Work with existing providers to upgrade the network.

Infrastructure and services are adequate
- Market this asset for economic development.
- Increase community tech savviness through market development activities.
- Collaborate with existing and prospective providers to ensure timely investments in network upgrades.

Infrastructure and services are inadequate
- Conduct a market study.
- Develop technology alternatives.
- Conduct a feasibility study.
- Convene with existing providers to upgrade the network.
- Attract competitive providers.
- Develop a public sector solution.
- Conduct campaign to increase urgency of leadership and citizens.
- Implement market development activities to increase the attractiveness for investment.

Users are tech savvy
- Promote community technology culture as an economic development asset.
- Attract additional savvy users.
- Investigate collaborative opportunities for applications.
- Develop more community applications in government, health care and education.

Users lack sophistication
- Conduct an active effort of market development activities, including training, tech fairs, newspaper articles, incentives, etc.
- Implement programs to overcome socio-economic barriers to technology adoption.
- Attract tech vendors to provide increased support to the local community, especially to business.
- Develop more community applications in government, health care and education.

The Community Broadband Development Process

Awakening
Leaders attend a conference, hear complaints, see other communities acting, hear from consultants.

Gather facts
Systematically gather facts on the community’s infrastructure and services and on the user community.

Begin community discussion
Leaders listen to experts, investigate, educate themselves, talk with providers, hold a community meeting.

For more specific information on Community Networks and Market Development activities, please visit www.blandinfoundation.org/broadband.