

Blandin Broadband Communities Intro to Intelligent Community



Intelligent Community

- A framework created by the Intelligent Community Forum
- Tool for community assessment and goal setting
- How will you compete in the digital economy?
- Sustainability is a new element
- Builds cross-sector collaboration

Intelligent Community Framework



Broadband

Communities need a broadband that supports a globally competitive economy

- Broadband is:
 - A marketing term
 - Refers to capacity, not a technology type
 - Can be delivered via fiber, copper or wireless
- Broadband goals
 - Federal FCC
 - 25 Mb/3 Mb
 - Minnesota
 - 25 Mb/3 Mb by 2022
 - 100 Mb/20 Mb by 2026
- Understand the differences between
 - Wired
 - Wireless



Broadband



Broadband Communities Best Practices

- Formation of broadband workgroups
- Implement community surveys
- Provide Wi-Fi in key locations
- Focus on ubiquity
- Partner with broadband providers
- Deploy Wi-Fi on school buses

Knowledge Workforce

Communities will thrive on their ability to create, support and attract knowledge workers

- Knowledge workers have
 - Technology skills
 - Post-secondary degrees and certifications
- Knowledge workers
 - Earn living wage salaries
 - Start new companies
 - Are critical to the success of all businesses and community organizations



Knowledge Workforce



Broadband Communities Best Practices

- Youth
 - App/coding camps & clubs
 - Training in multi-media
 - Computer refurbishment
 - 1 : 1 devices in schools
 - Wi-Fi on school buses
 - Seniors teaching seniors
- Tech networking events
- Collaborative tech recruitment
- Internships
- Community hackathons

Digital Equality

Digital equality means that everyone will have a computer, know how to use it and will have access to the network.

- Increasingly, people cannot effectively participate in community without a network connection
- Health, education and government strategies to improve services and cut costs require the use of technology.



Digital Equality



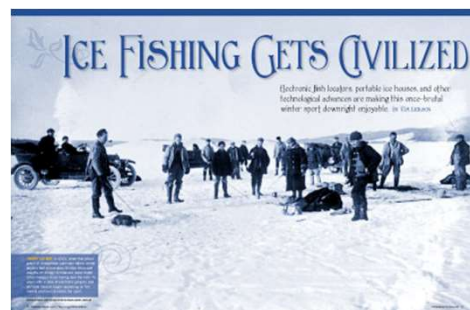
Broadband Communities Best Practices

- PCs for People computer distribution
- Wi-Fi on school buses
- Working with providers for discounts for families with low-incomes
- Basic skills computer training
 - Older adults
 - New Americans

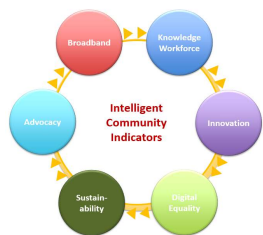
Innovation

Innovation refers to doing new things and doing old things in new and better ways

- Innovation allows people to do things more effectively and efficiently
- Local innovation can focus on “catching up” as well as moving ahead



Innovation



Broadband Communities Best Practices

- E-commerce training
- Business tech assessments/consulting
- Public safety videoconferencing
- GIS public access portals
- Video speech therapy
- Online streaming of community events

Sustainability

Economic development with the future in mind

- Fewer resources used means improved competitiveness
- Cleaner air and water
- Improved quality of life



Sustainability



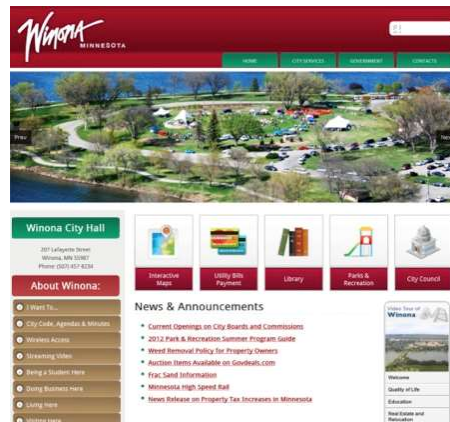
- Online community health goals and tracking
- Water quality monitoring
- Other ideas?

Broadband Communities Best Practices

Advocacy

Advocacy is the communication strategy that your community uses to motivate positive change.

- Marketing is needed to attract people and investment
- Advocacy is targeted internally to promote community buy-in



Advocacy



Broadband Communities Best Practices

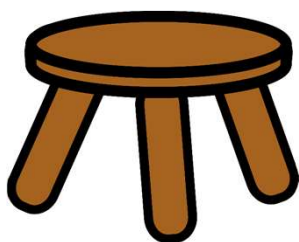
- Multi-organization community calendars
- People attraction marketing portals and campaigns
- Community broadband meetings and marketing
- Shared web landing page
- Newspaper / newsletter articles

Process Overview

- September
 - Steering Team Meeting
- October
 - Vision Meeting
 - Grant deadline and funding
- November
 - Project Development Meeting
- April
 - Grant Deadline and Review
- September
 - Grant Deadline and Review

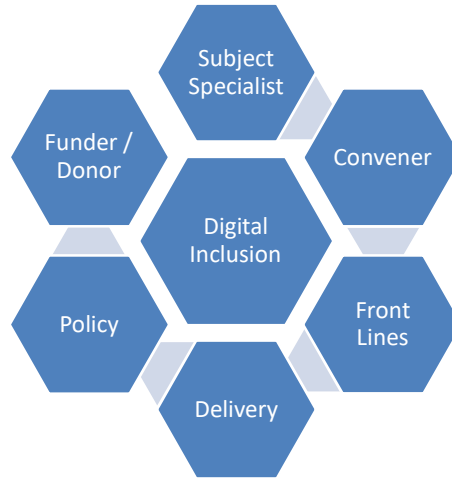
Digital Inclusion

Three legs to Digital Inclusion



1. Broadband access
2. A computer
3. Skills to use it

What's your role?



Play your role(s)

- Know what you bring to the table
- Know your opportunities to make it better
- Understand the role of others
- Have a checklist with assignments

CHECKLIST

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Subject Specialist

What you have...

- Knowledge and tools you want to share with people that need to improve their digital use
- Partnering early on with front lines and delivery will create strong programs

Opportunities...

- Share the resources you create



Convener

What you have...

- Ability to bring a group of people together
- Getting people to the table can be the greatest key to success
- Logistical support to handle any seating, food, parking, audio-visual equipment...

Opportunities...

- Reach out to new groups
- Be where the need and people are



Front Lines

What you have...

- First hand knowledge of the target audience and their needs
- Ability to market to the target audience

Opportunities...

- Enhance meaning by being specific about needs



Delivery

What you have...

- Ability to deploy a project or program. This might mean training or computer distribution or technical support.
- Might have ability to deliver in multiple languages and formats

Opportunities...

- Get to know the subject and audience to get best results
- Ability to iterate based on response



Funder/Donor

What you have...

- Pay for the event/ program to happen
- Or help with gifts that make the event possible – be that lunch or computers to refurbish

Opportunities...

- Support/expect an assessment to track results



Policy

What you have...

- Ability to influence policymakers – bet that legislative, corporate or other – to effect systemic change to support those on the far end of the digital divide

Opportunities...

- Gather stories from folks on the frontlines and assessments from funders to make a case

