



**Iowa
Telecommunications
Association**

Rural Iowa's View of the National Broadband Plan

Dave Duncan, President
Iowa Telecommunications Association
515-867-2091
dduncan@i-t-a.net

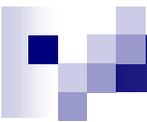


Iowa Telecommunications Association

ITA membership includes: 140 Rural ILECs, 4 CLECs, and 1 CEA provider. Not Qwest or Iowa Telecom

Today's delegation includes:

- **J.R. Brumley, CEO**, South Slope Cooperative Telephone, North Liberty, Iowa
- **Daryl Carlson, EVP/GM**, Webster Calhoun Coop Telephone, Gowrie, IA
- **Ivan Dalen, General Manager**, River Valley Telecommunications Coop, Graettinger, Iowa
- **Pat McGowan, Director of Business Development**, Interstate Communications, Truro, Iowa
- **Jerry Melick, Manager**, Liberty Communications, West Liberty, Iowa
- **Mark Peterson, CEO**, WTC Communications, Wilton, Iowa
- **Charles Rebman, President/COO**, Central Scott Telephone, Eldridge, Iowa
- **Dave Duncan and Kristin Kunert**, Iowa Telecommunications Association



Meeting the Policy Goals of National Broadband Plan

- ITA members have superior networks with high-quality, affordable service to rural Iowans
- ITA Delegation all offers triple play bundles
 - Local fiber/high capacity copper buildout/broadband prices and take rates
- Consumer welfare, community development, health care delivery, education, job creation, economic growth

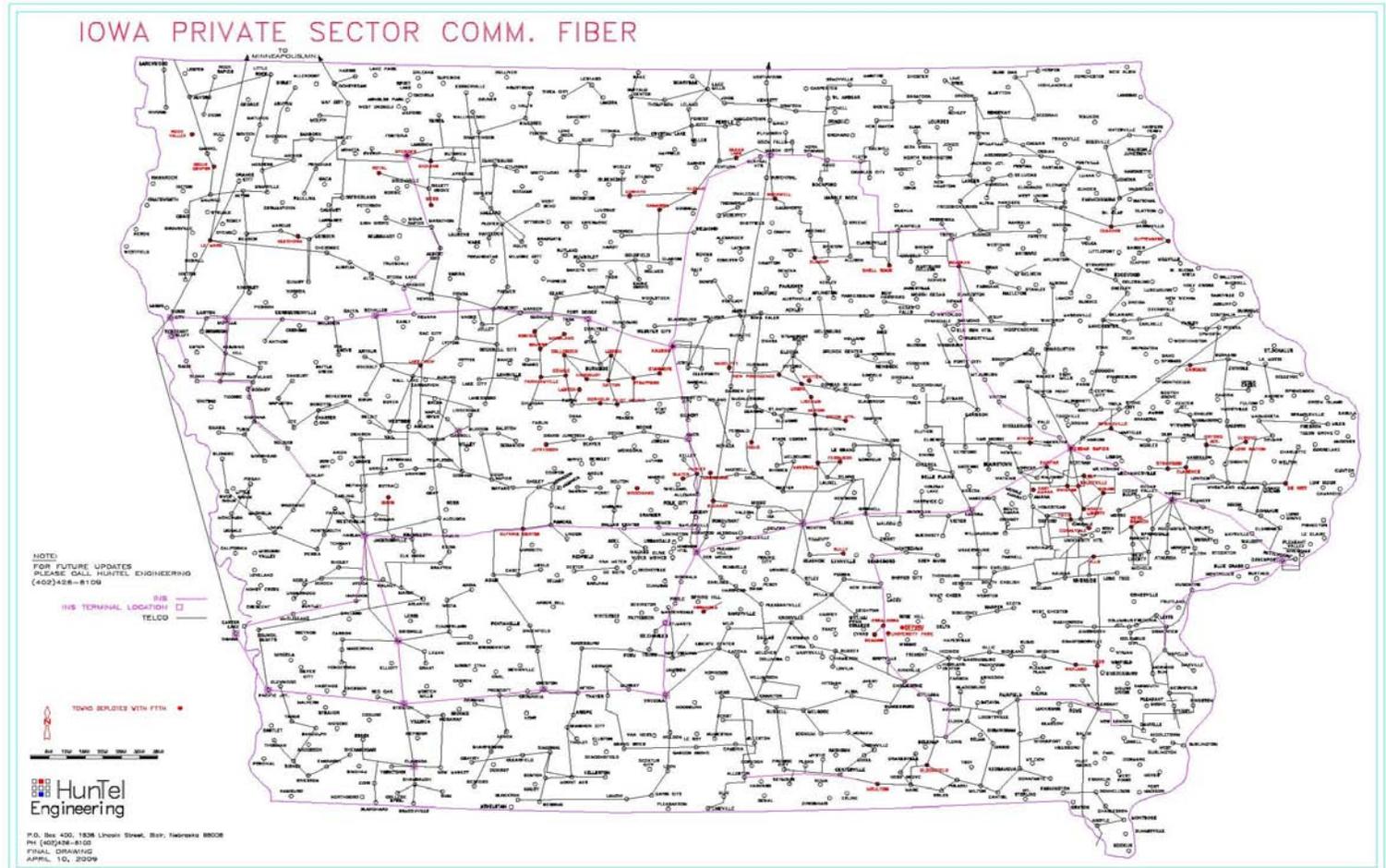


Deployment of Broadband to Rural Iowans

- Many Iowa communities have access to first generation broadband (200kps) throughout 100% of the exchange
- ITA members use a variety of technologies to deliver internet to their rural, low density customers.
- Rural Iowa LECs are well-positioned to extend to more unserved customers and increase speeds to those with 1st generation.

FTTH in Iowa

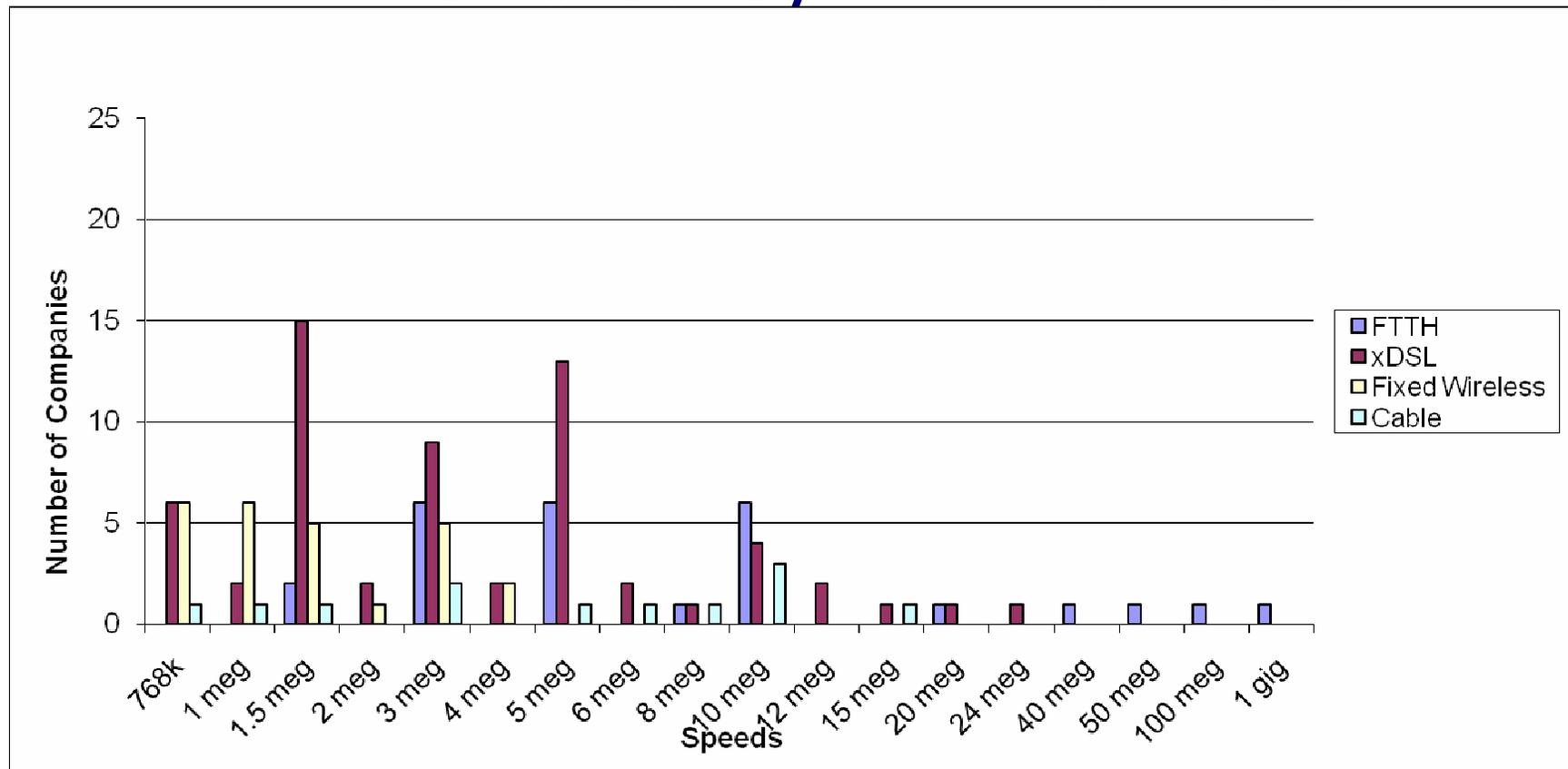
- **50 ITA member companies** deploy fiber-to-the-home in their network
- **80 Rural Iowa communities** served by ITA members have FTTH deployed and operational
- **21 Iowa RLECs** deploy FTTH to an entire exchange
- **21 Iowa RLECs** yet to deploy FTTH plan to do so in 2009
- **34 Iowa RLECs** report delaying or cancelling fiber deployment projects due to regulatory uncertainty



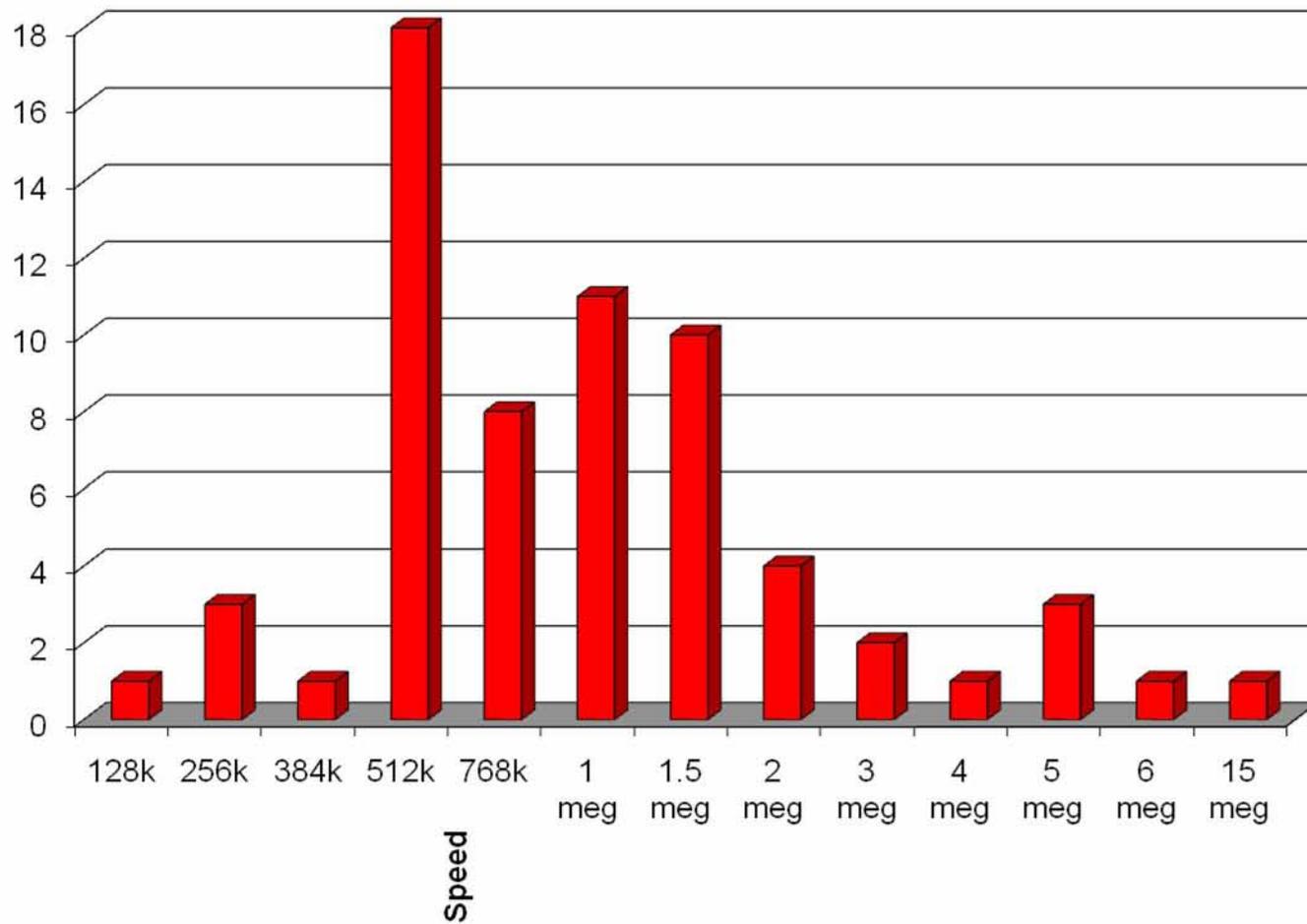
Map Source: Huntel Engineering: <http://www.htleng.com/images/iowafibermap.pdf>

Data Source: Electronic surveys of rural telecommunications providers by the Iowa Telecommunications Association. Survey #1 -- January 16, 2009 to January 30, 2009; Survey #2 January 23, 2009 to February 6, 2009; Survey #3 – February 4, 2009 to February 20, 2009

Fastest Broadband Speeds Offered by ITA Members

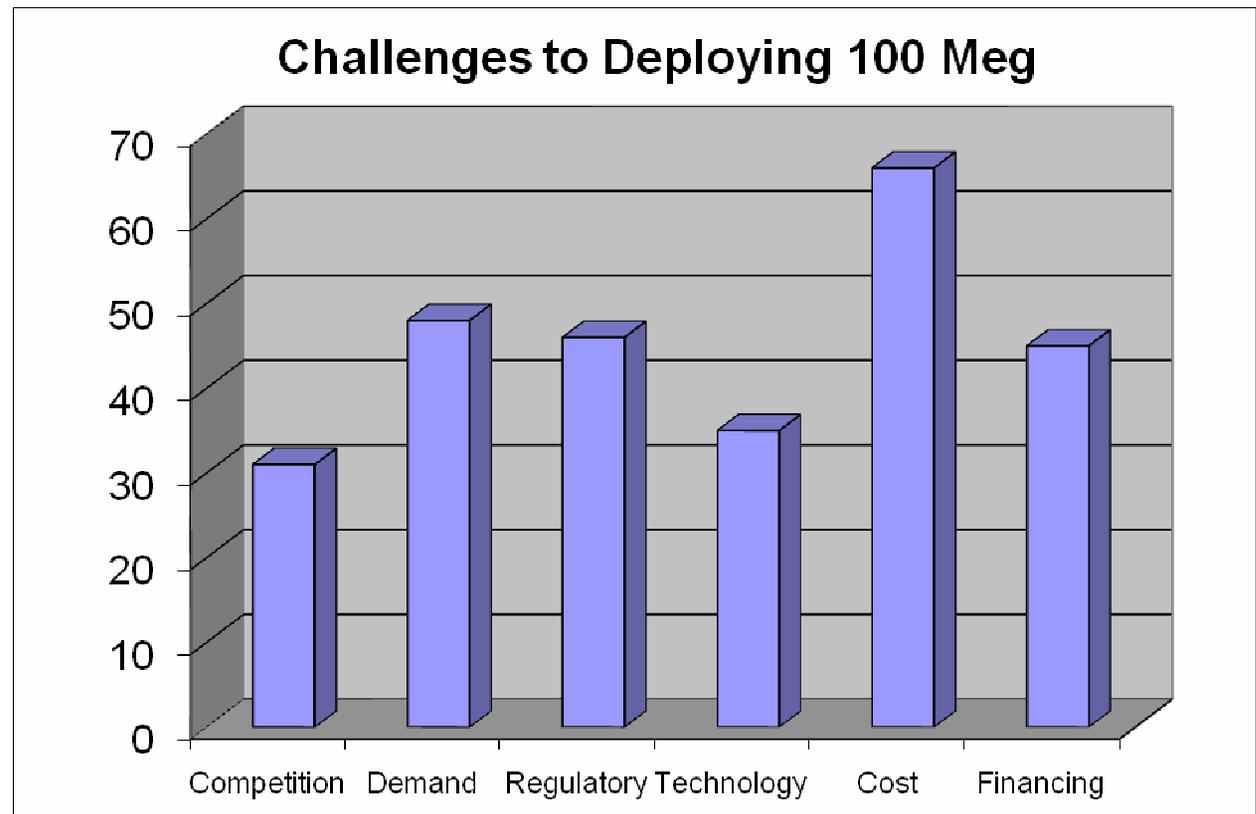


Reported Broadband Speeds with Highest Take-Rate



Challenges to Deploying Higher Speed Networks

- \$348,411,903
-- estimated total cost for all ITA members to deploy 5 meg internet service to 100% of customers
- Relatively low take rates of higher speeds
- Uncertain future revenues





Definitions for ARRA Broadband Funds

- “Unserved areas” <1.5 Mbps downstream and 768 Kbps upstream transmission capacity
- “Underserved areas” < 45 Mbps downstream and 15 Mbps upstream
 - Definition should focus on services offered, not the amount of service providers
- Limited only to ARRA



Additional Broadband Plan Considerations

- Address “lack of computer” problem as well as “lack of infrastructure”
- Encourage consumer education
- Include broadband as a supported universal service