

Broadband Expansion Recommendations:

The Three A's: Access, Affordability, and Adoption

- Access Recommendations:
 - Shared-risk mechanism for **public/private partnerships** that make use of publicly owned infrastructure **to reach underserved location** by private internet service providers
 - Reduce barriers to publicly owned infrastructure in cases where it will not unfairly compete with private businesses
 - Reduce barriers that disallow local governments from perusing their own network creation
 - **Continue to explore creative ways to serve challenging areas where providing broadband may not result in a return on investment**
 - Identify areas of greatest need for connectivity improvements
- Affordability Recommendations:
 - **Consumer protections and pricing transparency:**
 - Standard labeling/disclosure/billing that would include information such as the following
 - Charges for data, other charges and additional fees
 - Network performance, privacy information and contract terms
 - Data actually used and average network speeds delivered
 - **Define broadband affordability as a ratio of income**
 - Gather and collect data to better understand the affordability and obstacles to broadband utilization
- Adoption Recommendations:
 - Explore pathways and programs that **repurpose retired internet-enabled equipment** for under connected, low-income residents
 - Tech. requirements:
 - Meet technical specifications
 - Professionally refurbished
 - Licensed operating systems
 - Basic productivity software
 - One-year warranty
 - Understand reasons for household that do not adopt broadband focusing on means, needs, connectivity and prioritization
- **Rep. Meyers policy recommendations for Dane County**
 - UW Extension programs for constituent education and outreach
 - Meet with local broadband providers
 - Ask if they have intentions to apply for PSC grants in the future
 - Outreach to local towns and villages
 - Town board/ villages board meetings to discuss PSC broadband grant writing process
 - Work with the PSC broadband office directly if need be
 - Explore the development of **open-access middle-mile networks** in areas of the state that are difficult to serve or that lack redundant, resilient broadband infrastructure
 - **Make rural electric cooperatives dual action Broadband deployment facilities**

- Localities/municipalities partner with rural electric cooperatives to apply for Broadband expansion grants
- Wisc. Stat. 196.504 defines “Eligible Applicant” for purpose of the grant program to mean any of the following:
 - An organization operated for profit or not for profit, **including a cooperative**
 - A telecommunications utility
 - **A political subdivision that submits and application in partnership with an eligible applicant under subd. 1. Or 2.**
- Encourage local municipalities to create ordinances that mandate the use of Diggers Hotline before any broadband expansion projects are approved if not already in place
 - This ensures the safety of the residents in the area in which the project is being implemented