



Broadband Planning in Moffat County

Date: Sept. 20, 2016
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Broadband is the utility of this century. Over eighty years ago citizens and businesses were considering how to 'electrify' America. We know that broadband internet and other telecomm access has emerged as more than the information highway – it is critical infrastructure to connect citizens, businesses and industry alike to new opportunities. High quality 'internet access' allows for improved health services, education models with face to face learning at a distances and new opportunities for any and all businesses which leads to increased property taxes and a stronger economy to name a few.

Our broadband survey is open for responses on the City and County web sites, along with CMEDP.com. We have a marketing plan in place and ask for your participation.

The essence of marketing plan will be:

- Inform our community and ask for interest in the broadband planning project.
- Describe the features and benefits of broadband for various users.
- Encourage the community to respond to survey and describe how they use telecom infrastructure, why it is important and what their future could be with increased capacity and infrastructure inform the community of this planning process.

The cost of this plan is \$300.00 per entity. We have business commitments and would like to include the City Council and County Commissioners as supporters of this message.

Methods to deliver the message of broadband development process for Moffat County:

1. video % Go Big Blue
2. print and on line / newspaper – Craig Daily Press
3. radio - KRAI
4. social media – Facebook, Instagram, Twitter
5. 'neighbor to neighbor' – tell a friend
6. service clubs – Lions, Kiwanis, Rotary, PEO
7. business groups – Downtown Business Assn, Young Professionals
8. local government information

If you select to be a part of this marketing effort, I will ask one council and one commissioner to film a short (2-3 minute) clip about the benefits of broadband for the community from your perspective.