Choose Wisely: Engagement & Endorsement *For Broadband Expansion*

Jessica Beckendorf, Broadband Partnerships Specialist

Brittany Beyer, Resource Procurement Specialist

Gail Huycke, Broadband Outreach Specialist

John Parrish, Broadband Planning Specialist

Christopher Stark, Digital Equity Outreach Specialist

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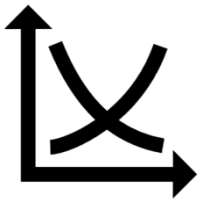
Purpose of this workshop

Understand how to use engagement and endorsement to focus BEAD dollars on your community's goals



Understand how to incorporate sustainability into your engagement and endorsement efforts

The time is (almost) now

We don't know exact dates, but you *need* to prepare

Engagement & Formal Endorsement

- Tip the scales
- Formal Endorsement: 7 Points
  - Official action by county board and/or Tribal government
  - Example: county board resolution
- Community Engagement: 5 Points
  - Public meetings
  - Letters of support
  - Conversation w/ community orgs

DRAFT: Pending Approval

iteria	Points	Description
	40	Based on % of the reference BEAD match threshold, cost model for the technology and quality of the network for the cost
dability	18	Based on the total non-promotional cost of 1 Gbps / 1 Gbps service
Fair Labor Practices	17	Based on prior compliance record and future workforce plans
Secondary and Additional Criteria	**Points**	**Description**
Speed to deployment	1	Points for enforceable deployment plans faster than 36 months
Local and Tribal Coordination Support and Engagement	5	Points for demonstrated community support and local and/or Tribal coordination
Endorsement by local government and/or Tribe	7	Points for formal endorsement by County and/or Tribal government through public action
Affordability middle class and low-cost plan	10	Based on cost of service to the customers and reach of required low-cost plan
Community Anchor Institutions	2	Based on inclusion of CAIs without a symmetrical gig of service.

Local match does not influence engagement/endorsement scoring

What's different this time?

- Once in a lifetime funding
- BEAD is complex, with many layers
- Engagement and endorsement will be included in the scoring process
- Everyone is doing everything, everywhere, all at once
- Ensuring long-term sustainability = access, affordability, and adoption

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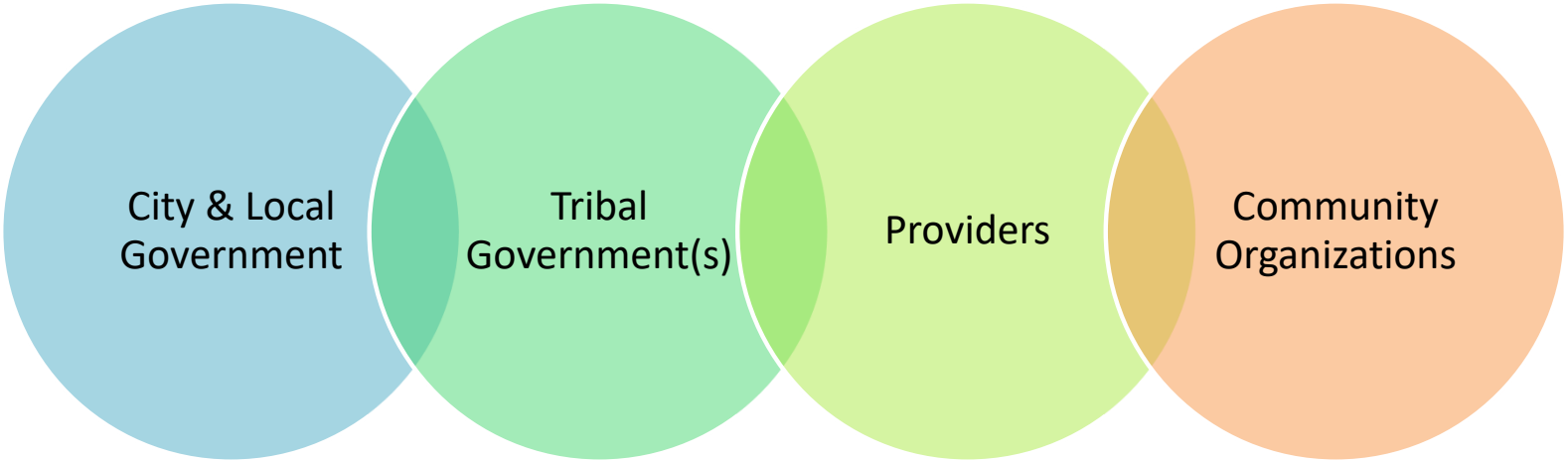
Engagement

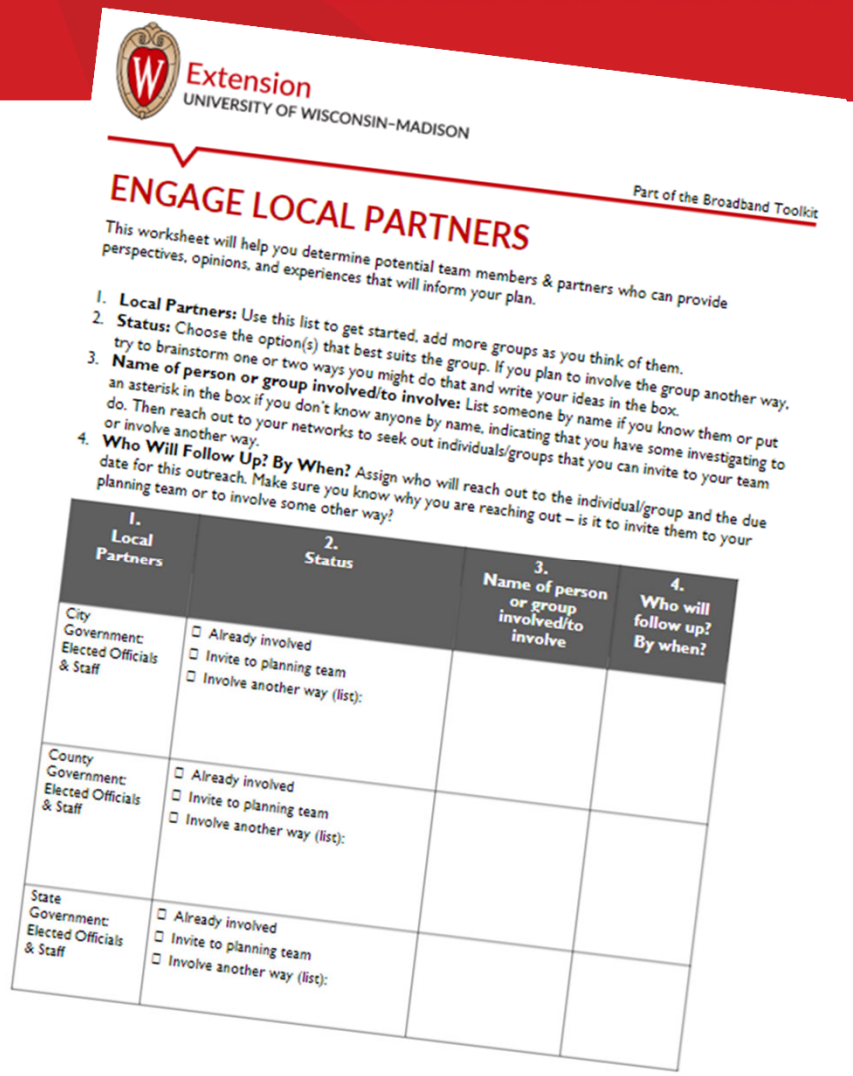
What does engagement look like?



Putting it into practice

Part 1: Local Partners
Part 2: Local Organizations

This will be more targeted than when you were developing your overall plan



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Part of the Broadband Toolkit

ENGAGE LOCAL PARTNERS

This worksheet will help you determine potential team members & partners who can provide perspectives, opinions, and experiences that will inform your plan.

1. **Local Partners:** Use this list to get started, add more groups as you think of them.
2. **Status:** Choose the option(s) that best suits the group. If you plan to involve the group another way, try to brainstorm one or two ways you might do that and write your ideas in the box.
3. **Name of person or group involved/to involve:** List someone by name if you know them or put an asterisk in the box if you don't know anyone by name, indicating that you have some investigating to do. Then reach out to your networks to seek out individuals/groups that you can invite to your team or involve another way.
4. **Who Will Follow Up? By When?** Assign who will reach out to the individual/group and the due date for this outreach. Make sure you know why you are reaching out – is it to invite them to your planning team or to involve some other way?

1. Local Partners	2. Status	3. Name of person or group involved/to involve	4. Who will follow up? By when?
City Government: Elected Officials & Staff	☐ Already involved ☐ Invite to planning team ☐ Involve another way (list):		
County Government: Elected Officials & Staff	☐ Already involved ☐ Invite to planning team ☐ Involve another way (list):		
State Government: Elected Officials & Staff	☐ Already involved ☐ Invite to planning team ☐ Involve another way (list):		

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Source: UW-Madison Extension Local Government Education

Minimal Assistance

- Easement access
- Municipal/County GIS data availability
- Construction permit approval

Mid-level Assistance

- Easement access
- Municipal/County GIS data availability
- Construction permit approval
- Grant co-applicant
- Municipal/County staff assistance
- Grant/project administration

Full Assistance

- Easement access
- Municipal/County GIS data availability
- Construction permit approval & fee waivers
- Grant co-applicant
- Municipal/County staff assistance
- Grant/project administration
- Local Grant programs
- Work with adjacent/other municipalities
- Intergovernmental agreements participation
- Willingness to issue General Obligation (GO) bonding capacity, or Willingness to issue Revenue bonds

Providers

- Come to the table early and often
- Don't wait until the last minute; relationships take time
- Have conversations about affordability and adoption
- Understand your audience

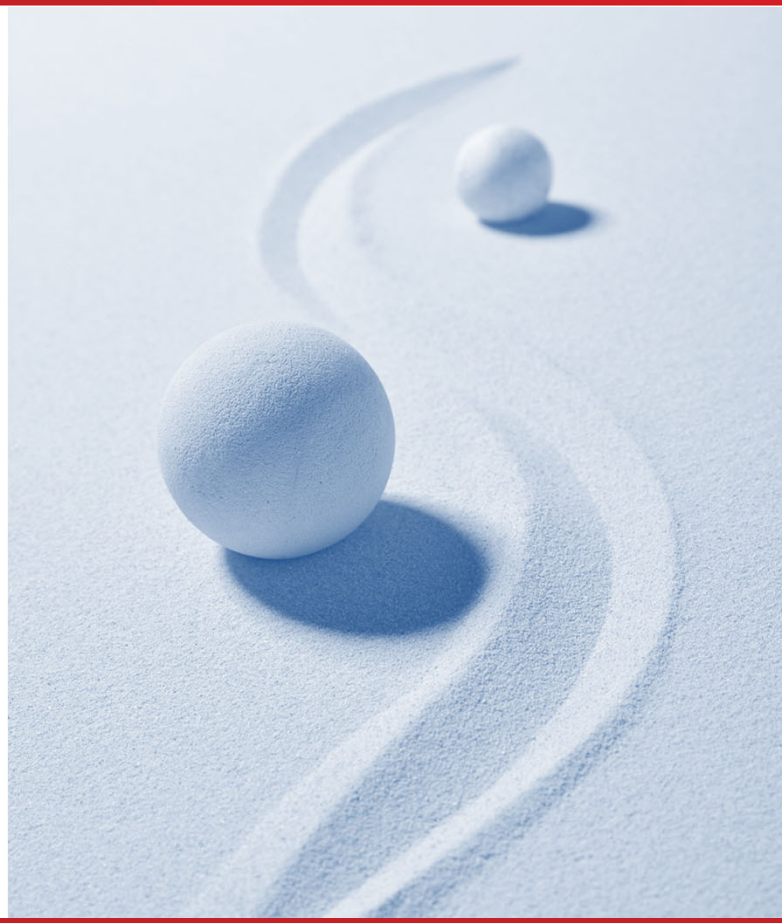
Local Government

- Reach out to ISPs now
- Be open to multiple solutions from multiple providers
- Think of ways you can support – the more complex and costly pieces *need* partnership
- Look under your "hood" – are you ready to be a partner?
- Be flexible

Engage Across Borders

"Broadband doesn't stop at the municipal boundary."

~ Gail Huycke



Community Organizations

- Able to give letters of support
- Consider sharing your broadband plans with them by attending one of their meetings
- They might not think they are doing digital literacy, but...
- ...The work they're doing is going to help move the needle on adoption, which = ROI = sustainability

Don't forget!

Organizations that support:

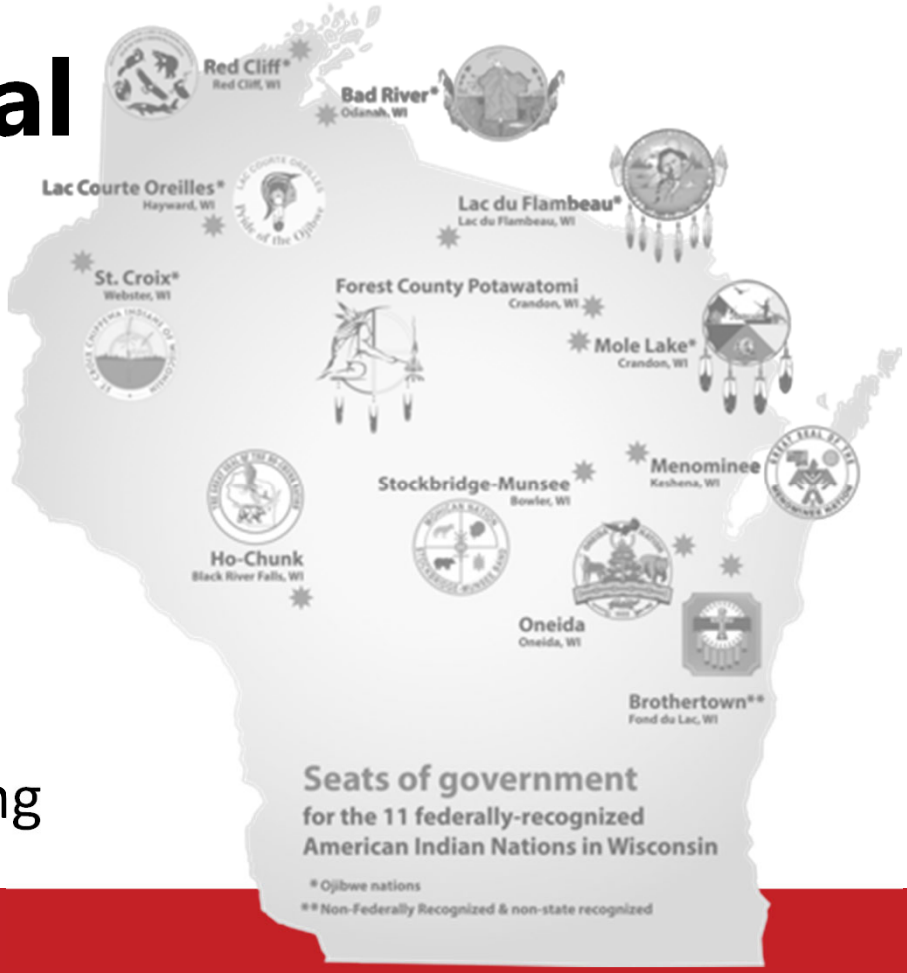
Affordability

Adoption

Digital Skills

Working with Tribal Governments

- Sovereign Nations with distinct cultures & laws
- Communicate in a timely manner, multi-faceted
- Start early
- Trust-based relationship building



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What are some of the things that get in the way of good engagement?

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"Good" Endorsement

How is endorsement different now

An official endorsement:

- Comes from a Tribe or county governmental body where the project is located
- Requires official action at a noticed, public meeting
- Memorialized in the minutes
- Followed by an official letter of endorsement

How is endorsement different now

- Tribes and counties may be endorsing more than one application, but not more than one in any given location
- Endorsement should match your local plan
- Sustainability should be considered when making an endorsement (adoption & affordability)

Some things to consider including in your formal endorsement

- A statement of the kind of engagement you've had
- Statements of your findings and the alignment of your plan with the proposal
- Statements that describe how you will work in partnership – what are you willing to do?

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Endorsement Tips

- Don’t forget the timeline – noticed, public meetings take time
- Conversations, not emails
- By the time you’ve gotten to the endorsement stage, there shouldn’t be surprises
- Throughout this process, don’t forget to include sustainability – affordability and adoption

Don’t Forget Sustainability

Q&A

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What is one thing you learned today?

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What do you plan to do with what you learned? / What action will you take?

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What would you like to learn about in the future / what do you wish we would have covered but did not?

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Thank you!

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