



# Intelligent Community Checklist Report

**Daviess County, IN | June 2019**

**Prepared by:**

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## Background & Disclaimer

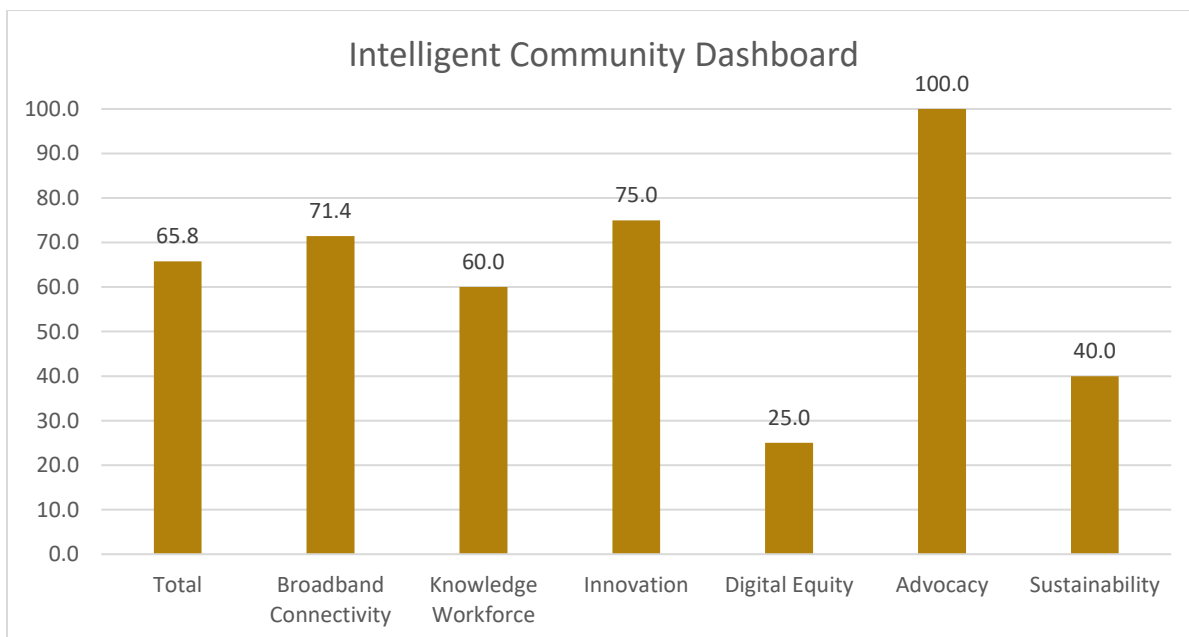
The objective of this report is to raise awareness and jumpstart discussions that result in strategies and resources deployed as the community transitions to a digital mindset. An Intelligent Community is one that understands the challenges and opportunities of the digital age and takes conscious steps to prosper in it<sup>1</sup>.

Intelligent Communities focus on six areas when transitioning to, planning for, and prospering in the digital age: 1) broadband connectivity; 2) innovation; 3) knowledge workforce; 4) advocacy; 5) digital equity; and 6) sustainability. Completion of this checklist does *not* guarantee securing an Intelligent Community designation by the Intelligent Community Forum.

Dr. Roberto Gallardo, Purdue Extension Community & Regional Economics Specialist and Assistant Director of the Purdue Center for Regional Development prepared this report. If there are any questions or comments, please email him at robertog@purdue.edu.

## Intelligent Community Indicators Dashboard

The Intelligent Community dashboard indicates the community ranked at a 65.8 percent digital potential compared to an ideal digital-minded community<sup>2</sup>. Advocacy scored 100 followed by innovation with 75 while digital equity had the lowest with 25 followed by sustainability with 40.



Source: Intelligent Community Checklist completed by the community

<sup>1</sup> [Intelligent Community Forum](#)

<sup>2</sup> An ideal digital-minded community would respond "Yes" to all questions on the checklist

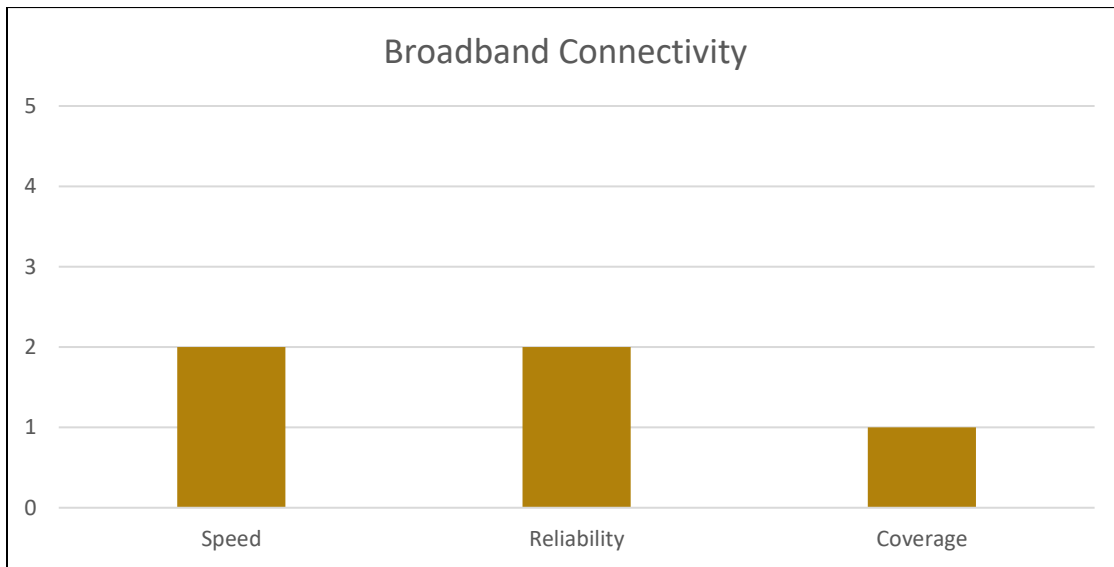
## Recommendations

In order to jumpstart conversations around the need to transition to, plan for, and prosper in the digital age, this report discusses a series of recommendations based on the community’s checklist responses. These are not comprehensive and are based on research from other community’s best practices.

Two types of recommendations are used. A **document** recommendation indicates resources or programs in use or deployed requiring a documentation of outputs and/or outcomes. An **initiate** recommendation indicates certain actions or programs could be deployed in order to address a need. Important to note is that *the community decides* which of the recommendations are a priority. *Not all recommendations have to be implemented in the short-term.*

### Broadband Connectivity

Graph below shows perceived broadband connectivity regarding speed, reliability, and coverage. Perception was measured on a scale from one (poor) to five (excellent).



#### 1. Document:

- (a) Map that shows free Wi-Fi hotspots throughout the community (library, fast food, businesses, etc.) and if possible, include upload/download speeds and hours of operation. Include in community marketing materials and promote map on social media channels.
- (b) Percent households/businesses subscribing to broadband. Include in marketing materials.
- (c) Contact information of community anchor institutions with fiber-optic connectivity to increase awareness of availability and potential access for backhaul.

**2. Initiate:**

- (a) Launch a broadband action team (BAT) to assess broadband infrastructure gaps and opportunities for investment. Include carriers.
- (b) Discuss with carriers plans to deploy or upgrade broadband infrastructure.
- (c) Explore possibilities of conversations between government and other community anchor institutions and local providers to design and implement a strategy to promote broadband benefits and availability in the community.

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*Knowledge Workforce*

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**3. Document:**

- (a) Number of students completing coding, gaming, science and math competitions, etc. as well as outcomes achieved (STEM degree scholarships, competition results, etc.). Incorporate information in community marketing materials.
- (b) Formalize and consolidate (if feasible) existing partnerships that link public, private, academic, and civil society organizations in your community to better target quality of life, innovation, and workforce development.

**4. Initiate:**

- (a) Explore possibilities of piloting augmented reality for workforce development. Partner with local businesses and industry for this pilot. Check out Amazon's Sumerian platform, a cloud application to create virtual reality, augmented reality, and 3D experiences:  
<https://aws.amazon.com/sumerian/>
- (b) Work with Purdue Center for Regional Development and Purdue Extension to survey local businesses regarding their workforce (digital skills) and information technology needs. This survey should also target "mom's and pop's" businesses, not only industrial, larger firms.
- (c) Conduct a household digital readiness survey in the community to assess workforce development needs as well as documenting the use and impact of internet applications among households. Contact the Purdue Center for Regional Development (PCRD) for more information on this survey.
- (d) Develop programs to train workers on digital skills (computer literacy) and teleworking skills (teamwork, self-management, and self-motivation).
- (e) Launch and/or support a youth professionals (YP) association/network in the community. This association should provide a unifying voice among YP creating relationships and career opportunities.

## *Innovation*

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### **5. Document:**

- (a) Entrepreneurship program results such as participants, number and types of businesses launched, etc. Incorporate findings into community marketing materials.
- (b) Results of program nurturing/supporting home business startups, entrepreneurs, small business owners, etc. (number of graduates, revenue, jobs generated, etc.) Incorporate findings into community marketing materials.
- (c) Traffic to website and analyze who is accessing the website and who is not. Based on results, promote the website among groups currently not using the resource.
- (d) Analyze Facebook page data to identify who is using the platform and who is not. Based on results, promote the website among groups currently not using the resource. Expand to other social media platforms reaching younger generations, such as snapchat or Instagram.
- (e) Impact of precision agriculture and farm to table/school. Include in marketing materials.

### **6. Initiate:**

- (a) “app development” (or hackathon) program in the middle/high school similar to business plan competitions. First year competition could focus on applications that can make local government more responsive for example.
- (b) Organize a meeting with HR managers and/or business owners to find out if they have any jobs that are telework friendly. Promote and incentivize these jobs throughout the community.
- (c) Reach out to schools, businesses, and organizations to find out if they have telehealth capabilities. Identify needs and barriers to deploy telehealth access in the community.
- (d) Organize crowdfunding workshops targeting startups, entrepreneurs, small businesses, nonprofits and faith-based organizations.
- (e) Schedule workshops about business intelligence (use of artificial intelligence) applications for entrepreneurs and small business owners in your community. Contact Dr. Gallardo for more information.

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## *Digital Equity*

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### **7. Initiate:**

- (a) Design and launch a community-wide digital inclusion plan. Some points to consider in this plan are listed below. Purdue Extension can help facilitate this process.
- (b) Collaborate with libraries and churches to offer frequent digital literacy workshops utilizing existing computer labs.
- (c) Conversations among local businesses and libraries to explore the possibility of establishing a computer/tablet loan program.
- (d) Reach out to carriers to find out if there are any subsidized Internet subscription plans available. If subsidized subscriptions are available, draft a promotion campaign to increase awareness of the program throughout the community.

- (e) Through partnerships, launch a tech-savvy volunteer program in the community. Place volunteers in libraries, schools, senior centers, etc. to provide technical assistance and help with digital literacy workshops.

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### *Advocacy*

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**8. Document:**

- (a) Update progress on existing quality of place and workforce attraction plan; incorporate recommendations and/or action items from this report if appropriate.
- (b) Include designations into community marketing materials.

**9. Initiate:**

- (a) Reach out to the Indiana Economic Development Corporation to secure a Broadband Ready Community certification. More information: <https://www.iedc.in.gov/programs/broadband-ready-communities-development-center/home>
- (b) Launch a program to proactively manage community's online reputation. Reach out to Dr. Gallardo from Purdue Extension for more information.

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### *Sustainability*

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**10. Document:**

- (a) Impact of agro ecology and other sustainability techniques and promote appropriately. Include findings in community marketing materials.

**11. Initiate:**

- (a) Contact Kara Salazar ([salazark@purdue.edu](mailto:salazark@purdue.edu)), a Sustainable Communities Extension Specialist for more information on developing and implementing a community sustainability plan.
- (b) Explore possibilities of launching community wellness projects. Contact Melissa Maulding ([mmaulding@purdue.edu](mailto:mmaulding@purdue.edu)) from Purdue Extension to learn more about community wellness coordinators and the programs they offer.
- (c) Downtown redevelopment plan including bike and pedestrian trails in downtown and connecting downtown with surrounding areas. Include Wi-Fi connectivity downtown and along the trails in downtown and leading to downtown.