

Eastern Sierra Connect Regional Broadband Consortium Work Plan

Eastern Sierra Connect Consortium - Work Plan

	Activity	Task(s)	Performance Measure	Estimated Completion Date	Responsible Party	Planned Deliverables	Y1-Q1	Y1-Q2	Y1-Q3	Y1-Q4	Y2-Q1	Y2-Q2	Y2-Q3	Y2-Q4	2-Year Funding Request	
Collaboration	1.1	Solicit support from local government to establish and implement policies to promote deployment and adoption	Annual Policy Review	Annual Review	Y1 2.0	EDC personnel and Board members	Common set of broadband policies adopted by all local agencies in the region in order to support broadband legislation		X						\$30,012	
	1.2	Create process and provide tools for investigating funding options	Create/participate with collaborative groups and stakeholders within each community	Engage public assets that can be leveraged to make improvements and/or expand their networks	Y1 2.0	EDC personnel and Board members	Established database of available funding programs		X							
	1.3	On-going collaboration and educational opportunities	Participation at Annual State Summit	Successful forum and team satisfaction	Y2 2.0	EDC	Assist with developing and maintaining strong strategic partnerships with all key stakeholders					X				
Applications	2.1	Advance Broadband adoption levels that are beneficial by working with Anchor Institutions throughout the region	Demonstrate/adopt tools for anchor institutions; hospitals & healthcare districts (Kem Valley & Tehachapi HD, Ridgecrest Regional Hospital, Mojave Medical Ctr, education (Cerro Coso Community College, schools) & libraries, businesses (especially tourism related), county government, tribal government, state agencies (California Telehealth Network), and other federal agencies (USDA-Forest Service, & USDI-BLM)	Successful Broadband presentations with participation from these sectors	Y1 2.0	EDC personnel and Board members	Education/Planning & Implementation through community meetings; Contact information		X						\$30,763	
	2.2	Demonstrate the applications of broadband tools on a practical and visible level to increase public demand and adoption	Complete a Digital Community Marketing Strategy for Kern River businesses/communities	Opportunity matrix tailored to a specific community to help them make informed decisions. Responsive participation	Y1 2.0	Consultant	Business Model with increased efficiency, productivity of services, and future opportunities		X							
	2.3	Create and facilitate Online Presence Case Studies with 4-5 select businesses, and update existing EDC website	Develop basic "brochure style" websites along with basic online marketing tools, i.e., sales, booking, inventory, etc.	Follow up with existing business to update results and produce outcome paper	Y2 2.0	Consultant	Prepare document detailing aggregated results/findings and use as education tool for local business community					X				
	2.4	Facilitate use of Public Wi-Fi Case Studies to support tourism and economic development for local businesses	Encourage and support 8-10 "Free" public Wi-Fi locations	Produce white paper on process detailing barriers, successes and results	Y2 2.0	EDC & Consultant	Increased tourism sales and revenue					X				
Assessment	3.1	Recommend prioritization of broadband infrastructure projects	Conduct broadband needs assessment to identify opportunities, gaps, & geographic opportunities	Review of infrastructure gaps & update publication of priority community list	Y1 2.0	EDC personnel and Board members	Public support & adoption for high-capacity network		X						\$20,112	
	3.2	Facilitate outreach to develop and promote public support for a high-capacity network for residential adoption	Conduct residential surveys and gather reliable data on internet use and customer satisfaction within EDC region	Measurement of activity, connectivity, demand, projected demand, and level of importance	Y2 2.0	EDC personnel and Board members	Strategic decisions on deployment and enhancement of broadband use and					X				
Education	4.1	Business & Economic Development Demand & Adoption	Conduct 10 - 12 webinars throughout the county on a variety of business topics	Completion and participation from new business owners	Y2 2.0	EDC personnel and Board members	Work stream focus areas with successful business class participation					X			\$45,813	
	4.2	Demonstrate the applications of broadband tools for community & business members	Conduct 2-3 digital literacy sessions within the region	Participant satisfaction	Y2 2.0	Consultant	Potential to assist in the expansion of public locations to help disadvantaged residents and businesses to bridge the digital divide					X				
	4.3	Facilitate and encourage broadband/internet use for expansion & growth of business opportunities.	Conduct 2 digital marketing classes within EDC area	Responsiveness of participants	Y2 2.0	Consultant	Successful participation, increased receptivity & adoption					X				

