

**From:** [Eric Friedman](#)  
**To:** [BOCrfc2015](#)  
**Subject:** Broadband Opportunity Council  
**Date:** Wednesday, June 10, 2015 6:03:25 PM

---

We very much appreciate the opportunity to provide some suggestions about improving Broadband adoption across the United States. We at the Broadband Collaborative believe that Broadband is a way to accelerate economic, community, educational, health, and real estate development through a collaborative process using the principles of public-private partnerships and “Collective Impact” type projects. Our Collaborative is made up of 35 organizations. The three principals each bring a minimum of 30 years experience in community and economic development. We believe that through the implementation of effective public policies, some of which we are recommending here, we can accelerate the adoption of Broadband and the development of our communities and the country.

Suggestion 1 – all federal programs should require a “dig once” policy that specifies the alternatives for how this should be done to providing for conduit. Also, in some cases, include an explanation of the use of micro conduit. Even if it is not employed initially, once the conduit is laid communities will be able to employ it in the future. We believe and we are going to be proposing to the White House and various departments and agencies, including National Telecommunications and Information Administration at the Department of Commerce, the Department of Agriculture, and HUD, specifically the Choice Communities program and other appropriate programs, the implementation of best practices and the development of info-graphics that effectively tell the story of Broadband’s results. These are being gathered around the country since the adoption and implementation of high-speed broadband. We believe that we can do a better job of collecting and disseminating data with info-graphics through a platform that uses standardized practices. Possibly partnering with US ignite to allow the recording and reporting of data in different categories.

Suggestion 2 – begin to develop a national healthcare network that would support better health in communities using BB as an accelerant. I recently had the pleasure of participating in a national delegation to Cuba with a former advisor to the President, former chair of the FCC, and a president of one of the best Broadband networks in the country. We met the founder of InfoMed, a network started in Cuba before the Internet was available. According to Time Magazine, Cuba has better healthcare than the U.S. and lower infant mortality rates. We should have the goal for broadband to accelerate health in this country. A specific goal would be to reduce obesity, which is off the charts in the country, costing many people their lives and costing all of us a lot of money.

We have been involved in a number of initiatives in St. Louis that have led to the explosion of entrepreneurial activity. I look forward to continuing the conversation and working with you and other departments to see how the lessons we have learned in St. Louis can be used across the country.

At a recent Small Business Majority meeting at the White House, Valerie Jarrett welcomed us and asked us for our feedback for what was going well and what needed improvement. I plan to send these comments to Ms. Jarrett.

Thank you very much for this opportunity and please don’t hesitate to contact me for more information. Please give us the courtesy of letting us know if you use any of this information. We understand your rules for the rights of use.

Best Regards!  
Eric

Eric S. Friedman  
Broadband Collaborative, LLC  
[www.BroadbandCollaborative.com](http://www.BroadbandCollaborative.com)

Friedman Group Ltd., REALTORS®  
Friedman Development, Ltd.  
[www.FriedmanGroup.com](http://www.FriedmanGroup.com)

Housing and Community Solutions, Inc.  
[www.HousingandCommunitySolutions.org](http://www.HousingandCommunitySolutions.org)

245 Union Blvd.  
St. Louis, MO 63108 USA  
314.367.2800 x23  
314.367.3671 fax  
Eric@BroadbandCollaborative.com