

## A Holistic Approach to Uncover Broadband Strategies for Local Economic Advancement

Broadband infrastructure and the capacity to use it are critical to economic competitiveness and community development at every level. Communities large and small, rural and urban are evaluating how their broadband “stacks up” in support of strategies to grow business and support a high quality of life.

Too often preparation and planning efforts only consider the infrastructure (supply side) of the broadband equation, looking only at broadband availability without sufficient consideration of demand and utilization. Taking only a supply-side approach is akin to “build it and they will come,” which works as a movie plot but falls woefully short as an economic development strategy.

Adequate attention and resources need to be dedicated to uncovering the gaps in supply and the current state of utilization. This lets your community develop complete and powerful plans to bring both components of the broadband issue to a more competitive level. As the number of applications and services delivered over the Internet explodes it is imperative that governments, businesses and individuals in communities of every size have the awareness and capacity to fully benefit from broadband. Planners and leaders need to understand existing gaps, barriers to adoption and best practice strategies to build demand to capture the full benefits of broadband investments.

Strategic Networks Group has been helping communities across the globe, including more than a dozen states, with research and insights to develop strategies and a plan forward to ensure economic vitality and quality of life. Our holistic approach benchmarks both current and future demand at a granular level, coupled with examination of current and potential supply-side solutions.

SNG’s comprehensive approach builds a credible, customized business case for infrastructure investments needed to make communities competitive and ensure economic success. SNG will provide your community with plans specifying needed broadband investments and best-practice strategies to grow awareness and maximize utilization. Our comprehensive approach pays our clients back with increased competitiveness, productivity and revenues that translate into job creation and retention and improved quality of life.

### This holistic, comprehensive approach offered by Strategic Networks Group will help YOUR REGION:

- Understand you stand in terms of broadband coverage, its adequacy in terms of current and projected demand and strategies for addressing gaps
- Uncover assets, stakeholders, and community readiness
- Determine financial impact of broadband investment

## SNG's Holistic Broadband Planning Approach

Here's how SNG can help your community and your local decision makers understand where you stand with broadband and options for moving forward, driving economic development through the right investment(s).

Objectives	Supply Side	“Demand” Side
<p>Understand where your region stands in terms of broadband coverage, the needs being and not being met as well as gaps and opportunities. This should include BOTH availability and utilization.</p>	<p><b>Coverage</b> What is the availability of broadband services?</p> <ul style="list-style-type: none"> <li>• By technology, i.e. DSL, Cable, Fiber, Wireless.</li> <li>• By speeds, e.g. upload or download speed ranges.</li> <li>• By county, if possible, combined with the above.</li> <li>• Where multiple technologies are available (competition and choice).</li> <li>• Identifies unserved and underserved areas: gaps.</li> <li>• Identifies existing assets that could be leveraged</li> </ul>	<p><b>Broadband Utilization and Impacts</b> What percentage of broadband users actively employ Internet applications and what are the impacts?</p> <ul style="list-style-type: none"> <li>• Benchmark your region for utilization and provide analysis on current state and opportunities.</li> <li>• Determine where the demand for more robust connectivity and/or training and assistance is needed.</li> </ul>
<p>Uncover assets, stakeholders, and community readiness.</p>	<p><b>Assets</b></p> <ul style="list-style-type: none"> <li>• Identify stakeholders and leaders to spearhead efforts.</li> <li>• Uncover current physical assets within community.</li> <li>• Identify potential users who can serve as “anchor” clients.</li> </ul>	<p><b>Determine Needs</b></p> <ul style="list-style-type: none"> <li>• Identify the needs of businesses and households, both known and unknown, and whether current connectivity is meeting them.</li> </ul>
<p>Determine financial impact of broadband investment.</p>	<p><b>Broadband Costs</b></p> <ul style="list-style-type: none"> <li>• Cost of Deployment - High level cost estimate for more robust connections</li> <li>• Costs for maintenance</li> <li>• Potential business/operating models. (Public/private partnerships, other financing options - bond funding/grants, etc.)</li> </ul>	<p><b>Direct Impact Estimates</b></p> <ul style="list-style-type: none"> <li>• Determine the economic potential/ROI amongst businesses and households <ul style="list-style-type: none"> <li>• This includes Impacts from moving existing broadband users to “better broadband.</li> </ul> </li> <li>• Determine what investment will mean in terms of new jobs/taxes</li> </ul>
<p><b>Options for Broadband Path Forward and Associated Economic Impacts</b></p> <ul style="list-style-type: none"> <li>• What are the options for investments to address gaps and maximize economic ROI?</li> <li>• Direct and Indirect (including revenue from leasing conduit space and dark fiber)</li> </ul>		