

State Broadband Data and Development Grant Program

Executive Summary for the Public Service Commission of Wisconsin

NTIA Grant Request (2 Years): \$1,717,684

Wisconsin Matching Contribution (2 Years): More than \$343,536

Wisconsin Governor Jim Doyle designated the Public Service Commission of Wisconsin (PSCW) as the Wisconsin entity eligible to receive a federal mapping grant under the National Telecommunications and Information Administration's (NTIA) State Broadband Data and Development Grant Program. In August 2009, the PSCW submitted a grant application to the NTIA seeking funding for broadband mapping activities for five years. This was later modified per NTIA request to address only the first two years of this program. The PSCW has contracted with the LinkAMERICA Alliance to assist the state with the mapping and planning activities. The PSCW and LinkAMERICA will work together to conduct broadband mapping and to develop a long-term, sustainable plan for increasing access to, and use of, broadband.

Budget Summary:

The two-year budget totaled \$1,717,684, which includes \$1,232,328 for mapping and \$485,356 for broadband planning purposes. The NTIA requires a 20 percent matching of funds by the state.

Wisconsin's non-federal matching commitment, valued at more than \$343,536, will be met through in-kind contributions that include existing hardware and software used to undertake broadband mapping efforts at the PSCW, existing personnel positions staffed by highly skilled GIS and policy experts, and other contributions in the form of broadband maps previously created and data previously collected.

Mapping Summary:

The mapping portion of the project will produce statewide accurate and verifiable data and maps of broadband availability according to the technical specifications and timelines set forth by the NTIA. The data and maps will, among other things:

- identify unserved and underserved areas within Wisconsin at a granular level; and
- be accessible online to customers, providers and policymakers, yet will protect provider confidential information through the use of non-disclosure agreements (NDAs) and other security measures.

This work will build on and expand upon previous work of the PSCW to collect, analyze and publish supply- and demand-side broadband availability and adoption data and maps for Wisconsin.

Planning Summary:

The planning portion of the project will, through a collaborative process, conduct and implement a comprehensive broadband planning and demand side assessment. The process will include these tasks:

- Implement a broadband **situational assessment** for Wisconsin.
- Conduct qualitative and quantitative research to **assess current and future broadband uses and barriers** to adoption.
- **Map broadband demand scenarios** that advance Wisconsin's priorities in distance learning, economic development, e-government, and telemedicine.
- Facilitate **regional technology planning teams** to develop relevant local action strategies – including expanding computer ownership and Internet access programs funded by NTIA.

These tasks will fulfill the requirements of the broadband planning portion of this grant program and help the PSCW and the state realize the benefits of broadband more widely dispersed in the state.