



6. The price of communicating and the price of transportation are falling (relatively at least)

Information and transportation technology has made communication faster, easier, and cheaper, not only within communities, but around the globe. This has affected the way in which financial institutions and businesses operate, our work and workplaces are organized, our community and families function, and even what we do for recreation and leisure.

Implication: Businesses and governments can provide services to rural people without having employees in rural areas (e.g. automated teller machines, Internet travel agencies). However, local organizations, equally, can provide services to urban people without having to travel to urban locations

Strategies to consider:

- Encourage entrepreneurs and entrepreneurial communities to use telecommunications technologies to access metro markets
- Identify how these new technologies are currently used within the community and build upon these uses.
- Build the infrastructure to support extensive communication and transportation for local businesses and citizens.

Possibly useful information:

- Who currently uses the new information and transportation technology?
- How do they use it?
- How might it be used to expand opportunities for economic, social, and political objectives?
- Who might benefit from the use of this new technology?
- How can their use be supported?