

**Starczewski, Leslie**

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**Subject:** FW: Digital Divide program study - Brentwood Village Neighborhood  
**Attachments:** Brentwood Village - Digital Divide letter for consideration 4-14.pdf

-----Original Message-----

From: David Meyer  
Sent: Monday, April 28, 2014 2:24 PM  
To: IT Agency; Kronberger, Paul  
Subject: Digital Divide program study - Brentwood Village Neighborhood

Hello Paul,

Several people shared with me the request for inquiries from neighborhoods re: the "Digital Divide".

I have attached a letter that describes our desire to be considered in the pilot study.

The Brentwood Neighborhood is located on the north side near Sherman Avenue and Warner Park.

Please review this letter and contact me with any questions or to allow us to move further along in this process.

Thanks very much,

David Meyer  
Board of Directors, Brentwood Village Neighborhood Brentwood Community Coalition

April 28, 2014

Mr. Kronberger:

I am writing you on behalf of the Brentwood Village Association about the City's request for potential "Digital Divide" pilot projects. Our neighborhood would very much like to be considered for this program to bring wireless service to many families that could use it.

The Brentwood Neighborhood is comprised of approximately 220 single family homes and 57 apartment buildings with about 400 units within the apartments, for a total of over 600 families.

We are located just south of Warner Park and just south of the intersection of Northport Drive and Sherman Avenue, in the heart of Madison's Northside.

We feel we'd be an area worthy of consideration for two major reasons:

1. Brentwood has a very high concentration of children and families of low to moderate income
2. Our proximity to other neighborhoods of need and some important public and private buildings

I will expand on the above two points here and would also like to discuss this further in person, especially since I do not understand the full details of the kind of technology you are considering and the range or potential involved.

As stated above, we have 57 apartment buildings in Brentwood, 56 of which are densely concentrated in an area of about three square blocks, at the northern end of Brentwood alongside Warner Park. When built in the early to middle 1960's, these apartments served Brentwood as senior housing. They are now principally low to moderate income housing similar to other pockets in town, such as Allied Drive, Vera Court and Meadowood.

In the recent past, there were not many children living in these apartments yet in the last several years this has changed at a rapid rate. According to MMSD numbers, we now have about 75 middle and high school kids living in the Brentwood apartments, 90 children of elementary school age and well over 100 kids below school age.

At a time when the leadership of Madison's schools are deciding how to roll out and implement their tablet program, connecting these families to wireless service is critical.

We have no neighborhood center, community computer lab or anything similar. We have been creative with our efforts to provide family services, but it is not sufficient. We feel somewhat isolated. Compared to other nearby neighborhoods, while they may have issues as well, they seem to be a bit more resource rich than Brentwood. We feel it is a matter of equity that we provide better service and opportunities for our families.

Concerning our proximity to other areas and institutions and the growing coalition of Brentwood supporters and partners we would include: our Neighborhood Association and our Community Coalition (which focuses more directly on the rental properties and the needs of children); St. Paul's Lutheran Church on Sherman Avenue, which hosts a weekly Family Night Supper and a Senior Lunch, each attended by about 100 people, and St. Paul's also hosts an after school program that welcomes middle and high school kids several times a week; Emerson Elementary and Sherman Middle Schools which our children attend; Lakeview Branch Library whose computers are in constant use, much of the time by people from Brentwood; and the Warner Park Center which has been working with us recently to help welcome our kids.

I am working on getting letters of support from some of those mentioned above along with other people such as Alder Larry Palm, Supervisor Paul Rusk, Northside Planning Council, North District Police staff, our neighborhood landlords and others.

In addition, as I mentioned above, I'd like to learn more about the potential and range of the technology you are considering. If it is antenna based, perhaps one placed at the Lakeview Branch Library and another to the south, perhaps at the apartment building on the corner of Sherman and Almo, we could also serve the neighborhoods of Sherman Triangle, the area east of Sherman Avenue, the Berkeley Oaks Neighborhood, Sherman Glen Condos and the concentration of lower income families at Packers Townhouses and Northport Apartments.

Becoming part of this program will allow our families to connect with the Internet while also saving some of their scarce financial resources. It will also give our kids a better opportunity to access information needed for school that other students of means already have. As the School District prepares to begin their tablet program we hope that our families will be ready for it.

Please consider including us in this program and thank you very much.

Sincerely,

David Meyer  
Brentwood Village Board of Directors  
Brentwood Community Coalition  
249-3665  
[dma@chorus.net](mailto:dma@chorus.net)



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2702 International Lane, Suite 203, Madison, WI 53704  
608.661.0060 www.NorthsideMadison.org

April 30, 2014

TO: Paul Kronberger, City of Madison Chief Information Officer

FROM: Northside United, a community coalition facilitated by the Northside Planning Council

RE: Brentwood Community Coalition program proposal to Digital Technology Committee

Northside United enthusiastically endorses the Brentwood Community Coalition's proposal to have the Brentwood neighborhood be included in the City's pilot program to address the "Digital Divide." As outlined in the BCC's letter, the Brentwood neighborhood is home to a growing community of lower-income families with school-aged children. When the Madison Metropolitan School District's technology plan is rolled out and laptops and tablets are made available to those children, it will be critical to have internet access in their homes for the real value of that technology plan to be seen.

Northside United is a coalition of residents united in their vision of a lively, vibrant, economically strong and ethnically diverse community. The Northside Planning Council is facilitating this group's meetings and communications, and providing the initial funding and infrastructure for their ongoing efforts. We are an action-oriented group, identifying opportunities where partnerships and collaborations will leverage improvements for all Northsiders. This BCC proposal is one such opportunity for us to work together to provide services to underserved communities. We would be willing to assist the BCC in reaching out to property owners in the Brentwood neighborhood, for example, to get their permission to locate hotspot routers and switchers in their buildings, or to find locations in the neighborhood that would be willing to be open to residents during certain hours to make use of internet access there (eg. St. Paul's Lutheran Church).

The BCC's proposal meshes well with our vision of Northside-wide wi-fi access, similar to what is now available in downtown Madison. It also would enhance and strengthen other current and proposed technology access projects in our community. For instance, the Northeast Senior Coalition is seeking funding to set up an array of tablets and laptops that would be available to check out for use by patrons of the Warner Park Community Recreation Center. Providing wireless access to the internet would make those devices usable beyond the WPCRC and encourage more people to make use of them.

Internet access in general is more difficult on Madison's Northside. The number of providers is fewer than in other parts of the city, and options for expanding innovative services like those offered by 5Nines are limited due to airport air space restrictions. The opportunity to include the Brentwood neighborhood, and adjoining areas of the Northside, in the City's pilot program would be a good first step and test case for how to achieve our goal of full wi-fi access throughout the area.

**2014 Board of Directors**

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## Starczewski, Leslie

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**From:** Paul Rusk [paul.rusk@alzwisc.org]  
**Sent:** Tuesday, April 29, 2014 10:44 AM  
**To:** Kronberger, Paul  
**Subject:** Letter - Digital Divide Pilot Project

Dear Mr. Kronberger,

I am the County Board Supervisor for District 12 on Madison's Northside and am a long-time resident of the Brentwood Village neighborhood. I understand the Brentwood Village Association has submitted a request to be included in the "digital divide" pilot project.

It was exciting to hear about this request as there is tremendous need for access to technology in the Brentwood apartment area. We have a large population of residents, mostly living in or near poverty, who struggle daily to provide what is best for themselves and their children, many of whom are "at risk" for not graduating from high-school and therefore not having a chance for a normal middle-class life. As you know, lack of access to computers and technology limits their ability to succeed in life. I commend you and the City of Madison for trying to address this important challenge. With all students soon having tablets, I can see them bringing them home and helping their parents if the neighborhood is appropriately wired.

The Northside has 4 neighborhood centers with access to computers and we have a very active computer area within Lakeview Library, but the Brentwood neighborhood is currently without such a neighborhood center with computers. Expanding technology access to our residents would be an outstanding step forward.

I believe the Brentwood neighborhood offers many of the components that will be needed to make the pilot project successful. This includes an active neighborhood association that is well connected to local resources and with a long history of making important changes to enhance quality of life. This also includes a strong relationship with the Lakeview Library and its excellent staff, solid connections to Warner Park Center, the active involvement of St. Paul's Lutheran Church, and relationships with our local schools including Sherman Middle, Emerson Elementary and East High. If selected, our demonstrated philosophy of coming together to make things work will be a key attribute in making this pilot project successful.

Good luck with your decision making process. Please let me know if you have any questions.

Sincerely,

Paul Rusk  
County Board Supervisor, District 12  
Daytime direct: 232-3405



1625 Northport Drive  
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(608) 245-3690 PH • (608) 245-3685 FAX  
[www.wpcrc.com](http://www.wpcrc.com)

**Warner Park Community Recreation Center**

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Mr. Paul Kronberger,

I am writing you on behalf of the Brentwood Village Association regarding the City of Madison's request for potential "Digital Divide" pilot projects. As you are aware, Brentwood Neighborhood Association would very much like to be considered for this program to bring wireless service to many families on the Northside.

The Brentwood Neighborhood is comprised of approximately 220 single family homes and 57 apartment buildings with about 400 units within the apartments, for a total of over 600 families. Warner Park Community Recreation Center is trying to become more and more involved with providing services and programs for residents in Brentwood.

I feel that this neighborhood would be a great candidate for the pilot program and would support the service in any way possible. Feel free to contact me regarding our letter for support. We look forward to serving the Northside residents for years to come and introducing much needed internet service to the Brentwood residents.

Sincerely,

A handwritten signature in black ink, appearing to read "Jacob Tissue", written in a cursive style.

Jacob Tissue, CPRP  
Warner Park Facility Manager



## Office of the Common Council

### Alder Larry Palm, District 12

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City-County Building, Room 417  
210 Martin Luther King, Jr. Boulevard  
Madison, Wisconsin 53703  
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April 29, 2014

Paul Kronberger, Chief Information Officer  
Information Technology  
City-County Building, Room 500  
210 Martin Luther King, Jr. Boulevard  
Madison, WI 53703

Dear Mr. Kronberger:

Recently, the Brentwood Village Association sent a request for consideration as part of the "Digital Divide" project. I fully support the proposal and consider this an excellent location.

As you may be aware, Madison's Northside has many pockets of poverty that negatively affect the area and all of Madison. What makes this area, in particular, unique is the density and connectivity.

Brentwood itself does not have a neighborhood center, but is a key part of the Brentwood Neighborhood Resource Team (NRT). It is very connected to the Lakeview Library and Warner Park Community and Recreation Center (WPCRC), as well as fire and police stations. The City of Madison has made significant infrastructure investments in this area that can be utilized as part of this project.

In addition to the 400 apartment units directly next to Warner Park, the general residential area includes significant areas of poverty. Across Packers Avenue, the Majestic Oaks neighborhood has over 50% poverty, the Berkley Oaks Neighborhood has 22% poverty, and directly across from Warner Park off of Northport Drive in District 18 has 18% and 46% poverty respectively, all within one-half mile from Warner Park.

I believe that this is an ideal area to locate a Digital Divide pilot project:

- Located directly on the MUFN network;
- Located in and around an NRT;
- High poverty rate and growing school age population; and
- Strong community institutions such as the Northside Planning Council, Lakeview Library, multiple community centers and the Warner Park Community and Recreation Center.

If you have any other questions, please do not hesitate to contact me at [lpalm@cityofmadison.com](mailto:lpalm@cityofmadison.com).

Sincerely,

A handwritten signature in black ink, appearing to read "LPalm".

Larry Palm  
Alder, District 12