

FOR IMMEDIATE RELEASE
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Jackson County Endorses Pierce Pepin Cooperative Services and SwiftCurrent Connect in BEAD Application

[Black River Falls, WI] – The Jackson County Board of Supervisors proudly announces the passage of a resolution supporting Pierce Pepin Cooperative Services and SwiftCurrent Connect in their application for funding under the Broadband Equity, Access, and Deployment (BEAD) Program through the Wisconsin Broadband Office (WBO). Broadband expansion in Jackson County is contingent upon BEAD Funding which will be awarded by the WBO later this year.

The resolution also underscores the county's efforts to foster partnerships, conduct broadband surveys, and allocate resources for these critical infrastructure projects. A town hall meeting will occur on February 5 at 5:30 p.m. at the Courthouse in Black River Falls. Residents who are interested in learning more about the BEAD funding, fiber optic technology, and learning more about high-speed internet are encouraged to attend.

The county's resolution highlights its commitment to enhancing broadband access for underserved and unserved areas, acknowledging the transformative impact reliable high-speed internet can have on local communities. The Board is dedicated to addressing the connectivity needs of its residents by partnering with experienced cooperatives that share the same vision.

“The Jackson County broadband workgroup is excited to work with two local cooperatives, Pierce Pepin Cooperative Services and Jackson Electric Cooperative, to bring high-speed internet to the unserved and underserved areas of Jackson County,” said Jeff Amo, Board Chair of the Jackson County Board of Supervisors.

Nate Boettcher, CEO of Pierce Pepin Cooperative Services, added, “Co-ops have demonstrated they have the determination and desire to connect rural areas as it's been part of our DNA since the 1930s. We've proven that in western Wisconsin where we have built 1,200 miles of fiber in just three and a half years. Our hope, in working with Jackson Electric Cooperative and Jackson County, is to continue connecting more areas with high-speed, reliable, fiber optic internet.”

“Community support for a project like this is a key part of getting things done. As we have investigated broadband, Jackson Electric Cooperative has received a lot of positive feedback. Having this town hall will let us hear directly from our community,” said Kevin Babcock, Jackson Electric Cooperative General Manager & CEO. No RSVP is required ahead of the event, if you are unable to attend and have questions, please email questions to info@swiftcurrent.coop.

For more information, please contact:

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