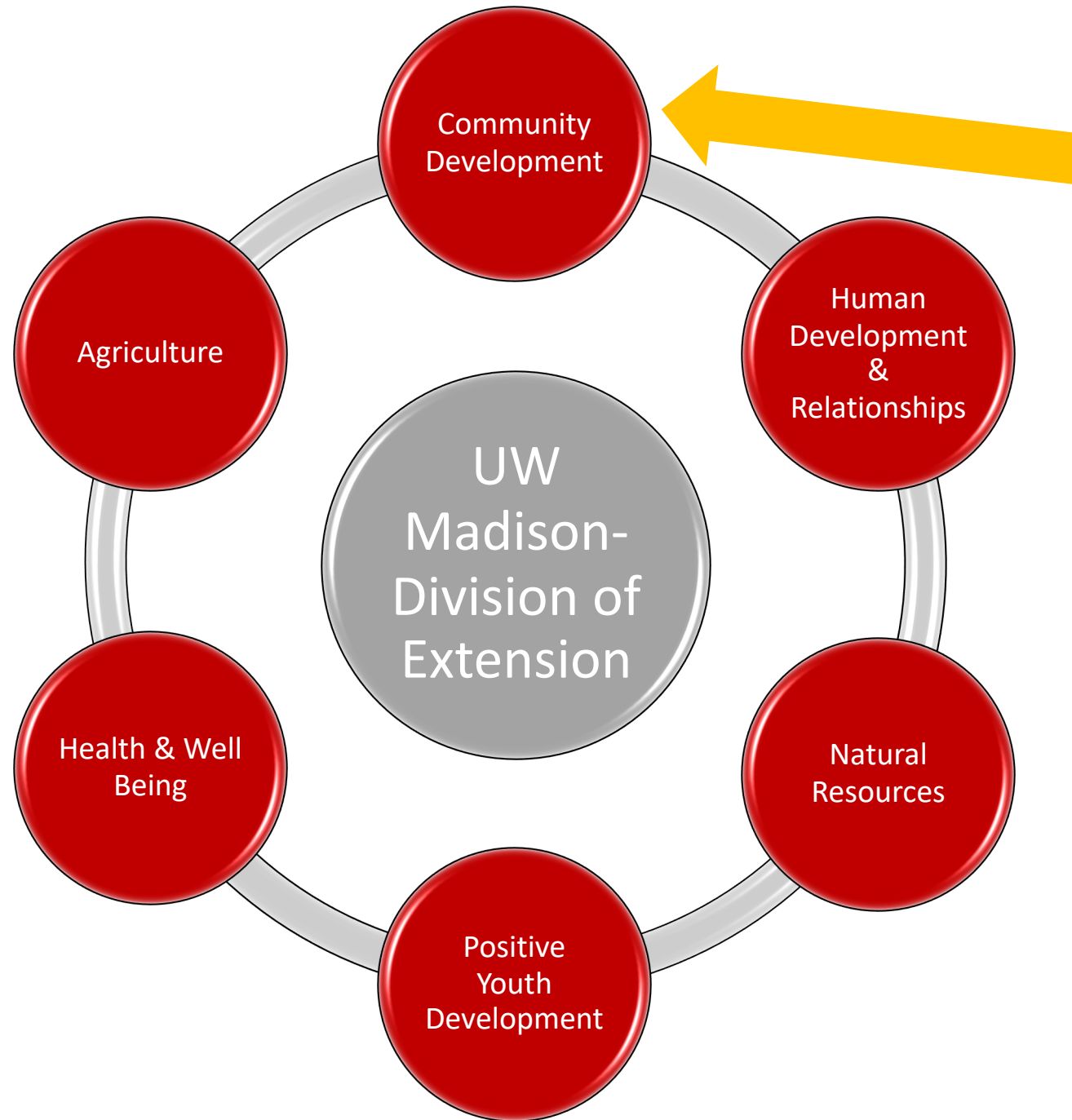




# UW Extension's Role in Broadband Equity, Access and Deployment Technical Assistance



Kenosha County  
Broadband Advisory Committee  
April 13, 2023



# UW Extension's Role in Broadband

- Extension utilizes strong community development practices to equip and empower communities to make changes to improve quality of life. These practices are currently being applied to Broadband.
- Extension's Niche: A long history of being embedded in communities as a trusted partner. Not only does Extension bring research and resources to the communities it acts as a convener and network weaver to build capacity.
- Access to Broadband and Digital Equity crosses all program areas in Extension, Extension has connections and interactions at all levels of a community.



# Why Plan?

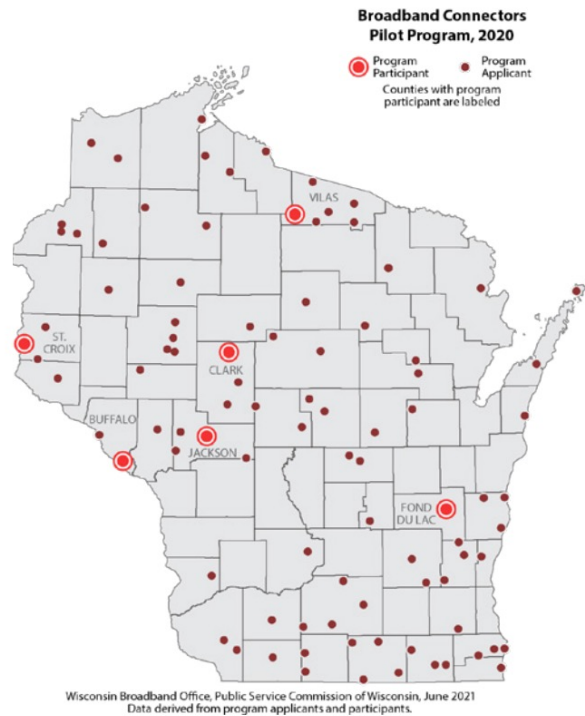
- New federal funding for infrastructure and adoption has created a once-in-a-generation opportunity for communities to achieve transformational change
- Funding programs favor community-developed plans that leverage public and private resources.
- To take advantage of best practices and decision-making tools and resources developed by experts from business, government and nonprofits.
- Planning ensures “future-proof” comprehensive solutions that best meet its need for affordable, reliable high-speed internet access.



# Community Readiness

## Three Tiers of Networking

- Entry level – just getting started, may have established a group and have begun exploration & planning
- Middle level - developed a network, established a plan and have some success with local/state funding for buildout
- Advanced level – Well established team looking at ways to match current state and local resources to federal funding opportunities.



# Kenosha County Readiness

**CONGRAULATIONS, On Starting the Broadband Planning Process!**

- ✓ County Board Authorized Broadband Advisory Committee
- ✓ Letter of Intent to accept PSC County Broadband Planning Grant
- ✓ Relationship with M7 for Regional Broadband Planning, Jim Zehner
- ✓ Strong Administrative Support from County, Shawn Smith
- ✓ Appointment of Advisory Committee with a wide range of backgrounds and expertise
- ✓ Began to seek out resources





# Extension Sub-contracts with PSC

## Comprehensive Broadband County & Tribal Government Survey

- Assists and supports statewide planning
- Timeline: 1/1/2023 – 6/30/2023

## BEAD Technical Assistance to improve local capacity

- Online Tool Kit
- Regional & Tribal Planning Workshops
- Virtual Training Workshops
- Timeline: 1/1/2023 – 11/30/2024

## Digital Equity & Inclusion

- Engage with communities
- Host interactive workshops with stakeholders from the covered populations.
- Timeline: 1/1/23 – 11/30/2023

# Comprehensive Broadband County & Tribal Government Survey Extension Deliverables

- Develop, distribute and compile a comprehensive survey with PSC to assess county planning and equity activities, priorities, barriers and needs **April 10**
  - Email sent to county Executive/administrator/coordinator
  - Qualtrics Survey, PDF printable survey
  - Several hours to complete
  - Expenses reimbursable up to \$1000 **Deadline May 15**
- Serve as point to encourage survey completion and field questions
  - [gail.huycke@wisc.edu](mailto:gail.huycke@wisc.edu) 608-957-5539
- Help county/tribe expand broadband thinking beyond infrastructure into equity issues
- Link governmental body to others working in this space





# Comprehensive Broadband Survey Opportunities for Kenosha County

- Opportunity for Advisory Committee to engage in data collection & survey completion
- Opportunity to assess local broadband status – Environmental Scan (infrastructure, activities, current players, resources, maps, digital equity programs, workforce programs, barriers, plans, priorities)
- Opportunity to directly impact Wisconsin's Broadband Plan
- Opportunity to inform state and partners about assets, barriers, opportunities
- Cash reimbursement for time and resources to complete survey
- Begin gathering data for local plan



# BEAD Technical Assistance to Improve Local Capacity Tool Kit Extension Deliverables

Online Tool kit hosted by Extension Community Economic Development shared with PSC, WEDC, evolving based on local needs.

- Broadband 101
- Establishing a local broadband champion and committee
- Community outreach & engagement
- Developing a vision and mission
- Data & surveys
- Developing a local plan
- Engaging Internet Service Providers
- Identifying and establishing Public-Private Partnerships
- Determining Economic Benefits of Broadband
- Funding options
- Digital Equity

Formats: Templates, case studies, FAQs, fact sheets, publications, videos and PowerPoints.



# BEAD Technical Assistance to Improve Local Capacity Extension Sponsored Virtual Training Workshops

Plan and conduct virtual training workshops quarterly (2023-2024) Topics to be determined based on:

- Tool kit materials (May 18, 11am Community Organizing for Broadband Planning, registration to open soon)  
<https://economicdevelopment.extension.wisc.edu/topics/broadband/>
- BEAD activities (planning grants, survey distribution, funding opportunities, state plan development) (Planning Grants: February 6, March 6, April 3)  
<https://economicdevelopment.extension.wisc.edu/topics/broadband/>
- Needs identified from surveys, workshops and requests
- New research (Extension's Broadband Willingness to Pay Survey)
- At least 1 workshop per year will focus on digital equity



# BEAD Technical Assistance to Improve Local Capacity Extension Sponsored Regional and Tribal Planning Workshops

Regional Workshops in at least 4 locations with a fifth geared specifically for Tribes (held in 2023 and 2024)

- Communities encouraged to come as local teams (planning grant dollars may be utilized)
- Learn from best practices
- Introduction to planning resources
- Networking with other communities
- Introduction to agencies and organizations working in the broadband field
- Opportunity to meet with Internet services providers in the region

(2023 anticipated workshops to be held late summer-early fall with emphasis on roles for municipalities, funding options, communicating with Internet Service Providers and Creating Public Private Partnerships)



# BEAD Technical Assistance to Improve Local Capacity Opportunities for Communities

- Receive technical assistance
- Network & learn from others
- Develop partnerships at a local and regional level
- Increased options and relations with internet service providers
- Create a sustainable, locally-driven, plan
- Position for funding opportunities
- Enhance/expand economic development and workforce opportunities
- Enhance and expand resident access to telehealth, education, government, financial intuitions and services



# Next Steps for Kenosha County Broadband Advisory Committee

- Engage with the County on completing countywide broadband survey (May 15 completion)
- Check out Extension website for broadband resources and upcoming training opportunities
- Engage with M7 to access OptiMap Resources (Speed testing, mapping tools, back-end planning tools (Training on April 20, 2pm)
- Register for May 18, 11am training on Community Organizing for Broadband Workshop sponsored by Extension (Resources to help communities move forward on June 19 Planning Grant deliverables: committee development, stakeholder outreach, barriers, vision and goals)
- Plan on a team to attend regional on roles for municipalities, creating public/private partnerships and funding options.



**Questions?**

**[gail.huycke@wisc.edu](mailto:gail.huycke@wisc.edu)**

**608-957-5539**

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