



Dane County

Minutes - Final Unless Amended by Committee

Dane County Broadband Task Force

Consider:

Who benefits? Who is burdened?

Who does not have a voice at the table?

How can policymakers mitigate unintended consequences?

Thursday, December 2, 2021

9:00 AM Please see top of agenda for instructions on how to join
the meeting.

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A. Call To Order

Present 15 - DAVE RIPP, KATE MCGINNITY, TODD VIOLANTE, RENEE LAUBER, MELISSA RATCLIFF, BOB WIPPERFURTH, BILL DICKMEYER, MICHELLE JENSEN, DEANA ZENTNER, JOYCE TIKALSKY, ANDREW HOYOS, JAMES DANKY, PETER WEIL, CATHY SUTTER, and SARAH GHEE

B. Consideration of Minutes

A motion was made by TIKALSKY, seconded by WIPPERFURTH, that the Minutes be approved as amended. The motion carried unanimously.

[2021](#)
[MIN-469](#)

Minutes of the 11/4/21 Dane County Broadband Task Force Meeting

Attachments: [2021 MIN-469](#)

C. Public Comment on Items not on the Agenda

None

D. Action Items

None

E. Presentations

1. MADREP speed test/mapping effort

Gene Dalhoff from Madison Region Economic Partnership(MadREP) presenting.

MadREP represents Dane County and the seven surrounding counties.

Dalhoff showcased their speed test and answered questions form the taskforce.

2. Technology options defined

Pam Andros presenting

Terms reviewed along with benefits and downsides.

[2021](#) Broadband Delivery Methods
[PRES-203](#)

Attachments: [2021 PRES-203](#)

F. Reports to Committee

1. Discuss Public hearings

Discussion ensued about best way to hold public hearings.

2. Update on the mail survey

Ratcliff reviewed timeline from survey center.

Update on Survey Tasks, Process, Timeline:

1. Identifying the geography for survey distribution:

a. Matt Kures, UW-Extension specialist (economic development) developed maps using FCC and American Community Survey data to identify those areas that are likely to be underserved. He is adding variables to these maps so that we can potentially split census tracts for more detailed data.

b. Shaheer Burney, Director of the Survey Research Center at UW-River Falls, is coordinating the survey project. He is working with Matt and Pam Andros to identify areas to over-survey (as well as those areas to exclude). He is working with their list provider to get the addresses, identify areas with a high number of renters, and to develop the sample size needed and mailing list to assure adequate number of survey responses. He will use both the list from their provider and the parcel data list from the County.

c. Pam Andros, Dane County Planning Department, will be providing parcel data to the SRC (addresses).

1. Developing the Survey

a. Sharon is revising the draft survey tool based on input from the Task Force at the last meeting. The draft will be sent to the Survey Research Center.

b. The SRC will adapt the tool (as a mail-in survey with on-line option) and will send it back to the Task Force for review. There will be a few iterations of back and forth for review and modification.

1. Dissemination of the survey

a. Mail-in survey: The Survey Research Center will mail to select households to assure a representative sample of those areas with inadequate broadband infrastructure or adoption. The survey will be mailed March 10, 2022.

b. Open access survey: The SRC will create an online survey for areas of Dane County that are identified as being particularly underserved in terms of broadband availability and/or affordability. This survey will commence once the random sample survey is completed (~ early May, 2022). Task force members will work with local leaders in underserved portions of the County to promote the online open-access survey (We began discussions about the dissemination plan during the November meeting; we will revisit this at a future meeting).

Anticipated Timeline

Nov. - Dec., 2021:

- *Develop geography to be surveyed; build out parcel lists.*
- *Refine survey tool.*

Jan.- Feb. 2022:

- *Survey tool reviewed by Task Force and modified by the Survey Research Center.*
- *First letter to households to be surveyed will probably be sent end Feb.*

March, 2022:

- *Survey mailed out March 10.*
- *Respondents receive a follow-up postcard; those households that do not respond will receive a second survey in the mail. (letter - survey - postcard - survey). The whole process will take about 2 months.*

May, 2022:

- *Survey Research Center enters responses, analyzes data, prepares survey report.*
- *SRC also prepares the on-line, open access survey and provides link to the Task Force.*
- *Task Force promotes open access survey.*

June, 2022:

- *SRC analysis of open access survey results.*
- *Task Force prepares full report.*
- *County Planning Department reviews data from survey and analyzes information using smaller geographies (e.g., towns, villages). Data at this level will be useful to communities applying for grants.*

Present 14 - KATE MCGINNITY, TODD VIOLANTE, RENEE LAUBER, MELISSA RATCLIFF, BOB WIPPERFURTH, BILL DICKMEYER, MICHELLE JENSEN, DEANA ZENTNER, JOYCE TIKALSKY, ANDREW HOYOS, JAMES DANKY, PETER WEIL, CATHY SUTTER, and SARAH GHEE

Excused 1 - DAVE RIPP

G. Future Meeting Items and Dates

January 6th at 9:00 am.

H. Such Other Business as Allowed by Law

I. Adjourn

A motion was made by MCGINNITY, seconded by LAUBER, that the be adjourned. The motion carried unanimously.

Meeting adjourned at 10:47 am.

Respectfully submitted by Josh Schroeder, pending Taskforce approval