

# Planning for Community Technology Projects

## *Key concepts*

- Interdependent and independent processes
- Concurrent activities with different rates
- Each managed separately
- Communication between efforts is essential
- Incremental progress adds up

### Infrastructure Development

Modest community investments create a level playing field to attract much greater private investment.

### Content and Services

Rich local content and community-managed services sends a powerful message that the community is **connected**

### Education and Training

Create savvy consumers, businesses, and leaders who know the value of broadband

### Entrepreneurship Development

Help local businesses and startups use broadband to participate fully in the Creative Knowledge Economy

### Organizational Development

Create a futures-oriented vision for technology and an organization with a robust, sustainable business plan

### Why invest in broadband?

- In the Manufacturing Economy, place mattered--proximity to highways and airports was important
- In the Knowledge Economy, being *connected* matters--communities need high speed, affordable broadband
- Broadband is the new transport system, just as highways were in the old Manufacturing Economy
- Rural communities with broadband and good quality of life can compete with big cities

