

Working Together to Advance Broadband Connectivity

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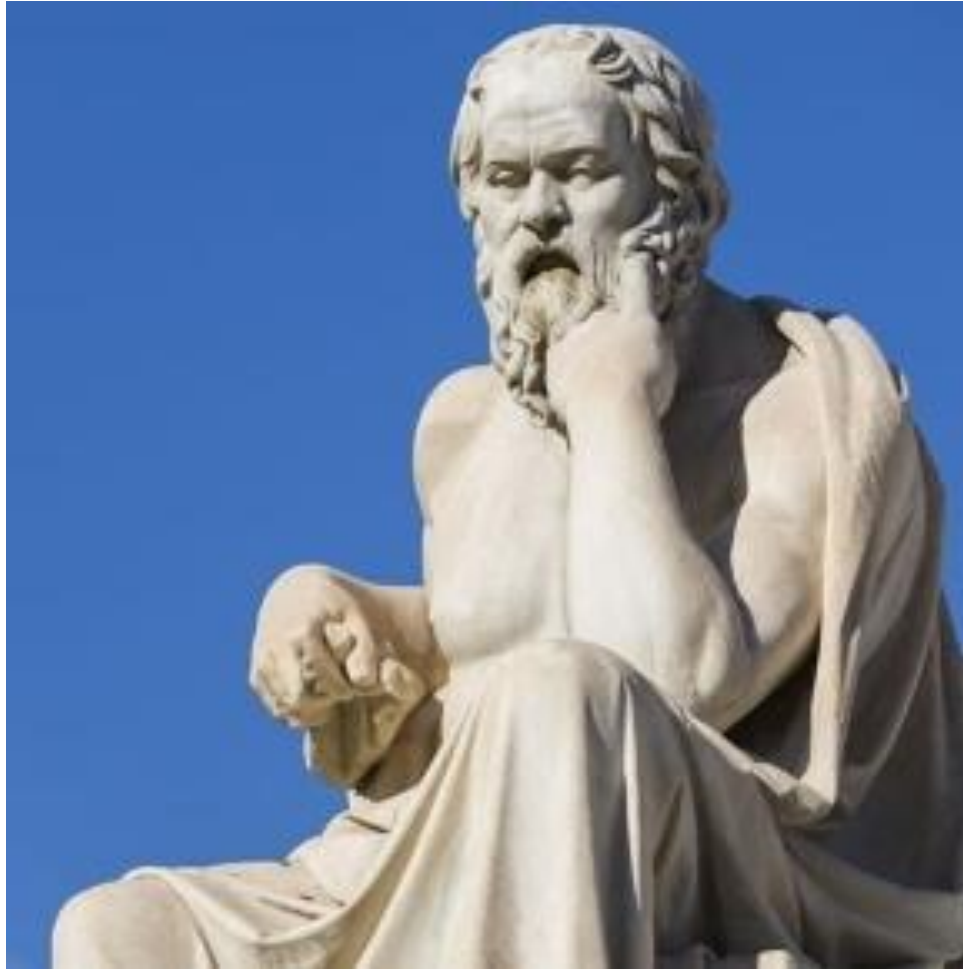
Developing a Broadband Strategy



Benefits to a Collaborative Approach

- Access to more funding opportunities
- Greater influence
- Leverage resources and information

Step 1: Know Thyself



Self-Assessment

- What are your problems or issues?
- What will solve them?
- What role is your municipality comfortable playing?
- What stage are you at?

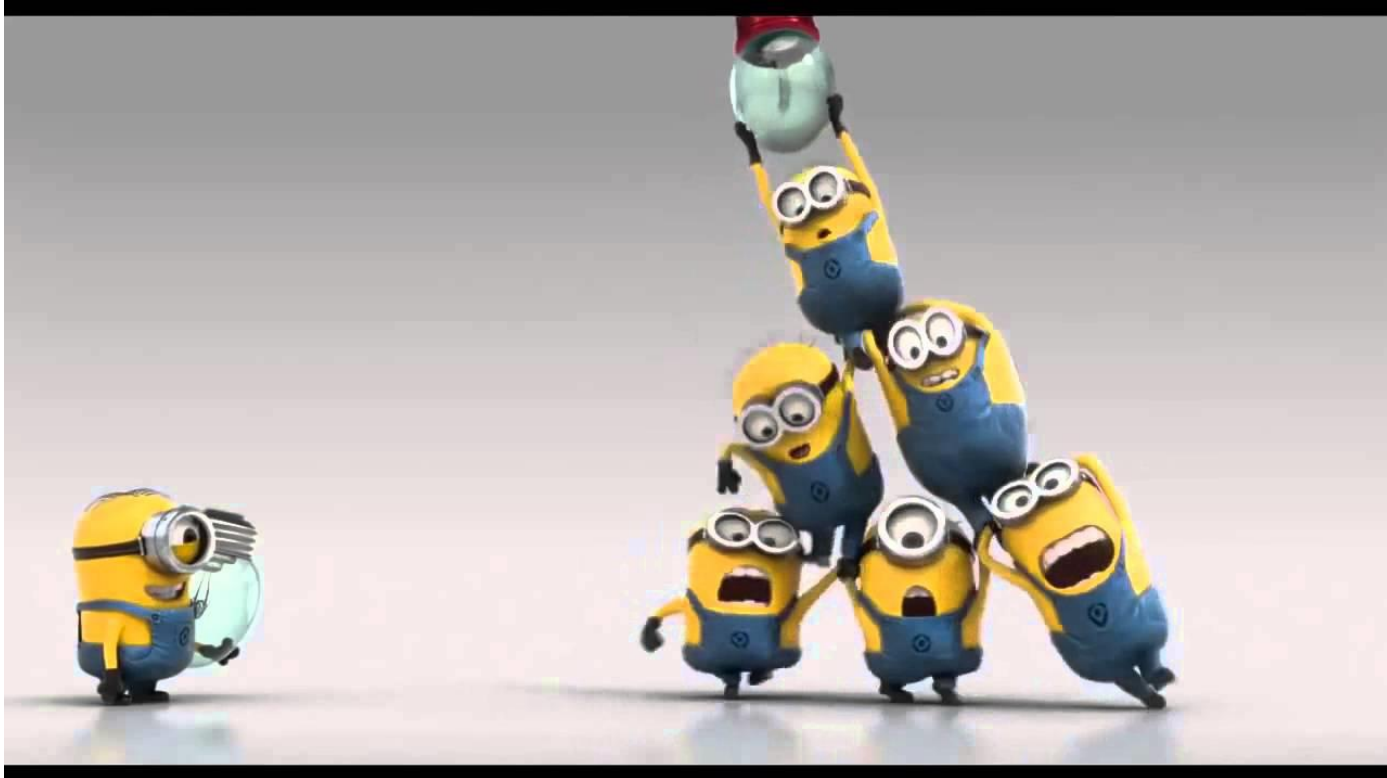
Step 2: Know Thy Neighbour



Environmental Assessment

- Talk to your neighbours, partners and stakeholders:
 - What are the policies, funding opportunities, and regulations at play?
 - What are their issues and goals?
 - Where are the areas of alignment?
 - How can you leverage your resources to common advantage?

Step 3: Bring Like Minds Together



Build a Collaborative Partnership

- Bring partners to the table – keep the group small at first
- Propose desired outcomes and get consensus on them
- Determine the approach that fits your goals
- Consider engaging a third party
- Plan for growth

There Will Be Challenges



**KEEP
CALM
AND
WORK
TOGETHER**

Challenges of Collaboration

- Urban and rural
- Private and public
- Becoming overwhelmed
- Getting stuck in the weeds
- Differences are deafening

Managing The Challenges

- Dedicated resources
- The right people involved
- Focus on areas of alignment
- Stay high level
- Set clear and common goals
- Bring in an intermediary

Thank You

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