



1

Agenda

- Welcome
 - Why we became a Blandin Broadband Community
 - _____, chair/leader
- The Intelligent Community Framework
 - Blandin Team
- Community Discussions
 - By Intelligent Community Element
- Group Reporting
 - Assets and Gaps
 - Desired Outcomes
- Next Steps
- Adjourn

2



3



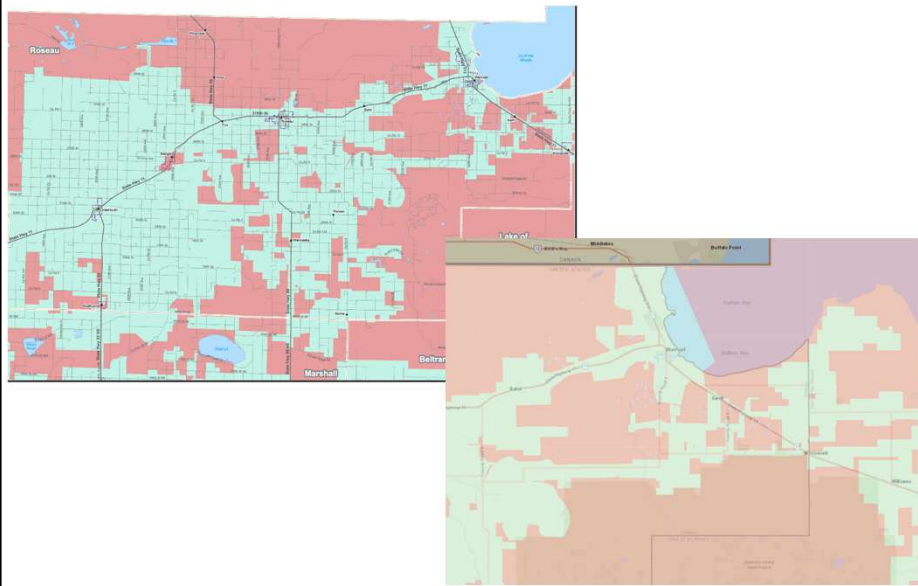
4

Broadband Discussion

- How is your broadband?
 - In the cities and towns
 - In the rural countryside
 - For schools, governments and health care
 - For business
 - Via cellular
- Where is Wi-Fi available?
- Who are the key players in this discussion?

7

Our Broadband Story



8

Our Broadband Story

- The need for reliable, affordable and equitable high-speed internet access has become one of the paramount issue within the community.
- Reliable and high connective cell-phone reception for those on hotspots in rural areas or those on point-to-point wifi networks.
- Our broadband inaccessibility is holding back other community events and exchanges.

9

Internet Survey Response

- Internet is integral to my businesses from ordering products to communicating with the world. It's vital to have a quality high speed connection.
- For a local government agency, almost 100% of our state reporting and communications are online transactions; slow or spotty connections are a problem.
- As an entrepreneurial incubator center and coworking space, consistent, reliable high speed is essential. I'd love to become a gigazone!
- Internet connectivity is helpful in education. Students, staff, families, and the entire community benefit from the learning and communication which an internet connection supports.
- Currently our production facility requires a Verizon hotspot in the office. Our building downtown is nearly \$70/month for a storefront for poor cable service. Our downtown shipping center we use the Verizon Hotspot as well.

10

Vision Broadband Discussion

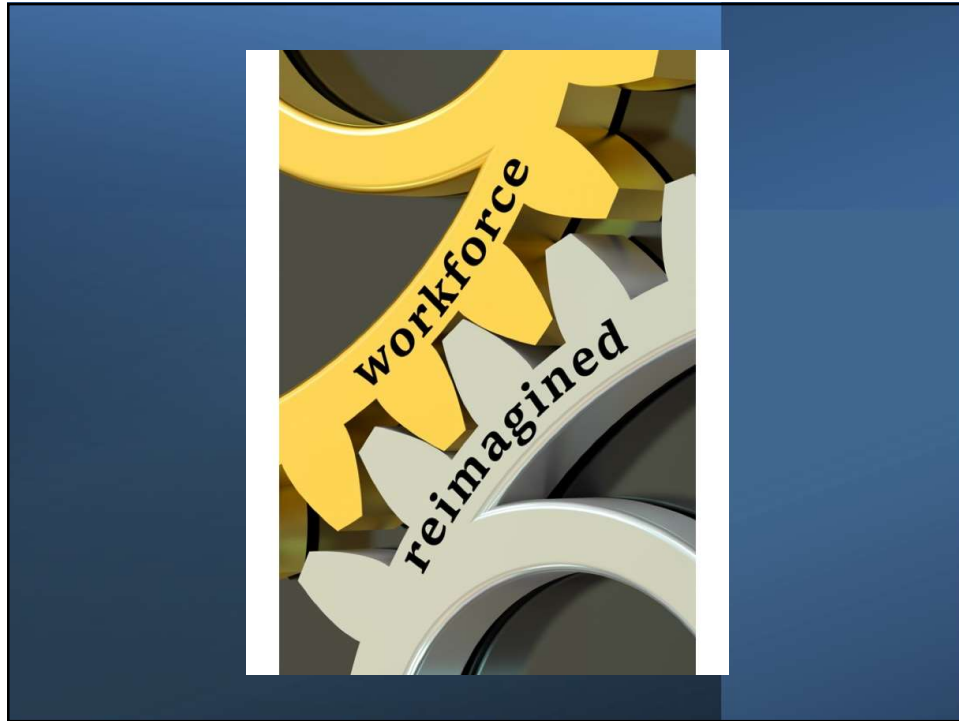
Assets – As is state	Barriers / Gaps
<ul style="list-style-type: none"> - Sjobergs, Century Link, Wiktel Services, North Stream providers - Hot spots in Allison Park, Campground - Work from Home – Sjobergs - Roseau Electric Coop launched Northstream Fiber, appear progressive and sees the vision of broad band as a utility. - Service area doesn't cover the entire population (need to investigate a map of service). - Verizon and AT&T upgraded network over the past few years. 	<ul style="list-style-type: none"> - Most current providers not reinvesting in equipment in the community. - Hot spot Ranges too short to accommodate. - Down for 4-5 hours, and frequency is increasing. Communication lacking. And speed not strong enough to allow for video or streaming services. - Emerging technology, unknown capabilities and service (Starlink, satellite, cell etc). - Cost of infrastructure to put fiber in the ground, is expensive. - Doing business (government, business, personal, remote locations) is all internet based or moving there. - Funding resources to bring infrastructure to level that are desirable (accessible to every resident, business in the area).

11

Broadband Desired Outcomes

- The necessary infrastructure is in place to service the entire population and business in the Warroad Area.
 - Affordable, reliable, accessible, fast
- Forward-thinking partners to keep up with technology and remain current to ensure the city and surround area are served.
- Quick, fast troubleshooting when there are problems.
- Redundant services so there is NO down time or disruptions in service.

12



13

Knowledge Workforce Discussion

- How would you describe your local workforce?
- What are the strengths?
- What are the shortcomings?
- What assets do you have for improving workforce skills and availability?
- Who are the key players in this discussion?

14

Our Workforce Story

- Marvin is looking to grow their workforce within the next few years. The need for well-maintained and economical housing units is critical.
- Warroad is looking ahead to a future that is more open to distance/work from home employment.

15

Workforce Survey Response

- Great leaders in community will help drive improvements needed to attract new workers in everchanging workplace
- The school has a responsibility to train kids to enter the workforce with the necessary skills, and I believe we are doing it right now.
- Warroad is uniquely positioned between Roseau and Baudette which offers larger manufacturing organizations, casino and healthcare entities. Workforce shortages have impacted smaller and local businesses.
- Having access and exposure to quality technological resources in their education, will propel them in to becoming the high-quality workforce Warroad Area needs to thrive.
- The rural migration is real and Warroad is primed to be a home for many telecommuters. We also HAVE TO prop up those in poverty. 17% is unacceptable and internet is a key enabler.
- Reliable high speed internet service is an essential utility to attract a high-quality workforce and citizenry.

16

Vision Workforce Discussion


Assets	Barriers / Gaps
<p>Access to higher ed. "Sell" the community to kids -> opportunities for kids, families to stay for the great outdoors and employment opportunities.</p> <p>Large employers (and small) interested in reaching out to youth and opening eyes to opportunities for professions.</p> <p>Schools are good and an asset to attract and retain people.</p> <p>Partnerships with industry and schools (schools cooperative with industry). Tours, camps, internships, etc.</p> <p>Alison Park – activities / places / activities.</p>	<p>Dial – up, using hotspots. Affects people choosing not to move/stay into the area.</p> <p>Competing with employers for employees in Roseau County. Employees can use wi-fi at Marvin (phones).</p> <p>Employees live at hotel, lack of housing.</p> <p>Outside of town, no internet access and people won't build due to lack of connectivity.</p> <p>Recruitment, housing, shopping, restaurants, rental housing for families to come to area.</p>

17

Workforce Desired Outcomes

- A place for people to want to be – family opportunities in addition to the great hunting and fishing.
- Culture Change / Keep families. "You don't want to go work at Polaris, Marvin..." get good grades and move on. Create opportunities to make community desirable. Positive vibe.

18



The illustration depicts a global network of people connected through digital technology. In the foreground, a large laptop screen displays the text "WORLD CONNECTION". A man in a blue suit stands next to the laptop, pointing at the screen. A woman in a purple top sits on the floor, looking at the laptop. A woman in a red top sits on a red beanbag chair, also looking at the laptop. In the background, numerous circular icons of diverse people are connected by dashed lines, representing a global network. The background is a light blue color with a subtle pattern of hexagons.

Include | **Digital equality means computers, skills, and access for all!**

19

Digital Equity Discussion

- Who in the community is being left behind on technology?
- What are the biggest challenges?
 - Internet connectivity
 - Computers and devices
 - Skills
- How can the responses made during the pandemic be carried forward?

20

Our Digital Equity Story

- With COVID and the adjustment to more distance-related meetings/learning its exacerbated the inaccessible to tech resources families need to work and attend school.
- Public resources within the community being open only until 5pm creates an issue for students

21

Digital Equity Survey Response

- With so many things using streaming services (TV, Zoom meetings, on-line education, etc.), if unable to afford internet you can't take advantage of new opportunities
- Students who didn't have access to the internet or quality internet during the pandemic were at a severe disadvantage.
- Everyone needs it! and the sooner the better. In town, out of town. It's essential.
- During distance learning, we discovered there are signal dead zones in our school district meaning that not even the school issued hotspots can provide a signal.
- 17% poverty is a reality. \$100/month fiber will create a divide. Accessibility is key.
- It's mainly based on income levels. Internet prices here are high with such low speeds so families who have many users struggle to pay for it and struggle even worse to use it.

22

Vision Digital Equity Discussion


Assets	Barriers / Gaps
Community Library – Does have a check out system K-12 Students W/ Personal Devices Unified Learning Management Systems/Parent Portals School District Access (Innovation Facilitator and Tech Director)	Library Hours – Hour constrictions Transportation Issues/District Boundaries In-access bridges economic issues

23

- ## Desired Outcomes
- Increased hour for the library
 - Bus Wi-fi (In-Progress) (3 Hours on Buses)

24

Innovation



Innovation refers to doing new things and doing old things in new and better ways

25

Innovation Discussion

- Which people or organizations in the community are doing great things with technology?
- Which sectors/organizations are falling behind?
- What are we doing to support entrepreneurs?
- How does our community handle change?

26

Our Innovation Story

- Marvin is an innovator in a highly competitive industry
- Innovation exists around bridging COVID-related issues with schooling and broadband (Wifi in parking lot)

27

Innovation Survey Response

- At school we are using technology by providing a personalized learning experience by leveraging several online learning platforms.
- More work to do in the space. I believe we can be a catalyst to help smaller businesses in the technology space. High speed is essential!
- Innovation involves pace, path, and modality of experience.
- It is important that just because we are rural, that our ability to train, support programming and support innovation isn't hindered.
- Ecommerce is big. Bringing people to Warroad digitally needs to be a part of every business
- Marvin is the classic example who are using technology to change how manufacturing can be done in a hybrid environment.

28

Vision Innovation Discussion

Asset	Gap
<p>Industry – Marvin (corporate as well as IT leadership/best in class)</p> <p>Retail – Doug’s– 2 separate service points: Wikstrom & Schoberg’s – acceptable service but even in best scenario, improvement is needed.</p> <p>Community Innovation – Warroad is doing “unique” things</p> <p>Warroad is a DESTINATION</p> <p>Technologists are integrated throughout our community and are forward thinkers.</p> <p>Business Community is engaged and energized – City, School, Utilities, Chamber, CVB</p> <p>Blank slate – No retrofitting is needed; we can design and deliver a design/service that is right for Warroad.</p> <p>ARC – Northland Tech College Partnership (UoM)</p> <p>Liaison with University and regional resources</p> <p>Relationship – LoL, L4M, L4America, Blandin, U of M,</p>	<p>Reliability – Public Safety: Law Enforcement on house arrest, Team Journey, MAX Foundation/Project 11, etc.</p> <p>Accessibility – WIFI on busses, hot spots checked out of library, Campground and tourism, RV Caravans,</p> <p>Speed</p> <p>Affordability – Utility assistance,</p> <p>Responsiveness (Customer interfacing)</p> <p>Losing customers</p> <p>Casino operations support – machines take a huge amount of technology support</p>

29

Desired Outcomes

- Reliability – Public Safety: Law Enforcement on house arrest, Team Journey, MAX Foundation/Project 11, etc.
- Accessibility – WIFI on busses, hot spots checked out of library, Campground and tourism, RV Caravans,
- Speed
- Affordability – Utility assistance,
- Responsiveness (Customer interfacing)
- Losing customers
- Casino operations support – machines take a huge amount of technology support

30



31

Sustainability Discussion

- Has the community had conversations about sustainability as an important goal?
- Which local organizations have included sustainability in their operating practices, including ongoing measurement of energy use, carbon footprint or waste reduction?

32

Our Sustainability Story

- Marvin and the Warroad City Council provides a level of financial sustainability for the community.
- Environmental Sustainability exists around the hunting and fishing community in connection to Lake of the Woods and Warroad River.

33

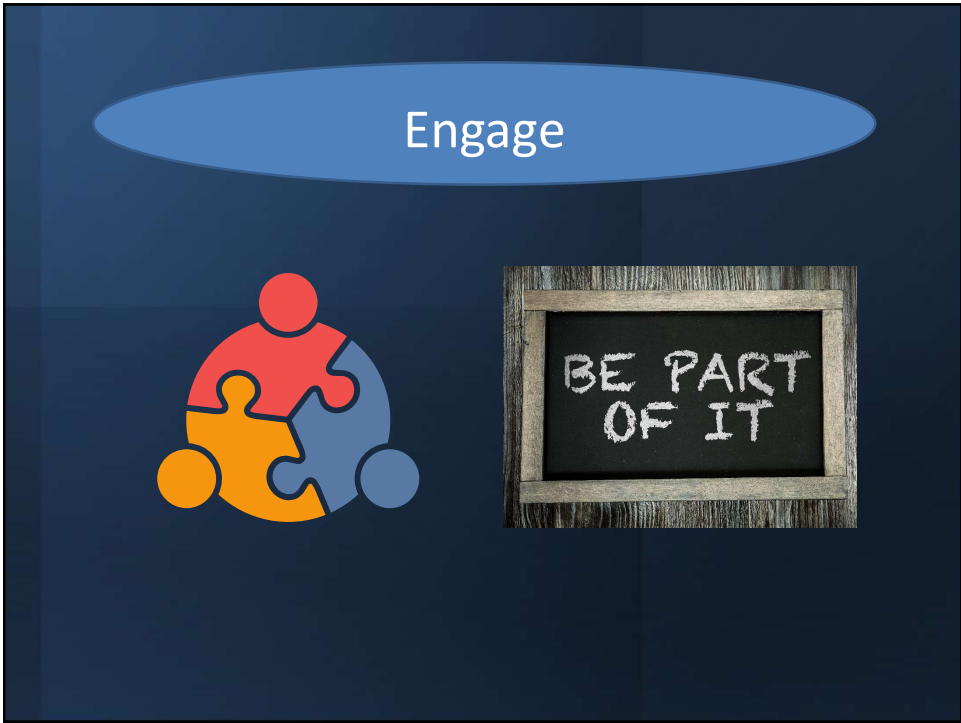
Sustainability Survey Response

- I am not familiar with area sustainability initiatives.
- At the brewery, we use state of the art equipment that minimizes amount of waste water, etc. Would love to have some solar options...but start up costs are high.
- Intentional community planning. Support by Marvin and other key organizations. Consistent leadership. Large volunteer base of movers and shakers. All of these will drive sustainable solutioning.
- I see many active recycling efforts, hunting and fishing for sustainable food, land conservation, tree planting, etc.
- Future generations are learning through technology. Having access to broadband is important in building skills in the Warroad area.

34



35



36

Community Engagement Questions

- How do local organizations communications with community members? Is this a two-way discussion? How is technology used?
- What are the messages, and through which means are they transmitted, is the community sending out to the world to attract people and investment?

37

Our Community Engagement Story

- The community is engaged in specific aspects of town but lack in other ways.

38

Community Engagement Response

- Organizations and people want to send/ receive information in different ways. It's a challenge to communicate with everybody one way.
- Without a newspaper, we rely heavily on social media. I know as an event planner, we do a lot of blogging, vlogging, and social posting.
- I'd love to have a conversation around these topics. Glad this team is forming and some focus is being applied for our community.
- I think all communication tools are still being used, but the focus on internet is a concern in most areas now. Without that option obviously the discussions are limited.

39

Vision Community Engagement

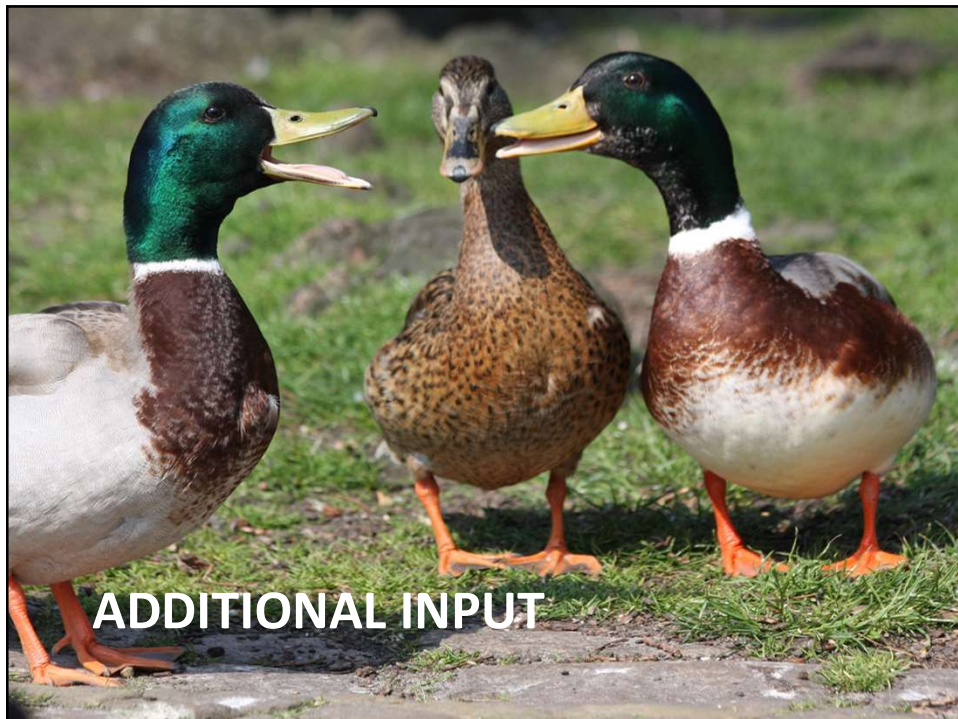
Assets	Barriers / Gaps
<ul style="list-style-type: none"> • Great local schools. • Strong job opportunities • Cooperation between Marvins/school. • Improving culture – Allison Park events, WCD • Warroad Chamber • DD Hub • Warroad Live Life Here • Visit Warroad • City of Warroad website • Social media pages • Warroad Community Partners • Event pages • Above listed groups • Warroad School assets • Warroad Community Partners blog for events • Doug's/School/LOW Coffee Digital Boards • Warroad Community Development Initiatives • KQ92 radio • Northland Trading Post / News & Views • Events 	<ul style="list-style-type: none"> • Housing – doesn't exist • Culture – there is a history of parents/teachers saying things like "you need to get good grades or you'll end up working at Marvins." This makes kids want to leave. • Broadband makes some areas undesirable for housing. • Lack of local shopping. • Teach locals about the variety of opportunities at local employers. • Lack of a single known landing page • Lack of a single news source – gap of reaching out to those who aren't on the internet • People utilizing coffee shops making internet slower • Wifi needed for concerts and to create successful events

40

Community Engagement Desired Outcomes

- We need to find ways to create market rate housing.
- We need to keep working on events to create things for people to do. Help restore the Fourth of July events, county fair and other older events. Create new events like the Allison Park Summer Series and skate path. This makes the area more family friendly.
- More shopping options. Can we buy socks in Warroad?
- Community Wifi spots – high speed internet for people to get remote work done and be able to successfully host concerts or events.
- One known and emphasized source for community news and events. All assets feeding the one source.

41



42




Project Idea Generation

- Small Group Discussion
 - Appoint a chair
 - Appoint a recorder/reporter
- Rules
 - Project ideas can be for any Intelligent Community element
 - We want as many ideas as possible
 - We just want the basic idea
 - Not the justification
 - Not the implementation details
 - Not the barriers
 - Take turns

43

Discussion Group Reporting

- Round Robin Reporting
- Two ideas per group per round
- No repetition please
 - Adding detail/variations OK
- We just want the basic idea
 - Not the justification
 - Not the implementation details
 - Not the barriers



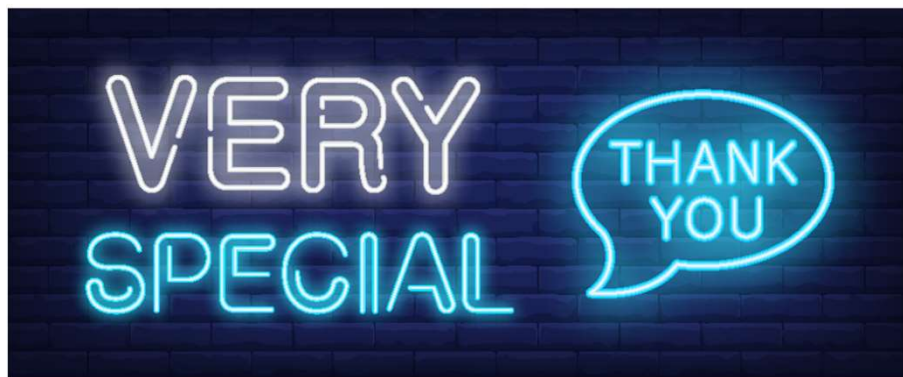
44

Next Steps

- Organizing ideas
- Project team champions & volunteering/recruiting
- Online project voting
- Further project development
- Budgets and allocations
- Blandin grant application by early January
- Grant approval
- Project implementation
- Additional project development



45



46