

## Ben's Bullet Points for the Central Sierra Connect Panel Discussion

Thursday, April 24, 2014

### *The key to expanding rural Internet lies with local providers*

1. Local providers are the key to fill the holes.
2. How can CSC use CETF funds to help?
  - a. Promote local value.
  - b. Exemplify and promote local loyalty and local opportunities
  - c. Lobby government (ie., PUC and FCC) to allow Local Providers to compete on level ground with out-of-town providers (ie., via open networks and true competition while minimizing monopoly).
  - d. Support of local business not lure big business.
  - e. Help educate the market on the investment that's needed and the value of expanding local networks to serve the unserved and underserved areas. Work to overcome cost misconception about providing broadband in rural areas.
  - f. Help to aggregate demand through education.
  - g. Create joint marketing campaigns
  - h. Offer advertising assistance
  - i. Support and assist local ISP's obtaining available government funding
  - j. Encourage local government agencies to do business locally.
  - k. Promote policy that supports local providers co-existing with large out-of-town providers.
    - i. Require local cable franchises to open their network like the FCC does with AT&T.
    - ii. Work to open up more spectrum
    - iii. Ease tower ordinances
    - iv. Lobby to get access to USF funds to expand our networks
  - l. Do this without interfering
  - m. Catalyze and synergize, not fragmentize