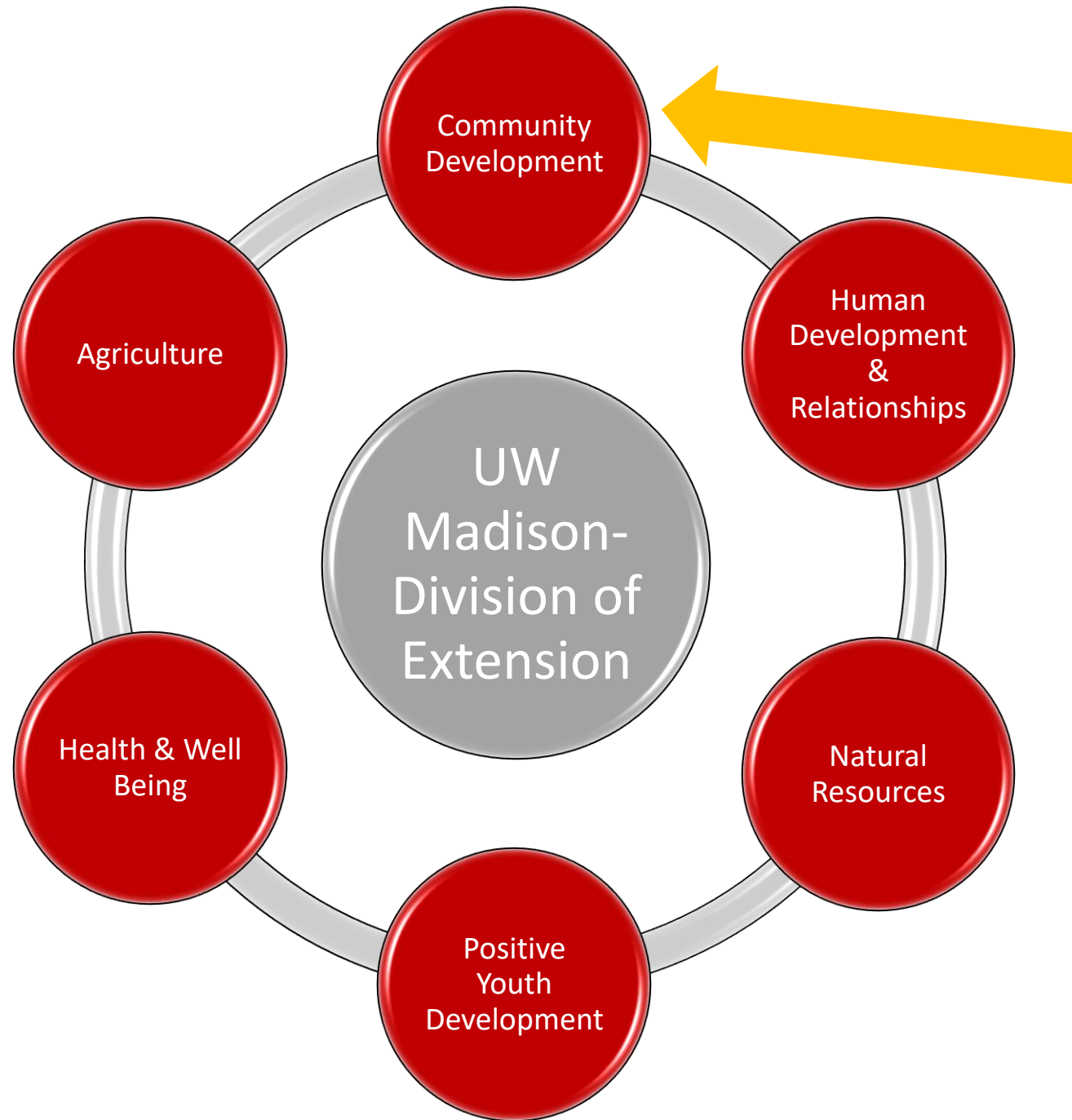




# UW Extension's Role in Broadband Equity, Access and Deployment Technical Assistance



BEAD County/Tribal Planning  
March 6, 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?

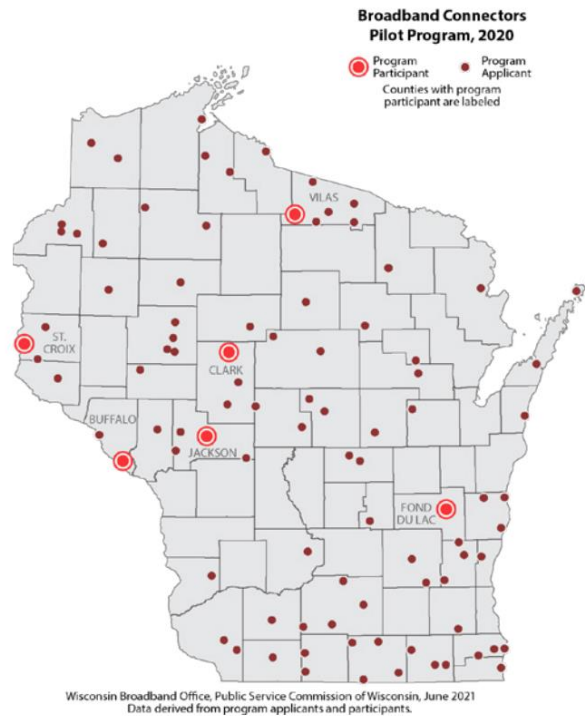
- New federal funding for infrastructure and adoption has created a once-in-a-generation opportunity for communities to achieve transformational change
- Funding programs favor community-developed plans that leverage public and private resources.
- To take advantage of best practices and decision-making 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.





# 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 Deliverables

- Develop, distribute and compile a comprehensive survey with PSC to assess county planning and equity activities, priority and needs (expected distribution March/April)
- Serve as point to encourage survey completion
- Help county/tribe expand broadband thinking beyond infrastructure into equity issues
- Link governmental body to others working in this space
- Serve as a broadband resource



# Comprehensive Broadband County & Tribal Government Survey Opportunities

- Opportunity to assess local broadband status
- 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





# BEAD Technical Assistance to Improve Local Capacity Tool Kit 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
- Data & surveys
- Developing a local plan
- Identifying and establishing Public-Private Partnerships
- Funding options
- Digital Equity

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



# BEAD Technical Assistance to Improve Local Capacity

## Virtual Training Workshop Deliverables

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

- Tool kit materials
- BEAD activities (planning grants, survey distribution, funding opportunities, state plan development)
- Needs identified from surveys, trainings 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 Regional and Tribal Planning Workshop Deliverables

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
- 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



# BEAD Technical Assistance to Improve Local Capacity Opportunities

- 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





**Thank You**

