen	Kim	520 W Desmond St	Winslow	AZ	86047	Female	Owner	45-367-7288	10 to 19	\$1-2.5 Million
North Country Healthcare			620 Lee St	Winslow	AZ	86047			58-585-5786	10 to 19	\$1-2.5 Million
Quality Inn			1701 N Park Dr	Winslow	AZ	86047			31-073-3365	10 to 19	\$1-2.5 Million
Safe Ride Svc Inc			1407 E Second St	Winslow	AZ	86047			40-577-3833	10 to 19	\$1-2.5 Million
Winslow Dental	Jean	Zufelt	321 W Second St	Winslow	AZ	86047	Female	Office Manager	47-112-3745	10 to 19	\$1-2.5 Million

This screen shot shows the businesses/demographics, located within the city (Winslow, AZ).

The second screen image identifies major employers in the community and provides sales, employee size and contact information. This information is important because local businesses can have a positive impact on future regional goals and objectives.

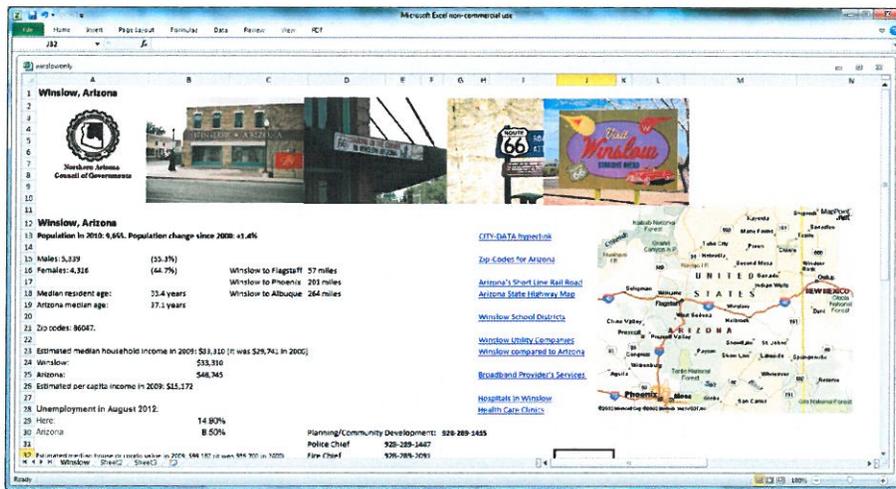
The data capturing process began with an Arizona Broadband Map. The Broadband Map is quite informative and provides many options for reviewing service provider territories and coverage areas, but as the program progressed and applications were included to enhance rural businesses, education, health care and public safety; there was a limitation with the map. It lacked the representation of a community and region.

The Community Data Sets were prepared from previous projects and introduced to the broadband map. The introduction, followed by the integration of the data sets into the broadband map completed a picture of what a community's assets are and how they provide a Gap Analysis for what is needed to improve broadband opportunities.

Two important elements make this process effective: 1) funding for the broadband map is via the National Telecommunications Information Administration and 2) the Arizona rural Councils of Government (COGs) endorse the program. They are the key stakeholders in the development of the data sets, the applications and the Broadband Map.

The features and functions of the Community Data Sets provide a "one-stop" look at a community. Unlike previous community profiles, these data sets include a look at the educational level, the common businesses and occupations and its geographical location to larger communities where transportation/distribution is a major criteria.

A checklist of the data sets is presented to provide a snap shot of what is available and how it can be used to further development of Economic Development –businesses (Jobs), Education and Innovation, Tele-Health and Public Safety.



Following the Check list for the Community Data Sets and the Related Broadband links will be the instructions for finding a community using the Arizona Broadband Community Planning Map.

A Check List for the Community Data Sets DESCRIPTION

- Pictures of the community
- Population, Labor Force, Unemployment Rate, Medium Age, HH Income
- Graduation levels for ages 25 years and older
- Utility companies serving the community
- Mean price of homes
- Distances to major cities for broadband, transportation/distribution of goods and services
- Most Common Businesses and Occupations, including gross sales and employee size
- Key Contact numbers for
 - Planning/Community
 - Police
 - Fire
 - Public Works
 - Library Director
- Links to: Zip Codes for AZ, Rail Roads, State Highway Map, School Districts, Health Care – Clinics & Hospitals, City-Data for additional detail information
- County comparisons relative to the State (AZ)
 - Social-Economic data sets with download options
- Broadband Service Providers and capabilities
- Mileage Calculator to determine miles from community to city/community
- Communities identified within a specific region / county
- Links to AZ Prospector and local Community/Prospector
- Poverty Rates by Census Tracts

None of this information could have been collected, organized and delivered without the collaboration and funding by the following organizations:

- **NTIA** –National Telecommunications and Information Administration
- **ASET** – Arizona Strategic Enterprise Technology
- **ATII** – Arizona Telecommunications Innovation Institute
- **NACOG** – Northern Arizona Council of Governments
- **CAG** – Central Arizona Governments
- **WACOG** – Western Arizona Council of Governments
- **S./S.E. Arizona** (Cochise, Graham, Greenlee, Santa Cruz)
- **Pinal County**
- **CCEDC** -Copper Corridor Economic Development Coalition
- **Arizona USDA**

Related Broadband Links:

[Broadband Opportunities for Rural America](#)

[Telecommunications Service in Rural America](#)

[FCC's Tribal Home Page](#)

[Disability Rights Home Page](#)

[Universal Service Program for Rural Health Care Providers](#)

[Universal Service Program for Schools and Libraries](#)

How to use the Arizona Broadband Community Planning Map

Community Planning Map

Linking to Socio-Economic Data

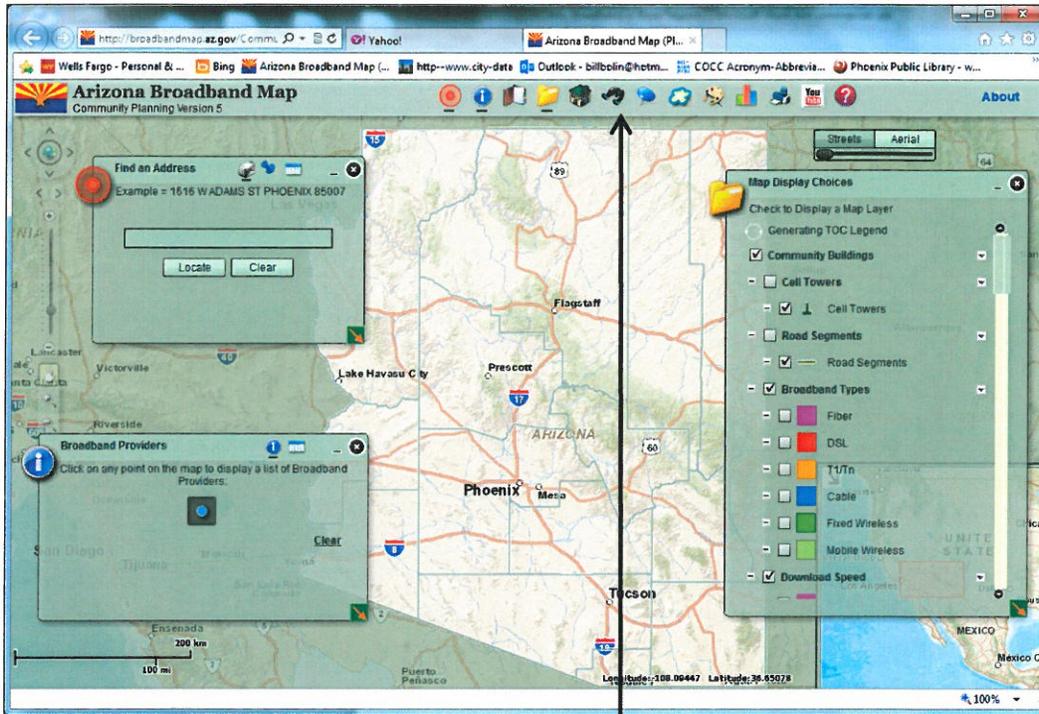
This document explains how to link to the Socio-Economic Data.

Launch the Community Planning Map:

<http://broadbandmap.az.gov/CommunityPlanningMap/>

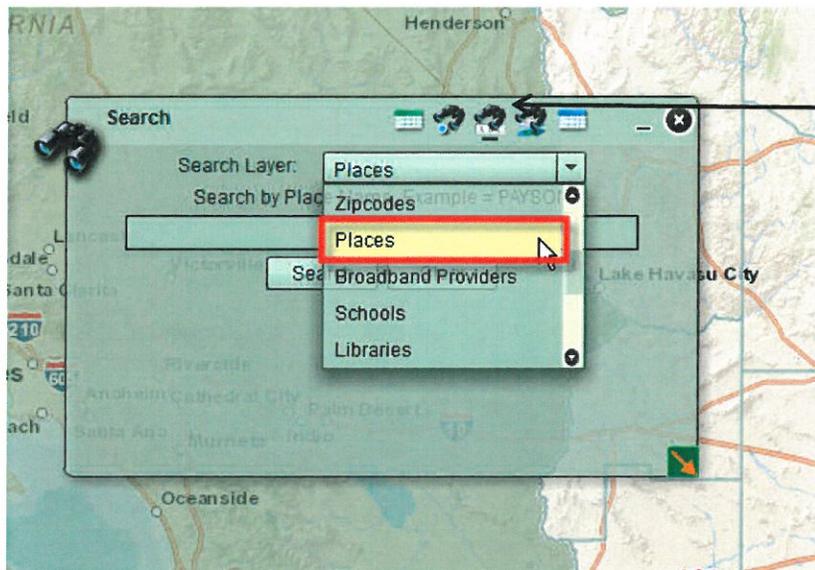
1. Open the Search Widget.

2. Click on the middle Tab. This is the Text Search Tab.



Point and click the binoculars in the title bar. A Search box will appear.

Scroll down the box and Click select Places



Select the middle binocular to activate the Search Layer.

Enter the name of a city or town, i.e. GLOBE



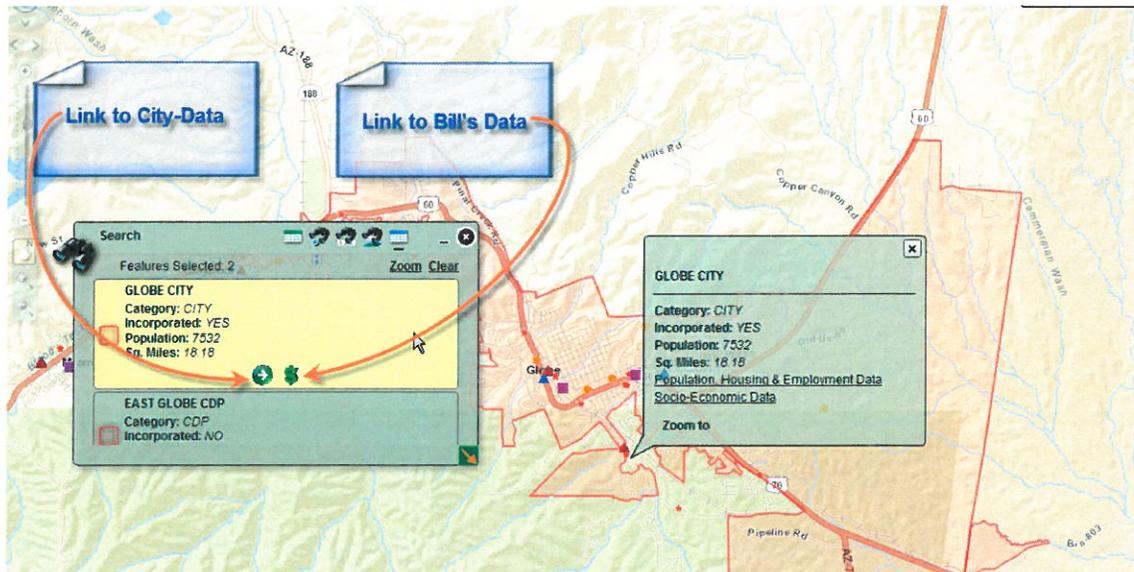
Point and click Search box

Click on the highlighted record to zoom to Globe City.

There will be two links.

The first link opens the City-Data website.

The second link with the Dollar Sign opens the Community Data Sets.



Note:

If a \$ sign appears, the Broadband Map has data sets for that community. If the \$ sign does not appear, there are no data sets in the Broadband map for that community to date.

The following is an example of Globe's Community Data Set.

You can tab through the HTML file.

The screenshot shows a web browser window displaying the community data for Globe, Arizona. The page is titled "Globe, Arizona" and includes a "Link to Socio-Eco" link. The main content area is divided into several sections:

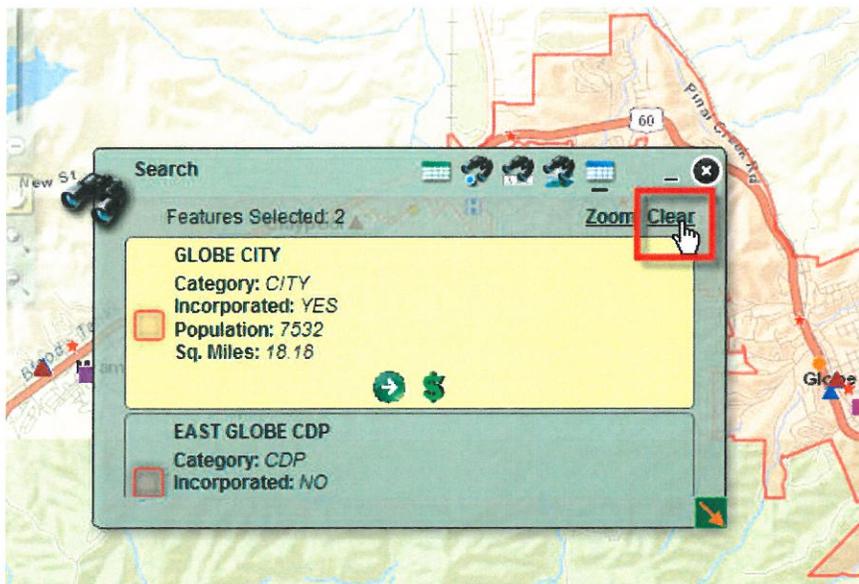
- Population and Location:**
 - Population: 7,532
 - Labor Force: 3,548
 - Incorporated: 1907
 - Location: PHX - 87 miles, TUC-103 miles
- Unemployment Rate:** 4.80%
- Estimated Median HH income:** \$33,743
- Arizona Median HH income (person):** \$42,603
- Estimated median house or condo value:** \$77,951
- Most common industries in 2005-2009 (%):**
 - Mining, quarrying, and oil and gas extraction (28%)
 - Retail trade (13%)
 - Public administration (10%)
 - Construction (9%)
 - Educational services (6%)
- Most common occupations (%):**
 - Mining, quarrying, and oil and gas extraction (28%)
 - Retail trade (13%)
 - Public administration (10%)
 - Construction (9%)
 - Educational services (6%)
- Broadband Providers:**
 - Cable One
 - Sprint
 - Star Band
 - Wild
 - Huohes Network

The footer of the page features a navigation bar with the following communities: Copper Corridor, Superior, Kearny, Hayden, Winkelman, Dudleyville, Aravaipa, Mammoth, San Manuel, Oracle, Globe, Miami, and S.

You will be able to Tab through additional communities to see detail data about a town.

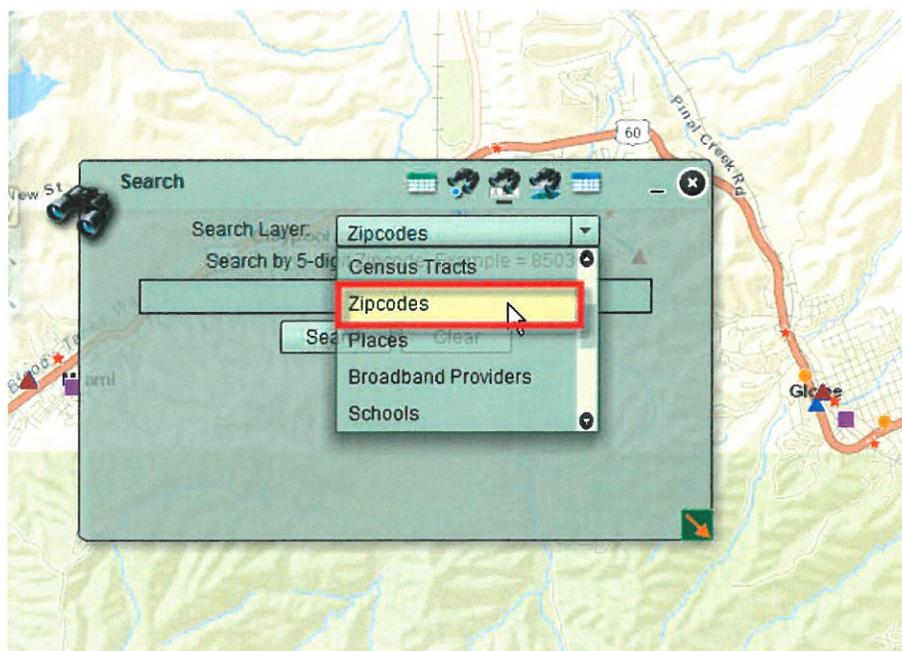
Press ESC button to return to the Broadband Map.

Press Clear when done.

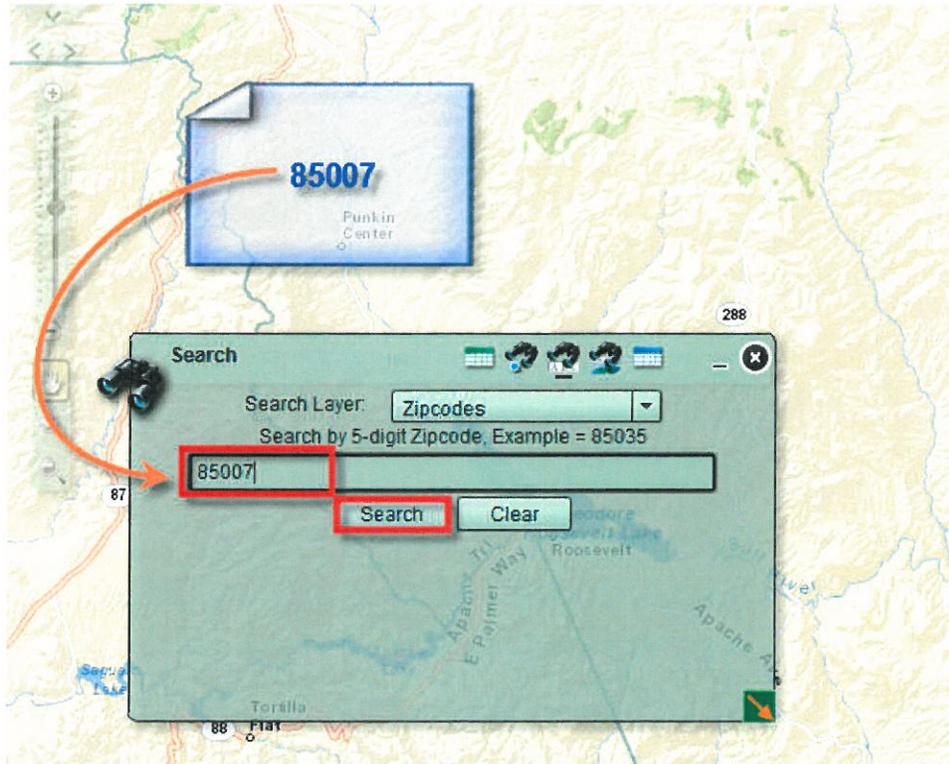


Additional searches can be performed...

Select Zip codes

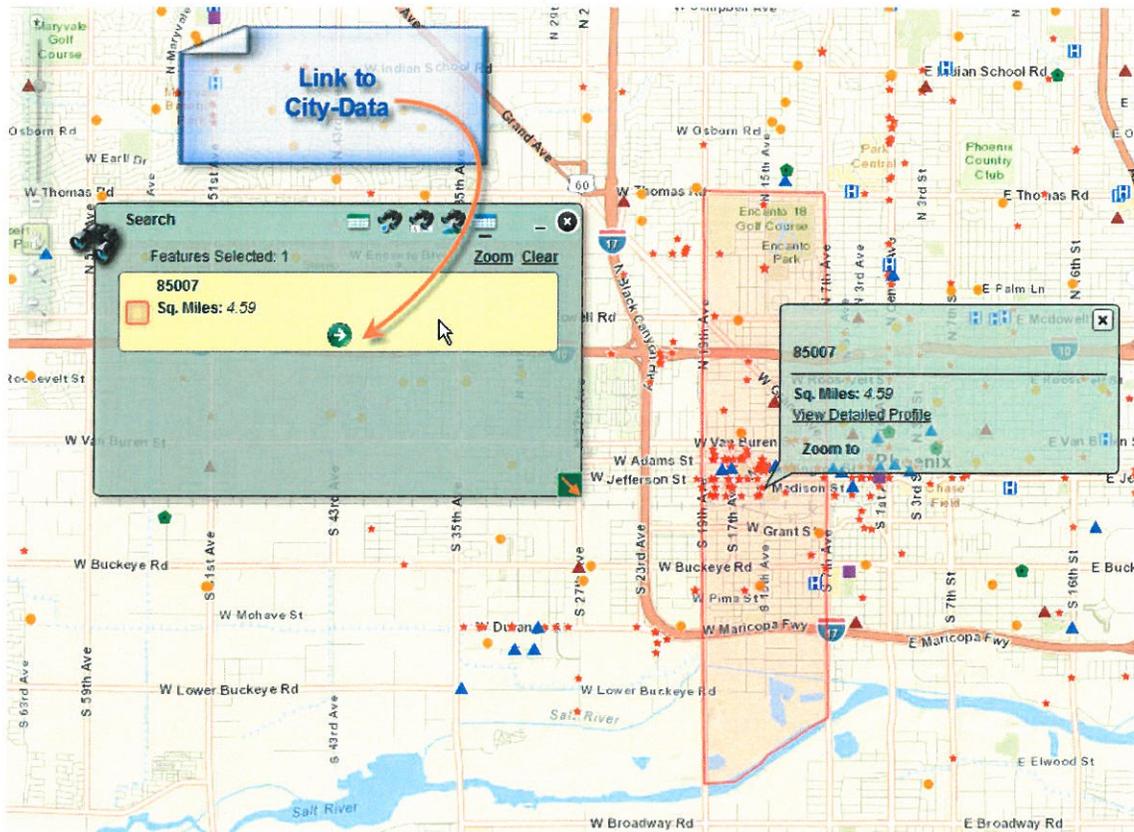


Enter 85007



Click on the highlighted record to zoom to Zip Code 85007

Click on the Green Link, to view the detailed profile of Zip Code 85007

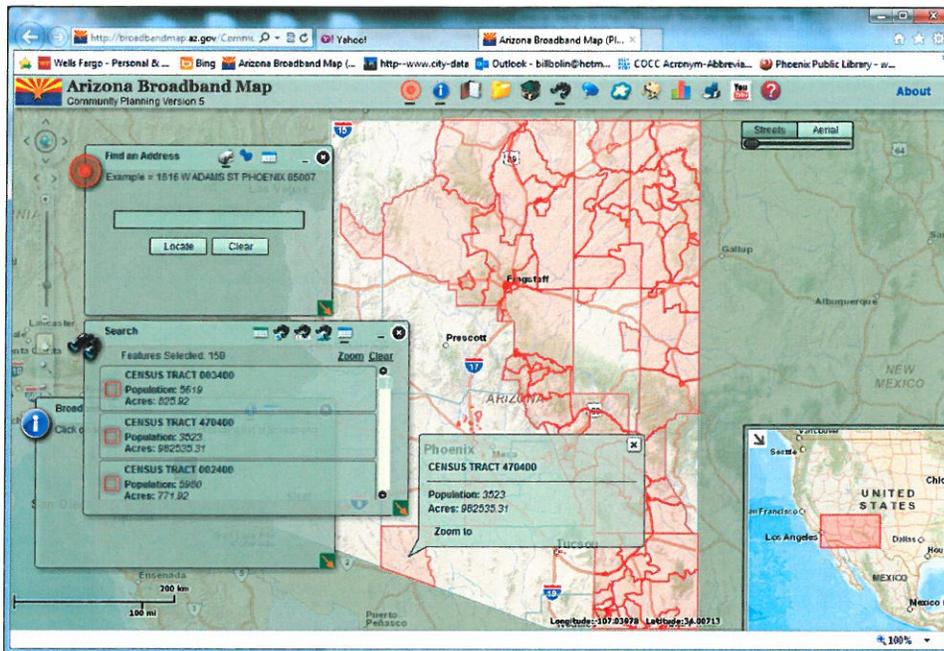


Details of Zip Code 85007 from:

www.city-data.com

These were just a few examples of how the Arizona Broadband Community Planning Map and Community Data Sets can be used to identify a variety of characteristics about a community in Arizona.

Use the Search box to look up Census Tracts



Alan Stephens, USDA, proposed using Census Tracts to identify Poverty Rates, instead of using a County's statistic. By using Census Tracts, the Poverty Rates will better qualify for federal funds.