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

- 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

Broadband Communities Best Practices

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

- Youth
  - App/coding camps & clubs
  - Training in multi-media
  - Computer refurbishment
  - 1:1 devices in schools
  - Wi-Fi on school buses
  - Seniors teaching seniors

Broadband Communities

- Tech networking events
- Collaborative tech recruitment
- Internships
- Community hackathons

Best Practices

Digital Equality

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

- PCs for People computer distribution
- Wi-Fi on school buses
- Working with providers for discounts for families with low-incomes

Broadband Communities

- Basic skills computer training
  - Older adults
  - New Americans

Best Practices

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

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

Broadband Communities Best Practices

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

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

Broadband Communities Best Practices

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?

- Subject Specialist
- Convener
- Digital Inclusion
- Front Lines
- Policy
- Delivery

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
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

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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

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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