

Access to Broadband Communications is Critical to Nevada County's Future

Telecommunications has become the central nervous system of the American economy. It has revolutionized virtually every aspect of our lives and every industry, from education and health care to banking and finance. Between 1995 and 2007, advances in telecommunications and information technology were responsible for much of U.S. labor productivity gains. To remain competitive in a global economy, Nevada County businesses, institutions and residents must have access to the most advanced telecommunication technologies and services, and the knowledge of how to use them.

At the start of the 21st century, people and communities that lack broadband services (high speed internet) are disadvantaged in the same way that people and communities without electricity or telephone service were disadvantaged in the first half of the 20th century. Broadband is altering the fundamentals and the core infrastructure of how people live, work, learn and participate in society.

With broadband access, Nevada County citizens can participate in activities that other Californian's are using to enhance their quality of life, such as:

Tele-medicine	Tele-work
E-Commerce	E-Government
On Line Ag auctions	Home jobs for the disabled
Distance learning	On-line entertainment
Small business assistance	Senior care

To make broadband available from a business perspective, Nevada County must demonstrate to future providers that there is enough broadband demand so that they have a reasonable chance of financial success in the region, critical information they need for a viable business plan.

To help determine the future demand for broadband service in Nevada County, the Sierra Economic Development Corp (SEDCorp), the Nevada County Economic Resource Council and community leaders in the North San Juan area are sponsoring a community workshop to capture community input on the need for broadband access on Thursday, June 19th 2008 at 7 PM at the North San Juan Community Hall, one block off of Highway 49 on Reservoir Street in the center of North San Juan.

SEDCorp CEO Brent Smith will give a brief presentation on how other communities are using broadband communication for business, education, and healthcare. His presentation will help survey participants understand how they can use this powerful new tool when it becomes available throughout Nevada County. He will also be available to answer your questions about the survey.

Your participation is a critical part of the data collection process to determining the total future broadband demand in Nevada County. The more demand, the more interest by telecommunication providers to meet Nevada County's broadband needs, providing a powerful new tool for expanding the local economy.

If you have questions about the workshop, call SEDCorp at 530.823.4703.