

# State Plan Process Overview

Creating a “Playbook” for Wisconsin’s  
Broadband Development and Use



# Roll Call of Participants

Who is attending today's call?

- ✓ Name
- ✓ Affiliation

# Purpose of the Broadband Playbook

DEFINE STATE INITIATIVES THAT INCREASE  
OR ENHANCE:



Availability

Adoption

Application

OF BROADBAND

# Audience for State Playbook

State leadership whose actions or coordination is important to advancing state broadband initiatives

Legislators

Governor's Office

Providers

Regional Teams

Business Leaders

Consumer Interests

State Agencies

Relevant Trade Associations

Municipal Leadership

# STEERING COMMITTEE MEMBERS

- ◆ Bob Bocher | Wisconsin Department of Public Instruction
- ◆ Joe Brickweg | Veolia Environmental Services North America
- ◆ Greg Flogstad | Mississippi River Reg. Planning Commission
- ◆ Cliff Grand | Ashland Area Development Corporation
- ◆ Joe Hegge | Grow North Regional Economic Develop Corp
- ◆ Tom Jackson | Office of Senator Dale Schultz - WI Legislature
- ◆ Sam Perlman | Door County Economic Development Corp
- ◆ Don Sidlowski | Chairman, Town of Three Lakes
- ◆ Chris Straight | West Central WI Reg. Planning Commission
- ◆ Chet Strebe | North Central Technical College

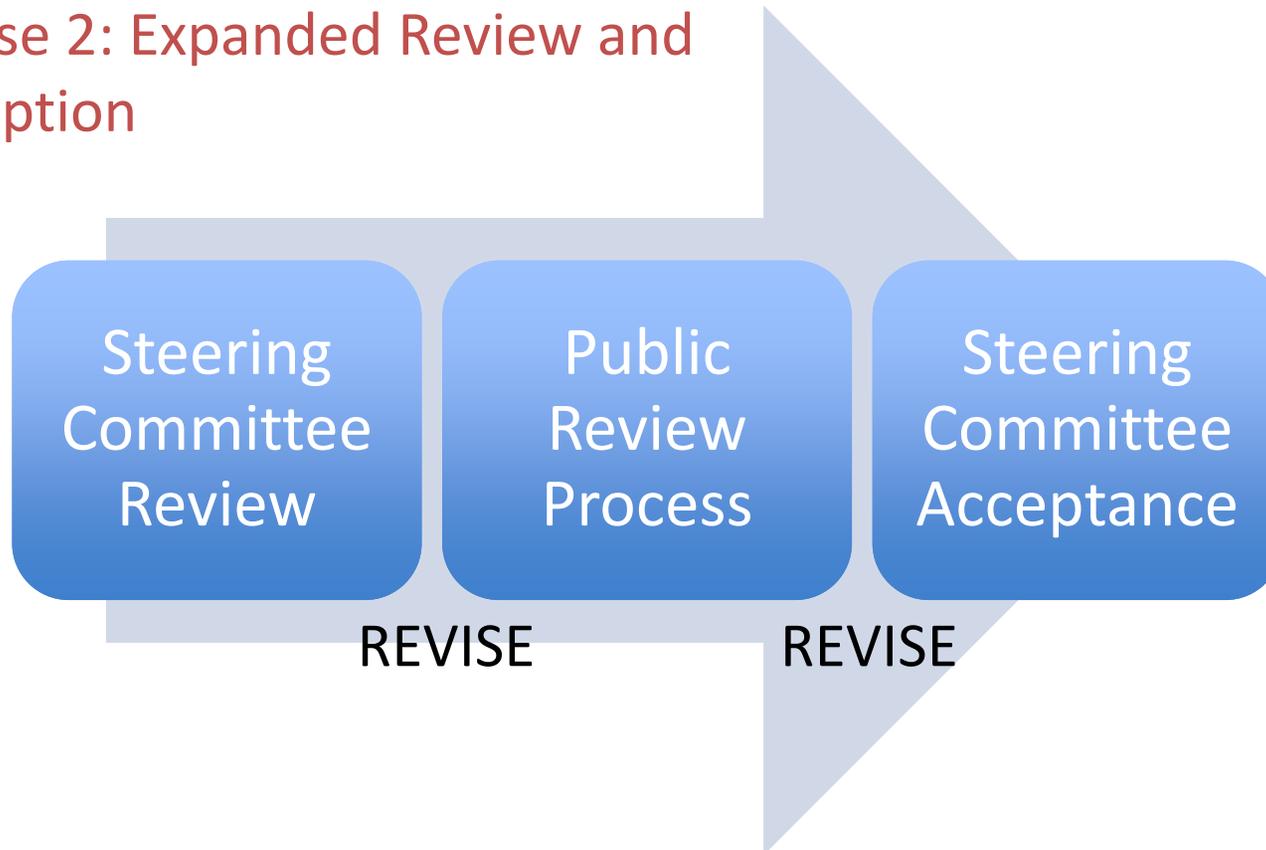
# Process to Complete Playbook

## Phase 1 – Identify Promising State Initiatives

- Assemble Steering Committee**
- Conduct Stakeholder Focus Groups**
- Review of available information**
  - ✓ Broadband service availability maps, consumer surveys, etc.
  - ✓ Regional Broadband Investment plans
  - ✓ Related federal/state initiatives
- Identify broadband initiatives that have a good chance of making a difference for Wisconsin**

# Process to Complete the Playbook

Phase 2: Expanded Review and Adoption



# Focus Priorities Identified by Steering Committee

## **Leverage Federal and State Resources**

(e.g. PSCW advocacy; funds for health care networks; higher educ. outreach; access to state owned towers/ROW; adoption efforts)

## **Reduce Barriers to Broadband Investment**

(e.g. rules or incentives to promote notification and sharing of facilities and open trenches; standardizing / streamlining permit and approval process; etc.)

## **Support Local Initiatives**

(e.g. awareness education; adoption initiatives; technical assistance; coordination and advocacy)

# Role of Focus Group

PROVIDE INPUT ON:

- ✓ Realistic Actions that can be meaningful and have impact
- ✓ Keys to successful implementation

# Questions to Consider

1. What specific actions can Wisconsin realistically implement to:
  - a) Leverage available federal or state resources?
  - b) Reduce barriers to investment?
  - c) Support local based initiatives?
2. Are there additional tactics Wisconsin should consider as it develops its state broadband plan?
3. What is the single most important action the State can take to ensure this Broadband Plan has a high chance of making a difference?

# Next Steps

- Encourage follow-up thoughts and comments submitted by e-mail to:
  - [Brian.Rybarik@wisconsin.gov](mailto:Brian.Rybarik@wisconsin.gov)
- Also e-mail Brian with ideas for other people who should be invited to future focus group sessions
- Draft Plan available for public review in early June
- Watch the LinkWISCONSIN web site for additional opportunities to provide input and comment