



# National Tribal Broadband Summit

Department of the Interior

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Jean Rice

BroadbandUSA

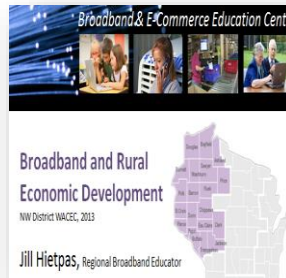
National Telecommunications and Information Administration

# Tribal leaders can utilize broadband to help address today's most pressing challenges

## Efficiently Managing Scarce Resources



## Economic Development



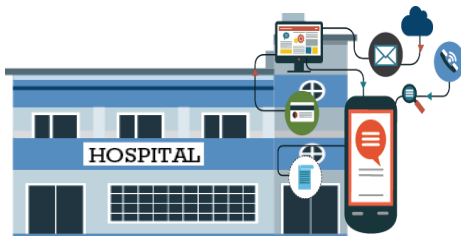
## Preparing the Workforce for Tomorrow's Jobs



## Ending Educational Gaps



## Improving Healthcare



## Helping Farmers and Ranchers



# Introduction to Roadmap Development



# Broadband Planning

- Planning can be costly, time consuming and difficult
- However, planning can also:
  - Engage partners, investors and broadband champions
  - Secure funding for broadband efforts
  - Develop a systemic approach to complete the project



## Consider Overall Goals

- How do broadband initiatives support the community, institutions and businesses?
- How do infrastructure plans benefit other economic development activities?
- What mix of initiatives is best?
- Which initiatives and benefits can be achieved in the short term vs. long term?



# Community Broadband Roadmap



- Roadmap should include:
  - A vision statement and goals
  - Anticipated benefits
  - Strategy and action plan
- The Roadmap can also identify new partnership opportunities

# Roadmap in 6 Steps



**Step 1.** Assemble a Team



**Step 2.** Assess Resources



**Step 3.** Engage Local Stakeholders



**Step 4.** Evaluate Technology Options



**Step 5.** Select an Organizational Model



**Step 6.** Develop Project Plans



## Communities Can Benefit from Our Experience

- **Project champions** - advocate and keep activities moving forward
- **Adjust timeframes** – stay flexible
- **Network** – other tribes and communities
- **Leverage** – use guides from other  
planning groups
- **Be prepared** – pursue new funding  
opportunities
- **Engage the community** – recruit organizations with strong local ties





# Step 1: Assemble a Team

- Compose the team based on the mission and include:
  - A mix of skills
  - Varying backgrounds or viewpoints
  - Interest in a common goal

Expanded  
E-Government

Government Reps  
IT Department

Economic Growth

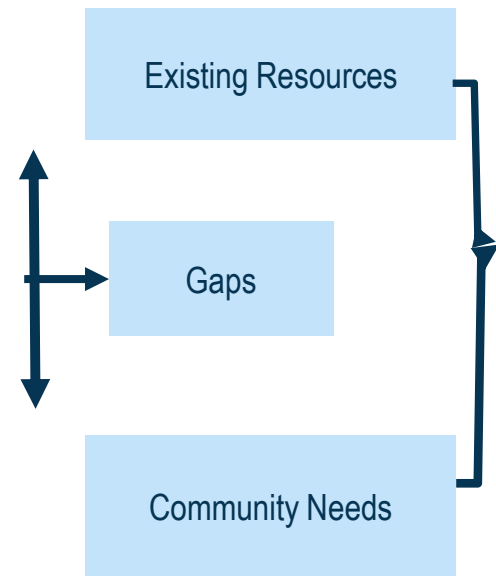
Government Reps  
Development Orgs  
Telecom Providers  
Business Leaders

Stakeholders

Educators  
Library Leaders  
Healthcare Leaders  
Museums  
Tribal Centers

## Step 2: Assess Resources

- Compare existing resources with needs to shape the plan
  - Inventory of local resources
  - Needs assessment
  - Gap analysis
  - Initial roadmap



# Assessing local assets is essential to determine resources that can help move a project forward

Consider local resources that are can be leased or contributed toward a broadband project

## Example Considerations

### Financial Resources

- What funding sources are available?
- What partnership opportunities exist?

### Infrastructure Assets

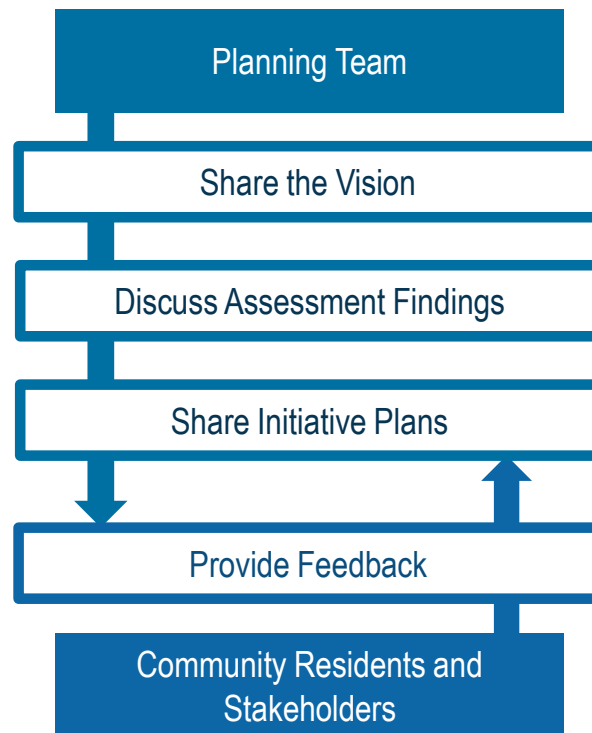
- Is there existing broadband infrastructure?
- Where are public assets located?

### Personnel

- Who are the local broadband leaders?
- Who has experience in network buildout?

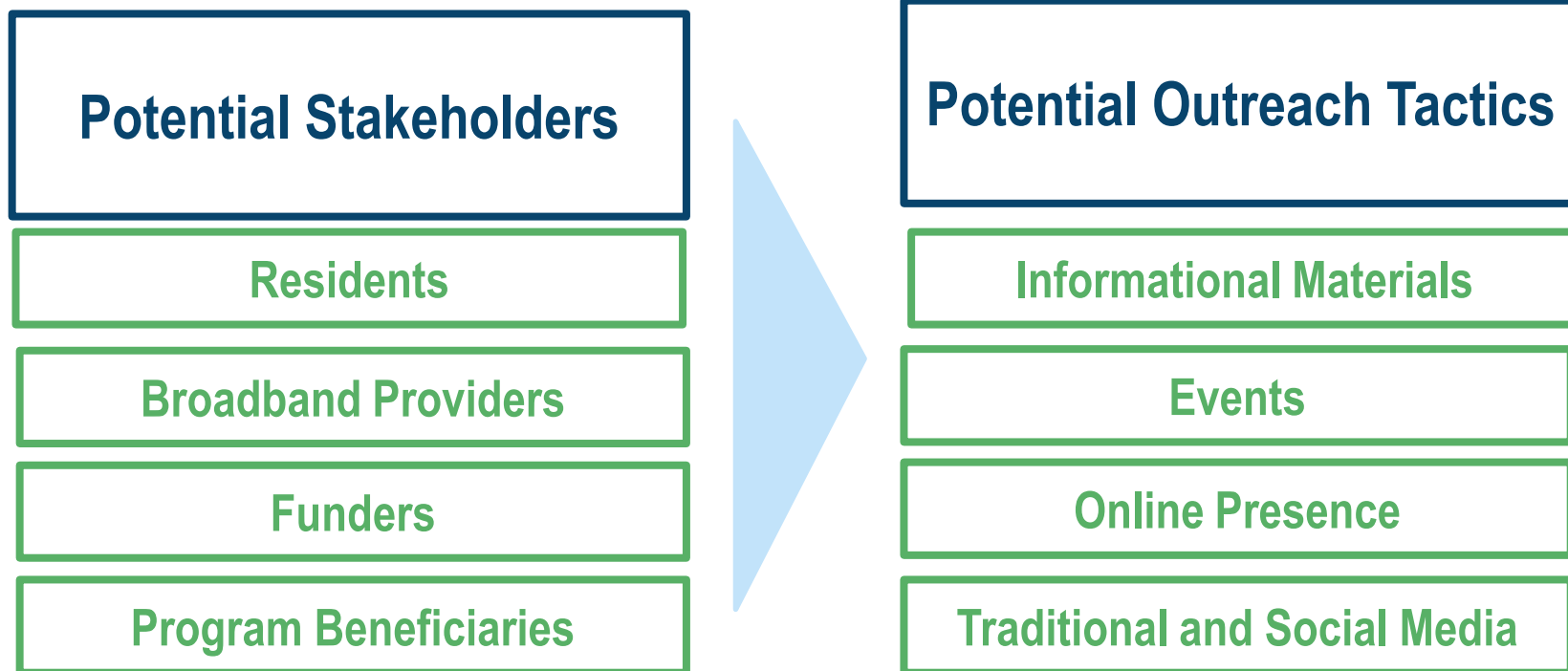
## Step 3: Engage Local Stakeholders

- Tailor efforts to community resident preferences
  - Strengthen relationships
  - Seek areas of agreement
  - Reach new stakeholders



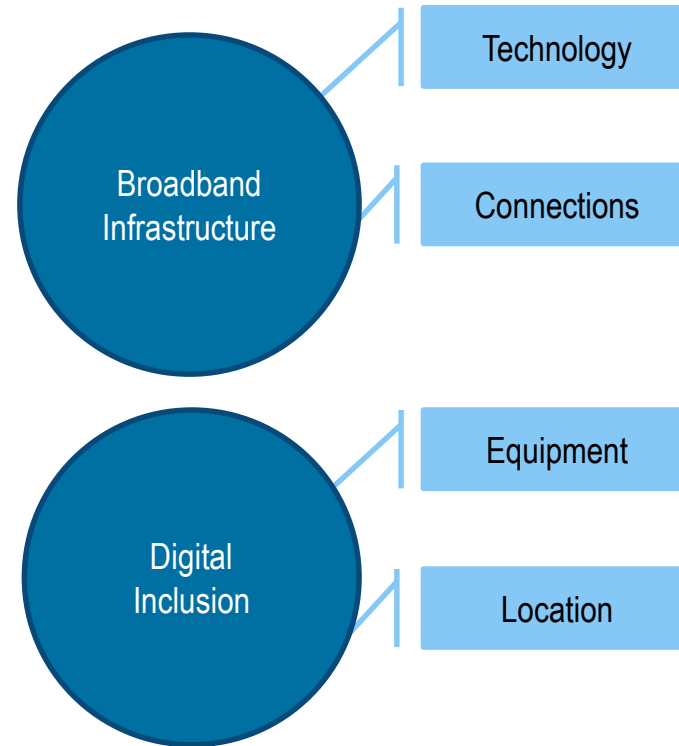
# Effective stakeholder engagement can help generate support for a potential broadband project from a variety of sources

Consider who will be impacted by the project and how you will solicit and incorporate their input



## Step 4: Evaluate Technology Options

- Select technology based on community needs
- Consider the program's mission and target audiences



# Assessing your tribe's broadband landscape is essential to determining network type and technology

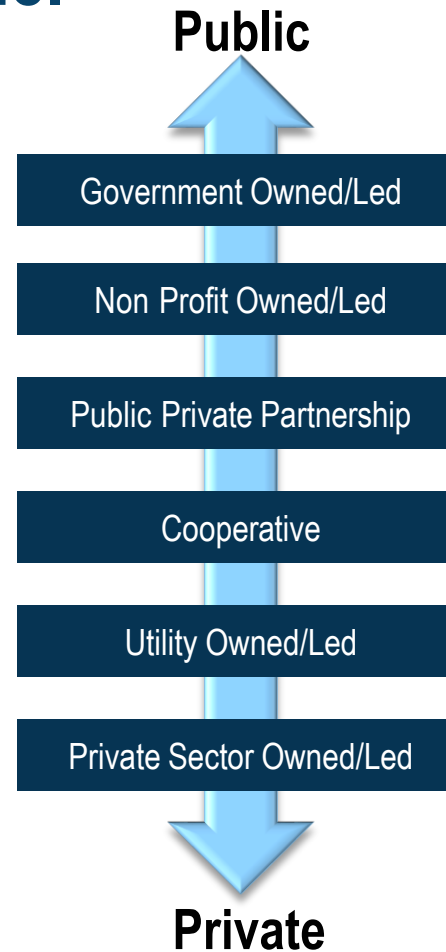
## Current Broadband Landscape

- Existing Infrastructure
- Incumbent Providers
- Terrain and Climate
- Legacy Franchise Agreements
- Local Demand
- Internet Traffic
- Permitting Requirements
- Private Rights-of-Way



## Step 5: Select Organizational Model

- Select organizational model based on:
  - Project benefits
  - Legal relationships
  - Funding sources
  - Asset ownership
  - Expertise needed





# Building Partnerships

- What will you gain from a partner?
  - Filling a knowledge gap
  - Reaching new stakeholders
  - Accessing additional funding sources?
- Identify potential partners that increase:
  - Cost-Sharing
  - Revenue Potential
  - Expertise and Support
  - Institutional Collaboration



# Consider the Right Partners

- Pick partners carefully
- Engage a comprehensive set of partners
- Team should include:
  - A mix of skills
  - Varying backgrounds
  - Common goal



## Characteristics of a Broadband Partnership

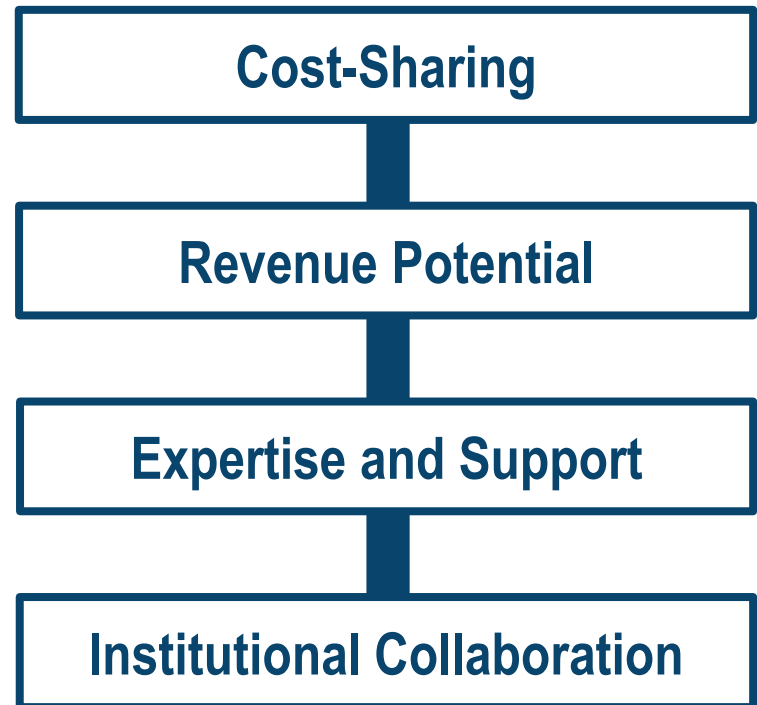
- Win win relationship
- Credibility with stakeholders
- Capacity to add technology
- Ability to bring users
- Agreements on communication
- Compliance with regulations
- Diversity

# Partners can contribute to successful broadband projects by providing assets, funding and expertise

**Consider what your community might gain from a partner:**

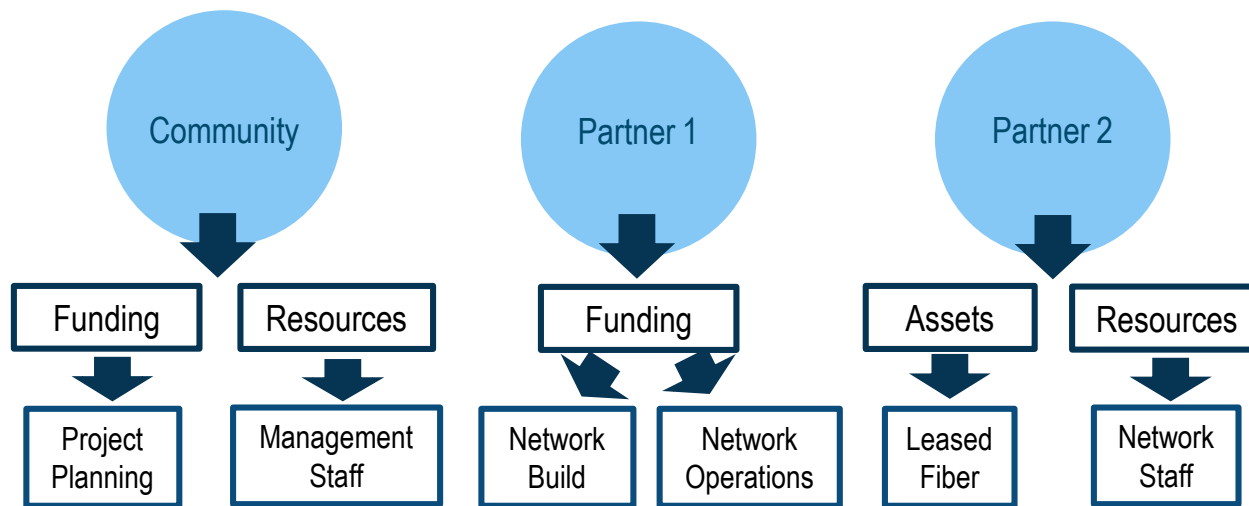
- Do they fill a specific need for expertise?
- Can they help build project support by reaching new stakeholders?
- Do they have access to additional funding sources?

**Identify potential partners that would increase or expand:**



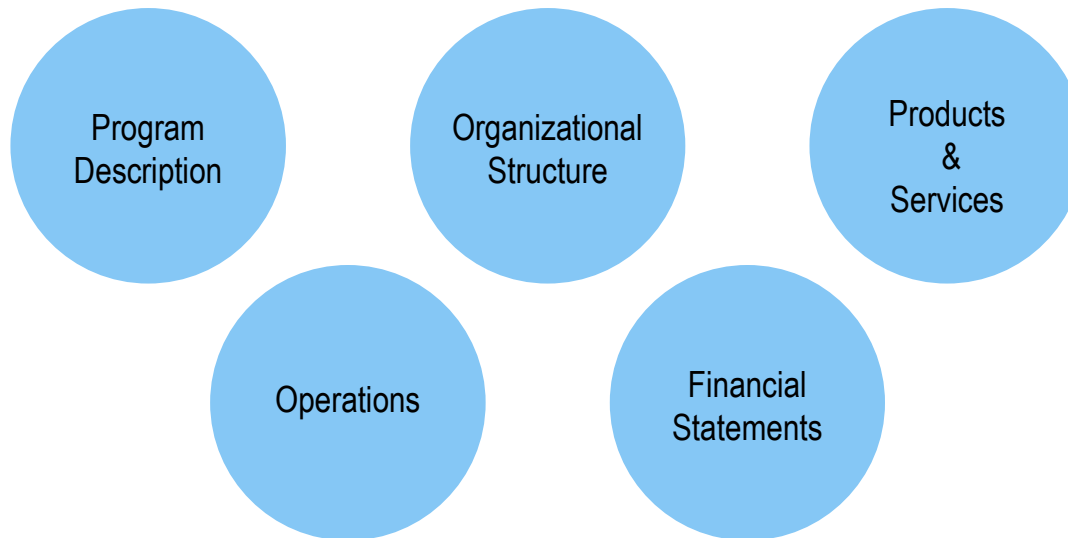
# Determine Partners' Contribution

- Consider gains to each party
- Develop a graphic illustration of contributions



## Step 6: Develop Project Plans

- Include information about:
  - Operational and financial models
  - Resources
  - Benefits



# Consider Requirements for Implementation



## Planning

- Organizational Structure
- Project Timelines



## Logistical

- Staff
- Operational Costs
- Service Purchasing

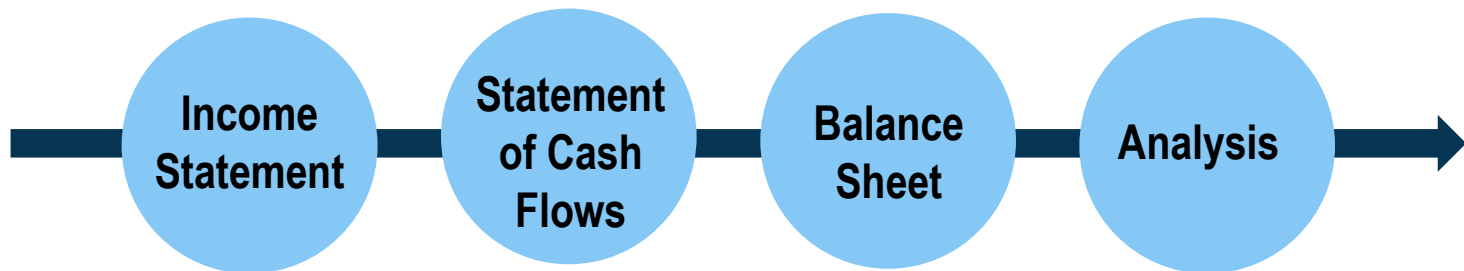


## Financial

- Cost Controls
- Financing

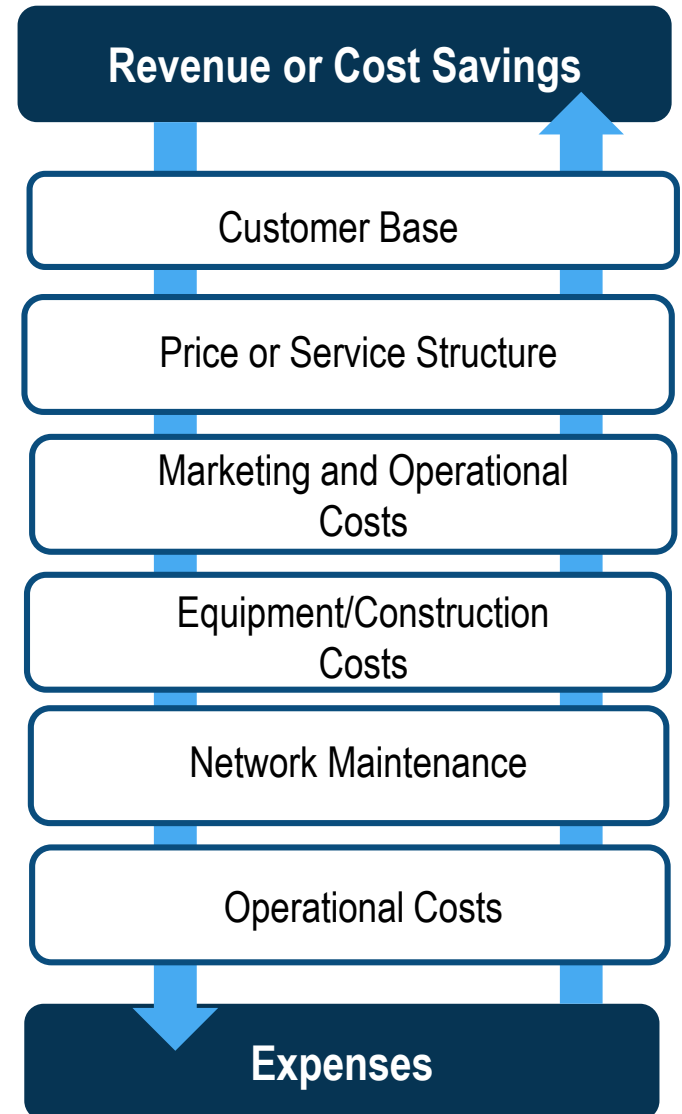
# Communicate Financial Info Using Pro Formas

- Pro forma financial statements help us understand project viability
- Communities can include pro formas with:
  - Detailed costs and expenses
  - Financial flows
  - Contributions of partners
  - Potential cost savings



# Sustainability Evaluations

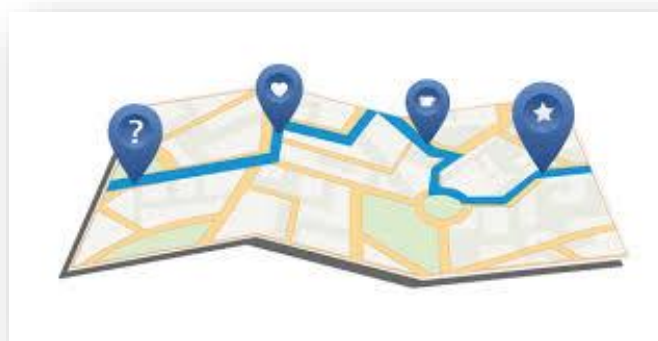
- Revenue and expense information shows a sustainability plan
- Communities/partners are interested in:
  - Return on investment
  - Mitigation plan
  - Maintaining the network





## Importance of the Roadmap

- Each stage plays a different role
- Tribes should try to work through each phase in order
- “Planning with the end in mind”



# Share Your Experience

