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

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.
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

• 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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