Indiana Office of Community and Rural Affairs

Broadband Readiness Plan Pilot Kick-Off

Eric Ogle, CDBG Program Director

Agency under the Office of Lieutenant Governor Suzanne Crouch
Agenda

• Introduction
• Pilot Objectives
• Pilot Process/Timeline
• PCRD’s Role and Services
The purpose of the Broadband Readiness Plan is to help communities and other stakeholders understand what is broadband, the current state of broadband within their community, and outline their vision of broadband for their community in the future.
Pilot Objectives

• Does the draft plan requirements meet the needs of communities and other stakeholders?
• How does the plan work regionally?
• Are there gaps in resources required to develop the plan?
Pilot Process

1. Interest Survey
2. Community Selection
3. Pilot Kick-Off
4. Select a GA
5. PCRD TA Meetings
6. Educational Webinars
7. Procure a Consultant
8. Application/Grant Materials*
9. Develop the Plan
10. Draft Plan Review
11. Plan Acceptance*
12. Grant Closeout

* Public Hearing Required at this step.
Pilot Process

Interest Survey → Community Selection → Pilot Kick-Off → Select a GA

PCRD TA Meetings → Educational Webinars → Procure a Consultant → Application/Grant Materials*

Develop the Plan → Draft Plan Review → Plan Acceptance* → Grant Closeout

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Application Materials

Materials Needed:
• Applicant Information
• National Objective
• Income Survey Materials
• Public Hearing Materials
• Local Match Certification
• Legal Documents

Pilot specific materials packet will be emailed to the primary contact.

Submit them via the Survey Monkey link provided in the follow-up email.
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Educational Webinars

Broadband 101 (1 hour)

Committee Formation (1 hour)
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Educational Webinars
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PCRD TA Meetings

PCRD Mission

Pioneering new ideas and strategies that contribute to regional collaboration, innovation, and prosperity.

PCRD.PURDUE.EDU
PCRD TA Meetings

PCRD Goals

- Build and Sustain Vibrant Local & Regional Collaborations
- Expand the Suite of Innovative Data Tools for Advancing Local & Regional Planning
- Connect Entrepreneurs/Small Businesses to their Local/Regional Economies & Broader Markets
- Explore the Talent & Workforce Development Needs of Regions & Counties
PCRD TA Meetings

Technical Assistance Available

• Capacity Building
  – Committee/taskforce formation 101
  – Planning 101
  – Broadband 101

• Local/Regional socioeconomic snapshot
  – Age structure, population change, educational attainment, economic base

• Broadband maps & data
  – Current broadband footprint; existing providers
  – Key anchor institutions; physical assets; household density; socioeconomic factors; topography
  – Demand aggregation survey
  – Broadband adoption & utilization
Next Steps & Contact Information

• Work with OCRA to schedule capacity building events
  – Face to face: Planning 101 (two 2.5 hours sessions; 5 hours total)

• Reach out to Dr. Gallardo (robertog@purdue.edu) to coordinate capacity building meetings & socioeconomic/broadband data/maps
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Develop the Plan

Planning

- Positioning statement
- Libby
- Mc-J
- Profiling
- Segmentation
- Book
- $\$
- 2 orders
- Insight
- Quotes
- Brief
- Creative
- Sparks
- Useful
- Stalking
- Smart
- Contributing
- Metaphor
- Campaign
- Bad
- New
- Articles
- Books
- Key
- Lock
- Animal
- Feel the Drive
- Chiat Day
- Behringer
- Harvard
- LT+ Sons
- Subaru
- Read
- Everything
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Questions?

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