

Gold Country Broadband Consortium Work Plan

Specific Activities	General Supportive Tasks	Who Manages	Year 1				Year 2				Planned Outcomes or Deliverables
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Partnering with Incumbent Internet Service Providers (ISP's)											
Understand unserved and underserved opportunities	Regularly meet with ISP liaisons and exchange information by way of face-to-face meetings, telephone and Internet based communication (e.g email, GCBC website and blogging).	Lead & Consultant		x	x	x	x	x	x	x	Validate customer Broadband speeds
Support expansion plans and development of grant proposals		Consultant		x	x	x	x	x	x	x	Identify "hill top" wireless ISP relay station possibilities
Provide technical assistance to acquire necessary capital		Lead	x	x	x	x	x	x	x	x	Provide, as needed, ISP CPUC CASF grant writing training, customer speed test information and grant writing editing service
Promote and encourage adoption of existing, upgraded and planned future Broadband local services		Lead, Consultant & Operations	x	x	x	x	x	x	x	x	Recommend Small Business Capital Readiness seminars, access to capital advice and counsel, and promote commercial and alternative small business lending capital Host community Broadband Workshops & Trade Shows, market ISP program collateral
Partnering with Community Economic Development Staff											
Promote the importance of Broadband as it relates to economic development	Actively participate in community economic development committees and commission meetings, and provide community Economic Development Staff support by way of occasional face-to-face, telephone and Internet based communication (e.g. email, GCBC website and blogging).	Lead	x	x	x	x	x	x	x	x	Routinely provide and represent public comment at Committee and Commission meetings. Join Committees & Commissions in order to influence strategy. Introduce ISP leadership. And, initiate Internet Hub Strategy to remote communities such as Eastern Alpine and Sierra County
Communicate the current local community "Digital Divide" status, and necessary closure opportunities		Consultant	x	x	x	x	x	x	x	x	Present local area unserved, underserved and adoption rate progress to Civic Leaders
Communicate the need for public support strategy, policy, public/private/non-profit partnership and collaborative program development efforts		Lead & Consultant	x	x	x	x	x	x	x	x	Recommend adoption of a local community General Plan single trench policy and a public housing mandate requirement.
Ensure special high unemployment and demographic interest areas are addressed		Lead & Consultant	x	x	x	x	x	x	x	x	Articulate and gain commitment to support deployment and adoption of Broadband within high unemployment communities, by women, minorities and Veterans.

Partnering with Residents											
Increase awareness of current Broadband service definitions, technology, benefits, existing services, deployment challenges, ISP partnering opportunities, new services, benefits, pricing and means to acquire	Regularly meet with local community residents, and exchange on-going information by way of additional face-to-face meetings, telephone and Internet based communication (e.g email, GCBC website and blogging).	Lead & Consultant	x	x	x	x	x	x	x	x	Provide on-going promotion by way of an enhanced GCBC website, email blasts, blogging and occasional local community forums, panels and/or workshops
Support on-going GIS mapping efforts, by way of promoting self "speed testing", certification and reporting		Consultant	x	x	x	x	x	x	x	x	Advertise by way of the Internet, traditional marketing media and face-to-face community meetings, available "speed testing" tools and reporting
Promote how rural remote target unserved and underserved communities can develop partnerships with wireless ISP's to bring new or upgraded service to their areas.		Lead & Consultant	x	x	x	x	x	x	x	x	Host periodic workshops to help residents engage with incumbent ISP's and to understand "hill top" technology solution deployment agreement benefits
			x	x	x	x	x	x	x	x	Continually identify unserved and underserved homes and businesses to all incumbent ISP's
			x	x	x	x	x	x	x	x	Continually identify communities losing DSL service, validate and report lost service
			x	x	x	x	x	x	x	x	Identify DSL service areas which overlap with ISP wireless services
				x	x	x	x	x	x	x	Co-investigate wireless ISP service deployment in DSL service areas
			x	x	x	x	x	x	x	x	Help support sustainable access to potential "hill top" relay station properties
			x	x	x	x	x	x	x	x	Promote ISP wireless services to DSL customers
		GCBC to remain abreast of changing Broadband technology definitions, assess fluctuations in unserved and underserved areas, adoption rates, drivers and improvement options	Consultant	x	x	x	x	x	x	x	x

Partnering with Chambers of Commerce & Business Improvement Districts (BID)

Ensure Chamber Board Members, especially Economic Development Committees, Chamber Members and BID officers and members understand the importance of the need for easy access and adoption of Broadband services	Actively participate in community Chamber of Commerce Board, committees and commission and Power Lunch and Network Mixer meetings, and provide community Chamber and Business Improvement District volunteer staff support by way of occasional face-to-face, telephone and Internet based communication (e.g. email, GCBC website and blogging).	Lead		x	x	x	x	x	x	x	Obtain commitments from business owners to promote "speed testing, engagement with GCBC and adoption of existing and new ISP Broadband services.
					x	x	x	x	x	x	Initiate and obtain Chamber Letters of Support for easy access to affordable Broadband services

Partnering with Public Housing Leadership

Identify local planned development projects and existing infrastructure, which should include Broadband access	Establish and maintain relations with local community Housing staff, and assist with Housing Element updates/revisions and provide project Technical Assistance as needed	Consultant				x	x	x	x	Assess current and planned Broadband access services	
						x	x	x	x	Promote Public Housing Broadband Policy development and implementation, provide program support and project development	
							x	x	x	x	Provide CPUC Housing fund access Technical Assistance
							x	x	x	x	Promote Broadband access benefits and development and deployment projects to Public Housing residents
							x	x	x	x	Support Public Housing access to necessary and available ISP and non-ISP Broadband, Internet and user application training

Partnering with Public Library Leadership

Discern and develop plans to broaden awareness of various existing library broadband initiatives, and to understand the Nevada County Public Library project "best practice"	Establish and maintain relations with County-wide Library Staff and local librarians and volunteer committees	Lead & Consultant	x	x	x	x						Meet with County Staff and Public Libraries to ensure awareness of Statewide vision and Nevada County experience	
Continue or develop new means to leverage existing and planned facilities in remote rural locations as an interim community Broadband Hub solution		Lead & Consultant		x	x	x	x						Identify remote community libraries with the potential to become an Internet Hub
					x	x	x	x					Understand Internet Hub development challenges and present development proposals
						x	x	x	x				Work with staff to identify potential sources of capital, and to provide Capital readiness and grant proposal technical assistance
							x	x	x	x			Assist with Community outreach and planning efforts, and to promote planned and actual availability

Partnering with Public School Leadership

Discern needs and opportunities to broaden awareness of various statewide Public School Broadband initiatives	Establish and maintain strong relations with Public School District Leadership including Superintendents, IT Staff, and School Principals and Parent Teach Associations (PTA) where they present themselves	Lead & Consultant		x	x	x	x					Assess County and Public Library awareness of statewide initiatives and identify development plans. Coordinate local and state initiative updates. Encourage and facilitate supporting plan development, community outreach and plan communication
Help enhance school Broadband access in order to ensure Common Core testing requirements, quality instruction and workforce development.		Consultant		x	x	x	x					Identify School Districts and Schools unable to implement Common Core testing due to insufficient Broadband service. Facilitate discussions with incumbent ISP's and other interested local ISP's to ensure adequate and affordable services
Investigate opportunities for schools to become remote rural interim community Broadband Hub sites		Lead & Consultant			x	x	x	x				Identify remote schools which could possibly serve as remote Internet Hubs. Work with School District, and Schools to assess obstacles and develop a vision. Facilitate the development of a collaborative local public, private and non-profit partnership venture
Ensure School District's federally mandated e-Rate Technology Plan is in sync with local Broadband service development efforts		Consultant		x	x	x	x	x	x	x		Inventory School District and School eRate Technology Plans. Evaluate ISP support coverage. Facilitate ISP and School discussions to reconcile inconsistencies and support sustainable alignment

Partnering with Public Safety Leadership

<p>Broaden awareness of the FirstNet initiative and encourage local participation</p>	<p>Establish and maintain strong relations with community Public Safety Administration Officers (e.g. Fire, Policy and/or both)</p>	<p>Lead & Consultant</p>			x	x	x	x	x	x	x	<p>Assess Community Public Safety awareness of the FirstNet initiatives and identify participation plans. Coordinate local and state initiative updates. Encourage and facilitate supporting plan development, community outreach and plan communication</p>
					x	x	x	x	x	x	x	<p>Identify community Public Safety programs unable or unwilling to participate in FirstNet, and their alternative strategy. Facilitate local discussion to assess the challenges and determine community alternatives. Help promote community outreach and refine direction, policy and program plans</p>

Partnering with Fellow Consortium Leadership

<p>Ensure awareness of each other's region issues, challenges, plans, partnerships, "pitfalls", "best practices", projects and tools.</p>	<p>Re-establish and maintain strong relations with Leaders of both contiguous Consortia, as well as, other predominately rural Consortia and more urban focused Consortia, in addition, to CETF leadership and program staff</p>	<p>Lead & Consultant</p>	x	x	x	x	x	x	x	x	x	<p>Re-implement routine contiguous Consortia Lead 1:1 meetings, staff communication and community update participation</p>
			x	x	x	x	x	x	x	x	x	<p>Actively participate in all routine CPUC Consortia-wide conference calls, and statewide conferences.</p>
			x	x								<p>Enhance the GCBC website in order to make it more user friendly, and easy to access plans, best practice information, speed testing, community input, event registration and participation, availability and performance reporting, broadband satisfaction measurement and plan community input and volunteer participation</p>
			x	x	x	x	x	x	x	x	x	<p>Continue providing "blogging services" and timely/proactive/"push" email Broadband updates</p>

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Partnering with Statewide Broadband Advocates											
Provide on-going legislative support assistance to ensure public policy and financial support for Consortia and CASF funding	Re-establish and maintain strong relations with CETF leadership and program staff	Lead & Consultant		x			x			x	Attend California Economic Summit, annual CALED Conference, FirstNET and SHLB meetings.
			x		x		x			x	Routinely meet with region legislators to promote Broadband service performance, issues and opportunities
				x		x		x		x	Attend California State Legislative (e.g. Assembly and Senate) Broadband Committee Hearings in order to represent GCBC performance and needs
Partnering with Nation-wide Broadband Initiative Leadership											
Ensure transparency, awareness and easy access to GCBC issues and opportunities, plans, resources, progress and outcomes	Continually research and remain abreast of public, private and non-profit nationwide Broadband development initiatives, programs, funding and support services	Consultant	x	x	x	x	x	x	x	x	Promote and maintain via an enhanced website, blogging and marketing campaign a continually evolving region State of Broadband report, our CPUC Proposal, our CPUC GCBC Award, GCBC monthly progress reports, planned events, event presentation materials and outcomes, community satisfaction reporting, ISP partnerships and services, deployment projects and status updates, industry news and access to best practices
Partnering with CPUC Consortium and CASF Leadership											
Ensure GCBC remains abreast of all on-going program office policy, feature changes, financial decisions, administration, reporting requirements and specific requests/obligations	Re-establish and maintain strong relations with CPUC leadership and both the Consortia, Public Housing and CASF program staff	Lead, Consultant & Operations	x	x	x	x	x	x	x	x	GCBC 100% attendance and participation in all CPUC and CETF hosted routine and impromptu Consortia events
Ensure timely GCBC program management compensation and prompt resolution of all CPUC requests		Operations	x	x	x	x	x	x	x	x	Publication of all GCBC quarterly reports within 15 days of the quarter closure date. Payment from the CPUC within 60 days of each report publication date.

