



Moving Broadband from Vision to Reality

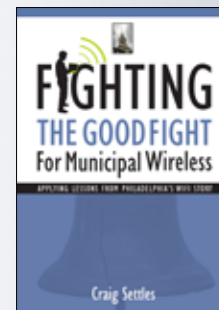
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Background

- **Get clients from here to there**
- **Independent analyst**
- **Walk among people gathering knowledge**



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Objectives

- **Make broadband real**
- **Define as localism**
- **Summarize legislator's role**

Broadband Needs Another JFK

- **Revitalize businesses, re-tool workforce**
- **Transform healthcare**
- **Re-engineer education**
- **Up-end how we communicate**

1. Understand What It Is

- **Infrastructure**
- **Capacity**
- **Many moving parts**

2. Understand Capabilities

- **Changes way things get done**
- **Changes relationships**
- **Opens opportunities**
- **Dependent upon constituents**

3. Re-think "Markets"

- a) Our community is a free market**
- b) Spend big dollars**
- c) Still have un-met needs**
- d) Will use \$\$ power**
- e) We'll facilitate competition**

4. Conduct Effective Needs Analysis

- **Who owns problems/solutions**
- **Where are they currently**
- **Learn what they want to do**
- **Who's willing to pay**
- **Who attracts money**

5. Rely on Creation Orientation

- **Opens door to more ideas**
- **Produces greater results**
- **Increases participation**
- **Expands revenue/financing options**

6. Tech Meets Needs

- **End the holy wars**
- **Be realistic about money**
- **Rely on your needs assessment**
- **Control your destiny**

7. Consensus Building

- **Political**
- **Stakeholders**
- **Private sector**
- **Community at large**

8. Develop Partnerships

- **Public & Private sectors**
- **Constituent groups**
- **Local govt & nonprofits**
- **Multiple jurisdictions**
- **Feds & communities**

9. Bring It Full Circle

- **Educate yourself on real benefits, know limitations**
- **Touch the people**
- **Take the long-term view**

10. Set Legislator's Role

- **Be the political champion**
- **Embrace localism**
- **Know what you're up against**
- **Best to be nonpartisan**



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