



DEFINITION OF BROADBAND

Broadband refers to Internet connections that transfer data and information (like web pages) at high speeds. Broadband service in Minnesota is delivered through fiber and coaxial networks of cable providers; DSL service over telephone networks; optical fiber; mobile and fixed wireless systems; and satellite connections.



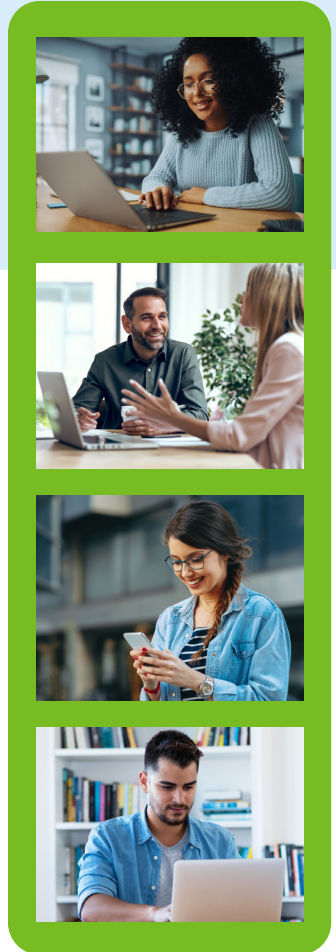
Community Planning Process for Increasing Broadband Access

Community partners can play a pivotal role in advocating for improved broadband access for residents and businesses.

Steps Local Leaders can Take to Increase Broadband Access

Every community is different, as are their connectivity needs. Local leaders should feel empowered to follow the community planning model that best fits their specific broadband demands.

- **Recognize the need** – Is access to or having adequate broadband service an issue facing your community? Does your community have a long-term vision for what broadband access looks like locally?
- **Speak to community members** – How is a lack of adequate broadband impacting their quality of life?
- **Meet with other local government officials** to determine if there are existing broadband expansion efforts underway and if your community is included in those efforts. How can your community support existing efforts?
- **If an existing initiative is not underway, form a group of local stakeholders committed to addressing broadband issues.** Identify who will serve as the champion for this stakeholder group. Reach out to communities that have already worked through the broadband community planning process to share knowledge!
- **Identify the area that needs broadband service or does not have adequate broadband.** Cross-reference this area with the broadband maps provided by the Office of Broadband Development. <https://mn.gov/deed/programs-services/broadband/maps/>
- **Reach out to broadband providers in your area.** The Office of Broadband Development maintains a list of existing internet service providers by county. <https://mn.gov/deed/programs-services/broadband/maps/data.jsp> Reach out to our office for assistance on identifying the best contact for that provider.
- **When speaking with broadband providers, consider referencing common questions provided on page 2.** These questions are designed to assist community stakeholders during the outreach process to broadband service providers.





Internet Service Provider Interview Questions

- ✓ Does your firm currently provide broadband service in any other communities? If yes, briefly describe the broadband services you currently deliver to residents and businesses. What percentage of your customers have access to or can obtain broadband services that meet the 2026 state goal of 100 Mb/20 Mb service?
- ✓ What type of broadband technology (fiber, cable, fixed wireless, etc.) do you use to deliver service? Will you use the same or different type of technology to meet the 2026 state broadband service speed goals?
- ✓ What are your most popular Internet packages and what are the prices for those packages? Do you enforce data caps on customers?
- ✓ What is your company's decision-making process and typical timeline for capital investment decisions?
- ✓ What assistance could local entities provide to help spur investment in the area by your firm in modern broadband infrastructure?
- ✓ Over what time frame does your company measure required return on investment?
- ✓ Besides the delivery of quality broadband services, what other benefits or investments does your company bring to the communities that you serve?
- ✓ Does your firm participate in the Affordable Connectivity Program through the Federal Communications Commission?
- ✓ Do you offer or partner with entities that provide digital training to community residents?



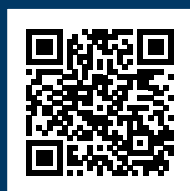
There is no easy answer. And there is no easy path for a community. And there is not a roadmap that says here's what you do and this will work because the solution is almost always unique to your community.

Marty Newell

CHIEF OPERATING OFFICER AT THE CENTER FOR RURAL STRATEGIES

OFFICE OF BROADBAND DEVELOPMENT

Minnesota Department of Employment
and Economic Development



651-259-7610

deed.broadband@state.mn.us

Website: mn.gov/deed/broadband