

Inyo Mono Broadband Consortium Work Plan

Year 1

Activity	Description	Oversight	Estimated Start	Target Date	Q1	Q2	Q3	Q4	Outcome or Deliverable	Budget
1A	IMBC Advisory Council	Inyo County	Y1 Q1	Y2 Q4	X	X	X	X	Informed decision making with clear direction for ongoing consortia activity	\$1,500
1B	IMBC Provider Council	Inyo County	Y1 Q1	Y2 Q4	X	X	X	X	Strategies to inform adoption campaigns; informed sub-grant awards; cogent local government investments.	\$1,500
1C	Demand Aggregation Studies	Town of Mammoth Lakes	Y1 Q3	Y2 Q2			X	X	Strategies and partners for future infrastructure deployment.	\$4,500
1D	Service Level Interactive Map	Mono County	Y1 Q1	Y2 Q4	X	X	X	X	Strategies to inform infrastructure deployment and demand aggregation.	\$3,092
2A	Policy Review & Update	Town of Mammoth Lakes	Y1 Q1	Y1 Q4	X	X	X	X	Standardized policy adoption.	\$0
2B	Regional Branding Initiative	Town of Mammoth Lakes	Y1 Q1	Y1 Q4	X	X	X	X	Regional brand associated with appropriate broadband adoption and deployment.	\$15,000
2C	Communications Strategic Plan	Mono County	Y1 Q3	Y2 Q4			X	X	Regional Communications Strategic Plan	\$10,000
2D	Economic Development Strategy	Mono County	Y1 Q3	Y2 Q4			X	X	Regional Broadband Economic Development Strategic Plan	\$10,000
3A	Online Presence Case Studies	Mono County	Y1 Q4	Y2 Q4				X	Updated metrics on business benefit relative to having an online presence.	\$5,000
3B	Public WiFi Case Study	Town of Mammoth Lakes	Y2 Q1	Y2 Q4					White paper or formal case study on benefits and shortcomings of Public WiFi.	\$12,500
4A	IMBC Website	Mono County	Y1 Q1	Y1 Q2	X	X	X	X	IMBC website; Consortium exposure; regional awareness.	\$8,300
4B	Broadband Access Tool	Mono County	Y1 Q1	Y1 Q2	X	X	X	X	Broadband Access Tool distributed in web, app, and print formats.	\$7,840
TOTAL									\$79,232	

Inyo Mono Broadband Consortium Work Plan Year 2

Activity	Description	Oversight	Estimated Start	Target Date	Q1	Q2	Q3	Q4	Outcome or Deliverable	Budget
1A	IMBC Advisory Council	Inyo County	Y1 Q1	Y2 Q4	X	X	X	X	Informed decision making with clear direction for ongoing consortia activity	\$500
1B	IMBC Provider Council	Inyo County	Y1 Q1	Y2 Q4	X	X	X	X	Strategies to inform adoption campaigns; informed sub-grant awards; cogent local government investments.	\$500
1C	Demand Aggregation Studies	Town of Mammoth Lakes	Y1 Q3	Y2 Q2	X	X			Strategies and partners for future infrastructure deployment.	Carryover
1D	Service Level Interactive Map	Mono County	Y1 Q1	Y2 Q4	X	X	X	X	Strategies to inform infrastructure deployment and demand aggregation.	\$2,832
2A	Policy Review & Update	Town of Mammoth Lakes	Y1 Q1	Y1 Q4					Standardized policy adoption.	\$0
2B	Regional Branding Initiative	Town of Mammoth Lakes	Y1 Q1	Y1 Q4	X				Regional brand associated with appropriate broadband adoption and deployment.	\$5,000
2C	Communications Strategic Plan	Mono County	Y1 Q3	Y2 Q4	X	X	X	X	Regional Communications Strategic Plan	Carryover
2D	Economic Development Strategy	Mono County	Y1 Q3	Y2 Q4			X	X	Regional Broadband Economic Development Strategic Plan	Carryover
3A	Online Presence Case Studies	Mono County	Y1 Q4	Y2 Q4				X	Updated metrics on business benefit relative to having an online presence.	Carryover
3B	Public WiFi Case Study	Town of Mammoth Lakes	Y2 Q1	Y2 Q4	X	X	X	X	White paper or formal case study on benefits and shortcomings of Public WiFi.	\$12,500
4A	IMBC Website	Mono County	Y1 Q1	Y1 Q2	X	X	X	X	IMBC website; Consortium exposure; regional awareness.	\$2,388
4B	Broadband Access Tool	Mono County	Y1 Q1	Y1 Q2	X	X	X	X	Broadband Access Tool distributed in web, app, and print formats.	\$2,264
									TOTAL	\$25,984