

ATTACHMENT A

ACTION PLAN AND WORK PLAN CONTENTS

The Action Plan and Work Plan are to be tailored to fit the needs of a given region's constituents and geography, incorporating core responsibilities, including goals, measurable deliverables, expected outcomes, and specific timeline milestones as they relate to broadband deployment, access, and adoption. Below are required core responsibilities that should be included and reflected in an Action Plan. Following the Action Plan is a list of activities that should be included in a Work Plan. The Work Plan should include all activities designed to implement the Action Plan goals. Sample forms illustrating the format of an Action Plan and Work Plan are included as Attachments B and C.

Action Plan Core Responsibilities that should be included:

- Broadband deployment
 - Conduct open information briefings for stakeholders and providers about CASF.
 - Identify and convene interested parties to discuss options and facilitate the thorough preparation and submission of infrastructure applications and to explore opportunities for coordinating use of community resources to achieve the most cost-effective proposals where most needed.
 - Recommend prioritization of broadband infrastructure projects.
 - Solicit local community participation in the form of broadband access and adoption workshops open to the public and used to define infrastructure needs and areas of accountability.
 - Facilitate open party meetings to encourage area-specific proposals and to promote cooperation with public-private entities in application preparation.
 - Provide regional data and information to all interested applicants.

- Work with public agencies and private-sector industry clusters (and prospective customers) to facilitate interaction between them and CASF applicants.
 - Review and comment on applications submitted to CASF from the region in the course of assessment of the infrastructure grant projects.
 - Identify opportunities and top priorities for application of broadband infrastructure and deployment through research, analyses, and recommendations on cost-effective projects within their regions.
- Broadband access and adoption
- In urban areas, create services e.g. telehealth, online training and education, and common areas, e.g. popular neighborhood hot spots such as coffee houses, bookstores, gyms, and community centers, that spur broadband use.
 - Promote new regional projects to assess the needs for broadband technologies in the region, including critical gaps of broadband availability.
 - Elicit support from local governments throughout the region to establish and implement policies to promote deployment and adoption.
 - Develop initiatives and public awareness, education, and outreach campaigns to stimulate the demand for broadband services.
 - Work with grant/loan recipients to coordinate demand stimulation efforts through the CASF infrastructure grant program.
 - Propose innovative projects to achieve the goal to increase subscribership in undersubscribed areas or targeted populations.
 - Provide education and training so all potential users know how to assess the technology and use it.
 - Advance broadband adoption levels throughout the community by working with anchor institutions.

Work Plan activities designed to implement the Action Plan goals that should be included:

- A community development approach that focuses on the strengths and capabilities of its residents and associations in implementing Action Plan goals.
- Education, training, and outreach to promote broadband access and adoption.
- A plan and schedule for Consortium and stakeholders to meet, e.g. holding regular open meetings, roundtable discussions, and conference calls.
- Activities to assist in developing cost-effective CASF infrastructure grant applications, e.g. gathering market data and undertaking of studies to identify opportunities and priorities for application of broadband deployment, access, and adoption.
- Studies to identify performance metrics, looking at actual performance versus potential performance, e.g. addressing the questions of “Where are we” and “Where do we want to be”.
- Contracting with technical consultants (if applicable).

(END OF ATTACHMENT A)

ATTACHMENT B

Sample of Action Plan Format

[Name of Regional Consortium]

[Name of Project]

ACTION PLAN

---EXAMPLE SECTIONS---

I. Executive Summary

- An overview of your consortium
- An overview of your project
- Summarize your key points

II. Vision Statement

- A picture of your consortium in the future
- Your framework for strategic planning

III. Background

- History of your consortium
- Inception of your project
- Importance of your project

IV. Organizational Structure

- Design of your consortium's allocation of authority, roles and responsibilities, communications (how information flows between different levels), etc.

V. Activities

- A description of your consortium's actions in achieving goals and objectives

VI. Investment Strategy

- A description of the ways in which your consortium will maximize investments

VII. Broadband Deployment, Access, and Adoption

- How will your consortium achieve broadband deployment (assist in broadband infrastructure projects), access (getting information out on broadband availability, services, etc.), and utilization/adoption (getting residents to subscribe to broadband services)

VIII. Budget and Expenditures

- Include itemization of budget items and expenditures including documentation (receipt, invoices, quotes, etc.)

IX. Next Steps

- Your consortium's project plans and activities in the future (e.g., what does your consortium plan to accomplish within the next three-to-five years)

X. Appendix

(END OF ATTACHMENT B)

ATTACHMENT C
Sample of Work Plan Format
[Name of Regional Consortium]
[Name of Project]
WORK PLAN – [MONTH, YEAR]

Activity(ies)	Timeline	Responsible Party(ies)	Performance Measure(s)
Identify, recruit, and train community-based organizations (CBOs) to conduct outreach <ul style="list-style-type: none"> • Identify CBOs and develop database • Secure commitments for CBO participation • Train CBO officers • Convene meetings and facilitate planning 	1/1/11 – 12/21/11 <ul style="list-style-type: none"> • Identify CBOs and develop database: 1/1/11-1/8/11 • Secure commitments: 1/9/11-2/9/11 • Train CBO officers: 1/9/11-4/29/11 • Convene meetings: 1/9/11-12/15/11 	<ul style="list-style-type: none"> • Joseph Lee, Community Relations Manager • Stephanie Singh, Marketing Director • Ashley Marino, CIO 	<ul style="list-style-type: none"> • Reach at least 80% of CBOs in region • Train CBO officers or designated representatives • Conduct two meetings per month • Conduct one conference call per week

(END OF ATTACHMENT C)