EAST BAY BROADBAND CONSORTIUM (EBBC)																
THREE YEAR WORK PLAN BY QUARTER																
Goal	Activities	Performance Measures Deliverables	Y1 Q1	Y1 Q2	Y1 Q3	Y1 Q4	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Responsible Party*
1. DEPLOYMENT: Formulate and implement the Infrastructure aspect of the East Bay Broadband Strategic Plan to make the East Bay a national and global Broadband leader.	Conduct and compile research on the Region's current broadband infrastructure, plans, and needs. Consultation will include: California Telehealth Network, CENIC, BayRICs Authority, Telecommunication providers, other anchor institutions, and other maps with existing resources.	Infrastructure Inventory	X	X											Consultants (C) and Steering Committee Member Staff (SCMS)
	Compile an inventory of existing and rejected ARRA and CASF Infrastructure project applications.	Infrastructure Inventory	X												C and SCMS
	Organize the Infrastructure (and Economic Development) Roundtable, including participants, presenters and presentations.	Hold First Roundtable	X	X											C and SCMS
	Hold the Infrastructure (and Economic Development) Roundtable to: (1) develop long-term vision for infrastructure deployment based on existing and future needs; (2) identify critical gaps; and (3) formulate the Infrastructure aspect (including outcomes and metrics) of a proposed Broadband Strategic Plan.	Hold First Roundtable		X											C and SCMS
	Develop a process to evaluate and identify top Broadband Infrastructure priorities. Assessment criteria for selection should include: level of gaps, geographic distributions, readiness to implement, capacity to implement, replicability, potential for resource matching, institutional partners, and a clear customer base.	Formulation of Transparent Infrastructure Process		X	X										C and SCMS
	Develop a list of top priority infrastructure and deployment application opportunities which will be most cost-effective for the East Bay, including leveraging investments that are coming on line.	List of Priority East Bay Infrastructure Projects and Deployment Opportunities			X										C and SCMS
	Present and evolve the Infrastructure aspect of the Broadband Strategic Plan at EBBC Summits.	Formulation of Infrastructure Aspect of the Strategic Plan				X				X				X	

Goal	Activities	Performance Measures Deliverables	Y1 Q1	Y1 Q2	Y1 Q3	Y1 Q4	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Responsible Party*
	Facilitate interaction between public agencies, private-sector industry, community resources, anchor institutions and CASF applicants to identify and encourage innovative infrastructure deployment projects and grant applications, including both wireline and wireless, that address East Bay Broadband infrastructure needs.	Presentation of CASF Briefings			X	X	X	X	X	X	X	X	X	X	C and SCMS
	Review and comment on applications submitted to CASF from the East Bay.	Application Reviews			X	X	X	X	X	X	X	X	X	X	C and SCMS
2. ACCESS: Formulate and implement the Digital Inclusion aspect of the East Bay Broadband Strategic Plan, called *Get Connected East Bay!* (based on the *Get Connected!* model) to promote increased access to Broadband among non-users.	Prepare the proposed Digital Inclusion aspect (including outcomes and metrics) of the Broadband Strategic Plan, called *Get Connected East Bay!* based on the *Get Connected* model as exemplified by *Get Connected Oakland!* and *Get Connected Alameda County!*	Formulation of Digital Inclusion Aspect of Strategic Plan	X	X											C and SCMS
	Organize a Digital Inclusion (and Telehealth and Social Services) Roundtable, including participants, presenters, and presentations.	Hold Second Roundtable	X	X	X										C and SCMS
	Hold a Digital Inclusion (and Telehealth and Social Services) Roundtable to (1) come to agreement on the Digital Inclusion aspect (including outcomes and metrics) of the Broadband Strategic Plan, (2) share resources and needs among participants, and (3) identify opportunities for collaboration.	Hold Second Roundtable				X									C and SCMS
	Present and evolve the Digital Inclusion aspect of the Broadband Strategic Plan at EBBC Summits.	Revision of Digital Inclusion Aspect of Strategic Plan				X				X				X	C and SCMS
	Implement the Digital Inclusion aspect of the Broadband Strategic Plan, including on-going outreach.	Report on Implementation of Strategic Plan					X	X	X	X	X	X	X	X	C and SCMS
	Collaborate with relevant organizations and individuals to formulate the draft Economic Development, E-Education, Telehealth, Social Services, and E-Government aspects of the Broadband Strategic Plan (with outcomes and metrics).	Formulation of Economic Development, E-Education, Telehealth, Social Services, and E-Education Aspects of Strategic Plan		X	X	X	X	X	X	X	X	X	X	X	C and SCMS

Goal	Activities	Performance Measures Deliverables	Y1 Q1	Y1 Q2	Y1 Q3	Y1 Q4	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Responsible Party*
3. ADOPTION AND UTILIZATION: Formulate and implement the Economic Development, E-Education, Telehealth, Social Services, and E-Government aspects of the East Bay Broadband Strategic Plan to produce optimal Broadband adoption and utilization throughout the East Bay.	Organize Roundtables addressing Economic Development (along with Infrastructure); Telehealth and Social Services (along with Inclusion); and E-Education and E-Government, including participants, presenter(s) and presentation(s).	Hold the First, Second, and Third Roundtable	X	X	X	X									C and SCMS
	Hold the Roundtables addressing Economic Development (along with Infrastructure); Telehealth and Social Services (along with Inclusion); and E-Education and E-Government to obtain input and agreement on the different aspects (including outcomes and metrics) of the Broadband Strategic Plan.	Hold the First, Second, and Third Roundtable		X	X	X									C and SCMS
	Present and evolve the Economic Development, E-Education, Telehealth, Social Services, and E-Government aspects of the Broadband Strategic Plan at EBBC Summits.	Revision of the Economic Development, E-Education, Telehealth, Social Services, and E-Government Aspects of Strategic Plan				X				X				X	
	Implement the Economic Development, E-Education, Telehealth, Social Services, and E-Government aspects of the Broadband Strategic Plan.	Report on Implementation of Strategic Plan					X	X	X	X	X	X	X	X	C and SCMS
4. MOBILIZATION: Organize East Bay Broadband Summits to address all 7 aspects of the East Bay Broadband Strategic Framework by presenting and evolving the East Bay Broadband Strategic	Develop plans for the First Broadband Summit, including location, design, content, and sponsorship.	Hold First Summit		X											C and SCMS
	Organize the 1st Broadband Summit, including event preparation and media outreach.	Hold First Summit			X										C and SCMS
	Hold the 1st Broadband Summit. Present and evolve the East Bay Broadband Strategic Plan including implementation priorities, funding, policy, outcomes and metrics.	Hold First Summit and Revise Strategic Plan				X									C and SCMS
	Develop plans for the 2nd Broadband Summit, including location, design, theme, content, and sponsorship materials.	Hold Second Summit						X							C and SCMS
	Organize the 2nd Broadband Summit, including event preparation and media outreach.	Hold Second Summit							X						C and SCMS

Goal	Activities	Performance Measures Deliverables	Y1 Q1	Y1 Q2	Y1 Q3	Y1 Q4	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Responsible Party*
Plan and by mobilizing the East Bay Broadband Constituency.	Hold the 2nd Broadband Summit. Evaluate implementation to date and update the Broadband Strategic Plan.	Hold Second Summit and Update Strategic Plan								X					C and SCMS
	Develop plans for the 3rd Broadband Summit, including location, design, theme, content, and sponsorship materials.	Hold Third Summit										X			C and SCMS
	Organize the 3rd Broadband Summit, including event preparation and media outreach.	Hold Third Summit											X		C and SCMS
	Hold the 3rd Broadband Summit. Evaluate and update the Broadband Strategic Plan.	Hold Third Summit and Update Strategic Plan												X	C and SCMS
5. PROJECT MANAGEMENT AND COORDINATION Provide project coordination and management support for the East Bay Broadband Consortium.	Convene the EBBC Steering Committee at least 4 times a year.	Notes from Steering Committee Meetings	X	X	X	X	X	X	X	X	X	X	X	X	C and SCMS
	Identify in-house staff and engage outside consultants.	Identification of In-House Staff and Hiring of Consultants	X												C and SCMS
	Establish and support sub-committees as needed.	Notes from Sub- Committee Meetings		X	X	X	X	X	X	X	X	X	X	X	C and SCMS
	Engage in briefings and on-going collaboration with philanthropic and other organizations relevant to access and adoption activities.	Identification of potential funding opportunities, programs and partners	X	X	X	X	X	X	X	X	X	X	X	X	C and SCMS
	Conduct information briefings for stakeholders and providers about CASF and other funding opportunities.	Presentations from Briefings and New Members Recruited		X		X		X		X		X		X	C and SCMS
	Provide policy briefings on East Bay Broadband policy for public agencies, business associations, community organizations, and civic groups.	Presentations from Briefings			X				X				X		C and SCMS
	Develop and evolve web-based communications	Website and Web Strategy	X	X	X	X	X	X	X	X	X	X	X	X	C and SCMS
	Provide organizational support for EBBC projects that emerge.	List of Projects and Nature of Support					X	X	X	X	X	X	X	X	C and SCMS
	Participate in the CPUC hosted "Regional Consortia Learning Community Summit" to share and learn broadband-related best practices.	List of Attendees					X			X				X	C and SCMS

* Responsible Party: C is Contracted Staff and SCMS is Steering Committee, Consortium Member, Stakeholders