

# 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

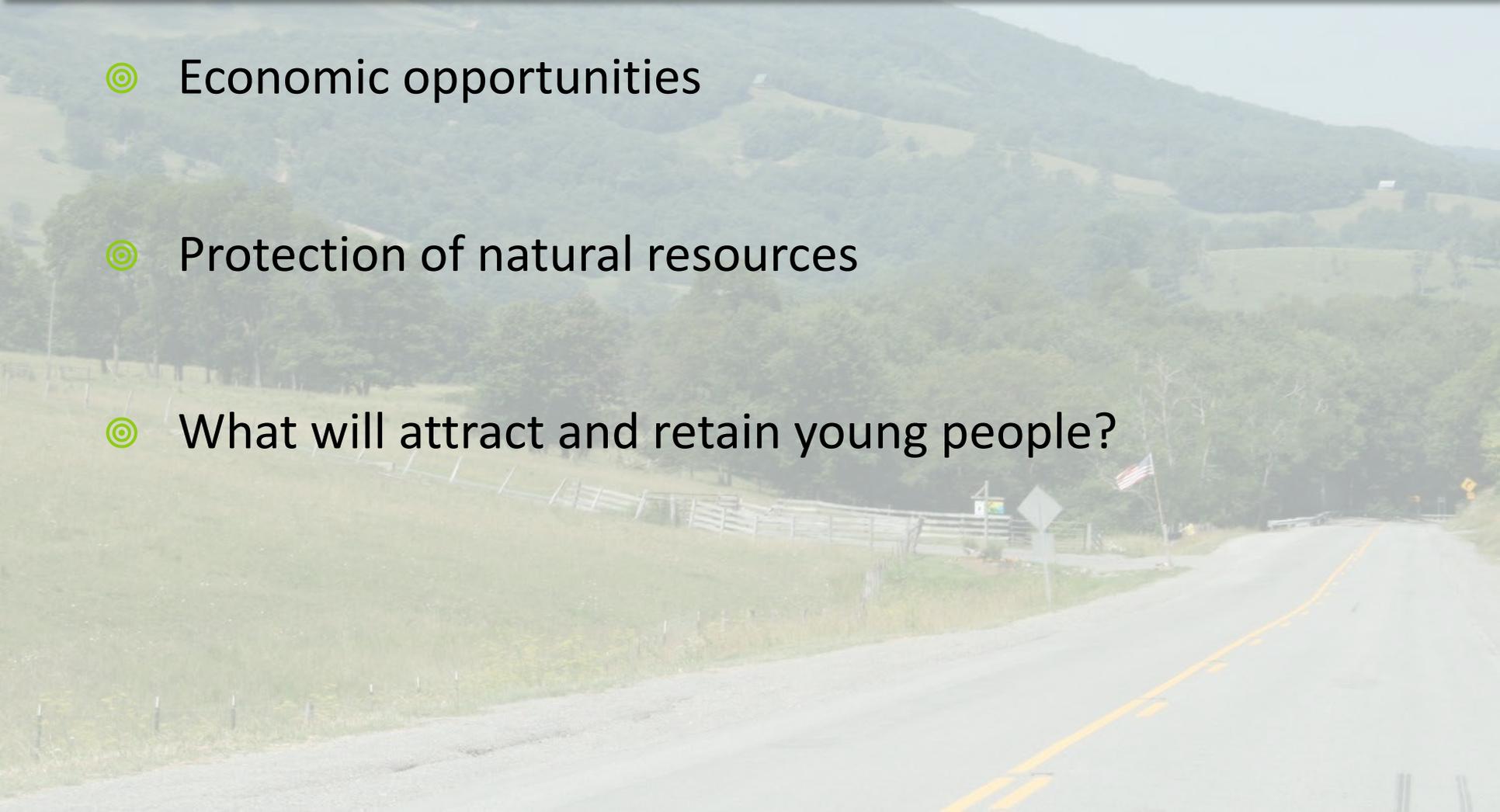


# SMALL TOWN DEVELOPMENT OPTION 2



# DEVELOPMENT CHOICES: FACTORS TO CONSIDER

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



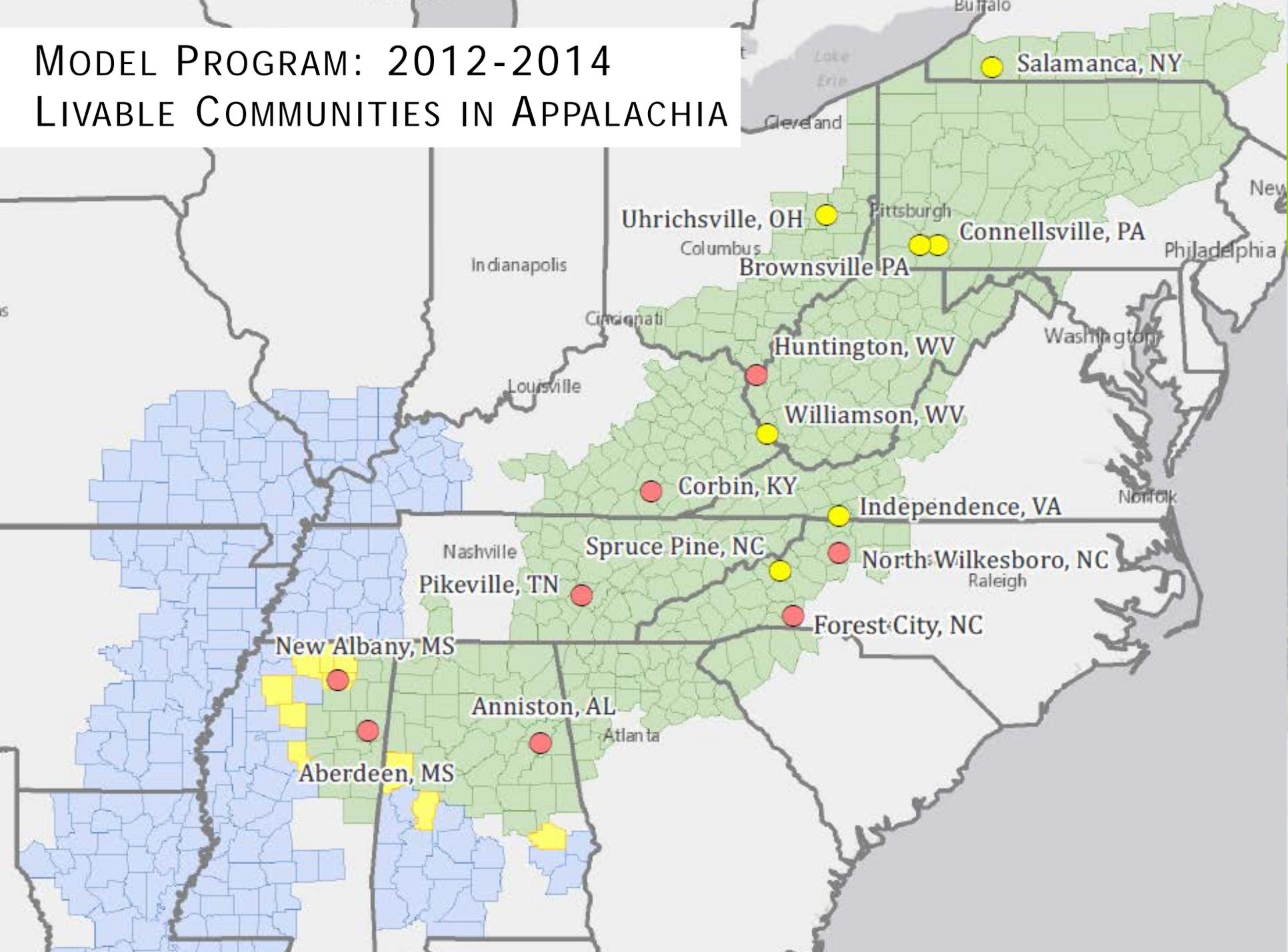
# COOL & CONNECTED

- 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

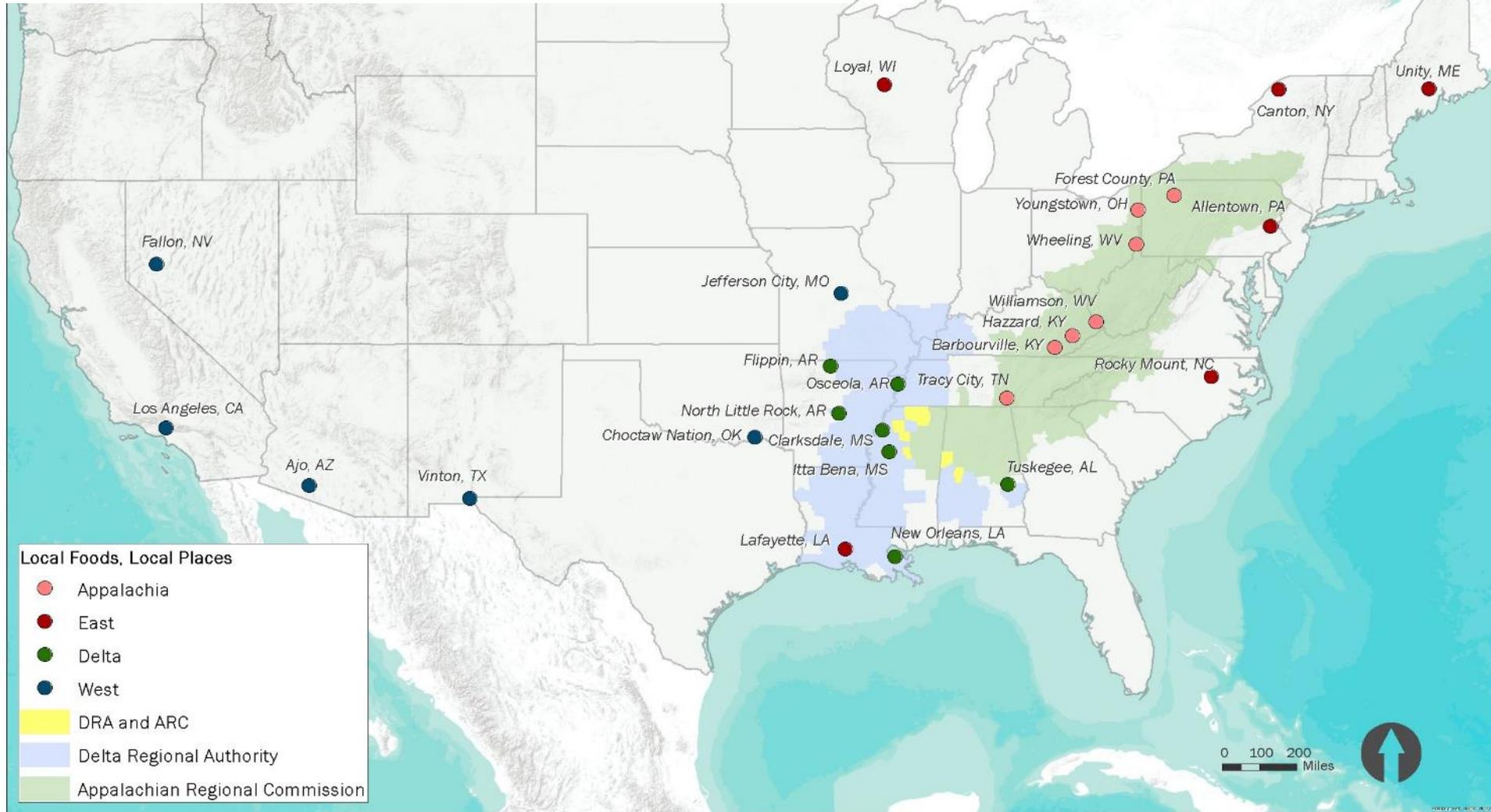
- ◎ U.S. Department of Agriculture (USDA)
- ◎ U.S. Environmental Protection Agency (EPA)
- ◎ Appalachian Regional Commission (ARC)
- ◎ Others TBD

# MODEL PROGRAM: 2012-2014 LIVABLE COMMUNITIES IN APPALACHIA



# MODEL PROGRAM: 2015

## LOCAL FOODS, LOCAL PLACES



# 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



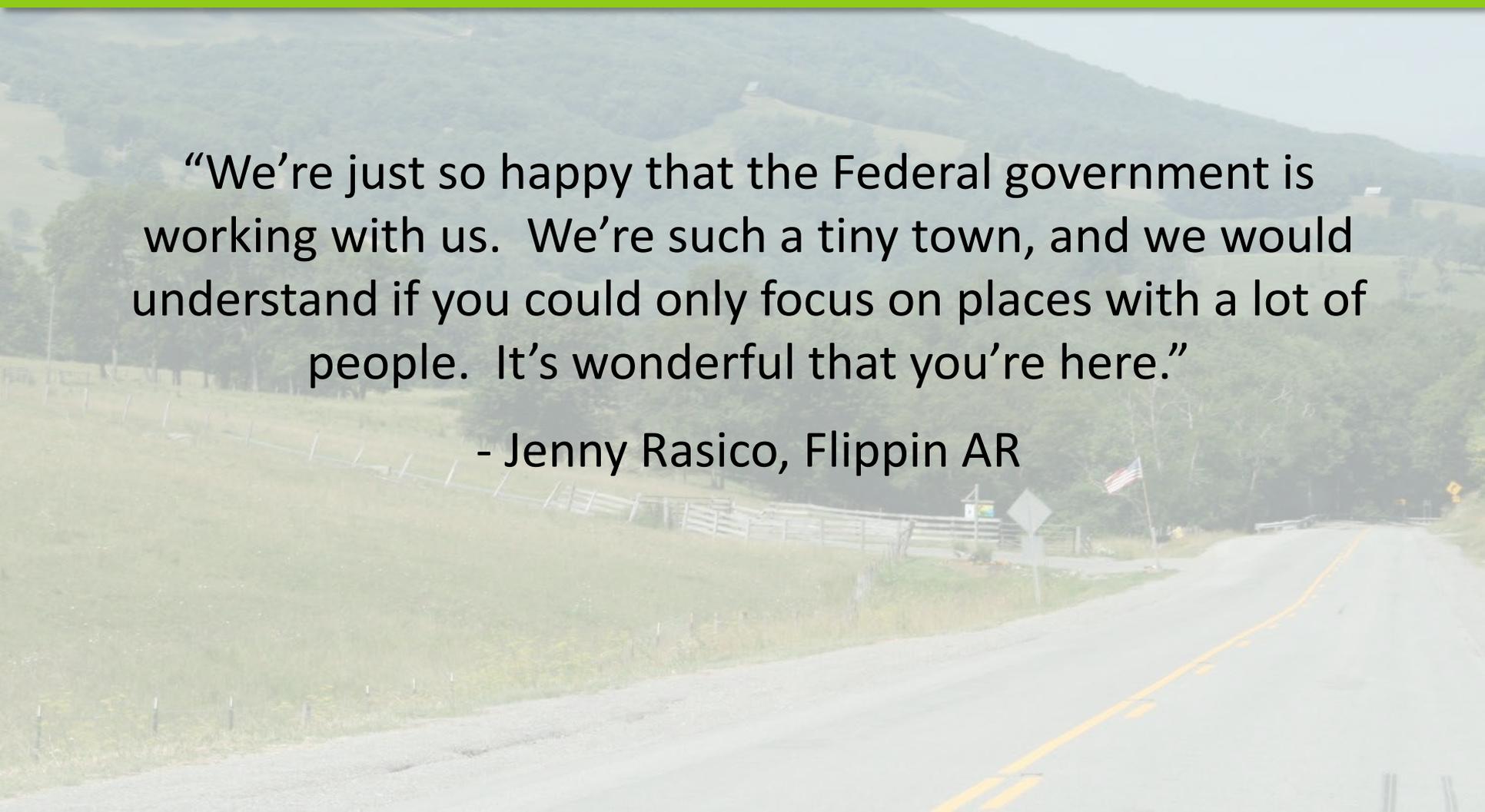
# PLANNING ASSISTANCE APPROACH



# THOUGHTS FROM OUR PARTNERS

“We’re just so happy that the Federal government is working with us. We’re such a tiny town, and we would understand if you could only focus on places with a lot of people. It’s wonderful that you’re here.”

- Jenny Rasico, Flippin AR



# 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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