COMMUNITY BROADBAND DEMAND TOOLS

PAUL SOLSRUD
Product Manager

CNS
Cooperative Network Services

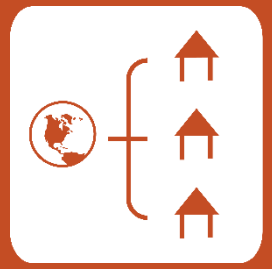
We help rural providers Bring More Broadband to more Rural Places.

HOW WE DO IT

Marketing
Consulting

HR Solutions

Video Product
Consulting



FTTH
Engineering

GIS
Consulting

Transport
Network

Be prepared for partner discussions

PREPARED COMMUNITES ARE POISED TO WIN

Bring data (and make it simple to get more)

- Existing provider data
- Publicly owned assets (land, towers, buildings)
- Leverage existing relationships (local businesses, other utilities)
- Survey data – both existing and new

Leverage existing experts

- County staff knowing of poor areas and the challenges
- Local leaders
- Community finance and regulatory experts
- Social media/PR resources

Community’s existing tools

- Manpower to help with data collection
- GIS and other software
- Make it easy for partners

THE PROCESS

Get resident feedback

Current challenges

Opportunities

Identify areas that are the best to focus on

Anecdotal evidence

Community ED/Growth areas

Quantify demand

Get user commitment

Find partners with aligning goals

Help identify phases

Collecting data

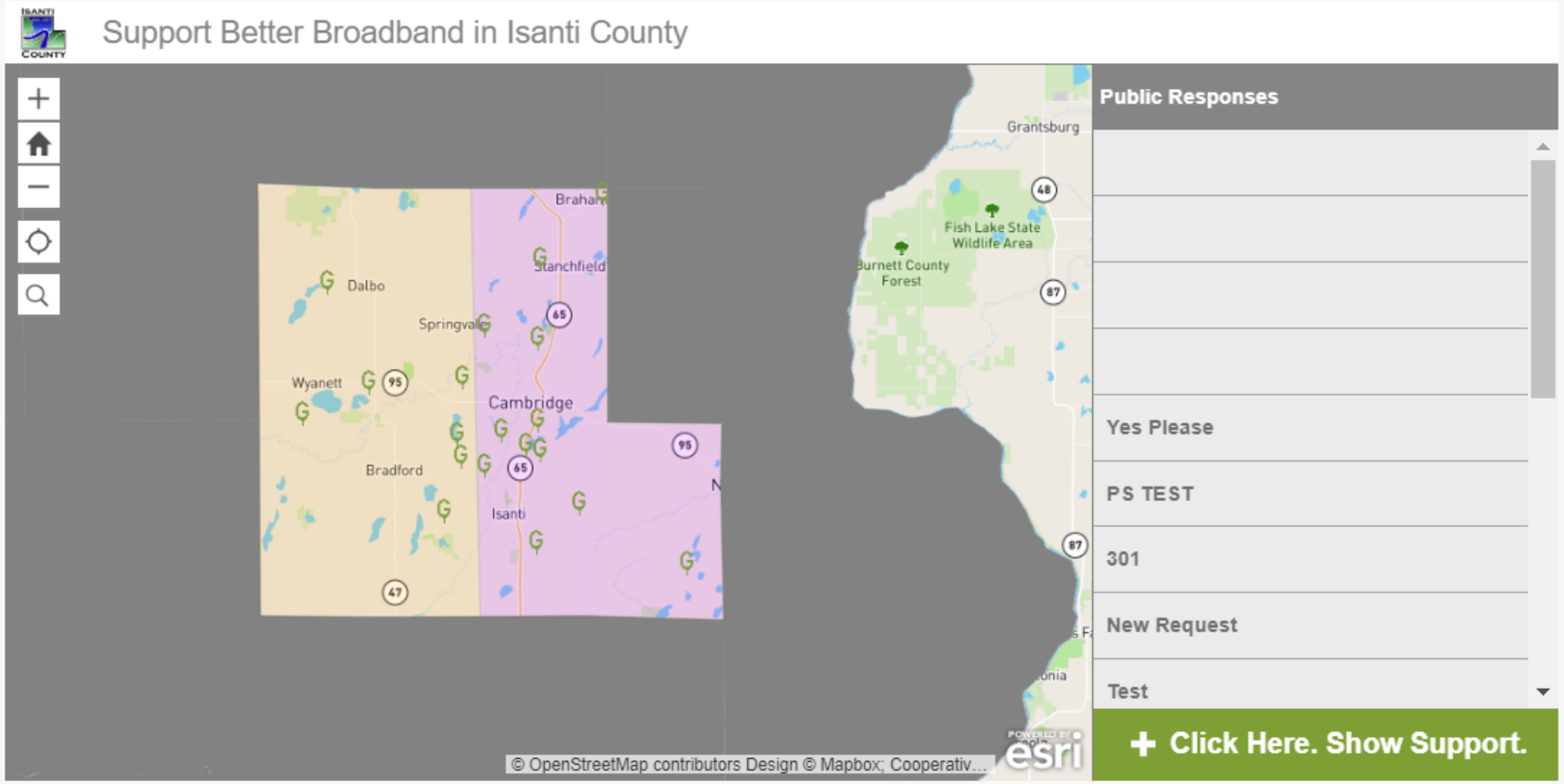
COLLECTING DATA

SURVEY VS. QUESTIONNAIRE

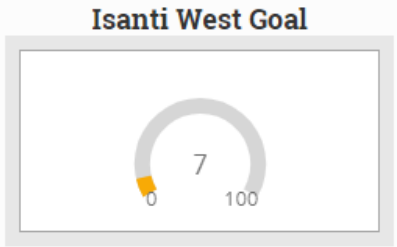
SOCIAL MEDIA VS PHONE CALLING/DOOR KNOCKING

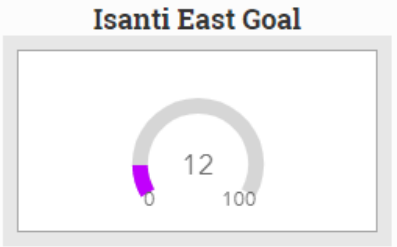
Balancing cost and time challenges

We need your help to bring better Internet to your home or Business.
Click 'Show Your Support' below



Progress





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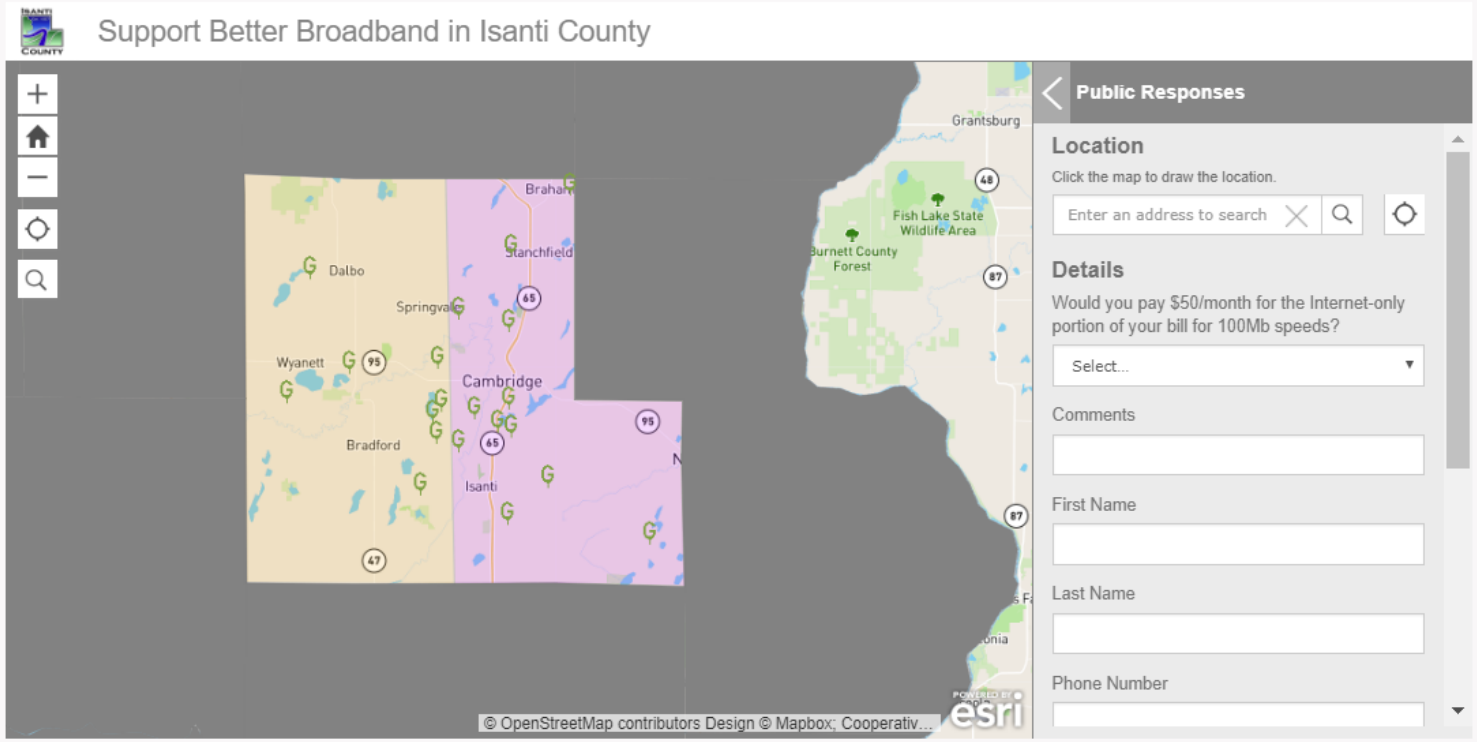

Progress

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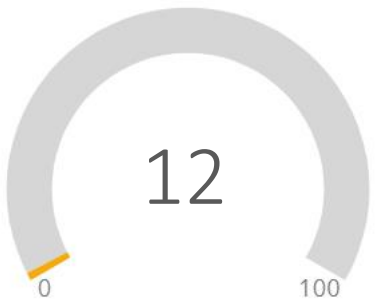
Progress



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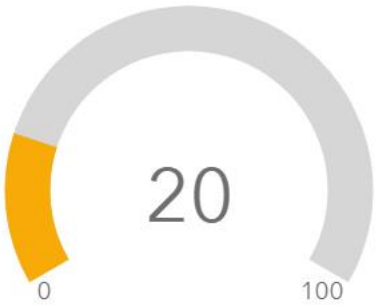

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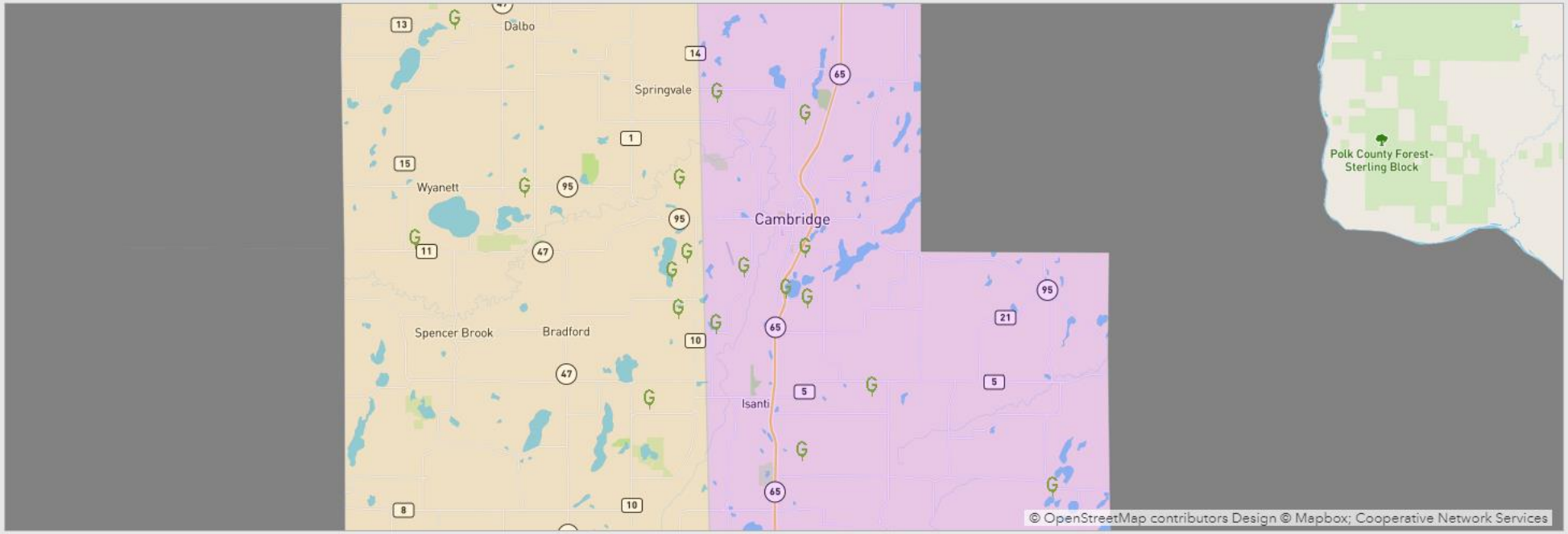


Would you pay $50/month for the Internet-only portion of your bill for 100Mb speeds?	Comments	First Name	Last Name	Phone Number	Address	City	Zip	Email
Yes	YES	Ralph	Swenson	2223335555				
Yes	We NEED this!	Tom	Johnson	2225559999				
Yes	Hurry	Jim	Thompson					
Yes	asdfasd							
Yes	Hahahahaha							
Yes	ASDF	DDSF						

Last update: a few seconds ago

What's this all about?

For years Isanti county, especially the rural areas have struggled with slow Internet.

The Challenge:

Healthcare, business, education, social interaction and more all suffer without fast internet. Without it, our quality of life is reduced, and our communities suffer. All residents rely on Internet – even if they don't use it.

Why is it like this?

Due to the significant costs, (as much as $10,000 per home), providers simply cannot make a viable business case to offer these services in rural areas.

Solution

Isanti county has decided to help by providing funding to construct a new fiber and wireless network, and partnering with XXXX to operate it.

Why public dollars?

Since fast Internet service benefits the entire county, the county is willing to finance this project for the good of all residents.

Share your support

So if you haven't already, add your name to the map above, then share this with your neighbors.

Follow and share this project

Why is the Internet slow here?

Many rural areas struggle with slow Internet. Because the costs of bringing substantial improvements is so high, it's not profitable to provide service in areas with low density – and that's where local governments can help by partnering with Interner Service Providers.

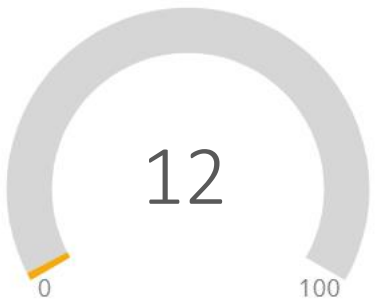
DEED Coverage map

Test your current speed

How fast is your current connection?

Identify serious interest

paulsolsrud Sign Out
Blandin Conference Example
Description content for the survey
Address
Set Location
Name
Current provider
Midco
Windstream
Verizon/ATT/Sprint
Rate your current provider
Would you pay $50/month for better service?
yes
no



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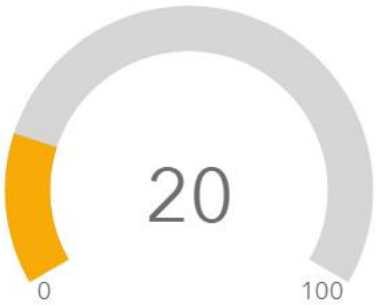

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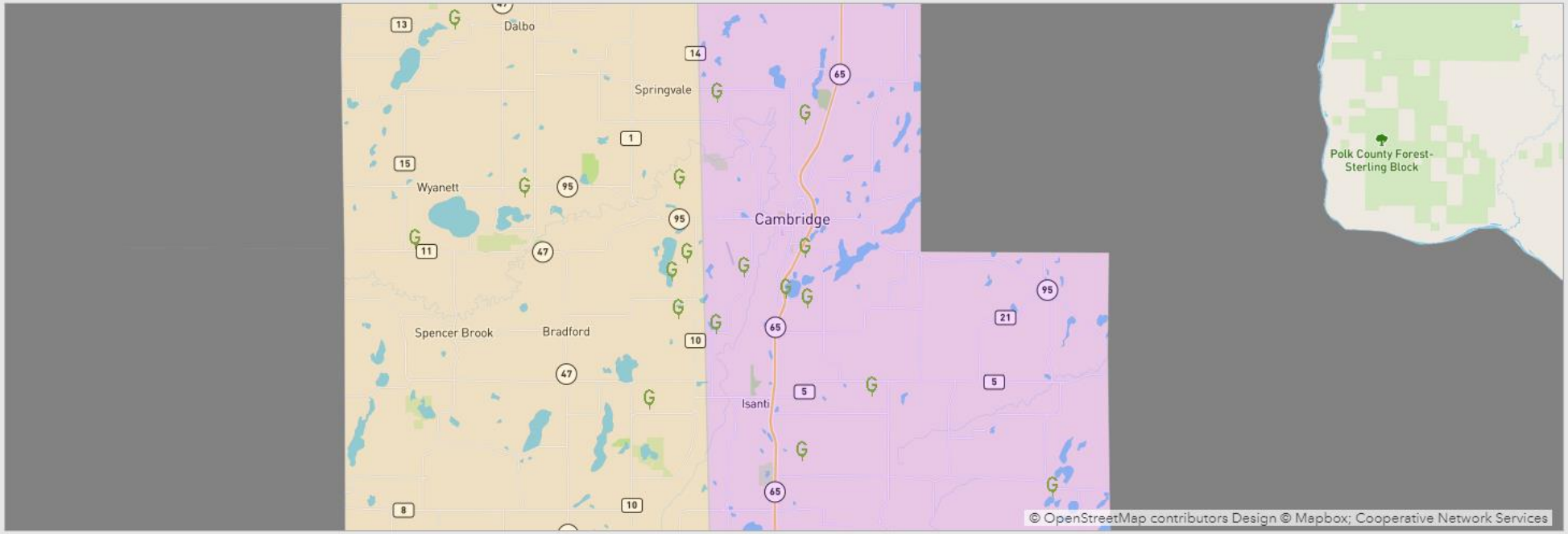

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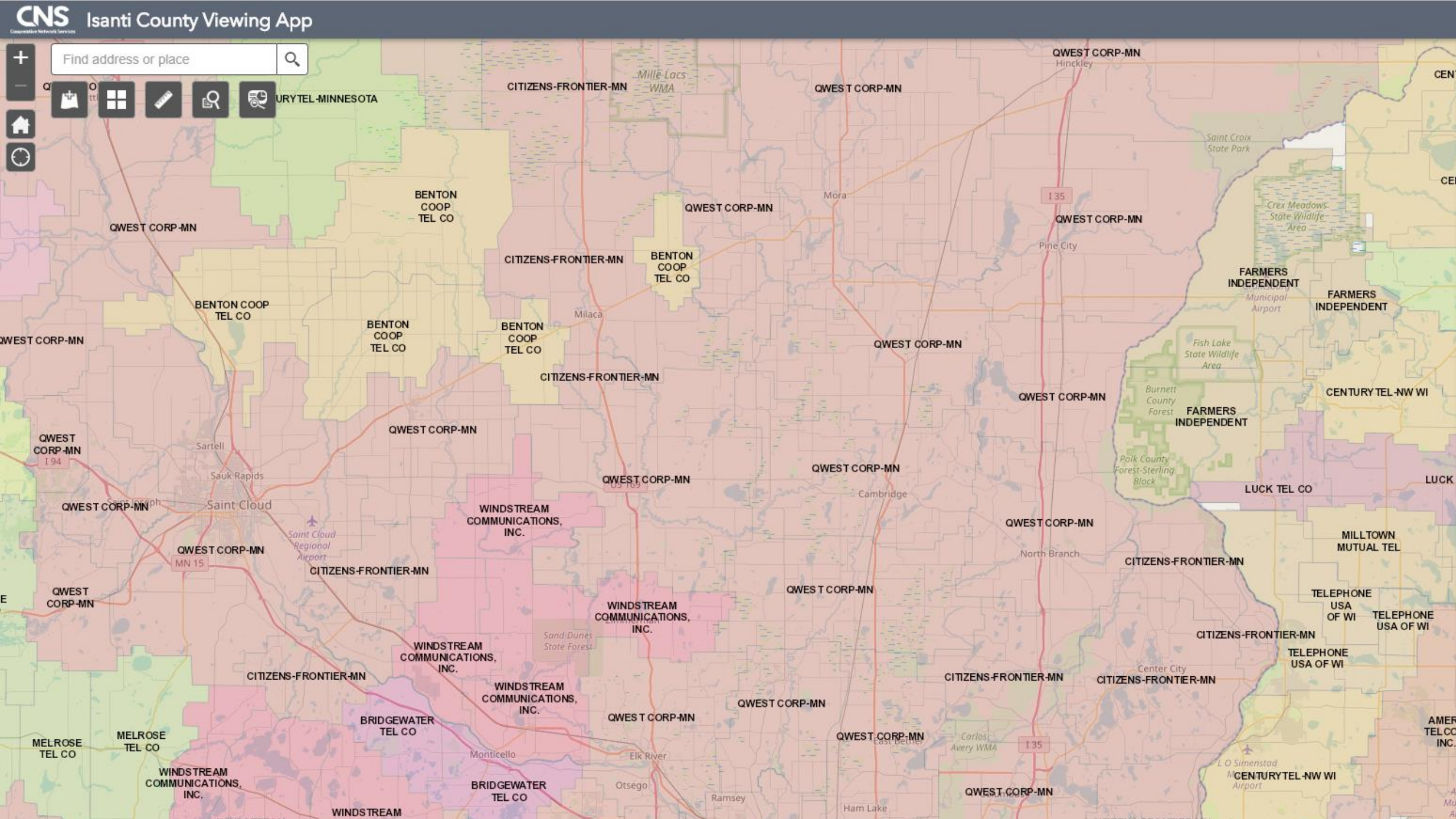
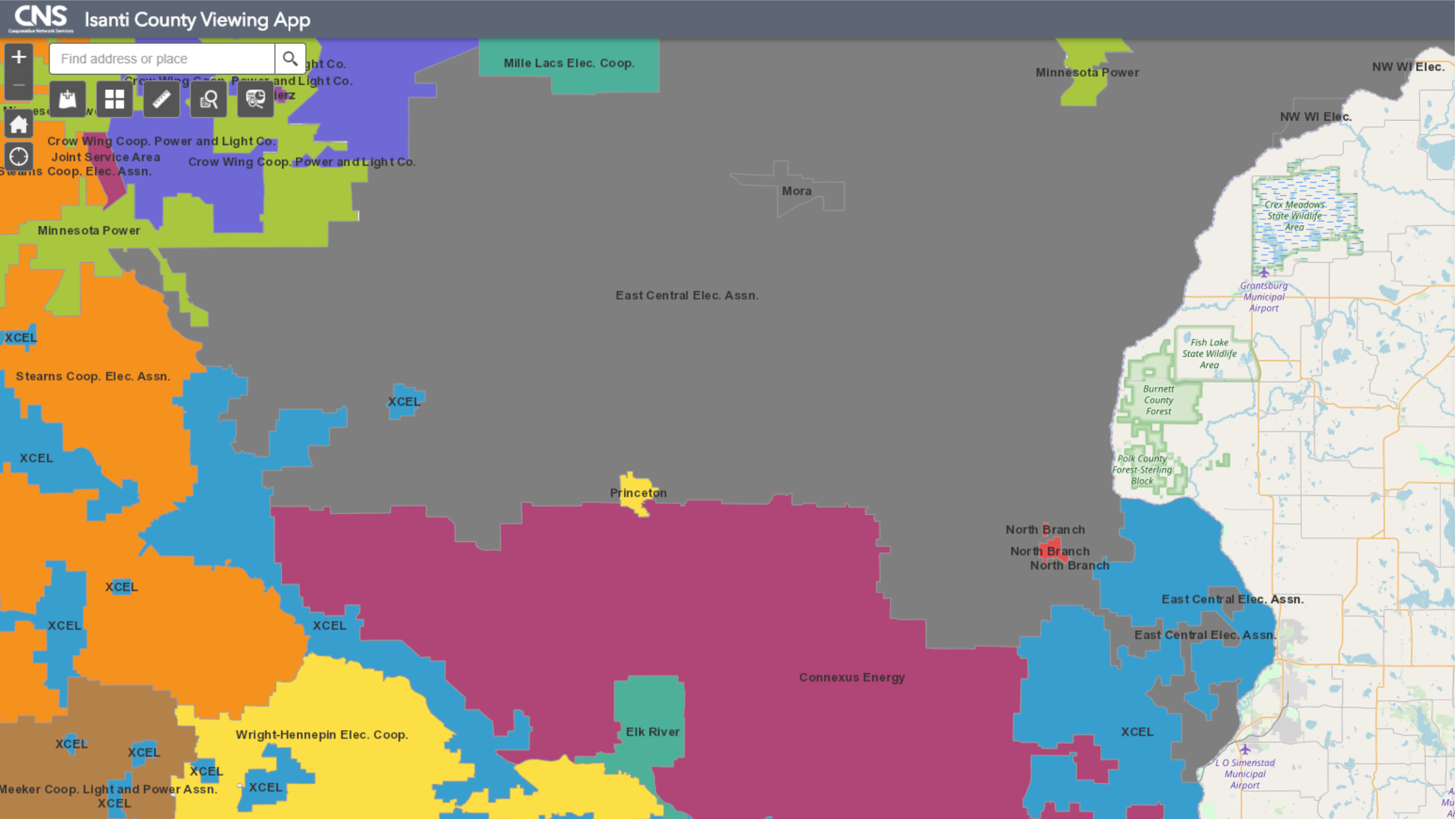
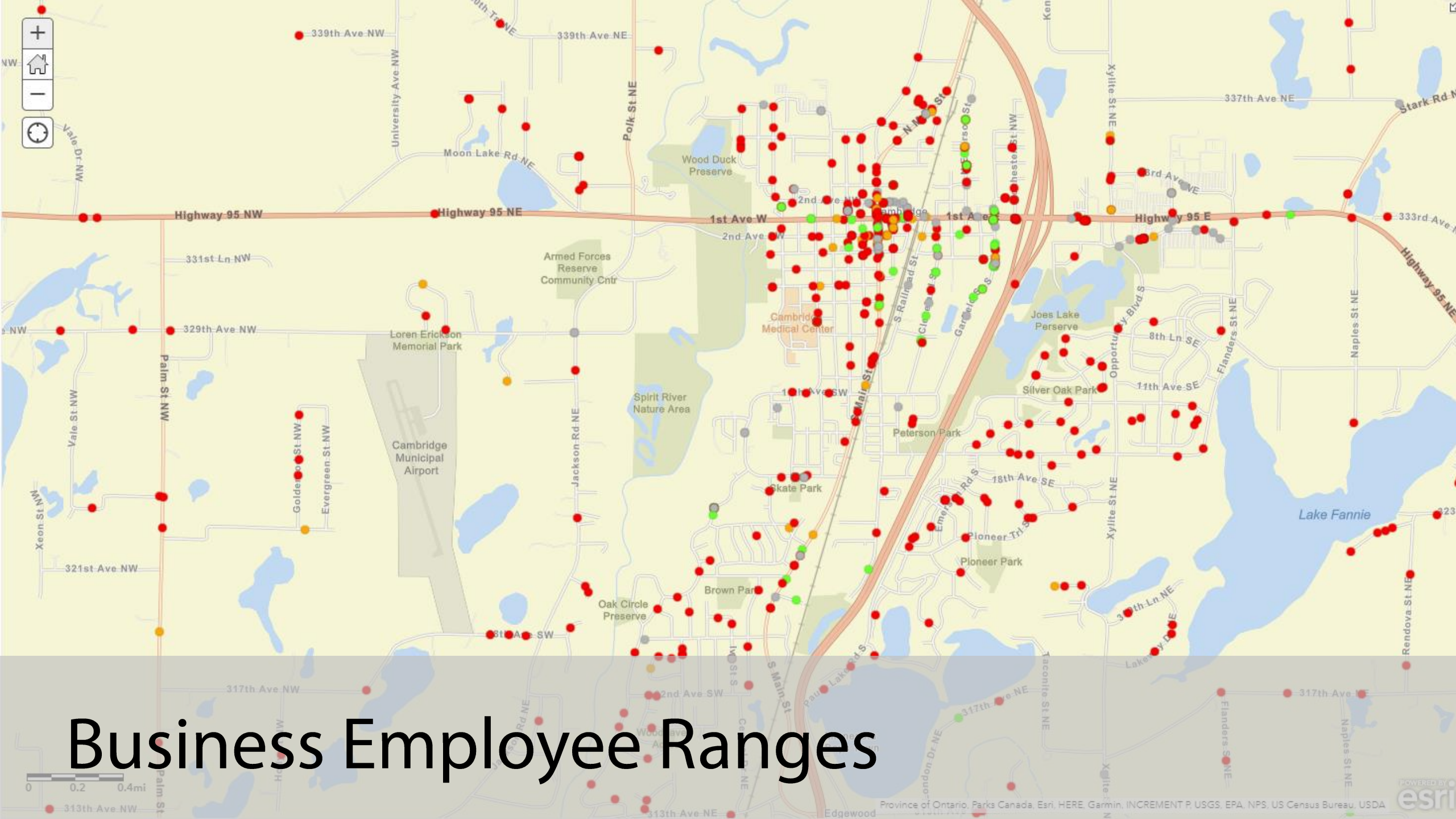
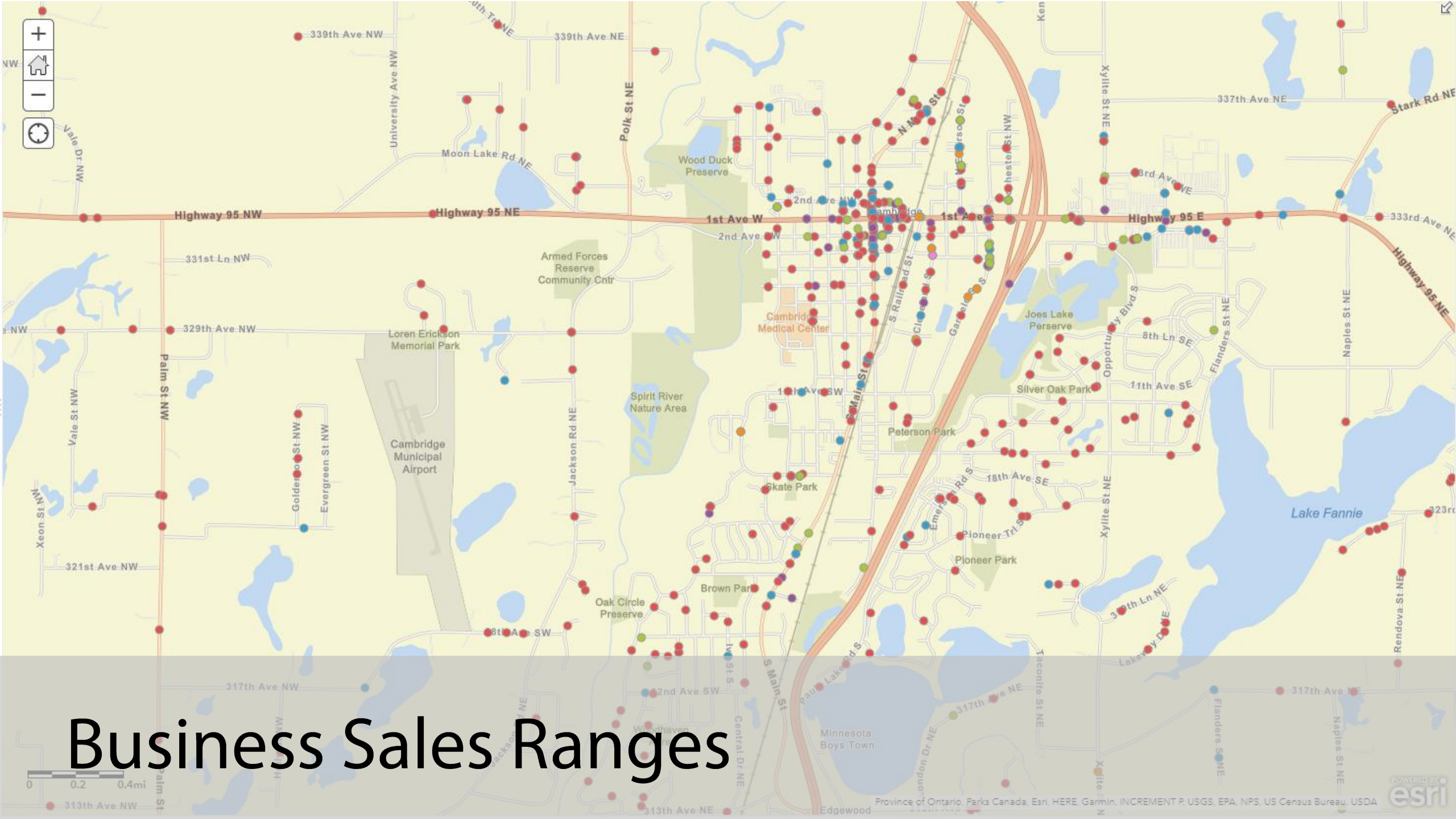
Combine the data for partners


CNS
Isanti County Viewing App
Find address or place
URYTEL-MINNESOTA
CITIZENS-FRONTIER-MN
Mille Lacs WMA
QWEST CORP-MN
Hinckley
Saint Croix State Park
BENTON COOP TEL CO
Mora
I 35
Crex Meadows State Wildlife Area
Pine City
FARMERS INDEPENDENT
Municipal Airport
Milaca
Fish Lake State Wildlife Area
Burnett County Forest
CENTURYTEL-NW WI
Sartell
Sauk Rapids
Saint Cloud
Saint Cloud Regional Airport
Polk County Forest-Sterling Block
Cambridge
LUCK TEL CO
WINDSTREAM COMMUNICATIONS, INC.
MILLTOWN MUTUAL TEL
North Branch
MN 15
TELEPHONE USA OF WI
Sand Dunes State Forest
Center City
BRIDGEWATER TEL CO
MELROSE TEL CO
Monticello
Elk River
Carlos Avery WMA
L O Simenstad Municipal Airport
Otsego
Ramsey
Ham Lake
WINDSTREAM

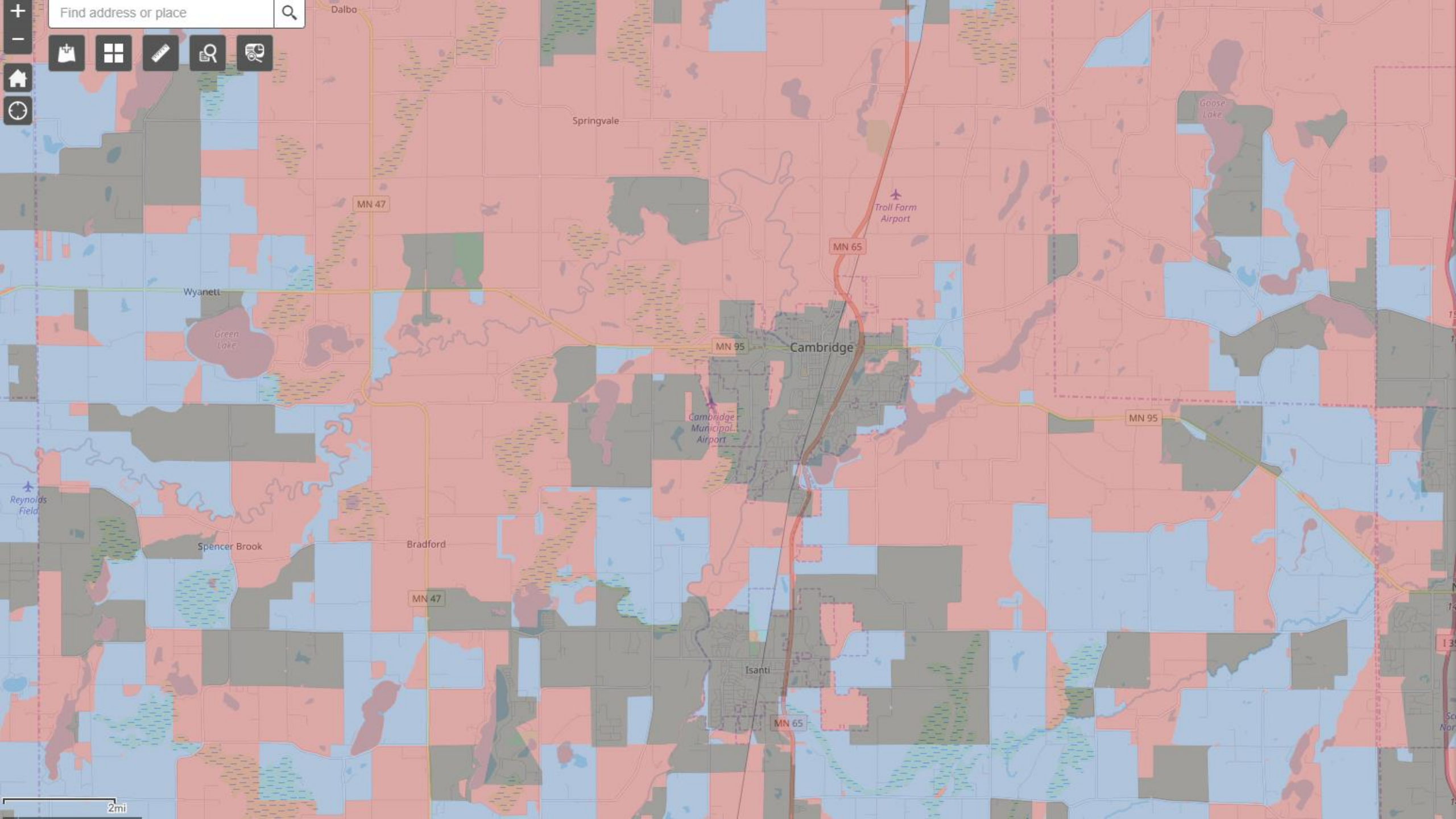

CNS
Isanti County Viewing App
Find address or place
Mille Lacs Elec. Coop.
Minnesota Power
NW WI Elec.
Crow Wing Coop. Power and Light Co.
Joint Service Area
Crow Wing Coop. Power and Light Co.
Stearns Coop. Elec. Assn.
Mora
Minnesota Power
East Central Elec. Assn.
Crex Meadows State Wildlife Area
Grantsburg Municipal Airport
Fish Lake State Wildlife Area
Burnett County Forest
Polk County Forest-Sterling Block
XCEL
Stearns Coop. Elec. Assn.
XCEL
XCEL
Princeton
North Branch
North Branch
North Branch
XCEL
East Central Elec. Assn.
XCEL
XCEL
East Central Elec. Assn.
Connexus Energy
Wright-Hennepin Elec. Coop.
Elk River
XCEL
XCEL
XCEL
XCEL
Meeker Coop. Light and Power Assn.
XCEL
L O Simenstad Municipal Airport

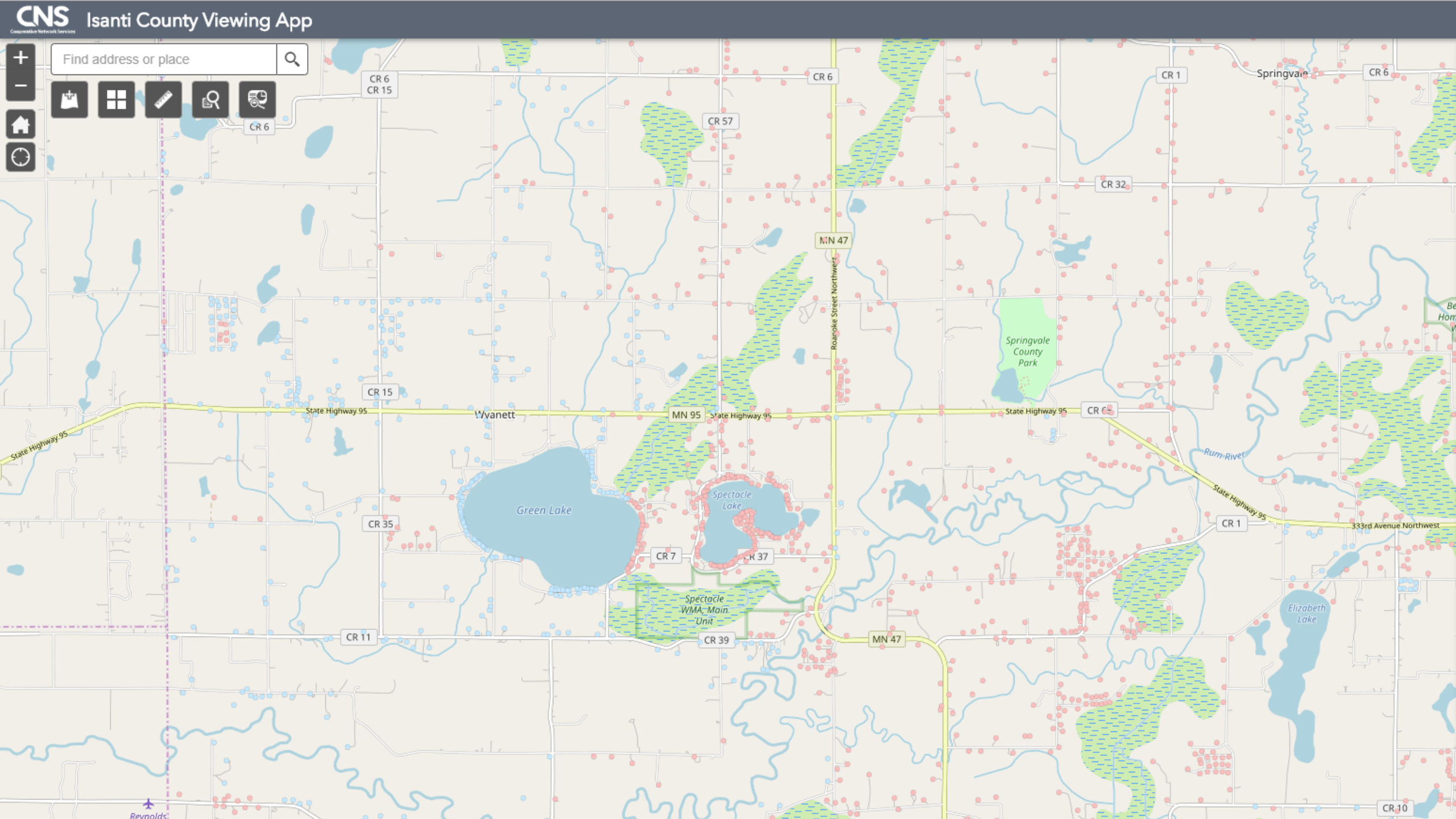


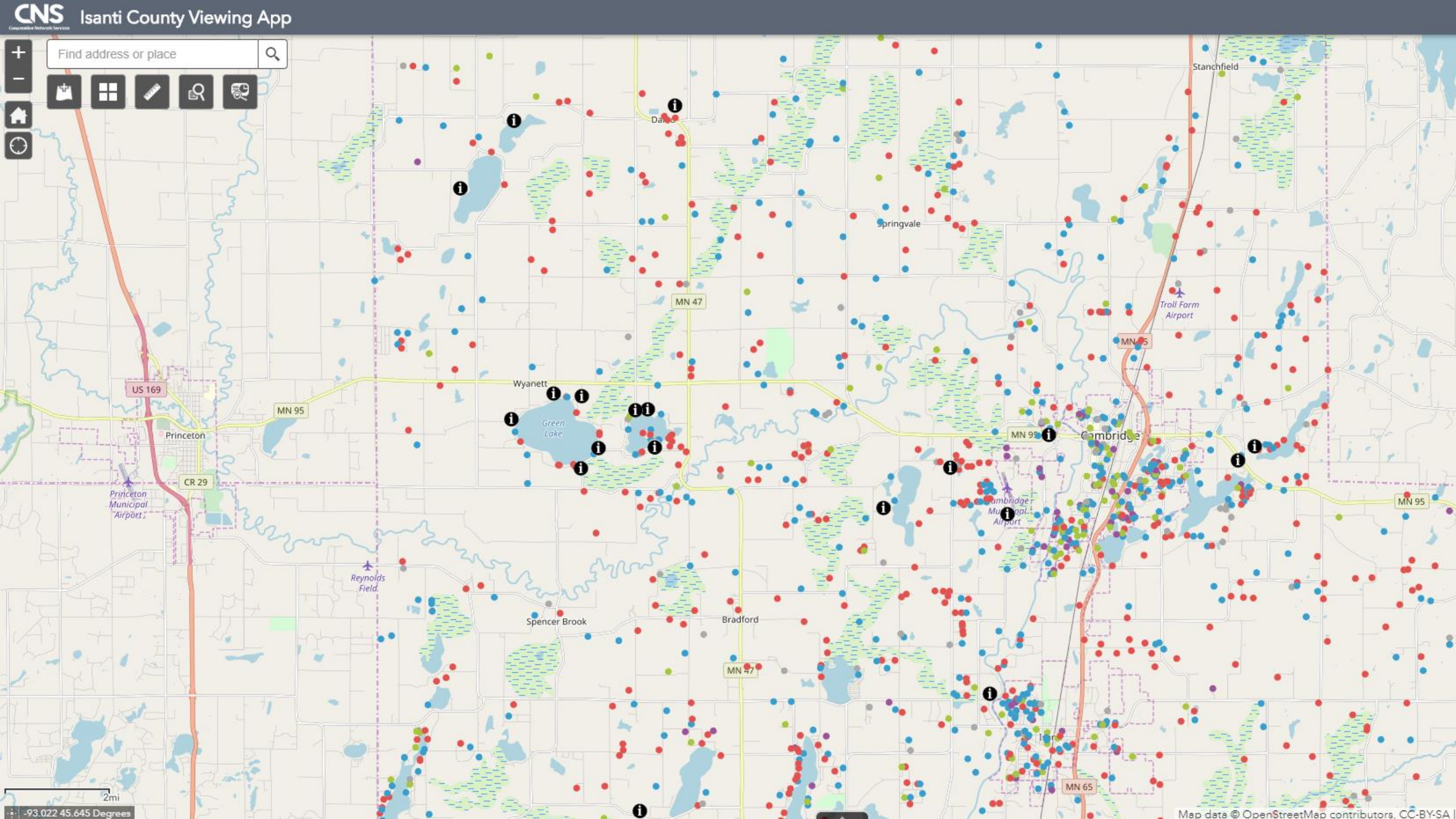
Business Employee Ranges



Business Sales Ranges


Find address or place
Dalbo
Springvale
MN 47
Troll Form Airport
MN 65
Goose Lake
Wyanett
Green Lake
MN 95
Cambridge
Cambridge Municipal Airport
MN 95
Reynolds Field
Spencer Brook
Bradford
MN 47
Isanti
MN 65
2mi


CNS
Isanti County Viewing App
Find address or place
CR 6
CR 15
CR 6
CR 57
CR 6
CR 1
Springvale
CR 6
CR 32
MN 47
Roanoke Street Northwest
Springvale County Park
CR 15
State Highway 95
Wyanett
MN 95
State Highway 95
State Highway 95
CR 6
State Highway 95
Rum River
Green Lake
Spectacle Lake
CR 35
CR 7
CR 37
CR 1
333rd Avenue Northwest
Spectacle WMA Main Unit
CR 11
CR 39
MN 47
Elizabeth Lake
CR 10
Reynolds


CNS
Isanti County Viewing App
Find address or place
Stanchfield
Springvale
MN 47
Troll Farm Airport
MN 65
US 169
MN 95
Wyanett
Green Lake
Princeton
Cambridge
CR 29
Princeton Municipal Airport
Reynolds Field
Spencer Brook
Bradford
MN 47
MN 65
2mi
-93.022 45.645 Degrees
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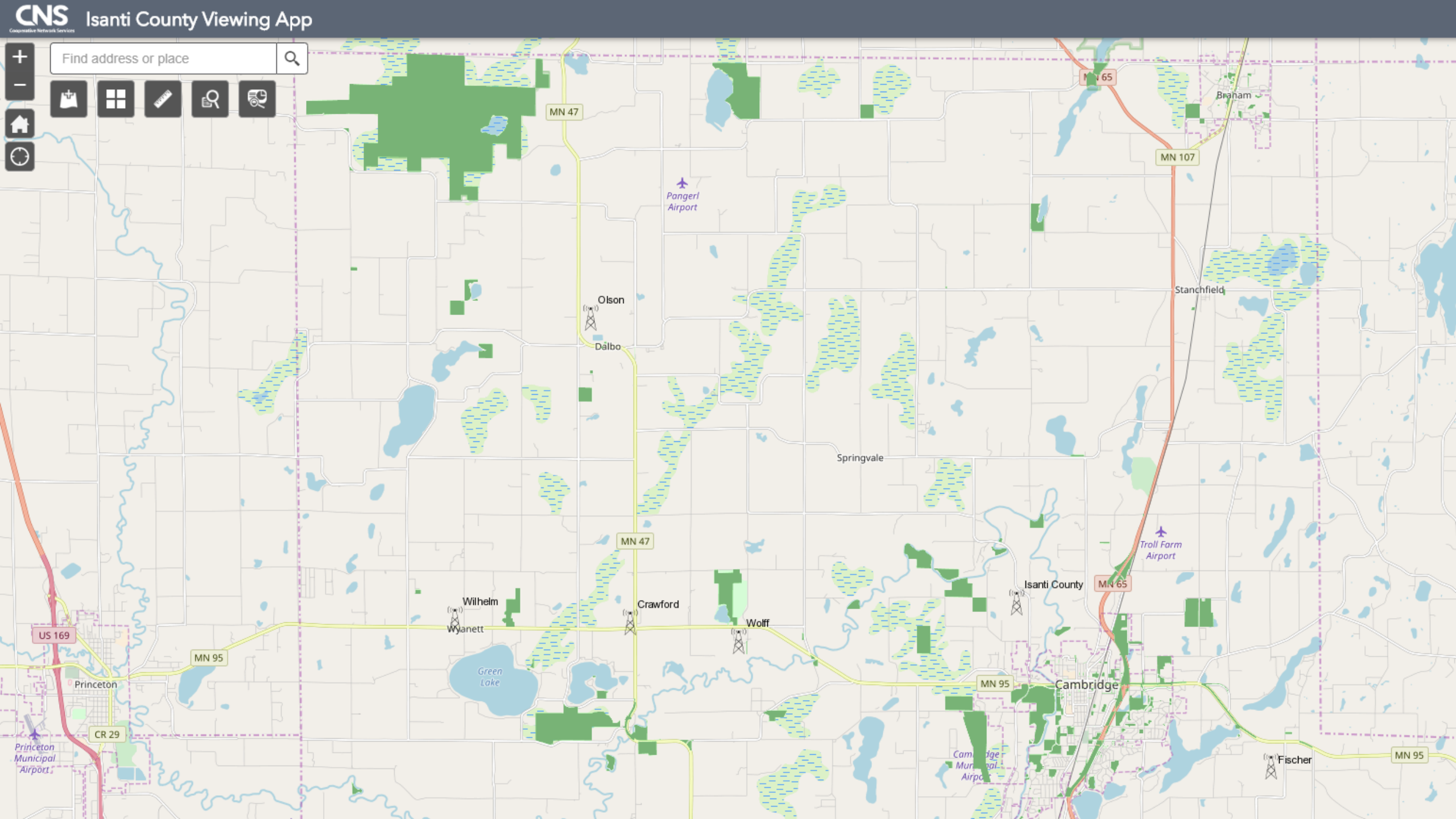
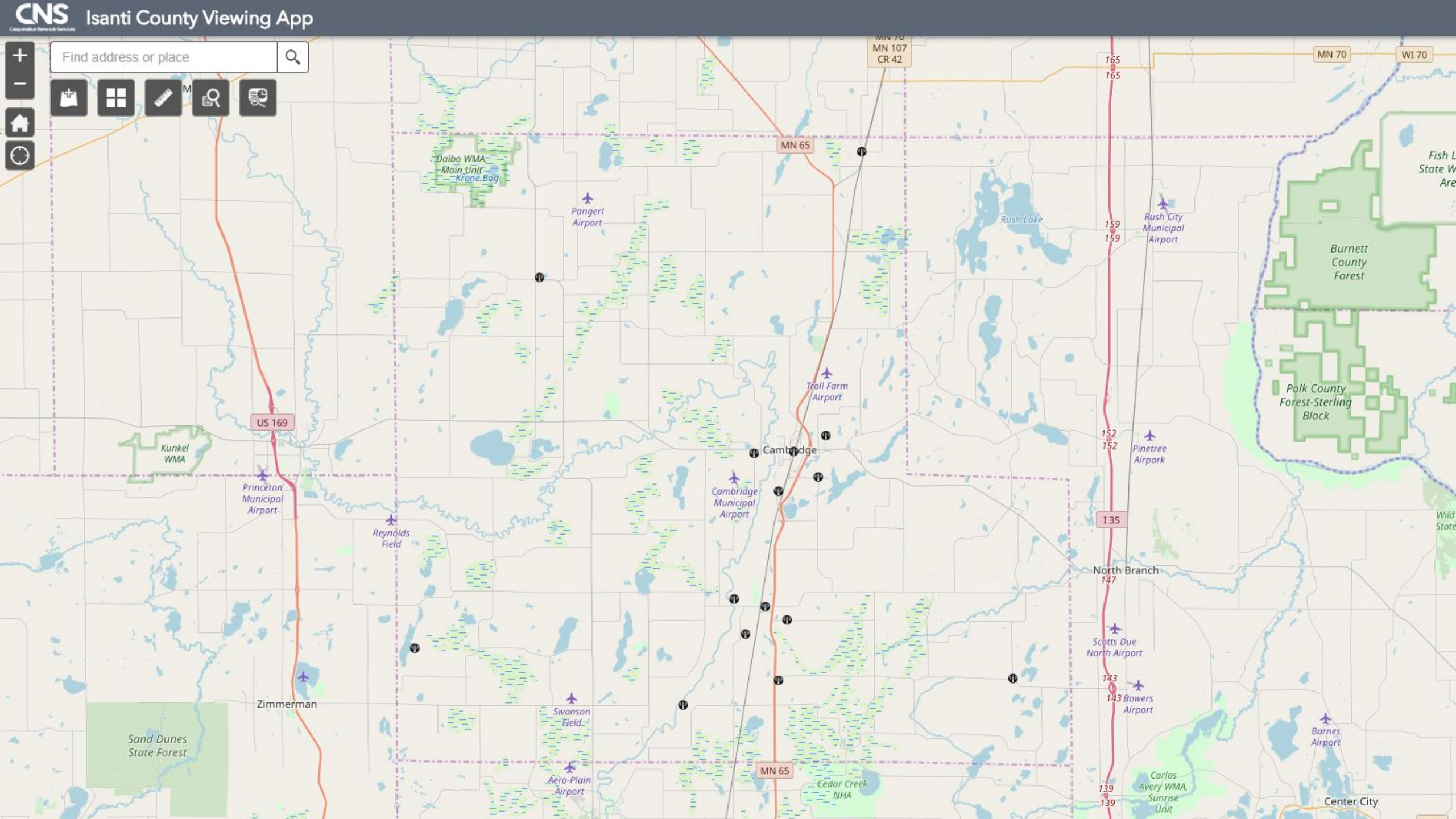

CNS
Isanti County Viewing App
Find address or place
MN 47
MN 65
Braham
MN 107
Pangerl Airport
Olson
Dalbo
Stanchfield
Springvale
MN 47
Troll Farm Airport
Isanti County
MN 65
Wilhelm
Crawford
Wyanett
Wolff
US 169
MN 95
Green Lake
Princeton
MN 95
Cambridge
CR 29
Princeton Municipal Airport
Fischer
MN 95


CNS
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Find address or place
MN 107
CR 42
MN 70
WI 70
MN 65
Dalbo WMA
Main Unit
Krone Bog
Pangerl
Airport
Rush Lake
Rush City
Municipal
Airport
Burnett
County
Forest
Polk County
Forest-Sterling
Block
Troll Farm
Airport
US 169
Kunkel
WMA
Cambridge
Pinetree
Airpark
Princeton
Municipal
Airport
Cambridge
Municipal
Airport
Reynolds
Field
I 35
North Branch
Scotts Due
North Airport
Bowers
Airport
Barnes
Airport
Zimmerman
Swanson
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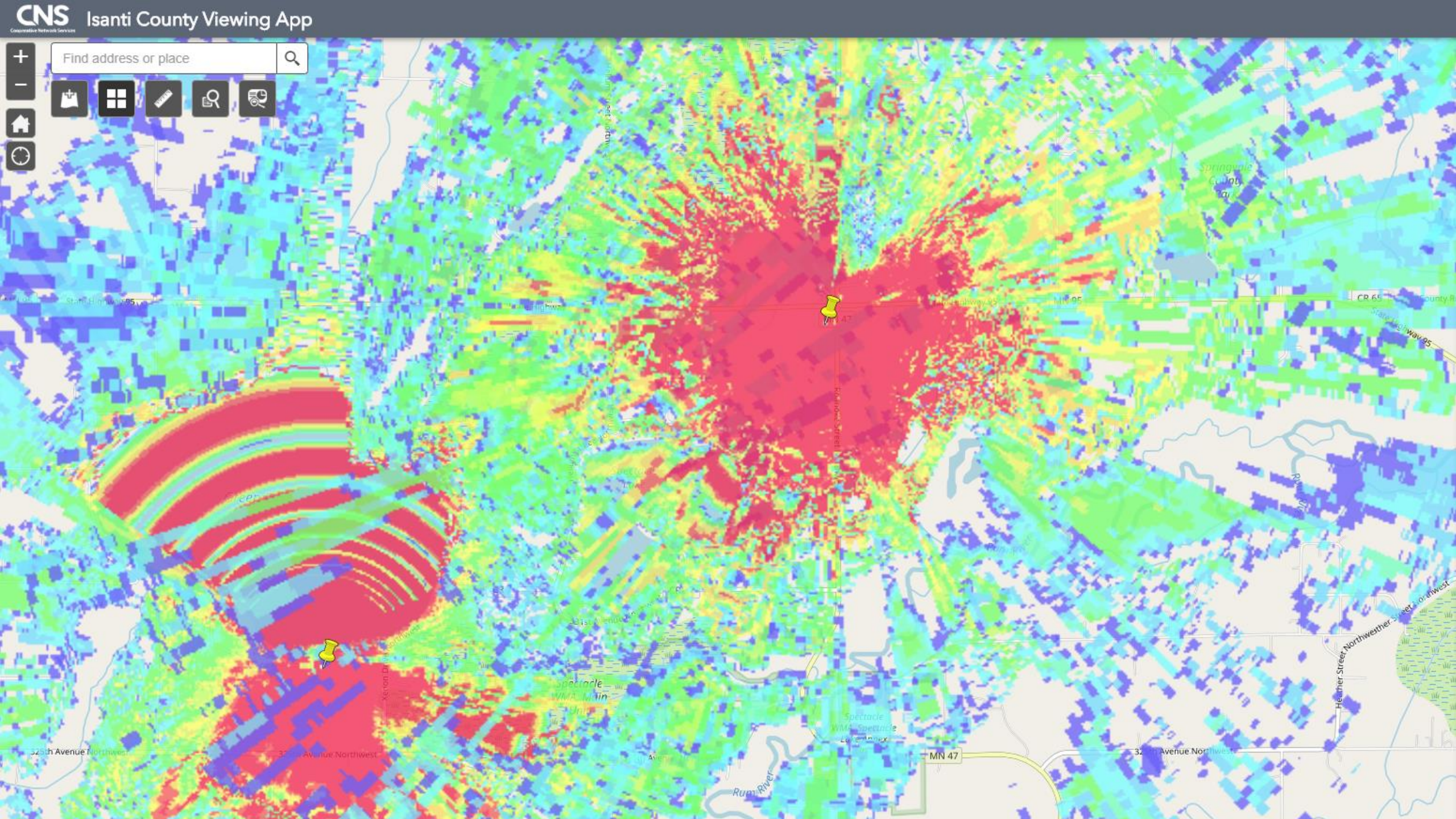
Sand Dunes
State Forest
Aero-Plain
Airport
Cedar Creek
NHA
Carlos
Avery WMA,
Sunrise
Unit
Center City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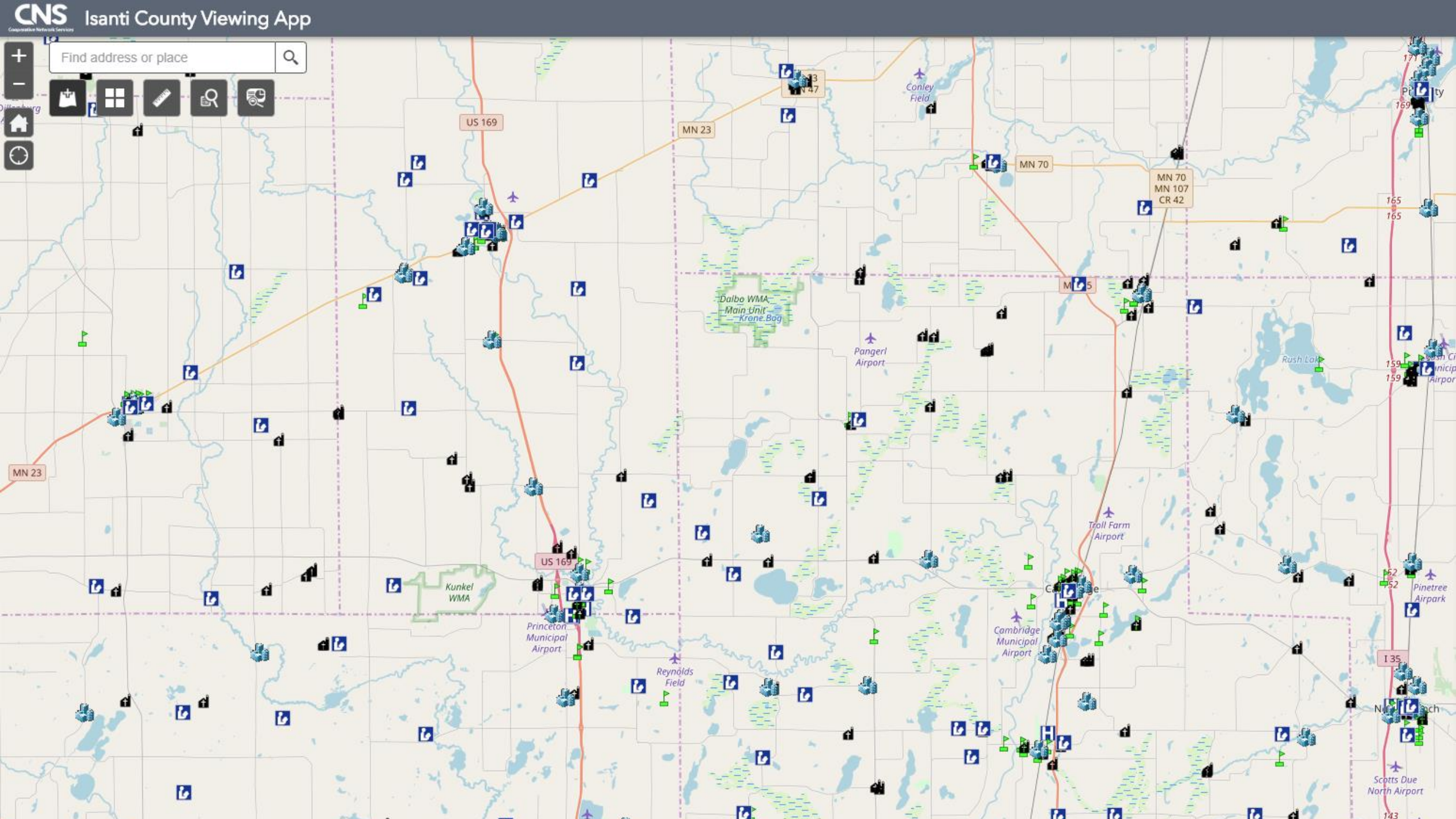
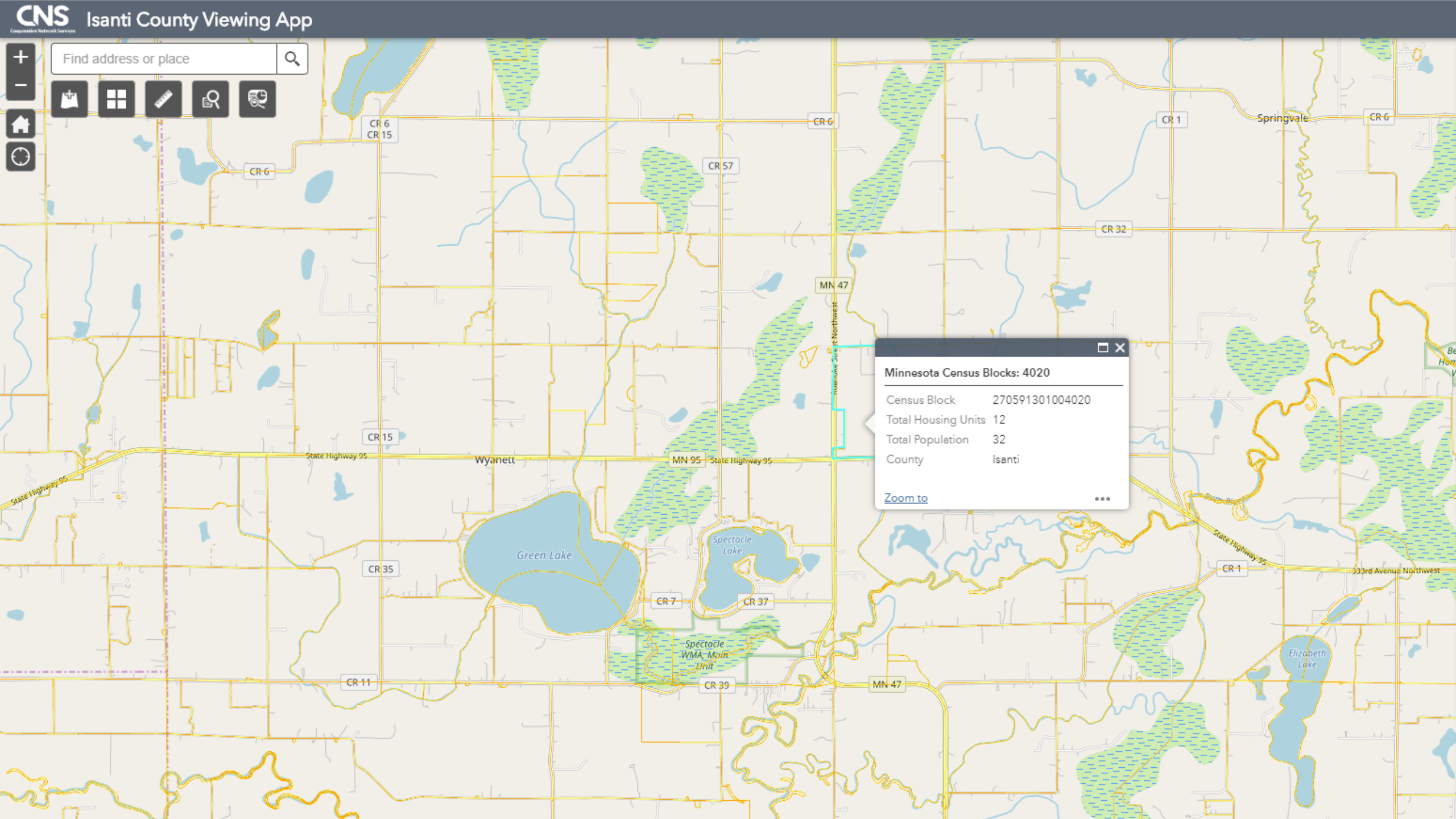
Find address or place
MN 47
325th Avenue Northwest
Heather Street Northwest
Rum River


CNS
Isanti County Viewing App
Find address or place
US 169
MN 23
MN 70
MN 70
MN 107
CR 42
Conley Field
Dalbo WMA Main Unit
Krone Bog
Pangerl Airport
Rush Lake
Troll Farm Airport
Kunkel WMA
Princeton Municipal Airport
Reynolds Field
Cambridge Municipal Airport
Pinetree Airpark
I 35
Scotts Due North Airport


CNS
Isanti County Viewing App
Find address or place
CR 6
CR 15
CR 6
CR 57
CR 6
CR 1
Springvale
CR 6
CR 32
MN 47
Minnesota Census Blocks: 4020
Census Block 270591301004020
Total Housing Units 12
Total Population 32
County Isanti
Zoom to
CR 15
State Highway 95
Wyanett
MN 95
State Highway 95
State Highway 95
Green Lake
Spectacle Lake
CR 35
CR 7
CR 37
Spectacle WMA Main Unit
CR 11
CR 39
MN 47
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333rd Avenue Northwest
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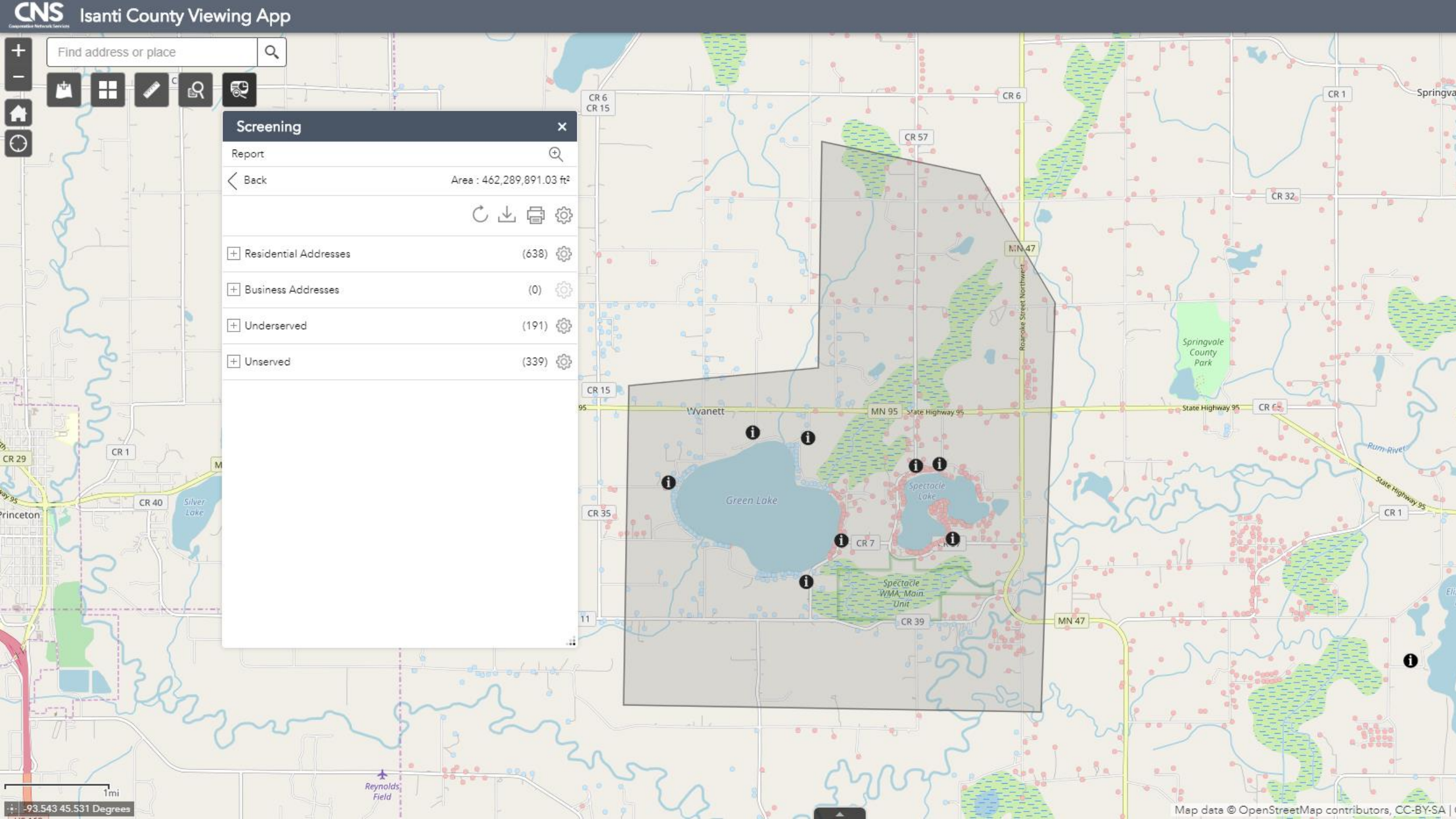
CNS
Isanti County Viewing App
Find address or place
Screening
Report
Back
Area : 462,289,891.03 ft²
Residential Addresses (638)
Business Addresses (0)
Underserved (191)
Unserved (339)
CR 6
CR 15
CR 57
CR 1
CR 32
MN 47
Springvale County Park
Roanoke Street Northwest
CR 15
Wyanett
MN 95
State Highway 95
Rum River
CR 29
CR 1
CR 40
Princeton
Silver Lake
Green Lake
Spectacle Lake
CR 35
CR 7
Spectacle WMA Main Unit
CR 39
MN 47
Reynolds Field
1mi
-93.543 45.531 Degrees
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THANK YOU

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Product Manager
paul.solsrud@cooperative-networks.com

CNS
Cooperative Network Services