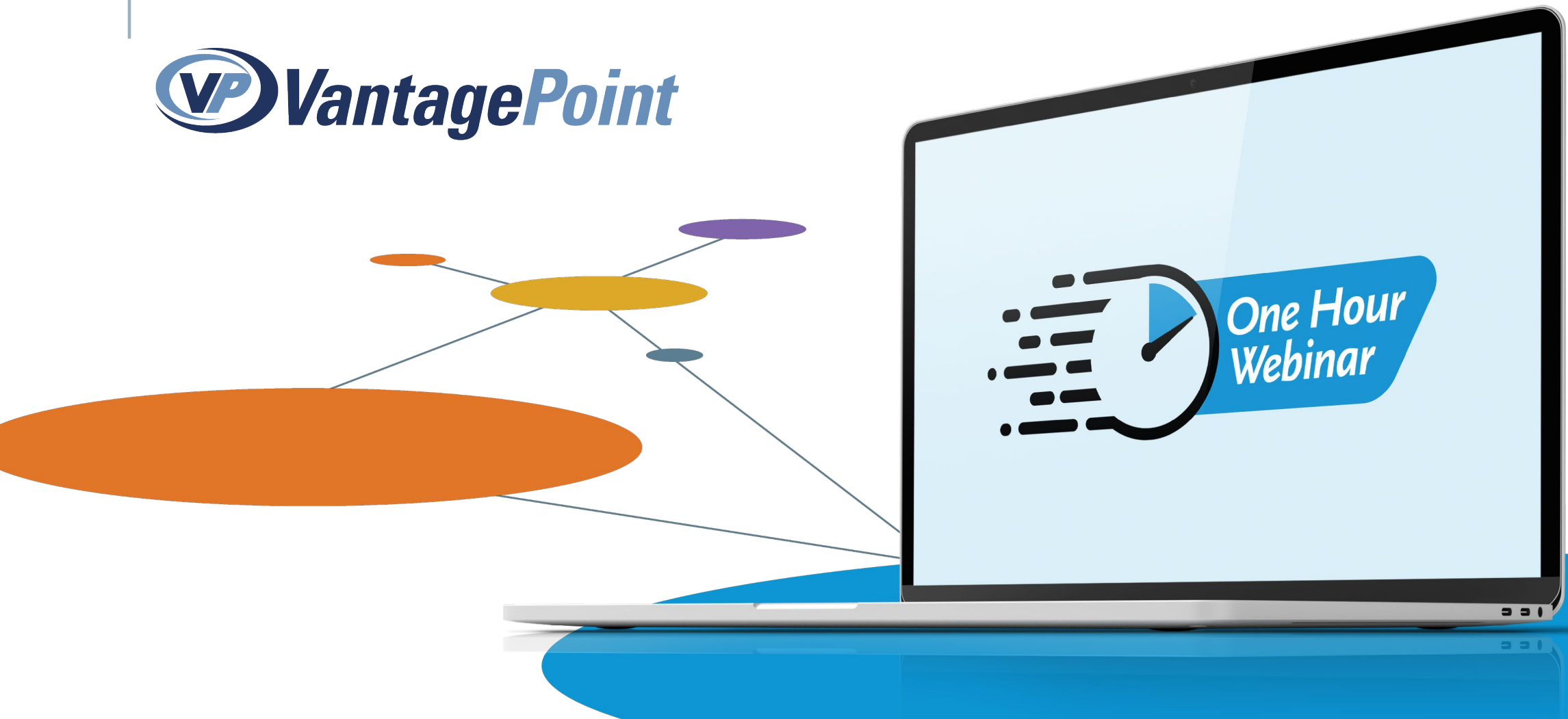


Broadband Super Bowl: Your Playbook for the Year for Funding



BEFORE WE BEGIN

- Attendees are in listen-only mode
- Use the Control Panel to access additional tools
- Please submit questions using the Questions panel
- FBA members can access the On-Demand Replay of today's webinar within 24 hrs on the FBA website under Events / Webinars

**Employees of member organizations may request a login to access webinar replays and website resources.*



The background of the slide is a photograph of a desert landscape. In the foreground, there is a wooden fence with a white mist or smoke rising from behind it on the left side. In the middle ground, a tall utility pole with cross-arms and wires stands prominently. The background shows a vast, flat desert valley with some distant hills under a hazy sky. A dark blue diagonal shape is overlaid on the left side of the image, containing the title and subtitle text.

Broadband Super Bowl: Your Playbook for the Year for Funding

February 2025 | Fiber Broadband Association



Today's Roster



Nathan Weber, PE
VP of Engineering



Kristy Szabo
Director of Consulting



Jana Morehouse, MS, RPA
Environmental & Cultural
Resources Manager



Ruby Hibben
Director of Marketing
Services



Jacki Miskimins
Director of Communication
& Engagement

National Footprint to serve our Clients



- 11 offices in the US
- Employees in 37 states
- Registered PEs in 44 states

By the Numbers



4 JD on staff for
in-house legal
expertise



\$3.4+ Billion secured for
clients in grants,
auctions, and loans



10,000 miles
managed annually



14 PE licensed
in 44 states



500+ employees
coast-to-coast



Who We Serve

- Electric Utilities
- ILEC & CLEC
- Local & State Governments
- Tribal Nations & Companies
- Cable & Video Operators
- Fixed & Mobile Wireless
- Contractors & Vendors
- Financial Institutions
- Many More

**Where do you anticipate the greatest
challenge to your funding game?**



Game Planning: Preparing for Success

Nathan Weber
VP of Engineering

*“It’s not the will to win
that matters –
everyone has that.
It’s the will to prepare
to win that matters”*

- Paul “Bear” Bryant

Seeking a Clear Vision Through the Distractions



Involve Key Staff in Developing the Game Plan



Ensure You Have the Right Team to Execute the Game Plan



Knowing When to Call an Audible



**What has your experience been
with permitting / environmental
clearances in the past?**



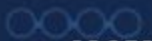
Special Teams: What's ahead for environmental permitting?

Jana Morehouse
Environmental and
Cultural Resources
Department Manager

The thing about special teams - and I think football in general - is sometimes you eat the bear and sometimes the bear eats you.

- John Harbaugh

Funding and Environmental Permitting



PROTECT. CONNECT. EMPOWER. **RISE.**

Seeing the future by learning from the past?

Under President Trump's leadership, CEQ comprehensively updated its NEPA implementing regulations for the first time in over 40 years. On July 15, 2020, CEQ announced its final rule modernizing its regulations to streamline the development of infrastructure projects and promote better decision making by the Federal government.

(Previous Trump Administration)

Seeing the future by learning from the past?

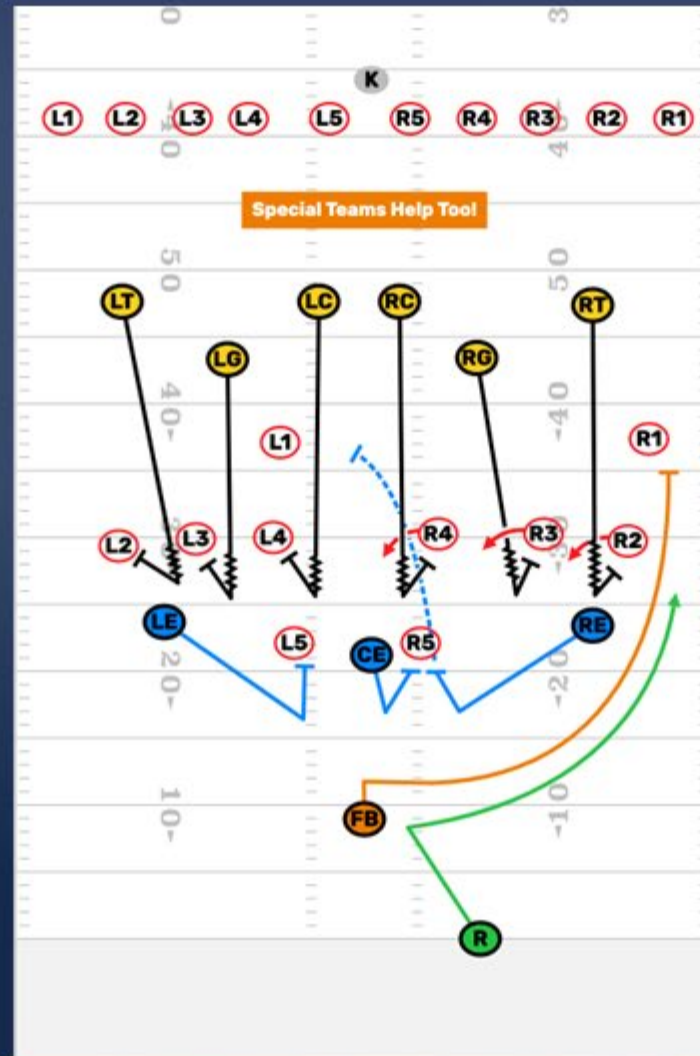
On the environmental front, the EO directs the Council on Environmental Quality (CEQ)—the federal entity responsible for overseeing implementation of the National Environmental Policy Act (NEPA)—to take actions to “streamlin[e] the judicial review of the application of NEPA.” Among other things, the EO rescinds a much older EO, EO 11991 from the Carter Administration, that set out how CEQ was to provide guidance on NEPA environmental review processes. The EO seeks to expedite NEPA reviews and permitting processes and directs CEQ to “prioritize efficiency and certainty over any other objectives, including those of activist groups, that do not align with the [stated] policy goals” or that “could otherwise add delays and ambiguity to the permitting process.”

(Current Trump Administration)

Summary from January 2025:

- Environmental permitting is not going away
- Lead organizations must look at ways of streamlining and come up with a plan to implement
- This takes time (1+ years)
- States still given a lot of power for permitting
- Potential for litigation

Still a need for Special Teams Plays



Still a need for Special Teams plays

- BEAD applications (National Risk Index, Environmental Documentation)
- Community Connect (Cultural, T&E, FCL)
- ReConnect (Cultural, T&E, FCL)
- State Level (CEQA, AZ DOT, MN DNR)



**Don't get blocked or
hit the upright with
environmental
permitting –**

**It can win
or lose funding!**



Forcing Turnovers: Stealing Market Share w/ Creative Marketing Strategies

Ruby Hibben
Director of Marketing
Services

*Defense wins
championships,
but a good turnover
can be a game-
changer.*

Building a Solid Defense: Establishing Process



Target Weak Zones: Campaigns for Low-Take Areas



Running a Switch Play



Your Path to the End Zone



Closing Play: Inspire Confidence





Strength & Conditioning: Making Sure the Team is Ready!

Kristy Szabo
Director of Consulting

*"Endurance is not
just the ability to
bear a hard thing,
but to turn it into
glory."*

- William Barclay

Regulatory: What's the Playbook?



Cybersecurity & Supply Chain: Risk Management Plans



Financial Plan: Budget & Feasibility



Application: What Does it Take?



| Thank You

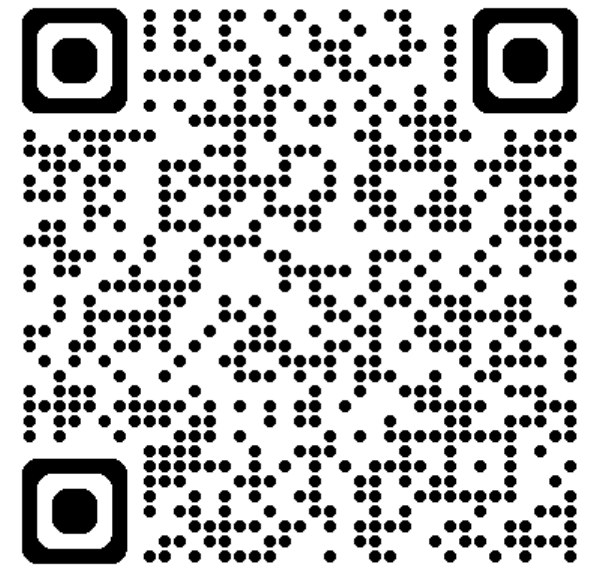
PROTECT. CONNECT. EMPOWER. RISE.



QUESTIONS



JOIN US IN SAN ANTONIO, TX



TUESDAY, FEBRUARY 11, 2025
Grand Hyatt San Antonio Riverwalk



REGIONAL
FiberConnect

**Fiber
Broadband**
ASSOCIATION

FIBER CONNECT 2025

June 1-4, 2025

Gaylord Opryland Resort &
Convention Center

Nashville, TN

Save the Date!



2025 Regional Fiber Connect Locations

San Antonio, Texas - February 11 | *Economic Impacts*

Philadelphia, Pennsylvania - March 25 | *Digital Equity*

Anchorage, Alaska - July 17 | *Fiber and Fixed Wireless*

Toronto, Canada - August 19 | *Fibre Economics*

Spokane, Washington - September 16 | *Urban & Suburban Digital Divide*

Scottsdale, Arizona - October 16 | *Tribal Broadband*


Kansas City, Missouri - November 11 | *Demand Drivers*

Contact Lucy Green (lgreen@fiberbroadband.org) for Exhibit and Sponsorship Opportunities



Volunteer Now!

We need skilled fiber optic technicians to design, deploy and troubleshoot fiber optic networks. The FBA OpTIC Path Program is our answer to this critical need — but requires volunteers like you to instruct future fiber technicians.

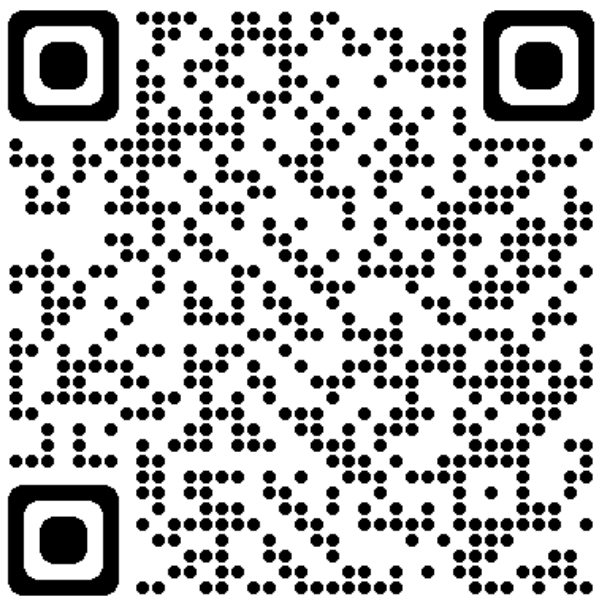


WE WANT YOU TO HELP
TEACH FUTURE FIBER TECHNICIANS

Volunteer to teach!



Upcoming FBA Webinars



Visit the FBA Website to discover & register for upcoming webinars & events <https://fiberbroadband.org/events/>



Featuring **Gary Bolton** - FBA President & CEO

Wednesdays at 10 AM Eastern

