



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



- 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.