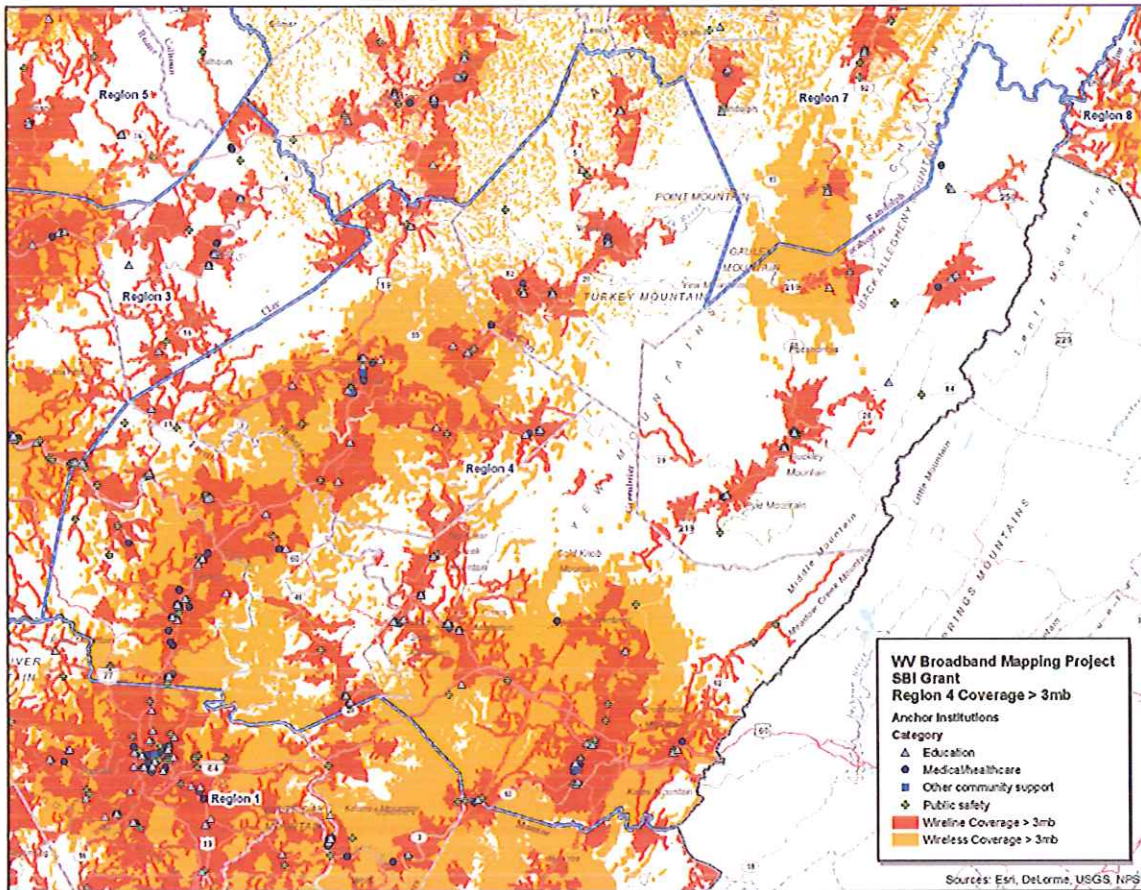


Region 4 Planning & Development Council



Broadband Strategic Plan

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Region 4 Planning &
Development Council

REGION 4 BROADBAND STRATEGIC PLAN

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Introduction

Purpose of Planning Exercise

As the State of West Virginia continues to grow broadband initiatives and leverage existing infrastructure and future broadband expansion, it is important for the continued development of programs that will improve broadband use and adoption. With funding from the State Broadband Data Development Grant, the State of West Virginia has developed, and continues to improve, a statewide broadband coverage mapping program that provides a comprehensive picture of current infrastructure deployment and availability of broadband service in the State. This program began with a 1.4 million dollar grant from the National Telecommunications and Information Administration in support of the National Map. The State received an additional 3.3 million to ensure updates are made and any changes in the source data are observed, while adding information from any new providers. This new funding supported the development of two additional projects known as the Technical Assistance Project (TA) and the Regional Broadband Planning Teams Project (RBPT).

The Technical Assistance Project supports the activities needed to improve digital literacy by providing technical expertise to non-profits, community institutions and other local and regional groups. The first two key elements of a production broadband technical assistance engagement are identification/engagement of businesses and organizations with limited capacity and then developing an assessment of their current performance with identified paths toward future opportunities. To this end, the Broadband Mapping Program will use 1.2 million dollars for its Technical Assistance Project.

The TA Project aims to conduct community level research based analytics and trend analysis cut across representative demographics in West Virginia. The program will use this trend data to identify those areas with the greatest need at the individual organization level and perform a review of patterns of utilization, gaps, barriers and opportunities, resulting in customized information that will encourage organizations to adopt broadband and broadband enabled applications and processes. The TA Project is the foundation of the RBPT Project. Effective data collection on broadband utilization and its impact is essential to the success of any broadband awareness and adoption effort. It is important to get a “lay of the land” to know whether individuals, businesses, and organizations are utilizing broadband and broadband enabled applications, and to understand where the State’s weaknesses or missed opportunities lie. The RBPT was created to benchmark data collection and analysis of high-speed Internet connectivity and e-solutions for economic and social development. By partnering with the Planning and Development Councils in conducting benchmarking surveys across the 11 regions of the State, the Broadband Mapping Program (BMP) has built a unique repository of primary data about broadband usage across the State, separate, but complementary to that which may be acquired in the Mapping Project. The analysis of this data has been crucial for the RBPT to develop effective and comprehensive regional strategic broadband initiatives and

adoption plans that will later take advantage of federal, state and other grant opportunities.¹

As stated above, the most critical part of this comprehensive effort has been local and regional planning. In November 1971, the West Virginia Legislature passed the Regional Planning and Development Act, designating the responsibilities of both the State and local governments to guide the orderly growth of the State of West Virginia. On May 3, 1972, the Governor designated the current eleven (11) planning and development regions in the State to carry out the functions of Article 25, Chapter 8 of the State Code of West Virginia. Region 4 Planning & Development Council was designated to serve Fayette, Greenbrier, Nicholas, Pocahontas and Webster counties and the municipalities contained within. Region 4 consists of 3,847 square miles and a population of 125,625 (2010 Census). After a series of organizational meetings with the local officials of those counties and the adoption of its bylaws, the Region 4 Planning & Development Council began operations on July 1, 1973 in Summersville, West Virginia.

Region 4 includes five (5) counties and twenty-six (26) municipalities. According to the 2010 Census, the municipal governments range in size of population from seven (7) persons in Thurmond, Fayette County, to 7,589 persons in Oak Hill, also in Fayette County. The municipalities range in age from Lewisburg, Greenbrier County, incorporated in 1782, to Gauley Bridge, Fayette County, incorporated in 1977.²

Region 4 Mission Statement – “It is the mission of Region 4 Planning and Development Council to strategically and effectively plan for and facilitate the comprehensive development of Fayette, Greenbrier, Nicholas, Pocahontas, and Webster Counties, West Virginia. Such planning includes, but is not limited to, infrastructure development, economic development, technical assistance, education, community development, health care improvement, resource development, intergovernmental coordination, social enrichment, transportation enhancement, and environmental protection. Inclusive and integral to the Council’s comprehensive planning is the ultimate goal of ensuring that the region’s public services and facilities are maintained at acceptable levels with the goal of promoting the general health, safety, economic prosperity, and welfare of all its citizens.”

The Planning & Development Council’s overall mission was a perfect fit with the West Virginia BMP and the TA Project. The overall mission of the BMP is to “*advance broadband demand and adoption, and to study and support broadband service and infrastructure development in the State of West Virginia.*”

Each Regional Broadband Planning team was expected to pursue this mission through a twofold process:

- 1) Conduct a broadband needs assessment and,
- 2) Develop a Broadband Strategic Plan for the region based on the assessment.

¹ Regional Broadband Planning Teams Toolkit

² Region 4 Planning and Development Council 2013 Comprehensive Economic Development Strategy

The initial work of the Planning Teams occurred in a period of about 18 months, but the process is designed to be enduring, such that the needs assessment can be updated overtime and the Strategic Plan can remain dynamic and be adjusted according to changes of circumstances, technologies and the results of the previous implementation efforts.

The Broadband Planning Team members of Region 4 Planning and Development Council are as follows:

- David Ayersman – Vice President of Institutional Advancement/Workforce Education, New River Community and Technical College, Greenbrier/Nicholas Counties
- Rita Griffith – Frontier, Pocahontas County
- Chris Hanshaw – Nicholas County Board of Education, Nicholas County
- Dr. Beverly Jo Harris – President, Bridgemont Community and Technical College, Fayette County
- Dr. Arnold Hassen – Osteopathic School, Greenbrier County
- Geoff Heeter – Owner, Opossum Creek Retreat, Fayette County
- Bryan Heller – Facilities Director, Boy Scouts of America, Fayette County
- Debbie Hill – Chief Executive Officer, Summersville Region Medical Center, Nicholas County
- Pete Hobbs – Mayor of Ansted, Fayette County
- Chris Kyle – Vice-President, Shentel
- John Manchester – Mayor of Lewisburg, Greenbrier County
- Don McCourt – Mayor of Webster Springs, Webster County
- Tom Minnich – CIO, Bridgemont Community and Technical College, Fayette County
- Vickie Nutter – Principal, Nicholas County Vocational School, Nicholas County
- Sara Palfrey – Summersville Library, Nicholas County
- Tony Simental – State GIS Coordinator
- Geary Weir – Executive Director, Webster County Economic Development Authority, Webster County
- Steve Weir – Executive Director, Greenbrier Valley Economic Development Corporation, Greenbrier/Pocahontas Counties
- Randy Underwood – Class VI, Fayette County

Regional Overview

The Region 4 Planning & Development Council serves the counties of Fayette, Greenbrier, Nicholas, Pocahontas and Webster and is located in the southeastern portion of West Virginia. The area is referred to as the Appalachian Ridge and Plateau region of the State. The geographic center of Region 4 is located sixty-six (66) miles from Charleston, fifty-two (52) miles from Beckley and eighty-seven (87) miles from Fairmont.

The region encompasses a total land area of 3,847.28 square miles or 16% of the total land area of West Virginia. Region 4 is the largest geographical area of the State's eleven (11) Planning and Development Council regions. The area is heavily forested, has many mineral deposits and has many natural scenic sites. A large portion of the land is undeveloped and is owned by the State or Federal government.

Region 4 is known for its many tourist attractions such as white-water rafting, hunting, fishing, rock climbing, snow skiing, mountain biking, recreational boating, etc. The Region is also blessed with various state parks as well as nationally recognized recreational areas.

Region 4 is rich in natural resources such as coal, natural gas, hydroelectric, wind, timber, limestone, scenic beauty, wildlife, national rivers, national parks and recreational areas, whitewater rafting, rock climbing, snow skiing, etc. With the abundance of these resources, the Region 4 counties are becoming more of a tourism destination.³

Fayette County



Fayette County was founded in 1831. The municipalities of Fayette County are Ansted, Fayetteville, Gauley Bridge, Meadow Bridge, Montgomery, Mount Hope, Oak Hill, Pax, Smithers and Thurmond. The county's population in 2012 was estimated to be at 45,869.⁴ Fayette County is part of the Beckley Metropolitan Area. It has 661.5 sq. miles in land area and a population density of 69.3 per square mile. On the most recent census form, 98.7% of the population reported only one race, with 4.6% of these reporting African-American. The population of this county is 0.9% Hispanic (of any race). The average household size is 2.30 persons compared to an average family size of 2.90 persons.

³ Region 4 Planning and Development Council 2013 Comprehensive Economic Development Strategy

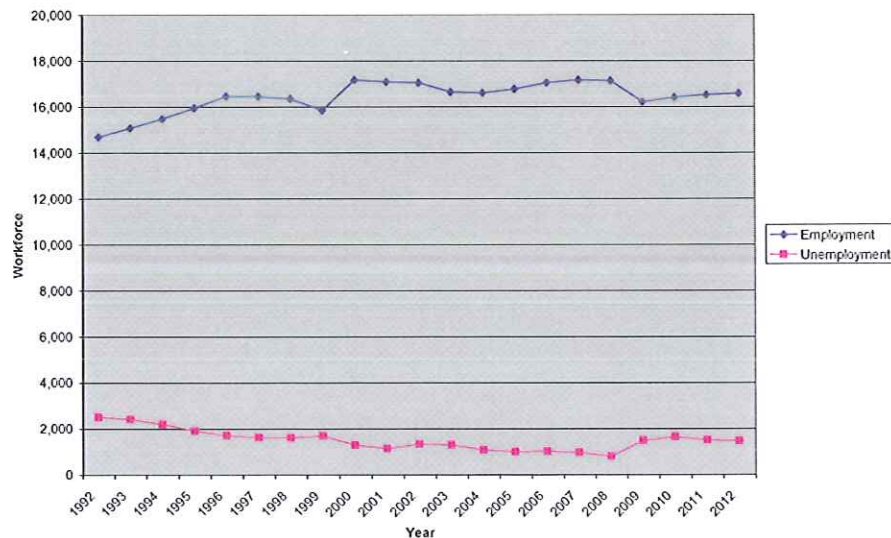
⁴ U.S. Census Bureau, Population Division

In 2012 retail trade was the largest of 20 major sectors. It had an average wage per job of \$24,455. Per capita income grew by 15.3% between 2001 and 2011 (adjusted for inflation).⁵

People & Income Overview (By Place of Residence)	Value	Rank in U.S.	Industry Overview (2012) (By Place of Work)	Value	Rank in U.S.
Population (2012)	45,869	1050	Covered Employment	12,125	1257
Growth (%) since 2010 Census	-0.4%	1767	Avg wage per job	\$35,072	1378
Households (2011)	17,801	1046	Manufacturing - % all jobs in County	4.2%	2255
Labor Force (persons) (2012)	18,076	1234	Avg wage per job	\$54,973	523
Unemployment Rate (2012)	8.2	1224	Transportation & Warehousing - % all jobs in County	2.3%	1475
Per Capita Personal Income (2011)	\$29,277	2412	Avg wage per job	\$34,211	2675
Median Household Income (2011)	\$32,316	2818	Health Care, Social Assist. - % all jobs in County	D	N/A
Poverty Rate (2011)	21.8	651	Avg wage per job	D	N/A
H.S. Diploma or More - % of Adults 25+ (2011 ACS 5yr)	78.4	2,421	Finance and Insurance - % all jobs in County	3.0%	888
Bachelor's Deg. or More - % of Adults 25+ (2011 ACS 5yr)	10.8	2,889	Avg wage per job	\$31,187	2541

In 2011 Fayette County had a per capita personal income (PCPI) of \$29,277. This PCPI ranked 31st in the state and was 88 percent of the state average, \$33,403, and 70 percent of the national average, \$41,560. The 2011 PCPI reflected an increase of 6.0 percent from 2010. The 2010-2011 state change was 5.0 percent and the national change was 4.4 percent. In 2001 the PCPI of Fayette was \$19,992 and ranked 35th in the state. The 2001-2011 compound annual growth rate of PCPI was 3.9 percent. The compound annual growth rate for the state was 3.5 percent and for the nation was 2.9 percent.⁶

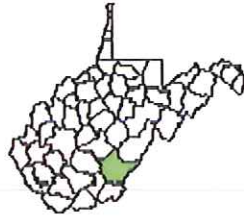
Fayette County - Employment versus Unemployment



⁵ http://www.statsamerica.org/profiles/us_profile_frame.html

⁶ <http://www.bea.gov/regional/bearfacts/action.cfm>

Greenbrier County



Greenbrier County was founded in 1778. The municipalities of Greenbrier County are Alderson, Falling Springs/Renick, Lewisburg, Quinwood, Rainelle, Ronceverte, Rupert and White Sulphur Springs. The county's population in 2012 was estimated to be at 35,820.⁷ It has 1,019.6 sq. miles in land area and a population density of 35.1 per square mile. On the most recent census form, 98.5% of the population reported only one race, with 2.8% of these reporting African-American. The population of this county is 1.2% Hispanic (of any race). The average household size is 2.30 persons compared to an average family size of 2.80 persons.

In 2012 accommodation and food services was the largest of 20 major sectors. It had an average wage per job of \$26,985. Per capita income grew by 10.3% between 2001 and 2011 (adjusted for inflation).⁸

People & Income Overview (By Place of Residence)	Value	Rank in U.S.	Industry Overview (2012) (By Place of Work)	Value	Rank in U.S.
Population (2012)	35,820	1281	Covered Employment	13,547	1165
Growth (%) since 2010 Census	1.0%	903	Avg wage per job	\$32,319	1981
Households (2011)	15,412	1183	Manufacturing - % all jobs in County	5.9%	2018
Labor Force (persons) (2012)	15,236	1376	Avg wage per job	\$36,741	1991
Unemployment Rate (2012)	7.8	1387	Transportation & Warehousing - % all jobs in County	1.9%	1673
Per Capita Personal Income (2011)	\$32,130	1855	Avg wage per job	\$42,453	1402
Median Household Income (2011)	\$35,924	2421	Health Care, Social Assist. - % all jobs in County	19.8%	188
Poverty Rate (2011)	17.9	1276	Avg wage per job	\$36,758	989
H.S. Diploma or More - % of Adults 25+ (2011 ACS 5yr)	79.4	2,333	Finance and Insurance - % all jobs in County	1.6%	2355
Bachelor's Deg. or More - % of Adults 25+ (2011 ACS 5yr)	17.0	1,628	Avg wage per job	\$35,689	2175

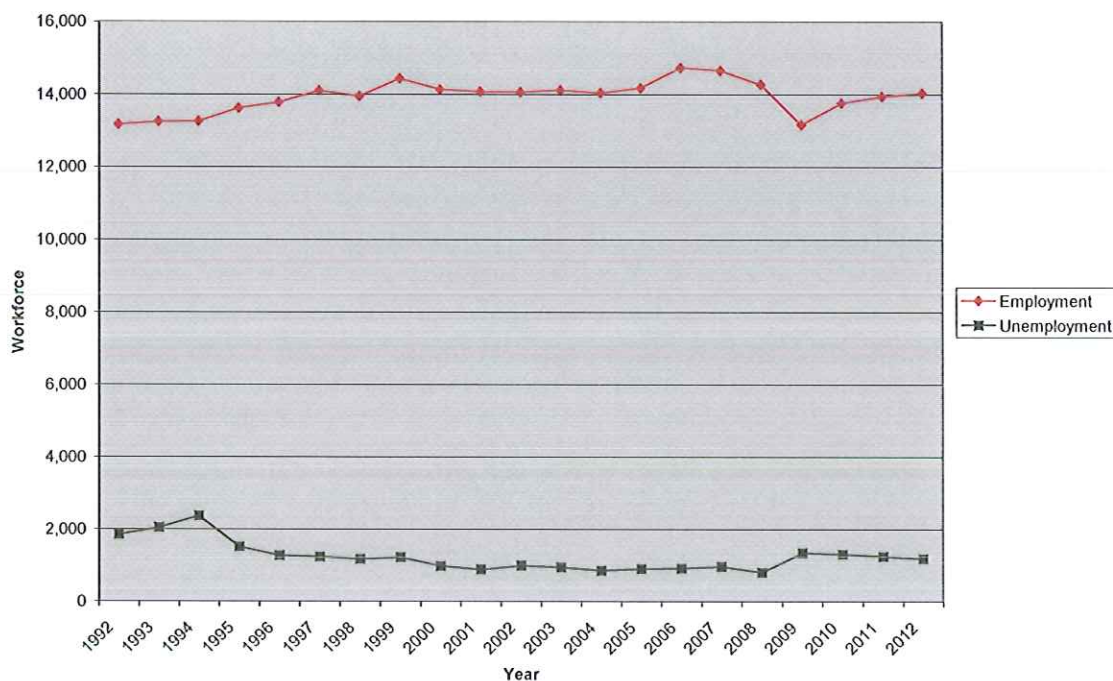
In 2011 Greenbrier County had a per capita personal income (PCPI) of \$32,130. This PCPI ranked 15th in the state and was 96 percent of the state average, \$33,403, and 77 percent of the national average, \$41,560. The 2011 PCPI reflected an increase of 5.0 percent from 2010. The 2010-2011 state change was 5.0 percent and the national change was 4.4 percent. In 2001 the PCPI of Greenbrier was \$22,933 and ranked 17th in the state. The 2001-2011 compound annual growth rate of PCPI was 3.4 percent. The compound annual growth rate for the state was 3.5 percent and for the nation was 2.9 percent.⁹

⁷ U.S. Census Bureau, Population Division

⁸ http://www.statsamerica.org/profiles/us_profile_frame.html

⁹ <http://www.bea.gov/regional/bearfacts/action.cfm>

Greenbrier County Employment versus Unemployment



Nicholas County



Nicholas County was founded in 1818. The municipalities of Nicholas County are Richwood and Summersville. The county's population in 2012 was estimated to be at 26,229.¹⁰ It has 1,019.6 sq. miles in land area and a population density of 35.1 per square mile. On the most recent census form, 98.5% of the population reported only one race, with 2.8% of these reporting African-American. The population of this county is 1.2% Hispanic (of any race). The average household size is 2.30 persons compared to an average family size of 2.80 persons.

In 2012 accommodation and food services was the largest of 20 major sectors. It had an average wage per job of \$26,985. Per capita income grew by 10.3% between 2001 and 2011 (adjusted for inflation).¹¹

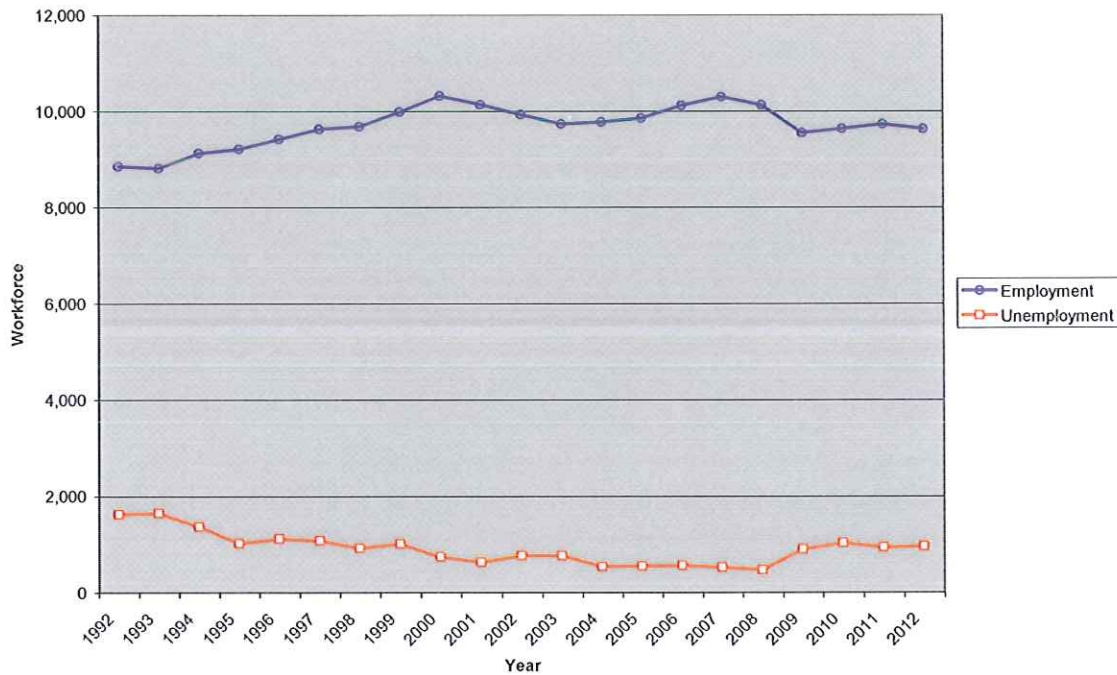
¹⁰ U.S. Census Bureau, Population Division

¹¹ http://www.statsamerica.org/profiles/us_profile_frame.html

People & Income Overview (By Place of Residence)	Value	Rank in U.S.	Industry Overview (2012) (By Place of Work)	Value	Rank in U.S.
Population (2012)	35,820	1281	Covered Employment	13,547	1165
Growth (%) since 2010 Census	1.0%	903	Avg wage per job	\$32,319	1981
Households (2011)	15,412	1183	Manufacturing - % all jobs in County	5.9%	2018
Labor Force (persons) (2012)	15,236	1376	Avg wage per job	\$36,741	1991
Unemployment Rate (2012)	7.8	1387	Transportation & Warehousing - % all jobs in County	1.9%	1673
Per Capita Personal Income (2011)	\$32,130	1855	Avg wage per job	\$42,453	1402
Median Household Income (2011)	\$35,924	2421	Health Care, Social Assist. - % all jobs in County	19.8%	188
Poverty Rate (2011)	17.9	1276	Avg wage per job	\$36,758	989
H.S. Diploma or More - % of Adults 25+ (2011 ACS 5yr)	79.4	2,333	Finance and Insurance - % all jobs in County	1.6%	2355
Bachelor's Deg. or More - % of Adults 25+ (2011 ACS 5yr)	17.0	1,628	Avg wage per job	\$35,689	2175

In 2011 Nicholas County had a per capita personal income (PCPI) of \$31,088. This PCPI ranked 21st in the state and was 93 percent of the state average, \$33,403, and 75 percent of the national average, \$41,560. The 2011 PCPI reflected an increase of 5.8 percent from 2010. The 2010-2011 state change was 5.0 percent and the national change was 4.4 percent. In 2001 the PCPI of Nicholas was \$20,738 and ranked 28th in the state. The 2001-2011 compound annual growth rate of PCPI was 4.1 percent. The compound annual growth rate for the state was 3.5 percent and for the nation was 2.9 percent.¹²

Nicholas County - Employment versus Unemployment



¹² <http://www.bea.gov/regional/bearfacts/action.cfm>

Pocahontas County



Pocahontas County was founded in 1821. The municipalities of Pocahontas County are Durbin, Hillsboro and Marlinton. The county's population in 2012 was estimated to be at 8,692.¹³ It has 940.3 sq. miles in land area and a population density of 9.2 per square mile. On the most recent census form, 99.0% of the population reported only one race, with 0.7% of these reporting African-American. The population of this county is 0.8% Hispanic (of any race). The average household size is 2.20 persons compared to an average family size of 2.80 persons.

In 2012 accommodation and food services was the largest of 20 major sectors. It had an average wage per job of \$22,241. Per capita income grew by 6.9% between 2001 and 2011 (adjusted for inflation).¹⁴

People & Income Overview (By Place of Residence)	Value	Rank in U.S.	Industry Overview (2012) (By Place of Work)	Value	Rank in U.S.
Population (2012)	8,692	2549	Covered Employment	3,063	2369
Growth (%) since 2010 Census	-0.3%	1692	Avg wage per job	\$27,475	2899
Households (2011)	3,819	2524	Manufacturing - % all jobs in County	8.2%	1697
Labor Force (persons) (2012)	3,410	2664	Avg wage per job	\$30,350	2476
Unemployment Rate (2012)	10.8	369	Transportation & Warehousing - % all jobs in County	3.8%	790
Per Capita Personal Income (2011)	\$30,446	2212	Avg wage per job	\$33,536	2744
Median Household Income (2011)	\$34,928	2550	Health Care, Social Assist. - % all jobs in County	D	N/A
Poverty Rate (2011)	18.7	1121	Avg wage per job	D	N/A
H.S. Diploma or More - % of Adults 25+ (2011 ACS 5yr)	83.2	1,861	Finance and Insurance - % all jobs in County	1.4%	2475
Bachelor's Deg. or More - % of Adults 25+ (2011 ACS 5yr)	16.4	1,756	Avg wage per job	\$29,073	2623

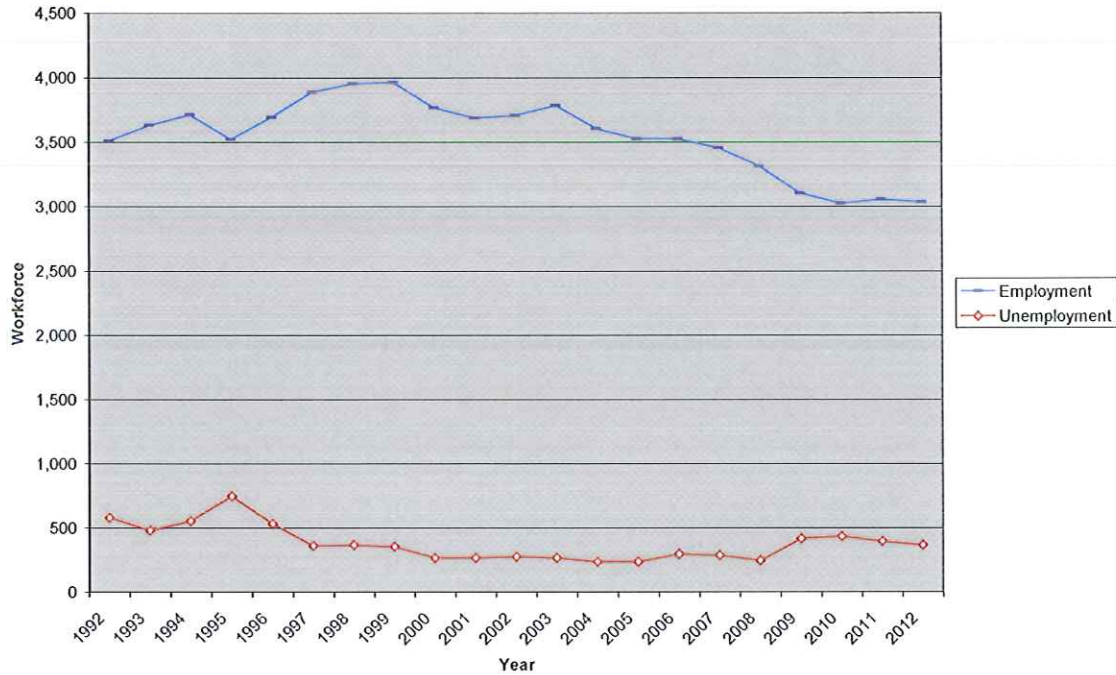
In 2011 Pocahontas County had a per capita personal income (PCPI) of \$30,446. This PCPI ranked 27th in the state and was 91 percent of the state average, \$33,403, and 73 percent of the national average, \$41,560. The 2011 PCPI reflected an increase of 3.2 percent from 2010. The 2010-2011 state change was 5.0 percent and the national change was 4.4 percent. In 2001 the PCPI of Pocahontas was \$22,417 and ranked 21st in the state. The 2001-2011 compound annual growth rate of PCPI was 3.1 percent. The

¹³ U.S. Census Bureau, Population Division

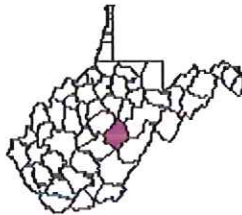
¹⁴ http://www.statsamerica.org/profiles/us_profile_frame.html

compound annual growth rate for the state was 3.5 percent and for the nation was 2.9 percent.¹⁵

Pocahontas County - Employment versus Unemployment



Webster County



Webster County was founded in 1860. The municipalities of Webster County are Camden-on-Gauley, Cowen and Webster Springs. The county's population in 2012 was estimated to be at 9,043.¹⁶ It has 553.5 sq. miles in land area and a population density of 16.3 per square mile. On the most recent census form, 99.0% of the population reported only one race, with 0.2% of these reporting African-American. The population of this county is 0.5% Hispanic (of any race). The average household size is 2.40 persons compared to an average family size of 2.90 persons.

¹⁵ <http://www.bea.gov/regional/bearfacts/action.cfm>

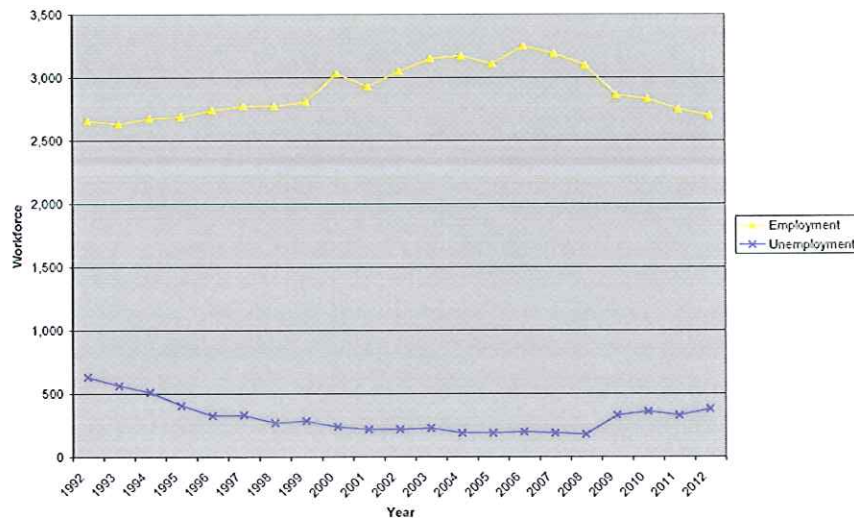
¹⁶ U.S. Census Bureau, Population Division

In 2012 health care and social assistance was the largest of 20 major sectors. It had an average wage per job of \$20,603. Per capita income grew by 21.3% between 2001 and 2011 (adjusted for inflation).¹⁷

People & Income Overview (By Place of Residence)	Value	Rank in U.S.	Industry Overview (2012) (By Place of Work)	Value	Rank in U.S.
Population (2012)	9,043	2517	Covered Employment	2,026	2632
Growth (%) since 2010 Census	-1.2%	2389	Avg wage per job	\$36,401	1140
Households (2011)	4,020	2477	Manufacturing - % all jobs in County	8.3%	1678
Labor Force (persons) (2012)	3,088	2728	Avg wage per job	\$26,556	2644
Unemployment Rate (2012)	12.4	158	Transportation & Warehousing - % all jobs in County	7.8%	183
Per Capita Personal Income (2011)	\$24,896	2973	Avg wage per job	\$33,054	2789
Median Household Income (2011)	\$28,697	3034	Health Care, Social Assist. - % all jobs in County	13.8%	812
Poverty Rate (2011)	26.8	242	Avg wage per job	\$20,603	2134
H.S. Diploma or More - % of Adults 25+ (2011 ACS 5yr)	67.9	3,090	Finance and Insurance - % all jobs in County	D	N/A
Bachelor's Deg. or More - % of Adults 25+ (2011 ACS 5yr)	8.6	3,125	Avg wage per job	D	N/A

In 2011 Webster County had a per capita personal income (PCPI) of \$24,896.00. This PCPI ranked 47th in the state and was 75 percent of the state average, \$33,403, and 60 percent of the national average, \$41,560. The 2011 PCPI reflected an increase of 4.4 percent from 2010. The 2010-2011 state change was 5.0 percent and the national change was 4.4 percent. In 2001 the PCPI of Webster was \$16,164.00 and ranked 54th in the state. The 2001-2011 compound annual growth rate of PCPI was 4.4 percent. The compound annual growth rate for the state was 3.5 percent and for the nation was 2.9 percent.¹⁸

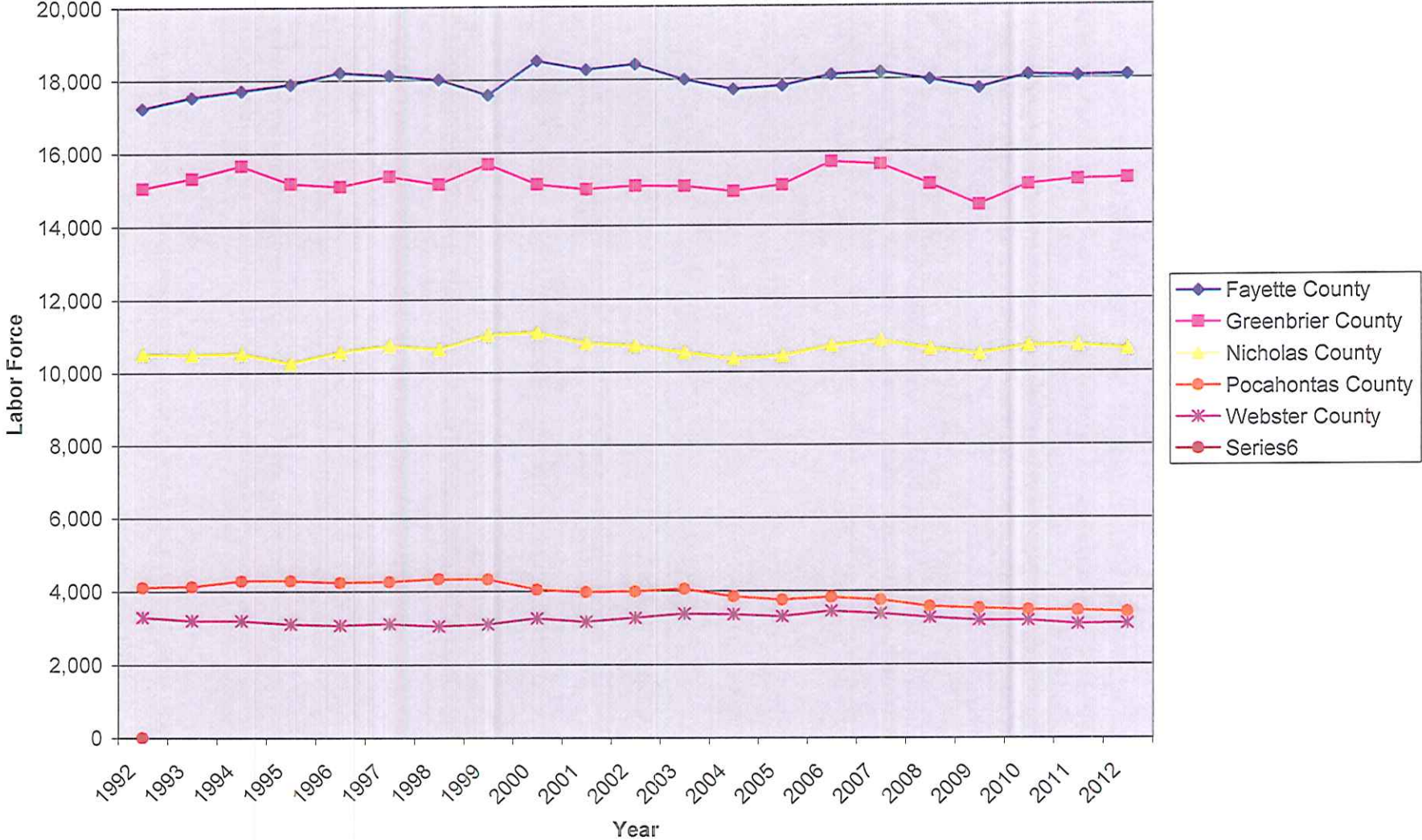
Webster County - Employment versus Unemployment



¹⁷ http://www.statsamerica.org/profiles/us_profile_frame.html

¹⁸ <http://www.bea.gov/regional/bearfacts/action.cfm>

Civilian Labor Force

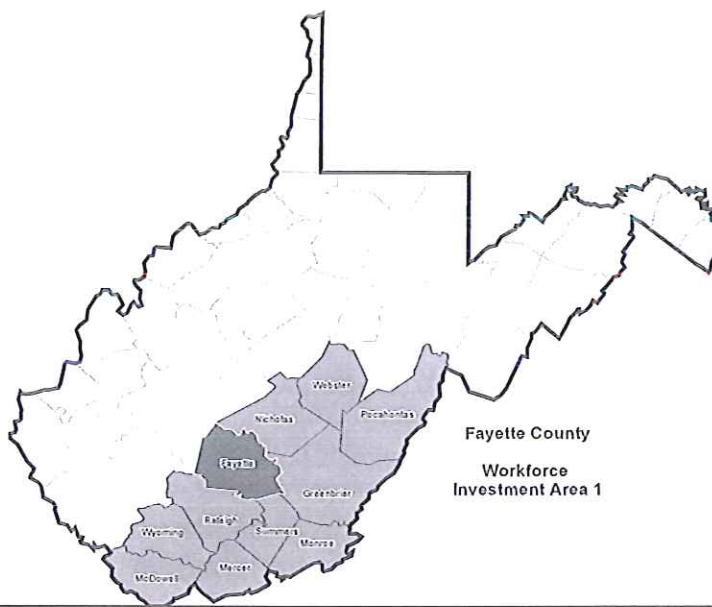
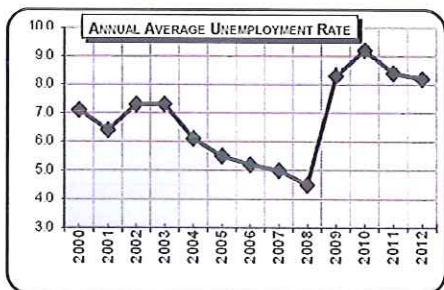
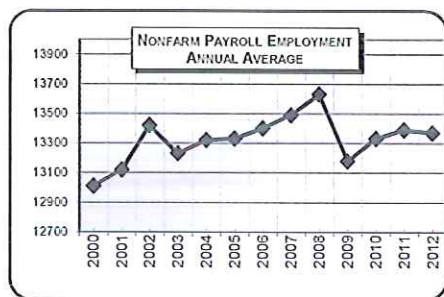


Fayette County

Employment and Wages Annual Averages	2012			2011		
	Emp.	Total Wages	Avg Annual Wage	Emp.	Total Wages	Avg Annual Wage
Total, All Industries	12,125	\$425,232,931	\$35,071	12,284	\$431,801,179	\$35,152
Total, Private Sector	8,856	307,816,924	34,758	9,053	315,945,313	34,900
Natural Resources and Mining	798	60,740,037	76,115	856	69,598,338	81,306
Construction	390	13,048,531	33,458	429	14,275,188	33,275
Manufacturing	505	27,784,223	55,018	494	26,922,197	54,498
Trade, Transportation, and Utilities	2,364	71,749,375	30,351	2,423	72,393,498	29,878
42 Wholesale trade	360	17,590,063	48,861	364	17,867,024	49,035
44-45 Retail trade	1,722	42,109,843	24,454	1,768	42,506,565	24,042
48-49 Transportation and warehousing	195	6,128,671	31,429	203	6,332,884	31,196
Information	70	3,838,858	54,841	74	3,800,477	51,358
Financial Activities	420	12,661,276	30,146	457	13,001,635	28,450
Professional and Business Services	483	17,646,869	36,536	490	16,455,329	33,582
Education and Health Services	1,884	64,634,972	34,307	1,865	62,577,775	33,554
Leisure and Hospitality	1,555	21,880,959	14,071	1,530	21,111,670	13,798
Other Services	385	13,781,657	35,797	433	15,756,266	36,399
Government	3,209	117,416,007	35,918	3,230	115,855,866	35,869
Federal Government	290	16,713,220	57,632	289	16,884,579	58,424
State Government	1,186	44,393,727	37,431	1,185	43,677,754	36,859
Local Government	1,794	56,309,060	31,387	1,757	55,293,533	31,470
Demographics (2010 Census)						
Total Population 2012	45,869	Top 10 Employers				
Total Population 2000	47,498	March 2012				
Total Population 1990	47,952	1	Fayette County Board of Education			
Total Population 1980	57,883	2	Mt. Olive Correctional Complex			
Total Population 1970	49,332	3	Maple Coal Company			
Sex and Age		4	West Virginia University			
Male	23,085	5	Wal-Mart Stores, Inc.			
Female	22,954	6	WWA Manufacturing, LLC			
Ages 14 and below	7,842	7	Oak Hill Hospital Corporation (Plateau Medical Center)			
Ages 15 to 19	2,730	8	Montgomery General Hospital			
Ages 20 to 24	2,481	9	Kingston Mining, Inc.			
Ages 25 to 34	5,362	10	New River Health Association, Inc.			
Ages 35 to 44	5,831	Worker Commuting Patterns				
Ages 45 to 54	6,910		<i>Total</i>	<i>Male</i>	<i>Female</i>	
Ages 55 to 64	7,081	Number	15,839	8,716	7,123	
Ages 65 and older	7,802	Worked in state of residence:	15,556	8,447	7,109	
Median Age	43.0	Worked in county of residence	9,412	4,595	4,817	
Race		Worked outside county of residence	6,144	3,852	2,292	
White	43,026	Worked outside state of residence	283	269	14	
Black or African American	2,122	2010 American Community Survey 5-Year Estimates				
American Indian and Alaska Native	92	Income				
Asian	91	Total Personal Income (000)	2011	\$1,337,914		
Native Hawaiian and Other Pacific	5	Per capita Personal Income	2011	\$29,277		
Some other race	84	Household Income*	<i>Number</i>			
Two or more races	619	Less than \$10,000	2,087			
Links		\$10,000 to \$14,999	2,002			
Labor Market Information		\$15,000 to \$24,999	3,338			
http://www.workforcewv.org/lmi/newsrelease.html		\$25,000 to \$34,999	2,641			
http://www.workforcewv.org/lmi/lateemp.html		\$35,000 to \$49,999	2,830			
Occupational Projections and Demand Occupations		\$50,000 to \$74,999	3,471			
http://www.workforcewv.org/lmi/occp/LongTermProjMenu.html		\$75,000 to \$99,999	1,254			
Occupational Wages		\$100,000 to \$149,000	954			
http://www.workforcewv.org/lmi/owqtr/WIA_menu.htm		\$150,000 or more	310			
		Median Household Income (2011)	\$32,316			
		*US Census Bureau				

County:		Fayette											
County Seat:		Fayetteville											
Labor Force Statistics	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Civilian Labor Force	18,500	18,270	18,370	17,890	17,770	18,010	18,200	18,070	17,910	17,990	18,100	18,060	18,080
Total Employment	17,190	17,110	17,030	16,590	16,690	17,010	17,260	17,160	17,100	16,460	16,430	16,540	16,600
Total Unemployment	1,320	1,160	1,340	1,300	1,080	1,000	940	910	810	1,500	1,670	1,520	1,480
Unemployment Rate	7.1	6.4	7.3	7.3	6.1	5.5	5.2	5.0	4.5	8.3	9.2	8.4	8.2
Total Nonfarm Payroll Employment by Industry	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Total Nonfarm Payroll Employment	13,010	13,120	13,420	13,230	13,320	13,330	13,400	13,490	13,630	13,180	13,330	13,390	13,370
Total Private	9,790	9,890	10,200	9,990	10,060	10,030	10,150	10,300	10,470	10,050	10,090	10,000	9,910
Goods Producing	1,780	1,830	1,850	1,670	1,570	1,600	1,630	1,820	2,070	1,800	1,730	1,790	1,680
Mining and Logging	280	420	540	490	450	500	520	680	830	720	**	**	**
Construction	580	540	530	470	480	480	490	530	620	540	**	**	**
Manufacturing	930	880	780	710	640	630	610	620	620	540	**	**	**
Service Providing	11,220	11,280	11,570	11,560	11,750	11,720	11,770	11,670	11,560	11,390	11,600	11,600	11,690
Private Service Providing	8,010	8,060	8,350	8,320	8,490	8,430	8,520	8,480	8,400	8,250	8,360	8,210	8,230
Trade, Transportation and Util	2,460	2,360	2,320	2,260	2,280	2,290	2,490	2,550	2,510	2,440	2,450	2,470	2,420
Wholesale Trade	360	350	280	290	320	350	370	370	370	320	**	**	**
Retail Trade	1,810	1,680	1,660	1,630	1,640	1,660	1,810	1,880	1,850	1,790	1,780	1,770	1,720
Transport, Warehousing & Util	290	330	370	340	310	290	310	300	300	320	**	**	**
Information	120	130	100	70	80	70	70	60	60	70	70	70	70
Financial Activities	360	350	720	780	850	750	780	680	610	590	**	**	**
Profess and Business Serv	580	550	530	610	610	590	530	480	460	460	**	**	**
Education and Health Serv	1,890	1,950	1,990	1,930	1,970	1,950	1,870	1,890	1,900	1,880	**	**	**
Leisure and Hospitality	1,550	1,590	1,530	1,490	1,490	1,540	1,560	1,590	1,600	1,570	**	**	**
Other Services	1,060	1,140	1,160	1,190	1,210	1,240	1,260	1,220	1,260	1,280	**	**	**
Total Government	3,220	3,230	3,230	3,240	3,260	3,290	3,250	3,190	3,160	3,140	3,240	3,390	3,450
Federal	310	290	300	300	300	280	290	300	310	320	340	290	290
State	1,130	1,260	1,280	1,280	1,300	1,310	1,300	1,210	1,160	1,110	1,080	1,240	1,240
Local	1,770	1,670	1,650	1,670	1,660	1,700	1,670	1,680	1,690	1,710	1,830	1,860	1,930

Benchmark 2012 ** not available

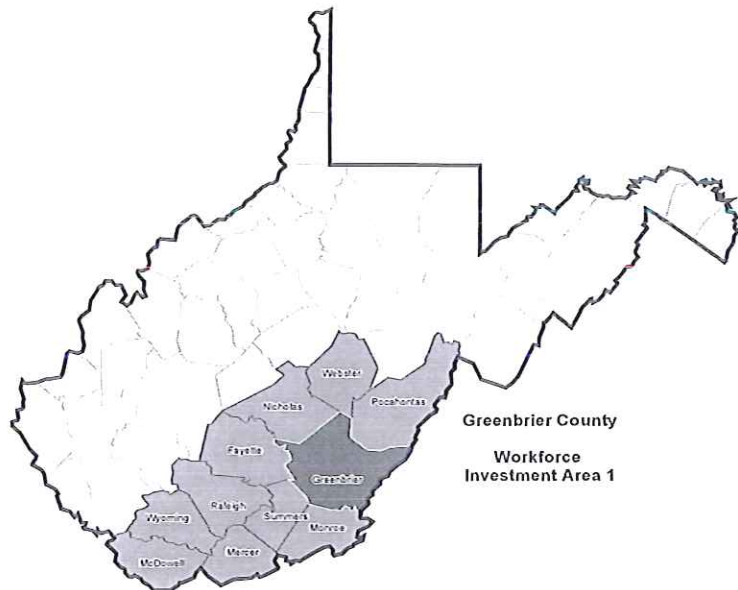
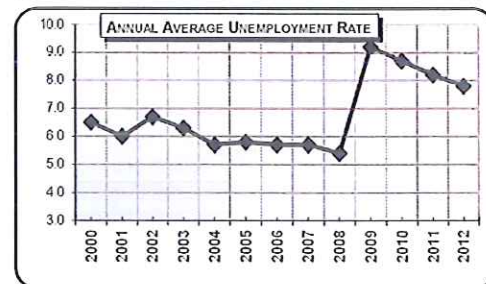
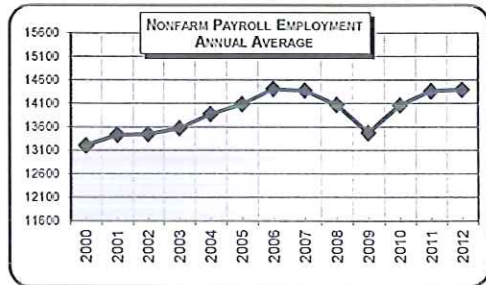


Greenbrier County

Employment and Wages Annual Averages	2012			2011		
	Emp.	Total Wages	Avg Annual Wage	Emp.	Total Wages	Avg Annual Wage
Total, All Industries	13,542	\$437,690,126	\$32,321	13,505	\$428,318,565	\$31,716
Total, Private Sector	11,153	349,460,193	31,333	11,180	342,983,689	30,678
Natural Resources and Mining	290	14,261,093	49,176	246	11,491,764	46,714
Construction	398	12,086,466	30,368	410	12,208,475	29,777
Manufacturing	795	29,205,984	36,737	760	28,015,169	36,862
Trade, Transportation, and Utilities	2,379	66,829,578	28,091	2,422	66,581,436	27,490
42 Wholesale trade	153	5,295,532	34,611	208	7,184,802	34,542
44-45 Retail trade	1,968	48,935,007	24,865	1,953	46,932,169	23,980
48-49 Transportation and warehousing	207	8,547,004	41,290	209	8,487,092	40,608
Information	92	3,785,337	41,145	90	3,749,611	41,662
Financial Activities	339	11,278,822	33,271	338	11,098,191	32,835
Professional and Business Services	867	26,774,174	30,881	895	24,307,199	27,159
Education and Health Services	2,715	98,966,620	36,452	2,644	95,361,298	36,067
Leisure and Hospitality	2,887	76,691,710	26,564	2,985	80,905,489	27,104
Other Services	388	9,505,474	24,499	369	9,252,332	23,785
Government	2,389	88,229,933	36,932	2,324	85,334,876	36,719
Federal Government	101	5,139,359	50,885	111	5,489,806	49,458
State Government	878	38,791,022	44,181	861	36,838,699	42,786
Local Government	1,410	44,299,552	31,418	1,353	43,006,371	31,786
Demographics (2010 Census)				Top 10 Employers		
Total Population 2012	35,820			March 2012		
Total Population 2000	34,423			1	Greenbrier Hotel Corporation	
Total Population 1990	34,693			2	Greenbrier County Board of Education	
Total Population 1980	37,665			3	Greenbrier Valley Medical Center	
Total Population 1970	32,090			4	Wal-Mart Stores, Inc.	
Sex and Age				5	West Virginia School of Osteopathic Medicine	
Male	17,296			6	West Virginia Department of Highways	
Female	18,184			7	ABB, Inc.	
Ages 14 and below	5,855			8	The Kroger Company	
Ages 15 to 19	2,022			9	Seneca Health Services, Inc.	
Ages 20 to 24	1,935			10	Res-Care, Inc.	
Ages 25 to 34	3,830				Worker Commuting Patterns	
Ages 35 to 44	4,116				<i>Total</i>	<i>Male</i>
Ages 45 to 54	5,400			Number	13,767	7,170
Ages 55 to 64	5,484			Worked in state of residence:	12,884	6,505
Ages 65 and older	6,838			Worked in county of residence	11,546	5,557
Median Age	45.0			Worked outside county of residence	1,338	948
Race				Worked outside state of residence	883	665
White	33,565				2010 American Community Survey 5-Year Estimates	
Black or African American	931				Income	
American Indian and Alaska Native	112			Total Personal Income (000)	2011	\$1,150,251
Asian	142			Per capita Personal Income	2011	\$32,130
Native Hawaiian and Other Pacific	8			Household Income*		<i>Number</i>
Some other race	138			Less than \$10,000		2,085
Two or more races	534			\$10,000 to \$14,999		1,278
Links				\$15,000 to \$24,999		2,491
Labor Market Information				\$25,000 to \$34,999		2,539
http://www.workforcewv.org/lmi/newsrelease.html				\$35,000 to \$49,999		2,413
http://www.workforcewv.org/lmi/lateemp.html				\$50,000 to \$74,999		2,623
Occupational Projections and Demand Occupations				\$75,000 to \$99,999		1,076
http://www.workforcewv.org/lmi/occp/LongTermProjMenu.html				\$100,000 to \$149,000		655
Occupational Wages				\$150,000 or more		343
http://www.workforcewv.org/lmi/owqtr/WIA_menu.htm				Median Household Income (2011)		\$35,924
						*US Census Bureau

County:		Greenbrier												
County Seat:		Lewisburg												
Labor Force Statistics	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	
Civilian Labor Force	15,120	14,990	15,050	15,000	14,960	15,280	15,770	15,560	14,900	14,720	15,080	15,210	15,240	
Total Employment	14,140	14,090	14,050	14,060	14,110	14,370	14,870	14,680	14,110	13,360	13,780	13,980	14,050	
Total Unemployment	990	900	1,000	940	850	890	900	880	800	1,360	1,310	1,250	1,190	
Unemployment Rate	6.5	6.0	6.7	6.3	5.7	5.8	5.7	5.7	5.4	9.2	8.7	8.2	7.8	
Total Nonfarm Payroll Employment by Industry	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	
Total Nonfarm Payroll Employment	13,200	13,430	13,440	13,570	13,870	14,080	14,410	14,370	14,070	13,470	14,060	14,360	14,390	
Total Private	10,890	11,170	11,230	11,350	11,600	11,800	12,090	12,130	11,870	11,200	11,690	11,920	11,890	
Goods Producing	1,620	1,770	1,780	1,760	1,760	1,820	1,890	1,810	1,700	1,350	1,280	1,300	1,360	
Mining and Logging	250	290	260	200	220	170	220	170	150	130	**	**	**	
Construction	370	460	490	580	660	800	840	760	670	460	**	**	**	
Manufacturing	1,000	1,020	1,020	980	860	850	830	880	880	740	**	**	**	
Service Providing	11,590	11,660	11,670	11,810	12,100	12,260	12,520	12,570	12,370	12,120	12,770	13,060	13,030	
Private Service Providing	9,270	9,400	9,450	9,590	9,840	9,990	10,200	10,320	10,170	9,850	10,410	10,620	10,520	
Trade, Transportation and Util	2,680	2,630	2,630	2,600	2,630	2,730	2,760	2,840	2,770	2,550	2,530	2,490	2,450	
Wholesale Trade	320	300	280	290	280	300	350	380	370	240	230	200	160	
Retail Trade	1,990	1,990	1,990	1,960	2,000	2,080	2,040	2,060	2,000	1,940	1,960	1,970	1,980	
Transport, Warehousing & Util	370	340	360	350	350	350	380	400	390	370	350	320	320	
Information	120	120	110	110	100	100	100	100	90	80	**	**	**	
Financial Activities	350	350	360	350	370	370	390	390	390	370	**	**	**	
Profess and Business Serv	370	360	390	450	510	550	720	790	730	820	**	**	**	
Education and Health Serv	2,140	2,240	2,260	2,260	2,350	2,370	2,320	2,370	2,490	2,530	**	**	**	
Leisure and Hospitality	2,640	2,680	2,650	2,730	2,740	2,740	2,780	2,690	2,550	2,320	2,780	2,990	2,870	
Other Services	980	1,040	1,050	1,080	1,140	1,140	1,130	1,150	1,170	1,180	**	**	**	
Total Government	2,320	2,250	2,220	2,220	2,260	2,280	2,320	2,250	2,200	2,270	2,360	2,440	2,510	
Federal	150	130	130	120	130	130	120	110	110	110	130	110	100	
State	770	720	710	720	740	720	740	750	760	770	800	860	870	
Local	1,400	1,400	1,380	1,380	1,400	1,430	1,470	1,390	1,330	1,380	1,430	1,470	1,530	

Benchmark 2012 ** not available

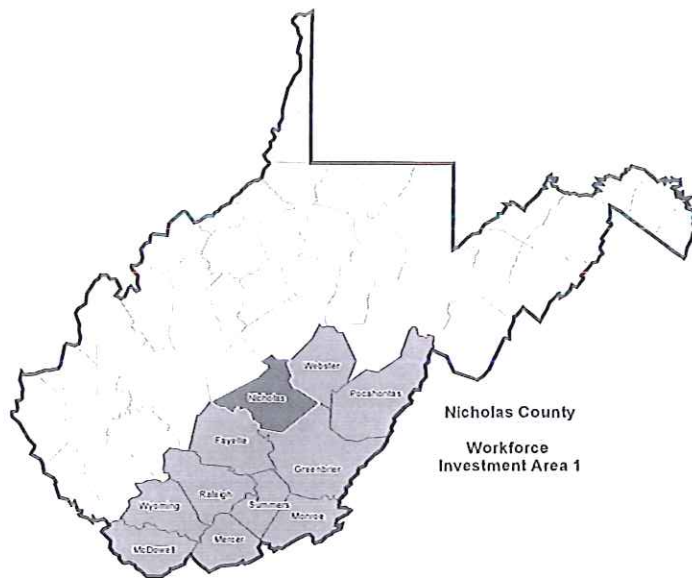
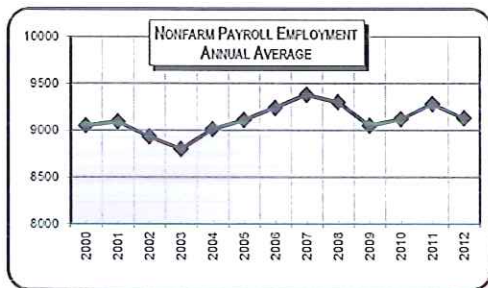


Nicholas County

Employment and Wages Annual Averages	2012			2011		
	Emp.	Total Wages	Avg Annual Wage	Emp.	Total Wages	Avg Annual Wage
Total, All Industries	8,514	\$313,223,986	\$36,789	8,652	\$315,271,448	\$36,439
Total, Private Sector	6,659	245,527,921	36,872	6,786	248,727,807	36,653
Natural Resources and Mining	1,112	82,575,819	74,259	1,307	91,105,392	69,706
Construction	270	8,881,601	32,895	254	8,321,577	32,762
Manufacturing	703	31,322,257	44,555	704	30,295,910	43,034
Trade, Transportation, and Utilities	1,836	50,268,074	27,379	1,805	49,457,628	27,400
42 Wholesale trade	195	8,224,075	42,175	185	7,703,463	41,640
44-45 Retail trade	1,478	35,264,779	23,860	1,454	34,519,657	23,741
48-49 Transportation and warehousing	144	5,120,673	35,560	145	5,491,409	37,872
Information	45	2,352,888	52,286	46	2,183,478	47,467
Financial Activities	168	4,940,048	29,405	221	5,688,333	25,739
Professional and Business Services	394	20,325,371	51,597	398	21,067,351	52,933
Education and Health Services	1,090	26,938,967	24,715	1,036	24,712,216	23,853
Leisure and Hospitality	806	10,941,623	13,575	808	10,483,655	12,975
Other Services	232	6,901,989	29,750	204	5,312,656	26,042
Government	1,856	67,696,065	36,474	1,867	66,543,641	35,642
Federal Government	97	4,471,012	46,093	98	4,983,499	50,852
State Government	240	7,568,831	31,537	231	7,283,169	31,529
Local Government	1,519	55,656,222	36,640	1,537	54,276,973	35,314
Demographics (2010 Census)	Top 10 Employers					
Total Population 2012	28,229	March 2012				
Total Population 2000	26,548	1	Nicholas County Board of Education			
Total Population 1990	26,776	2	Alex Energy, Inc. (Intrepid Mining Company)			
Total Population 1980	28,126	3	Summersville Regional Medical Center			
Total Population 1970	22,552	4	Wal-Mart Stores, Inc.			
Sex and Age		5	Seneca Health Services, Inc.			
Male	12,914	6	Columbia West Virginia, Inc.			
Female	13,319	7	Lowe's Home Centers, Inc.			
Ages 14 and below	4,519	8	Nicholas County Nursing and Rehabilitation			
Ages 15 to 19	1,663	9	Nicholas County Community Action			
Ages 20 to 24	1,294	10	Brooks Run Mining Company, LLC			
Ages 25 to 34	2,825	Worker Commuting Patterns				
Ages 35 to 44	3,392		<i>Total</i>	<i>Male</i>	<i>Female</i>	
Ages 45 to 54	3,986	Number	10,029	5,480	4,549	
Ages 55 to 64	4,077	Worked in state of residence:	9,835	5,312	4,523	
Ages 65 and older	4,477	Worked in county of residence	7,566	3,791	3,775	
Median Age	43.3	Worked outside county of residence	2,269	1,521	748	
Race		Worked outside state of residence	194	168	26	
White	25,805	2010 American Community Survey 5-Year Estimates				
Black or African American	43	Income				
American Indian and Alaska Native	53	Total Personal Income (000)	2011	\$816,630		
Asian	69	Per capita Personal Income	2011	\$31,088		
Native Hawaiian and Other Pacific	7	Household Income*		<i>Number</i>		
Some other race	20	Less than \$10,000		1,088		
Two or more races	236	\$10,000 to \$14,999		968		
Links		\$15,000 to \$24,999		1,522		
Labor Market Information		\$25,000 to \$34,999		1,251		
http://www.workforcewv.org/lmi/newsrelease.html		\$35,000 to \$49,999		1,818		
http://www.workforcewv.org/lmi/lateemp.html		\$50,000 to \$74,999		1,735		
Occupational Projections and Demand Occupations		\$75,000 to \$99,999		950		
http://www.workforcewv.org/lmi/occp/LongTermProjMenu.html		\$100,000 to \$149,000		748		
Occupational Wages		\$150,000 or more		167		
http://www.workforcewv.org/lmi/owqtr/WIA_menu.htm		Median Household Income (2011)		\$36,080		
		*US Census Bureau				

County:		Nicholas											
County Seat:		Summersville											
Labor Force Statistics	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Civilian Labor Force	11,070	10,790	10,690	10,460	10,380	10,550	10,760	10,760	10,540	10,600	10,690	10,700	10,600
Total Employment	10,320	10,160	9,920	9,700	9,830	10,000	10,230	10,260	10,070	9,690	9,650	9,740	9,640
Total Unemployment	750	630	770	760	550	560	530	500	470	910	1,040	950	970
Unemployment Rate	6.8	5.9	7.2	7.2	5.3	5.3	4.9	4.6	4.5	8.6	9.7	8.9	9.1
Total Nonfarm Payroll Employment by Industry	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Total Nonfarm Payroll Employment	9,050	9,090	8,930	8,800	9,010	9,110	9,240	9,380	9,300	9,050	9,120	9,280	9,130
Total Private	7,140	7,160	6,940	6,850	7,090	7,190	7,260	7,440	7,470	7,200	7,240	7,360	7,220
Goods Producing	2,100	2,100	1,930	1,850	1,970	2,060	2,090	2,160	2,220	2,090	2,190	2,260	2,050
Mining and Logging	660	720	700	630	680	710	770	930	1,070	1,090	**	**	**
Construction	410	340	280	260	290	320	330	280	250	220	**	**	**
Manufacturing	1,040	1,030	960	960	1,000	1,030	990	950	900	780	**	**	**
Service Providing	6,950	6,990	7,000	6,940	7,040	7,050	7,160	7,220	7,080	6,970	6,940	7,020	7,080
Private Service Providing	5,040	5,070	5,010	5,000	5,120	5,130	5,180	5,280	5,250	5,110	5,050	5,100	5,160
Trade, Transportation and Util	2,170	2,090	2,020	1,970	1,980	1,980	1,940	1,940	1,880	1,840	1,800	1,810	1,850
Wholesale Trade	150	140	130	140	150	170	190	190	200	200	**	**	**
Retail Trade	1,520	1,510	1,460	1,440	1,490	1,490	1,450	1,470	1,450	1,420	1,450	1,450	1,490
Transport, Warehousing & Util	500	440	430	390	330	320	310	280	240	220	**	**	**
Information	60	60	50	50	50	50	50	50	50	40	**	**	**
Financial Activities	200	200	210	290	390	390	390	420	360	280	**	**	**
Profess and Business Serv	400	420	410	370	350	340	360	380	400	410	**	**	**
Education and Health Serv	710	740	750	750	780	790	820	860	930	930	**	**	**
Leisure and Hospitality	770	800	800	790	810	800	810	780	780	790	**	**	**
Other Services	720	760	770	780	770	780	820	850	850	840	**	**	**
Total Government	1,910	1,920	1,990	1,950	1,930	1,920	1,980	1,950	1,840	1,850	1,880	1,920	1,920
Federal	130	120	120	130	120	120	110	110	110	110	120	100	100
State	220	220	240	230	210	200	200	200	190	180	190	230	240
Local	1,560	1,580	1,630	1,590	1,600	1,610	1,670	1,640	1,540	1,570	1,580	1,590	1,590

Benchmark 2012 ** not available



Pocahontas County

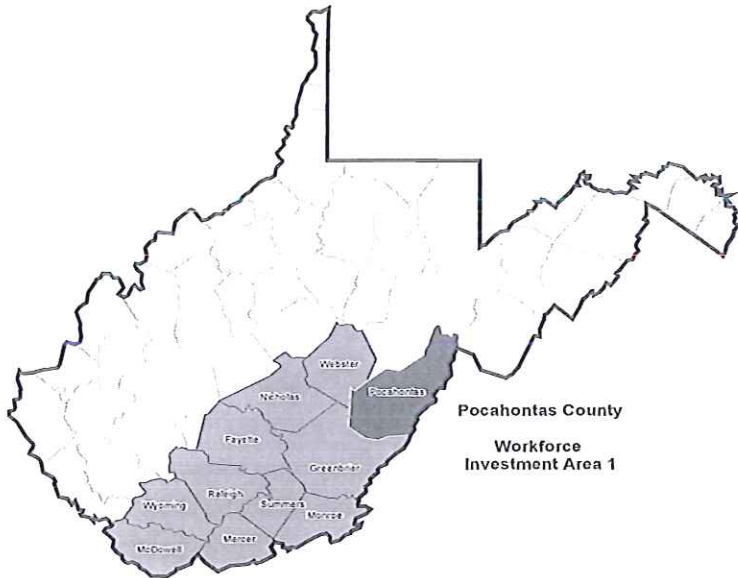
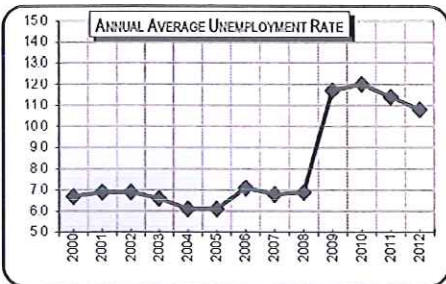
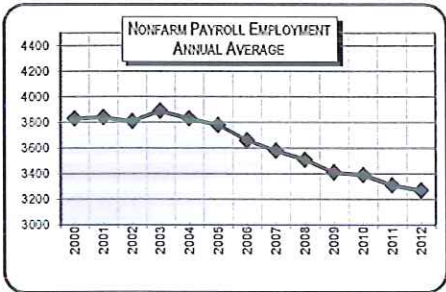
Employment and Wages Annual Averages	2012			2011		
	Emp.	Total Wages	Avg Annual Wage	Emp.	Total Wages	Avg Annual Wage
Total, All Industries	3,063	\$84,149,191	\$27,473	3,071	\$83,205,489	\$27,094
Total, Private Sector	2,216	57,968,965	26,159	2,236	58,228,081	26,041
Natural Resources and Mining	66	1,428,189	21,639	71	1,576,869	22,209
Construction	64	1,505,324	23,521	72	1,908,949	26,513
Manufacturing	251	7,615,441	30,340	260	7,413,748	28,514
Trade, Transportation, and Utilities	424	10,589,504	24,975	429	10,672,597	24,878
44-45 Retail trade	305	6,403,084	20,994	307	6,391,553	20,819
48-49 Transportation and warehousing*	94	3,142,114	33,427	97	3,208,564	33,078
Information	39	1,612,758	41,353	36	1,442,235	40,062
Financial Activities	73	1,725,825	23,641	78	1,722,998	22,090
Professional and Business Services	180	8,124,814	45,138	169	8,524,451	50,741
Education and Health Services	280	6,816,057	24,343	285	6,518,995	22,874
Leisure and Hospitality	757	16,712,303	22,077	759	16,763,169	22,086
Other Services	81	1,819,695	22,465	78	1,684,070	21,591
Government	847	26,180,226	30,909	836	24,977,408	29,877
Federal Government	57	2,586,829	45,383	61	2,800,193	45,905
State Government	286	7,931,304	27,732	275	7,582,702	27,573
Local Government	505	15,662,093	31,014	499	14,594,513	29,248

Demographics (2010 Census)	Top 10 Employers
Total Population 2012	8,692
Total Population 2000	9,110
Total Population 1990	9,008
Total Population 1980	9,919
Total Population 1970	8,870
Sex and Age	March 2012
Male	4,473
Female	4,246
Ages 14 and below	1,274
Ages 15 to 19	430
Ages 20 to 24	409
Ages 25 to 34	954
Ages 35 to 44	1,015
Ages 45 to 54	1,478
Ages 55 to 64	1,475
Ages 65 and older	1,634
Median Age	47.1
Race	
White	8,528
Black or African American	60
American Indian and Alaska Native	19
Asian	4
Native Hawaiian and Other Pacific	1
Some other race	19
Two or more races	88
	1 Snowshoe Mountain, Inc.
	2 Pocahontas County Board of Education
	3 Pocahontas Memorial Hospital
	4 Associated Universities (National Radio Astronomy Observatory)
	5 Inter-State Hardwoods Company, Inc.
	6 West Virginia Division of Natural Resources
	7 Stillwell Road Operations, LLC
	8 West Virginia Department of Corrections, Denmar Facility
	9 Beckwith Lumber Company, Inc.
	10 Pocahontas County Commission
	Worker Commuting Patterns
	Total Male Female
	Number 3,528 2,066 1,442
	Worked in state of residence: 3,399 1,966 1,433
	Worked in county of residence 2,951 1,654 1,297
	Worked outside county of residence 448 312 136
	Worked outside state of residence 129 120 9
	2010 American Community Survey 5-Year Estimates
	Income
	Total Personal Income (000) 2011 \$267,500
	Per capita Personal Income 2011 \$30,446
	Household Income* Number
	Less than \$10,000 327
	\$10,000 to \$14,999 266
	\$15,000 to \$24,999 670
	\$25,000 to \$34,999 764
	\$35,000 to \$49,999 533
	\$50,000 to \$74,999 590
	\$75,000 to \$99,999 285
	\$100,000 to \$149,000 115
	\$150,000 or more 50
	Median Household Income (2011) \$34,928
	*US Census Bureau

Links
Labor Market Information
http://www.workforcewv.org/lmi/newsrelease.html
http://www.workforcewv.org/lmi/lateemp.html
Occupational Projections and Demand Occupations
http://www.workforcewv.org/lmi/occpj/LongTermProjMenu.html
Occupational Wages
http://www.workforcewv.org/lmi/owqtr/WIA_menu.htm

County:		Pocahontas											
County Seat:		Marlinton											
Labor Force Statistics	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Civilian Labor Force	4,040	3,970	3,980	4,040	3,860	3,800	3,850	3,730	3,560	3,570	3,570	3,450	3,410
Total Employment	3,770	3,690	3,700	3,770	3,620	3,570	3,570	3,480	3,320	3,150	3,140	3,060	3,040
Total Unemployment	270	270	270	270	240	230	270	250	250	420	430	400	370
Unemployment Rate	6.7	6.9	6.9	6.6	6.1	6.1	7.1	6.8	6.9	11.7	12.0	11.4	10.8
Total Nonfarm Payroll Employment by Industry	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Total Nonfarm Payroll Employment	3,830	3,840	3,810	3,890	3,830	3,780	3,660	3,580	3,510	3,410	3,390	3,310	3,270
Total Private	2,980	3,000	2,950	3,030	2,970	2,890	2,770	2,700	2,660	2,530	2,510	2,420	2,370
Goods Producing	680	660	590	590	590	570	560	550	510	430	**	**	**
Mining and Logging	90	100	80	80	70	70	70	70	70	70	**	**	**
Construction	160	130	110	130	120	130	140	140	110	80	70	70	60
Manufacturing	430	430	400	390	390	370	360	340	330	290	**	**	**
Service Providing	3,160	3,180	3,220	3,300	3,240	3,200	3,100	3,030	3,000	2,980	**	**	**
Private Service Providing	2,300	2,340	2,370	2,440	2,380	2,320	2,200	2,150	2,150	2,100	**	**	**
Trade, Transportation and Util	400	420	440	440	430	400	400	440	470	450	440	430	430
Wholesale Trade	40	30	30	20	30	20	20	**	**	**	**	**	**
Retail Trade	290	310	340	340	340	310	320	330	320	320	320	310	310
Transport, Warehousing & Util	80	80	80	70	70	60	60	90	130	110	**	**	**
Information	30	40	30	40	40	40	40	40	40	30	30	40	40
Financial Activities	110	110	90	100	100	120	110	100	90	90	**	**	**
Profess and Business Serv	250	240	260	290	300	300	290	220	180	180	**	**	**
Education and Health Serv	220	230	240	270	220	190	180	220	260	290	**	**	**
Leisure and Hospitality	1,010	1,030	1,010	1,010	970	970	910	860	840	780	**	**	**
Other Services	270	280	300	310	320	300	290	280	270	280	**	**	**
Total Government	860	840	860	860	860	890	890	880	850	880	880	890	890
Federal	90	80	80	70	70	70	70	60	70	60	70	60	60
State	250	260	260	270	260	270	270	270	270	270	270	280	280
Local	520	510	530	520	530	550	560	550	520	540	540	550	550

Benchmark 2012 ** not available

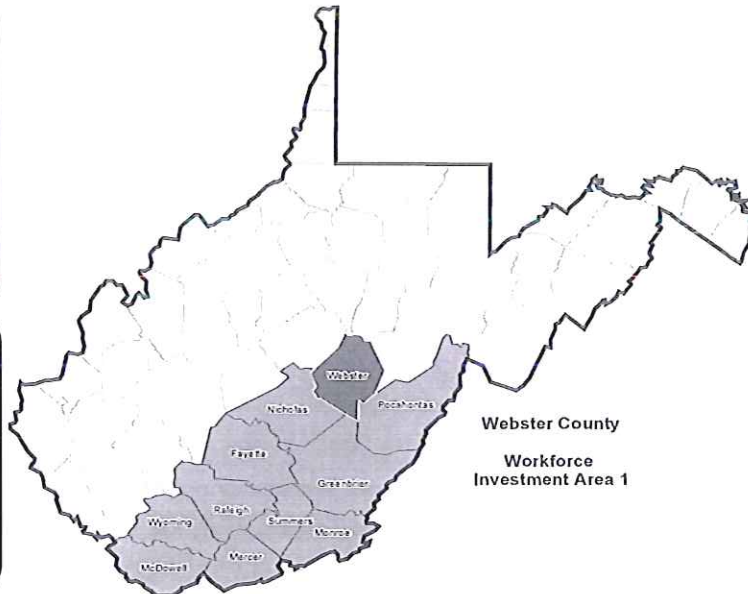
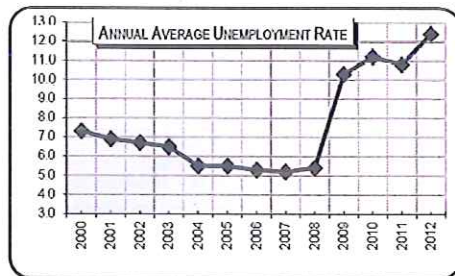


Webster County

Employment and Wages Annual Averages	2012			2011		
	Emp.	Total Wages	Avg Annual Wage	Emp.	Total Wages	Avg Annual Wage
Total, All Industries	2,025	\$73,741,832	\$36,416	2,091	\$82,974,815	\$39,682
Total, Private Sector	1,422	52,923,755	37,218	1,488	62,570,008	42,106
Natural Resources and Mining	378	25,057,926	66,291	426	33,714,052	79,141
Construction	24	747,279	31,137	41	1,361,290	33,202
Manufacturing	169	4,488,035	26,556	127	3,402,710	26,793
Trade, Transportation, and Utilities	373	12,114,118	32,478	405	13,417,110	33,129
44-45 Retail trade	164	3,398,406	20,722	168	3,412,055	20,310
48-49 Transportation and warehousing	145	4,656,606	32,115	173	6,100,868	35,265
Information	15	550,216	36,681	24	818,890	34,120
Financial Activities	31	1,699,423	54,820	29	1,601,423	55,221
Professional and Business Services	33	773,682	23,445	41	1,507,055	36,757
Education and Health Services	279	5,772,845	20,691	268	5,021,036	18,735
Leisure and Hospitality	84	798,321	9,504	96	889,231	9,263
Other Services	36	921,910	25,609	29	837,211	28,869
Government	603	20,818,077	34,524	605	20,404,807	33,727
Federal Government	12	541,063	45,089	14	565,747	40,411
State Government	90	2,955,420	32,838	90	2,815,652	31,285
Local Government	501	17,321,594	34,574	502	17,023,408	33,911
Demographics (2010 Census)						
Total Population 2012	9,043	Top 10 Employers				
Total Population 2000	9,688	March 2012				
Total Population 1990	10,729	1	Webster County Board of Education			
Total Population 1980	12,246	2	ICG Eastern, LLC			
Total Population 1970	9,809	3	Webster County Memorial Hospital			
Sex and Age		4	Brooks Run Mining Company, LLC			
Male	4,531	5	ASI, Inc.			
Female	4,623	6	Webster County Senior Citizens, Inc.			
Ages 14 and below	1,556	7	AMFM of Webster County, Inc.			
Ages 15 to 19	612	8	Seneca Health Services, Inc.			
Ages 20 to 24	427	9	Jim C Hamer Company			
Ages 25 to 34	922	10	Haney Brothers Trucking Company, Inc.			
Ages 35 to 44	1,187	Worker Commuting Patterns				
Ages 45 to 54	1,402		<i>Total</i>	<i>Male</i>	<i>Female</i>	
Ages 55 to 64	1,444	Number	3,228	1,782	1,446	
Ages 65 and older	1,604	Worked in state of residence:	3,203	1,757	1,446	
Median Age	44.1	Worked in county of residence	1,997	939	1,058	
Race		Worked outside county of residence	1,206	818	388	
White	9,027	Worked outside state of residence	25	25	0	
Black or African American	14	2010 American Community Survey 5-Year Estimates				
American Indian and Alaska Native	6	Income				
Asian	5	Total Personal Income (000)	2011	\$227,620		
Native Hawaiian and Other Pacific	1	Per capita Personal Income	2011	\$24,896		
Some other race	6	Household Income*	<i>Number</i>			
Two or more races	95	Less than \$10,000	622			
Links		\$10,000 to \$14,999	459			
Labor Market Information		\$15,000 to \$24,999	868			
http://www.workforcewv.org/lmi/newsrelease.html		\$25,000 to \$34,999	490			
http://www.workforcewv.org/lmi/lateemp.html		\$35,000 to \$49,999	637			
Occupational Projections and Demand Occupations		\$50,000 to \$74,999	704			
http://www.workforcewv.org/lmi/occproj/LongTermProjMenu.html		\$75,000 to \$99,999	329			
Occupational Wages		\$100,000 to \$149,000	74			
http://www.workforcewv.org/lmi/owqtr/WIA_menu.htm		\$150,000 or more	33			
		Median Household Income (2011)	\$28,697			
		*US Census Bureau				

County:		Webster												
County Seat:		Webster Springs												
Labor Force Statistics	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	
Civilian Labor Force	3,260	3,150	3,260	3,360	3,370	3,340	3,460	3,360	3,260	3,230	3,180	3,080	3,090	
Total Employment	3,020	2,930	3,040	3,140	3,180	3,150	3,270	3,180	3,080	2,890	2,830	2,750	2,700	
Total Unemployment	240	220	220	220	190	190	180	180	180	330	360	330	380	
Unemployment Rate	7.3	6.9	6.7	6.5	5.5	5.5	5.3	5.2	5.4	10.3	11.2	10.8	12.4	
Total Nonfarm Payroll Employment by Industry	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	
Total Nonfarm Payroll Employment	2,370	2,330	2,380	2,490	2,650	2,620	2,640	2,560	2,560	2,460	2,370	2,290	2,220	
Total Private	1,670	1,640	1,670	1,780	1,940	1,930	1,960	1,910	1,960	1,830	1,730	1,630	1,550	
Goods Producing	710	670	670	680	780	800	820	770	730	670	**	**	**	
Mining and Logging	380	360	420	430	510	530	570	540	530	500	**	**	**	
Construction	80	60	30	40	50	50	50	60	50	50	30	40	20	
Manufacturing	250	250	220	220	220	220	190	170	160	120	**	**	**	
Service Providing	1,660	1,670	1,710	1,810	1,870	1,830	1,820	1,790	1,830	1,800	**	**	**	
Private Service Providing	960	970	1,000	1,100	1,150	1,130	1,140	1,140	1,230	1,160	**	**	**	
Trade, Transportation and Util	340	350	350	380	410	450	460	460	490	450	430	420	380	
Wholesale Trade	**	**	**	**	**	**	**	**	**	**	**	**	**	
Retail Trade	210	190	190	200	210	230	230	210	200	190	190	170	170	
Transport, Warehousing & Util	80	100	110	130	150	180	180	190	230	210	**	**	**	
Information	20	30	30	80	100	80	90	60	80	60	60	20	20	
Financial Activities	50	50	50	40	50	50	50	50	50	30	**	**	**	
Profess and Business Serv	40	40	40	50	50	30	30	40	40	40	30	30	30	
Education and Health Serv	260	260	270	290	290	260	250	260	310	300	**	**	**	
Leisure and Hospitality	80	80	80	90	90	90	90	90	100	110	**	**	**	
Other Services	160	180	180	180	180	170	170	180	170	170	**	**	**	
Total Government	700	690	710	710	710	700	680	650	600	630	650	660	670	
Federal	30	20	20	20	20	20	20	20	20	20	20	10	10	
State	90	90	90	90	90	90	80	80	80	90	90	90	90	
Local	590	590	600	610	610	590	580	550	500	530	540	550	570	

Benchmark 2012 ** not available



Key Assessment Findings

Survey Initiatives

Region 4 Planning and Development Council executed two strategies in an effort to gather data needed to develop effective and comprehensive regional strategic broadband initiatives and adoption plans that will later take advantage of federal, state and other grant opportunities. An online survey and single stage cluster sample random mailing were the strategies pursued and executed. Separate, yet complimentary, initiatives included in Region 4's planning are a broadband field testing study deployed by engineering firm L.R. Kimball, as well as the State of West Virginia's Broadband Mapping Program survey and speed testing site results. Each strategy is detailed below.

One Broadband Survey

At the first meeting of the Region 4 Regional Broadband Planning Team, held September, 26, 2012, it was decided that an online broadband survey be created to tackle the task of collecting the data necessary to develop the strategic plan. An unofficial subcommittee was formed to manage the task of creating and implementing the survey.

Several discussions were held by the subcommittee before the online survey was finalized and made available to the public. The group followed the outline of the residential and business surveys provided in the Regional Broadband Planning Teams Toolkit as a guide to create the backbone of the survey, but crafted the survey to be a combined residential/business survey that would also allow respondents opportunities to provide additional information focused on home based enterprise and use of broadband service.

The survey was advertised using several strategies including publication in each newspaper of Region 4, supplying of an advertisement to each member of the planning team for community distribution, supplying of an advertisement to every library within Region 4 for display, display of the survey link on the Region 4 website, as well as advertisement on the Webster County Board of Education's Edline for a short period of time.

As detailed below, 50.5% of the survey respondents were from Pocahontas County, an area of the Region that has long lagged behind in the development of high-speed Internet access much due to the location of the Green Bank National Radio Astronomy Observatory. The area surrounding the observatory is designated as a National Radio Quiet Zone in order to minimize harmful interference to the observatory.

In what county is your home located?		
Answer Options	Response Percent	Response Count
Fayette	17.2%	40
Greenbrier	8.6%	20
Nicholas	15.5%	36
Pocahontas	50.6%	118
Webster	8.2%	19
Other (please specify)		5
<i>answered question</i>		233
<i>skipped question</i>		29

While 92.8% of respondents stated that they do have Internet access in their home, the majority were very dissatisfied with several elements of their service. This indication shows a need for the availability of more reliable and competitive service.

Do you have Internet access at home?		
Answer Options	Response Percent	Response Count
Yes	92.8%	180
No	7.2%	14
<i>answered question</i>		194
<i>skipped question</i>		68

Please indicate your level of satisfaction with your Internet service:						
Answer Options	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	Not a Consideration	Response Count
Connection Speed	66	35	35	15	0	151
Cost	33	46	47	15	6	147
Ease of Use	23	23	81	20	2	149
Reliability of Access	52	40	44	13	0	149
Availability of Access	46	39	48	17	0	150
Customer Service	40	35	47	18	7	147
Number of Providers	79	29	18	4	14	144
<i>answered question</i>						151
<i>skipped question</i>						111

The 69.2% of respondents who indicated that they do not have Internet access in their home contributed the lack of access to the unavailability of high speed Internet access.

Please check all the reasons why you DO NOT have Internet service in your home. (Check all that apply)		
Answer Options	Response Percent	Response Count
High-speed Internet is not available	69.2%	9

Cost	23.1%	3
Sufficient access elsewhere	7.7%	1
Nothing on the Internet I need	0.0%	0
I plan to establish service within the next year	0.0%	0
No time to learn to use the Internet	0.0%	0
Don't know how to set it up	0.0%	0
Problems with cable access	0.0%	0
Problems with DSL access	15.4%	2
Child safety and content	7.7%	1
Privacy/security concerns	0.0%	0
Other (please specify)		2
<i>answered question</i>		13
<i>skipped question</i>		249

Respondents ranged in age from 18 to 75 or older with 32.4 being between the ages of 55 to 64 and 51.9% being male.

Of businesses responding to the survey, 71.6% stated that they have access to or use an Internet capable device at their place of work.

Please select Yes if you have access to, or use a computer, tablet, smartphone or Internet capable TV or DVD player that you use via a data plan or the Internet access at your place of business or work. Otherwise, answer No.

Answer Options	Response Percent	Response Count
Yes	71.6%	126
No	28.4%	50
<i>answered question</i>		176
<i>skipped question</i>		86

Contrasted to the data found within the residential portion of the survey, many business owners expressed satisfaction with their service, but a large portion of business respondents still expressed dissatisfaction. Again, when asked about the availability of multiple, competing broadband providers considered when purchasing service, 56.2% of respondents stated that they had the choice of service from only one provider.

Please rate the following aspects of your service:

Answer Options	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	Don't Know/Not Applicable	Response Count
Cost of Internet	20	17	30	6	10	83
Speed of connection	35	16	18	10	3	82
Billing practices	18	12	37	6	9	82
Technical support	20	8	33	7	14	82
Customer support	19	13	29	10	11	82
Installation tech's ability and courtesy	15	4	34	14	14	81
<i>answered question</i>						83
<i>skipped question</i>						179

When asked if it would be beneficial to the respondent to enhance the broadband environment in their area 96.7% said yes.

See Appendix A for more of the online broadband survey’s highlights and mapping results.

Single Stage Cluster Sample Random Mailing

In order to determine the availability, use, and need for broadband Internet use in Region 4, a quantitative survey research methodology was utilized. Region 4, in coordination with Region 1, worked with Concord University’s Danette Light, Ph.D., Associate Professor of Sociology and also previous Director of Assessment, to formulate the methodology used for the statistically random mailing of the survey. West Virginia State Addressing and Mapping Board (SAMB) address points for residential and business structures were used to create an address bank for the survey in a Microsoft Excel format. The decision to use SAMB points was based on the data’s assignment of unique identification numbers to each address that allows for geological referencing, ultimately enabling the mapping the location of each response.

The project target population included the five counties of Region 4, composed of 106 Census Block Groups (CBGs) and 104,466 SAMB structures. The sampling frame was identical to the target population. A single stage cluster sample design was employed. CBGs were considered the primary sampling units, or clusters. SAMB structures in each of the 106 CBGs were listed sequentially and a random sample from each was used to compose the total sample.

Sample size was determined assuming a low response rate of approximately 8%. Accordingly, Region 4 administered the survey to 50 randomly selected residences and businesses in each of the 106 CBGs, however Census Tract 960200 Block Group 4 in * County only had a total of 41 addresses within the tract, for a total of 5,291 mailed surveys.

County	# of CBGs	# of SAMBs	Sample size
Fayette	39	35,037	1,950
Greenbrier	31	34,472	1,550
Nicholas	21	16,156	1,050
Pocahontas	9	14,336	450
Webster	7	4,465	350
TOTAL	106	104,466	5,291

Scantron was procured to execute the mailing and organize the data received. Of the 5,291 surveys mailed, approximately 4,361 were returned undeliverable, leaving only 930 reaching their designated locations. Failure of the address system used is believed to be due to the updating of addresses to the 911 addressing system in Region 4, which may

have caused the two addressing systems not to link up. However, the statistician still stated that the survey constitute a viable random survey.

Responses to the Broadband/High Speed Internet Survey in Region 4 were obtained from 44 addressable structures including 15 businesses and 29 residences. Respondents ranged in age from 33 to 77 years, with an average age of 53. Thirty-two percent of the respondents were male, while 68% were female.

Ninety percent of respondents indicated Internet access at their location. The service providers most frequently cited were Hughes net (41%) and Ntelos (18%). The types of connections included Cable (18%), DSL (36%), Satellite (21%), Cellular/Air card (9%), Dial-up (11%), and other (5%). When asked why they choose this connection type, 27% cited speed, 23% cited cost, 16% cited reliability, and the 46% responded that this was the only service available. The following table illustrates respondents' satisfaction with their current Internet service. Due to missing responses, the percentages do not add up to 100%.

Table One. Satisfaction with current Internet service
n=44

SERVICE ISSUE	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Know/NA
Speed of connection	7%	36%	23%	11%	2%
Cost of Internet	7%	23%	30%	21%	2%
Technical support	16%	41%	22%	14%	8%
Reliability of access	8%	37%	26%	24%	4%
Customer service	11%	49%	22%	14%	5%
Number of Providers	5%	3%	27%	41%	24%

+/- 10% at $p=0.5$

Of the 10% of respondents who indicated they had no high-speed service, 9% indicated that access was too expensive. Other reasons cited included not owning a computer (5%), lack of broadband availability (21%), lack of Internet skills (2%), no need for broadband services (2%), and other (2%). Ninety-three percent indicated that if those concerns were resolved, they would utilize Broadband (high-speed) Internet service.

Residences

Information provided by the 29 residences revealed that the average number of people occupying each residence was 2, and the median annual household income was \$40,000.

Thirty-three percent of respondents indicated their employers allow them to work from home, while only 24% actually do telecommute or work from home. Of the respondents who were self-employed (14%), 56% work from home. The following table indicates who uses the Internet in the home.

Table Two. Users of Internet in the home
n=29

Respondent	66%
Spouse/Partner	43%
Children	23%
Friend	5%
Grandparent	0%
Parent	7%
Housemate or Roommate	9%
Other	11%

+/- 10% at $p=0.5$

Many of the respondents indicated they use the Internet in places other than their homes.

The following table illustrates the places they, other than the home, where they access the Internet.

Table Three. Places other than the home where the Internet is used
n=29

Work	36%
School	7%
Public Library	18%
Relative or friend's house	11%
Retail shop with wireless access	14%
Cell phone	27%
Other	2%

+/- 10% at $p=0.5$

Businesses

Responses were obtained from 15 businesses in the Region Four PDC. The businesses were fairly evenly distributed among the National Business classifications with the largest percentages being Educational Services (5%) and Other (11%). Forty-six percent of businesses indicated they allow employees to telecommute (work from home). Ninety-two percent of the businesses indicated that broadband enhancement would be beneficial to their customers/clients, and 85% indicated that high-speed Internet access is

important or very important to the day-to-day operations of their businesses.

Please see Appendix B for mapping of the mailing responses.

Broadband Field Testing

L.R. Kimball's broadband field testing consisted of drive-testing the five county area while using specific app-enabled smart phones provided by the State. The purpose of this testing was to assess the spatial and attribute accuracy of the service area polygons that four providers, AT&T, nTelos, US Cellular and Verizon, submitted to West Virginia in March 2013 as part of the National Telecommunications Information Agency (NTIA) State Broadband Data and Development Program (SBDD). Comparisons between the field data collected and the provider-supplied service area polygons facilitated the identification of possible coverage and speed inaccuracies reported to the State by the providers.¹⁹

Please see Appendix C for mapping originally provided by the examined providers and Appendix D for the full study.

Broadband Mapping Program

The purpose of this program is to develop an easily read map that shows a comprehensive picture of existing broadband service and to identify areas in the state that still do not have it. This program is funded by a grant from the National Telecommunications and Information Administration (NTIA) State Broadband Data & Development Program (SBDD).

Program staff members continuously work with broadband service providers in the state to gather information about broadband availability, technology, infrastructure, speed, ARPU and wireless service. The study also included information provided by private and public sources to meet the project objectives. This study included information about community anchor institutions such as schools, libraries, universities, colleges, hospitals, emergency and public safety installations, and all public buildings. Information obtained from service providers and other sources have all been kept confidential.

The project has also helped to determine what types of service are available and where.

Because the availability of broadband access is ever changing, there will be periodic updates to the map. To ensure accuracy information obtained from service providers will be cross-referenced with the State's Statewide Addressing and Mapping Board (SAMB) address file, which contains geospatial information and addresses for every structure in the state. This will be followed by ground inspections and consumer surveys to make sure the information is accurate. The project will continue to be updated in order to show

¹⁹ L.R. Kimball, Region 4 Field Testing Findings Report

changes in infrastructure and broadband availability. The State will assume this responsibility using portions of the grant already available and continuing with alternate funding sources in the future.²⁰

Please see Appendix E for mapping of the survey responses and speed test results.

Summary

- Region 4 encompasses a rural area with low population density with no urban areas and only a large few towns
- Topography is mountainous with many ridges and hollows making broadband deployment more difficult for both fiber and cell towers
- A high unemployment rate is evident throughout Region especially since 2008, indicating a need to grow job opportunities, which broadband can help to accomplish
- The area around Green Bank National Radio Astronomy Observatory in Pocahontas County restricts cell phone use, further limiting broadband and other communications options in this area
- Internet availability is growing, but many locations either do not have Internet at all or have access at very low speeds
- The middle mile fiber networks, WANs, is growing but location and access by other providers needs to be increased in the last mile deployment at reduced cost
- Updated broadband maps based upon new WV standard of 4 MBPS now show large areas of no broadband coverage in Region 4
- Strong interest from both residences and businesses in having access to faster and more reliable Internet
- Strong dissatisfaction throughout the Region in speed and service from current providers and service is often only available via one provider
- Satellite Internet, while better than DSL, is inadequate due to high latency and slow up load speeds, even with small files

²⁰ <http://www.wvcommerce.org/business/wvbmp/default.aspx>

- Municipal buildings and many schools have high speed Internet but many student's residences do not, limiting effectiveness for student's growth
- With Internet speeds of only 1 / 0.2 mbps in many locations, users likely do not know what they could do with true high speed Internet (e.g. > 25 mbps)

SWOC

Strengths, Weakness, Opportunities and Challenges

A SWOC analysis was administered at the meeting of the Region 4 Regional Broadband Planning Team held August, 20, 2013 in an effort to identify broadband availability and adoption issues that are considered high priority for development of strategic goals and objectives. The SWOC analysis has been created with the intention to provide a solid basis for indentifying achievable broadband goals and objectives at the local level and ultimately for the Region and its sectors as a whole. It addition, the process will help maximize grant funding efforts by providing the basis for a prioritization of tasking during the installation phase. Please see the SWOC analysis below.

Strengths

- The fiber “backbone” or wide area network (WAN), is growing and as a result customer costs are decreasing and usage caps are growing
- Prices are becoming more competitive as the service market grows
- Educated workforce ready to take advantage of broadband thus increasing demand, as well as growth in use and demand for distance education opportunities

Weaknesses

- The rate at which additional bandwidth is becoming available at an affordable price is lagging behind the needs of the community, especially in the education system
- The competition in the service market is growing, but the pace is slow and prices are still not competitive enough to allow all to afford service
- Older populations and less educated individuals show less interest in broadband or do not know how to utilize service, thus there is lack in demand from these sectors
- Areas rural in nature with small populations are often unable to receive services

- Reliability and poor customer services among current Internet providers result in low satisfaction in only service available
- Lagging economy in Region 4

Opportunities

- E-rate 2 will be coming available with more funding for schools to purchase higher bandwidth speeds
- FCC reallocating monies for broadband expansion
- Un-served communities can create “request for services” petitions
- Planning via Comprehensive Plans
- BTOP Towers can be used by multiple providers

Challenges

- Data limitations
- Limited provider competition
- Lack in demand from some sectors
- Lagging economy
- Rural communities with small populations
- Customer satisfaction

Strategic Direction

Education and Outreach, & Infrastructure **E**conomic Development

The ultimate question to be answered by the Regional Broadband Planning Team's endeavors is what direction is best to facilitate broadband growth in the communities of Region 4? Data provided via the online survey and random survey mailing convey a population ready to or already utilizing broadband. However, with the low rate of return produced by the random survey mailing and the online survey's accessibility to residents and businesses who already utilize broadband service, it can readily be determined that further study of the area's residents and businesses is needed.

At the last count just under 80 percent of West Virginia residents had broadband access and the State Broadband Mapping Program is seeking to identify broadband needs and raise that number to 95 percent before 2015. The 80 percent figure was determined prior to the State's adoption of the FCC's definition of broadband, so this percentage could now be found to be significantly lower. In order to continue the move toward the 95 percent goal in the stated time frame, much focus must be given to the rural areas found within Region 4 and the obstacles that need to be overcome in order to reach residents and businesses in this mountainous area.

Education and outreach must be pursued in order to incubate the needed demand and skills to utilize broadband. Infrastructure is inevitable in reaching the broadband goals of Region 4 and the State and the economic needs of the communities of Region 4 will never be met without the availability of broadband speed Internet access.

Education and Outreach

Education and outreach are essential in facilitating the expansion of broadband availability. Without the understanding of the numberless doors that broadband opens, there will continue to be a lack in the demand needed to constitute growth in infrastructure. This is especially true in the rural areas of the Region where demand is not high enough to constitute expansion at an affordable price.

Demand must be high enough to entice providers to service an area and the area must provide a high enough customer base to offer the services at an affordable cost. Education and outreach should be held at a high priority in order to grow the demand needed for expansion.

Region 4's RBPT online survey does not indicate that residents who do not have broadband service in their home lack established service because of a lack in demand or knowledge to utilize the service

Please check all the reasons why you DO NOT have Internet service in your home. (Check all that apply)		
Answer Options	Response Percent	Response Count
High-speed Internet is not available	69.2%	9
Cost	23.1%	3
Sufficient access elsewhere	7.7%	1
Nothing on the Internet I need	0.0%	0
I plan to establish service within the next year	0.0%	0
No time to learn to use the Internet	0.0%	0
Don't know how to set it up	0.0%	0
Problems with cable access	0.0%	0
Problems with DSL access	15.4%	2
Child safety and content	7.7%	1
Privacy/security concerns	0.0%	0
Other (please specify)		2
<i>answered question</i>		13
<i>skipped question</i>		249

and 96.7% of respondents state that it would be beneficial to them if the current broadband environment in their area was enhanced.

Would it be beneficial to you if the broadband environment in your area was enhanced?		
Answer Options	Response Percent	Response Count
Yes	96.7%	88
No	3.3%	3
<i>answered question</i>		91
<i>skipped question</i>		171

Results from the random mailing indicate that only 2% of respondents indicated lack of Internet skills, while 93% indicated that if certain concerns were resolved they would utilize broadband Internet service.

While the results of the two surveys show little evidence of lack of demand or skills needed to utilize high-speed Internet services, it can still be reasonably determined that portions of the population are unaware of the advantages of high-speed Internet and do not know how to utilize what broadband has to offer.

Education and outreach efforts will ultimately impact broadband expansion by heightening demand for service, as well as, enhance the livelihood of those whom learn to take advantage of the opportunities made available through utilization of high-speed Internet access.

Education and outreach efforts are necessary to promote the importance of broadband and create the demand needed to foster the growth.

Strategic Objective S.O.1.1: To facilitate outreach programs that will educate residents and businesses within the Region of the benefits of utilizing broadband services

- ***Goal S.O.1.1: Reach out to target populations through methods such as regional awareness campaigns, advertising, talk radio, public service announcements, and other media***

While the data received via the online survey and the mailing does not indicate a lack of know how from residents and businesses to utilize broadband, it can still be reasonably assumed that portions of the population do not have the necessary skills needed to take full advantage of broadband and may not know the full extent of what broadband can really offer.

Target populations for the above stated outreach efforts will include rural community residents, low-income residents, senior citizens, students of higher and lower level education and those determined not have broadband access. The outreach programs should be ready for initiation by the fall of 2014.

- ***Goal S.O.1.2: Host demonstration events and workshops***

As a platform to reach the target populations named in S.O.1.2 resources such as community organizations (i.e. rotary clubs, farmer's associations, etc.), welfare departments and the Department of Health and Human Resources, senior centers, senior living facilities, local schools and community colleges, trade fairs and technology conferences can all be utilized to reach out these populations by facilitating demonstrative events and workshops via these resources.

A minimum of at least two workshops specific to each target population should be held in each county annually.

Workshops should include demonstrations of what can be accomplished with broadband vs. current slow Internet speeds. It should also be a goal to educate residents and businesses on broadband terms in order to provide them with the knowledge they need to make educated choices in relation to broadband and voice their opinions on broadband effectively.

- ***Goal S.O.1.3: Leverage and/or work to organize programs that provide subsidized broadband service to income-qualified households in order to secure broadband build-out projects and increase availability and usage***

Work with welfare departments and The Department of Health and Human Resources to organize a subsidized broadband service plan to be provided to income-qualified households.

Prior to the implementation of the above stated goals, further study is needed to better determine what areas would benefit most from the outreach. Percentages of the stated populations that lack the necessary skills to utilize broadband and are unaware of its many advantages need determined in order to conduct a follow up study to measure the effectiveness of the outreach program in reaching its goals.

Inrastructure

State planning efforts seek to provide at least 95% of West Virginia's population with broadband access by 2015. Infrastructure and utilization of current infrastructure will be crucial in achieving this goal.

Per a press release from Senator Jay Rockefeller's office in September 2013, Senator Jay Rockefeller, Chairman of the Senate Commerce, Science, and Transportation Committee, along with Senator Joe Manchin and Congressman Nick Rahall, announced a multi-million dollar federal award supporting expansion of broadband infrastructure and high-speed Internet access to at least 40,000 rural homes and businesses in West Virginia.

The allocation of \$24,106,003 follows a call from Rockefeller, and several of his colleagues, who urged the FCC in March 2013 to continue releasing resources from the Federal Communications Commission's (FCC) Connect America Fund so as to prevent a break in the construction of broadband infrastructure in areas that presently lack high-speed Internet service. The Connect America Fund was launched in 2012 to provide access to broadband service to tens of millions of Americans who have been without broadband service.

"The FCC is an important partner in the effort to bring broadband infrastructure and high-speed Internet to our rural communities. This funding award shows that the agency not only heard our concerns, but they understand that advancing next-generation Internet technology in rural areas, including those in West Virginia, cannot be done without them," said Rockefeller, who has long made it a top priority to bring the transformative power of broadband and Internet access to all parts of West Virginia. "With help from the FCC, so many more of our families and businesses will soon have the transformative and necessary power of high-speed Internet at their fingertips, opening the doors to many new educational and economic opportunities."

"Investing in ways to improve Internet access and broadband services will help West Virginia businesses become more competitive, advance economic opportunities and expand the scope of information available to West Virginians across our great state," Manchin said. "High-speed Internet will also encourage new educational opportunities for our kids and our future generations, and I am pleased that the partnership between the FCC and our state will specifically focus on expanding broadband to some of the areas around our state that have the most limited access in our rural communities."

“For the whole of America to keep a competitive pace in the world marketplace, investments like the FCC’s major commitment to families and businesses are essential,” said Rahall. “Whether advancing learning, expanding small business markets, researching and developing new products or services, today, broadband access is a basic economic necessity. Leveling the playing field for rural America to compete in the e-economy remains an essential federal role and responsibility.”

Strategic Objective S.O.2.1: Conduct further research to determine what parts of the Region will benefit most from fiber optic or tower infrastructure or a combination of both to expand service in a way that allows for a more competitive market

The creation of maps showing where middle mile/backbone networks are currently installed, as well as where there are gaps, and that specify whether infrastructure was installed with State or Federal funds or private funds, should be created to aid in determining what strategies should be pursued and will work best in specific areas of the Region.

Encouraging legislature to revisit current rules regarding access to BTOP and other networks and loosen access and agreement requirements could allow providers to obtain access to backbones to make Internet available more broadly and competitively.

Legislature should also be encouraged to loosen overlap restrictions for grants, as these are often used by single providers to stifle nearby proposals and much needed competition.

All providers who are active in the Region should be identified, including those that have received grants and those who have applied for grants that were not approved, in order to hold collaborations aimed to determine what specific actions could be taken to broaden deployment at the lowest cost. For example, determining what terms in existing grant proposals are particularly onerous to providers, especially to co-op and other successful small providers, and determining which providers have existing projects in place, where an extension of the service area could potentially be implemented efficiently at lower incremental cost, can help to determine problems that need addressed in order to allow projects at the highest priority to be pursued.

Providing support for proposals for grants and other assistance that have growth potential will ensure that grant funds are most efficiently used. Proposals that do not have the capability to expand at a low cost may become obsolete in the future.

Proposals and plans should also be consistent with the overall long term goals of Region 4.

Strategic Objective S.O.3.1: Work with providers to utilize current infrastructure to meet unmet needs of residents and businesses

Data from both the online survey and mailing showed that the highest percentage of respondents without current broadband service indicated that they don't have the service because it is not available. This data indicates need for infrastructure in order to provide residents and businesses with the broadband service they so desperately need.

- *Goal S.O.3.1: Work with providers to determine existing infrastructure and capacity in order to attract prospective businesses*

Broadband advocate teams detailed in Goal S.O.4.3 can work with current providers to discuss ways to increase service using existing infrastructure. Such methods as facilitating data exchange agreements should be pursued, specifically in relations to towers built by BTOP funds.

At least two meeting should be held annually between stakeholders and providers in order to discuss options to better utilize current infrastructure.

- *Goal S.O.3.2: Facilitate communications between residents and providers regarding service locations, unmet needs, etc.*

Often times, rural residents will request broadband service from a provider but the area will lack the demand needed to feasibly extend service to that resident. Over time, the demand in the area may grow great enough to facilitate expansion; however, providers may be unaware that such a demand has grown. Broadband advocacy groups can work to organize user petitions to provide service providers with demand snapshots of areas that would otherwise fall through the cracks.

Economic Development

Broadband services are essential for the future development and sustainability of Region 4's communities. Residents and businesses that lack the ability to utilize broadband services are at an economic disadvantage and in respect are "left behind" in our fast paced world. In order to move forward and be competitive, broadband planning must be considered as a priority in order to continue the development of the areas of Region 4.

Broadband speed connections are crucial especially to employment. The following excerpts are from Region 4's RBPT's online survey, indicating a high percentage of respondents working from home using a broadband connection.

Does the nature of your business or employment allow you to work out of your home using broadband connectivity?		
Answer Options	Response Percent	Response Count
Yes	63.2%	84
No	36.8%	49
<i>answered question</i>		133
<i>skipped question</i>		129

Does your employer allow you to work from home (telecommute)?		
Answer Options	Response Percent	Response Count
Yes	82.6%	57
No	17.4%	12
<i>answered question</i>		69
<i>skipped question</i>		193

Do you ever work from home?		
Answer Options	Response Percent	Response Count
Yes	98.0%	50
No	2.0%	1
<i>answered question</i>		51
<i>skipped question</i>		211

The random survey mailing data shows that 33% of respondents are allowed to work from home, while only 24% actually do telecommute or work from home. Of the respondents who were self-employed (14%), 56% work from home.

Distance-Earning: A Vision for the Future, a study by West Virginia University of Public Administration Capstone students for the community of the Town of Ansted in Fayette County, indicated a high potential for an available workforce for work-from-home opportunities. The study also found indication that residents are willing to attend training or continuing education classes in order to work from home.

Bridgemont Community and Technical College has launched Telework West Virginia, offering trainings to residents in and around the Town of Ansted, Fayette County.

Without broadband speed connections, data transfer becomes problematic for home based entrepreneurs and other members of the workforce who telecommute. The lack of capability to adequately transfer data in a timely manner can inhibit one from taking advantage of telecommuting opportunities. For this same reason, residents often must leave an area and are unlikely to take up residence in an area that does not provide the broadband needed to perform work from home obligations.

In the same respect, educational opportunities are limited when broadband services are not available at both lower and higher education levels. Many lower education systems

require students to do research and complete assignments via the Internet. Students without easily accessible service are left at a disadvantage.

Many colleges and university's offer courses online and many have complete online campuses. Education is vital to economic growth and online opportunities open doors to those who would otherwise not be afforded an education otherwise. This is especially important for economically disadvantaged, rural areas. Without out an educated workforce these communities will continue to be at a disadvantage. The infrastructure of broadband facilitates opportunities far beyond the reach of physical limitation.

Strategic Objective S.O.4.1: Utilization of broadband to facilitate economic development

Reponses from the online survey indicate that a high percentage of individuals work from home and a study by West Virginia University of Public Administration Capstone students found that a Fayette County Community, the Town of Ansted, found a high potential for an available workforce for work-from-home in that area. In order to foster growth in home enterprise and telecommuting job opportunities, broadband implementation is crucial. Broadband expansion will also allow for current local business to operate more efficiently and opens the door to further growth for established as well as blooming businesses.

- *Goal S.O.4.1: Work with county and local planning directors and the West Virginia University's School of Law Land Use and Sustainable Development Law Clinic to ensure that broadband infrastructure is included in comprehensive planning*
- *Goal S.O.4.2: Work with county and local planning officials to incorporate the provision of broadband planning in current planning policies*

Meetings designed to provide collaborative sessions between residents and broadband stakeholders with county and local planning officials can be coordinated by working with local city and town halls and county commissions. Adequate advertisement of the meetings must be pursued to ensure all interested individuals are afforded an opportunity to prepare needed materials in advance to the meeting date.

Broadband planning should begin to be incorporated into planning policies by 2014.

- *Goal S.O.4.3: Partner with local governments and economic development organizations to advance public funding requests*

In the meetings described by S.O.4.2 relationships formed with county and local planning officials can then be extended to include local governments and economic development organizations. Discussions between these parties can allow for planning at a more local level. Residents, businesses and other stakeholders along with representatives from county and local planning organizations, local government officials and economic

development representatives can form broadband advocate groups in order to consolidate their efforts and speak together with one voice.

- ***Goal S.O.4.4: Support trainings that will provide the skills residents need to utilize telecommuting opportunities and will open the door to home enterprise***

Bridgemont Community and Technical College has launched Telework West Virginia, offering trainings to residents in and around the Town of Ansted, Fayette County. Exploration of grant funds to facilitate replication of this model in surrounding areas should be explored as a means to foster growth in the telecommuting and home enterprise sector.

- ***Goal S.O.4.5: Work with economic development organizations, municipal government officials, local planners, local employers, and entrepreneurs to facilitate a study showing how broadband availability expansion will help to promote and stimulate job growth in Region 4***

By organizing meetings, either at municipal or county wide level, with the above referenced groups, information can be gathered to prepare an analysis of the job growth that could be sustained by increasing broadband availability in the Region. It can be expected that not only industry and entrepreneurs will benefit by broadband availability, but that tourism in the Region will also reap the advantages of broadband availability, as well as other industries such as housing and real estate.

- ***Goal S.O.4.6: Facilitate studies that determine the need for broadband availability for lower and higher education in the Region***

Broadband advocacy groups can work with local education systems to determine the advantages that broadband will bring to local education institutions and reveal the disadvantages students and staffs are faced with in areas that have poor Internet connections. This will further validate the great need in the area for reliable, high speed Internet access in order to promote and provide an educated workforce.

Collaboration with economic development organizations, educational stakeholders and providers should then be held to work together to find solutions to current broadband obstacles that face education in the Region.