Gold Country Broadband Consortium Work Plan   Year 1 (3/2012 - 2/2013)

Activities	Tasks	Y1 Q1	Y1 Q2	Y1 Q3	Y1 Q4	Responsible Parties	Performance Measures
Activity 1: Develop current substantive content	1.1 Convene Consortium meetings	X	X	X	X	Smith, Sindt	Goal: Minimum of 80% of members attending; review category messages and investment criteria *at least* annually
	1.2 Convene service category committees; develop message on state-of-the-art and planned improvements; prepare for participation in community meetings	X				Smith, Sindt, regional subject matter reps	
	1.3 Convene ISPs to define criteria for making business investment cases	X				Smith, Sindt, ISPs	
	1.4 Inventory approved and rejected CASF and ARRA project applications	X				Smith, Sindt, Steele	Current status for each project in region; communicate to respective communities; examine for project support potential
	1.5 Research and compile information on regional infrastructure development plans of CENIC, California Telehealth Network and others, as available	X				Smith, Sindt, Steele	Current status for each proponent; integrate with regional project planning
	1.6 Inventory infrastructure project policies and procedures in all regional jurisdictions	X				Smith, Sindt, public body reps	Copies of each jurisdiction's documents within first 6 months (5 counties, 12 cities)
	1.7 Publish and update service category state-of-the-art summaries		X	X	X	Smith, Sindt, regional subject matter reps	Updated at least quarterly
	1.8 Develop and implement project mapping methodology	X	X	X	X	Smith, Steele	Project area broadband maps within 6 months; consistent and compatible with CPUC data
Activity 2: Community meetings	2.1 Begin planning and scheduling of initial round of community meetings	X	X			Smith, Sindt, county reps	Schedule remainder of first year's thirty community meetings
	2.2 Develop community meeting marketing plan with media category committee	X	X			Smith, Sindt, Steele, subject matter reps	Full-spectrum approach designed to maximize participation
	2.3 Create and update project web pages	X	X	X	X	Sindt, Steel, Consortium members	Updated at least quarterly
	2.4 Conduct community meetings and organizational presentations			X	X	Smith, Sindt, Steele, subject matter reps	Goal: 15 per quarter
Activity 3: Capturing Community Commitment	3.1 Collect comprehensive contact information on prospective neighborhood customers for serving ISPs			X	X	Smith, Sindt, Steele	Goal: at least 80% of unserved or underserved attending each meeting

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Activity 4: Help Develop Infrastructure Projects	4.1 Develop process to evaluate and prioritize infrastructure project proposals			X		Smith, Sindt, Consortium members	Consistent and objective criteria; reviewed annually
	4.2 Assess opportunities for pilot projects with Consortium members and ISPs			X	X	Smith, Sindt, Consortium members, ISPs	As identified; no limitation; priority to fiberoptic proposals
	4.3 Develop and support pilot projects			X	X	Smith, Consortium members, ISPs	Goal: at least two, serving 250 customers each
Activity 5: Organize support for infrastructure projects	5.1 Provide project progress updates to Consortium members and affected neighborhoods			X	X	Smith, Sindt, Steele	Including community to be served, county and other Consortium members
	5.2 Coordinate project supporters' participation in public meetings					Smith, Sindt, Steele, county reps	As required to serve the support needs of specific projects
	5.3 Collect and transmit infrastructure project letters of support, as appropriate					Smith, Sindt, Steele, county reps	As required to serve the support needs of specific projects
Activity 6: Help secure infrastructure project funding	6.1 Assist ISPs with project development and funding applications				X	Smith	As needed per project and ISP
Activity 7: Facilitate adoption of broadband services	7.1 Meet with neighborhood customers as needed to facilitate their adoption of service when available			X	X	Smith, Steele, county reps	Goal: 90% of those who initially commited to adopt service when available
Activity 8: Sustaining the Process	8.1 Provide project management support throughout project	X	X	X	X	Smith, Sindt	Per direction of Consortium members and terms of CPUC agreement
	8.2 Provide "bright line" mapping updates to CPUC			X	X	Smith, Steele	Feedback from community meetings at least quarterly
	8.3 Use "bright line" updates to guide future community meetings			X	X	Smith, Steele	Priority given to best-business-case unserved areas
	8.4 Support adoption of best-practices policies and procedures in each jurisdiction			X	X	Smith, Sindt, Steele, public body reps	Universal regional adoption within first year
	8.5 Quarterly reporting to CPUC	X	X	X	X	Smith, Sindt	Per direction of Consortium members and terms of CPUC agreement
	8.6 Participate in the CPUC hosted "Regional Consortia Learning Community Summit" to share and learn broadband-related best practices.				X	Smith, select Consortium members	As scheduled by CPUC; 5 Consortium representatives; Consortium project reporting