



Thinking long term,  
managing short term



# Smart Rural Communities



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Conference



# Smart Rural Community

- Define a Smart Rural Community
- What Makes a Smart Rural Community
- Build on Character & Preserve
- Local Government
- Examples of SRC:
  - NTCA – SRC Initiative
  - USDA SRC Partnership & Support
- Tools:



## Define a Smart Rural Community (SRC)?

- A community that is maximizing:
  - rural broadband networks/applications,
  - governmental agencies (local, state, federal)
  - Education (all levels)
  - Healthcare
  - Businesses to compete on a global scale regardless of size.
  - Infrastructure (Electric, water, housing, transportation, etc.)
    - Choices of where to live & how to get around
  - Community Disaster Recovery Plan/Public Safety
  - And more
- Collaboration with rural stakeholders to invest in the needs of the rural community.
- Attract and retain businesses and people (youth)



## What makes a Smart Rural Community?

- High-capacity broadband networks only one tool
- Choices on where to live and how to get around
- Team of collaborative leaders
  - Manufacturers, application developers, telecom providers
  - Users who utilize the suite of broadband services and other smart energy efficient technologies
  - Rural focused National and State Associations
  - Federal and State Agencies
- Continuous development and evolution
- Incorporating applications across various platforms

## What makes a Smart Rural Community?

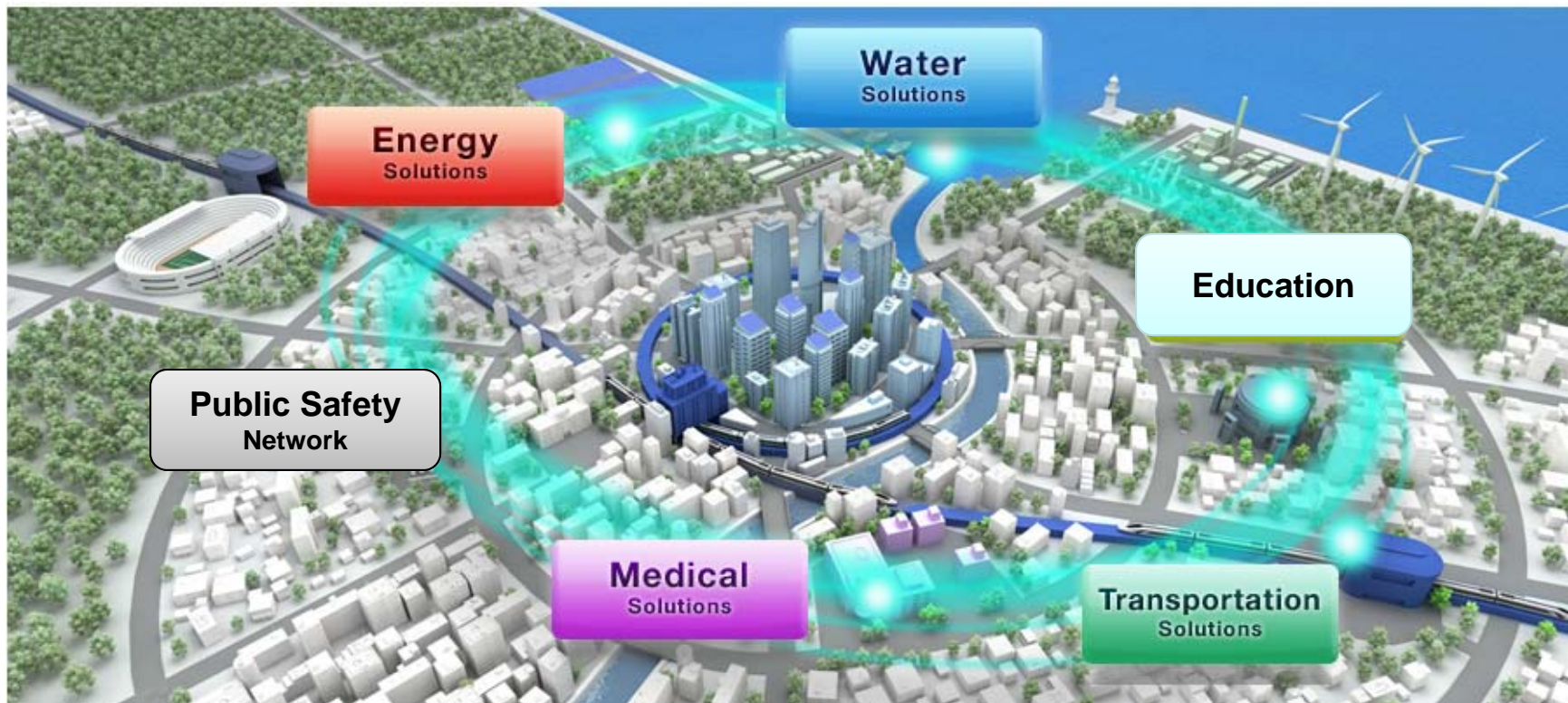
- Examples of uses and platforms:
  - Customized learning environments that appeal to the student
  - Healthcare infrastructure - Health Information Technology (HIT)
    - Electronic scheduling, remote patient monitoring
  - Mobile connectivity for farmers enabling precision farming
  - Connecting stakeholders with government resources, online government transactions
  - LTE wireless network and multimedia applications to enhance Public Safety Networks
  - Modern utility networks for energy, transportation, and water/waste
  - Smart Home Network enabling energy efficient living
  - Community/Regional Strategic Plan
  - Amend/update codes, ordinances and development requirements



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# Practical Application and Collaboration



# Baby Steps

- Meet with:
  - Utilities Electric/Water Cooperative, etc.
  - School District
  - Local/Regional Economic Developer
  - Federal & State Government agencies
  - Local Chamber of Commerce
- Strategic plan participation/development
- Follow the money



## Build on the Character and Preserve

- When you've seen one rural community.... you've seen one rural community!
- Economic development strategies that use community's best assets.
- Youth/Entrepreneur initiatives
- Protect valuable farm land
- Enhance the existing community
- Build new neighborhoods



## Local Government Savings

- Compared to Status Quo, SRC growth:
  - Cost less to build and maintain
  - Provides services at a lower cost
  - Reduces tax burden by maximizing return on public investment
  - Preserves existing communities
  - Reduces household transportation costs
  - Reduces health costs





## Example of an SRC: Dickey Rural Networks

- Has been in business in North Dakota since 1950,
  - Study area covers 5, 644 sq. miles
  - 9,671 access lines
- They are 100% fiber Connected
  - In 2012, 7,423 broadband connections
- Experiencing same challenges as other companies
  - Loss of Access lines
  - Loss of USF
  - Very rural area, 1.7 access lines per sq. mile
  - Wireless competition



## Dickey Rural Networks



- Decided to create a roadmap to be a Smart Community
  - Build the network,
  - create a culture of innovation,
  - Continuous training programs,
  - Create image as “THE Technology Solution” provider
  - Build relationships
- Smart Community activity
  - Smart Grid, Smart Water, Smart Educational Systems, Smart Farms, Smart Medicine
- Constantly seeking new opportunities for collaboration and new revenue streams

## Other Examples



- North West Minnesota Special Access
  - Consortium of rural telecomm providers that connect 126 schools and 43 libraries in the state allowing students to take advanced placement classes, foreign language and other specialty courses
- Smith County Memorial Hospital
  - Uses broadband to consult with specialists in larger hospitals
- Swanberg Farms in Lyford, Texas
  - Uses broadband to monitor commodity prices and weather
- Montana
  - Enables livestock owners to record branding information online, more than 60% of livestock owners take advantage.

## NTCA- SRC Initiative

- NTCA held meetings with key national associations and government agencies to listen, share, and create common long and short term initiatives and goals.
- Advisory Committee Members and Participants
  - Discovery Education
  - National Rural Electric Cooperative Association
  - Rural School and Community Trust
  - Veterans Health Administration's Office and Rural Health
  - National Rural Economic Developers Association
  - And many others

## NTCA- SRC Initiative



NTCA-The Rural Broadband Association

- As a result NTCA has developed the Smart Rural Communities Initiative and has highlighted 3 main areas of focus.
  - **Healthcare**
  - **Public Safety**
  - **Education**
- Provide a road-map and resources to rural communities

## Advanced Medical Care

- The focus will be on leveraging Rural Development programs particularly Community Facilities REDLEG and Business programs.
  - Expand access to affordable healthcare to rural Critical Access Hospitals and clinics through telemedicine and health IT services.
  - Implementation of the Affordable Care Act will be the main driving force.



## Public Safety and Critical Infrastructure

- Educate first Responders, state agencies, and rural infrastructure leaders on how Rural Development can support emergency communications and promote public safety goals.
  - State and County officials are currently developing strategic plans in accordance with First Net (federal nationwide public safety broadband network)
  - Rural stakeholders (telecom, electric, water) must be involved
  - Potential new revenue stream
  - Potential new expense with no revenue





## Education

- Supporting the growth of youth and the mentoring of these next generation rural stakeholders.
  - Work with organizations such as local school districts, colleges and universities, nonprofits, and youth leadership organizations to promote youth retention.
  - Scholarship programs
  - Internship programs
  - Business Incubation
  - City Council
  - Community Boards and committees
- Make Smart schools an initiative priority





## Why apply for the NTCA- SRC Initiative?

- NTCA-SRC awardees will be featured by NTCA in publicity and allowed to use the SRC service mark
- Will enhance public recognition of the community and help build your community
- Recognition can be used by the local broadband provider to encourage economic investment and interest in the community



## How to be part of the NTCA-SRC Initiative

- Nomination classification
  - Showcase SRC- Pick what you are good at
    - Showcase community serves a PARTICULAR industry ( ex: Education)
    - Showcase Communities are selected
  - Paradigm SRC
    - Paradigm community includes innovations serving MULTIPLE interests (ex: Healthcare, public safety, education, business)
    - Paradigm Communities are self-nominated
- No fee to apply if you are a member of NTCA
- Nominations are considered by a diverse group of telecom professionals, engineers, manufacturers, developers, and broadband providers.

## Where to apply

- LINKS TO FORM

<http://www.ntca.org/images/stories/Documents/Advocacy/SmartCommunity/src-application.pdf>

- Contact

Josh Seidemann

NTCA policy director

703-351-2035

[jseidemann@ntca.org](mailto:jseidemann@ntca.org)



### SHOWCASE AND PARADIGM COMMUNITY NOMINATION FORM

Please provide the information requested below; please also provide the name and contact information of the individual who will serve as the point of contact for this nomination.

Please send your submission via email to [SmartRural@ntca.org](mailto:SmartRural@ntca.org). The application deadline is July 31, 2013.

1. Please provide the population of your service area.
2. Please describe the type and capacity of broadband service provided (if broadband provided over multiple platforms, please describe capacity for each platform), including any specific residential or business offerings.
3. Please describe major industries or anchor institutions in your area; these may include public utility, commercial, government, education, health-care and not-for-profit organizations. Please describe any special or unique challenges confronting these users, and how broadband has enabled users to meet those challenges. These may include economic, demographic, regulatory or other.
4. Please explain whether broadband played a role in the recruitment, retention, or expansion of commercial, government, or not-for-profit industries to the area. Please describe other positive local or regional economic or social impact generated by your firm's broadband offerings, and how your efforts contemplate and plan for future growth and sustainability. Please include both quantitative and qualitative information.
5. Please describe joint or collaborative undertakings with other community stakeholders, and your community leaders' collaborative efforts to promote and stand behind broadband technology. Include a description of these leaders' positions in industry or government.
6. Please provide additional information that would be useful in determining whether your community is a Smart Rural Community. This information may include interactive, multimedia presentations or academic studies relating to your service area and deployment.



## Timeline examples

- Nominations opened June 15<sup>th</sup>, 2013
- Nominations close on July 31<sup>st</sup> , 2013
- Selection of Showcase and Paradigm communities takes place August 31<sup>st</sup>, 2013
- Announcement of Showcase and Paradigm Communities at NTCA Fall Conference September 15<sup>th</sup> -18<sup>th</sup> 2013

## USDA SRC Partnership and Support

- Along with NTCA the USDA is also focused on building smart communities
- The office of Rural Development has and Rural Utility Services have implemented an initiative to have State Directors host RD- Sponsored roundtables across the country.



Committed to the future of rural communities.

## USDA SRC Support

- The focus will be on leveraging the MANY resources of Rural Development Funding to accomplish the program goals and facility partnerships
- Main Goals
  - Identify and fund specific opportunities for growth
  - Education and supporting the Next Generation of Stakeholders
  - Healthcare and Public Safety
- [Http://www.epa.gov/smartgrowth/pdf/2011\\_11\\_supporting-sustainable-rural-communities.pdf](http://www.epa.gov/smartgrowth/pdf/2011_11_supporting-sustainable-rural-communities.pdf)



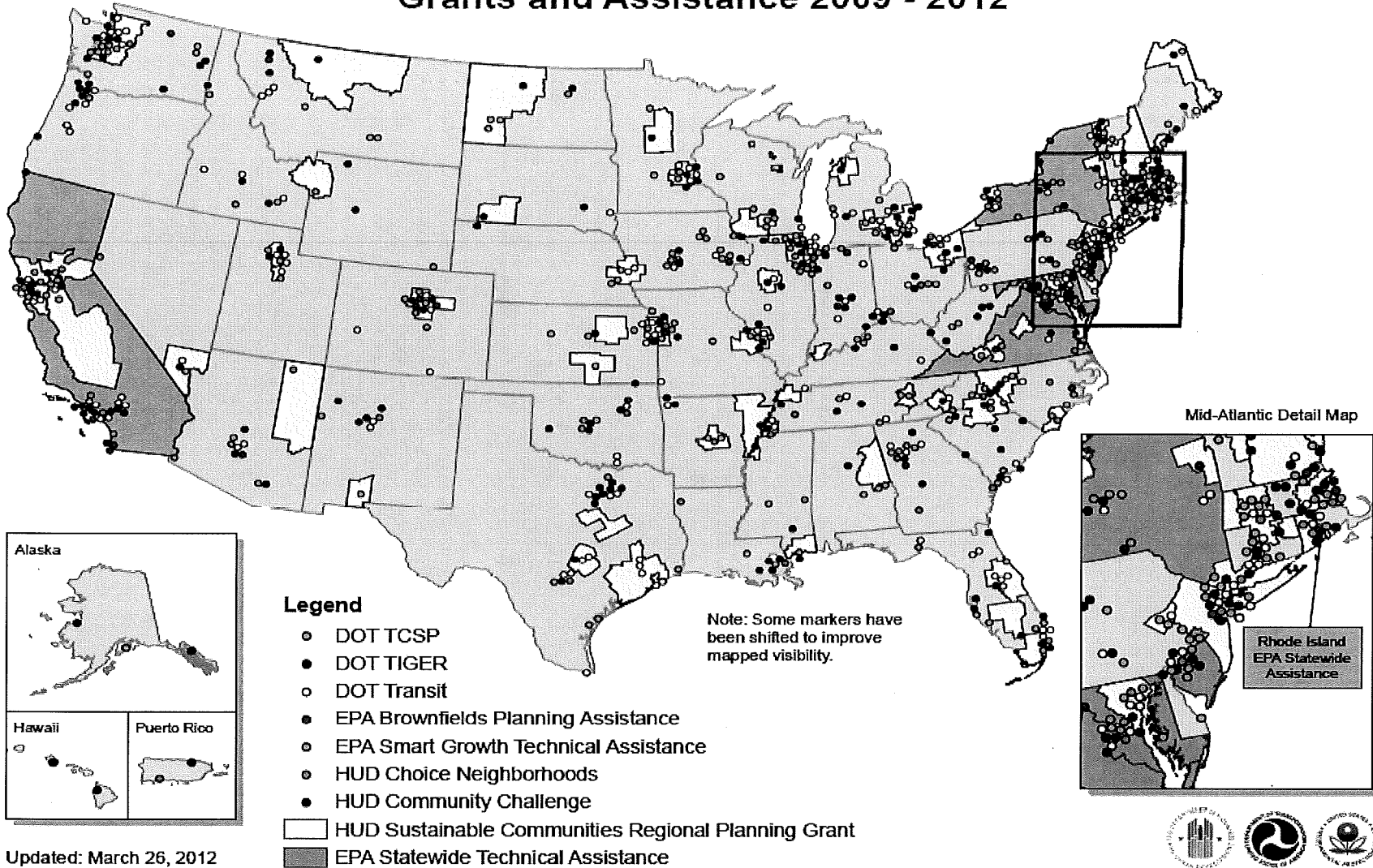
# USDA Roundtable Schedule

Massachusetts	July 12, 2013	Greenfield Community College	State broadband initiative in collaboration with the MA Broadband Institute; RUS broadband; RD business programs; RD community programs. Local focus targeted at a particular set of towns.
Arkansas	July 17, 2013	Arkansas	Health IT
North Carolina	July 17, 2013	Raleigh, NC State Office	Public safety broadband access and the build out of FirstNet
Maine	July 23, 2013	State office in Bangor, ME	Health IT
Mississippi	July 30, 2013	Mississippi Hospital Association	Health IT
Vermont/New Hampshire	July 31, 2013	Vermont	Health care
Mississippi	July 31, 2013	Caps center (web conf)	Health IT
Ohio	August 13, 2013	Zane State Community College	Health IT, infrastructure and leadership development
Hawaii	August 21, 2013	Honolulu, Hawaii	Rural health IT expansion across the Western Pacific
Washington	October 21, 2013	TBD	Firstnet and public safety broadband access
Vermont/New Hampshire	November 6, 2013	Vermont	Education and libraries
Puerto Rico	August 14 or 15, 2013		Next Generation of rural infrastructure leaders
Illinois	July 24, 2013 (tentative)	Springfield, State Office	Health IT
New Jersey	mid-August	Bridgton, NJ	ways to provide reliable broadband service in the southern section of Cumberland County
Delaware/Maryland	October 16-18, 2013	Hartford County	Health IT and economic development in connection with rural action assembly conference
Michigan	TBD	TBD	TBD
Montana	Maybe October	TBD	TBD





## HUD-DOT-EPA Partnership for Sustainable Communities Grants and Assistance 2009 - 2012





## Tools to help build your SRC -white papers

- Rural Guidebooks
  - Putting Smart Growth to work in Rural Communities
  - Essential Smart Growth Fixes for Rural Planning, Zoning, and development
- <http://www.telecompetitor.com/images/TheSmartRuralCommunity.pdf>
- NTCA white papers by Jesse Ward
  - <http://www.ntca.org/images/stories/Documents/Advocacy/Issues/Broadband/TheSmartRuralCommunity.pdf>
- Jesse Ward NTCA explanatory presentation
  - [http://prezi.com/gvolppxxk9rz/src/?auth\\_key=356bbf861a0fcf7b1971706dede7822f6883188d](http://prezi.com/gvolppxxk9rz/src/?auth_key=356bbf861a0fcf7b1971706dede7822f6883188d)

## Tools - Associations

- NREDA- <http://www.nreda.org/>
- NADO- <http://www.nado.org/>
- NACo- <http://www.naco.org/Pages/default.aspx>
- NTCA- <http://www.ntca.org/smart-rural-community/smart-rural-community.html>
- NRECA- <http://www.nreca.coop/Pages/default.aspx>
- NRTC- <http://www.nrtc.coop/pub/us/>
- CFC/RTFC – CoBank- <http://www.cobank.com/>

## Tools- Federal/State Agency

- Federal:
  - USDA- <http://www.rurdev.usda.gov/Home.html>
  - HUD- <http://portal.hud.gov/hudportal/HUD>
  - EPA- <http://www.epa.gov/>
  - DOT- <http://www.dot.gov/>
  - EDA/Commerce- <http://www.eda.gov/>
- State:
  - Texas Regional Councils - <http://www.txregionalcouncil.org/>
  - Texas USDA RD - <http://www.rurdev.usda.gov/TXHome.html>
  - Texas E.D. Council-<http://www.texasedc.org/>
  - TX Business/RD - <http://www.texaswideopenforbusiness.com/small-business/rural.php>
  - Texas E.D.Council-<http://www.texasedc.org/>