

## WHAT DOES BROADBAND MEAN FOR RURAL ARIZONA?



**SB1402** enables private sector providers to extend broadband services to rural Arizonians by expanding use of existing state roadway rights-of-way. It also specifically requires that no highway funds be used for non-highway uses —and exempts all non-state owned rights-of-way.



Governor Jan Brewer on May 23<sup>rd</sup> Participated in a ceremonial signing of **Senate Bill 1353**, also known as the Telemedicine Reimbursement Parity Act, requiring telemedicine services be covered by health insurance in rural areas of Arizona.

**Broadband** is no longer an optional service only for the affluent. It's a prerequisite for quality of life and business success everywhere.

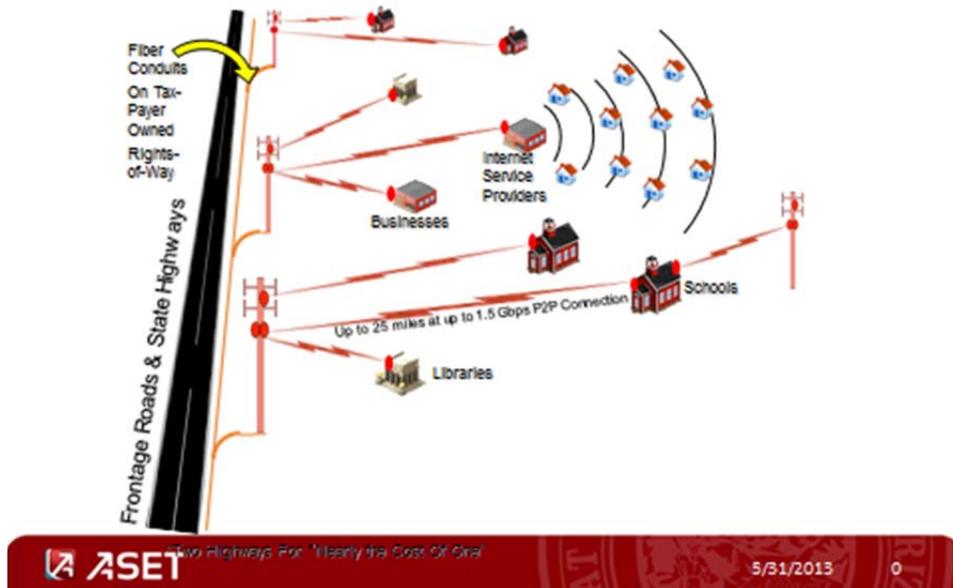
It allows **Arizonians** more affordable and efficient access to basic infrastructure, such as **education, healthcare, public safety** and **government services**; as well as supporting **businesses** large and small in connecting with local, national, and global markets and suppliers.

**Broadband** can really make a difference in rural America and help people grow small businesses, create jobs, support education and health care.

Without adequate Internet speeds, small businesses will stagnate or crumble, as will rural economies, leaving residents with little choice but to move to larger, and already congested, cities and urban areas.

**Arizona Strategic Enterprise Technology (ASET)** is currently collecting data throughout rural Arizona to determine the current infrastructure and broadband capabilities to support: **1) Economic Development – Jobs, 2) Education, 3) Telemedicine and 4) Public Safety.** The data will be used to determine the system requirements needed to not only support the four applications, but to insure rural migration to metro areas is minimal. The goal is provide the same economic, education and quality of life elements in rural communities that are commonly found in larger cities. This is our path to sustainability as can be viewed in the Digital Arizona Tactical Model (following page).

# DIGITAL ARIZONA TACTICAL MODEL



The Rural Arizona Broadband Project has many parts, all integrated to accomplish a better economy with stronger educational purposes. The Digital Arizona Council was formed with private and public officials and representatives to develop top-tier applications that best serve rural Arizona. The applications consist of:

- 1. Economic Development – Jobs**, with base industry retention and new business attraction.
- 2. Education – K-12**, with connectivity to community colleges and universities to provide competitive educational programs to offer the same competitive programs worldwide.
- 3. Tele-Health** – where a rural resident and patient can be treated without having to drive many miles and spend many hours waiting for treatment and diagnosis.
- 4. Public Safety** – where police, fire, EMT, and forestry can all communicate on multiple devices using common frequencies.

Each one of the program applications helps level the playing field for rural regions and communities to become more competitive. Together they offer continuous opportunities to retain populations, businesses and enhance the quality of life.

The Digital Arizona Program (DAP) is currently developing Regional/Community data sets that identify the assets and infrastructures. These data sets will create a Business Case Analysis that will identify locations to where the best return on investment can be obtained.