

BRIDGING THE BROADBAND DIVIDE

Unlocking Success through
Feasibility Studies, Community Engagement, and Strategic Network Design

Wednesday, August 30, 3:00 - 5:00 PM



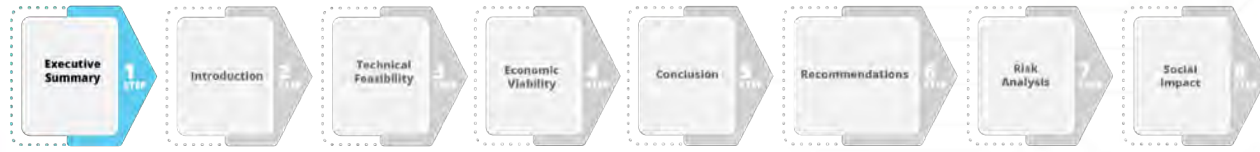
Workshop Agenda

1. Mock Project Plan and Execution Strategies
2. Feasibility Plan Development
3. Public Engagement Strategies
4. Marketing Plan



Feasibility Study

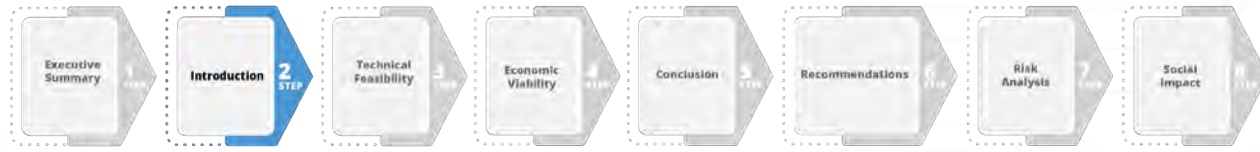




Feasibility Study Executive Summary

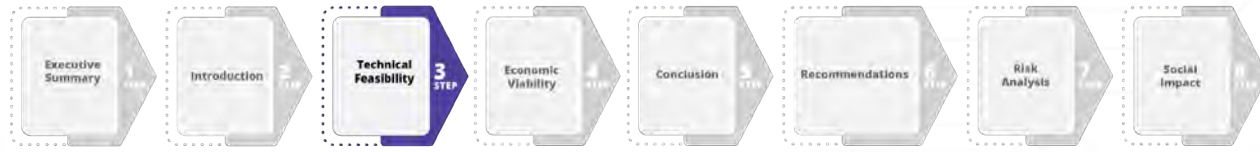
“This feasibility study assesses the viability of implementing a broadband initiative within tribal lands.”

“The study aims to evaluate the technical, economic, and social aspects of the project, determine potential challenges, and provide recommendations for successful implementation.”



Feasibility Study Introduction

- **Background:** Provide an overview of the digital divide within tribal lands and the need for a broadband initiative to bridge the gap.
- **Objectives:** Identify the main objectives of the study, including assessing technical feasibility, economic viability, and social impact.



Feasibility Study Technical Feasibility

What do we currently have, what do we need, and what are the variables?

- Infrastructure Assessment
- Technical Requirements
- Variables



Feasibility Study Economic Viability

What will it cost and how much will it make?

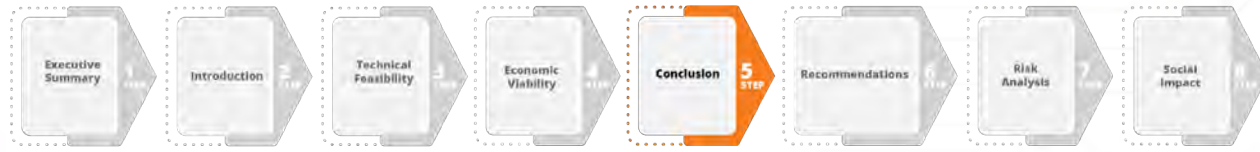
- Cost Analysis
 - Initial Construction
 - Fiber vs wireless
 - Expandable
 - Ongoing Maintenance
 - Contingencies



Feasibility Study Economic Viability

What will it cost and how much will it make?

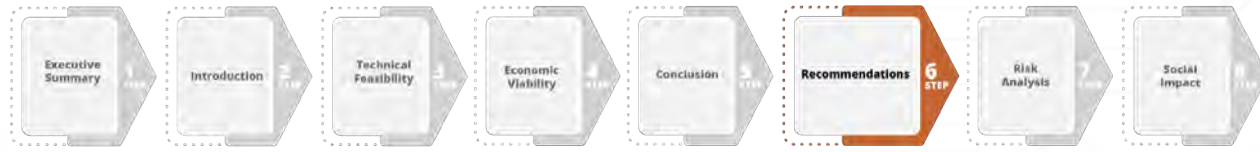
- Revenue Generation
 - Take Rate
 - Subscription Fees
- Return on Investment (ROI)
 - 1-7 year break even



Feasibility Study Conclusion

“Based on the findings of the feasibility study, it is recommended to proceed with the tribal broadband initiative, considering the significant benefits it can bring to the tribal community.”

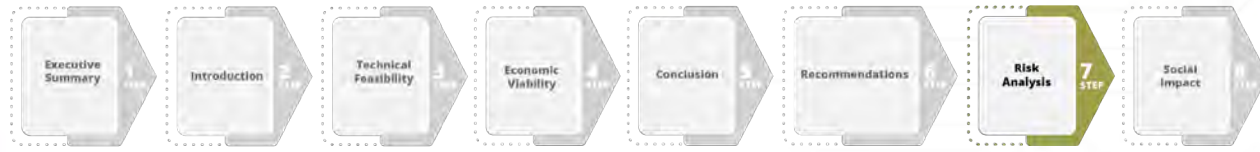
“By addressing technical challenges, ensuring economic viability, and maximizing social impact, the initiative has the potential to bridge the digital divide, empower tribal residents, and foster economic growth within tribal lands.”



Feasibility Study Recommendation

What are the main takeaways from our research?

- Technical Solutions
- Funding and Revenue Models
- Partnerships and Collaborations
- Stakeholder Engagement
- Implementation Plan



Feasibility Study Risk Analysis

What are the potential risks?

- Regulatory and Policy Risks
- Technical Risks
- Financial Risks
- Social Acceptance and Adoption Risks



Public Engagement

Tribal Broadband Outreach

1. Getting Started
2. Understanding the Priorities
3. Build Relationships
4. Plan for Success
5. Implement
6. Close the Loop



Public Engagement

Why do we engage the public?

1. People want to be involved in decisions that affect them
2. Facilitates understanding
3. Improves decision-making

*“Tell me, I forget. Show me, I remember. Involve me, I understand.”
- Chinese Proverb*



Ready, Set, Go!

1. Establish project leadership
2. Assign roles and responsibilities
3. Clarify the opportunity and the decisions to be made
4. Set expectations

Public Engagement Getting Started



Broadband Coalition

Public Engagement Getting Started

Role	Responsibility
Project champion	The captain of the ship. Drives and directs coalition to community broadband vision.
Project manager	The right-hand-man. Responsible for keeping the momentum going.
Organizational expert	The details person. This individual performs documentation, tracks deadlines and leads out on logistics.
Financial leader	Manages budgets. Tracks funding opportunities and understands the bottom line.
Technical and policy expert	Subject matter expertise.
Data expert	Leads data collection, management and control aspects.
Outreach lead	Community interface. Utilizes existing community relationships to increase buy-in.
Governmental/partner liaison	Acts as an interface between Tribal, local, state and federal partners



Public Engagement Understand the Priorities

Where are we now?

What are we working with?

What is the baseline?

1. Infrastructure v. Digital Equity
2. On-reservation v. off-reservation, what are the different needs?
3. What resources exist in the community that can be leveraged and/or upscaled?



Public Engagement Understand the Priorities

What is the need?

Understand community priorities

Surveys:

1. Asset identification
2. Community needs identification
3. Where are the gaps?
4. Prioritize success metrics- what is important?
5. Best practices and lessons learned

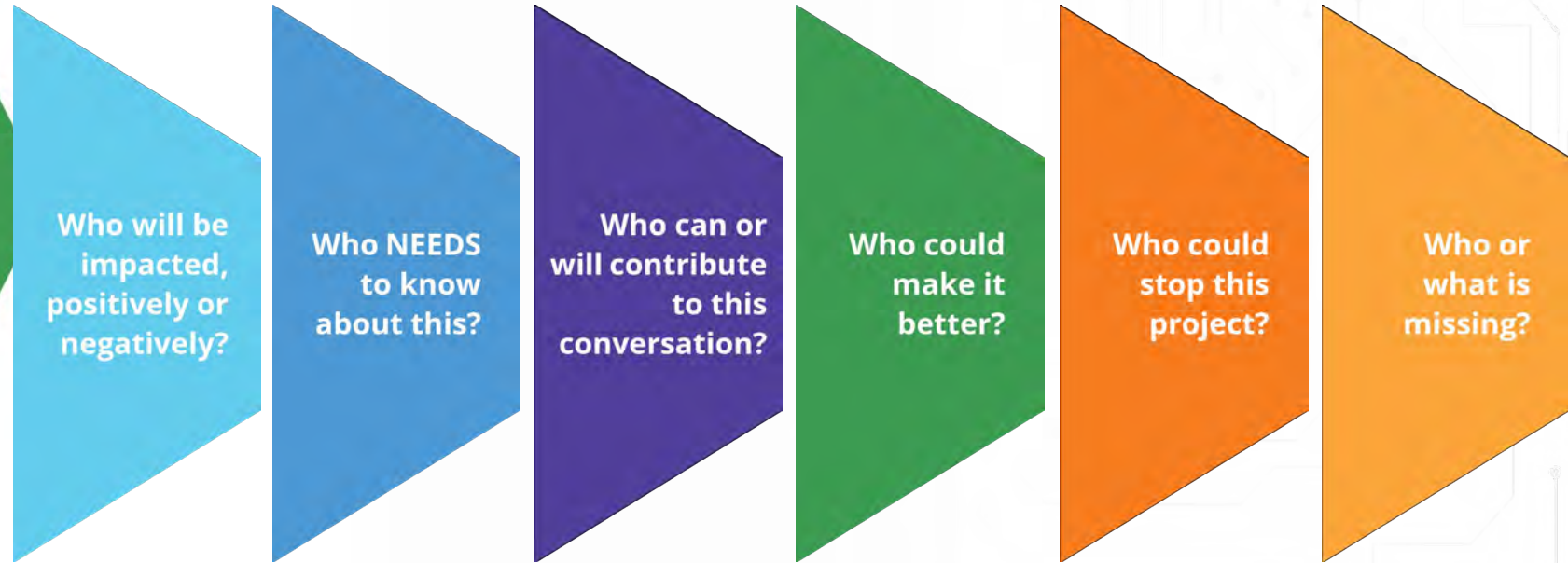
Now, reevaluate and refine the problems, opportunities, and decisions that need to be made.



Public Engagement Build Relationships

Identify Stakeholders

Who needs to be at the table and why?



Stakeholder Identification Exercise





Public Engagement Build Relationships

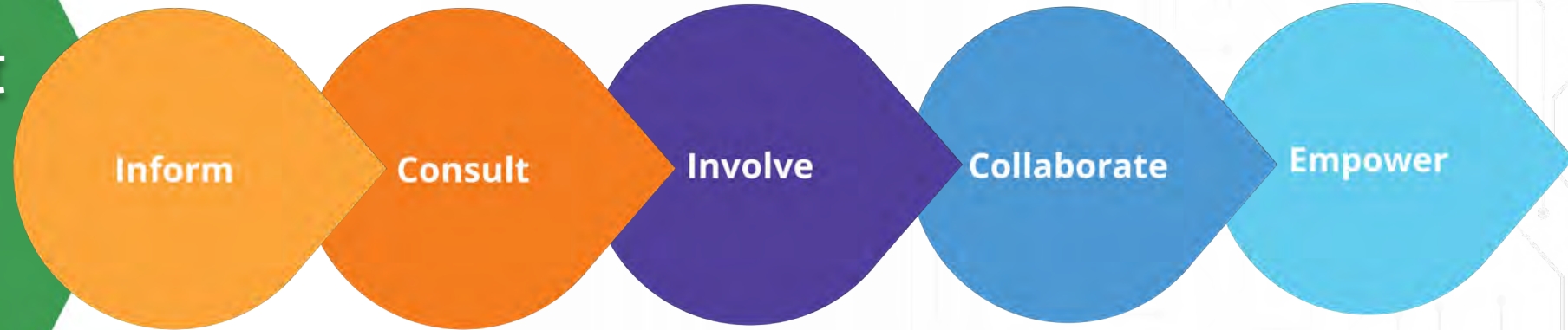
Best Practices

- Be transparent and trustworthy
- Understand communication styles
- Share your passion
- Foster curiosity
- Give more than you take

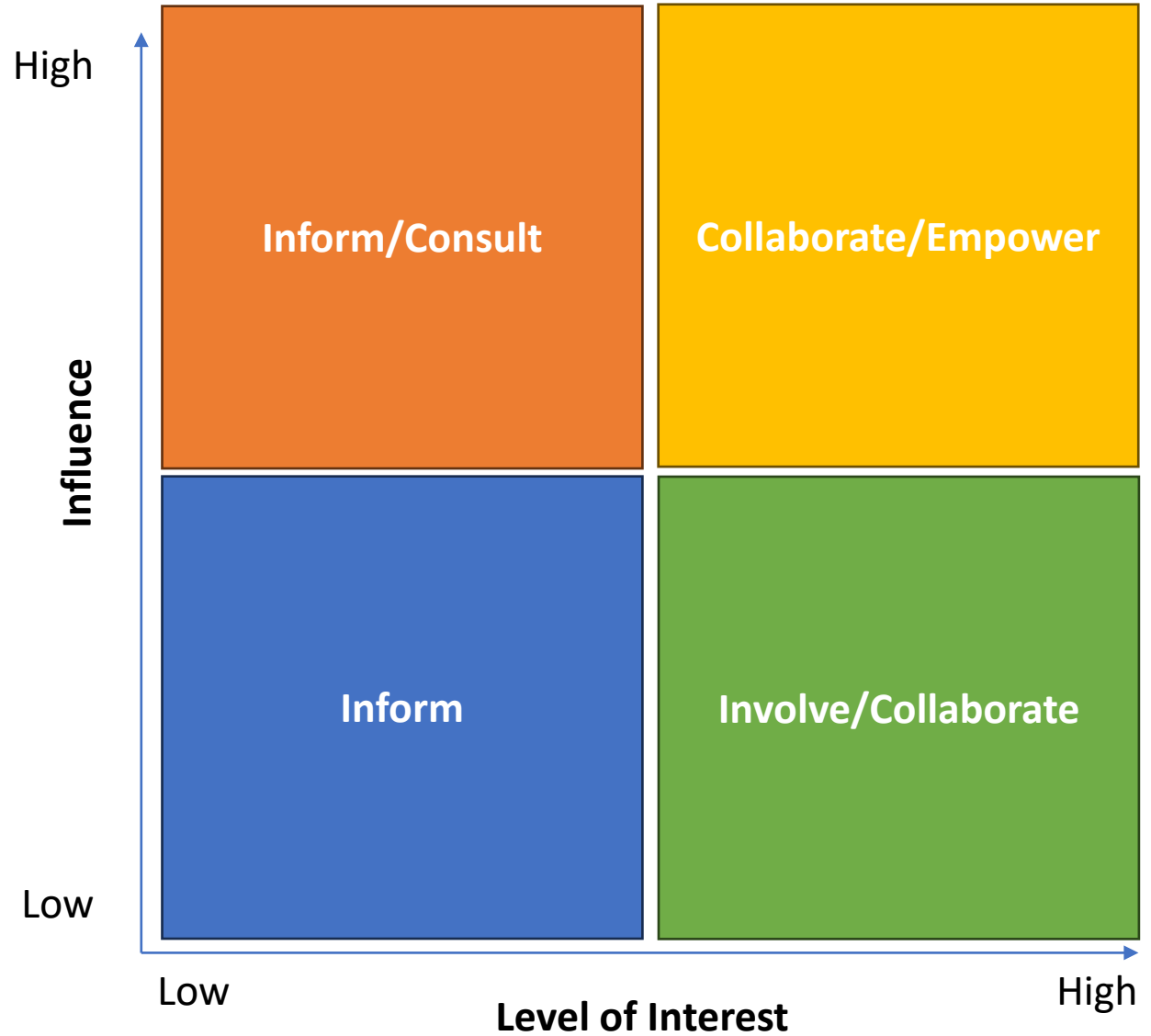


Levels of Engagement

Public Engagement
Build
Relationships



Levels of Engagement Exercise





Public Engagement Plan for Success

Engagement Plan

Guiding document to direct outreach initiatives, determine strategy, and outline specific tactics and outcomes.

- Keep it simple
- Living, adaptable document
- Check-in and reference back frequently



Public Engagement Plan for Success

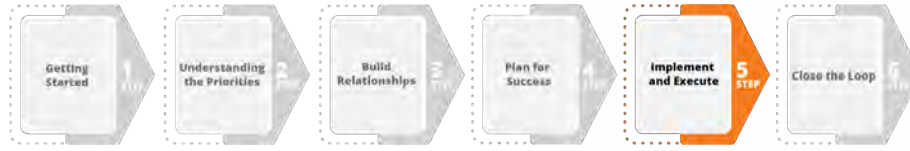
Incorporate Data

Quantitative Data

- NTIA
- FCC
- U.S. Census
- Tribal Census
- Speed Test

Qualitative Data

- Lived-experience experts
- Observational or anecdotal knowledge
- Community context
- Stories



Public Engagement Implement

Implement and Execute

1. Plan for continued conversations and engagement (report back)
2. Make space and plan for implementation challenges
3. Know when to call in reinforcements!



Outreach Techniques

What are we trying to accomplish?

1. Share information
2. Collect and compile input
3. Bring people together

Public Engagement Implement

Outreach Tactics Exercise

Public meetings	E-mail	Signage	Postcard	Flyer	Presentation
Newsletter	Comment form	Site visit	Hotline	Fair or event	Press conference
Press release	Social media	Public hearing	Information kiosk	Focused conversations	Advisory group
Interviews	Open house	Canvassing	Website	Card storming	Informational Video
Paid ads	PSAs	Town Hall	Info kiosk	FAQ document	Online media



Marketing Plan





Marketing Plan Executive Summary

Clear and Specific Overview:

- Promote and raise awareness about the availability and benefits of broadband services
- Drive adoption and participation among the tribal community
- Emphasizing the positive impact on education, healthcare, economic development, and overall quality of life.



Marketing Plan Objectives

Identifying Clear Goals:

- Increase the broadband adoption rate by 25% within the next 12 months.
- Generate awareness about the benefits of broadband services.
- Build strong community engagement and support.
- Position as a catalyst for economic growth, educational opportunities, and improved healthcare services.



Marketing Plan Target Audience

Tailored Messages:

- Tribal community leaders and decision-makers.
- Tribal residents of all ages and backgrounds.
- Educational institutions within tribal lands.
- Healthcare providers and organizations operating in tribal communities.
- Local businesses and entrepreneurs.



Marketing Plan Key Messages

- Reliable and high-speed broadband for Tribal lands
- Empowering Tribal communities
- Strong community support



Marketing Plan Marketing Strategies and Tactics

- Partnerships and Outreach
- Digital Marketing
- Community Events
- Tribal Media Engagement
- Educational Campaigns



Marketing Plan Evaluation and Metrics

- Track the increase in broadband adoption rates over time.
- Monitor website traffic, social media engagement, and online campaign metrics.
- Conduct surveys and gather feedback from residents and stakeholders to measure awareness and satisfaction levels.
- Assess the number of partnerships established and community events conducted to gauge engagement and support.



Marketing Plan Budget Allocation

- Allocate the marketing budget across various strategies.
- Emphasis on digital marketing, community events, and partnerships.
- **The specific budget breakdown will depend on the available resources and priorities of the Tribal Land Broadband Initiative.**



Marketing Plan Timeline

Outline a detailed timeline for the execution of each strategy

- Milestones
- Community events
- Digital campaign
- Partnership development

Periodically review and adjust the marketing plan based on feedback, evaluation metrics, and the evolving needs of the community and broadband initiative.