



## BEAD Endorsements Sample Language

**Purpose:** To provide ideas for how to write a BEAD endorsement resolution or letter of endorsement to show support for an ISP's BEAD funding application for a specific geographic area, including county-wide.

**Who should use this resource:** This resource was created for county and Tribal governments. Only Tribal and county governments can provide an endorsement.

**Why are we recommending resolutions?** Extension suggests using resolutions to keep the process transparent and show how the community and ISP have worked together. Whether you go with the resolution + letter options or choose to simply write an endorsement letter, you can include the sample language in this document to highlight your interactions with the ISP and the steps you've taken to support broadband expansion in your county.

- Resolutions should direct a letter of endorsement to be written after the meeting. The letter should refer to the resolution.
- Endorsement letters can also be included in the meeting packet (Extension recommendation) and signed after the meeting.

### Anticipated Timeline

#### Now through September/October 2024:

- **Engage with "Eligible entities":** Eligible entities are those who are interested in expanding broadband in your community. They will often be Internet Service Providers but could also be other entities – local and Tribal units of government, for example. Initiate conversations with eligible entities to understand their plans and consider potential partnerships that align with your identified community needs.
  - *To be eligible to participate in the BEAD sub granting process, eligible entities need to go through the Letter of Intent (LOI) process and meet the following criteria: (1) agree to propose projects that will provide at least 100/20 Mbps service reliable, qualifying broadband service to all locations within the required timeline; (2) demonstrate the technical, financial, operational and managerial capacity to deploy eligible broadband projects and participate in the BEAD program; (3) agree to meet the mandated financial and programmatic requirements; (4) agree to meet the mandated ownership and organizational requirements; and (5) certify ability to comply with all applicable requirements mandated by NTIA, the Commission and 2 CFR 200 Uniform Guidance.*
- **Prepare Statements:** Use this document to draft statements for the resolution or endorsement letter.

#### September/October through November 30, 2024:

- **County Board Agenda/Tribal Government Body Agenda:** Get the endorsement scheduled on the county board/Tribal Government Body agenda as early as possible, no later than December 18, 2024.

- **Resolution/Letter Submission:** BEAD applicants will need the resolution or letter to submit their application. Ensure the BEAD applicants can state they are approved to apply for BEAD funding by the Wisconsin Broadband Office (WBO) and have identified the town, village, city, or project unit they are applying for.

## Important Notes:

- **ISP Information:** ISPs may not be ready for endorsement until they have seen the project areas they will include in their applications.
- **Multiple Endorsements:** You may endorse more than one application in various locations, or even a single area. Your endorsement is a “vote” for the projects that best meet your community’s needs. See this [frequently asked questions document](#) for more information on multiple endorsements and how they affect the application, starting on page 4.
- **Strategic Endorsements:** The points for endorsement (7 points) are potentially significant. Be strategic with your endorsements to avoid diluting your points. If all applicants are endorsed, it has the same effect as if no applicants were endorsed. Endorsement should be used to differentiate preferred applicants from the rest. This is your opportunity to express your preferences and why.

## Requirements

**Minimum requirements for scoring points** (page 33 of Wisconsin’s [Volume 2 Initial Proposal](#)):

*Local and Tribal Coordination: Endorsement by County and/or Tribe = 7 points available*

- 7 points = the County and/or Tribe where the project is located takes official action at a noticed, open meeting to affirmatively endorse the project. The action is memorialized in public minutes and an official letter of endorsement is provided.*

The Wisconsin Broadband Office has created a [guidance document](#) on engagement and endorsement points and you can find more information on the [PSC Broadband Equity, Access, and Deployment Grant \(wi.gov\)](#) page.

## Sample Language

Consider the following categories and sample language, and/or write your own.

At a minimum, try to include at least one statement from each of the five sections below, include more statements where you have more information. Keep your statements broad, but **make sure it’s clear why you are endorsing the project and what due diligence has been done by the county and the ISP.**

## Statement(s) that acknowledge the availability and purpose of BEAD funding:

- WHEREAS Broadband, Equity, Access, and Deployment program (BEAD) funding is available for unserved and underserved households and businesses, within [Name of Governmental Body];

- WHEREAS, the Broadband Equity, Access, and Deployment (BEAD) Program has been established to provide significant funding to expand high-speed internet access across the United States;
- WHEREAS the BEAD Program aims to bridge the digital divide by ensuring that all Americans, regardless of their geographic location, have access to reliable and affordable broadband services;
- WHEREAS the availability of BEAD funding is crucial for supporting infrastructure projects that will enhance connectivity for underserved and unserved households and businesses in [Name of Governmental Body];
- WHEREAS the purpose of BEAD funding includes promoting economic growth, improving educational opportunities, and enhancing healthcare services through better internet access;

### Statement(s) that acknowledge the county's support for broadband expansion and the work you have already done to understand broadband needs in your county:

- WHEREAS [Name of Governmental Body] Board of Supervisors [or equivalent] recognize that broadband connectivity and reliability is critical infrastructure for health, safety, and quality of life for all community residents to participate in the full benefits of our society and economy, including access to telemedicine, educational, and economic opportunities.
- WHEREAS, [Name of Governmental Body] Board of Supervisors [or equivalent] has established a broadband committee in [Insert Year Committee was Established]
- WHEREAS a countywide survey of broadband needs and issues was conducted in [year] and found [insert a relevant result]
- WHEREAS [Name of Governmental Body]'s Broadband Committee has made recommendations for broadband infrastructure, identifying [Insert Geographic areas you have identified as priorities], [Insert technologies you have approved], [affordability of pricing], [commitment to serve entire Tribe/county/town/community], etc as priorities... [insert other recommendations your committee has made that are relevant to this endorsement]
- WHEREAS, we have interviewed [Insert number of providers you have interviewed] of providers for partnership opportunities to meet our identified broadband infrastructure goals

### Statement(s) that acknowledge that the ISP is seeking BEAD funding:

- WHEREAS [Name of Eligible Entity] is seeking BEAD funding for the [Insert geographic area – this could be a list of towns, villages, cities, entire counties, or specific project unit in [Name of County]
- WHEREAS [Name of Governmental Body] plans to provide matching funds equivalent to X% of the estimated project costs (**NOTE: matching funds from the Governmental Body is NOT required**);

### Statement(s) that acknowledge the county's experience working with that ISP and/or the engagement efforts between the ISP and the county/communities in that county:

- WHEREAS [Name of Eligible Entity] is interested in addressing [insert a priority or priorities your Governmental Body has identified] priorities identified by our broadband committee.
- WHEREAS, [Name of Eligible Entity] has partnered with [Name of Governmental Body] on [insert names of grants or number of grants] grants that resulted in...

*(e.g., number of additional locations served.)*

- WHEREAS, [Name of Eligible Entity] has a proven record of accomplishments in [Name of county]/region] for [insert number] years, *(e.g., they have made investments in our communities since [insert year])*
- WHEREAS, [Name of Governmental Body] has other MOUs (Memoranda of Understanding) or agreements with [Name of Eligible Entity]
- WHEREAS [Name of Governmental Body] board has reviewed the plans and financial estimates of this project.
- WHEREAS, [Name of Eligible Entity] has discussed their plans at [Insert Number] of broadband committee meetings, *(attended public events, engaged with the libraries and/or school districts, housing authority, nonprofits, etc...) on the following date(s): [insert dates they attended meetings]*

### Your statement(s) of resolution/endorsement:

- Therefore, be it resolved that [Name of Governmental Body] Board of Supervisors [or equivalent] endorses [Name of Eligible Entity]'s application for BEAD funding for [Insert geographic location(s);] using [insert technology type or other priorities identified by your committee]
  - *Make sure to include a defined geographic area*
- Therefore, be it resolved, that [Governmental Body] endorses the application of [Eligible Entity's Name] for BEAD funding to support their broadband infrastructure project in [county/Tribal land];
- Be it further resolved, that [Governmental Body] directs its clerk [or equivalent] to draft and provide a letter to the Public Service Commission of Wisconsin and the applicant outlining this endorsement and verifying the applicant and geographic location affected, which shall include the minutes from this meeting.

## **SAMPLE RESOLUTION - Adjust the details to fit your specific situation.**

**Resolution No. [Resolution Number]**

**A Resolution of the [Name of Governmental Body] County Board of Supervisors [or equivalent] Endorsing [Eligible Entity]'s Application for BEAD Funding for Broadband Expansion in [Specific Geographic Area]**

**WHEREAS** Broadband, Equity, Access, and Deployment (BEAD) funding is available for unserved and underserved households and businesses within [Name of Governmental Body]; and

**WHEREAS** the [Name of Governmental Body] Board of Supervisors [or equivalent] recognizes that broadband connectivity and reliability are critical infrastructure for health, safety, and quality of life for all community residents to participate in the full benefits of our society and economy, including access to telemedicine, educational, and economic opportunities; and

**WHEREAS** the [Name of Governmental Body] Board of Supervisors [or equivalent] established a Broadband Committee in [Year]; and

**WHEREAS** a [countywide/Tribal] survey of broadband needs and issues was conducted in [Year] and found [insert relevant results]; and

**WHEREAS**, the [Name of Governmental Body] Broadband Committee has made recommendations for broadband infrastructure, identifying [geographic area(s)] and [technology or other priorities] as priorities; and

**WHEREAS** [Number] providers have been interviewed for partnership opportunities to meet [county/Tribal]-identified broadband infrastructure goals; and

**WHEREAS** [Eligible Entity Name] is seeking BEAD funding for the [Specific Geographic Area] of [Name of county/Tribe]; and

**WHEREAS** [Eligible Entity] is interested in addressing [priority/priorities] identified by our committee; and

**WHEREAS**, [Eligible Entity] has partnered with [Name of Governmental Body] on [name or number of grants] that resulted in [e.g., number of locations served]; and

**WHEREAS**, [Eligible Entity Name] has a proven record of accomplishments in [Name of county/region] for [number of years], having made investments in our communities since [Year]; and

**WHEREAS**, [Name of Governmental Body] has other MOUs or agreements with [Eligible Entity]; and

**WHEREAS**, [Eligible Entity] has discussed their plans at [ number] of broadband committee meetings, attended public events, and engaged with libraries, school districts, housing authorities, and nonprofits on the following dates [Insert list of meeting dates];

**NOW, THEREFORE, BE IT RESOLVED** that the [Name of Governmental Body] Board of Supervisors [or equivalent] endorses [Eligible Entity]'s application for BEAD funding for [Geographic Area], using [e.g. technology].

**Note: This sample resolution does not include all sample language mentioned in the guidance document.**

**All sample language is OPTIONAL and meant to serve as a guide rather than a template.**

## Sample Endorsement Letter – Adjust the details to fit your specific situation.

**NOTE: This sample letter of endorsement does not include all sample language included in the guidance document. Use statements that describe your specific situation.**

[Date]

Cru Stublely  
Secretary to the Commission  
Public Service Commission of Wisconsin  
4822 Madison Yards Way  
Madison, WI 53705

Dear Cru Stublely,

**Subject: Endorsement of [Eligible Entity]'s Application for BEAD Funding**

**Introduction:** Briefly introduce the purpose of the letter and state the county's commitment to broadband expansion.

***Example:** We are writing to express our endorsement of [Eligible Entity]'s application for Broadband, Equity, Access, and Deployment (BEAD) funding to support broadband expansion in [Specific Geographic Area] of [Name of county/Tribe]. The [Name of Governmental Body] Board of Supervisors [or equivalent] recognizes the critical importance of broadband connectivity for the health, safety, and quality of life of our residents.*

**Acknowledgement of BEAD Funding:** Mention the availability and purpose of BEAD funding.

***Example:** The BEAD program provides essential funding to address the needs of unserved and underserved households, businesses, and nonprofits within our county.*

**County's Support for Broadband Expansion:** Highlight the county's or Tribe's efforts and commitment to broadband expansion; Mention any relevant committees, surveys, or initiatives.

***Example:** The [Name of Governmental Body] Board of Supervisors [or equivalent] has established a Broadband Committee in [Year] to address the connectivity needs of our community. A [countywide/Tribal] survey conducted in [Year] identified significant gaps in broadband access, which our committee has prioritized for infrastructure development.*

**Eligible Entity's BEAD Funding Application:** State that the Eligible Entity is seeking BEAD funding and specify the project area.

***Example:** [Eligible Entity] is seeking BEAD funding to expand broadband services in [Specific Geographic Area] of [Name of county/Tribe]. This project aligns with our [county/Tribe]'s goals to enhance connectivity and provide reliable internet access to all residents.*

**County/Tribe's Experience with Eligible Entity:** Detail the county's experience and engagement with the Eligible Entity; Mention any past partnerships, grants, or collaborative efforts.

*Example: We have had a positive working relationship with [Eligible Entity], who has partnered with us on several grants, resulting in [number of additional locations served]. [Eligible Entity] has demonstrated a strong commitment to our community, making significant investments since [Year].*

**Resolution/Endorsement Statement:** Clearly state the county's endorsement of the Eligible Entity's application.

*Example: Therefore, the [Name of Governmental Body] Board of Supervisors [or equivalent] fully endorses [Eligible Entity]'s application for BEAD funding for the [Specific Geographic Area], utilizing [e.g., technology]. This endorsement was reviewed and approved by the [Name of Governmental Body] Board of Supervisors [or equivalent] on [date] at a [County Board/Tribal Governmental Body] meeting. Minutes of that meeting are attached/can be viewed at [insert where the minutes can be found].*

**Conclusion:** Reiterate the Governmental Body's support and commitment to the project. Offer any additional support or information if needed.

*Example: We are confident that [Eligible Entity]'s project will address the critical broadband needs of our community. Please feel free to contact us if you require any further information or support.*

Sincerely,

[Your Name, title, county/Tribe, contact information]