COMMUNITY ENGAGEMENT

VISIONING SESSION

In January of 2009, four groups were organized into a collaboration and relative leaders with the mission of transforming Winneshiek County. Committee leaders were established from groups who met with trained facilitators for the recommendable procedures. Committee Themes:
- Fiber broadband accessibility to rural areas
- Access for technology-limited businesses
- Concern over cost of installation
- Lack of understanding the benefits of broadband
- Including more community partners broadband

RESIDENTIAL & BUSINESS SURVEYS

Two separate surveys were conducted in Winneshiek County to collect data to support the development for businesses and residents. The internet survey was conducted and validated surveys were distributed through the Decorah Chamber email list. The internet survey was advertised using various media outlets, including television, newspapers, and online. Data from the survey was analyzed to understand the potential of the community. The survey indicated that over 80% of it’s capacity was being used and that over 50% of residents had internet service.

BUSINESS INTERVIEWS

Business interviews were conducted with businesses in Winneshiek County with 10 or more employees. Interview questions included interviews with managers and owners. Companies identified the importance of the internet in the success of the business, answering questions related to online sales, digital marketing, and other related services.

INVESTMENT SCENARIOS

INVESTMENT SCENARIO 1: Residential Decorah

Current MetroNet Members: 85
6.2 Miles of fiber will be deployed within the city limits of Decorah to commercial parcels (125)

INVESTMENT SCENARIO 2: Residential Decorah

Current MetroNet Members: 85
37.78 Miles of fiber within the city limits of Decorah business park

INVESTMENT SCENARIO 3: Commercial Decorah

Current MetroNet Members: 85
The City of Decorah

INVESTMENT SCENARIO 4: Commercial Decorah

Current MetroNet Members: 85

CONCLUSIONS

The recommendations made by the team will consist of two parts: the first recommendation highlights the benefits of receiving a 28E agreement, and setting up a community based perspective. Additional recommendations will be made for the future. In cases of cost-reduction, the team will identify potential funding sources. In cases of the location, the team will identify potential funding sources. Based on secondary research and interviews with experts, the 28E and open-access permits the project subject for expansion and continuous service.

The second part of the recommendation is an analysis of the potential market conditions. The team will analyze the market access to the community and the ability to market the project subject for expansion and continuous service.

The recommendation will be conveyed to the Minnesota and community groups in a final implementation plan. The implementation plan will consist of action items, major goals, recommended personnel, and performance measures.