



**MARATHON COUNTY
BROADBAND TASK FORCE MEETING
AGENDA**

Date & Time of Meeting: **Monday, October 25, 2021 at 4:00 P.M.**

Meeting Location: **Conference Room 5, 212 River Drive, Wausau, WI**

Task Force Members: Chair John Robinson, Eric Budleski, Sandi Cihlar, Sara Guild, Jacob Langenhahn, Milton Olson, Wade Carroll, and Kurt Schoenroch

Task Force Purpose: *Develop recommendations identifying the potential role of Marathon County in facilitating the expansion of Broadband access in Marathon County. Review the Report: Broadband for Marathon County Broadband Assessment and Plan prepared by Design Nine and develop broad policies and partnership recommendations relating to the expansion of broadband/internet services throughout Marathon County.*

The meeting site identified above will be open to the public. However, due to the COVID-19 pandemic and associated public health directives, Marathon County encourages Task Force members and the public to attend this meeting remotely. Instead of attendance in person, Task Force members and the public may attend this meeting by **telephone conference**. If Task Force members or members of the public cannot attend remotely, Marathon County requests that appropriate safety measures, including adequate social distancing, be utilized by all in-person attendees.

Phone #: 1-408-418-9388

Access Code: 962 376 748

When you enter the telephone conference, **PLEASE PUT YOUR PHONE ON MUTE!**

1. **Call Meeting to Order**
2. **Public Comments (15 Minute limit)**
3. **Approval of the August 23, 2021 Broadband Task Force Meeting Minutes**
4. **Educational Presentations and Committee Discussion:**
 - A. Update on Grant Applications For the Wisconsin PSC’s American Rescue Act Broadband Access Grant
 - B. Update on Marathon County/Charter application to NTIA
 - C. Update on Rural Development Opportunities Fund
 - D. Potential Federal and State Funding Sources for Broadband Expansion and Affordability
5. **Policy Discussion And Possible Action:**
 - A. Support For Bug Tussel Conduit Bonding Proposal
 - B. Marathon County’s Future Role As A Fiscal Partner For Broadband Expansion
 1. Define Role of County
 2. Identify Service Gaps
 - a. Review of Marathon County Broadband Survey and Distribution Plan
 3. Commitments: Financial and Other
 - a. Potential use of ARPA funds
 4. Expectations of Internet Service Providers/Partners
 5. Partnerships to extend service too hard to reach areas
 6. Staff support for broadband expansion efforts
 - C. **Development of a Request for Proposals for Broadband Services (based on Kewaunee County approach)**
6. **Next Steps**
7. **Next Meeting: Monday, November 22, 2021 at 4pm**
8. **Adjournment**

“Any person planning to attend this meeting who needs some type of special accommodation in order to participate should call the County Clerk’s Office at 715-261-1500 or e-mail countyclerk@co.marathon.wi.us one business day before the meeting.

SIGNED /s/ John Robinson
Presiding Officer or Designee

Faxed/Emailed To: Wausau Daily Herald, City Pages, and
Other Media Groups

NOTICE POSTED AT COURTHOUSE

Faxed/Emailed By: T. Ranallo

BY: T. Ranallo

Faxed Date/Time: 10/21/2021 2:00 P.M.

DATE/TIME: 10/21/2021



MARATHON COUNTY BROADBAND TASK FORCE MEETING MINUTES

Monday, August 23, 2021 at 4:00 P.M.

WebEx/Courthouse Assembly Room, B-105, 500 Forest Street, Wausau WI

Members	Present/Web-Phone	Absent
Chair John Robinson	X	
Sandi Cihlar	W	
Jon Euting	W	
Sara Guild	W	
Jacob Langenhahn	P	
Milton Olson	W	
Kurt Schoenrock		X

Also Present: Gerald Klein, and Toshia Ranallo

VIA Web or Phone: Kurt Gibbs, Randy Fifrlick, Jonathan Fischer, Jason Hausler, Jean Maszk, Steve Schneider, Mitch Olson, Valerie Carrillo, Sarah Dowidat, Eric Budleski, Melinda Osterberg, Scott Nyman, Bill Flood.

1. Call Meeting to Order:
Chair Robinson called the meeting to order at 4:00 p.m.
2. Public Comments (15 Minute limit) - None
3. **CIHLAR MADE A MOTION; SECOND BY OLSON TO APPROVE THE JULY 7, 2021 BROADBAND TASK FORCE MEETING MINUTES. MOTION CARRIED.**
4. Educational Presentations and Committee Discussion:
 - A. Update on Grant Applications For the Wisconsin PSC's American Rescue Act Broadband Access Grant

Discussion:

Chair Robinson reported WI legislation allocated \$100 million for American Rescue Plan Act (ARPA) Broadband Access Grants. There were 241 applications submitted to the WI Public Service Commission (PSC) totaling \$438 million in requests for fiscal year 2022. Applications were due on July 27, 2021 and a response is anticipated later this fall. Bug Tussel, Country Wireless, Charter Communications, and Frontier submitted applications for projects in Marathon County. Project areas include the Towns of Texas and Hamburg, Marshfield area, and areas from Rothschild to Lincoln County.

In March, Wittenberg Telephone Company was awarded a \$172,872 WI PSC grant for broadband expansion in Marathon County. This project will build a Fiber-To-The-Premises (FTTP) service past 3 businesses and 85 residences along County Road Y south of the City of Hatley, west along Townline Road, and south along County Road Q, in the Towns of Reid and Ringle.

- B. Update on Marathon County/Charter application to NTIA

Discussion:

In partnership with Charter Communications, Marathon County applied for a National Telecommunications Information Administration (NTIA) grant on August 17th for broadband expansion in the eastern and central areas of the county. The proposal is to connect over 2000 residents stretching 551.9 miles of fiber. A response is expected by the end of November.

- C. Potential Federal and State Funding Sources For Broadband Expansion and Affordability

Discussion:

Chair Robinson identified the following funding sources for broadband expansion:

- \$125,000,000 allocated in the state budget
- \$65 billion in the Federal Infrastructure Bill (includes money for grant programs)
- \$50 billion in the Rural Infrastructure Program allocated for infrastructure investments

- \$100 million allocated for WI PSC grants authorized by ARPA funds
- Connecting Minorities Communities Grant (needs to be looked into)
- U. S. Department of Agriculture continues to manage Utility Service Grants
- \$26.3 million ARPA dollars allocated to Marathon County. The HR Property & Finance Committee is in the process of developing criteria on how these funds will be used.
- ARPA funds allocated to other local units of government in the county

5. Policy Discussion And Possible Action:

A. Bug Tussel Conduit Bonding Proposal

Discussion:

Chair Robinson explained Bug Tussel submitted a PSC grant application to construct a series of towers and to run fiber throughout the county. They propose using industrial revenue bonds for funding partnering with Marathon, Fond Du Lac, and other interested counties. A memorandum of agreement would be arranged to pay back the principal and interest. An initial resolution will be presented to the County Board in September to fund up to \$25 million for improvements and broadband expansion efforts. In exchange for conduit bonding, they would give the county 40 basis points and/or a percent on any outstanding balance plus give 24 fibers to the county for governmental use.

This will be an item for discussion and presented to the upcoming HR Property & Finance Committee meetings and potentially forwarded to the full county board on September 21, 2021. The initial resolution and legal documents are being reviewed by corporation counsel and the county's financial advisor.

Action:

MOTION BY GUILD; SECOND BY CIHLAR; TO MOVE TO APPROVE THE CONDUIT BONDING PROPOSAL AND FORWARD THAT RECOMMENDATION TO THE APPROPRIATE COMMITTEE. MOTION CARRIED.

Follow up:

The proposal will be presented to associated standing committees over the next month.

B. Marathon County's Future Role As A Fiscal Partner For Broadband Expansion

1. Define Role of County
 - Taking the lead role with outreach and education on getting broadband throughout the county with utilizing a potential UW Extension position shared between Lincoln and Marathon County. This position is currently being evaluated by the EEEDC
 - Meeting with ISPs
 - Creating RFP's
 - Meeting grant commitments
 - Do not want the county to be only a facilitator, but a partner as well. We need to stay in the conversations.
2. Commitments: Financial or other
 - a) Potential use of ARPA funds
 - Provide the last mile
 - Cover administrative costs for administering programs including local governments entering into a potential regional project
3. Expectations of Internet Service Providers/Partners
 - If the county partners with an ISP we need to know where their current services are located and this information is made public.
 - Should local units of governments be expected to match or contribute a percentage toward broadband expansion within their boundaries?
4. Partnerships to extend service too hard to reach areas
5. Staff support for broadband expansion efforts

- Consensus of the task force is to hire someone on the county payroll to assist and be dedicated to broadband expansion, education, and facilitation as far as grant applications.
- Think about a contracted or internal employee for a limited time, but don't want a position where their hands are tied to what they can and cannot do.
- Internal position would be seamless in communication.
- Visual outlining current opportunities and what the position would look like. This good be done at a Standing Committee level.
- Must have the skill set to assist in writing grants applications, communications, education, technology and technical skills

Action:

MOTION BY MILTON; SECOND BY LANGENHAHN TO MOVE THE DISCUSSION OF STAFF SUPPORT FOR BROADBAND EXPANSION EFFORTS TO THE APPROPORATE COMMITTEE TO BRING FORWARD A PLAN TO THE BROADBAND TASK FORCE FOR APPROVAL. MOTION CARRIED.

Follow up:

- C. Review of Marathon County Broadband Survey and Distribution Plan

Discussion:

Melinda Osterberg gave an overview on a survey she created for Lincoln County tailored to receive granular data to be used for tasks and to assist in writing future grant applications. A postcard was mailed to every address with an improved value over \$50,000. The postcard directed them to an online survey. Residents could also request a paper copy be sent to them or the survey was available for pick up at the UW Extension Office and various libraries.

The survey took a significant amount of staff time and the task force needs to discuss the best way to disseminate and compile their own survey results.

Jason Hausler offered administrative support from the UW Extension Office. They have access to the survey instrument and can assist in downloading information. However, the point of contact and who will create the postcard will need to be determined.

The Task Force also discussed contacting GEO Partners, LLC, to see if they would give a demonstration at the next meeting on working with local communities for design, financial analyses, mapping, and planning.

- D. Development of a Request for Proposals for Broadband Services (based on Kewaunee County approach)

Discussion:

Due to the high interest from ISP's and federal and state funding opportunities, it was the consensus of the committee that a RFP is not needed at this time for broadband expansion.

6. Next Meeting: Monday, September 27, 2021.

7. Next Steps

Topics for next meeting:

- Invite Geo Partners to give a presentation
- UW Extension administrative support role
- County staffing role
- Grant updates
- Expectations from providers and partners (sharing information)

8. **MOTION BY OLSON; SECOND BY EUTING TO ADJOURN THE MEETING AT 5:26 P.M. MOTION CARRIED.**



Subject: Proposed Marathon County Town of Norrie/Mayflower Lake PSC Broadband Expansion Grant

Project Summary:

The proposed path of Fiber optic which will include Gigabit Speed Broadband for all homes and businesses passed, starts at a Fiber Optic Handhole near the intersection of County Highway OO and County Highway D in the town of Norrie. The buried fiber project would head North up County Highway D to the North end of Mayflower Lake. Construction would include all Streets in the Town of Norrie including the streets of Butternut Ln, Lake Shore Dr, Derham Street, Cornell Street, Bradley Street, and some of Norrie Road to the West ending near Astor Street. Other roads picked up on the route are Oakcrest Dr, and near Mayflower Lake Mayflower Ln, Cherry Dr, and a portion of Lake Road. All routes will be indicated on the next page maps. We took a hard look to extend off of our previous grant project in the town of Reid, however, based off of PSC mapping we were unable to find fully “unserved/underserved” addresses.

Project Scope:

Miles of construction: 6.5

Residents passed available to get service: 96

Businesses passed available to get service: 3

Proposed TOTAL cost based on average per mile over past several years: \$275,985

Proposed PSC Grant funding to request: \$150,000

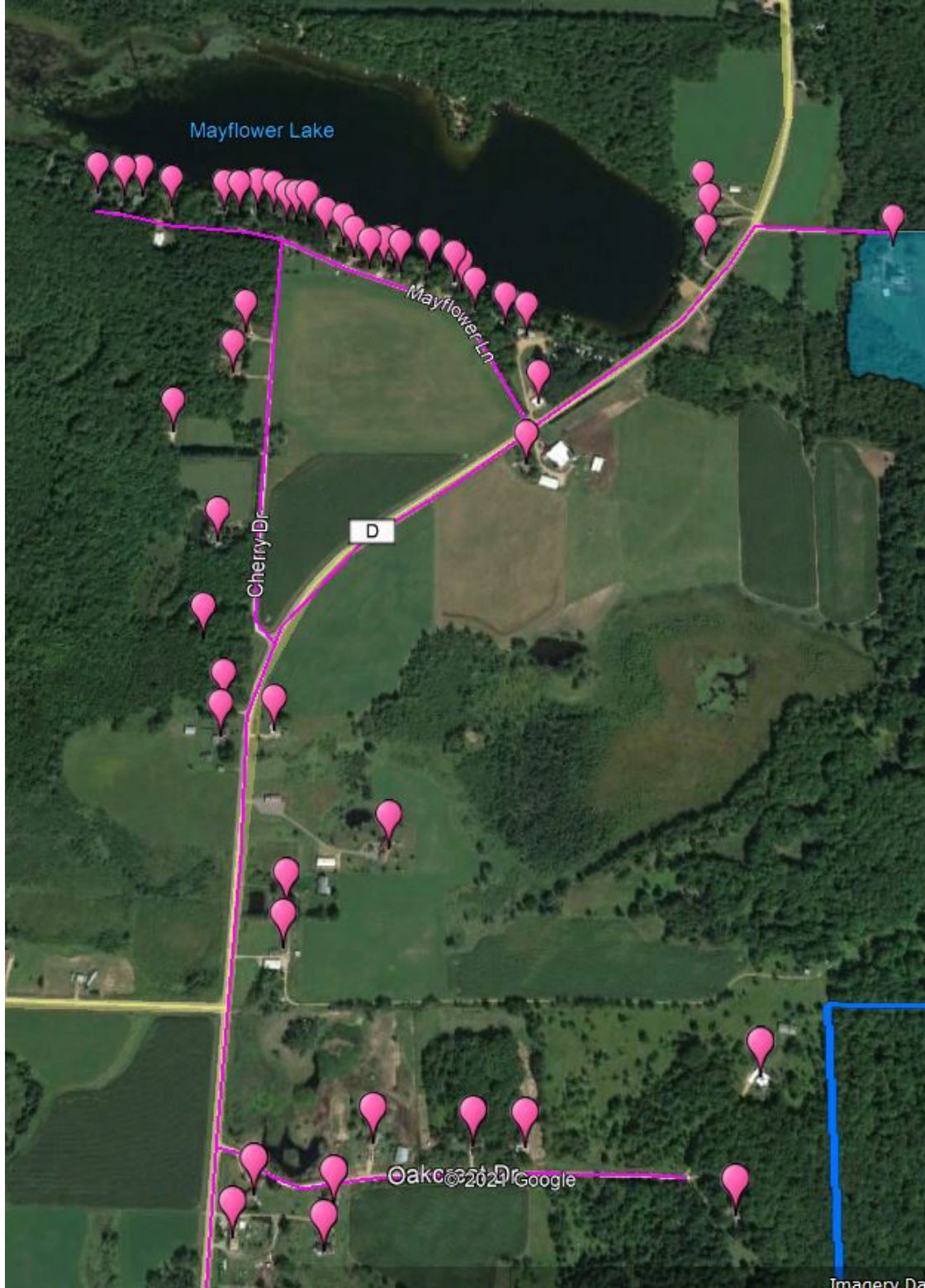
Remaining funds to cover Cirrinity and Marathon County TOTAL: \$125,985

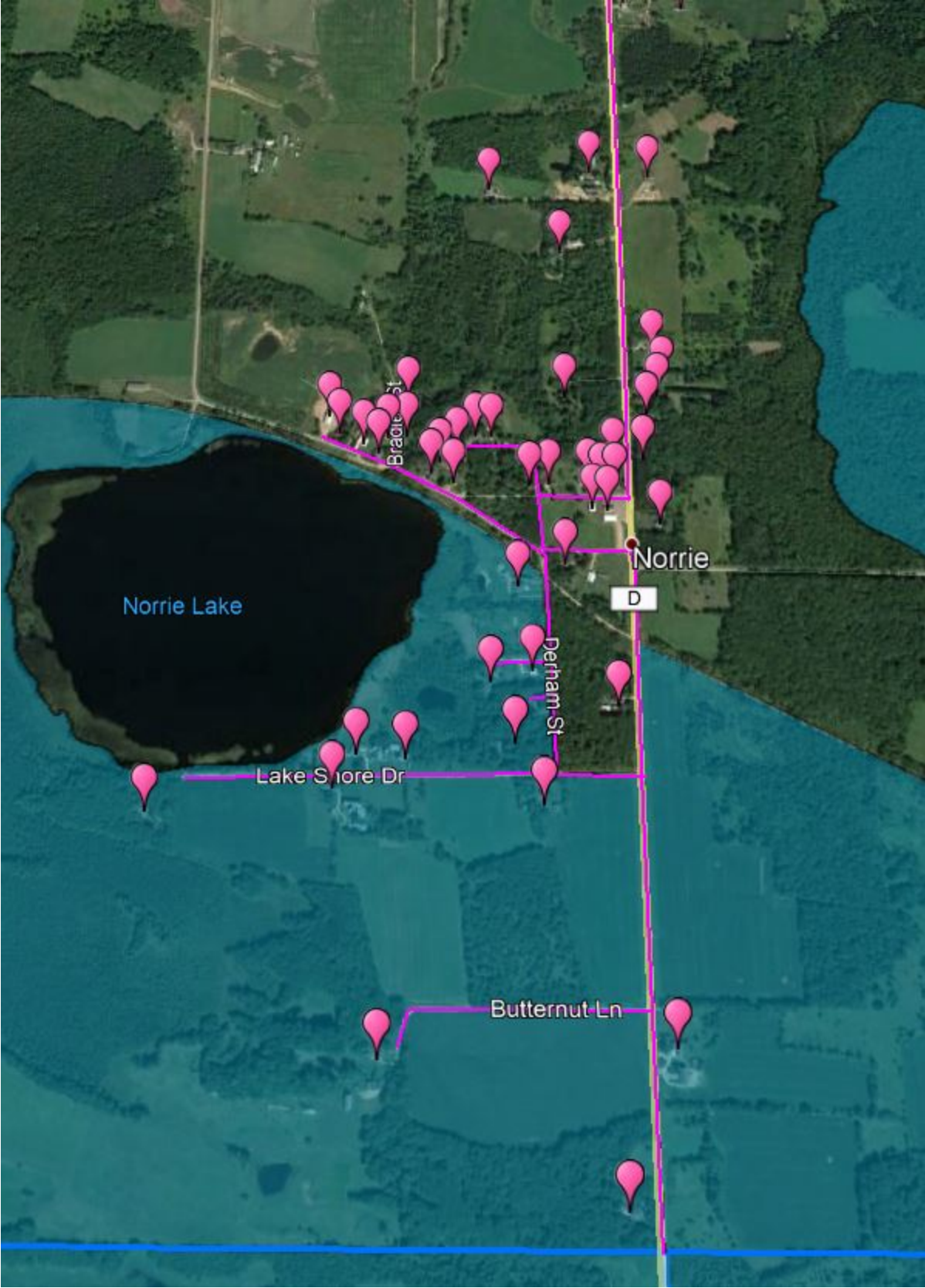
Proposed funding from Marathon County: \$62,992

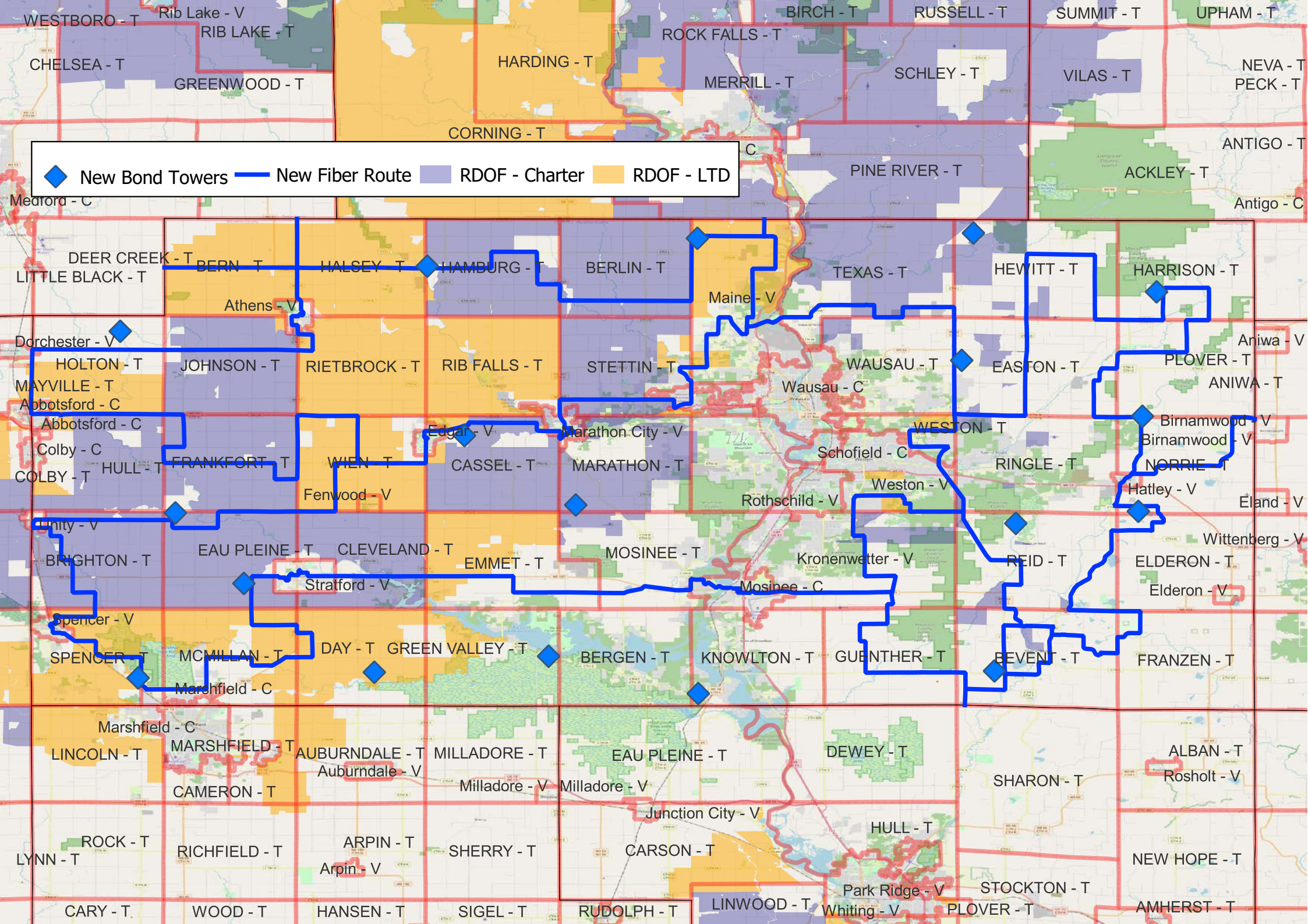
Proposed funding from Cirrinity: \$62,993

Construction timeline: Begin underground upon award in first availability Spring of 2022 Est. May 2022 with a completion goal of July 1, 2022.

Next Pages show Photos of the route: Purple Icons show Homes/Businesses passed North end:







◆ New Bond Towers — New Fiber Route ■ RDOF - Charter ■ RDOF - LTD

WESTBORO - T Rib Lake - V RIB LAKE - T
CHELSEA - T GREENWOOD - T
CORNING - T
ROCK FALLS - T BIRCH - T RUSSELL - T SUMMIT - T UPHAM - T
MERRILL - T SCHLEY - T VILAS - T NEVA - T PECK - T
PINE RIVER - T ACKLEY - T ANTIGO - T
Medford - C Antigo - C
DEER CREEK - T BERN - T HALSEY - T HAMBURG - T BERLIN - T TEXAS - T HEWITT - T HARRISON - T
LITTLE BLACK - T
Athens - V
Dorchester - V
HOLTON - T JOHNSON - T RIETBROCK - T RIB FALLS - T STETTIN - T MAINE - V
MAYVILLE - T
Abbotsford - C
Abbotsford - C
Colby - C Wausau - C
COLBY - T HULL - T FRANKFORT - T WIEN - T CASSEL - T MARATHON - T WAUSAU - T EASTON - T PLOVER - T ANIWA - T
Edgar - V
Marathon City - V
Schofield - C WESTON - T WESTON - T RINGLE - T NORRIE - T Birnamwood - V Birnamwood - V
Unity - V
BRIGHTON - T EAU PLEINE - T CLEVELAND - T EMMET - T MOSINEE - T MOSINEE - C
Rothschild - V Weston - V REID - T NORRIE - T Hatley - V ELAND - V WITTENBERG - V
Spencer - V
SPENCER - T MCMILLAN - T DAY - T GREEN VALLEY - T BERGEN - T KNOWLTON - T GUENTHER - T REID - T BEVENT - T ELDERON - T ELDERON - V FRANZEN - T
Marchfield - C
Marshfield - C
LINCOLN - T MARSHFIELD - T AUBURNDALE - T MILLADORE - T EAU PLEINE - T DEWEY - T SHARON - T ALBAN - T Rosholt - V
CAMERON - T Auburndale - V Milladore - V Milladore - V Junction City - V HULL - T SHARON - T Rosholt - V
ROCK - T RICHFIELD - T ARPIN - T SHERRY - T CARSON - T HULL - T
LYNN - T
CARY - T WOOD - T HANSEN - T SIGEL - T RUDOLPH - T LINWOOD - T Park Ridge - V STOCKTON - T NEW HOPE - T
Arpin - V
Whiting - V PLOVER - T AMHERST - T

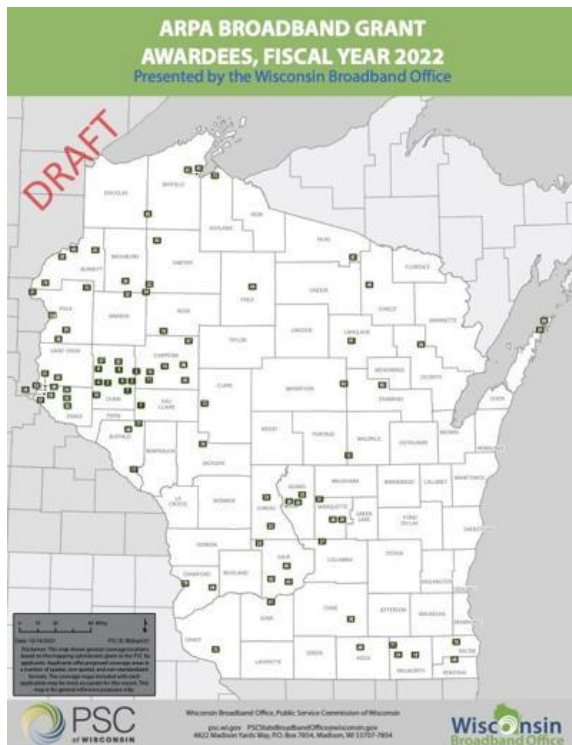
Public Service Commission (PSC) B\American Rescue Plan (ARPA) Broadband Access Grant

- \$100 million available
- Applications were due on Due July 27, 2021
- 242 applications requesting \$ 438,132,235
- 83 applications awarded, 1 in Marathon County

Marathon County applicants:

Applicant	Partner	Co. Pledge	Request	Award	Rank
WIN #21 Merrill to Rothschild	LOS	\$0	\$893,068	\$0	Excluded
Wittenberg Tel Co #2 (T. Norrie)*	LOS	62,992	\$150,000	\$150,000	58
Bug Tussel #9 (Co Marathon)	LOS	\$0	\$2,347,073	\$0	99
Country Wireless #1 (Co Marathon southwest)	LOS	\$114,008	\$715,306	\$0	170
Country Wireless #2 (Marlel Subdivision)	LOS	\$	\$340,057	\$0	169
Frontier #5 (Marathon)		\$0	\$7,249,363	\$0	167
Frontier #6 (Marshfield)		\$0	\$6,998,802	\$0	166
Frontier #7 (Wausau)		\$0	\$4,765,585	\$0	168
Spectrum #6 (Co. Marathon)	LOS	\$0	\$14,923,346	\$0	111
		\$177,000	\$38,382,600	\$150,000	

- Denotes successful application



[BbExpG49.pdf \(wi.gov\)](#)

Federal Communications Commission's Rural Digital Opportunity Fund

[RDOF - RDOF](#)

RDOF will provide \$20.4 billion in funding over a ten-year period to support broadband expansion in rural communities. Moreover, 99.7% of these locations will be receiving broadband with speeds of at least 100/20 Mbps, with an overwhelming majority (over 85%) getting gigabit-speed broadband. While up to \$16 billion was available in this phase, only \$9.2 billion were allocated.

RDOF has a Two-Stage Application Process

Short-Form Application — Entities seeking to participate in the auction have to establish baseline financial and technical capabilities in order to be found eligible to bid. There are two pathways for establishing eligibility:

- Demonstrate two years of experience providing a voice, broadband, and/or electric distribution or transmission service and submit one year of audited financials (if an applicant with at least two years of experience is not audited in the ordinary course of business, it can instead submit one year of audited financials within 180 days after being announced as a winning bidder but has to submit one year of *unaudited* financials with its short-form application), o
- Submit three years of audited financials with the short-form application and a letter of interest from an eligible bank willing to issue a letter of credit for a specified amount

The top two companies submitting proposals in the auction were:

LTD Broadband LLC	\$1,320,920,704
CCO Holdings LLC (Charter Communications	\$1,222,613,888

Both of those companies were winning bidders on areas in Marathon County. Both proposed providing 1 gigabit service.

Long-Form Application — Winning bidders or their designees must:

- Provide in their long-form applications additional information about qualifications, funding, and the network that they intend to use to meet their obligations
- Within a specified number of days, submit a letter from an eligible bank committing to issue a letter of credit; upon notification that the entity is ready to be authorized, must obtain a letter of credit from an eligible bank that remains open and covers disbursements until compliance with certain service milestones is complete and verified
- Within 180 days of being announced as winning bidders, certify they are eligible telecommunications carriers in any areas for which they seek support and submit relevant documentation.

Once a long form application is approved, the long-form applicant will be authorized to begin receiving support.

Any entity that filed a short-form application or any long-form applicant is subject to a forfeiture in the event it defaults prior to becoming authorized to receive support. Defaults include, but are not limited to, failing to meet submission deadlines, defaulting on a bid, or otherwise being disqualified for any reason.

Attached is a link to an article describing some of the issues affecting LTD:

[Good News for Windstream, Bad News for LTD Broadband in Latest FCC RDOF Action \(telecompetitor.com\)](http://telecompetitor.com)

Rural Digital Opportunity Fund support recipients must:

- **Offer commercially at least one voice and one broadband service** meeting the relevant service requirements to all locations within the awarded area in the following timeframe:
 - **40%** of the required number of locations in a **state by the end of third year** of support and an additional **20% by the end of the fourth and fifth years of support**
 - By the end of year six, revised location totals will be announced:
 - If there are fewer locations than originally estimated by the cost model, support recipients must serve the revised number of locations by end of year six. If there are more locations than originally estimated by the cost model, support recipients must serve the cost model-estimated number of locations by the end of year six and must serve the remainder of locations by the end of year eight
 - All support recipients must serve locations newly built after the revised location total but before the end of year eight upon reasonable request
 - **The exact deployment schedule is determined by the carriers** themselves, not the FCC.
 - File annual reports and build-out milestone certifications, as well as [data on the locations](#) where service is available.
 - Offer at least one broadband and voice service at rates that are reasonably comparable to the rates for similar service in urban areas.

To date the FCC has authorized is ready to authorize funding totaling more than \$1 billion of the \$9.2 billion tentatively awarded in the auction.

Marathon County Broadband Access Survey

Broadband access in Marathon County, particularly outside of the incorporated cities, remains limited with service often unavailable or inconsistent. The recent COVID-19 pandemic has amplified the need for quality access to high speed internet.

Whatever your situation is related to broadband internet access, we know there are challenges and opportunities for improvement. Without reliable and affordable broadband internet, our communities will fall behind in attracting and retaining residents and providing quality jobs, and our kids will lack access to opportunities that other areas are building upon.

Marathon County Government and Marathon County-UW Madison Extension have been looking at options and potential solutions to our broadband challenges and are proactively moving forward on many fronts. To understand the needs, **we must have sound data about our situation as it exists now, and where we need improvements.**

The two main questions we need to address are what really exists in Marathon County for access to broadband internet and how is the quality of that resource. That information is essential to moving forward with better options and new solutions. Data collected will be valuable when we apply for **grants**, look for other **partners and financial resources**, and develop plans to **attract existing and new broadband internet service providers to Marathon County.**

To have the most useful information, we are requesting your complete address. We promise we will not share your address publicly but will use it as a way of mapping the internet services for the County. Survey results will be reviewed and reported in a way that **protects your individual anonymity**. If you have questions about the survey, please visit our website at <insert website> contact us by email at <insert email> or by phone at <insert phone number>.

The survey will take approximately 15 minutes. **Please complete the survey by August 1, 2021.** We appreciate your time and the information you are sharing. **You can help make this change!** *This survey was initially developed by Barry Hottmann, Iowa County Community Development Educator with the University of Wisconsin-Madison and modified by Melinda Osterberg, Marathon County Community Development Educator.*

Understanding Broadband Terminology: Broadband internet service is a form of high-speed internet access.

Wireless Broadband Internet Service: is exactly what the name implies: it is high-speed internet access without cables or wires.

Wireless Broadband Network: A term you may recognize in association with wireless broadband internet service includes wireless broadband network. A wireless network is a single

broadband internet arrangement established for **your home or office**. It requires several pieces of equipment and requires you to subscribe (pay for) to the broadband services on a continual (usually monthly) basis. You cannot utilize your wireless broadband network and equipment without an ongoing broadband service. Together, the wireless devices and the broadband internet service make up your wireless broadband network.

Wireless Broadband Mobile: Wireless internet connectivity in cell phones is growing in popularity as well. Cell phones, and other devices featuring windows mobile applications, are now all being designed with advanced wireless technology. This allows them the ability to connect to a wireless broadband internet service within a broadband network, or to the internet via their own cellular phone network.

For the purposes of this survey, we want to know about your access/availability to a wired or wireless broadband internet service as part of a broadband network in your home. If you are utilizing a cell phone or other mobile broadband device (hotspots, etc.), we do NOT consider that to be subscribing (paying for every month) to broadband internet services. This survey is for property you may own in MARATHON COUNTY, Wisconsin. If you received more than one survey invitation in the mail, it means you own more than one improved tax parcel in Marathon County. If this is the case, feel free to fill out the survey for each tax parcel (to the best of your abilities) as it pertains to broadband internet accessibility at that address location.

Q2 Please list your complete street address of your Marathon County, Wisconsin property (accuracy of this information is important).

Q3 Please list the town, city or village where your Marathon County, Wisconsin property is located.

▼ Bergen (Town) (1) ... Other (62)

Display This Question:
If Please list the town, city or village where your Marathon County, Wisconsin property is located. = Other

Q44 Please enter the town, city of village where your Marathon County, Wisconsin property is located.

Q4 Please enter the zip code of where your Marathon County, Wisconsin property is located.

▼ Other (1) ... 54414 (77)

Display This Question:

If Please enter the zip code of where your Marathon County, Wisconsin property is located. = Other

Q43 Please enter the zip code of where your Marathon County, Wisconsin property is located.

ACCESS TO BROADBAND INTERNET SERVICE

Q6 Which of these best describes your access to broadband internet at your home?

- I pay for a monthly subscription for internet services (this refers to a wired or fixed wireless solution). (1)
- I have access to broadband internet service at my house but choose to not pay for a subscription. (2)
- I do not have access to this type of service, but I do need internet access and I am able to have internet access as part of my cellular data plan using my phone or hotspot. (3)
- I do not have access to broadband internet service at my house OR a reliable, affordable option for access. (4)

Display This Question:

If Which of these best describes your access to broadband internet at your home? = I have access to broadband internet service at my house but choose to not pay for a subscription.

Or Which of these best describes your access to broadband internet at your home? = I do not have access to this type of service, but I do need internet access and I am able to have internet access as part of my cellular data plan using my phone or hotspot.

Or Which of these best describes your access to broadband internet at your home? = I do not have access to broadband internet service at my house OR a reliable, affordable option for access.

Q7 If **you do NOT subscribe** (pay for) or have **NO access** to broadband internet service, why not? (select all that apply)

- Service is not available where I live (1)
- Service is too slow (2)
- Concerned about online privacy (3)
- I have no need (4)
- Service is inconsistent or unreliable (5)
- I use the internet somewhere else (6)
- Service is too expensive (7)
- Not Applicable, I subscribe to broadband internet service (8)
- Other: (9) _____

Display This Question:

If Which of these best describes your access to broadband internet at your home? = I have access to broadband internet service at my house but choose to not pay for a subscription.

Or Which of these best describes your access to broadband internet at your home? = I do not have access to this type of service, but I do need internet access and I am able to have internet access as part of my cellular data plan using my phone or hotspot.

Or Which of these best describes your access to broadband internet at your home? = I do not have access to broadband internet service at my house OR a reliable, affordable option for access.

Q8 If **you do NOT subscribe** (pay for) to broadband internet service, what would it take for you to subscribe to broadband internet service? (more affordable, faster speeds, etc.)

Type and Cost of Broadband Internet Services

Q11 How do you access the internet at home? (choose all that apply)

- Cellular data plan using my phone or hotspot (Verizon, US Cellular, etc.) (1)
 - Fiber-optic (Spectrum Enterprise, TDS, etc.) (2)
 - Use my landline or digital subscriber line (DSL) (Frontier, etc.) (3)
 - Use my cable service or cable modem (Charter, Spectrum, etc.) (4)
 - Use an antenna/modem or fixed wireless (AirRunner, Net Pros, Country Wireless etc.) (5)
 - Satellite (Hughes Net, Viasat, etc.) (6)
 - Dial-up (7)
 - Unsure (8)
 - Other (9) _____
 - Not Applicable. I do not access the internet from home. (10)
 - Star Link (11)
-

Q12 Who is your current provider for how you receive broadband internet services (choose all that apply)?

- Spectrum/Charter (1)
- Frontier (2)
- AirRunner (3)
- Net Pros (4)
- Hughes Net (5)
- Viasat (6)
- Verizon (7)
- AT&T (8)
- US Cellular (9)
- TDS (10)
- Cellcom (11)
- Other (12) _____
- Not Applicable. I do not subscribe to a monthly broadband internet service (13)
- Star Link (14)
- King Street Wireless (16)
- Cirrinity (17)

Q13 Is your monthly broadband internet service billed as part of a bundle (TV, phone, internet, etc.)?

- Yes (1)
- No (2)

I do not know (3)

N/A (4)

Q14 What is your monthly cost (**not bundled cost**) for only your broadband internet service? If your monthly cost increases based on use, please estimate your AVERAGE monthly cost.

Less than \$40 (1)

\$40 - \$60 (2)

\$61 - \$80 (3)

\$81 - \$100 (4)

Over \$100 (5)

Not Applicable. I do not subscribe to a monthly broadband internet service. (8)

Q15 It is valuable to know the speed of your broadband services at your home or home-based business. If you are taking this survey on a computer at a location other than your home, not using your own broadband services, or completing this survey on your smartphone, please do NOT answer this question.

What is the speed of your broadband connection? If possible, we would like you to check your speed. Please go to your internet browser and type in www.speedtest.net. If you click on the hyperlink, please open the webpage in a new tab or previous survey answers will be lost. Then click on Begin Test. **Please note the download and upload speeds (the numbers will be followed by Mbps).** Place the appropriate number in the corresponding boxes below.

Download Speed (1) _____

Upload Speed (2) _____

Server (found under the speed information) (3)

Q16 If you currently subscribe to broadband internet services, how satisfied are you with the service?

- Extremely Satisfied (1)
- Moderately satisfied (2)
- Slightly satisfied (3)
- Neither satisfied nor dissatisfied (4)
- Slightly dissatisfied (5)
- Moderately dissatisfied (6)
- Extremely dissatisfied (7)
- Not Applicable. I do not subscribe to broadband internet service. (8)

Display This Question:

*If If you currently subscribe to broadband internet services, how satisfied are you with the service? =
Neither satisfied nor dissatisfied*

*Or If you currently subscribe to broadband internet services, how satisfied are you with the service? =
Slightly dissatisfied*

*Or If you currently subscribe to broadband internet services, how satisfied are you with the service? =
Moderately dissatisfied*

*Or If you currently subscribe to broadband internet services, how satisfied are you with the service? =
Extremely dissatisfied*

Q17 If you **are NOT satisfied (dissatisfied)** with your broadband internet services, why?
(select all that apply)

- Service is too expensive (1)
- Service is inconsistent (2)
- Service is too slow (3)
- Other: (4) _____
- Not applicable. I do not subscribe to broadband internet service. (5)

Use of Broadband Internet Services

Q20 Including yourself, **how many** people in your home use (or would use if service were available) your home broadband internet services daily?

- Children up to age 12 (1) _____
- Teens - Ages 13 to 18 (2) _____
- Adults - Ages 19 to 25 (3) _____
- Adults - Ages 26 to 45 (4) _____
- Adults - Ages 46 to 65 (5) _____
- Adults over 65 (6) _____

Q22 Please indicate how frequently you use (or would use if service were available) your home broadband internet services to engage in each of the following uses:

	Never (1)	Sometimes (2)	Frequently (3)
Job search, apply for, or advertise a job (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access resources for the management of my farm / business (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pay bills (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shop (Amazon, ebay, etc.) (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Looking for OR selling a home (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access medical information / services (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Telecommuting (work from home for your employer) (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Home-based business (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gaming / video games / streaming movies and TV (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
School / Education / Homework / Coursework (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stay connected to family and/or friends (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q23 Please identify the digital devices that you currently OR would like to access the internet with from your home broadband internet network or would access if service were available? (check all that apply)

- Streaming device (Roku, Apple TV, Amazon Fire TV, etc.) (1)
 - Desktop or laptop computer (3)
 - Tablet / E-reader (Kindle, iPad, etc.) (4)
 - Smart TV (5)
 - Smartphone (6)
 - Gaming System (Xbox, Play Station, Nintendo, etc.) (7)
 - Household Security Devices (Nest, Ring, etc.) (8)
 - Other (9) _____
-

Value of Broadband Internet Service

Q25 How important is high-speed broadband internet service to your home?

- Extremely important (1)
- Very important (2)
- Moderately important (3)
- Slightly important (4)
- Not at all important (5)

Q26 How much per month would you be willing to pay for more than adequate broadband internet service? As a point of reference, the Federal minimum speed standards for adequate broadband internet services is 25 Mbps download and 3 Mbps upload. **What would you pay for service better than the minimum speeds mentioned?**

- \$40 - \$60 (1)
- \$61 - \$80 (2)
- \$81 - \$100 (3)
- \$101 - \$125 (4)
- Over \$125 (5)
- I would not be willing to pay extra for increased broadband speed. (6)

Q27 Is there a minimum download/upload speed that you need to complete all your internet related tasks? Is there a download/upload speed that ideally you would want? (check all that apply)

NOTE: For any live TV streaming services like YouTube TV, Sling TV, Hulu, etc., a minimum of 10-25 Mbps download would be needed depending on how many devices are accessing high-definition content. If you were using multiple devices, 25-50 Mbps downloads or more would be potentially necessary. For streaming video services from Amazon Prime Video, Netflix, Disney +, etc., similar speeds would be necessary, and more if you want multiple devices using this same network for those services or others. It is important as well to consider the number of people in your household and all the devices which may be used in the house simultaneously.

	Need (1)	Want (2)
15 Mbps download / 3 Mbps upload (1)	<input type="checkbox"/>	<input type="checkbox"/>
25 Mbps download / 5 Mbps upload (2)	<input type="checkbox"/>	<input type="checkbox"/>
50 Mbps download / 10 Mbps upload (3)	<input type="checkbox"/>	<input type="checkbox"/>
75 Mbps download / 15 Mbps upload (4)	<input type="checkbox"/>	<input type="checkbox"/>
100 Mbps (symmetrical download/upload) (5)	<input type="checkbox"/>	<input type="checkbox"/>

250 Mbps (symmetrical download/upload) (6)	<input type="checkbox"/>	<input type="checkbox"/>
500 Mbps (symmetrical download/upload) (7)	<input type="checkbox"/>	<input type="checkbox"/>
>1,000 Mbps (symmetrical download/upload) (8)	<input type="checkbox"/>	<input type="checkbox"/>

Q28 Would you be willing to pay an installation fee (one-time) to have high-speed broadband internet services at speeds? A **one-time installation fee**, for example, could pay for the cost to run a fiber optic line (high speed data transmission line) to your home from the street. Or, it could pay to install a utility pole with broadband internet equipment which would provide wireless high-speed broadband internet services to your rural location.

- Yes (1)
- Maybe - depends on cost, etc. (2)
- No (3)

Q29 How much would you be willing to pay for a one-time installation fee to have high-speed broadband internet services to your home?

- Up to \$100 (1)
- \$101 - \$250 (2)
- \$251 - \$500 (3)
- \$501 - \$750 (4)
- \$751 - \$1,000 (5)
- More than \$1,000 (6)
- I would not be willing to pay a one-time installation fee (7)

Q30 **Business and Telecommuting Use of Broadband Internet Services**

Q31 Please indicate if someone in your household telecommutes or has a home-based business:

	Yes (1)	No (2)
Current Home Based Business (1)	<input type="radio"/>	<input type="radio"/>
Future Home Based Business (2)	<input type="radio"/>	<input type="radio"/>
Currently Telecommuting (3)	<input type="radio"/>	<input type="radio"/>
Future Telecommuting (4)	<input type="radio"/>	<input type="radio"/>

Q32 Would you be likely to start, move, or grow a business (including a home-based business) in Marathon County if you had access to adequate, reliable and affordable broadband internet services?

- Very Unlikely (1)
- Unlikely (2)
- Not Sure N/A (3)
- Likely (4)
- Very Likely (5)

Q33 If you are involved in Agriculture, how valuable is having broadband internet services for your agriculture business?

- Extremely Valuable (1)
- Very Valuable (2)
- Moderately Valuable (3)
- Not at all Valuable (4)
- N/A Not Involved in Agriculture (5)

Q34 If you are involved with Agriculture, please **check all the boxes below** that best describe how you use broadband internet services:

- Local Markets (1)
- Global Markets (2)
- Buying Products (3)
- Information (4)
- Agriculture New & Events (5)
- New Agriculture Technology (6)
- GPS and Precision Ag (7)
- Other (8) _____
- Not Involved in Agriculture (9)

Q35 How likely would you be to telecommute from your Marathon County address (if supported by your employer) if you had access to adequate, reliable, and affordable broadband internet services?

- Very Unlikely (1)
- Unlikely (2)
- Not Sure N/A (3)
- Likely (4)
- Very Likely (5)

Q36 If you do not use broadband internet services for your home/farm/business operation, why not? (check all that apply)

- Do not see any use for it (1)
- Service not available (2)
- Not a business owner (3)
- I do not need it for my business (4)
- Too expensive (5)
- No computer (6)
- Other: (7) _____

Additional Information As we look to find unique solutions to our broadband challenges in the rural landscape, we need your assistance. Please provide the following information so that we can develop an accurate summary of Marathon County's broadband environment.

Q40 Please rate the quality of other telecommunications infrastructure in your area.

	Poor (1)	Satisfactory (2)	Good (3)	Do Not Know (4)
Cellular Phone Service (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Landline Phone Service (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q41 How confident do you feel you could easily connect to and communicate with emergency service (911) from your property?

- Extremely confident (29)
- Somewhat confident (30)
- Neither confident nor unconfident (31)
- Somewhat unconfident (32)
- Extremely unconfident (33)

Q42 Do you believe that lack of telecommunication infrastructure (landline phone, cellular phone service, broadband access) poses a safety concern for your household or business?

- Definitely yes (9)
- Probably yes (10)
- Might or might not (11)
- Probably not (12)
- Definitely not (13)

Q39 Any additional comments?

Broadband Project Evaluation Criteria

The Marathon County Broadband Task Force will consider the following criteria when evaluating broadband projects:

Broadband Project Evaluation Scoring Sheet

Evaluation Factor				
	POOR (1)	AVERAGE (2)	GOOD (3)	EXCELLENT (4)
Speed of Service	Project will provide speeds of 25 Mbps/ 3 Mbps	Project will provide speeds up to 50 Mbps/ 5 Mbps	Project will provide symmetrical speeds of 100+ Mbps	Project will provide 1 GB
Number Served				
Number of households served*	Less than 50	Greater than 50	Greater than 100	Greater than 200
Project will serve 10+ businesses	Less than 3	Greater than 3	Great than 7	Greater than 10
Project will provide service to underserved area	There is an existing ISP providing broadband in the proposed area	There are two or more ISPs providing inconsistent service or providing service not meeting the Federal definition of broadband	There is one ISP providing inconsistent service or providing service not meeting the Federal definition of broadband	There are no other ISPs providing service in the project area
Subtotal – Number Served				
Value				
Proposed residential monthly service cost	Greater than \$100/month	\$75 - \$100 per month	\$50 - \$75 per month	Less than \$50 per month
Project Timeline				
Efficient construction plan	Completion greater than four years from award	Completion greater than three years from award	Completion greater than two years from award	Completion within a year of award
Total – All Evaluation Points				

*households without current telecommunication service will be multiplied by a factor of 3