

Broadband and Community Development



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Broadband and Community Development

- ③ America is re-centering. This is good.
- ③ Broadband can reinforce this.
- ③ We are piloting new planning assistance: Cool & Connected

SMALL TOWN DEVELOPMENT OPTION 1



SMALL TOWN DEVELOPMENT OPTION 2



DEVELOPMENT CHOICES: FACTORS TO CONSIDER

- ③ Economic opportunities
- ③ Protection of natural resources
- ③ What kind of place will attract and retain young people?

COOL & CONNECTED

- ① Use internet service to create places that people want to be.
- ① Don't wait for perfection. Use what you got. (Or what you will get.)
- ① Revitalize downtowns, main streets, and existing neighborhoods -- especially in rural areas.

COOL & CONNECTED PROGRAM PARTNERS

- ③ U.S. Department of Agriculture, Rural Utilities Service
- ③ U.S. Environmental Protection Agency, Office of Sustainable Communities
- ③ Others TBD

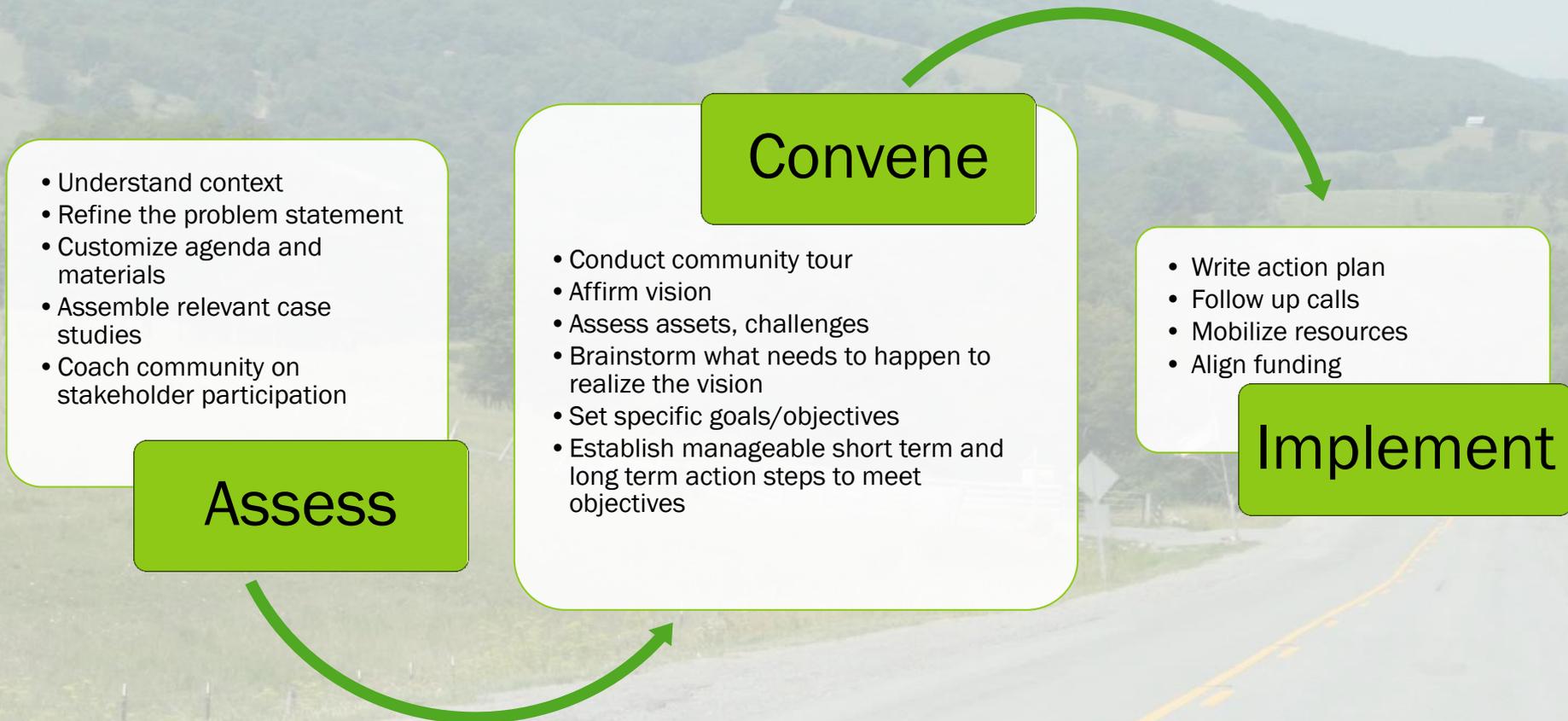


COOL & CONNECTED

EXAMPLES OF BROADBAND + PLACE

- ① Use broadband service to attract new types of businesses to main streets or existing rural communities
- ① [?] Combine internet service with other local amenities to attract new investors, visitors, and residents
- ① [?] Develop or market downtown Wifi zones
- ① [?] Extend broadband service beyond anchor institutions in ways that promote main street development
- ① [?] Select centrally located anchor institutions or community facilities that will receive broadband service

PLANNING ASSISTANCE APPROACH



IDABEL, OK

- ◎ Sought to strengthen existing farmer's market and create certified kitchen
- ◎ Effort identified steps to move from ad-hoc structure to more formalized organization; strategies to engage youth and elderly
- ◎ USDA-RD, EPA Office of Tribal Affairs, Choctaw Nation, OSU Extension, City and Main Street organizations



KEYS TO SUCCESS

- ③ Getting the right stakeholders and local leadership to the table
- ③ Adapting program to community specific needs
- ③ Engaging federal & state partners
- ③ Identifying local leadership to carry torch
- ③ Integrating place-based approaches with internet systems planning

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