

Broadband Community Benefits

How greater broadband
availability leads to economic
growth and much more.



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Introduction

Having a reliable broadband infrastructure, affordable subscription prices and a population equipped with digital skill sets are characteristics of a healthy community. The benefits of broadband is far reaching and improves both economic and social outcomes for communities. Fast and affordable broadband is so influential on society that it is now as essential as electricity, gas and water.



Economic Benefits

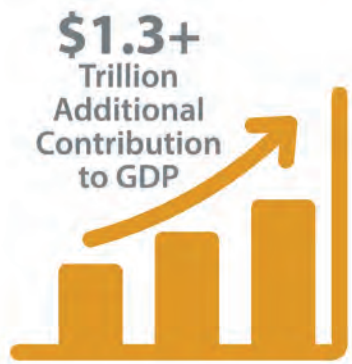
Research shows the economic returns on broadband investment is significant. Broadband access is linked to increases in job and population growth, new business formation and home values. Broadband makes it easier for job seekers to search and apply for jobs. And, in turn, businesses are able to vet potential employees from a much larger pool of diverse candidates.

Having a digitally fluent workforce saves employers and employees time and money. Employers can significantly reduce operational costs by no longer needing to pay for an office location and employees who work from home work longer hours per week, are more engaged, and have lower absenteeism.

Advances Economic Development

There are several ways that fast broadband growth contributes to economic development. These include making business processes more efficient and less labor intensive. Broadband also provides better access to labor, raw materials, and customers. According to independent

studies cited by the International Telecommunications Union, a 10 percent increase in broadband penetration results in an increase in per-capita Gross Domestic Product of up to 1.38 percent.



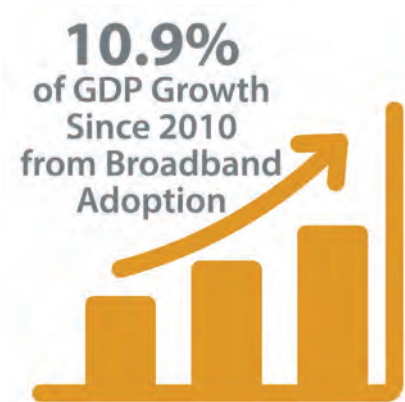
Broadband networks have added more than \$1.3 trillion to US GDP between 2010 and 2020. These networks allow more businesses to reach consumers, and facilitate the creation of entire industries that wouldn't exist without connectivity.

Improves Access to Education

During the Pandemic, it became very clear that providing online access to education was essential. Broadband provides access to a wide supply of free and open education platforms, courses and resources. Distance learning opportunities continue to give flexibility to students who do better in a lower teacher-student ratio or to college students who prefer distance learning over attending in-person classes.

Markets Local Businesses to Global Markets

Without access to Broadband, local businesses must rely on local marketing and foot traffic into their brick and mortar store. Having the ability to host a commercial website and utilize shipping carriers opens up local businesses to both national and international markets.



In addition to powering everyday business, fixed broadband has also facilitated the growth of services like e-commerce, connecting start-up shops with markets all over the world. As more stores are able to reach more consumers, the economy grows.

Enhances Environmental Sustainability

Smart buildings and grids enable buildings and utilities to communicate with each other and the energy market. This real-time information results in greater energy efficiency. Environmental pollutants are also reduced when telecommuting is utilized. A three-day-a-week telecommuter can avoid putting more than 9,000 pounds of pollutants into the environment per year.



Provides Telework Opportunities

Gone are the days where digital employees must be present in an office to be productive. Broadband gives employees access to the tools they need to meet online, collaborate on projects and live in locations of their choosing. Studies show that commuters drive 53 to 77 percent less on days they telecommute and save, on average, more than \$5,500 per year on commuting costs.

Improves Job Growth

Big business brings jobs, and high-speed internet brings the businesses. Broadband access can stimulate employment opportunities in rural and underserved communities. COVID-19 has accelerated the transition to home-based work, which reinforces the need for broadband connectivity. In addition, the broadband stimulus package has created new jobs in construction, installation and network maintenance.

Social Benefits

Broadband also plays an important role in improving social outcomes. It provides access to education, offering both courses and resources. It can also help people foster social support systems and stay in contact with a broader social network. Though education and social support both have indirect health benefits, telehealth—the use of telecommunications to deliver health services—can directly improve both physical and mental health.

Increases Access to Healthcare

Broadband makes remote access to clinical services possible for patients and provides cost-effective access to physical and mental health care. It also allows physicians to monitor their patients through innovative home health devices, avoiding expensive house calls and giving patients real-time feedback.

Improves Public Safety

Wireless broadband is becoming increasingly indispensable to police, fire, health and other government services that protect the public in both day-to-day and crisis situations. This involves rapid disaster response systems, effective early warning and public alert systems, disaster preparation programs, remote security monitoring and backup systems for public safety communications networks.

Promotes Community Revitalization

Broadband can play a significant role in revitalizing previously underserved communities. Fully wired communities in reinvigorated neighborhoods can provide residents with opportunities to take online career and skill development classes, allow for more effective public safety and contribute to greater economic growth and job creation.

Provides Resources for the Disabled

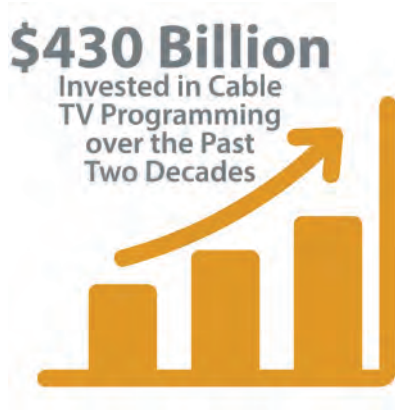
Broadband helps address the needs of people with disabilities. Through various broadband-based applications and supporting technologies, those who are hearing impaired can use webcams to communicate with one another through sign language. Visually impaired people can use screen reader programs that audibly describe website material to users. Software programs now exist to interpret screen content into Braille.

Offers E-Commerce Savings

E-Commerce is a lot of times more convenient, easier and a faster way of doing business. Not only are online consumers saving a trip to the store, but promo codes, online rewards points, flash sales, and shipping programs like Amazon Prime can offer some real incentives for online shoppers.

Presents Entertainment Options

Broadband is essential to enjoy 21st-century entertainment from the comfort of your living room. Streaming videos, online gaming and connecting with friends and relatives via social media and Zoom are only possible because of broadband.



Each TV season brings a slew of new critically acclaimed, must-watch series. Over the last decade the number of original scripted programs has continued to rise, giving audiences fresh faces and new ideas to engage with season after season.

Enhances Social Connectivity

Staying in touch with family and friends has never been easier thanks to Broadband. Grandparents can enjoy winters in Arizona and still see their grandkids in real-time on the computer screen. With the help of the internet, people are able to maintain active contact with sizable social networks located anywhere on Earth.

No matter where you are in your broadband journey, we can help you. Visit our website for more information on our managed broadband services and support.

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