



Latah County
BOARD OF COUNTY COMMISSIONERS

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PRESS RELEASE

FOR IMMEDIATE RELEASE

MOSCOW, ID—November 14, 2022—Today, the [Latah County Broadband Coalition](#) announces the official launch of its speed test campaign to gather data about local internet access and availability.

Latah County residents can expect to see requests to take a speed test advertised through their city, their school district, their library, their local businesses, and on social media and through mailers. The crowdsourced speed test campaign will gather data on broadband speeds and availability throughout Latah County. These tests are critical to the Latah County Broadband Coalition's mission of connecting all corners of the county.

The campaign's aim is threefold: (1) to ensure unserved areas in Idaho, especially in Latah County, are recognized and confirmed, (2) to engage local citizens in the process of better understanding the need to build future-proof broadband infrastructure, and (3) to strengthen grant applications to secure broadband planning and infrastructure dollars.

Residents can take a speed test through the Latah County Broadband Coalition website at <https://grants.latahcountyid.gov/speed-test/>

As a result of the Infrastructure Investment and Jobs Act (IIJA) legislation, the state of Idaho stands to receive hundreds of millions of dollars for the specific purpose of building broadband infrastructure that will serve the unserved and underserved areas of the state. In addition to the \$35 million in state funding and the \$125 million in Capital Projects Funds through the American Rescue Plan Act (ARPA), it is estimated that Idaho will receive over \$500 million through the Broadband Equity, Access, and Deployment (BEAD) program administered by the National Telecommunications and Information Administration (NTIA). The exact amount of funding Idaho will receive will be based on a calculation of the total number of unserved households in the state.

To determine those households in Latah County, the Coalition will try to gather data through the speed test campaign, like download speed, upload speed, cost, technology type, latency, and others. Recent legislation and subsequent funding pots have set the definition for unserved and underserved households as follows:

- **UNSERVED** - households without access to broadband at speeds of at least 25 megabits per second (Mbps) download speed and 3 Mbps upload speed.
- **UNDERSERVED** - households without access to broadband at speeds of at least 100 Mbps download speed and 20 Mbps upload speed.

According to [newer NTIA maps](#), rural Latah County is unserved – which includes each location outside the City of Moscow. However, the coalition needs to confirm these general census tract estimates with data sets at the household level. The data collected can be used to ensure that Latah County is counted in funding distributions through challenges to national and state maps as well as grant applications.

The speed test platform is made available through [Imagine Idaho Foundation](#), which has licensed software that aggregates data into an easy-to-understand map. Marketing materials for the campaign were generously produced at no cost by [Aubrey Milly Digital](#).

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ABOUT

The [Latah County Broadband Coalition](#) engages stakeholders across the County to communicate broadband needs and offer support in developing projects to address those needs. The Coalition's aim is to find local, state, and federal funding to facilitate the build-out of future-proof broadband infrastructure throughout Latah County.

[Imagine Idaho Foundation](#) is an Idaho-based 501(c) (3) non-profit created in 2020. Its goal is to bring broadband infrastructure to rural Idaho, giving Idahoans the ability to live anywhere, learn anywhere, and connect anywhere. Securing affordable and reliable internet access in Idaho is essential for community and economic prosperity.

[Aubrey Milly Digital](#) is a family owned and operated full-service digital marketing agency on the Palouse.

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