

Notice of Public Meeting
Thursday, January 8, 2026
10:00 a.m.

**BROADBAND
COMMITTEE**

Door County Government Center
Peninsula Room (C121), 1st floor
421 Nebraska Street, Sturgeon Bay, WI

AGENDA

1. **Call Meeting to Order**
2. **Establish a Quorum ~ Roll Call**
3. **Adopt Agenda / Properly Notice**
4. **Correspondence –**
5. **Public Comment**
6. **Approve Minutes of the October 9, 2025 Broadband Committee meeting**
7. **New Business (Review / Action)**
 - A. Introductions of new [committee members](#)
 - B. Review of [Committee Charter](#) & [Reference Materials](#)
 - C. Broadband Adoption – Discussion
 - D. DRAFT Digital Skills & Broadband Adoption Survey - Discussion
 - E. Determine 2026 meeting dates and time
8. **Matters to be Placed on a Future Agenda or Referred to a Committee, Official, or Employee**
9. **Sustainability Matters to be Considered**
10. **Legislative Matters to be Considered**
11. **Next Meeting Date: April _____, 2026**
12. **Adjourn**

This meeting will be conducted by teleconference or video conference. Members of the public may join the meeting remotely or in-person.

To attend the meeting via computer:

Please click the link below to join:
<https://us02web.zoom.us/j/82966340843?pwd=jABiv0HMcaJ5OTVbS2xog9aXlQBpg.1>

Webinar/Meeting ID: 829 6634 0843

Passcode: 707534

Or by Phone: 1 312 626 6799

Dial:1-312-626-6799

Members - If you are unable to attend, please contact:
Broadband Coordinator, Jessica Hatch
@ 746-2289, or email
jhatch@co.door.wi.gov
We need a quorum to conduct business. Thank you.

Deviation from Order Shown May Occur

Public Meeting
Thursday, October 9, 2025
3:00 p.m.

**BROADBAND
COMMITTEE**

*Door County Government Center
County Board Room, 1st floor
421 Nebraska Street, Sturgeon Bay, WI*

MINUTES

1. Call Meeting to Order: Chairman Hugh Zettel called the meeting to order at 3:03 p.m.

2. Establish a Quorum ~ Roll Call

Members present: Hugh Zettel, Jeff Miller, Michelle Lawrie, Jason Bieri, Jodi Bensyl, and Robert Kufrin

Others present: Broadband Coordinator Jessica Hatch

3. Adopt Agenda / Properly Notice

Motion by Jeff Miller, seconded by Jodi Bensyl to adopt the agenda. Motion carried.

4. Correspondence:

None

5. Public Comment

None

6. Approve Minutes of the July 10, 2025 Broadband Committee meeting

Motion by Jodi Bensyl, seconded by Jason Bieri to approve the minutes of the July 10, 2025 Broadband Committee meeting. Motion carried.

7. New Business (Review / Action)

A. WI BEAD Information – Update

Bob Kufrin arrived at 3:07pm

Jessica Hatch discussed the BEAD breakdown that was included in the packet materials. She noted that the information was all still pending until NTIA approval, hopefully in the first part of December 2025. Work for NTIA is continuing during the government shut down. Wisconsin is third in the nation for lowest cost per passing. Best and Final Offer negotiations are currently taking place, but the Broadband Office is not aware of any issues with bids in the state of Wisconsin. BEAD BOB Preliminary funding for Door County includes 5,508 with fiber, 458 locations with alternative technology. Chairman Zettel commented that at the Wisconsin Counties Association meeting it was noted that Door County is one of two areas in the entire state that is around 90% covered by fiber through the program. Close to \$29M in fiber broadband funding has been committed since 2022.

Chairman Zettel asked if there had been questions from communities toward committee members. Jodi said they talked to Frontier monthly – working on non-bead funding locations. This is causing confusion among residents however.

B. Committee Work – 3 years of lessons learned

Jessica discussed the work which has been accomplished over the past three years. Recommendations from Finley were reviewed. The highlighted areas included; be prepared to contest FCC data, wishes they could have lobbied for larger grant funding for Door County. Jessica asked for comments on the recommendations. Chairman Zettel added that we did two community sessions that served as catalysts for action in many communities.

Chairman Zettel mentioned four watershed decisions toward broadband expansion in Door County:

1. County Board and stakeholders doing Finley Study – 3rd party review, provided huge advantage in applying for grants related to being able to source the study
2. County Board in 2020-2022 term allocated ARPA funding to staff a full-time broadband coordinator; supporting implementation of a federated model that allowed mobilization of community leaders within their own municipalities
3. Rallying behind WISER survey versus doing our own survey, resulted in large survey adoption and grant awards – since it was PSC data being used to provide objective evidence in grant submissions.
4. Incredible GIS support with Zach Schwartz, not only for Door County, but support for other entities (e.g. WI Broadband Office, NEW North) which created goodwill and trust

Jessica mentioned that UW Extension will be using Door County as a model in an upcoming report on successful community

strategies

Jessica also mentioned the secondary resident study and sharing that out. Not using tax levy to build out areas. Increased knowledge of their resident makeups

Bob Kufirin asked if Bertram still functioning -Jessica answered that they are working in Baileys Harbor – Gibraltar is going to resume committee work. Sister Bay Committee put decisions on hold. Jodi mentioned that Frontier is working in Sister Bay.

Chairman Zettel commented that the secondary resident economic study showed a lot of resident activity gets folks to stay here long term and stay here. Will be huge for economic development in Door County. Will be important for deployment and next stage of the committee.

26,000 E-911 locations – heading toward county being served – formerly 32% of county

C. Testimonials

The Committee reviewed the testimonials. Jodi discussed the importance of competition and resident choice.

Sevastopol residents are included in testimonials – they never had service prior and are learning new things because of the service.

D. Municipal Outreach Summary

Jessica reviewed the Municipal Outreach summary included in the packet.

Jessica mentioned that there are subcontractors that residents will not recognize doing work in the various municipalities. This will be seen for another several years.

E. [Municipal Dashboard](#)

The Dashboard is on the FiberNet Door County website.

F. Thank you for your committee service!

Jessica and Chairman Zettel thanked the group for their service. They remarked that the success of the effort thus far relied upon each committee member's leadership. Jeff Miller thanked Chairman Zettel and Jessica Hatch for their work and remarked on the success of the subcommittee on Broadband. Chairman Zettel remarked that the real approval comes from the municipalities. Chairman Zettel remarked that the testimonials really point to the next part of the journey to get residents connected which is why ADRC will be included moving forward. Education and communication with residents will be vital in future work. Chairman Zettel also remarked that the new committee is open to hearing from current members as to advise and offer feedback.

8. Matters to be Placed on a Future Agenda or Referred to a Committee, Official, or Employee:

Education and communication with residents will be vital in future work (Jodi)

9. Sustainability Matters to be Considered:

None

10. Legislative Matters to be Considered

None

11. Next Meeting Date: NEW Phase II Committee January 8, 2026

12. Adjourn. Motion by Bob Kufirin, seconded by Jodi Bensyl to adjourn. Motion carried. Time: 4:05pm

Respectfully submitted, Michelle Lawrie

Broadband Adoption: Building a Connected Community

Definition of Broadband Adoption

The National Digital Inclusion Alliance (NDIA) defines broadband adoption as daily access to the internet that meets three essential criteria:

- **Adequate Speed and Quality:** Internet service must provide the capacity necessary to accomplish common tasks.
- **Digital Skills:** Users need the knowledge and ability to fully participate online.
- **Secure and Convenient Access:** Connectivity should occur on a personal device over a secure, reliable network.

Digital Inclusion Ecosystem

Broadband adoption is more than infrastructure—it's about individuals, households, businesses, and communities subscribing to and regularly using high-speed internet for everyday activities. This process is central to creating a Digital Inclusion Ecosystem, which combines programs and policies tailored to a community's unique needs. These ecosystems coordinate efforts to address all aspects of the digital divide, including affordable broadband, device access, and digital skills. Tracking broadband adoption matters because it justifies sustaining and maximizing investment in broadband.

Why Broadband Adoption Matters

Connectivity alone is not enough. Adoption harnesses potential and turns it into economic opportunity. Broadband adoption delivers significant benefits:

- **Economic Growth:** Enables businesses to operate efficiently, innovate, and reach new markets.
- **Education:** Provides students of all ages access to online learning resources and remote classes.
- **Healthcare:** Expands telehealth services, improving access to care—especially in rural areas.
- **Quality of Life:** Supports communication, entertainment, and access to government services.
- **Digital Equality:** Ensures all communities, including rural and underserved areas, can participate in the digital economy.

Barriers to Broadband Adoption

Despite its benefits, several challenges hinder adoption:

- **Affordability:** High costs for service or devices prevent many households from subscribing.
- **Digital Literacy:** Lack of skills to use technology effectively.
- **Device Access:** Limited availability of computers or smartphones.
- **Trust and Perceived Value:** Privacy concerns or skepticism about the benefits of broadband.
- **Infrastructure Gaps:** Even where service exists, reliability and speed may be inadequate.

Digital Skill Building & Local Efforts

Digital skills or digital literacy broadly refer to the individual's ability to interact with and use today's technology effectively. These skills determine whether residents and businesses can fully participate in the economy, access services, and benefit from public investments in infrastructure and digital skilling programs.

Current initiatives focus on teaching residents how to use devices, applications, and online services for work, learning, health, and civic life. This includes safe and informed use, privacy, security, avoiding scams, and evaluating information so broadband and devices become tools for opportunity rather than sources of risk.

Trusted local support from libraries, schools, nonprofits, local government, and digital navigators helps people overcome fear, low confidence, and lack of experience with technology. These efforts turn infrastructure into real outcomes by pairing technical build-out with user education and support.

Key local strategies include:

- **Access:** Promotes availability of reliable broadband through stakeholder outreach and engagement.
- **Affordability:** Raises awareness of programs that help low-income households afford broadband service.
- **Adoption and Skill Building:** Narrows adoption disparities by implementing programs that include digital literacy training, technical support, and workforce development.

Tracking Progress

Tracking adoption matters because it justifies sustaining and maximizing investment in broadband. Beyond tracking outcomes, success require making the case for impact. Adoption wins when a clear story, compelling data, and engaged coalitions work together as a team. Broadband adoption is the catalyst that turns connectivity into economic growth, improved quality of life, and community empowerment.

Door County Digital Equity Survey

Digital Skills Door County is committed to ensuring all residents have the opportunity to participate in the digital world. This survey will help us understand your needs and challenges related to internet access, affordability, and digital skills. Your response will be used to improve digital skill building initiatives in Door County, as well as qualify for grant funding for a Digital-Skills Trainer and devices. Participation is voluntary and all responses will be kept confidential

* Indicates required question

About You

These questions will help us get to know you.

1. What is your address? Be sure to include detailed information with your fire number, municipality and zip code *

2. Which of the following age groups do you belong to? *

Check all that apply.

- 18-25
- 26-44
- 45-64
- 65+

3. Do you identify as any of the following?(select all that apply) *

Mark only one oval.

- Low-income
- Senior Citizen
- Veteran
- Have a disability
- Member of a racial or ethnic minority group
- None of the above

4. Do you have a language other than English that you prefer to use? *
-

5. What best describes your living situation? *

Check all that apply.

- Homeowner
- Renter
- Living with family/friends
- Other (please specify)

Internet Access

This will assist with understanding your lived experience with your current internet service.

6. Do you have internet access at your home? *

Check all that apply.

- Yes
- No

7. What type of internet connection do you have at home? *

Check all that apply.

- Satellite
- DSL - Copper phone line
- Cable - Charter Spectrum
- Mobile - cellular hotspot
- Fixed-Wireless
- Starlink
- Fiber Optic
- Other
- Don't know
- N/A

8. How satisfied are you with the reliability of your internet connection? *

Check all that apply.

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- N/A

9. Do you have access to public Wi-Fi hotspots in Door County? *

Check all that apply.

- Yes
- No
- Unsure

10. If yes, how often do you use public Wi-Fi hotspots? *

Check all that apply.

- Frequently
- Sometimes
- Rarely
- Never

11. If you do use public Wi-Fi can you tell us where and your experience?

12. If you have internet at home, will you take the WISER broadband survey from home on a device that is not a cellular phone? <https://maps.psc.wi.gov/apps/WISER/index.html>

Affordability

This will help us understand cost barriers.

13. How much do you pay for internet service each month? *

14. Do you feel the cost of internet is: *

Check all that apply.

- Very Affordable
- Affordable
- Neutral
- Unaffordable
- Very Unaffordable

15. Have you ever had to reduce or cancel your internet service due to cost? *

Check all that apply.

- Yes
- No

16. Are you aware of any programs that help low-income households pay for internet service? *

Check all that apply.

- Yes
- No

17. If yes, have you ever participated in any of these programs? *

Check all that apply.

- Yes
- No

Digital Skills & Adoption

This will help with outreach and digital-skills assistance from a digital-skills trainer

18. How often do you use the internet? *

Check all that apply.

- Every day
- Several times a week
- A few times a month
- Rarely
- Never

19. What do you primarily use the internet for? (Select all that apply) *

Mark only one oval.

- Email
- Social Media
- Online Shopping
- Banking
- Healthcare
- Education
- Job Searching
- Entertainment
- Other

20. Do you feel confident in your ability to use computers and internet? *

Check all that apply.

- Very Confident
- Confident
- Neutral
- Not Confident
- Not at All Confident

21. Are there any digital skills you would like to improve? (Select all that apply) *

Mark only one oval.

- Basic Computer Skills
- Using a video application, such as Zoom
- Using Email
- Searching the Internet
- Shopping Online
- Online Safety and Privacy
- Using Social Media
- Using Online Banking/Financial Tools
- Using Telehealth Services
- Finding reliable information about a health or medical condition
- Creating Documents/Presentations
- Finding educational content and information
- Searching for and applying for jobs, including creating and submitting a resume
- Taking a course or training materials to improve your job skills
- Accessing or applying for government services
- Other

22. What device(s) do you use to connect to the internet?

Mark only one oval.

- Smartphone
- Tablet
- Chromebook
- Laptop
- Desktop
- Other

23. Would you be interested in attending free digital skills training in Door County? *

Check all that apply.

- Yes
- No
- Maybe

24. What format would be best for digital skills training? (select all that apply) *

Mark only one oval.

- In-person classes
- Online workshops
- One-on-one tutoring
- Printed guides
- Other

Open Feedback

Please provide some open feedback for planning purposes

25. What are the biggest challenges you face when trying to use the internet?

26. What could Digital Skills Door County do to better support your digital needs?

27. Would you be interested in becoming a digital-skills mentor?

28. Any other comments or suggestions?

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