Think Strategically/Act Practically
Developing an actionable Broadband Feasibility Study

SPREDD Dynamic Broadband Workshop
June 11, 2019
An Overview of Solarity’s Broadband Planning Model

- Solarity Introduction
- Solarity Broadband Planning Approach – Overview
- Leadership Model
- Broadband Project Components
- Control/Risk/Benefits Considerations
- Broadband Feasibility Study Elements
- Decision Framework
- Q&A
- Resources and References
Solarity
Helping people, organizations, and communities THRIVE!

• Solarity Integrates Services:
  ➢ Project, Program, and Portfolio Management
  ➢ Organizational Change Management
  ➢ Strategic Planning
  ➢ Business Analysis
  ➢ Broadband Planning

• Solarity Broadband Planning Experience:
  ➢ Kentucky Communication Network Authority (KCNA) Strategic Plan
  ➢ KCNA KentuckyWired Advisory Board Establishment
  ➢ Gateway Area Development District and London, KY Utility Commission Broadband Strategic Plans
  ➢ Broadband Planning Services for Lexington, Richmond, and Morehead, KY
  ➢ Last Mile RFP Response for Pikeville, KY

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Solarity Broadband Team

Nancy Ward
- 25+ years Commonwealth of Kentucky government experience
- 18+ years as a Project Management Professional (PMP)
- 20+ years strategic planning and transformational change experience
- 4+ years Broadband planning experience

Terry Barnes
- 30+ years telecommunications industry experience
- 23+ years as a Project Management Professional (PMP)
- 5+ years Broadband planning experience
Solarity Broadband Planning Approach

Think strategically for the long term.....

.....to build a roadmap to act practically in the short term!

~ Think Strategically & Act Practically ~

“Start with the end in mind.” – Stephen R. Covey
Broadband Success Factors

Think strategically for the Long Term

Act practically in the short term

Tactical Planning

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“He who fails to plan is planning to fail.”
- Winston Churchill

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Broadband Project Components - Summary

Inclusive Community Engagement and Education
- Involvement of residents/user sectors in planning and community advocacy
- Shared understanding of Broadband as a community infrastructure & quality of life benefits

Strategic Thinking/Planning
Community-wide strategic thinking for successful Broadband access & use

Tactical Planning/Actions
Actions to effectively accomplish strategies
Leadership Model: Organizational Structure & Roles

- City Government
- Economic Development
- Community
- Health Care
- Education
- BB Providers

Solarity/Partners Coordinates and facilitates planning

Broadband Advisory Board

Mayor

City Council

Recommendations & advice

Community Key Stakeholder Groups - recommendations and advice

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Each community must find its best ‘Broadband’ solution

Examples:
• Public Owned?
• Private Owned?
• Public/Private?
Balance Control, Risk, Benefit

Interwoven Issues

1. Control – who owns the network and decides how it operates

2. Risk – the investment associated with developing and running the network balanced against revenue generated

3. Benefit – rewards (social, economic, political) achieved through successful implementation of the project

Reference: Hovis, Joanne; Lennett, Ben; Lucey, Patrick; Afflerbach, Andres; Hussain, Hibah; Russo, Nick. “The Art of the Possible: An Overview of Public Broadband Options.” Open Technology Institute, CTC Technology and Energy & New America’s Open Technology Institute: https://www.newamerica.org/
Broadband Feasibility Study Elements

- Demand for broadband service
- Engineering design option(s) for broadband infrastructure
- Control/risk analysis of broadband models
- Pro forma analysis of broadband models
- Financing sources
- Operations plan options
- Potential last-mile service providers
- Education/community engagement plan
- Marketing plan
- Governance plan
- Implementation plan

Goal: Develop an Actionable Broadband Plan
What strategies, financial, legal, and partnership models do you need to consider?

**Strategies**
(Strategic Plan)

**Financial Modeling**

**Funding Sources**

**Legal Considerations**

**RFI/RFP Bottom Line – Got to know…**
- what you have
- what you want
- what you are willing to contribute
- where you want to go
Questions & Answers
Solarity Broadband Planning *Resources & References*

- Broadband Community Primer
- Solarity Broadband Glossary [www.solarity.com/broadband-terminology](http://www.solarity.com/broadband-terminology)
- Other U.S. Community Networks Advocates and Support
  - FTTH (Fiber to the Home) Council Americas: [www.ftthcouncil.org](http://www.ftthcouncil.org)
  - Broadband Communities Magazine: [www.bbpmag.com](http://www.bbpmag.com)
  - Community Broadband News: [www.MuniNetworks.org](http://www.MuniNetworks.org)
  - Rural Telecommunications Congress: [www.ruraltelecon.org](http://www.ruraltelecon.org)
  - Next Century Cities: [www.nextcenturycities.org](http://www.nextcenturycities.org)
  - CLIC (Coalition for Local Internet Choice): [www.localnetchoice.org](http://www.localnetchoice.org)
  - US Conference of Mayors: [www.usmayors.org](http://www.usmayors.org)
  - CCG Consulting: [POTs and PANs](http://www.usmayors.org)
Contacts/Next Steps

• Terry Barnes  
  terry@solarity.com  
  (859) 361-0435

• Nancy Ward  
  nancy.ward@solarity.com  
  (859) 396-9568