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LAW SCHOOL**

STATE & LOCAL POLICYMAKERS' BROADBAND PLANNING TOOL KIT

Top 10 To-Dos for Effective Broadband Planning

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Michael J. Santorelli, Director
Alexander Karras, Senior Fellow

The Advanced Communications Law & Policy Institute
New York Law School

Identifying Broadband Challenges

- 1. Collaboration is Key.** Has the city sought to engage all stakeholders, including ISPs, to gather input regarding where broadband connectivity challenges might exist?
- 2. Data is Essential.** Has the city gathered sufficient information to pinpoint where broadband might be unavailable?
- 3. Partnerships Can Be Impactful.** Has the city explored potential partnerships with ISPs to address lingering connectivity issues in unserved areas?
- 4. Precision Will Yield Optimal Outcomes.** Have broadband plans, RFPs, and related documents been tailored to address the specific needs identified by this process?

Carefully Vetting Vendors

- 5. Know Your Consultant.** To the extent a consultant is needed, has the city endeavored to learn as much as possible about its potential partner?
- 6. Understanding Broadband.** Does the city understand the many different broadband deployment models, technologies, and techniques currently in use? If not, has it developed a plan for educating itself and the public about these issues?
- 7. Protecting the City's Interests.** Has the city developed robust contractual language for engaging third-parties?

Successfully Developing & Executing a Plan

- 8. Deploy a Public Process for Finalizing a Plan of Action.** Have residents, businesses, ISPs, anchor institutions, and other stakeholders had an opportunity to offer feedback on the plan throughout its development and finalization?
- 9. Submit Plans for Independent Review.** Has the city developed a process for having broadband plans, engineering designs, financial pro forma, etc. reviewed for accuracy by an independent third-party?
- 10. Assuring Adequate Accountability.** Has the city explored requiring partners to indemnify it against losses stemming from a proposed joint broadband project? Has the city explored similar accountability mechanisms for other vendors?