



NEW NORTH BROADBAND ACCESS STUDY AND EXPANSION PLAN

Key Components of the Study

- Assess existing broadband service offerings, providers, and service prices.
- Identify service gaps and the competitive environment in the region.
- Identify and map existing fiber and Internet infrastructure.
- Identify community readiness and barriers, and recommend strategies to address gaps.
- Develop detailed infrastructure and gap maps by county
- Develop technical strategies and cost estimates to build out and/or expand networks in the region.
- Recommend financing options and evaluate legal requirements, risks, and regulations.
- Identify public/private partnership opportunities.

New North, Inc. is conducting an 18-county study to develop a regional strategy for improved broadband access and affordability. The 18 counties include Brown, Calumet, Door, Fond du Lac, Florence, Green Lake, Kewaunee, Marinette, Manitowoc, Marquette, Menominee, Oconto, Outagamie, Shawano, Sheboygan, Waupaca, Waushara, and Winnebago, located within Northeast Wisconsin.

The COVID-19 pandemic raised the awareness and need for broadband access expansion. Current baseline data related to broadband infrastructure in the region is severely limited, outdated and, in many cases, inaccurate.

In addition, there is no current information regarding the usage characteristics, demand, quality, or reliability of broadband Internet in the study region.

A key study activity includes a survey of households and businesses in the region. All households are receiving a flyer with information about the study and a request to complete the residential survey.

Obtaining direct feedback from household and business users about broadband service conditions at their locations is critical to the success of the study.

Included in the study is a speed test in place that has been developed for this effort. Survey and speed test data will provide critical insights into the quality of existing Internet services and will help identify where better and more affordable broadband is needed.

The study will be completed in December, 2021.

Call to Action by October 29th!

Take the speed test

<https://expressoptimizer.net/test/>

Take the residential survey

<https://projects.designnine.com/survey/newnorth-residential>

Take the business survey

<https://projects.designnine.com/survey/newnorth-business>

For more information, send an email to barbara.koldos@thenewnorth.com