Broadband Expansion: State Level Efforts



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Chris Meyer, BS., MA.
Marshfield Consulting Group, LLC

About the Presenter

MARSHFIELD CONSULTING GROUP LLC
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Career Snapshot

1. Current Chair of Wisconsin Governor Tony Evers Broadband Taskforce
2. Current Managing Director for Marshfield Consulting Group LLC
3. Former Director of Telehealth for Marshfield Clinic Health System (2016-2022)
   - Former Member of gpTRAC Program Advisory Committee
4. Former Mayor of the City of Marshfield, WI (2008-2018)
5. Former Director of Information Technology – University of Wisconsin – (2000-2016)

Educational Background

1. Master of Arts – Behavioral Economics – The Chicago School of Professional Psychology
2. Bachelor of Science – Business Administration – University of Wisconsin

Disclosure of Conflict of Interest

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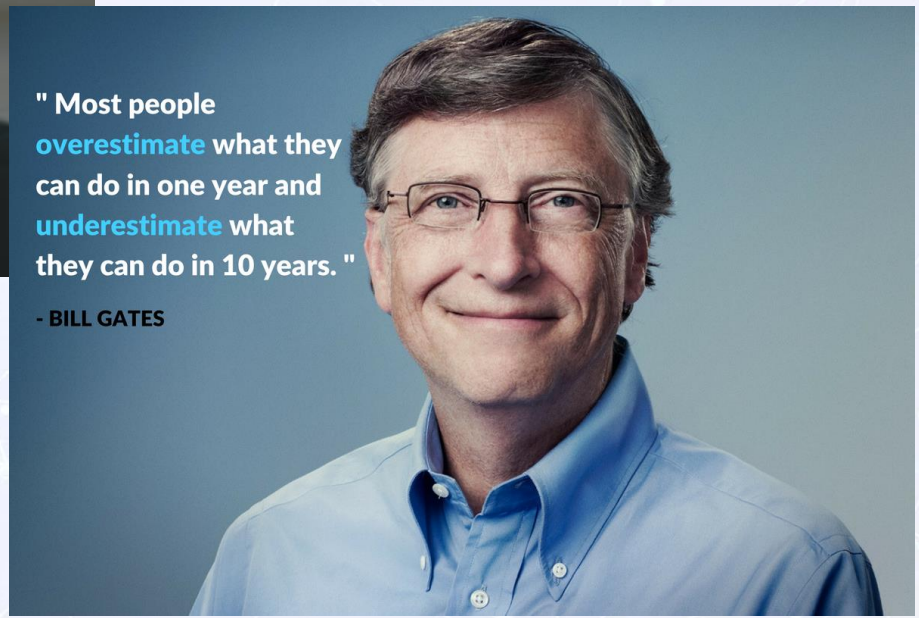
Presenter: Chris Meyer

I have no conflicts of interest to disclose. I have no pre-existing relationships with any commercial entities that produce healthcare devices or services; nor with any telecommunications provider, installer or other commercial entity in the broadband space.

I present today as an independent party and member of Wisconsin Governor Tony Evers Broadband Taskforce



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Agenda

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- Brief Review of Federal Broadband Expansion Efforts
  - Connect America Funding (CAF)
  - Rural Opportunity Development Fund (RDOF)
  - Infrastructure Investment and Jobs Act
- Broadband Equity, Access and Deployment (B.E.A.D.)
- New FCC Broadband Maps & Challenge Process
- Review of Wisconsin Broadband Initiatives
- State Level Efforts
- What You Can Do
- Q&A



Federal Efforts

Past Federal Expansion Efforts – Connect America Funding

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Established

FCC in 2011 to overcome lack of access to 23M homes

Goal

Round 1 (2012): Connect 4M homes (4/1Mbps)

Round 2 (2016): Connect 5M homes (10/1Mbps)

Funding – Completive Bidding

Universal Service Fund (USF) and Government allocations

- **2012:** $300M distributed to 180 applicants
- **2016:** $2B distributed to 10 providers

Connect America Funding - Criticisms

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- **Lack of Transparency** – why were providers funded and what areas are being served?
- **Limited Scope** – Focus was on traditional broadband forms and not new alternative solutions such as wireless or satellite
- **Insufficient Funding** – Funding does not match scale of problem
- **Disproportionate Impact** – Large ISPs were more prepared to deliver eliminating small ISPs and communities from participation
- **Speed Requirements** – 10/1Mbps was too slow, even in 2016

Past Federal Expansion Efforts – Rural Development Opportunity Fund

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Established

FCC in 2020

Goal

Focus on unserved and underserved areas and include wireless and other modalities

Funding – Competive Auction Process

Universal Service Fund (USF) and Government allocations

- **2020:** $16B
- **2020:** $2B from CARES Act earmarked for Pandemic needs

*Only $9.2B Awarded

Connect America Funding - Criticisms

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- **Lack of Accountability** – Concerns that funds are not being used optimally to ensure focus on unserved and underserved areas
- **Lack of Focus on Fiber**– while wireless was supported, there was limited focus on “future-proof” solutions such as fiber
- **Mapping** – poor broadband maps led to funding areas that were more served than they appeared and left truly underserved areas out
- **Insufficient Funding -** $16B allocated, but only $9.2B awarded due to
  - Lack of qualified bids for very rural areas
  - Inability of awardees to meet performance goals

Connect America Funding - Criticisms

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- FCC has not disclosed exact reasons that only $9.2B was awarded
  - Aggressive Timelines for deployment
  - Routine data reporting - Speed, latency
  - FCC compliance – quality, security and consumer protections
- FCC has stated that future rounds of RDOF will be made available using remaining funds

Broadband Equity, Access and Deployment

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Established

Infrastructure Investment and Jobs Act (2021)

Goal

Fund planning, infrastructure and adoption of broadband in all 50-states and all territories

Funding

Congressional Allocation (IIJA)

- **$42.5 B**
- State/Territory distribution based on need as determined by new FCC mapping

Broadband Equity, Access and Deployment

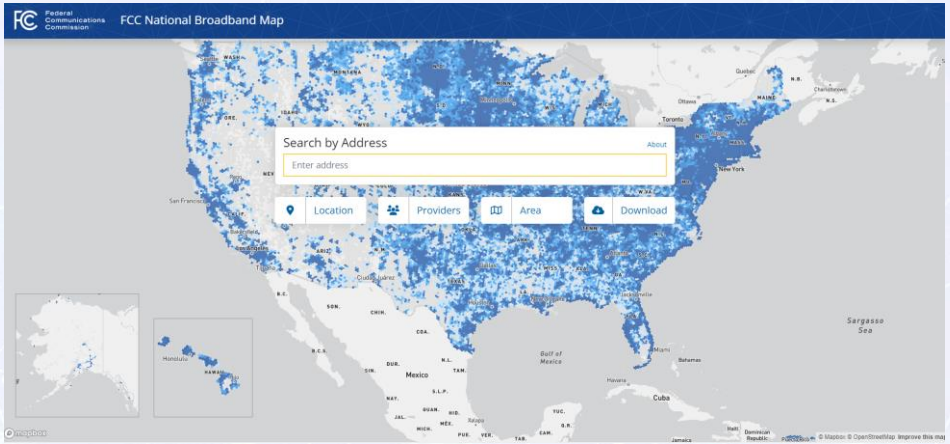
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- **FCC Remapping**
  - More granular, no longer limited to census blocks
  - Everyone can submit a challenge to their locations data
    - Initial challenges were due 1/13/23
    - Wisconsin PSC submitted 73,000 location challenges
- **B.E.A.D. Funding** - Funding Maps will be determining factor on state allocation of B.E.A.D funding – accuracy is critical
- **State Allocations** – Will be announced in June
  - All states will receive a minimum of $100M (territories are $25M minimum)

FCC Maps - https://broadbandmap.fcc.gov

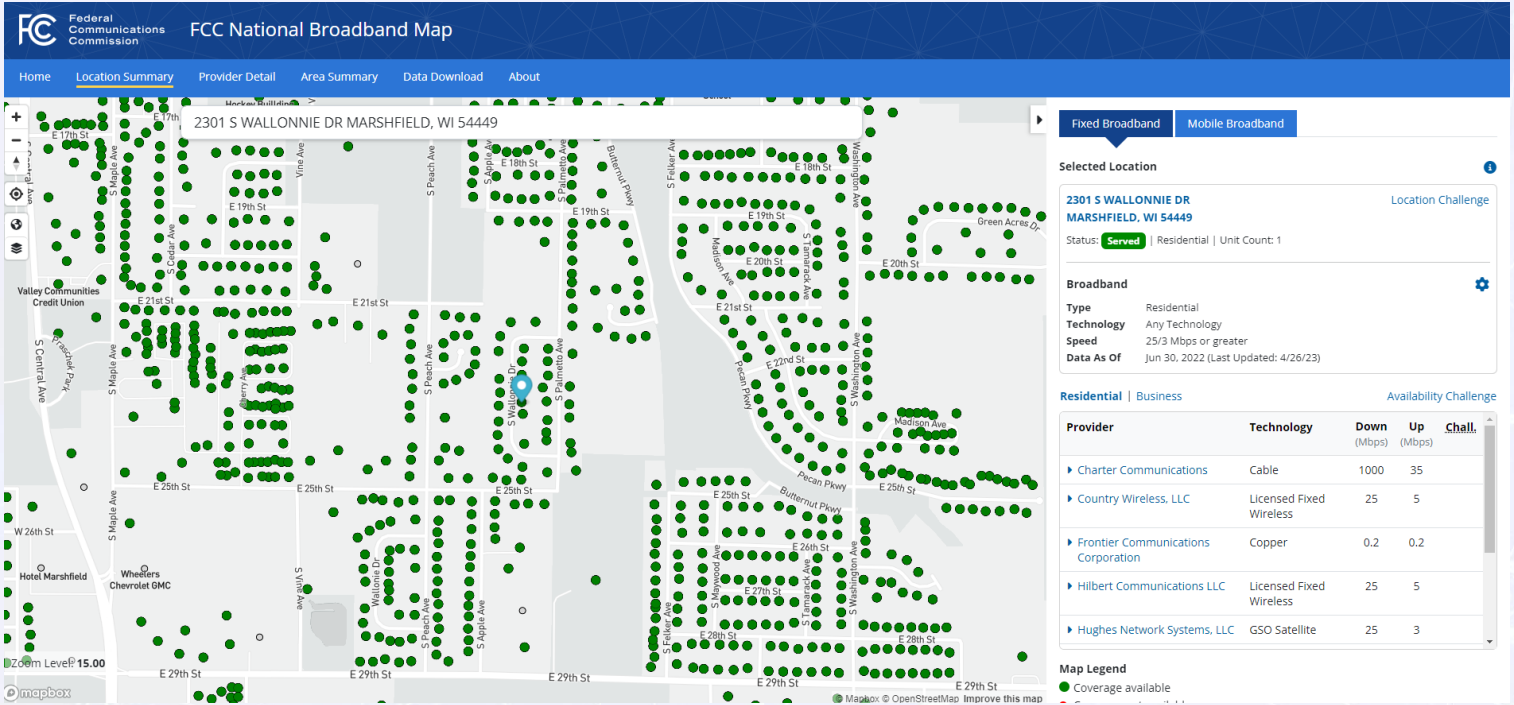
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- Search for any physical address in USA and Territories
- Determine service availability and speeds available
- Submit a Challenge to data for your location



FCC Maps - https://broadbandmap.fcc.gov

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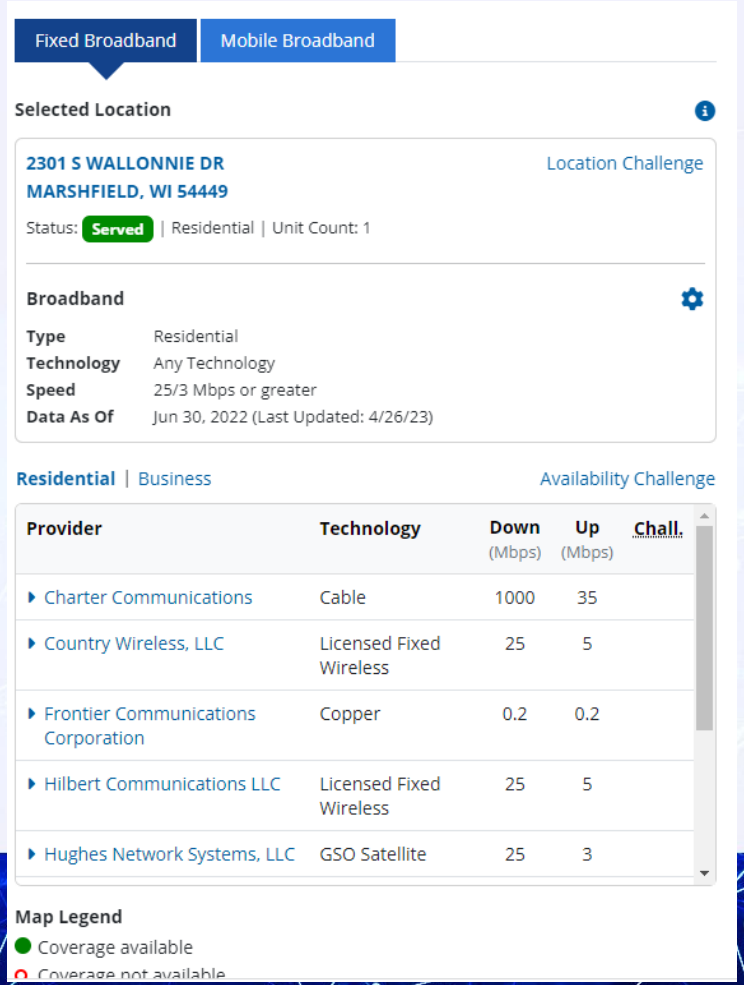
FCC Mapping Tool

Can switch between fixed broadband and mobile

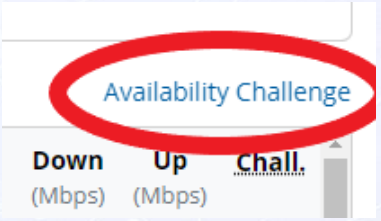
Identifies the address and status of sufficient (25/3Mbps) service

Lists available providers and available service levels

Link to Challenge any data presented



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FCC Map Challenge Process

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Availability Challenge

Dispute the Information on the Services Offered at this Location

Upload Evidence For Your Challenge *(optional)*

Click the "Browse" button to select a file (DOC, DOCX, PDF, JPEG, PNG).

File names can only contain the following characters: a-z A-Z 0-9 ! - _ . * ' ( )

Examples of evidence include correspondence with the provider, screenshots of the provider's website, or images of the provider's marketing material.

Selected file will appear here.

Browse...

Certification of Individual or Certifying Official

I hereby certify, under penalty of perjury, that:

1. I have examined the information contained in this challenge and, to the best of my actual knowledge, information, and belief, all statements of fact contained in it are true and correct.
2. If an individual, I own or reside at the location being challenged or am otherwise authorized to request broadband service there.
3. I acknowledge that the information provided in this form will be shared with the provider selected above for the sole purpose of reviewing and resolving the challenge.

If this form is being submitted by the representative of a company, organization, government, or other entity, then the certification must be signed by an authorized officer or signatory of the entity (e.g., corporate officer, managing partner, sole proprietor, or government official) who has reason to be aware of the truth and correctness of the information submitted herein.

☑ The entry of my name above constitutes my electronic signature to this certification. Persons making willful false statements in this form can be punished by fine or imprisonment under 18 U.S.C. § 1001.

Privacy Act Statement

Submit Close

Wisconsin Broadband Efforts

Wisconsin Efforts to Expand Broadband

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- Public Service Commission Established Broadband Office December 2019
  - Expand Broadband to all Wisconsinites
  - Improve Digital Equity
  - Support Economic Development
  - Enhance Quality of Life
  - Coordinate State and Federal Programs
- Since 2019 has awarded $300M toward projects
  - Expanded access to 387,000 homes and business
  - $105M from Federal Sources
  - Remainder was State Budget allocations
- Governor Tony Evers Broadband Taskforce established in 2020 to provide guidance and oversight

Wisconsin Efforts to Expand Broadband

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Estimated BEAD funding to be Allocated

$800M-$1.1B

Mechanism to Administer Deployment

State Broadband Office along with stakeholders and Governors Broadband Taskforce

Primary Contact for Information:

Alyssa Kenney
State Broadband and Digital Equity Director
(608) 267-9138
Alyssa.Kenney@wisconsin.gov

https://psc.wi.gov/Pages/ServiceType/Broadband.aspx

Iowa Efforts to Expand Broadband*

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Estimated BEAD funding to be Allocated

$340M

Mechanism to Administer Deployment

Iowa Office of the Chief Information Officer

Primary Contact for Information:

Matt Behrens
Chief Technology Officer
Department of Management
(515) 725-0890
matt.behrens@iowa.gov

https://ocio.iowa.gov/broadband

Kansas Efforts to Expand Broadband*

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Estimated BEAD funding to be Allocated

$350M

Mechanism to Administer Deployment

Kansas Office of Broadband Deployment

Primary Contact for Information:

Jade Piros de Carvalho
Broadband Director
Kansas Office of Broadband Development
jade.piros@ks.gov

https://www.kansascommerce.gov/officeofbroadbanddevelopment/

Minnesota Efforts to Expand Broadband

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Estimated BEAD funding to be Allocated

$650M

Mechanism to Administer Deployment

Existing Broder to Border Program

- **LLC Formed in 2014**
- **$126M invested through 6 funding rounds**
- **Round 7 and 8 will invest additional $166M**

Governor's Broadband Taskforce

Primary Contact for Information:

Bree Maki
Executive Director
651-259-7159
bree.maki@state.mn.us

https://mn.gov/deed/programs-services/broadband/

Missouri Efforts to Expand Broadband

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Estimated BEAD funding to be Allocated

Unknown but estimated at $1.2B

Mechanism to Administer Deployment

Broadband Development Office

Primary Contact for Information:

Adam Thorp
Community Development Specialist
(573) 526-4456
Adam.thorp@ded.mo.gov

https://ded.mo.gov/content/broadband-development

Nebraska Efforts to Expand Broadband

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Estimated BEAD funding to be Allocated

$200M

Mechanism to Administer Deployment

Nebraska Universal Service Fund

Broadband Bridge Grant Program

Rural Broadband Taskforce

Newly Created Broadband Office

Primary Contact for Information:

Patrick Redmond
Interim Broadband Director
Nebraska Dept. Of Transportation
(402) 471-4181

patrick.redmond@nebraska.gov

https://broadband.nebraska.gov/Home

North Dakota Efforts to Expand Broadband

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Estimated BEAD funding to be Allocated
$100M

Mechanism to Administer Deployment
North Dakota Legislature
- **every other year session**

North Dakota IT Legislative Committee
Broadband ND – Trade Organization

95% of North Dakota Residents have access to 25/3Mbps service

Primary Contact for Information:

Brian Newby
Broadband Program Director
North Dakota Information Technology
(701) 328-9009
bdnewby@nd.gov

https://www.ndit.nd.gov/about-us/broadband

Oklahoma Efforts to Expand Broadband*

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Estimated BEAD funding to be Allocated

$1.2B

Mechanism to Administer Deployment

Oklahoma Broadband Office

Primary Contact for Information:

Kirk Martin
Interim Executive Director
Oklahoma Broadband Office
(405) 431-9237

kirk.martin@broadband.ok.gov

https://oklahoma.gov/broadband.html

South Dakota Efforts to Expand Broadband*

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Estimated BEAD funding to be Allocated

$170M

Mechanism to Administer Deployment

Governors Office of Economic Development

Primary Contact for Information:

Mike Waldner
Broadband Program Manager
Governor's Office of Econ. Development
(605) 773-2483
mike.waldner@state.sd.us
https://sdgoed.com/partners/connectsd/

What Can You Do?

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- Verify the service availability of your home or business on FCC Broadband Map Website
  - Challenge any inaccurate information
- Reach out to your state Broadband Office
  - Ask how you can help
- Keep broadband expansion a national discussion
  - Talk to your elected officials!

Additional Resources

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National Telecommunications and Information Administration
https://ntia.gov/

NTIA – State Broadband Directory
https://broadbandusa.ntia.doc.gov/resources/states

Internet for All
https://www.internetforall.gov/

Questions?

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