

Appendix B: Work Plan

OUTCOMES

- **Establish a formal partnership of community agencies committed to improving the San Diego Imperial region through expanded broadband deployment and adoption.**
- **Define “Broadband” based on application and community needs.**
- **Solicit a minimum of seven proposals submitted to the CPUS for funding to expand deployment of broadband in the region.**
- **Complete a minimum of 1,450 new broadband adoptions in the region.**
- **Increase awareness among policymakers of the importance of broadband access and adoption for economic development and well-being.**
- **Increase and improve broadband deployment and adoption through the engagement and support of technology vendors, government, educators, and other stakeholders involved in related projects.**
- **Complete a Comprehensive Regional Broadband Plan that provides information and recommendations for deployment projects and that promotes adoption for the greatest community and economic need.**

Activities	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	Performance Measures
Define Broadband: a “lowest common denominator” that helps define “broadband”	X	X	X	X									Executive Committee	Definition complete and submitted to CETF
Identify Three Disconnected Areas - where broadband, as defined, is not available but needs to exist	X	X	X	X									Executive Committee	Three disconnected areas identified and validation points confirmed re: “need for broadband”
Identify Three Low-Adoption areas - where broadband is available but under utilized	X	X	X	X									Executive Committee	Three low-adoption areas identified and validation points confirmed re: “underutilized”
Draft Public Awareness Campaign	X	X	X	X									Project Personnel, Consultants	Min. 1 outreach campaign developed
Develop Improved Maps			X	X	X	X	X	X					Project Personnel, Consultants, Executive Committee	SDIRBC will conduct a min. of 50 interviews or surveys
Conduct Community Surveys	X	X	X	X					X	X	X	X	Consortia All	SDIRBC will survey approx. 5,000 residents about adoption challenges
Develop Sub-Regional Assessments		X	X	X	X	X							Project Personnel, Executive Committee	SDIRBC will develop a min. of 5 assessments: 1)San Diego Metro, 2) South County SD, 3)North County SD, 4)East County

Develop Priority Infrastructure and Deployment Projects						X	X	X	X	X	X	X	X	Consortia All, ISP's, Consultants	List of at least 10 priority projects or efforts that can lead to improved deployment and adoption
Work with ISPs and Stakeholders to Increase Deployment and Adoption	X	X	X	X	X	X	X	X	X	X	X	X	X	Project Personnel, Executive Committee, ISP's, Members	Work with community stakeholders to achieve at least 250 new adoptions
Involve community in all stages of activity	X	X	X	X	X	X	X	X	X	X	X	X	X	Consortia All	Implement pilot awareness and outreach campaign in top priority areas
Elicit Government Support			X	X	X	X	X	X	X	X	X	X	X	Consortia All, Consultants	17 government agencies contacted
Conduct Annual Briefings				X					X				X	Consortia All	1 meeting held each year; 3 meetings total
Attend Annual Consortia Meetings				X					X				X	Project Personnel, Executive Committee	1 meeting held each year; 3 meetings total
Facilitate Public/Private-partnerships to encourage deployment projects and grant applications	X	X	X	X	X	X	X	X	X	X	X	X	X	Project Personnel, Executive Committee, Consultants, ISP's, members	List of at least 10 priority projects or efforts that can lead to improved deployment and adoption
Compile and analyze data from surveys, maps, and research	X	X	X	X	X	X	X	X	X	X	X	X	X	Project Personnel, Consultants, ISP's	Develop and submit min. of four summary reports to share with stakeholders related to deployment and adoption status