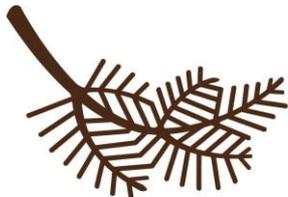


Resilient Region Blandin Broadband Community

Community Vision Meeting

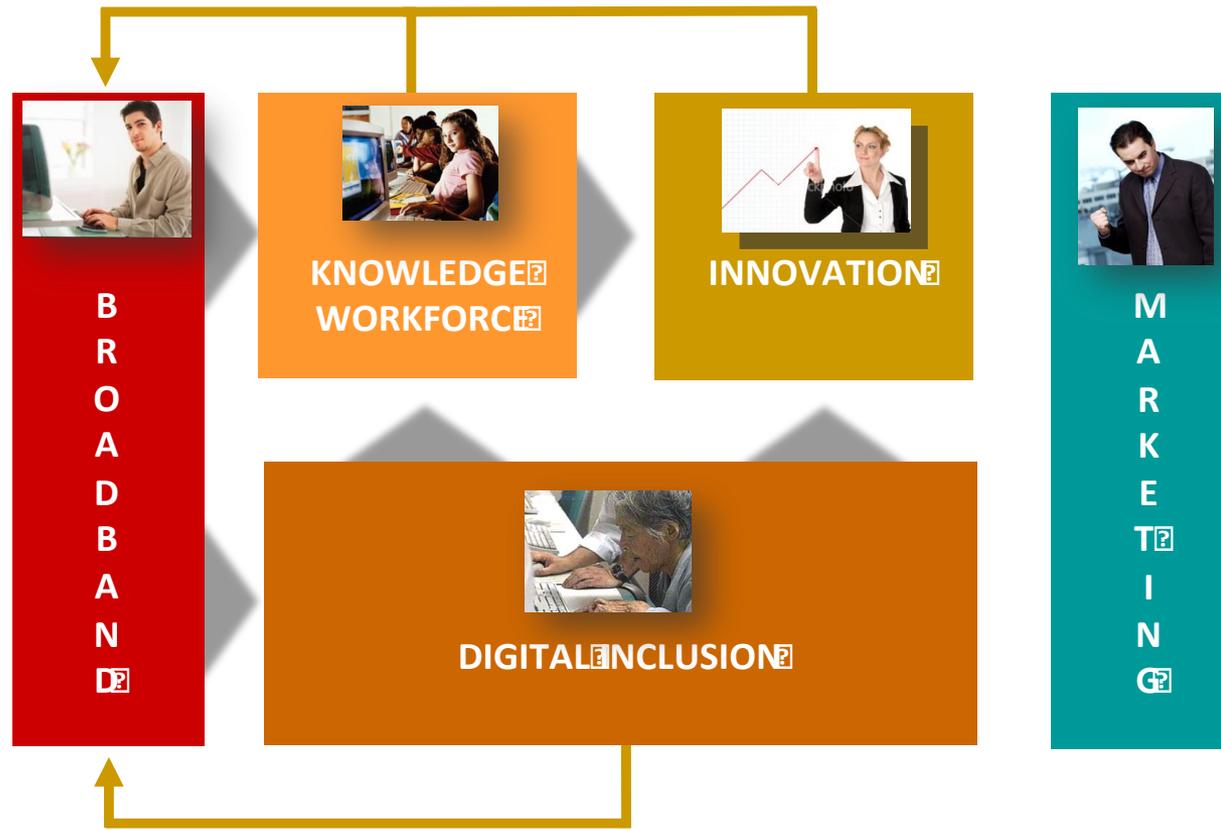


Blandin Foundation™
STRENGTHENING RURAL MINNESOTA

Blandin Broadband Communities

- 10 communities will receive:
 - Leadership facilitation and support
 - Planning and technical assistance
 - \$75,000, on average, in grant funds to support locally developed projects
- Process
 - Steering orientation session
 - Vision (today)
 - Project development
 - Grant writing
 - Project funding and implementation

Intelligent Community Framework



Broadband

Communities need broadband that supports a globally competitive economy

- Broadband is:
 - A marketing term
 - Refers to capacity, not a technology type
 - Can be delivered via fiber, copper or wireless
- Broadband goals
 - The new standard – 1Gbps
 - New FCC definition – 25 Mb/3 Mb
 - Minnesota – 10-20/6 Mb to every home and business by 2015



Broadband Strengths

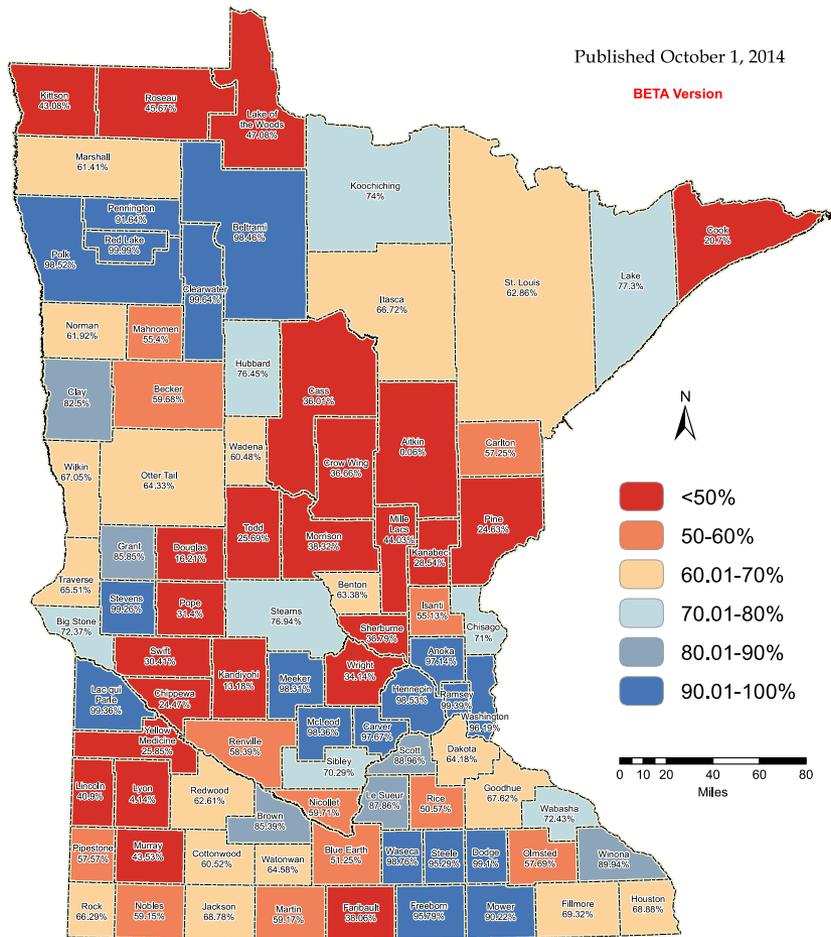
A unique public, private, nonprofit, philanthropic **community-driven partnership** working to reach the **goal of 95%** of households in the five-county region with **access to high-speed internet!**

- 57 Resilient Region Champions and Blandin Broadband Steering Committee
- 66 Virtual Highway Taskforce
- 3 TelCos+ engaged: CTC, WCTA, LLBO Telecommunications +Todd County Fiberband Task Force!!
- Support from NJPA & Blandin Foundation



Broadband Availability in the State of Minnesota Percentage of Households Served by Terrestrial, Non-Mobile Broadband Service

At Least 10 Mbps Download/6 Mbps Upload Speeds
Statewide Availability: 78.16%



Map users are encouraged to participate in improving broadband data granularity through data validation and field testing efforts. Learn more about this and other broadband mapping facts at www.connectmn.org.

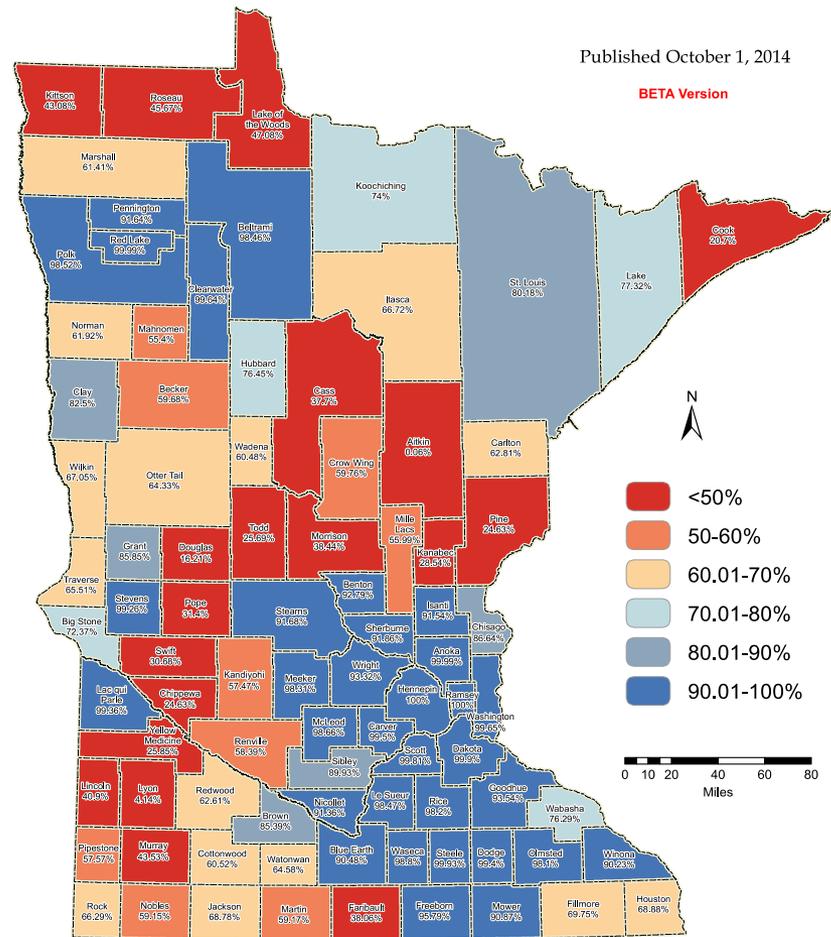
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Submit questions or recommended changes to: maps@connectmn.org

Broadband Availability in the State of Minnesota Percentage of Households Served by Terrestrial and Mobile Broadband Service

At Least 10 Mbps Download/6 Mbps Upload Speeds
Statewide Availability: 88.90%



Map users are encouraged to participate in improving broadband data granularity through data validation and field testing efforts. Learn more about this and other broadband mapping facts at www.connectmn.org.

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Broadband Gaps

- **Non-Mobile Broadband (10 /6 Mbps)**
 - 25.69% Todd County
 - 38.32% in Morrison County
 - 36.66% in Crow Wing County
 - 38.01% in Cass County
 - 60.48% in Wadena County (WCTA – Co-op Member Investment in Fiber # years ago)
- **Mobile Broadband (10 /6 Mbps)**
 - 25.69% Todd County
 - 37.7% Cass County
 - 38.44% Morrison County
 - 59.76% Crow Wing County
 - 60.48% Wadena County
- **18,737 households "unserved" + "underserved"**
- **Cities and townships unserved** (Long Prairie, Hewitt, Jenkins, Bowlus, Pequot Lakes, Fairview, Fort Ripley Township, East Gull Lake, Prescott, Oak Point, Sugar Point, Kego Lake, Winnie Dam, Noopiming).
- **Do better?** “Such a long list ... telehealth, online learning, telework, access to last rural mile ... engaging our youth in this effort.”

Knowledge Workforce

Communities will thrive on their ability to create, support and attract knowledge workers

- Knowledge workers have
 - Technology skills
 - Post-secondary degrees and certifications
- Knowledge workers
 - Earn high-wage salaries
 - Start new companies



Knowledge Workforce Strengths

- Brainerd Lakes Chamber's Bridges Workforce Connection
- Central Lakes College
- M-State
- Leech Lake Tribal College
- Economic development professionals in each county
- Economic Engine Theme Champions
- Education and Workforce Theme Champions

All working to create a region of knowledge workers

Knowledge Workforce Gaps

- **Workforce trained for high-skill, high-wage positions** (Brainerd Lakes Area Chamber & Bridges)
- **Lack of skills: technical qualifications, soft skills, acceptable attitudes and work ethic.** (LAHRA)
- **Poor attendance = termination** (LAHRA)
- **“Region should focus on mid-professional ages 25-45 who are returning to the region.”** (DEED)
- **“As our future workforce shrinks and ages, it is important that every citizen has the skills necessary to be productive, valued, and self-reliant ... Ethnic diversity will continue to grow ... The region's aging population may need to continue working longer for financial reasons or personal satisfaction.”** (Resilient Region Plan)

Digital Inclusion

Everyone will have a computer, know how to use it and and will have access to the network.

- Increasingly, people cannot effectively participate in community without a network connection
- Health, education and government strategies to improve services and cut costs require the use of technology.



Digital Inclusion Strengths

- PC4People
- Brainerd- The Shop PC4People Franchise
- Community Ed, Local Co-ops, MIRC, WCEDA
- “Virtual Highway TF is working hard with providers and social advocacy agencies to make broadband accessible for all.”

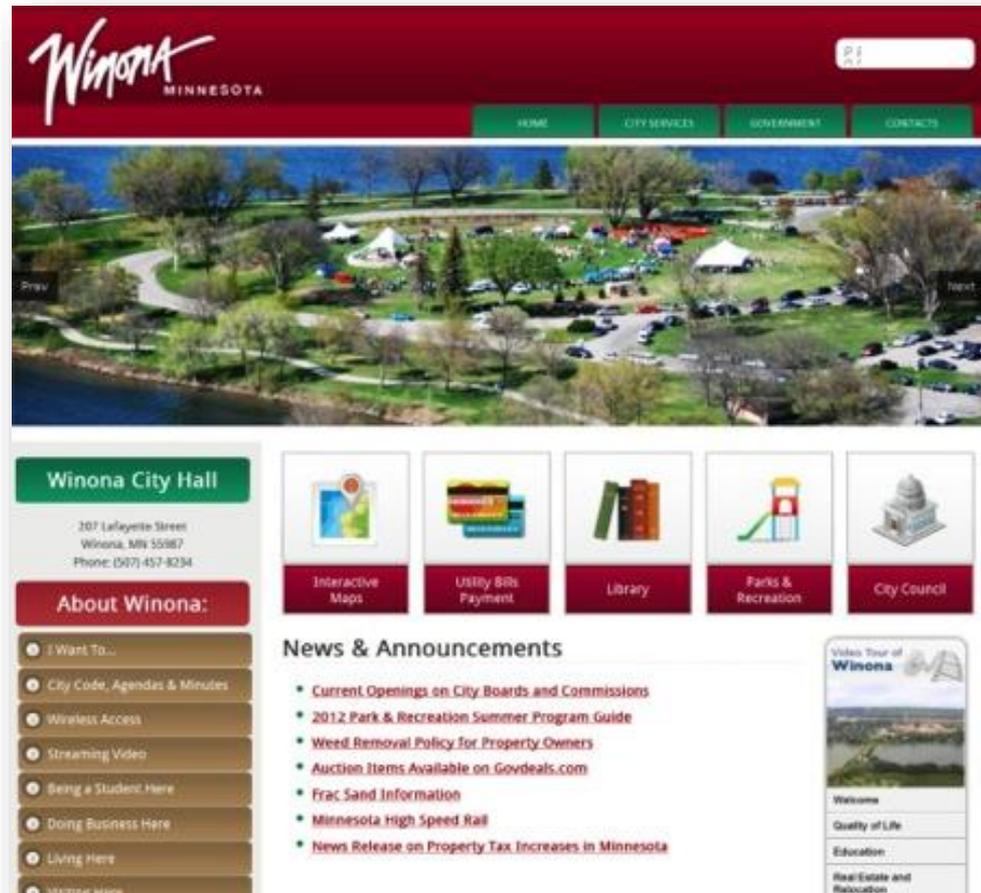
Digital Inclusion Gaps

- Some communities without access
- Some communities locked into 10 year agreements that fail to live up to perceived promises
- Constant changes in software that then no longer “talks” to older versions
- Students/programs that don’t have needed equipment
- Children having to drive 50 miles at night to do online homework
- Youth having to “hang by the window” to complete online exams – that time out

Marketing and Advocacy

Messages that your community transmits to external and internal audiences.

- Marketing is conducted to attract people and investment.
- Advocacy is targeted internally to promote access and use.



Marketing and Advocacy Strengths

- Marketing:
 - CTC/WCTA Smart Rural Communities
 - R5DC Community Asset Profiles
 - Initiative Foundation & IQ Magazine
 - Chambers & DEED “also play role in attraction.”
 - All Economic Development Organizations
 - BLAEDC + Tech Ready websites
 - WCEDA Website
- Advocacy:
 - Press Releases, *Virtual Highway* white paper, Videos, Letters/Meetings with local/state/national elected officials, Governor’s Cabinet, Governor’s Broadband Taskforce

Marketing and Advocacy Gaps

- “It isn’t a matter of lack of access. In our case it is that TDS does not do a good job of promoting what is available.”
- “There is little coordination for attraction on a regional scale.”

Innovation Strengths

This is a region of innovators!

- CLC DOL for RITA and Advanced Manufacturing
- M-State Degree Programs High Pay, High Demand Jobs
- BLAEDC High-Tech Taskforce & “Tech Ready”
- CTC/WCTA “Smart-Rural Communities”
- Maureen Ideker is Telehealth & Link to Governor’s BBTF
- Silicon Valley for Renewable Energy
- Affordable Housing + Energy Security
- Initiative Foundation \$4.04 M AIS
- RR Champions = \$31.2 M for Region
- Nationally Recognized: Leech Lake Tribal College, R5DC, CTC, WCTA +++

Innovation Gaps

- All tie back to:
 - Broadband Gaps
 - Knowledge Workers Gaps
 - Digital Inclusion Gaps
 - Marketing Gaps
 - Advocacy Gaps
 - Funding Gaps





Thank You!

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