
SEDA-COUNCIL OF GOVERNMENTS {SEDA-COG}



Building Strong Economies & Strong Communities

1957 - Today

MISSION STATEMENT

SEDA-COG enhances the **quality of life** and **economic advantage** for residents and businesses in 11 central Pennsylvania counties through its vital partnerships and initiatives.

SEDA-COG REGION

1957 – SEDA

1972 – COG

**11 counties &
beyond**



Almost 100 employees

22-member board

70:1 leverage ratio

**Almost 700K
population**

SEDA-COG INFORMATION TECHNOLOGY GROUP

SEDA-COG's Information Technologies Group offers a wide range of computer skills—everything from programming and network design, to database management and workstation configuration.

RURAL BROADBAND TODAY

What are the issues with rural broadband that we are seeing today?

We've all heard the stories:

- Students unable to do their homework
- Local businesses relying on free hotspots to do payroll
- Seniors traveling hours for doctor's appointments that could have easily been done using telemedicine.

RURAL BROADBAND TODAY

What do you see at sporting events and music concerts?

How many internet enabled devices do you have at home?

RURAL BROADBAND TODAY

- Entertainment
- Education
- Commerce
- Business to Business
- Healthcare

RURAL BROADBAND TODAY

What are the challenges?

Closing the gap between the infrastructure that is profitable but only serves a portion of the region and the infrastructure necessary to serve all.

RURAL BROADBAND TODAY

What can be done?

Key planning steps for any broadband project.

- Assemble a Team
- Assess Community Assets
- Engage the Stakeholders
- Choose Technology
- Select Partnership Model
- Develop Project Plan

RURAL BROADBAND TODAY

Assemble a Team

Who are players?

Local Leadership
Local Internet Service Providers
Local Development Districts
State and Federal Agencies

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Assess Broadband Resources

What to look for?

Service Area Research
Towers & Vertical Assets
Land Ownership or Leases
Community Outreach

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Engage the Stakeholders

Share vision and goals

Review broadband assessment

Strengthen relationships

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Appropriate Technology

Broadband technology is not a one-size-fits-all.

Technology that works in one area, may not be the best in another.

The “right” technology and/or service to boost broadband adoption varies depending on the community.

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Partnership Model

Who's going to build it and who's going to own it?

Community Owned
Public / Private Partnerships
Incentivizing Service Providers

RURAL BROADBAND TODAY

Project Plan

Plans for infrastructure projects should include:

- Primary Partners
- Organizational Structure
- Technology
- Implementation and Financial details
- Who Benefits?

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What is SEDA-COG doing?

- Four County Rural Broadband Coverage & Feasibility Study
- Three County Rural Broadband Outreach
- Proposed Pilot Project

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Rural Broadband Coverage & Feasibility Study

- Participating Counties: Clinton, Lycoming, Northumberland & Union
- Funded by ARC & Participating Counties
- Regional Broadband needs and evaluate current infrastructure
- System Engineering and Design
- Model RFP for Implementation

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Three County Rural Broadband Outreach

- Participating Counties: Juniata, Mifflin, and Perry
- Engaged the Counties and ISP's
- Identifying Vertical Assets
 - State Owned
 - Municipal Government Owned

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Proposed Pilot Project

- Participating Counties: Juniata, Mifflin, and Perry
- Leverage Vertical Assets
- Establish a low interest revolving loan fund (RLF)
- Incentivize ISP buildout

RURAL BROADBAND TODAY

Summary

Your vision should be based on the unique characteristics of your community and your long-term goals.

QUESTIONS? CONTACT US!

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