

## 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.

**Determine  
that your  
community's...**

## Infrastructure and services are adequate

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

## Infrastructure and services are inadequate

Work with existing providers to upgrade the network.

Attract competitive providers.

Develop a public sector solution.

- Conduct a market study.
- Develop technology alternatives.
- Conduct a feasibility study.
- 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

For more specific information on Community Networks and Market Development activities, please visit [www.blandinfoundation.org/broadband](http://www.blandinfoundation.org/broadband).



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