

506181 - Johnson County ITQ-Zone 1

Application Details

Funding Opportunity:	498157-Invitation to Qualify (ITQ) Broadband Intervention Zones
Funding Opportunity Due Date:	Mar 31, 2023 5:00 PM
Program Area:	ITQ - Broadband Intervention Zones
Status:	Submitted
Stage:	Final Application
Initial Submit Date:	Mar 31, 2023 2:33 PM
Initially Submitted By:	Allison Wells
Last Submit Date:	
Last Submitted By:	

Contact Information

Primary Contact Information

Active User*:	Yes
Type:	External User
First Name*:	Allison Margaret Wells First Name Middle Name Last Name
Title:	Grants Assistant
Email*:	awells@johnsoncountyiowa.gov
Address*:	913 S Dubuque St Ste. 201 Iowa City Iowa 52240 City State/Province Postal Code/Zip
Phone*:	319-688-5808 Ext. Phone ###-###-####
Fax:	###-###-####
Agency:	

Organization Information

Status*: Approved

Name*: Johnson County

Organization Type*: County Government

DUNS: ##-###-####

Tax Id:

Unique Entity Identifier (UEI):

Organization Website: <http://www.johnson-county.com>

Address*: 913 S. Dubuque Street

Phone*: Iowa City Iowa 52240
City State/Province Postal Code/Zip
(319) 356-6000 Ext.
###-###-####

Fax: ###-###-####

Benefactor:

Vendor Number / ID: 00002129303

Cover Sheet-General Information

Cover Sheet-General Information

Authorized Official

Name*: Allison Wells

Title*: Grants Manager

Organization*: Johnson County
If you are an individual, please provide your First and Last Name.

Address*: 913 S Dubuque St.

City/State/Zip*: Iowa City Iowa 52240
City State Zip

Telephone Number*: 319-688-5808

E-Mail*: awells@johnsoncountyiowa.gov

Fiscal Officer/Agent

Please enter the "Fiscal Officer" for your Organization.
If you are an individual, please provide your First and Last Name.

Name*: Dana Aschenbrenner

Title: Finance Director

Organization: Johnson County

Address: 913 S Dubuque St.

City/State/Zip: Iowa City Iowa 52240
City State Zip

Telephone Number: 319-688-8095

E-Mail: daschenb@johnsoncountyiowa.gov

**County(ies) Participating,
Involved, or Affected by this
Proposal*:** Johnson County

To find your district, click on the "Congressional Map" link. On the left hand side of the page, click on the drop-down list and click on "State of Iowa". Then, enter an address for the county/ies you serve in the Search bar. Click "Enter." This will provide you with your Congressional District, Iowa Senate District and Iowa House District.

**Congressional District(s)
Involved or Affected by this
Proposal*:** 1st - Rep. Mariannette Miller-Meeks
Congressional Map

**Iowa Senate District(s) Involved
or Affected by this Proposal*:** 46
Iowa Senate Map

**Iowa House District(s) Involved
or Affected by this Proposal*:** 86,91,92
Iowa House Map

Invitation To Qualify Application Exhibits

Required Forms and Submissions

Please indicate the community applicant type that best fits from this list.

Community Applicant Type*: County

**If Community Applicant Type is
"Other", please add additional
information here. :**

This section of the Iowa Grants system requires the Applicant to upload a cover letter as a Word doc or pdf on the Applicant's letterhead to provide a high-level overview of the Application describing your community's Broadband need in the area and the community's interest in obtaining programmatic funding in the Geographic Area of Concern. The Cover Letter is not scored.

Cover Letter*: SW Kansas Ave Community Cover Letter.pdf

The Applicant must upload a spreadsheet of locations obtained from the Broadband Availability Map. The system will allow you to download the locations as a CSV formatted spreadsheet. The Eligible Service Locations Spreadsheet must then be uploaded by the Community Applicant to the Iowa Grants system.

Note: Reference the "Geographic Area of Concern and Data Export/Import Instructions," labeled "Exhibit D," for instructions regarding how to properly complete this aspect of the Application.

**Eligible Service Locations
Spreadsheet*:** FINAL REV JC Zone 1 .csv

Generally describe the area identified with the Geographic Area of Concern Selection Tool. Example: Rural Adams County, Poweshiek County Highway 6 Corridor, etc.

**General Description of the
geographic area of the circle*:**

Kansas Avenue Southwest Community, rural areas generally west of Iowa City; 4 mile radius circle

Write down the radius distance used to create your circle. The instructions for how to identify the radius can be found in Exhibit D Geographic Area of Concern Selection Tool and Data Export/Import Instructions ("Selection Tool").

Radius of the circle*: 4

**Address at the center of the
circle - Street Address *:**

2870 Black Diamond Rd SW

**Address of the center of the
circle - City*:**

Iowa City

Address of the circle - State*:

IA

Address of the circle - zip code*: 52240

Optional Forms and Submissions - Work, Education, and Health Monitoring

This sub-factor takes into consideration whether Broadband investments in the proposed Geographic Area of Concern will help to facilitate community members engagement in employment, search for employment, and/or develop the requisite skills and knowledge to become employed (e.g., participate in career counseling programs, workforce training programs, as well as gain access to internet websites to search for and apply to jobs).

Work:

Johnson County contracted a Broadband Study in 2022, which detailed specific broadband deficiency impacts to workforce opportunities and development in rural Johnson County. Drawn from direct input from key stakeholder groups (held Sept. 20-29, 2022), as well as input from broadband service providers, the report informs Johnson County public officials on how broadband access, affordability, and related issues impact specific industries, public services, and development.

Key findings are: (1) new housing developments in this rural area don't have adjacent networks for providers to extend broadband affordably; (2) residents, according to testimonials in this application, receive lower-bandwidth DSL service, as these isolated developments are not connected to traditional cable services; and (3) topographically, many in valley areas cannot receive reliable cellular signals for LTE services, so wireline broadband access should be prioritized. These broadband deficiencies are impacting current remote work prospects for residents and businesses in these areas, and drive employment and housing opportunities to more-urban centers.

Furthermore, input from providers made it clear that this area is not a likely candidate for provider network extensions without public support, and therefore will have persistent disadvantages in the areas of work compared to those receiving broadband investments for higher-quality service. Successfully developing residential housing along Black Diamond Road and Highway 1 corridors in this area will require new broadband investments to grow and retain a professional workforce.

Stakeholders specifically noted that remote and site-based agribusiness employment is a particular issue in rural Johnson County. Participants said many small direct-to-consumer operators in rural areas do not have access to high-speed Internet at production sites. This creates reliance on service at other locations, or the need to physically drive to where there is access, which results in productivity loss as more of the

food supply becomes farm-to-table (supply needs to match demand as orders are placed).

Agri-tourism is also a growing rural Johnson County-specific area of employment and income.

Participants noted that deficient rural broadband in Johnson County is a barrier to remote work, spouse remote work, and having successful businesses such as the Berry Basket Farm.

This subfactor takes into consideration whether Broadband investments in the proposed Geographic Area of Concern will help facilitate educational activities. Such education activities may be to acquire knowledge and/or skills, undertaken as part of a person's participation in school, an academic program, extracurricular program, social-emotional development program for students or youths, internship, or professional development program, or in another educational environment.

Education:

Johnson County contracted a Broadband Study in 2022, which detailed specific broadband deficiency impacts to education in rural Johnson County. Drawn from direct input from key stakeholder groups (held Sept. 20-29, 2022), as well as input from broadband service providers, the report informs Johnson County public officials on how broadband access, affordability, and related issues impact specific industries, public services, and development. Input from providers made it clear this area is not a likely candidate for provider network extensions, and therefore will have persistent disadvantages in the delivery of education services. Broadband investments in these areas will improve educational opportunities and outcomes.

Johnson County contracts with city libraries to provide rural residents with library services, which provide lifelong education opportunities for children and adults. In the study, libraries reported directly providing those lacking broadband at home with in-person services at library facilities, and they have demonstrated broadband access deficiencies through high demand for cellular-based hotspots made available for patron check-out, particularly during COVID-19. Johnson County schools also noticed reliance on students to use of hot spots in unserved and underserved areas, as defined by the OCIO, in the county.

Both the libraries and schools noted in study stakeholder meetings that rural residents with a combination of limiting factors are more likely to rely on public facilities in-person, which becomes a barrier to full participation in work and education opportunities. These limiting factors include a combination of: (1) being full-time work-from-home parents, (2) also having multiple students needing simultaneous access to cloud-based materials to complete homework, and (3) poor internet connectivity at home. For example, Iowa City CSD offers a full online degree program, so consistent high-quality broadband would improve educational experiences to access, interact, and fully participate in class.

Johnson County college and school officials also reported full household broadband access is needed to fully function as teachers and professors, lead video-based workforce training programs, and educate from home.

This subfactor takes into consideration whether Broadband investments in the proposed Geographic Area of Concern will help facilitate health monitoring services to monitor an individual's health, including with respect to either physical or behavioral health.

Health Monitoring:

Johnson County contracted a Broadband Study in 2022, which detailed specific broadband deficiency impacts to health monitoring in rural Johnson County. Drawn from direct input from key stakeholder groups (held Sept. 20-29, 2022), as well as input from broadband service providers, the report informs Johnson County public officials on how broadband access, affordability, and related issues impact specific industries, public services, and development. Input from providers made it clear this area is not a likely candidate for provider network extensions, and therefore will have persistent disadvantages in the delivery of health monitoring and telehealth services.

In interviews, Health Services stakeholders provided broad input on the impacts of deficient broadband, and Johnson County's health providers reported on rural area impediments, including: (1) telemedicine and health monitoring program expansion, which the University of Iowa Hospitals and Clinics is expanding over the next few years; (2) bandwidth for full bi-directional video is essential for optimal telemedicine but is lacking in rural areas; and (3) latency issues arise in deficient areas, which causes diagnosis services to rely on audio sources. As an area with a higher proportion of aging individuals than the Iowa average, broadband barriers impede the ability for residents to connect to proper healthcare.

These deficiencies become impediments for program adoption by consumers. Patients become frustrated when phone and online messages cannot be accessed due to substandard service. These include both children and their parents, who cannot get in contact with providers for services when needed. Equity in digital access for rural areas is a related issue to health monitoring, as Johnson County testimonials and the Broadband Study directly report that digital literacy is a significant impediment to health monitoring participation.

Finally, where broadband is lacking, residents use home Wi-Fi on smartphones, not desktops or laptops where best health monitoring and diagnosis technologies should be used. Therefore, online education on the digital skills needed to adopt remote health monitoring and realize program advantages are also impeded.

Community Support Letters

Testimonial : Community Testimonials - Zone 1.pdf

Community Support Letter : Community Letters of Support - Zone 1.pdf

This Community Support upload does not have to be on letterhead or have a mailing address within the Geographic Area of Concern. The author must demonstrate that there is a community tie-in or relationship to the Geographic Area of Concern.

Community Support Letter (no letterhead or mailing address):

Optional Forms and Submissions - Community Broadband Capital

Item	Description	Category	Supporting Documentation
1	County Provider Engagement Program	Public-Private Partnerships	Zone 1 - Community Capital - Partnerships.pdf
2	County Broadband Adoption Program	Broadband adoption initiatives / citizen engagement	Zone 1 - Community Capital - Citizen Engagement and Adoption.pdf
3	County Rights of Way Program	Simplified permitting processes	Zone 1 Community Capital ROW Planning.pdf
4	Use of Rights of Way Resolution	Rights of way made available for Broadband buildout	2 - 2023 03 23 JC IA Broadband Resolution signed.PDF
5			

Barriers to Broadband

Barriers to Broadband

Installation:

At an estimated 350-500 households per square mile for this rural area, compared to urban Iowa City at an estimated 1,300 households per square mile, low population density is the largest barrier that makes it unlikely to receive Broadband service without the contribution of government funds. Broadband provider

have an opportunity cost of capital that is more attracted to denser and higher-growth urban populations to maintain competitive rates market-wide due to higher construction costs per end-customer.

The attached supporting materials describe a model that estimates the rurality retail rate impact for this area, based on high level design construction costs. Providers indicate a reluctance to surcharge rural areas for these significantly higher monthly construction financing costs due to branding and customer satisfaction impacts, leaving an investment funding source gap.

Other rural barriers to broadband impacting this area include (1) misleading claims by incumbent providers on speed and reliability performance that protect from having new market entrants, (2) providers not timely fulfilling announced commitments to serve an area, to disincentivize future broadband investments by others, (3) incumbent or new providers substituting minimally-performing broadband technology once incentives are announced, resulting in underserved customers that another provider could have better served with broadband service, (4) uncertain local capital sources due to higher perceived risk uncertainties to operate in concentrated rural areas, and (5) higher cost of capital and operating costs for small rural projects compared to those with economies of scale.

Optional Supporting Materials Barriers to Broadband Investments - Zone 1.pdf
for Barriers to Broadband
Installation Narrative:

Minority Impact Statement

Minority Impact Statement

Does the proposed grant Yes
program or policy have a
disproportionate or unique
positive impact on minority
persons? *:

Describe the positive impact
expected from this project.:

This targeted area contains a higher percentage of Asian and Latino residents, relative to other spatial areas in Johnson County. The project will make it possible for more investments in broadband connectivity for Asian and Latino residents. By better connecting residents to school, work, and healthcare, we hope to reduce the gaps in services and opportunities for systematically disadvantaged populations.

Detail the rationale for the
existence of the proposed
program or policy.:

Digital equity, the effort of ensuring everyone has the technology they need to be a part of society, is the foundation of a fair and inclusive economy. Targeting minority populations for digital equity helps bridge historic gaps in services.

Indicate the group(s) positively Asians or Pacific Islanders, Latinos
impacted.:

Could the proposed grant program or policy have a disproportionate or unique negative impact on minority persons? *:

No

Describe the negative impact expected from this project.:

Detail the rationale for the existence of the proposed program or policy. :

Indicate the group(s) negatively impacted.:

Explain how you provided consultation with representatives of the minority groups impacted.:

I hereby certify the information above is complete and accurate to the best of my knowledge.*:

Yes

Grants Manager Allison Wells

Title

First Name Last Name