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**It Is Critical Jefferson County Businesses and Organizations Complete the Broadband Assessment  
Document Your Needs and Priorities Now at [www.jeffco.net/jc-echeckup](http://www.jeffco.net/jc-echeckup)**

Jefferson County, OR – (April 21, 2022)—It’s almost impossible run a successful business today without a robust internet connection but millions of rural-based businesses have to figure it out on a daily basis, often using multiple connections and expensive providers. But what if they didn’t have to? What if business owners and managers could go to work every day knowing they had high speeds, quality services, and competitive rates?

So, here are some questions to ask yourself and your staff.

- Do you have the high-speed connections necessary to conduct your business online?
- Are you able to invest in current tools and platforms to improve efficiencies and provide an excellent customer experience?
- Are you getting value from your ISP or do you think more competition would benefit you in lower costs and higher quality service?
- Do you have plans to open or expand a business but you’re not sure your current connections will support growth?
- Do you know what your download and upload speeds are compared to what they should be?

If the answers to these questions are generally “no,” then voice your needs and priorities by completing the broadband assessment at [www.jeffco.net/jc-echeckup](http://www.jeffco.net/jc-echeckup).

“This data will be critical in making the case that Jefferson County needs ‘future-ready’ internet infrastructure that can drive strategic economic development and growth, support innovative businesses and services, attract and retain families, and improve the quality of life,” said Lori Gleichman, the coordinator of the Jefferson County Broadband Action Team.

For example, companies are currently recruiting more than 3,800 “high-tech” jobs in Oregon and 10% of those employers allow working remotely, which drives greater flexibility in choosing where to live. However, robust broadband for business and professional applications is critical to attracting those high-income jobs to Jefferson County.

“It is broadly recognized that all jobs today are ‘tech jobs,’ “said Gleichman. “With state and federal funding coming available, now is the time ask ‘Is my internet speed and reliability today acceptable? How will I complete a few years from now if improvements to capacity, connectivity and costs aren’t addressed now?’ “

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Look for an announcement regarding Community Meetings in Camp Sherman, Three Rivers, Crooked River Ranch, Warm Springs, and Madras (including Metolius and Culver) happening the week of May 9. Specific dates, time and locations to be announced.

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