

# TABLE OF CONTENTS

## COVER SECTION: BROADBAND AND ECONOMIC DEVELOPMENT

**16 Adapting to Change** /  
A BBC Staff Report  
Highlights of the Atlanta economic development conference

**20 Social Broadband** /  
By Tim Will, *Catalpa Partners*  
Bringing marginalized workers into the internet economy

**24 Broadband's Impact in Five Communities** /  
By Ann Treacy, *Treacy Information Services* and Bill Coleman, *Community Technology Advisors*  
Access and adoption efforts in Minnesota, supported by Blandin Foundation, pay off.

**32 Training for the 'Gig Economy'** /  
By Jessica Denson, *Connected Nation*  
The DigitalWorks program trains workers for alternative work.

**34 Building the Broadband Economy** /  
By Masha Zager and Hilda Legg, *Broadband Communities*  
Eastern Kentucky struggles to replace coal.

**70 Measuring Broadband and Job Loss: Population or Income?** /  
By Steven S. Ross, *Broadband Communities*  
What's the best way to measure broadband's economic impact?

**74 Readings on Broadband and the Economy** /  
A BBC Staff Report  
A compilation of recent research



## FEATURES

### 2018 BUYERS GUIDE

**78 Buying for Ultra-Broadband Builds and Services**

### COMMUNITY BROADBAND

**88 Dark Fiber Versus Lit Fiber** /  
By Greg Whelan, *Greywale Advisors*

### BROADBAND APPLICATIONS

**92 Building Fiber to Schools** /  
By Masha Zager, *Broadband Communities*

### TECHNOLOGY

**96 A New Technology Standard to Narrow the Digital Divide** /  
By Pavan Shakya, *FibNet*

**100 Enhancing Customer Care** /  
By Pete Koat, *Incognito Software Systems*

## IN THIS ISSUE

### PROVIDER PERSPECTIVE

**10 Remember the Homecoming Dance?** /  
By Bryan J. Rader, *UpStream Network*  
Independent service providers still have relevant offerings for the multifamily industry.

### MULTIFAMILY BROADBAND TECHNOLOGY

**12 Purchasing Bandwidth** /  
By Sebastian Pereira, *Multifamily Broadband Council and Broadband Enterprise*  
Bandwidth isn't all the same. Make sure the circuit you purchase is appropriate for your community's needs.

### NEW WORLD OF VIDEO

**14 Too Many TV Choices?** /  
By Michael A. Kashmer, *Digital Broadband Programming Consultant*  
Viewers develop strategies for sorting through streaming, SVoD, cable and other video platforms.

## DEPARTMENTS

**4 EDITOR'S NOTE**

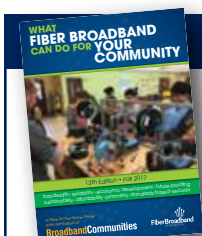
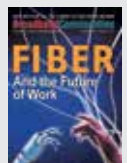
**8 BANDWIDTH HAWK**

**102 MARKETPLACE ADS**

**104 ADVERTISER INDEX / CALENDAR**

## ABOUT THE COVER

New York artist Irving Grunbaum has seen the future – and it works.



## 2017 FIBER-TO-THE-HOME PRIMER

**37 What Fiber Broadband Can Do for Your Community** /  
By the Editors of *Broadband Communities*  
This nontechnical publication, newly updated for 2017, is a proven tool for building community support for broadband.