COMMUNITY BROADBAND DEMAND TOOLS
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 COMMUNITIES 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
- Identify areas that are the best to focus on
- Quantify demand
- Get user commitment
- Find partners with aligning goals
- Help identify phases

Current challenges
- Anecdotal evidence
- Community ED/Growth areas

Opportunities
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.

Support Better Broadband in Isanti County

Progress

Isanti West Goal

Isanti East Goal
We need your help to bring better Internet to your home or Business. Click ‘Show Your Support’ below.
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### Crowdsourced Gig Crowd Dashboard

**Would you pay $50/month for the Internet-only portion of your bill for 100Mbps speeds?**

<table>
<thead>
<tr>
<th>Comments</th>
<th>First Name</th>
<th>Last Name</th>
<th>Phone Number</th>
<th>Address</th>
<th>City</th>
<th>Zip</th>
<th>Email</th>
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</thead>
<tbody>
<tr>
<td>Yes</td>
<td>YES</td>
<td>Ralph</td>
<td>Swanson</td>
<td>2233333333</td>
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<td></td>
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<tr>
<td>Yes</td>
<td>We NEED this!</td>
<td>Tom</td>
<td>Johnson</td>
<td>2255559999</td>
<td></td>
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<tr>
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<td>Jim</td>
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<tr>
<td>Yes</td>
<td>adff45</td>
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**Last update:** 2 minutes ago

**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.

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 Internet Service Providers.

DEED Coverage map

Test your current speed

How fast is your current connection?
Identify serious interest
Combine the data for partners
Business Employee Ranges
Business Sales Ranges
THANK YOU

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