

Generate Vision



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Summary – Generate Vision

The purpose of generating a vision was to:

- Reach consensus within the workshop of a defined target state
- Identify reasons why that state is a necessary end
- Highlight area that support achieving the stated vision

Outcomes

Each workshop session:

- Created a vision for future local broadband
- Created a series of use cases supporting the vision and supporting structures necessary to achieve it

Rural Session

Affinity Diagramming Output

open
realistic access
ubiquitous rollout
planned network
neutral

Vision



.

Use Cases



- Education
- Telehealth
- Social Connectivity
- Future Technology (5G / IOT / Smart Cities)
- Economic Development

Supporting Structures



- Coordination and Planning
- Availability of plans on Roadwork
- Documentation of existing access
- Public Private Partnerships

Analyze Aids and Impediments



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Exercises used for analysis of the Vision and Use-Cases

SWOT

	Helpful <i>to achieving the objective</i>	Harmful <i>to achieving the objective</i>
Internal origin <i>attributes of the organization</i>	Strengths	Weaknesses
External origin <i>attributes of the environment</i>	Opportunities	Threats

Rural Focused - SWOT Exercise

Strengths	<ul style="list-style-type: none"> • Consortia / IRU • Longevity of fiber • Existing private public partnerships • Governor's office of broadband (cautiously optimistic) • Some regulatory flexibility • There are more entities allowing conduit • Bedroom communities offer higher demand and desire • Multiple providers level of interest • WIX acts as a connection between entities • Electric Co-ops • Solidarity and organization (RFC) • Champions: County – public consortium, City – broadband plans engagement 	<ul style="list-style-type: none"> • Lack of middle mile connectivity • Bottleneck in Eugene - Springfield • Understanding requirements • ODOT should be opportunity – are not cooperative • Large carriers / incumbents • Federal funding does not materialize • Municipal regulations challenging • Open access in conduits is not being addressed (dig once) • Outdated regulations (micro-trenching) • Lack of foresight – playing long game • Leadership change during long time horizon projects • Digital divide • The incumbent's ability to secure investment / government money 	Weaknesses
Opportunities	<ul style="list-style-type: none"> • Telehealth growing and extending to households • Government bonding may be useful to overcome ROI demands • Political support for overcoming barriers is present and potentially growing • Abandoned areas create openings for small companies • Partnerships with private partners to work with infrastructure development by governments • State restructuring on telecom • Using examples of first served areas to recruit slower areas • Anchor tenants can be used to leverage build out • Public agencies / government to educate citizens on fiber • Public private synergies and priorities 	<ul style="list-style-type: none"> • Access to federal funding for small local entities cumbersome • Challenges with perceived government slowness • Competing priorities take money and attention • 5G won't happen in rural areas for a decade if ever • Incumbents abandoning copper wherever allowed • Lack of knowledge and misunderstanding about realities of rural rollout • Rural communities falling behind (harder to cross the growing chasm) 	Threats