Imagine Idaho Action
State and Federally Supported Broadband Advocacy Campaign for Idaho's Future
October 2020

Who We Are:
Imagine Idaho Action is a 501(c)(4) non-profit advocacy organization established to secure state policy that gives express authority to local units of government to build and own their own broadband infrastructure and significant federal funding to deploy broadband infrastructure for unserved and underserved Idaho communities in a pro-competitive way.

The Problem:
Idaho’s internet access ranges from inadequate to non-existent outside larger towns and cities, placing many Idahoans out of reach of economic prosperity. Idahoans have been reluctant to ask for their fair share of federal funding designed to solve for rural connectivity. Idaho’s share of all federal infrastructure grants since 2010 is 0.2%. Worse, disproportionate costs to delivering high-speed internet to unserved and underserved areas leaves minimal incentives for incumbent telecom carriers to deploy federal funding to close the broadband access divide. Even with additional federal funding, current Idaho law does not allow with clarity for units of government to build and own their own infrastructure if internet carriers won’t or are not able to provide it for them because of the economics. Limited community expertise and awareness of solutions create a difficult environment to advocate, apply for and deploy grant funding.

The Solution:
Beyond CARES Act and other federal resources now being deployed in Idaho, Congress is considering an unprecedented scale of broadband funding with as much as $100 billion for inclusion in forthcoming infrastructure legislation in 2021 – a portion which Idaho will qualify for. Given this opportunity, Imagine Idaho Action will deploy a federal and state legislative initiative to secure pro-competitive policies that support Idaho:

1) Represent Idaho communities with the State of Idaho to secure for local units of governments the express authority to build and own their own broadband infrastructure and allow for a competitive process for internet carriers to provide the servicing on that infrastructure.
2) Represent Idaho communities to Congress and federal agencies to communicate the need for federal funding for broadband infrastructure that serve all of Idaho including its most remote regions with limited resources.
3) Leverage Imagine Idaho coalition leaders to weigh in with elected officials on the importance of broadband.

Economic Benefits of Bridging the Digital Divide
Better internet access throughout Idaho will create opportunities for innovation and modernization and, as is evident with the COVID-19 crisis, provide critical communication services and economic development.

Please support Imagine Idaho Action to build Idaho’s Future
Imagine Idaho Action is assembling statewide leaders and community partners from all sectors who care about improving connectivity in unserved and underserved areas of Idaho to financially support state and federal advocacy efforts. For more information on giving contact our Co-Executive Directors: Christina Culver, 202-538-9031, christina@ednexusadvisors.com, and Wendolyn Holland, 208-726-4837, wendolyn.holland@gmail.com.