



Wisconsin BEAD Draft Final Proposal Comment Period – August 22-29, 2025

The BEAD Draft Final Proposal Comment Period is the **ONLY** period whereby Tribal and local units of government, organizations, businesses, individuals, and ISPs can submit a public comment on Wisconsin's **FINAL** Draft Proposal. This final draft plan aligns with the June 6th BEAD Restructuring Policy Notice implemented at NTIA. The new policy made significant changes to how states implement BEAD programs requiring them to redraft proposals, nullifying previous preliminary awards and rebid all locations.

- **Locations were redefined**, removing previously eligible locations.
- **Technology neutral** selection was required.
- **The Benefit of the Bargain "BOB"** requires the least expensive bid to be given priority.
- **Engagement and Endorsement** were removed from scoring.
- **Permitting requirements** were streamlined.
- **Affordability requirements** were limited.
- **Community Anchor Institutions** CIA definitions were redefined, narrowing eligibility.

What could these changes mean locally?

- All the locations you thought would be eligible for BEAD funding may no longer be eligible.
- You may not be receiving the type of technology you anticipated.
- A different vendor than you endorsed may have received the preliminary bid as all endorsements were required to be removed from the record and were not considered in the scoring.
- The infrastructure being proposed may not coincide with your long-term plans for development.
- Community Anchor Institutions that you thought would be eligible for BEAD may not be eligible.
- Consumer pricing in relation to affordability may have changed.

Process Overview

- The Wisconsin Broadband Office has posted [Wisconsin's Final Draft Proposal](#) on ERF.
- A BEAD Awardees preliminary map is posted on the PSC website.
- BEAD Preliminary Awards by county and entity are available for review through [WBO August BEAD Newsletter](#).

Why should you get involved?

This Public Comment Period will be the **ONLY opportunity** that individuals or entities can go on the public record. All public comments submitted to the Wisconsin Public Service Commission will be submitted to NTIA with the state's final BEAD proposal for NTIA approval.

Changes instituted as a result of the [NTIA BEAD Restructuring Policy Notice](#) have required states to remove all previous endorsements and public engagement actions from consideration during the subcontractor selections. This means any actions you submitted are no longer in the public record. It is critical that your public comment states the effort you took prior to the policy change and why if you want them to be part of the public record.

This is public comment period is the **only time** you will be able to address negative impacts of BEAD implementation on you. This public Record could be used if there is a challenge of awards.

It will also be critical to submit comments that support actions that support technology you believe best addresses your long-term need if there is a challenge to the preliminary award.



- Public Comment can be made electronically through the PSC [ERF Portal](#) or through US Mail.
- **Comments must be received by midnight on August 29, 2025.**

Who can submit a comment?

- Tribal entities
- Local Units of government
- Organizations
- Businesses
- Individuals
- Local ISPs

Only one comment per individual or entity will be accepted.

What makes a strong public comment?

- Say who you are and why you care.
- Be clear about your concern.
- Explain why you are making the statement based on your knowledge, experience, or opinion.
- Suggest a better option.
- You may also write a comment in support of a proposed preliminary award.

Simple Rules to Follow

- Share only your own knowledge or opinion.
- Only one written comment per person or entity will be accepted.
- Attachments, reference documents, and articles will not be accepted.
- Emails and faxes will not be accepted.
- Only comments submitted between August 22- August 29 (midnight) will be accepted.

Public comment office hours available

To register [visit the Extension website](#)

- Friday, August 22, 2025, 9 – 10 AM
- Monday, August 25, 2025, Noon – 1 PM
- Tuesday, August 26, 2025, 9 – 10 AM
- Wednesday, August 27, 2025, Noon – 1 PM
- Thursday, August 28, 2025, 9 – 10 AM
- Friday, August 29, 2025, 9 -10 AM



CHECKLIST: WHAT TO DO NOW

- ☐ Review [Wisconsin's Final Draft Proposal](#)
- ☐ Review the Preliminary BEAD Awards for your county and entities from the [WBO August BEAD Newsletter](#)
- ☐ Review [Preliminary Awardee Map](#)
- ☐ Review your local broadband plan and BEAD actions for alignment with the preliminary draft awards
- ☐ Participate in [Extension BEAD Public Comment](#) office hours for assistance
- ☐ Draft public comment the PSC ERF system or by US mail Docket 5-BD-2025
- ☐ Sign up for Wisconsin Broadband Office newsletter

DEADLINE:
Midnight on Friday
August 29, 2025



Extension
UNIVERSITY OF WISCONSIN-MADISON

Where and how to submit comments

Please visit the [Extension Website](#) to access the "Preparing for BEAD Benefit of the Bargain Public Comment" webinar presentation slides, link to the preliminary award materials, or to view a map of awarded locations.

References and Resources

[NTIA BEAD Restructuring Policy Notice](#)

[PSC/Wisconsin Broadband Office](#)

[WBO August BEAD Newsletter](#)

[Wisconsin's Final Draft Proposal](#)

[PSC Electronic Records Filing \(ERF\) system](#)

[WBO August BEAD Newsletter](#)

[Preliminary Awardee Map](#)

[Extension BEAD Public Comment](#)

[Extension Broadband Toolkit](#)