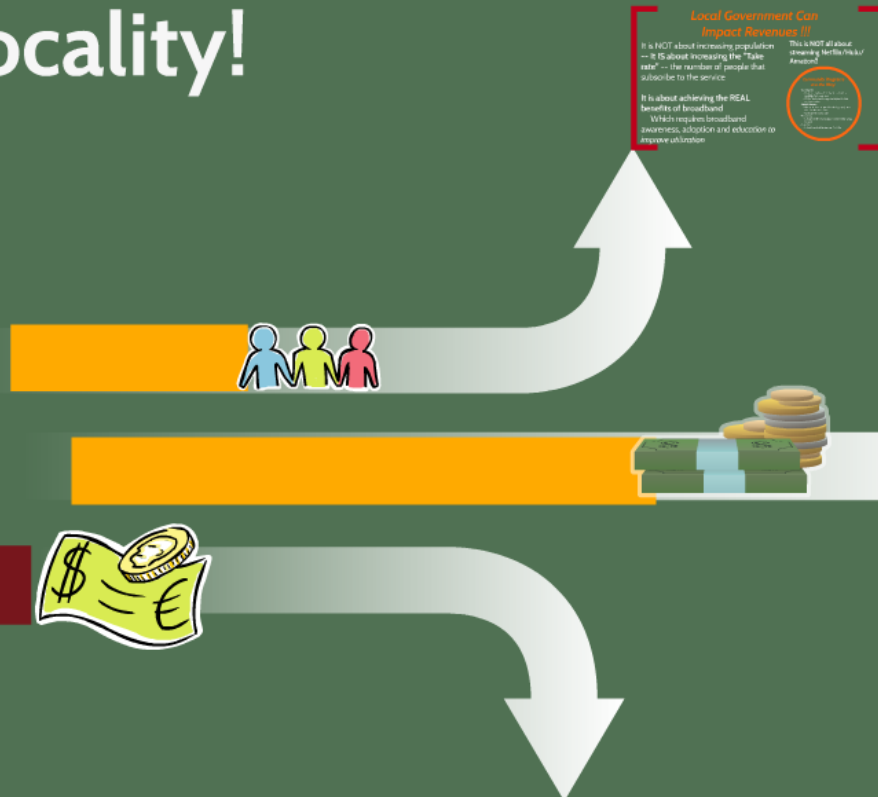


How to Stimulate Broadband Expansions in Your Locality!

Revenue
- Cost of build
= **PROFIT**



Local Government Can Impact Revenues !!!

It is NOT about increasing population
- It IS about increasing the "take rate" - the number of people that subscribe to the service

It is about achieving the REAL benefits of broadband
Which require broadband awareness, adoption and education to improve utilization

This is NOT about increasing the number of people that subscribe to the service

Local Government can Lower the costs!

Costs include:

- Materials and equipment
- Time
- Time & labor for permitting
- Time & labor for easements and right of ways
- Labor

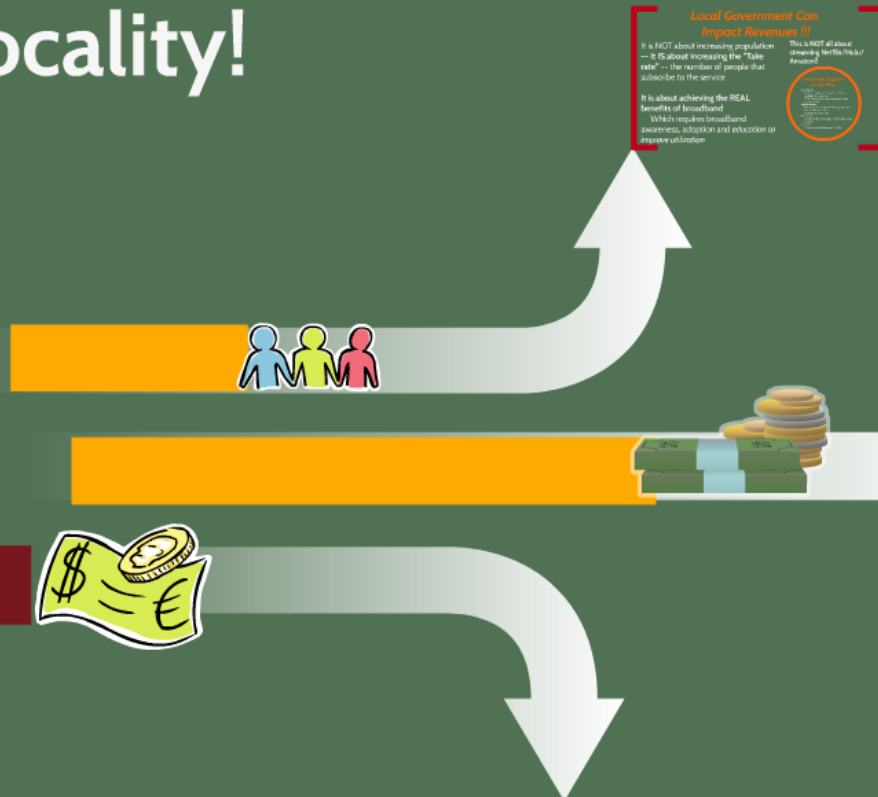
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We can't have the "build it and they will come" attitude. We must make it our mission to ensure our community is doing all it can to leverage the BENEFITS of Broadband



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This is NOT all about
streaming Netflix/Hulu/
Amazon!!

Community Programs are the Way!

- **Cost Barrier**
 - Promote any broadband service subsidies available from providers
 - PC Refurbishment programs to provide low-cost computers
- **Digital Literacy**
 - Ensure classes are provided during days/times that families can attend
 - Leverage Churches too
- **Relevancy**
 - Educate on the many ways the connectivity can benefit
- **Security**
 - Educate on how to use and stay safe

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Review Policies !!

Google "Google Fiber City Checklist"

Review ordinances
most pre-dated broadband

Review permitting processes and fees
streamline processes to save providers
time
reduce fees to lower total costs

MAP your assets and offer to share where it
makes sense (this saves them money)

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EASY and CHEAP!!!!**

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ENSURE BENEFITS ARE REALIZED

Show the **unemployed** how to leverage the Internet to **expand their education** to get the kind of job they want

Show the **home bound** how to leverage the Internet for **work-from-home** employment

Show **seniors** how to leverage the Internet to **stay connected to friends and family** and **access the resources** available to assist them

Show **parents** how to leverage the Internet to **stay engaged** in their **childrens' education**

Show **citizens** how to leverage the Internet to **stay engaged** with you, their **local government**

Show **businesses and farmers** how to leverage the Internet to **improve their business**

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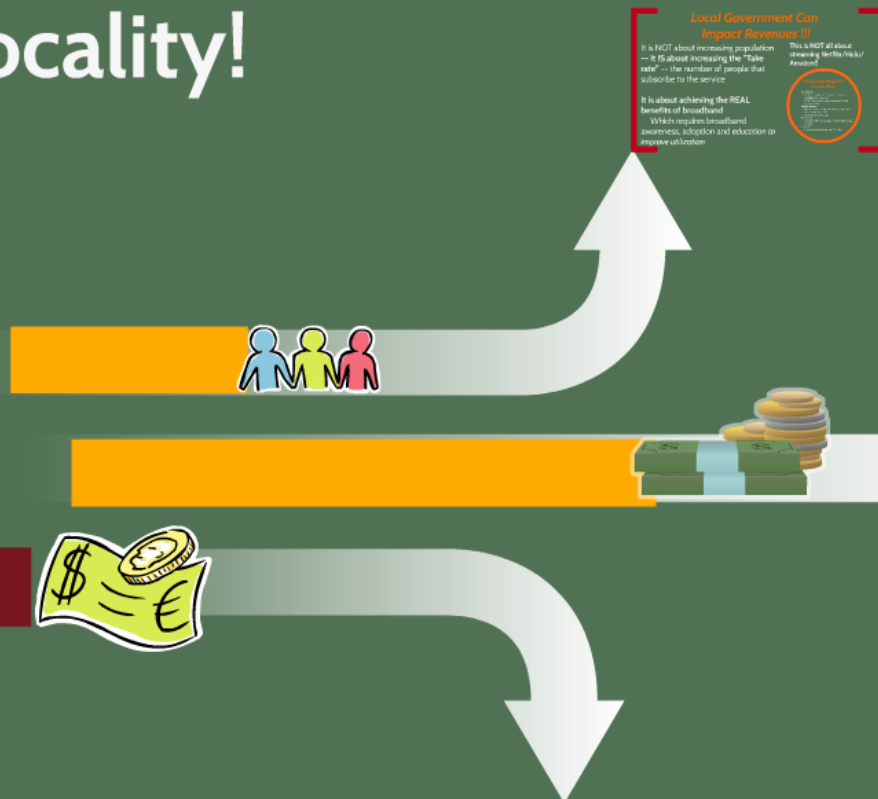
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Questions?

Thank You!