

The logo for Community Broadband Advocates, LLC is presented on a white rectangular background. The words "Community Broadband" are written in a blue, sans-serif font, curving along the top edge of the rectangle. In the center, the tagline "*Changing Your Community's Digital Future*" is written in a smaller, italicized blue font. The words "Advocates, LLC" are written in the same blue, sans-serif font, curving along the bottom edge of the rectangle.

Community Broadband  
*"Changing Your Community's Digital Future"*  
Advocates, LLC

# ARIZONA LEAGUE OF CITIES AND TOWNS

ANNUAL CONFERENCE - BROADBAND

September 1, 2022

# COMMUNITY PLANNING

## *Preparation is Key!*

- Identify a Champion in your Community
- Organize Stakeholders
- Complete a Community Assessment – ***Know your assets and challenges***
  - Internal - using existing staff *or*
  - Contract with a Broadband Consultant



# COMMUNITY PLANNING

## *Ask the Providers*

Inventory your current Broadband Situation

- Ask ??
  - Who are the current providers?
  - What are they providing? Speed? Cost? Dependability?
  - Where is the fiber or wireless distribution points?

## *Ask the Community*

What are the citizens experiencing with speed and dependability?

*This could be very different than what the providers are telling you*

- What do the citizens want?
  - Minimum speeds
  - Bandwidth
  - Availability and dependability
  - **Cost and Affordability**

***Communicate both up and down the chain***

# COMMUNITY PLANNING

## *What's the PLAN?*

- What does success look like?
  - Develop short and long term goals
- Your Assessment should cover:
  - Do you have enough density to allow potential provider a Return on Investment (R-O-I)?
  - Do you have existing Right of Way (R-O-W) and easements?
  - Can Fiber be buried or hung on existing poles?
  - Are your franchise agreements current? (Do they allow for competition or co-location?)



# QUESTIONS AND ANSWERS



# COMMUNITY BROADBAND ADVOCATES, LLC

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