

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
BROADBAND AND ADVANCED TECHNOLOGY COMMITTEE MEETING
MINUTES

February 1, 2016

Kandiyohi County Health & Human Services Building, Willmar

- Present: Mark Boeschen, Travis Bonnema, Donna Boonstra, Kathy Dillon, Larry Handlin, Linda Kacher, Larry Kleindl, Brian Mort, Les Nelson, David Sisser and Donn Winckler
- Excused: Dean Bouta, Bruce DeBlicek, Scott Froemming, Mike Malone, Jean Marthaler and Paul Smith
- Absent: Wes Hompe and Justin Mattern
- EDC Staff: Connie Schmoll, Business Development Specialist
- Secretarial: Nancy Birkeland, Legal & Administrative Assistants, Inc. (LAA)

Linda Kacher called the meeting to order at approximately 12:00 noon. Added to the agenda under New Business were the state broadband meeting and working subcommittees.

MINUTES—

IT WAS MOVED BY David Sisser, SECONDED BY Donn Winckler, to approve the minutes of the January 4, 2016 meeting as emailed. MOTION CARRIED.

REPORTS

Blandin Hack₂0 grant. Schmoll reported both of the EDC's grants received an extension from Blandin until the end of March. Schmoll met with Larry Handlin about followup for the final grant report. The Yellow Bike app is being updated and may use some grant funds. Larry Kleindl reported the county is working with a company on the invasive species app, but they are having difficulty in creating a method of identifying plant species.

Blandin WiFi grant. Schmoll reported the locations have all installed the WiFi routers. The EDC is looking at prepaying data expenses for the remaining grant funds. Kleindl has heard students are liking the hotspots.

UNFINISHED BUSINESS

Feasibility study Request for Proposal. Brian Mort reported a group met and developed a Request for Proposal (RFP) (see attached). The County Attorney is reviewing the final draft. Schmoll noted Kevin Beyer reviewed the RFP and he has no suggested changes. Once a legal opinion is received, the RFP will be forwarded to the Blandin Foundation for review and then to

four companies to respond to the RFP. A deadline to respond will be included in the RFP. The RFP must be sent by February 9, 2016 to maintain the schedule in the Blandin grant agreement.

[Larry Handlin joined the meeting.]

Kleindl does not anticipate many, if any, changes by the County Attorney. If committee members have any suggested changes, they should be forwarded to Schmoll.

Meeting between Kevin Beyer and legislators. Schmoll stated Beyer is a wealth of information and an excellent meeting with area legislators was held. Fiber is still the main goal.

NEW BUSINESS

Legislative briefing draft. The committee reviewed Rep. Dave Baker's January 29 email (see attached) that included broadband expansion and a bill he pre-filed requesting \$35 million for the state's Border-to-Border Broadband Development Grant Program. The committee noted the bill includes "additional flexibility in the types of broadband technology that can be funded under the grant program." [link to Baker's proposed bill:

https://www.revisor.mn.gov/bills/text.php?number=HF2381&version=0&session_year=2016&session_number=0]

Schmoll will inform the state committee that fiber is the goal. Committee members felt it was a waste of dollars and not good for business to pursue wireless, as it will not meet the needs, especially for uploading files. Donn Winckler informed the attendees at the state broadband conference of this committee's meetings with local legislators and suggested others do the same. The committee reviewed the draft "2016 Legislative Briefing" (see attached) prepared by Donna Boonstra. Suggested changes included:

- replace Fiber-to-the-Home with Fiber-to-the-Premise (FTTP) as FTTP encompasses all locations, not just homes.
- add business community to the opening sentence.
- benefits of fiber are it is easier to upgrade and provides more speed than any other technology.
- add a section on Ag in the benefits section.
- first bullet point—change "Communities" as there is a concern that is too broad and the grant will focus on rural areas and not communities.
- references to 1 gig should be changed to 1 Gb or Gigabit.
- the numbered talking points 1-6 are what was discussed with Beyer and he has reviewed the proposed legislative briefing.
- do not go longer than two pages.
- remove anything that indicates a maybe and anything that could be misread or misused.

Winckler noted a statewide group is drafting similar language for legislators. Kleindl stated the legislative session starts March 8 and the briefing should be given to our legislators before then. Boonstra will also review her notes from the meetings with Senator Amy Klobuchar and at Haug Implement. Schmoll and Boonstra will work on finalizing the briefing.

Endorsement of state Resolution. Winckler distributed "A Broadband Vision for Minnesota Session IV: How Do We Move the Vision Forward?" and will forward to the committee other handouts from the state conference. Attendees at the state conference developed and endorsed a Resolution Supporting the Minnesota Broadband Vision (see attached). Communities are being asked to endorse the Resolution and Winckler asked the county board to also endorse it. The group may organize a broadband day on the hill and also want to hold an educational session with legislators on broadband. Bill Colman is developing a broadband assessment tool, which can be used to show a statewide need for broadband and will be sent to all communities. The assessment tool would be great to use in the feasibility study, if all communities answered it. The areas of the handout highlighted in yellow are areas that Blandin has worked or on which it will work.

IT WAS MOVED BY Larry Handlin, SECONDED BY Les Nelson, to endorse the Resolution Supporting the Minnesota Broadband Vision Created at the Minnesota Border-to-Border Broadband Conference by Conference Attendees. MOTION CARRIED.

Kleindl will present the Resolution to the County Board of Commissioners at their next meeting.

[Larry Handlin was excused from the meeting.]

Subcommittees. The committee discussed subcommittees needed during the RFP process.

IT WAS MOVED BY Donn Winckler, SECONDED BY Mark Boeschen, to create a task force consisting of Linda Kacher, Brian Mort, David Sisser and Donn Winckler to score the responses to the Requests for Proposals for the broadband feasibility study and make a recommendation to the Kandiyohi County and City of Willmar Economic Development Commission's Broadband and Advanced Technology Committee for a consultant for the broadband feasibility study. MOTION CARRIED.

Kleindl noted the recommendations by this committee will be forwarded to the county board.

IT WAS MOVED BY Larry Kleindl, SECONDED BY Les Nelson, to create a Legislative Subcommittee consisting of Travis Bonnema, Donna Boonstra, Larry Kleindl and Dean Bouta, if available. MOTION CARRIED.

A subcommittee for ongoing communication once the study starts will be decided upon after the feasibility study starts.

NEXT MEETING—The next meeting is 12 noon, Monday, March 7, 2016, in Room 2057, Kandiyohi County Health & Human Services Building, Willmar.

ADJOURNMENT—There being no further business,

IT WAS MOVED BY Les Nelson, SECONDED BY David Sisser, to adjourn the meeting.
MOTION CARRIED.

The meeting was adjourned at approximately 1:03 p.m.

DRAFT

Kandiyohi County Broadband Feasibility Study

Request for Proposal (RFP)

Published: January , 2016

RESPONSE DUE BY:



I. QUESTIONS

Questions regarding this RFP must be submitted by email only and directed to Connie Schmoll (Connie@Kandiyohi.com) at least **five (5) days prior to the due date of the RFP**. No verbal questions regarding the RFP will be considered.

II. GENERAL OVERVIEW

Kandiyohi County (County) is soliciting proposals (RFP) for a broadband feasibility study. The purpose of this RFP is to hire a qualified firm (Firm) to provide meaningful factual data, analysis and guidance on the feasibility of building an ultra-high speed broadband network in Kandiyohi County.

The Kandiyohi County Broadband and Advanced Technology Committee will serve as an advisory committee (Committee) between the County and respondents to this RFP.

The feasibility study will provide the information needed to ensure access to ultra-high speed broadband system throughout Kandiyohi County. The further desired outcome of the study is to lay out a plan to reach these premises with "Fiber to the Premise" (FTTP). We recognize that due to the nature of some portions of the county; sparse population, challenging topography and funding constraints, that a mix of technologies and phased build-out plans may be necessary to reach our ultimate goal of connecting our citizens through a world-class, next generation network.

It is the County's intent to select the Proposer that provides the best solution for the County's needs. The County reserves the right to amend this RFP. The County reserves the right to reject any or all of the proposals, or any part thereof, submitted in response to this RFP, and reserves the right to waive formalities, if such action is deemed to be in the best interest of the County. The County reserves the right to request additional information from any proposer.

This RFP is not intended and shall not be construed to commit the County to pay any costs incurred in connection with any proposal or to procure or contract with any firm.

Sealed proposals shall be received until _____ at 4:30pm. Proposals received after the date and time specified will be returned unopened.

III. DESCRIPTION OF KANDIYOHI COUNTY

In 2014, Kandiyohi County had a population estimate of 42,285 citizens and 19,606 housing units residing in a total area of approximately 862 square miles, 66 of which are water. The City of Willmar is the County Seat and a regional center, with a 2010 population of 19,610. Other Cities in the county (with 2010 populations) are: Atwater (1,133), Blomkest (157), Kandiyohi (491), Lake Lillian (238), New London (1,251), Pennock (508), Prinsburg (497), Raymond (764), Regal (34), Spicer (1,167), and Sunburg (100). In addition to the Cities, the County has 24 townships. The northern half of the county has numerous lakes and a significant number of residents located in rural locations. The southern part of the county is less populated and is primarily agricultural land.

Kandiyohi County is located 100 miles west of the Twin Cities Metropolitan Area. Kandiyohi County is the largest employment center in the region, drawing workers from surrounding counties. Agriculture has been, and continues to be the economic cornerstone of the County. Home to 1,286 diverse farming operations, the County is the state's fourth largest county in overall ag production. Manufacturing is the second largest industry class, with 3,628 jobs and 74 firms.

Public schools are located in Willmar, New London, Atwater and Raymond, with private schools located in Willmar and Prinsburg. The County is split into 10 School District areas, many with school locations located outside of the County. City of Willmar is also the home of Ridgewater College.

Kandiyohi County is home to several major state-of-the-art medical facilities that provide a full range of healthcare and social services. Rice Memorial Hospital along with a variety of other health services and clinics are located in the City of Willmar. The City of New London also has a medical clinic.

Current Internet Providers in Kandiyohi County include: Charter Communications, TDS Telecom, Frontier Communications, MVTW Wireless, CenturyLink and Windstream. In addition, Federated Telephone Cooperative has partnered with the EDC to help finance the cost of conducting the Feasibility Study and has an interest in deploying FTTP in Kandiyohi County.

IV. BACKGROUND INFORMATION

The feasibility study is being funded through a Robust Broadband Network grant from the Blandin Foundation with matching funds from Kandiyohi County, and the Federated Telephone Cooperative. Kandiyohi County will be administering the funds. The Committee will be monitoring the progress of the feasibility study and provide oversight and assistance to this project.

Universal Access and High-Speed Goal

The State of Minnesota Broadband bill of 2010 established the goal that as soon as possible, but no later than 2015, all state residents and businesses have access to high-speed broadband that provides minimum download speeds of 10 to 20 megabits per second and minimum upload speeds of five to 10 megabits per second.

World-class broadband infrastructure is critical to the area's economic health, educational growth and access to healthcare. Some of the more populated areas of the county currently have broadband services that meet or surpass the state's current goal, however, a large portion of Kandiyohi County does not meet these standards. It is desirable that the state's modest goals will be exceeded over time with a Fiber to the Premise (FTTP) broadband network established to all residents and businesses through a public/private partnership with area providers.

According to informational maps from "Connect Minnesota," and the County's GIS system, there are 7,653 buildings (housing units and businesses) that are currently unserved or under served by the state's definition of high speed broadband. The map data shows there is an additional 13,393 buildings in what is considered served areas, however, that may be contested.

The feasibility study is needed to allow providers the necessary information they need to determine if and how they should move forward with investments in a FTTP network within the entire county. The study will need to determine where the un-served, under-served and served areas of the county currently exist. Information will need to be collected from potential customers in determining their interest and how much are they willing to pay for service. Information is also needed to determine a revenue stream, how the FTTP network can be setup, and the estimated cost. The study will also provide information on how financing can be achieved.

V. QUALIFICATION REQUIREMENTS

To be qualified for this opportunity the respondent must meet these minimum qualifications:

1. Be an independent consultant, i.e., not be a reseller or provider of broadband equipment or services
2. Carry appropriate insurance. See Section VI for insurance requirements

VI. SCOPE OF THE WORK

The following is intended to illustrate the types of services that will be required of the selected Firm. It is not intended to eliminate other services which the consultant believes to be necessary and is able to provide. The actual scope of the work will be determined upon selection of the Firm and shall be mutually agreed upon by both parties.

A. Engineering Study Components

1. Define the service area conceptual fiber routes
2. Collect and analyze current and potential subdivision growth
3. Provide preliminary fiber network designs showing deployed conduit. Provide maps that include locations of premises with an overlaid fiber route and possible alternative technologies
4. Provide capital costs of construction with materials
5. Determine the areas and stages of deployment most feasible to eventually cover all of Kandiyohi County
6. Conduct a presentation of results, financial reports and engineering conducted

B. Marketing Study Components

1. Provide a list of current providers; their broadband offerings, pricing strategies, and coverage.
2. Acquire and summarize market data identifying all businesses within the County and provide a breakdown based on size and type of business.
3. Map(s) showing general locations of residences and businesses along with possible growth areas
4. Utilization of focus group(s) and random sample, unbiased survey of residences, businesses, government, healthcare, and education to determine:
 - Actual internet service subscribed to
 - Who they are using for a service provider
 - What they are paying per month, and

- How satisfied they are

This information needs to be statistically significant for providers to determine current cash flow available.

5. Identify internet service providers that will partner and help the County move the project forward.

C. Financial Component

1. Options for financing to include, but not limited to state broadband grants, general obligation bonds, revenue bond, public/private partnerships, USDA funding and others where appropriate.

VII. ROLES AND RESPONSIBILITIES

Contract Firm

1. Adherence to deliverables of the contract.
2. Provide data sufficient to use the feasibility study as a tool to conduct financial analysis and return on investment scenarios that will fit into the plans of one or more broadband providers for the build out of Kandiyohi County.
3. Timely and appropriate communication regarding project status including monthly project updates.

Kandiyohi County

1. Request the Proposal
2. Select a Contract Firm
3. Enter into a contract relationship with the Firm
4. Administer the project

Committee

1. Serve as point of contact for County and Contract Firm
2. Review submitted applications
3. Interview potential consultants as needed
4. Recommend a Contract Firm to the County
5. Coordinate Meetings
6. Compile list of public sector contacts and information for consultant

VIII. INSURANCE REQUIREMENTS

Following are the required levels of insurance coverage for which the selected consultant must provide certificates before a contract is signed:

- A. Workers Compensation Insurance consisting of statutory compensation benefits and \$100,000 of employer's liability.
- B. Comprehensive or Commercial General Liability Insurance with limits of not less than \$2,000,000 combined single limit per occurrence and aggregate. This coverage shall include contractual liability coverage.
- C. Comprehensive Owned and Non-owned Automobile Liability Insurance with the limits of \$1,000,000 combined single limit per occurrence and aggregate.

- D. Professional Liability Insurance coverage with an annual occurrence and aggregate limit of not less than \$2,000,000.

IX. EVALUATION AND SELECTION

1. Candidates must meet the minimum qualification requirements under section V. Qualifying candidates will be evaluated according to the form on page 8 of this document.
2. Upon recommendations from the Committee, respondents may be selected for interviews, after which a second round of scoring would be applied.
3. The Committee will review and make all recommendations to the County for the selection of the consultant.

X. PROPOSAL CONTENTS

The following will be considered minimal contents of the proposal. Limit proposal to 10 pages.

1. A restatement of the Scope of the Project to demonstrate the responder's view of the project and exhibit the responder's knowledge and expertise regarding FTTP and ultra-high speed broadband networks.
2. Detailed work plan to include:
 - Tasks to be accomplished and the budget hours to be expended for each task and subtask. (This will be used as a work plan and managing tool for basis of invoicing.)
 - Identify project timeline with deliverables and key milestones.
 - Provide detail regarding involvement and services expected of the Committee to complete the project.
 - Outline the project management approach that your company will employ to execute this project.
 - Detailed cost estimate of the study, including known project expenses, professional hourly rates and multipliers and estimated service/task hours with a "Not to Exceed" cap. Other ancillary expenses related to the completion of the study will be discussed on a case by case basis.
 - Project implementation schedule and phasing including timeline to include:
 - a) Estimated project start and end dates.
 - b) Proposed date(s) for pre-project meeting with the Committee.
 - c) Proposed dates for conducting community presentations if deemed necessary.
 - d) Proposed date for presentation of the Feasibility Study to County Board. *Board meetings are the first and third Tuesdays of the month at 9 am.*

All proposals are due _____ 4:30 p.m. Central Time on _____.

XI. PROPOSAL RESPONSE FORMAT

To be considered, each proposal shall contain the following information:

A. Firm's Capability:

1. Contact Information: State the full name and address of your organization, include the name, address, telephone number and email address of the person in your organization who has primary responsibility for developing this proposal and to whom questions may be addressed.
2. Firm Profile: Provide up to five (5) pages about the Firm's background, organization and capabilities including former authored product(s).
3. Experience/References: Proposals shall include a description of the firm's overall experience in handling projects similar in character and scope to this project. Include at least three (3) different references, each listing the organization name, contact person, email address, telephone number, dates of service, and a description of the services the consultant provided.
4. Personnel: Proposals shall identify each member of the consultant's staff who would work on the project, relevant expertise and experience of that individual and the role each will perform. Further, provide a resume for each individual.
5. Statement of Objectivity: Proposals will be accepted only from independent consultants not engaged in or associated with the business of selling, servicing, or renting communication equipment. Responses must provide a statement of the independence and objectivity of the consultant.

B. Approach: Based upon information contained in this Request for Proposal, prospective consultants shall prepare a preliminary work plan identifying the specific tasks they believe to be necessary to accomplish the objectives for this project. The plan shall detail in a simple and straightforward manner the step-by-step approach the consultant proposes.

C. Deliverables: identify and describe the specific deliverables

D. Schedule: The proposal shall include a timeframe for completion of the project.

E. Expectations from the County and/or Committee: Describe any items or areas where the Firm expects additional information or assistance not outlined under Roles and Responsibilities.

F. Contract Price: The proposal shall include a fixed price sum for performing the tasks outlined in the Approach section above. The fixed price sum quoted herein may be adjusted upward or downward in accordance with the final determination as to the scope of the work to be performed.

Consultant Evaluation Score Sheet

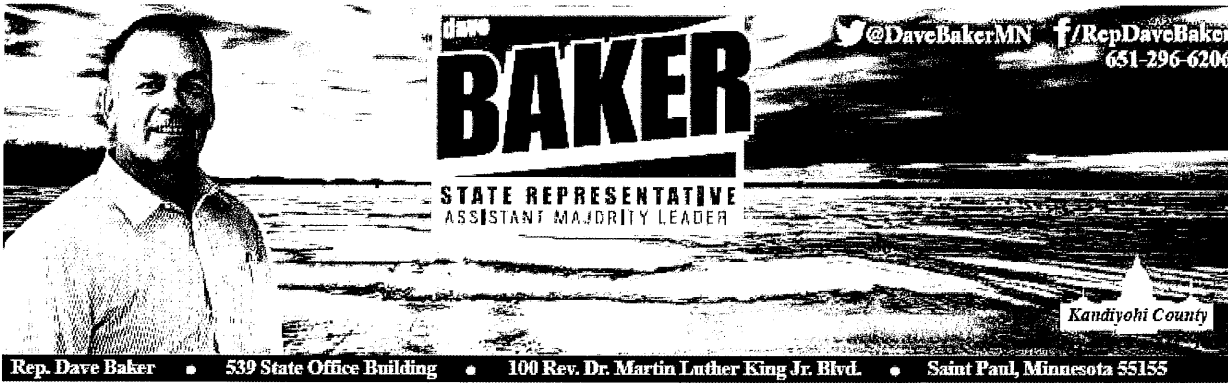
Firm being evaluated: _____

Date and time: _____

	FACTORS	POSSIBLE POINTS (weighting factor)	SCORE
1	Prior experience providing broadband feasibility study with local governments/references	15	
2	Stability and structure of firm	5	
3	Qualifications of assigned team: Areas of expertise/ certifications Years of experience Years with firm Education/training Work with similar project/clients	15	
4	Project management capabilities	5	
5	Firm's understanding of the work to be performed	5	
6	Approach and schedule offered by Firm	35	
7	Cost	20	
	TOTAL	100	

Connie Schmoll

From: rep.dave.baker@house.leg.state.mn.us
Time: Friday, January 29, 2016 5:47 PM
To: Announcements From Representative Dave Baker
Subject: News from Dave: Governor releases buffer clarifications and new broadband bill



Dear Friends,

We received good news from the governor's office on Friday regarding the implementation of the new agricultural buffer bill.

In a meeting with the Governor this week, legislative leaders were informed that private ditches will NOT be mapped for the buffer plan. This was an issue that was first addressed in November in a bipartisan letter to Governor Dayton explaining that the intent of the bill was not to have the DNR include private ditches as part of the bill.

Confirmation from the governor that the DNR will honor the legislative intent of the bill is good news for farmers and landowners as only public waters and ditches will be managed by the DNR. Private ditches will be left to local control by Soil and Water Conservation Districts and adopted into local water management plans.

This continues to be an issue that I will pay close attention to and pass along important information when it becomes available.

Broadband Expansion

This week, I pre-filed a bill that invests \$35 million into the state's Border-to-Border Broadband Development Grant Program. These funds are more than double what the state invested the last two legislative sessions combined.

In addition to this substantial investment, my bill provides increased transparency in the project selection process as well as additional flexibility in the types of broadband technology that can be funded under the grant program.

I am excited about the opportunity we have this session to make significant broadband investments in unserved and underserved areas of rural Minnesota. This bill is an important first step in this process.

Polar Plunge

A reminder that I will once again be participating in this year's Polar Plunge. Join myself and other legislators on Saturday, January 30th at 1:00 pm, in Spicer, as we "take the plunge" into Green Lake's icy waters—raising money for the Special Olympics.



Kandiyohi County & City of Willmar Economic Development Commission 2016 Legislative Briefing

Fiber-to-the-Home (FTTH)—1 gig of symmetrical bandwidth is very important to telemedicine, telecommuting, education, rural businesses, etc., etc. There are 92 wavelengths of light in each strand of fiber and each wavelength can do 1 gig. The benefits of having 1 gig to each home in any community are limitless. We believe that communities who do not have FTTH are underserved.

FTTH allows users to not have to worry about their service slowing down as more users are added. The real benefit of fiber optic is what you do with it and how businesses, schools and the medical systems use it.

- Communities will be able to build applications specifically for their network and each community will have the ability to have their own television channel. 4-H kids have plans to do some of the content for each of the community channels.
- There are STEM schools that are doing real-time Chinese lessons in their communities.
- Seniors will be able to stay in their homes longer with access to telemedicine.
- Property values will increase where fiber is already there.
- FTTH is future-proof technology that will be good for the next 50-60 years, not to mention the reliability it brings.
- The theme at the last Broadband Conference was “Dig Once” . . . we’d like to be able to do this in our community . . . DIG ONCE!

The following talking points are key for us to bring FTTH into our community:

1. Construction Season—we would like to see the wording in the award policy changed so that contractors are allowed two full construction seasons to complete their project. One construction season is too short for Minnesota climate.
2. Prevailing Wage—when the project is outside of the 7 county metro areas, we ask that you do not enforce the prevailing wage policy. In the rural areas please change the prevailing wage categories to be communications categories with data from the county or region in which the project resides and then have them use both union and non-union wage reporting from that specific county or region. In other words, increase the grant dollar amount from the state for when prevailing wage becomes effective. An example of prevailing wage discrimination is with electricians, who are required to be certified and have an apprenticeship, and splicers, who basically have little more than a high school education. Splicers should not be paid more than electricians, but in some instances they are.

3. Long Term Funding—in the Border-to-Border Program, we ask that the funding be set at an amount per year where the larger projects can be completed; i.e. \$30 million a year for 3 years. Then we ask that there be another loan program with separate additional funds that do not take away from the Border-to-Border funding. We suggest that 20 to 30 year loans at a fixed rate of 3% or less would be very helpful.
4. Reliable Funding—we ask that you make multi-year funding commitments available so that applications for funding would be set up in equal increments per year so that the entire project would be assured of being completed.
5. Targets for Rural Funding—we ask that you include criteria where unserved and underserved communities rise to the top as a qualifier. Also, please include sparsity and density criteria for an entire community making the application; i.e. 10 customers per mile.
6. Economic Development—we believe that helping Rural Minnesota with grant funding and low interest loans will allow our state to become even more economically viable and allow our entrepreneurs, as well as business people, to live and work in the rural areas and communities of their choice. The payback will be far greater than any of us can ever imagine!!!

A Broadband Vision for Minnesota Session IV: How Do We Move the Vision Forward?

Everyone in Minnesota will be able to use convenient, affordable world-class broadband networks that enable us to survive and thrive in our communities and across the globe.

Actions Blandin Foundation has taken/currently planning to take.

1. Get others to endorse the vision

- a. Distribute to any and all.¹
- b. AMC/LMC should encourage members to adopt the vision.
- c. MN Rural County Caucus should adopt/endorse
- d. Have local city and county and private organizations review and endorse it and explain why.
- e. Bring vision statement home to our communities to distribute and encourage local adoption of it
- f. Have associations working in this space endorse it
- g. Add to web sites
- h. Newsletters, but intuitively we need to talk to people one on one
- i. Provide samples of legislative letters / messaging that organizations could use
- j. Reflect a sense of a coalition that the state gov. couldn't ignore
- k. All documents from the OBD contain the vision statement
- l. We'd like to see a communication strategy, from Blandin, for this vision statement
- m. How about a sign-on campaign, to pledge your support for the vision — crowdsourced and funneled to Blandin.
- n. We need a Facebook community to support the resolution
 - i. "We, as a Blandin community, will take it to our committee"
 - ii. "Working on legislative priorities, we will incorporate almost certainly"

2. Good PR campaign, government lobbying and advocacy

- a. Marketing materials-business cards, social media, etc. to spread the word
 - i. Bumper stickers
 - ii. Blandin should create a user friendly brochure that people can take to their local governing bodies to get buy-in. Brochure to briefly describe the need, the profile of MN, the opportunity and the vision statement. Messages shared by different speakers at this conference should be built into that story.
 - iii. Would be nice to have a flashy brochure to be able to give out
 - iv. Compelling examples resonate with people. I may not remember facts, but the life impacting stories I remember.
 - v. We needs some common language and talking points so we are all saying the same thing.
 - vi. Create and promote Case Studies
- b. News articles
 - i. Fairfax Standard
http://images.burrellesluce.com/image/12149A/12149A_1472

¹ Posted on Blandin on Broadband blog

- ii. Star News http://images.burrellesluce.com/image/12149A/12149A_1447
- iii. Redwood Gazette
http://images.burrellesluce.com/image/12149A/12149A_1441
- iv. Chisago County Press
http://images.burrellesluce.com/image/12149A/12149A_1486
- v. Prepared but didn't run: Carlton County; Nobles County; Resilient Region
- c. Video storytelling
 - i. Demonstration videos on YouTube showing what slow speeds are like for those that have good broadband.
- d. Message needs to be repeatable because we need to keep doing it to different groups and different generations of leaders.
- e. **Develop a list of talking points**
- f. Arm supporters with good information
- g. **Somehow have this vision statement go out to the state legislature, house, senate, governor's office, etc. (via e-mails to their offices?)**²

3. Talk to our legislators

- a. Attend legislators' listening sessions and advocate the vision
- b. Come up with a good understandable story to take to our government officials
- c. Elevator speech to share with elected officials
- d. Create awareness of what is needed for speed/privacy
- e. We need good maps to show and understand who doesn't have access
- f. Show Community ROI - State ROI
- g. It needs to be elevated as a budget priority.
- h. "We are working on setting up a legislative meeting within our district to share with legislators"

4. **A large portion of legislators need more education**³.

- a. They don't get the educational, economic and health care aspects of it;
- b. Demonstrate value of broadband as critical for economic development
- c. We need to tell the stories of success and the stories of frustration; create a storybook. Do a YouTube video of folks and their stories.
- d. Education on inclusion. People don't get that there are still people who don't have access. An half-hour at the library just isn't enough
 - i. Connect to daily life
- e. We all need to be educators
- f. Take it home with you and make it relevant to the circles you travel in.
- g. Voice the vision in the upcoming legislative session
- h. Use the vision to educate the legislature on the funding needs.

5. Engage our congressional delegation

6. **Use it as an element in the 2015 Broadband Task Force report to the governor**⁴.

² Vision and endorsers to be mailed to legislators at beginning of session.

³ Informational/educational session being planned for first week of session.

⁴ Tried. Failed.

7. **Back it up with money/grants**⁵

8. **Need to counter the wireless lobbying**

9. **Collaborate/Organize**

- a. We need to form some kind of committee
- b. State-wide campaign like the border to border campaign
 - i. Pull all of the sectors together (Rural-Suburban-Urban-Cities-Others) to work on this.
- c. There should be community conversations (specifically from community leaders) state-wide, surrounding this vision to determine what the needs are
- d. Keep making bold strategy moves.
- e. Seek legislative champions to share the vision in their bills, memos, etc.
- f. Start all broadband meetings with the vision statement
- g. Call people on their mis-statements and misunderstanding of the issues. Find a way to describe the technology involved in a way that makes sense to non-technical individuals.
- h. Create an implementation plan to share
- i. Organizations and communities partnering should share in at least a portion of this statement / a flavor of this vision
- j. We need to work in tandem with other organizations
- k. Border to Border recipients should be required to demonstrate how their work would make advances toward the vision.
- l. Sharing with collaborators across county lines, meeting monthly
- m. Identify who is not at the table today and share it with them.
 - i. Make sure the Ag world is on board. (Farm bureau or others.)
 - ii. Librarians get more involved.
 - iii. Reach out to immigrant communities
 - iv. Bring in Diverse groups - varying ages, ethnicity, etc.
 - v. Get students involved
 - vi. Get people/organizations who passively support broadband to actively support broadband

10. **Public education:** Education to the community on how to use and what things are available to help improve their lives. Concrete fun/practical uses for those not currently using it.

- a. Presentations
 - i. Find "champions" that can make the presentations
 - ii. Dog & Pony show to all the area groups
- b. Word of mouth
- c. Community Events
- d. We need to educate people about the possibilities with internet in order to shore up demand
 - i. Move users up the ladder of use
 - ii. Present the ROI potential to those who benefit from financial rural asset opportunities
- e. Work to increase adoption and use of BB.

⁵ Blandin Foundation grant funding still available for the rest of 2016: \$265,881

11. Use our lobbyists

12. Talk to our county boards

- a. Share with county administrator and county board, include broadband as a priority.⁶
- b. County work sessions.
- c. Drive the strategy to the local level for implementation.

13. Use every means available

14. Don't stop



⁶ Endorsing counties to date: Nobles; Sherburne; AMC board to consider 3/11

Resolution Supporting
the Minnesota Broadband Vision
Created at the Minnesota Border-to-Border Broadband Conference
by Conference Attendees

The Vision

“Everyone in Minnesota will be able to use convenient, affordable, world-class broadband networks that enable us to survive and thrive in our communities and across the globe.”

WHEREAS, broadband, or high speed Internet, is essential today and increasingly essential for community vitality, including competitive economic development, affordable and quality health care, equitable education and effective government; and

WHEREAS, vast areas of Minnesota and thousands of Minnesotans lack access to affordable and reliable broadband services that meet or exceed the federal broadband standard of 25/3 Mbps; and

WHEREAS, the long- and short-term benefits of achieving our broadband vision will be spread widely across our entire Minnesota community while failing to reach our broadband vision will sentence some rural areas to second class status and permanent decline;

NOW, THEREFORE, the Kandiyohi County and City of Willmar Economic Development Commission and its Broadband and Advanced Technology Committee adopts the Minnesota Broadband Vision and encourages the Minnesota Legislature and Governor to provide sufficient leadership, resources and legal framework to ensure that the State of Minnesota achieves this vision by 2020.