



Importance of Community Broadband Planning

Broadband Planning

- + “Failing to plan is planning to fail.”
 - + Broadband and telecommunications are considered critical infrastructure for prosperity in the 21st century
 - + Just like electricity, water and sewer, telecommunications is now a key infrastructure in our society
 - + Telecommunications services should be planned accordingly

Economic Opportunities

- + The purpose of planning is to improve economic opportunities and quality of life
- + Broadband access in rural areas provides access to basic essential services that are life changing
 - + Education
 - + Telemedicine
 - + E-gov services

Is it “Good Enough?”

- + Adequate broadband is not adequate
- + Broadband planning should result in abundant, reliable bandwidth and seamless connectivity
- + Planning should make the most of changes in technology and technological changes in our society

Different Places

- + People and places are different, and each is important
- + Broadband planning should accommodate differences between places by actively involving the community:
 - + Community leaders
 - + Community members
 - + Providers
 - + Other stakeholders

Get Engaged!

- + Leaders must be educated and engaged
- + Broadband planning should engage private and public leaders at all levels
- + It should educate elected officials and other local leaders about how and why broadband is critical
- + It should encourage our leaders to become supporters and users

Silos...

- + Breaking down the silos
- + Broadband should electronically connect all community organizations and sectors:
 - + Business
 - + Government
 - + Education
 - + Public Safety
 - + Healthcare
- + Broadband should encourage the exchange of information

How is it used? Who uses it?

- + How it is used and who uses it is as important as what it is
- + Broadband planning should be as concerned with adoption, applications, and processes, as with physical assets needed to build it

Changing how we do business...

- + Broadband planning should consider new business models and other innovations for:
 - + Developing broadband
 - + Deploying broadband
 - + Operating broadband networks
 - + Utilizing broadband

- + Do not assume old models and practices are best

Prosperity

- + Provide a catalyst for prosperity
- + Broadband planning should foster development of and facilitate investments by users as well as providers
- + Can no longer just capitalize on consumer demand for entertainment and passive recreation

Community Network Model

