You and your community **CAN** build better broadband. Start by focusing on what you have going for you already. You have enthusiasm! Start with that!

The Wyoming Business Council is available to answer any questions and help get you started. We are your asset, champion and partner in all things broadband. Reach us at broadbandoffice@wyo.gov.

BETTER BROADBAND:
AN EMPOWERED COMMUNITY IN **7** STEPS

IT'S NOT ROCKET SCIENCE, think Lincoln Logs

Easy checklist on the back

Wyoming
BUSINESS COUNCIL

STEPS TO GUIDE YOU THROUGH THE PROCESS

STEP 1

ESTABLISH A CORE GROUP OF INTERESTED PARTIES
Gather a diverse group of elected officials, business owners, agriculture professionals, emergency service professionals, residents – anyone who is affected by broadband service. If you already have multiple groups working separately, bring them together. There is strength in numbers when it comes to developing a broadband plan for a community.
Assign a Champion to work with providers.
Together, brainstorm and develop an "elevator pitch" with talking points so the core group delivers the same message throughout the entire process.

PITCH
_____
_____
_____
_____

STEP 2

ESTABLISH GOALS AND MEASURE SUCCESS
What are the pain points? What are you trying to fix? Who needs broadband? Broadband can be a foreign language, but we can help put your goals into words.
Once your goals are in place, determine how you will know when you have met them. Will it be an increase in number of households and businesses online? Rate and ROI? New businesses as a result of broadband? There are many ways to measure success – decide what is most meaningful to your project. Remember, success won't happen overnight.

GOAL
_____
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_____
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STEP 3

BUILD A COMMUNITY MOVEMENT
Host events and engage your community as well as those outside the community in conversations. Find out what other places have done to boost broadband. Discuss regional partnerships and support. The more partnerships you have, the better likelihood of success.

STEP 4

EVALUATE THE NOW
Start answering some questions: What is the current state of broadband in your community? Who are the carriers in your area? What services are available and at what price point? Who is online now, and who needs to be? Are there cost and/or redundancy issues? Does bandwidth meet the needs of anchor institutions such as healthcare, libraries and businesses? What community projects are being considered or underway already, and how can they play a role in growing a network or infrastructure?
Then, map the area. Identify priority areas and community assets, i.e. infrastructure, tourism, amenities, etc. – think hills, towers, tanks, power, water and sewer lines, and rights of way. Use **www.wyobbmap.org** to help understand the speeds and needs in your community.

STEP 5

POLICIES, PROCEDURES AND REGULATIONS
Having policies in place can pave the way to easier broadband improvement. Establishing a "Dig Once" or "Climb Once" policy refers to putting broadband infrastructure in when a road is dug up or lines are put on poles. Right of ways, franchise fees, template lease agreements, simplified permitting practices and clear review processes are all ways to affect broadband success. While legislative and regulatory barriers exist, focus on your ideas, needs and goals first. Then, contact the Business Council for help navigating these waters.

STEP 6

YOU ARE THE DRIVER
Remember, success won't happen overnight. Manage expectations and be flexible as the project moves forward. Providers want to work with communities. Build a true partnership by assigning a champion to work with providers, be open minded and build trust. Public/private partnerships are key to excellent broadband. Realize this is a heavy lift and a long term proposition. Know who and how the infrastructure is going to be owned, who can write up legal agreements. How do you want to grow and is broadband a part of that future? How will you let your community know about this opportunity?

STEP 7

CONSIDER CONNECTIVITY OPTIONS AND FINANCING
There are many connectivity and financing options. We can also help you brainstorm options that will work with your unique needs.
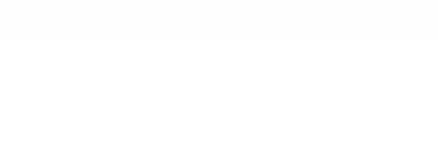
☑ CHECKLIST

☐ What is your goal? _____

_____

_____

_____

☐ Contact broadbandoffice@wyo.gov - The Broadband office can provide valuable information on current broadband capabilities in the area and provider information.

☐ Contact your area Regional Director (refer to wyomingbusiness.org/contactus to find your Regional Director)

☐ START WITH "YES WE CAN" AND "HOW DO WE DO THIS?"

☐ Establish a core group and assign a Champion

☐ Determine why broadband is important and develop an "elevator pitch"

☐ Map interested parties
- Where they are
- What they have
- Speeds

☐ Measure demand
- Who is online?
- Who wants to be online and is not?
- Who needs better bandwidth?
- Is cost an issue?
- Does bandwidth meet the needs of anchor institutions?

☐ Build a community movement
- Host events and involve the community in conversations
- Find out the wants and needs of the community
- Keep track of volunteers and their skill set
- Develop strategic partnerships and ways to collaborate
- Research what other communities are doing

☐ Establish Goals and Measures

☐ Develop Policies and Procedures with assistance from the Business Council

☐ Develop a Digital Inclusion Plan

☐ Research ideas about connectivity and financing options

☐ Identify who can write up legal agreements

☐ Establish how the infrastructure will be owned