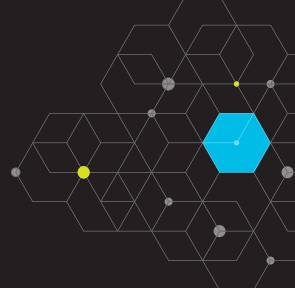




# WHAT DOES IT MEAN TO LIVE IN A SMART RURAL COMMUNITY?



A **Smart Rural Community<sup>SM</sup>** is about connection—neighbors to friends, teachers to students, doctors to patients, new businesses to customers, and a community to the world. **Connected by fiber broadband we can achieve more, together.**

Smart Rural Communities are made possible by fiber-based broadband providers and the teachers, farmers, doctors, businesses (large and small), and others who are committed to driving growth and creating opportunities that help their communities thrive.

As leaders in broadband technology, Smart Rural Community providers deliver cutting-edge communications services in rural spaces throughout the country. Their services open new opportunities for students and business owners, enabling remote regions to remain competitive in expanding national and global markets.

## SMART RURAL COMMUNITY<sup>SM</sup> BROADBAND CHANGES THE GAME ACROSS THE BOARD.

**AGRICULTURE:** Fiber broadband from Premier Communications (Sioux Center, Iowa) allows local farmers to use broadband-enabled sensors to monitor livestock and soil conditions. Precision ag tech decreases labor costs while increasing operational efficiencies.

**ECONOMIC DEVELOPMENT:** Jefferson Telecom (Jefferson, Iowa) partnered with local and state leaders to attract a digital think tank to bring technology jobs to the area, made possible because of high-speed broadband access. In an age where every business needs internet, SRC providers are key partners in revitalizing rural America.

**EDUCATION:** In 2020, Smart Rural Community providers across North Dakota banded together to ensure that schoolchildren had internet access at home so they could learn remotely. Thanks to them, 99.8% of rural students in North Dakota have broadband access at home. SRC providers like Mountain Telephone (West Liberty, Ky.) and Shawnee Communications (Equality, Ill.) also partner with local high schools to provide equipment and offer digital training.

**HEALTH CARE:** Roper St. Francis (RSF) Moncks Corner Medical Plaza uses broadband from Home Telecom to call on telepsychiatrists at any time, reducing the average stay at the hospital from 36 to 4 hours. Rural telehealth enables, on average, more than \$30,000 in savings per medical facility in avoided travel expenses, lost wages and hospital costs.

**SMALL BUSINESS:** Broadband access from YK Communications (Ganado, Texas) has allowed local boutique Ruby & Yaya's to grow from a vendor booth retail market to its own brick-and-mortar store. Having high-speed internet service has allowed small businesses to stay local to Smart Rural Communities and sell products online.

**WORKFORCE DEVELOPMENT:** Gila River Telecommunications, Inc., (Chandler, Ariz.) is developing a future workforce with its subsidiary nonprofit Digital Connect Initiative (DCI), which works with local schools, community colleges and employers to create a career pipeline for tech jobs.



## SMART RURAL COMMUNITIES ARE SERVED BY PROVEN PROVIDERS WHO:

- Offer 100 Mbps broadband to 50% or more of service territory
- Have broadband subscription rates of at least 50%
- Commit to SRC's mission of collaborative innovation

To learn more about NTCA's Smart Communities, visit:

[www.smartruralcommunity.org](http://www.smartruralcommunity.org)