




# Tennessee Broadband Accelerate Program

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Welcome!



Determine, pursue  
and achieve the best  
possible broadband  
solution for your  
community.

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## Program Purpose





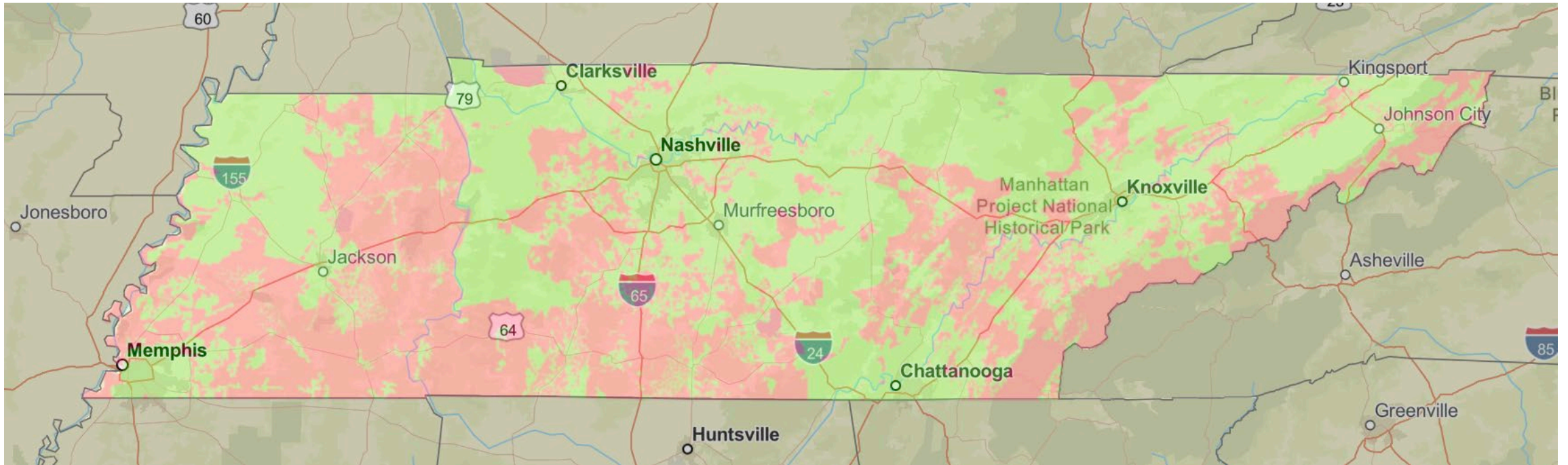


A guided, self-help four-month broadband planning process empowering community teams meeting weekly and undertaking critical information gathering and strategy development activities.

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Approach

# Tennessee Broadband Map



**Served Broadband at 100 Mbps Download/20 Mbps Upload**

Served at 100M/20M



**Unserved at 100 Mbps Download/20 Mbps Upload**

Unserved (Lacking 100M/20M)



# Process Phases

Leadership Recruitment and Education



Information Gathering



Vision Development/Consensus Building



Opportunity Analysis



Reporting



Project Development



# Leadership and Team Recruitment

- Bigger is better
- Variety of skills and knowledge
- Community connections
- Core team and affiliates

# Leadership Education

- Shared learning experiences
- Resource Material
  - Archived & live webinars
  - Web resources
  - Experts
  - Tours
- Learning through information gathering
- Inter-community discussions
- Community team discussion
- Creation of a community broadband vision



# Information Gathering

- Surveys
  - Speed test data
- Provider interviews
  - Existing providers
  - Prospective providers
- Maps
  - State broadband maps
  - Speed test map
- Public broadband finance tools
  - Federal and state
  - Local finance tools
- Key market segment focus groups

# Opportunity Analysis and Next Steps: Creating your community plan

- Final plans developed over two weeks in Benton-assisted individual community planning sessions
- What opportunities are available?
  - Public-Private Partnerships
  - Private investment
  - Public ownership
    - Public utility
    - Public ownership-private operator(s)
  - Financial
    - Grant programs
    - Local finance
    - Pandemic funds
- How can our community be a good partner?

# Report to the Community

- Identify a public format
  - County Board meeting
  - Broadband-focused meeting
- Present findings and recommendations
- Recruit additional champions
- Pursue preferred solution

# Calendar

Application Deadline  
March 13

Meeting times  
Wednesday mornings  
8:30 – 10:30 central time  
via Zoom

- Week 1 Leadership Orientation (in-person)
- Week 2 Team Orientation/ Broadband 101
- Week 3 Community Surveys
- Week 4 Broadband Mapping
- Week 5 Vision/Goals/Outcomes
- Week 6 Coalition Building/ Communications
- Week 7 Fiber Optic Overview
- Week 8 Wireless Overview
- Week 9 On-site Community Meetings
- Week 10 Ownership and Partnership Models
- Week 11 Feasibility Studies
- Week 12 Federal & State \$\$
- Week 13 Local \$\$
- Week 14 Local planning
- Week 15 Local planning
- Week 16 Practice presentation to cohort communities
- Following Local presentations





# *Accelerate Applications* Success Factors

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- Recruit a great team of between 8 and 15 people
- Document your understanding of and willingness to undertake the program tasks
- Document your community's current status with broadband planning and development
- We have found the county to generally be "just right" for this type of approach but it has worked at both smaller and larger geographies.



## Discussion

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