

INYO-MONO BROADBAND CONSORTIUM ADVISORY COUNCIL

AGENDA

**Thursday, December 7, 2017 at 9:00 a.m.
Bishop City Council Chambers
301 West Line Street, Bishop, California
AND
Mammoth Lakes Town Council Chambers
437 Old Mammoth Road, Suite Z, Mammoth Lakes, California
VIA TELECONFERENCE**

NOTICES TO THE PUBLIC

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting please contact the Clerk of the Council at 760-873-5863. Notification 48 hours prior to the meeting will enable the City of Bishop or Town of Mammoth Lakes to make reasonable arrangements to ensure accessibility to this meeting. (See 42 USCS 12132, 28CFR 35.130)

Full agenda packets are available for the public to review in the Office of the Clerk of the Council (City of Bishop, City Hall, 377 West Line Street, Bishop, California. 93514). Any writing distributed less than 72 hours prior to the meeting will be available for public inspection in the Office of the Clerk of the Council (City of Bishop, City Hall, 377 West Line Street, Bishop, California. 93514). Copies will also be provided at the appropriate meeting.

Members of the public desiring to speak on a matter appearing on the agenda should ask the Chair for the opportunity to be heard when the item comes up for Council consideration. NOTE: Comments for all agenda items are limited to a speaking time of three minutes.

Inyo-Mono Broadband Consortium (IMBC) Advisory Council Members

City of Bishop – Private Sector Representative Christopher Carmichael
City of Bishop – Public Sector Representative Beth Himelhoch
City of Bishop – Tribal Sector Representative Phillip Fowler
Inyo County – Private Sector Representative Charles James
Inyo County – Public Sector Representative Justin Norcross – Vice Chair
Inyo County – Tribal Sector Representative Jesse Archer

Mono County - Private Sector Representative Ron Day - Chair
Mono County - Public Sector Representative Jimmy Little
Mono County - Tribal Sector Representative Tina Baithwaite
Town of Mammoth Lakes* – Business Representative – Jessica Kennedy
Town of Mammoth Lakes* – Lodging/Recreation Representative – Emily Woods
Town of Mammoth Lakes – Public Sector Representative – Christie Osborne

*Note: The Town of Mammoth Lakes does not have a Native American tribe within their city limits. Therefore the Town Council recommended the appointment of a representative from the business community and a representative from the lodging/recreation community in order to provide fair representation for the Town of Mammoth Lakes.

1. CALL TO ORDER
2. ROLL CALL
3. PUBLIC COMMENT – NOTICE TO THE PUBLIC: This time is set aside to receive public comment on matters not calendared on the agenda. When recognized by the Chair, please state your name and address for the record and please limit your comments to three minutes. Under California law the Inyo-Mono Broadband Consortium Advisory Council is prohibited from generally discussing or taking action on items not included in the agenda; however, the Inyo-Mono Broadband Consortium Advisory Council may briefly respond to comments or questions from members of the public. Therefore, the Inyo-Mono Broadband Consortium Advisory Council will listen to all public comment but will not generally discuss the matter or take action on it.
4. IMBC ADVISORY COUNCIL MEETING MINUTES - AUGUST 3, 2017 – Council consideration to approve the minutes as presented.
5. IMBC ADVISORY COUNCIL PARTICIPATION – Council to receive update on council member participation and vacancies - Mono County & Town of Mammoth Lakes Information Technology Director/GIS Coordinator Nate Greenberg, GISP.
6. AGENCY ENGAGEMENT AND BOARD/COUNCIL PRESENTATIONS – Council to discuss content and timing of presentations on progress and initiatives of IMBC for each of the ESCOG participating agencies - Mono County & Town of Mammoth Lakes Information Technology Director/GIS Coordinator Nate Greenberg, GISP.
7. CALIFORNIA EMERGING TECHNOLOGY FUND (CETF) BROADBAND CONSORTIA SUMMIT IN SACRAMENTO – Council to discuss attendance and presentations at the Regional Consortia Learning Summit on January 3-4, 2018 in Sacramento and provide direction to Councilmembers Norcross and Kennedy regarding presentations, questions, or desired outcomes from summit – Councilmembers Norcross and Kennedy.
8. SERVICE LEVEL MAP – Council to receive update on Service Level Interactive Map and discuss next steps - Mono County & Town of Mammoth Lakes Information Technology Director/GIS Coordinator Nate Greenberg, GISP.

9. IMBC WEBSITE DEVELOPMENT – Council to receive update on website development and provide feedback and direction to staff - Mono County & Town of Mammoth Lakes Information Technology Director/GIS Coordinator Nate Greenberg, GISP.
10. REGIONAL BRANDING PROGRAM UPDATE – Council to receive update on status of the Regional Branding initiative - Mono County & Town of Mammoth Lakes Information Technology Director/GIS Coordinator Nate Greenberg, GISP.
11. APPOINT CHAIR AND VICE CHAIR FOR 2018 – Council to discuss and consider action to appoint a Chair and Vice Chair for 2018.
12. IMBC ADVISORY COUNCIL MEETING SCHEDULE AND GOVERNANCE – Council to discuss and consider approving the IMBC Advisory Council Meeting Schedule for 2018.
13. CALL FOR AGENDA ITEMS FOR NEXT MEETING(S)
14. ADJOURNMENT – TENTATIVE - Thursday, January 4, 2018 at 9:00 a.m. Regular Meeting in the Bishop City Council Chambers and the Mammoth Lakes Town Council Chambers via teleconference.



**INYO-MONO BROADBAND CONSORTIUM ADVISORY COUNCIL
INITIAL MEETING**

MINUTES

**Thursday – August 3, 2017
Bishop Council Chambers
301 West Line Street, Bishop, California**

Inyo-Mono Broadband Consortium (IMBC) Advisory Council Members

City of Bishop – Private Sector Representative Christopher Carmichael
 City of Bishop – Public Sector Representative Beth Himelhoch
 City of Bishop – Tribal Sector Representative Phillip Fowler
 Inyo County – Private Sector Representative Charles James
 Inyo County – Public Sector Representative Justin Norcross – Vice-Chair
 Inyo County – Tribal Sector Representative Jesse Archer
 Mono County - Private Sector Representative Ron Day - Chair
 Mono County - Public Sector Representative Jimmy Little
 Mono County - Tribal Sector Representative Tina Braithwaite
 Town of Mammoth Lakes* – Business Representative – Jessica Kennedy
 Town of Mammoth Lakes* – Lodging/Recreation Representative – Rudy DeFelice
 Town of Mammoth Lakes – Public Sector Representative – Christie Osborne

*Note: The Town of Mammoth Lakes does not have a Native American tribe within their city limits. Therefore the Town Council recommended the appointment of a representative from the business community and a representative from the lodging/recreation community in order to provide fair representation for the Town of Mammoth Lakes.

1. CALL TO ORDER

Chair Day called the meeting of the Inyo-Mono Broadband Consortium Advisory Council to order at 9:03 a.m. in the Bishop City Council Chambers.

2. PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Charles James.

3. ROLL CALL:

Present:

Councilmember Carmichael
Councilmember Himelhoch
Councilmember Fowler
Councilmember James
Councilmember Archer
Councilmember Braithwaite – Joined meeting at 9:25 a.m.
Councilmember Kennedy
Councilmember Osborne
Chair Day

Absent and Excused:

Councilmember DeFelice
Councilmember Little
Vice-Chair Norcross

Others Present:

Nate Greenberg, Mono County & Town of Mammoth Lakes Information Technology
Director/GIS Coordinator
Robin Picken, City of Bishop Assistant City Clerk

4. PUBLIC COMMENT – NOTICE TO THE PUBLIC: This time is set aside to receive public comment on matters not calendared on the agenda. When recognized by the Chair, please state your name and address for the record and please limit your comments to three minutes. Under California law the Inyo-Mono Broadband Consortium Advisory Council is prohibited from generally discussing or taking action on items not included in the agenda; however, the Inyo-Mono Broadband Consortium Advisory Council may briefly respond to comments or questions from members of the public. Therefore, the Inyo-Mono Broadband Consortium Advisory Council will listen to all public comment but will not generally discuss the matter or take action on it.

No public comments were made.

5. INYO-MONO BROADBAND CONSORTIUM (IMBC) BOARD REPORT
Director Greenberg reported to Council on the conversation and direction given to the IMBC Advisory Council and staff by the Eastern Sierra Council of Governments (ESCOG) Board Members at their meeting of June 16, 2017 in regards to the IMBC website and Provider Forum. No action was taken.
6. IMBC ADVISORY COUNCIL BY-LAWS AND UNITY OF PURPOSE DISCUSSION AND WORKSHOP
Chair Day and Councilmember Osborne reviewed this item with Council. The Council reviewed the proposed by-laws and agreed to make minor changes to the proposed language and bring it back to their next scheduled meeting for approval and adoption.

7. PROVIDER FORUM SUB-COMMITTEE REPORT AND NEXT STEPS

Director Greenberg reported to Council on this item. No action was taken.

8. WEBSITE SUB-COMMITTEE REPORT AND NEXT STEPS

Councilmember Osborne reviewed this item with Council. After a thorough discussion, Council gave direction to Councilmember Osborne to continue her work with the website sub-committee on the items discussed. Council thanked Councilmember Osborne for the work that she and the sub-committee have done and they look forward to seeing this project come to fruition.

9. BRANDING, PARTNERSHIP, AND BROADBAND ACCESS TOOL

Councilmember Kennedy reviewed this item with Council. After a brief discussion on this item, Chair Day asked to table further discussion on this item for the next regularly scheduled meeting and to email any comments on this topic to Councilmember Kennedy for their Branding Sub-Committee's information in preparation for the Council's next discussion on this topic.

10. SERVICE LEVEL INTERACTIVE MAP

Director Greenberg reviewed this item with Council. Council discussed the usefulness of this map as a good tool for gathering quality data from the public. Further discussion ensued on the definition of the word "Broadband." Council asked that this item be brought back at their next meeting for further updates, discussion, and next steps.

11. IMBC ADVISORY COUNCIL MINUTES

June 1, 2017 – Councilmember Osborne made a motion to approve the minutes as presented. Councilmember Himelhoch seconded the motion. Motion passed 9-0.

Ayes: Councilmembers Carmichael, Himelhoch, Fowler, James, Archer, Baithwaite, Osborne, and Chair Day

Noes: None

Abstain: Councilmember Kennedy

Absent: Councilmembers Little, DeFelice, Vice-Chair Norcross

12. SCHEDULE IMBC ADVISORY COUNCIL PRESENTATIONS TO ALL ESCOG BOARD ENTITIES

Council discussed scheduling of IMBC Advisory Council presentations to all ESCOG entities (City of Bishop City Council, Town of Mammoth Lakes Town Council, Inyo County Board of Supervisors, and Mono County Board of Supervisors) and agreed to prepare a presentation for the upcoming ESCOG meetings starting in October. Council also came to a consensus to build a slide presentation that can be presented to not just ESCOG entities but for other community organizations.

13. CALL FOR AGENDA ITEMS FOR NEXT MEETING(S)

Council asked that the following items be brought to a future meeting:

- Staff Report on AB 1665
- Definition of "Broadband"
- Standing Meeting Item: Sub-Committee Reports
- Approve By-Laws

14. ADJOURNMENT

Chair Day adjourned the meeting at 12:00 p.m. to the IMBC Advisory Council meeting scheduled for Thursday, September 7, 2017 at 9:00 a.m. Regular Meeting in the Mammoth Lakes Town Council Chambers located at 437 Old Mammoth Road, Suite Z and in the Bishop City Council Chambers located at 301 West Line Street via teleconference.

Ron Day, Chair

Approved on: _____

DRAFT



INYO-MONO BROADBAND CONSORTIUM

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 (760) 924-1819 • FAX (760) 924-1697 • ngreenberg@mono.ca.gov

Nate Greenberg
 Director, Mono County IT

October 12, 2017

To Inyo Mono Broadband Consortium Advisory Council
From Nate Greenberg – Director, Mono County IT
Subject Inyo-Mono Broadband Consortium Advisory Council Participation

Recommendation

Receive update on councilmember participation and vacancies.

Discussion

Rudy DeFelice (the Lodging/Recreation Representative for the Town of Mammoth Lakes) resigned from the Advisory Council on September 13th, 2017.

The Town of Mammoth Lakes is actively working to replace this seat with another appropriate representative.

Fiscal Impact

None.

Work Plan Alignment

Initiative Focus Area

- 1. Sustainability and Expansion of Broadband Infrastructure
- 2. Policy, Strategy, & Agency Engagement
- 3. Case Studies, Pilot Programs, & Analyses
- 4. Broadband Education & Adoption Campaign

Work Category

- Access
- Adoption

From: DeFelice Rudolph
To: [Nate Greenberg](#)
Cc: [John Wentworth](#)
Subject: Broadband Advisory Council Resignation
Date: Wednesday, September 13, 2017 3:08:38 PM

Nate,

As you know, my department at Mammoth has lost its funding and I've left the Company.

I'm exploring next moves and much as I love the town and believe in the mission we have started there is a decent chance I'll be leaving the area for professional reasons.

Based upon that, we've agreed it makes sense to resign my seat on the Broadband Advisory Council.

I regret any inconvenience this will cause you or the group. I'm sure your work will yield great results.

Thanks for the opportunity to work with you on this.

Best,

Rudy

Rudy DeFelice

Mammoth Mountain Ski Area, LLC
P.O. Box 24 | 10001 Minaret Road
Mammoth Lakes, CA 93546
Tel. 760.934.0604
Cel. 310.699.2128
rdefelice@mammothresorts.com



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Nate Greenberg
 Director, Mono County IT

October 12, 2017

To Inyo Mono Broadband Consortium Advisory Council
From Nate Greenberg – Director, Mono County IT
Subject Agency Engagement and Board/Council Presentations

Recommendation

Discuss content and timing of presentations on progress and initiatives of IMBC for each of the ESCOG participating agencies.

Discussion

During the September IMBC Advisory Council Meeting it was decided that formal presentations should be made to the complete elected Boards/Councils for Inyo County, Mono County, the City of Bishop, and Town of Mammoth Lakes.

This item will focus on gathering input to develop the outline of those presentations and discuss timing and scheduling for the presentations to take place.

Fiscal Impact

None.

Work Plan Alignment

Initiative Focus Area

- 1. Sustainability and Expansion of Broadband Infrastructure
- 2. Policy, Strategy, & Agency Engagement
- 3. Case Studies, Pilot Programs, & Analyses
- 4. Broadband Education & Adoption Campaign

Work Category

- Access
- Adoption

Inyo-Mono Broadband Consortium

TITLE OF PRESENTATION

First Name Last Name – Role (Council Member etc.)
October 20, 2017



TODAY'S AGENDA



Background and Introduction

A brief history of broadband and Digital 395



Accessing Opportunity

Where is service and how do you get it?



Moving from Access to Adoption

What are Best Practices and why do they matter?



Leveraging Resources

What help exists to bring it all together



Bring it home...

Developing a common narrative, celebrating success, learning & growing

BACKGROUND & INTRODUCTION



WHY DOES BROADBAND MATTER?



Entertainment

- Access to same services found in metropolitan US



Education

- Distance learning and curriculum expansion opportunities



Healthcare

- Home health & monitoring
- Telemedicine



Economic Development

BROADBAND HELPS EXISTING BUSINESSES THRIVE

- Support tourism based economy & visitor needs
 - Continue to promote unique recreation opportunities
 - Quality visitor experience = return visitors
- Help local businesses sustain and grow
 - Leverage technology to improve reach and engagement

About the ESCRBC Online Presence Campaign

This Case Study is the result of the Online Presence Campaign program launched in February 2012 by Eastern Sierra Connect Regional Broadband Consortium (ESCRBC). The objective of the campaign was to provide six local businesses \$1,000 toward the development of a basic website with the purpose of demonstrating the economic value of being online for their business.

The Process:
ESCRBC published a Request For Proposals (RFP) for small businesses located in the Eastern Sierra and a Request For Qualifications (RFQ) for local web professionals.

The local businesses were selected upon the following criteria:

- Lack of Online Presence (40%)
- Potential Impact of Getting an Online Presence (30%)
- Metrics Presented (15%)
- Availability and Responsiveness (15%)

The web professionals were selected upon the following criteria:

- Demonstrated ability to create an online presence (40%)
- Project schedule/implementation (40%)
- Philosophy and Roadmap (15%)
- Cost (5%)

Did you Know?

- 84% of searchers are looking online for a local business
- 73% of online activity is related to local content
- 82% of local searches result in an in-store visit, phone call, or purchase
- The site ranked at the top of search results gets 42% of all clicks
- But... Only 44% of small businesses have a website; and 50% of small businesses spend under 10% of their marketing budget online

Each web professional selected was assigned to one or more small selected businesses. The developers had to tailor their services to each business for the design, development and launch of a new (or upgrade to an existing) website. These were intended to be basic 'brochure-style' sites that consisted of, but not limited to, the following:

- the business name
- Google Maps, Bing Maps, Mapquest, for discovery purposes
- strategic linking to other local businesses, etc.
- if new online presence was also needed

Selected web designers:

- inStudio (Bishop, CA)
- igh (Bishop, CA)
- utive (Bishop, CA)
- hMarketing (Tehachapi, CA)
- Design (Bishop, CA)
- hMarketing (Tehachapi, CA)

and Eastern Sierra Regional Broadband Consortium Grant from Public Utilities Commission

ESCRBC
Eastern Sierra Connect Regional Broadband Consortium

Online Presence Case Studies

Executive Summary

This report provides a detailed insight into the impact that establishing an online presence can have on small businesses.

Because deploying an online presence has to be linked to an online strategy to be effective, individual meeting with business owners to discuss their goals was needed. After discussing with them, an online marketing plan was established, and an online strategy was devised. Local web professionals through various tailored online tools implemented each strategy. Reliable and robust metrics were obtained by the commitment of each owner to systematically ask each new customer how they found them, and by using Google analytics.

After two month of being online, we found out that each and every retail and restaurant business had an increase in sales and revenue due to their new online presence. For example, within the first month of having an active website, Linda's Cakes 'n Things (Cottage Food business based in Tehachapi, CA) had an increase of 15% in revenue, and 30% of her new customers found her online with a Google Search. Todd Lembke, the owner of New-Cali Landscapes (a high-end landscaping company based in Bishop, CA), working solely from word-of-mouth, earned 2 new customers in one day from his website contact form. He couldn't believe it!

In conclusion we hoped to have demonstrated that investing just a basic amount of effort into online presence is a "must do" for every small business owner. Aside from gaining new clients and increasing revenue, each small business also reinforced the loyalty of previous ones, added a "look & feel" to their company, increased public awareness of service/product offered by the business.

However, this study also emphasizes some necessary steps in order to have pitfalls. We strongly recommend small business owners willing to develop an online presence to

- **Not implement a "one size fits all approach"** – Each small business needs at least a basic marketing plan and an online strategy because your customers have needs. A retail store cannot use the same tools as an accountant. Small business should check if they could get support from their local Small Business Development Centers.
- **Develop a high level of commitment**–We constantly stayed in contact with the owner, motivating them, and making sure they were committed to the program. In some cases, we believe the owner would have gave up, because so busy with day-to-day business, or because they were frustrating by their lack of "web" knowledge.
- **Learn or Delegate the online tools** – Each business must consider their web presence like a proper supporting activity of their business. Web presence should not be treated differently than accounting. To use Wordpress is definitely no more difficult than using Quickbooks. In our case, most of our small business owners decided to delegate their ongoing web presence to web professionals. Something to keep in mind: accountants are supposed to save you money while web professionals are supposed to bring you revenue.

Funding for this project has been provided in full or in part through a grant by the Rural and Urban Regional Broadband Consortium Grant Account of the California Advanced Services Fund, a program administered by the California Public Utilities Commission.

Julie Langou and Navjot Singh,
Eastern Sierra Consulting Inc for ESCRBC.
Published August 2013

Case study available online at
<http://escrbconsortium.org/online-presence-case-studies/>

[ONLINE PRESENCE]: Implementation

[ONLINE PRESENCE]: Early Results

15%
Increase in revenue

30%
of new customers found her online

187
New Customers from Google Search

Linda is very pro-active and cares a lot about what her customers have to say about what could be changed and improved upon. She knew that she needed to do something to raise awareness for her business and many customers suggested she get a website. And so, she decided to apply for the ESCRBC's online presence program. She was selected and her journey into the "wild wild web" began.

Once her website was launched and her business listed on Google search, she immediately noticed an increase in the amount of people contacting her. After asking each of their new customers how they had found her, she realized that around 30% of her customers found her through a "Google Search". On average, she went from 4-5 orders a week to 5-6 orders a week, with most orders concerning birthday cakes. This surge in new orders resulted in an increase of 15% in weekly revenue. Within two weeks of being online, four people signed up for her newsletter. She

Funding for this project has been provided in full or in part through a grant by the Rural and Urban Regional Broadband Consortium Grant Account of the California Advanced Services Fund, a program administered by the California Public Utilities Commission.

HOW CAN BROADBAND BE AN ECONOMIC DRIVER?

- Diversify our economic base
 - Attract new small businesses
 - Foster an entrepreneurial ecosystem & Start Up Culture
- Leverage the unique qualities that this region has to offer

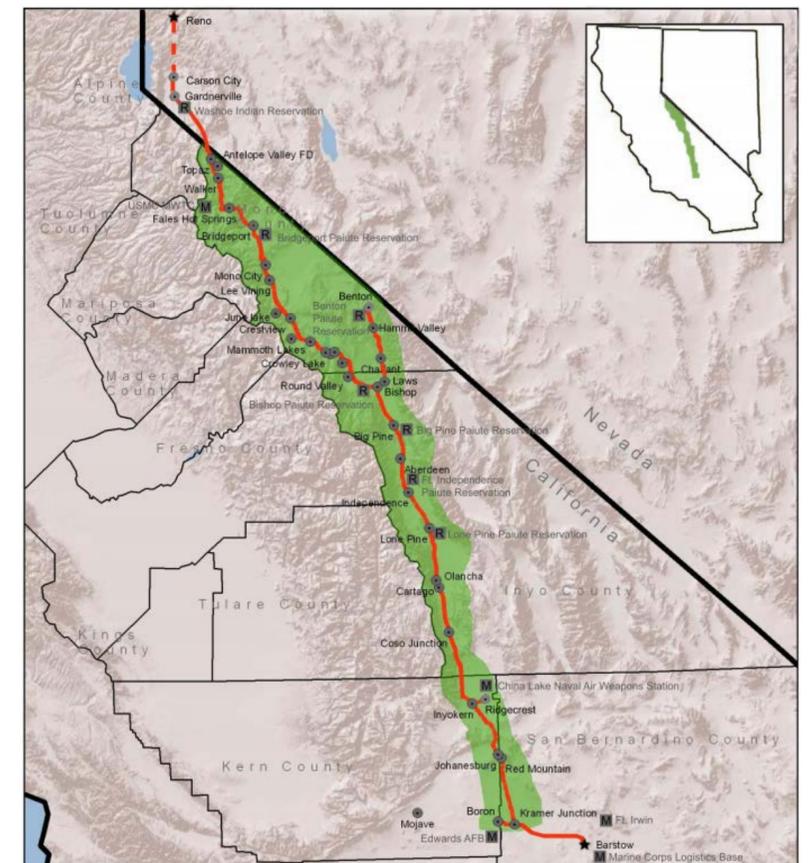
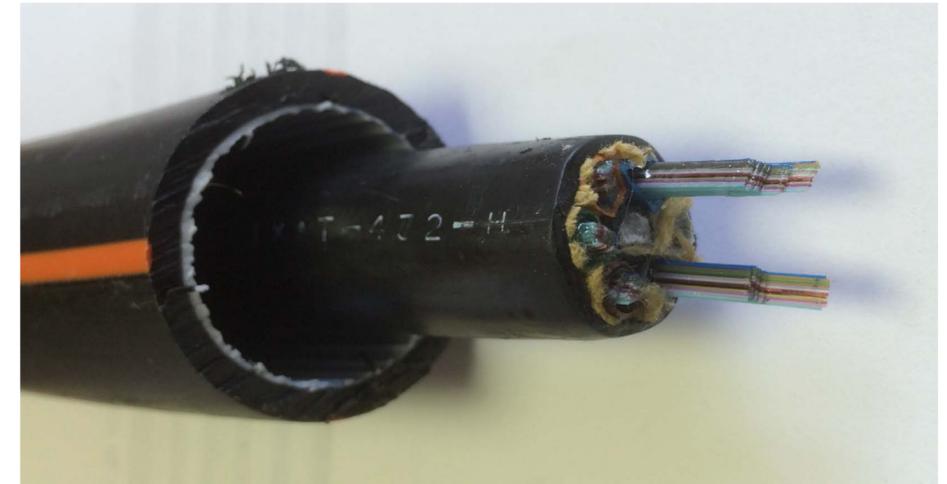


Three day weekend in the Eastern Sierra!! 🌲🏔️🚶



WHAT IS DIGITAL 395?

- Digital 395 is a 620 mile long, 432 strand, Middle Mile fiber optic network
- \$120m project funded by ARRA & CASF
- Two primary obligations:
 - To construct a fiber-optic backbone between Barstow, CA & Carson City, NV primarily following the Highway 395 corridor (Middle Mile)
 - To provide broadband capabilities to 250+ government, education, medical, and service provider anchors (Last Mile)



WHY IS DIGITAL 395 IMPORTANT?

- Provides the Eastern Sierra with bandwidth that is commensurate with that of a major city
 - Previous backhaul was supplied by Verizon (from Bakersfield)
 - Limited capacity with expensive connection rates for providers
 - Providers in turn limited capacity and had to charge more to customers
 - No redundancy
- Built as a 100yr network with Petabyte capacity
 - Provides communication redundancy along the route



HOW DO I ACCESS ALL OF THIS CAPACITY?



1 Digital 395 provides broadband service in the form of 'backhaul' to providers

Providers utilize their 'Last Mile' network to connect customers at home & work

2

No. Mo. Co.

So. Mo. Co.

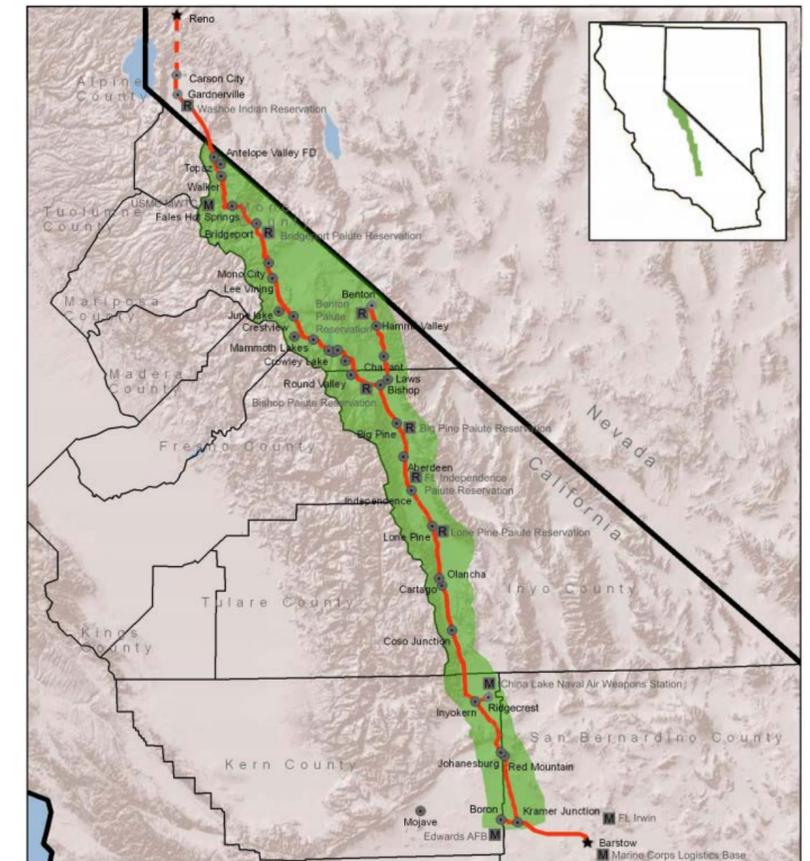
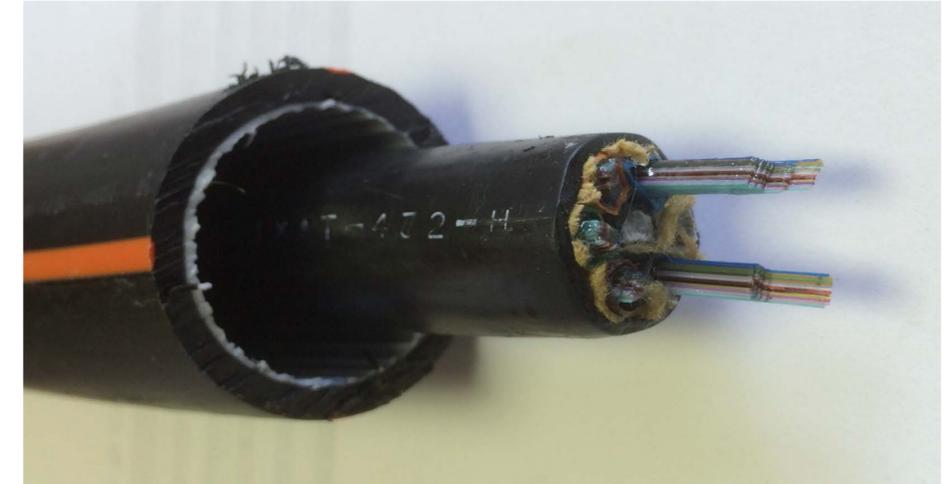
Mammoth Lakes



3 Customers purchase service from local providers

WHAT IS CONNECTED EASTERN SIERRA?

- Connected Eastern Sierra is the second phase of the project focused on addressing successes and barriers to access and adoption
- Driven by the Inyo Mono Broadband Consortium
- Two primary goals:
 - To increase access to high speed broadband for all communities in Mono and Inyo Counties
 - To increase adoption of high speed broadband by local businesses, GEMs, individual consumers and more in Mono and Inyo Counties



INYO-MONO BROADBAND CONSORTIUM



INYO-MONO BROADBAND CONSORTIUM (IMBC)

Two-Year, \$150k work plan focused on **Broadband Access & Adoption**

Funded by the California Public Utility Commission and overseen by the Eastern Sierra Council of Governments

12 member Advisory Council with representatives from each of the four member agencies

Goal of increasing broadband access & utilization throughout the Eastern Sierra

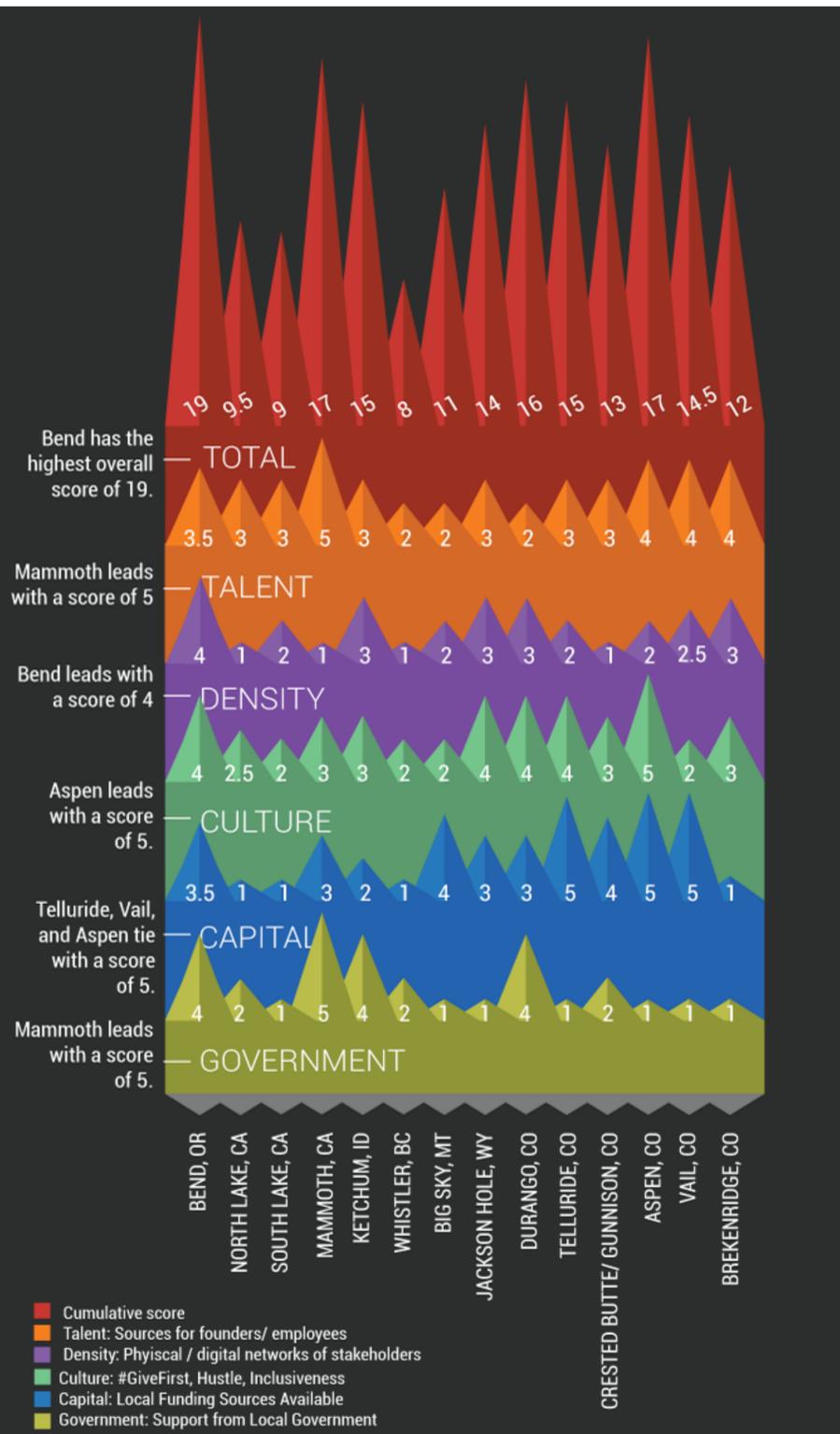


DEVELOPING OUR COMMON NARRATIVE

We are what we think...
...and create.

- Unique opportunity to 'reinvent' the Eastern Sierra experience
- Know what we have
- Demonstrate leadership in quality of service & offerings
- "A Rising tide raises all ships" mentality

We have things that others dream of...



PROJECT UPDATES



● Workplan Alignment

- 1. Sustainability and Expansion of Broadband Infrastructure
 - 2. Policy, Strategy, & Agency Engagement
 - 3. Case Studies, Pilot Programs, & Analyses
 - 4. Broadband Education & Adoption Campaign
-

● Work Category

- Access
 - Adoption
-

● One-stop Shop

- Interactive service-level map.
 - Choosing a service that's right for you
-

● Unity of Purpose

- Aspects of mission (access/adoption) are embedded throughout the site
 - Why broadband is important & why people should care.
 - Every page answers: What's in it for me (the web visitor)?
-

● Brown Act Compliance

- Meetings & agendas
 - Sub-committee work
-

- **Public Sector:**

- Hospitals
- Schools
- Libraries

- **Private Sector:**

- Businesses
- Residents
- Second Home owners
- Visitors

- **Government**

- Towns and Cities
- Emergency Services
- Tribal Entities

- Iterative
- SCRUM / Agile Project Management
- MVP (Minimum Viable Product)
- Scalable
- Life-cycle considerations



[HOME](#) [KEY FEATURES](#) [PAGES](#) [SHORTCODES](#) [BLOG](#) [PORTFOLIO](#) [CONTACT US](#)



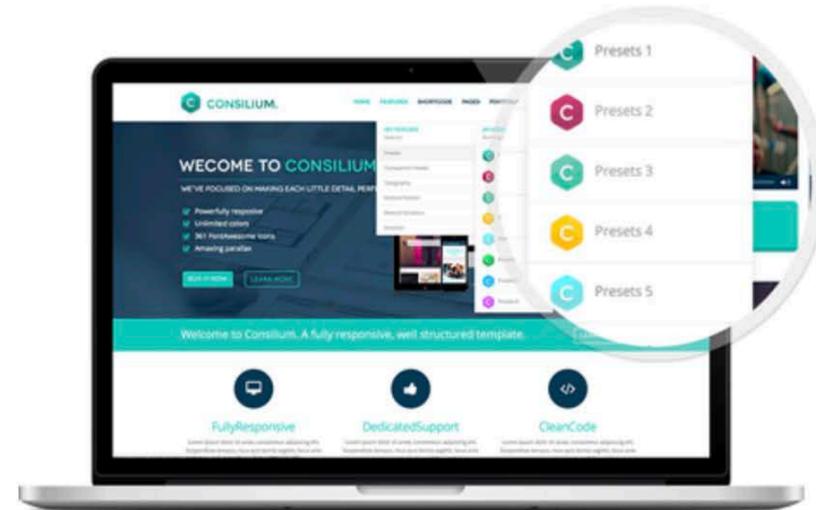
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Full control over colours and layout All pages have been designed & developed to the bootstrap framework allowing the site to display beautifully across all devices and screen sizes Lorem ipsum dolor sit amet, consectetur adipiscing elit.

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Our Clients Love Us

Pellentesque suscipit, mauris id scelerisque sagittis, nisl massa consectetur quam, vitae ultricies justo leo eu elit vestibulum. Pellentesque ...



CHERYL COLEN

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JASON DOE

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JOHN DOE

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CHERYL COLEN

Graphic Design - SF Graphics

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JASON DOE

Managing Director - Pink Media

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JOHN DOE

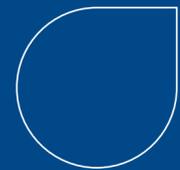
Managing Director



Our Amazing Team

We're a multi-talented team. No matter what you need, rest assured knowing we have you covered. Visit the about page to meet the rest of our creative team.





Phase 1:
Landing Page



Phase 2:
Site map



Phase 3:
Service Level
Interactive Map
and content
buildout

Initial Site Map

- Home
 - Slider includes bold pages below
- **What is Broadband**
- **Capacity**
- **Regional Branding/Sticker**
- About
- Contact
- Meetings
 - Board
 - Schedule
 - Agendas/Granicus

BRANDING UPDATE



● Workplan Alignment

- 1. Sustainability and Expansion of Broadband Infrastructure
 - 2. Policy, Strategy, & Agency Engagement
 - 3. Case Studies, Pilot Programs, & Analyses
 - 4. Broadband Education & Adoption Campaign
-

● Work Category

- Access
 - Adoption
-

Customers & Businesses/Orgs

- **Private Sector:**
 - Businesses
 - Visitors
- **Public Sector:**
 - Hospitals
 - Libraries
- **Government**
 - Town facilities



GET CONNECTED

in the Eastern Sierra

Ask us about our **high speed wifi**



For more information visit

ConnectedEasternSierra.com

- Target at least 12 initial businesses in the region
 - Limit initial pilot to a handful of early adopters
 - Allows us to test the program and work with pilot participants to
- Roll out a "sticker program" to early adopters of broadband
- Eastern Sierra Connect welcome pack
 - Sticker
 - One-sheet for business
 - Security awareness
 - Best practices
 - Language
- Wi-Fi poster
 - Key Points
 - Fast Internet no matter how many people are in the room
 - Transfer files and information at high speeds
 - Security education?
- Table Tent



GET CONNECTED

in the Eastern Sierra

Ask us about our **high speed wifi**



For more information visit
ConnectedEasternSierra.com

- Meet with initial pilot group
 - Education
 - What is Connected Eastern Sierra?
 - What are the benefits of showcasing and raising awareness about Broadband
 - What is the difference between broadband and "high speed internet?"
 - What's in it for the business?
- Follow up meeting
 - Opportunities
 - Challenges
 - Marketing messaging and engagement moving forward
 - Advocacy
- Second group
 - Identify candidates
 - Outreach
 - Are they candidates for immediate entry into the program?
 - What are the barriers?



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Prep: Oct - November



Pilot:
December- February



Learn:
March



Iterate:
Spring/Summer 2018

- **Welcome Kit**
 - One sheet about economic benefits of connected eastern sierra approved broadband
 - Collateral (table tents / poster)
 - Infographic(s)
- **Merchandising Components**
 - Table Tent / Posters
 - Landing page on website
- **Defining Consumer Benefits**
 - Manage your data while traveling
 - Large file transfer
 - Live video capabilities
 - Meeting and video conferencing
 - Streaming video
- **Troubleshooting (Managing expectations)**
 - Speed still slow? Here's may be why:
 - Device age
- **Design QA Testing Program**
 - Scripts and spreadsheet for QA testing
 - Test potential candidates to set up a baseline
 - Test businesses that have not adopted broadband
 - Develop reasonable thresholds



Inyo-Mono Broadband Consortium
CONTACT INFORMATION HERE



INYO-MONO BROADBAND CONSORTIUM

PO Box 7657 | 437 OLD MAMMOTH ROAD, STE. 228 MAMMOTH LAKES, CA 93546
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Nate Greenberg
 Director, Mono County IT

October 12, 2017

To Inyo Mono Broadband Consortium Advisory Council
From Nate Greenberg – Director, Mono County IT
Subject CETF Broadband Consortia Summit - Sacramento

Recommendation

Approve recommendation to send the following representatives to the CETF Broadband Consortia Summit in Sacramento on January 3rd & 4th:

- | | |
|--------------|---|
| Inyo/Bishop: | <ol style="list-style-type: none"> 1. Justin Norcross 2. Supervisor Jeff Griffiths (proposed, not confirmed) Alt. Tribal Representative |
| Mono: | <ol style="list-style-type: none"> 3. Christie Osborne or Jessica Kennedy |

Discussion

The California Emerging Technology Fund (CETF) hosts an annual Broadband Consortia Summit with the following purpose:

- Drive overall broadband goals for success at 98% deployment and 90% adoption in the region.
- Engage Civic Leaders to strategically optimize impact and success.
- Share experiences, best practices and challenges for Regional Consortia to improve effectiveness, and develop or incorporate a plan of action.

The IMBC has been asked to send three delegates to represent the work that we are doing with the Consortium, and learn from other broadband leaders throughout the state. The intention is to send Vice Chair, Justin Norcross as well as one additional elected or tribal representative from Inyo County/City of Bishop, and a representative from Mono County/Town of Mammoth Lakes.

Fiscal Impact

None.

Work Plan Alignment

Initiative Focus Area

- 1. Sustainability and Expansion of Broadband Infrastructure
- 2. Policy, Strategy, & Agency Engagement
- 3. Case Studies, Pilot Programs, & Analyses
- 4. Broadband Education & Adoption Campaign

Work Category

- Access
- Adoption



California Emerging Technology Fund
Regional Consortia Summit
Wednesday-Thursday, January 3-4, 2018
Sheraton Grand Sacramento Hotel
1230 J Street, Sacramento, CA 95814

Purpose of Summit

- Drive overall broadband goals for success at 98% deployment and 90% adoption in the region.
- Engage Civic Leaders to strategically optimize impact and success.
- Share experiences, best practices and challenges for Regional Consortia to improve effectiveness, and develop or incorporate a plan of action.

AGENDA
DRAFT/Annotated

| Day One: Wednesday, January 3, 2018 | | | |
|-------------------------------------|------|--|---|
| 9:00 | | Registration and Coffee | |
| 10:00 | I. | Welcome and Self-Introductions <i>Name an accomplishment and challenge.</i> | Sunne Wright McPeak President and CEO, CETF Regional Consortia <i>Possible Legislator Speakers TBD: ASSM. Wood/Garcia/Aguiar- Curry/Santiago/Dahle/Oberholte – SEN. Hueso/Morrell</i> |
| 10:30 | II. | Interactive Exercise TBD <i>Tabletop Exercises: “How To”</i> | Regional Consortia <i>Mixed RC groups</i> |
| 12:00 | III. | Luncheon | <i>Possible Legislator Speakers TBD: ASSM. Wood/Garcia/Aguiar- Curry/Santiago/Dahle/Oberholte – SEN. Hueso/Morrell</i> |
| 1:00 | IV. | The Next Five Years | CPUC Team |
| 1:45 | V. | Case Studies | Connie Stewart Executive Director, CCRP Jason Schwenkler Director - GICenter, Chico State Martha van Rooijen Executive Director, IERBC Chloe Atwater |

| | | | |
|---|------|---|---|
| | | | Project Manager, CSC |
| 3:00 | | Break | |
| 3:15 | V. | Case Studies (continued) | TBD: Other RCs |
| 4:15 | VI. | Small Breakout Groups: Lessons Learned from the Day and How to Apply in Your Region | Regional Consortia |
| 5:00 | VII. | Adjourn | |
| 6:00 | | Reception and Dinner | <i>Possible Legislator Speakers TBD: ASSM. Wood/Garcia/Aguiar-Curry/Santiago/Dahle/Oberholte – SEN. Hueso/Morrell</i> |
| Day Two: Thursday, January 4, 2018 | | | |
| 8:00 | | Breakfast: Conversation and Networking | |
| 8:30 | I. | Recap of Day One and Review of Day Two | Sunne Wright McPeak <i>Possible Legislator Speakers TBD: ASSM. Wood/Garcia/Aguiar-Curry/Santiago/Dahle/Oberholte – SEN. Hueso/Morrell</i> |
| 9:00 | II. | Engagement and Outreach to Local Government, Civic Leaders and Organizations (Chambers of Commerce, Transportation, Non-Profit Organizations) | Tom West Program Manager, NBNCC Michelle Gartner Senior Program Manager, Sierra Business Council Bruce Stenslie President & CEO, Economic Devt Collaborative of Ventura County Tim Kelley President & CEO, IVEDC Linda Best Program Manager, EBBC |
| 10:15 | III. | Adoption | Trish Kelly Senior Vice President, Valley Vision Shelby Gonzales Finance Director, OCED, CSU Fresno Diana Rodriguez Director - Digital Learning & Technology, YPI Seth Hubbert Executive Director, Tech Exchange |
| 11:15 | IV. | Deployment /How to Work With Providers/Industry | Connie Stewart Nate Greenberg GIS Coordinator, Mono County (<i>will designate another rep TBD</i>) Steve Blum President, Tellus Venture Associates |

| | | | |
|-------|------|---|--|
| | | | |
| 12:15 | V. | <p>Luncheon</p> <p>Small Breakout Groups by Regional Consortia: Lessons Learned from the Summit and How to Apply in Your Region</p> <p>Report Out</p> | <p><i>Possible Legislator Speakers TBD: ASSM. Wood/Garcia/Aguiar-Curry/Santiago/Dahle/Oberholte – SEN. Hueso/Morrell</i></p> |
| 1:15 | VI. | <p>Looking Ahead: Regional Consortia and the Future</p> <p>Small Breakout Groups by Regional Consortia: Lessons Learned from the Summit and How to Apply in Your Region</p> <p>Report Out</p> | <p>Sunne Wright McPeak</p> |
| 2:00 | VII. | <p>Adjourn</p> | |

From: Gladys Palpallatoc
To: [Adrian Rehn \(Adrian.Rehn@valleyvision.org\)](mailto:Adrian.Rehn@valleyvision.org); [Bill Simmons \(bsimmons@iprise.com\)](mailto:Bill.Simmons@iprise.com); [Bruce Stenslie \(bruce.stenslie@edc-vc.com\)](mailto:Bruce.Stenslie@edc-vc.com); [Calvin Sandeen \(calvin.sandeen@sonoma-county.org\)](mailto:Calvin.Sandeen@sonoma-county.org); [Cesar Zaldivar-Motts \(mottscz@scdcorp.org\)](mailto:Cesar.Zaldivar-Motts@mottscz@scdcorp.org); [Chloe Atwater \(catwater@atcaa.org\)](mailto:Chloe.Atwater@atcaa.org); [Chris Fajkos \(chris@tahoeoprosperity.org\)](mailto:Chris.Fajkos@tahoeoprosperity.org); [Connie Stewart \(ces54@humboldt.edu\)](mailto:Connie.Stewart@ces54@humboldt.edu); [Courtney A. 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Subject: REGISTER Now: SAVE-THE-DATES: 1/3-4/2018, CETF Regional Broadband Consortia Summit, Sacramento CA
Date: Wednesday, September 27, 2017 3:25:48 PM
Attachments: [image003.png](#)
[image005.png](#)
[image008.png](#)

Apologies, I had the wrong deadline dates for registration and submitting (1) major accomplishments, (2) challenges and (3) "keys to success". The **deadlines for both is 12/13/17 (corrected below)**. Thank you.

Regards,
Gladys



Gladys N. Palpallatoc | Associate Vice President | (415) 744-2387

The Hearst Building | 5 Third Street Suite 320 | San Francisco, CA 94103

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From: Gladys Palpallatoc
Sent: Wednesday, September 27, 2017 3:15 PM
Subject: REGISTER Now: SAVE-THE-DATES: 1/3-4/2018, CETF Regional Broadband Consortia Summit, Sacramento CA

Dear Regional Consortia,

Please **REGISTER yourself and up to two additional partners** below for the:

CETF Regional Broadband Consortia Summit

January 3–4, 2018

Sheraton Grand Sacramento Hotel

1230 J St, Sacramento, CA 95814

REGISTER by 12/13/17, CETF Regional Broadband Consortia Summit

Attached is a preliminary **Draft Agenda** and you will see yourselves included in the program. The agenda will change as speaking invitations to legislators go out and are accepted, and also as we get additional feedback on the program or speaking requests. Please send us your feedback.

Lastly, we would like to compile in advance, the **(1) major accomplishments, (2) challenges and (3) “keys to success”** from each Regional Consortia. **Please submit this to us also by 12/13/17.** Thank you very much and don't hesitate to contact us if you have any questions.

Regards,
Gladys

 CETF

Gladys N. Palpallatoc | Associate Vice President | (415) 744-2387

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From: Gladys Palpallatoc

Sent: Monday, June 12, 2017 6:06 PM

Subject: SAVE-THE-DATES: 1/3-4/2018, Regional Broadband Consortia Summit, Sacramento CA

Dear Regional Consortia,

You are invited to a gathering of all Regional Consortia to discuss and plan how to achieve the 98% deployment goal for the State. Please put the following dates in your calendars:

SAVE-THE-DATES
Regional Broadband Consortia Summit

January 3-4, 2018
Sheraton Grand Sacramento Hotel
1230 J St, Sacramento, CA 95814

We are in the process of planning the Summit and will send more information as it becomes available. Thank you.

Regards,
Gladys



Gladys N. Palpallatoc | Associate Vice President | (415) 744-2387

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Nate Greenberg
 Director, Mono County IT

October 12, 2017

To Inyo Mono Broadband Consortium Advisory Council
From Nate Greenberg – Director, Mono County IT
Subject Service Level Map

Recommendation

Receive updated on Service Level Interactive Map and discuss next steps in the effort. Provide direction to staff as appropriate.

Discussion

Work has continued on developing the Service Level Interactive Map, and associated components. This item will demonstrate the status of those efforts, seek input from the Advisory Council, and propose future direction, as appropriate.

Fiscal Impact

None.

Work Plan Alignment

Initiative Focus Area

- 1. Sustainability and Expansion of Broadband Infrastructure
- 2. Policy, Strategy, & Agency Engagement
- 3. Case Studies, Pilot Programs, & Analyses
- 4. Broadband Education & Adoption Campaign

Work Category

- Access
- Adoption



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Nate Greenberg
 Director, Mono County IT

October 12, 2017

To Inyo Mono Broadband Consortium Advisory Council
From Nate Greenberg – Director, Mono County IT
Subject Inyo-Mono Broadband Consortium Website Development

Recommendation

Receive update on website development and provide feedback/direction to staff.

Discussion

Based on the direction provided at the last Advisory Council meeting, the website sub-committee engaged Nils Davis Design regarding applying the IMBC Brand Guidelines to the decided upon “Consilium” theme and begin the process to build out a basic website for the Consortium. The intent is to incorporate the Branding efforts and associated language into the site, and have a ‘Minimum Viable Product’ live by late November.

Overall goal of site:

- Everything needs to answer the question of 'what's in it for [me],[my business],[my industry]...'
- One-stop shop for residents, visitors, businesses
- Site Map / Pages
 - Home
 - Slider includes bold pages below
 - **What is Broadband**
 - **Capacity**
 - **Regional Branding/Sticker**
 - About
 - Contact
 - Meetings
 - Board
 - Schedule
 - Agendas/Granicus

Fiscal Impact

Up to \$8,300, as budgeted and approved in the IMBC Y1 Workplan.

Work Plan Alignment

Initiative Focus Area

- 1. Sustainability and Expansion of Broadband Infrastructure
- 2. Policy, Strategy, & Agency Engagement
- 3. Case Studies, Pilot Programs, & Analyses
- 4. Broadband Education & Adoption Campaign

Work Category

- Access
- Adoption

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Nate Greenberg
Director, Mono County IT

October 12, 2017

To Inyo Mono Broadband Consortium Advisory Council
From Nate Greenberg – Director, Mono County IT
Subject Regional Branding Program Update

Recommendation

Receive updated on status of the Regional Branding initiative. Provide feedback and direction as appropriate.

Discussion

Since the September Advisory Council meeting, substantial work has taken place on the development of collateral to support the Regional Branding initiative. This item will debut the initial design concepts for those products, and talk about the plans for initiating the pilot program.

Below are the next steps and actions underway with the goal of completion in October:

- Welcome Kit
 - One sheet about economic benefits of connected eastern sierra approved broadband
 - Collateral (table tents / poster)
 - Infographic(s)
- Merchandising Components
 - Table Tent / Posters
 - Landing page on website
- Defining Consumer Benefits
 - Manage your data while traveling
 - Large file transfer
 - Live video capabilities
 - Meeting and video conferencing
 - Streaming video
- Troubleshooting (Managing expectations)
 - Speed still slow? Here's may be why:
 - Device age
- Design QA Testing Program
 - Scripts and spreadsheet for QA testing
 - Test potential candidates to set up a baseline
 - Test businesses that have not adopted broadband
 - Develop reasonable thresholds

Fiscal Impact

None.

Work Plan Alignment**Initiative Focus Area**

- 1. Sustainability and Expansion of Broadband Infrastructure
- 2. Policy, Strategy, & Agency Engagement
- 3. Case Studies, Pilot Programs, & Analyses
- 4. Broadband Education & Adoption Campaign

Work Category

- Access
- Adoption



GET CONNECTED

in the Eastern Sierra

NETWORK
NAME:

PASSWORD:



You are in a very special place.

Being Connected in the Eastern Sierra is Different.

Not all WIFI is created equal.

Our business is proud to provide fast and reliable internet that meets your needs. Our WIFI will keep you on track and in touch with the real world.

GET READY TO:

- Manage your data while traveling
- Transfer large files
- Watch or create live videos
- Attend meetings and video conferences
- Stream video





CONNECTED

EASTERN SIERRA

PARTNER

PARTNER PACKET

Promoting **broadband access** and adoption to improve quality of life and economic diversity in **Inyo and Mono counties**



www.ConnectedEasternSierra.net



↓ IN POCKET DESIGN AREA - ALL TEXT & IMAGES THIS WAY UP ↓

INNER LEFT
POCKET DESIGN AREA

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Nate Greenberg
Director, Mono County IT

December 7, 2017

To Inyo Mono Broadband Consortium Advisory Council
From Nate Greenberg – Director, Mono County IT
Subject Inyo-Mono Broadband Consortium Advisory Council Meeting Schedule & Governance

Recommendation

Determine meeting schedule for Q1 2018

Discussion

Review calendar and work initiatives and determine meeting schedule and frequency for 1st Quarter, 2018.

Fiscal Impact

None.

Work Plan Alignment**Initiative Focus Area**

- 1. Sustainability and Expansion of Broadband Infrastructure
- 2. Policy, Strategy, & Agency Engagement
- 3. Case Studies, Pilot Programs, & Analyses
- 4. Broadband Education & Adoption Campaign

Work Category

- Access
- Adoption