



Dane County

Minutes - Final Unless Amended by Committee

Dane County Broadband Task Force

Thursday, October 7, 2021

9:00 AM

Virtual meeting

A. Call To Order

Staff present: Lauren Kuhl, Sharon Lezberg, Majid Allen, Josh Schroeder

The meeting was called to order by Ratcliff at 9:00 a.m.

Ghee joined at 9:15 a.m.

- Present** 12 - DAVE RIPP, KATE MCGINNITY, TODD VIOLANTE, RENEE LAUBER, MELISSA RATCLIFF, BOB WIPPERFURTH, BILL DICKMEYER, DEANA ZENTNER, JOYCE TIKALSKY, PETER WEIL, CATHY SUTTER, and SARAH GHEE
- Excused** 3 - MICHELLE JENSEN, ANDREW HOYOS, and JAMES DANKY

B. Consideration of Minutes

1. [2021 MIN-333](#) Minutes of the September 2, 2021 Dane County Broadband Task Force Meeting

Attachments: [2021 MIN-333](#)

A motion was made by WIPPERFURTH, seconded by MCGINNITY, that the Minutes be approved. The motion carried by a voice vote.

C. Public Comment on Items not on the Agenda

D. Action Items

1. [2021 ACT-229](#) Joint Letter to Dane County Municipalities

Attachments: [Draft Letter](#)

Discussion ensued about amending the Letter.

A motion was made by LAUBER, seconded by RIPP, that the Letter be amended to replace first sentence in second paragraph with "At approximately the same time that the Task Force was created, the American Rescue Plan Act of 2021 (ARPA) included funds for states, counties, and municipalities". The motion carried by a voice vote.

A motion was made by LAUBER, seconded by RIPP, that the Letter be approved as amended. The motion carried unanimously.

E. Presentations

1. Grant Requirements

Presented by Lauren Kuhl

Kuhl reviewed 2018 broadband expansion requirements with taskforce.

2. Understanding how one community champion worked to get broadband - Town of Vermont

Presented by John Hallick of the Town of Vermont

Hallick presented to the task force on how he was able to get funding for broadband expansion for the Town of Vermont.

- Research on broadband expansion*
- Discussion with ISPs about providing service and costs factors*
- Mailing of surveys with 600-800 signed letters from residents*
- Discussed survey with representatives*
- Discussed funding with Governor with support from ISPs*
- Funding received for broadband expansion*
- Construction of seven fiber hubs used for broadband expansion*

Legislative process took about nine months and the construction process took about a year.

Funds were allocated through the Public Service Commission (PSC).

F. Reports to Committee

1. Discussion - Our Survey Process

Presented by Lezberg

Supervisor McGinnity and Taskforce staff met with current and former Director of UW River Falls Survey Research Center. The following five topics related to surveys were discussed at this meeting with recommendations and from the research center.

1) Geography to be surveyed

-Recommend to remove urban area since they might require a different type of survey or methodology.

-Recommend removing urban areas will leave areas on the fringe of the county. Some of these areas will be served, but will have pockets that under-served.

2) Population to be surveyed

-Is the random sample of survey what we want?

-Do we want to include business in the survey?

3) Methodology

- Research center uses the same methodology as the standard mail in survey. This standard mail-in survey includes sending out a pre-survey letter, then to send out the survey along with return envelope and online options, sending out a reminder letter, and finally sending the survey again. The online survey could pushed with social media and QR code with links.

-Task Force can add on more methodologies such as target questionnaires for target populations and community follow-up

4) Length of survey & questions to ask

-Recommend survey should less than four pages to lessen cost and increase returned survey

-Limit open-ended questions because they are harder to analyze and take more time.

-Include speed test within survey.

-Several more internet related questions like quality of broadband, reliability, cost, etc...

5) Timing of Survey

-Recommend to not send survey from October through the end of the year.

-Prepare survey by end of year.

-Send survey in January with two month collection time frame.

-4-6 weeks analysis of the survey.

-Results from survey would be available in May or June 2022.

Task Force members discussed the previous areas of focus and how it relates to any future surveys the Task Force plans to craft.

Webpage created on county website.

<https://board.countyofdane.com/initiatives/Broadband-Task-Force>

Present 10 - DAVE RIPP, KATE MCGINNITY, RENEE LAUBER, MELISSA RATCLIFF, BOB WIPPERFURTH, BILL DICKMEYER, DEANA ZENTNER, PETER WEIL, CATHY SUTTER, and SARAH GHEE

Excused 5 - TODD VIOLANTE, MICHELLE JENSEN, JOYCE TIKALSKY, ANDREW HOYOS, and JAMES DANKY

G. Future Meeting Items and Dates

November 4th, 2021 at 9:00 a.m.

H. Such Other Business as Allowed by Law

None

I. Adjourn

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

Meeting adjourned at 10:58 a.m.

Respectfully submitted by Josh Schroeder, pending Taskforce approval