

PRESS RELEASE



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N.E. Wisconsin households, businesses asked to complete broadband survey *Results will guide investment and implementation of modern broadband network across region*

NEW NORTH, October 7, 2021 – New North Inc., the regional economic development corporation across the 18 counties of Northeast Wisconsin, has contracted with the broadband consulting team of Design Nine, MSA and GEO Partners to provide a broadband study for each of the region’s 18 counties. A key part of the process is a public survey of households and businesses about current broadband service conditions.

The household survey was mailed to all Northeast Wisconsin residences in early October. It also is available for completion online, at <https://projects.designnine.com/survey/newnorth-residential>.

The business survey is available online at <https://projects.designnine.com/survey/newnorth-business>.

“We urge participation in the public survey on current broadband service conditions,” says Barb LaMue, president and CEO of New North Inc. “Through robust feedback from households and businesses in the region, we can develop meaningful strategies to address deficiencies in high-speed internet access.”

Both surveys will be available until October 29, 2021, allowing for the broadband study to be completed in December of this year.

It will guide investment and implementation of a modern broadband network. Each county within the New North region will receive a set of strategies to address high-speed internet deficiencies.

With funding assistance in part from the U.S. Economic Development Administration, the team of Design Nine, MSA and GEO Partners is analyzing existing broadband assets in Northeast Wisconsin counties, including those offered by telecom service providers, cable companies and government organizations that provide communications services through schools and first responders. The analysis will encompass the types of broadband services available, along with broadband-use patterns and gaps in coverage, and make recommendations to the counties on how to best improve coverage.

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New North, Inc., is a 501(c) 3 non-profit, regional economic development corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. The counties include Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee and Waushara.
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