



**INYO-MONO BROADBAND CONSORTIUM  
ADVISORY COUNCIL**

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**AGENDA**

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**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

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### MINUTES

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**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

PO Box 7657 | 437 OLD MAMMOTH ROAD, STE. 228 MAMMOTH LAKES, CA 93546  
 (760) 924-1819 • FAX (760) 924-1697 • [ngreenberg@mono.ca.gov](mailto: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 13<sup>th</sup>, 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

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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](mailto:rdefelice@mammothresorts.com)



## INYO-MONO BROADBAND CONSORTIUM

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 (760) 924-1819 • FAX (760) 924-1697 • [ngreenberg@mono.ca.gov](mailto: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** 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%)

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:

- Home page
- About page
- Contact page
- Services page
- Photo gallery
- Facebook integration
- Mobile responsive design
- Search engine optimization (SEO)
- Analytics
- Social media integration
- Local business listings (Google Maps, Bing Maps, Mapquest, etc.)
- Discovery purposes
- Strategic linking
- etc.
- If new online presence was also

**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

**ected web designers**

- inStudio (Bishop, CA)
- ign (Bishop, CA)
- ative (Bishop, CA)
- h Marketing (Tehachapi, CA)
- Design (Bishop, CA)
- h Marketing (Tehachapi, CA)

and Other Regional Broadband Consortium Grant Recipient Public Utilities Commission

Eastern Sierra Connect Regional Broadband Consortium

## Online Presence Case Studies

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### 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 her new customers found her online

**187**

new customers found her online

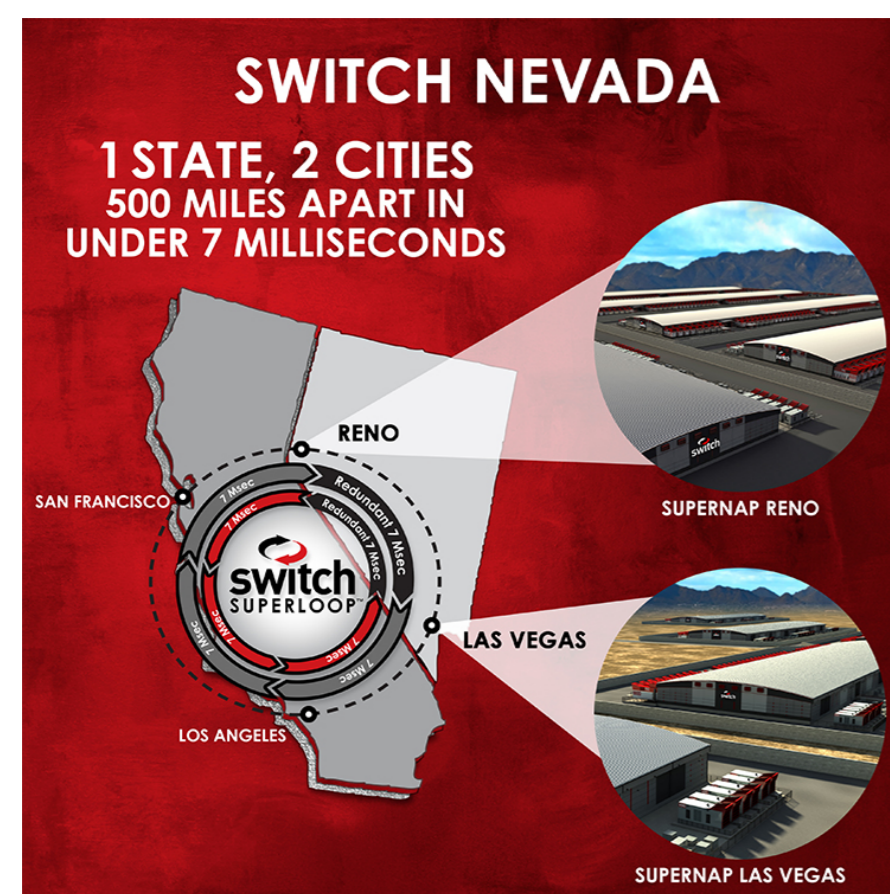
Linda is very pro-active and cares a lot about what her customers have to say about what could be changed and improved upon. She knew that she needed to do something to raise awareness for her business and many customers suggested she get a website. And so, she decided to apply for the ESCRBC's online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



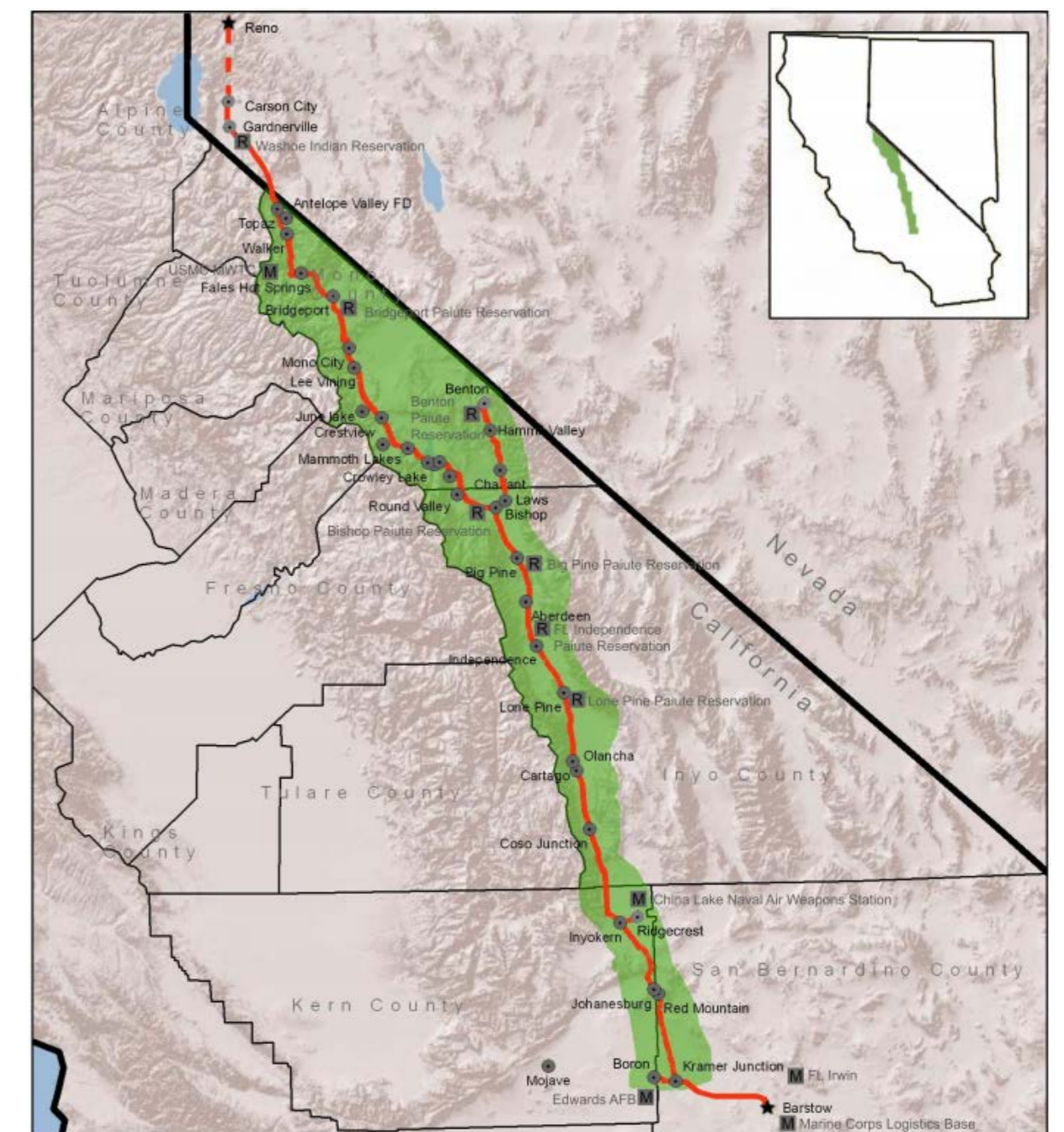
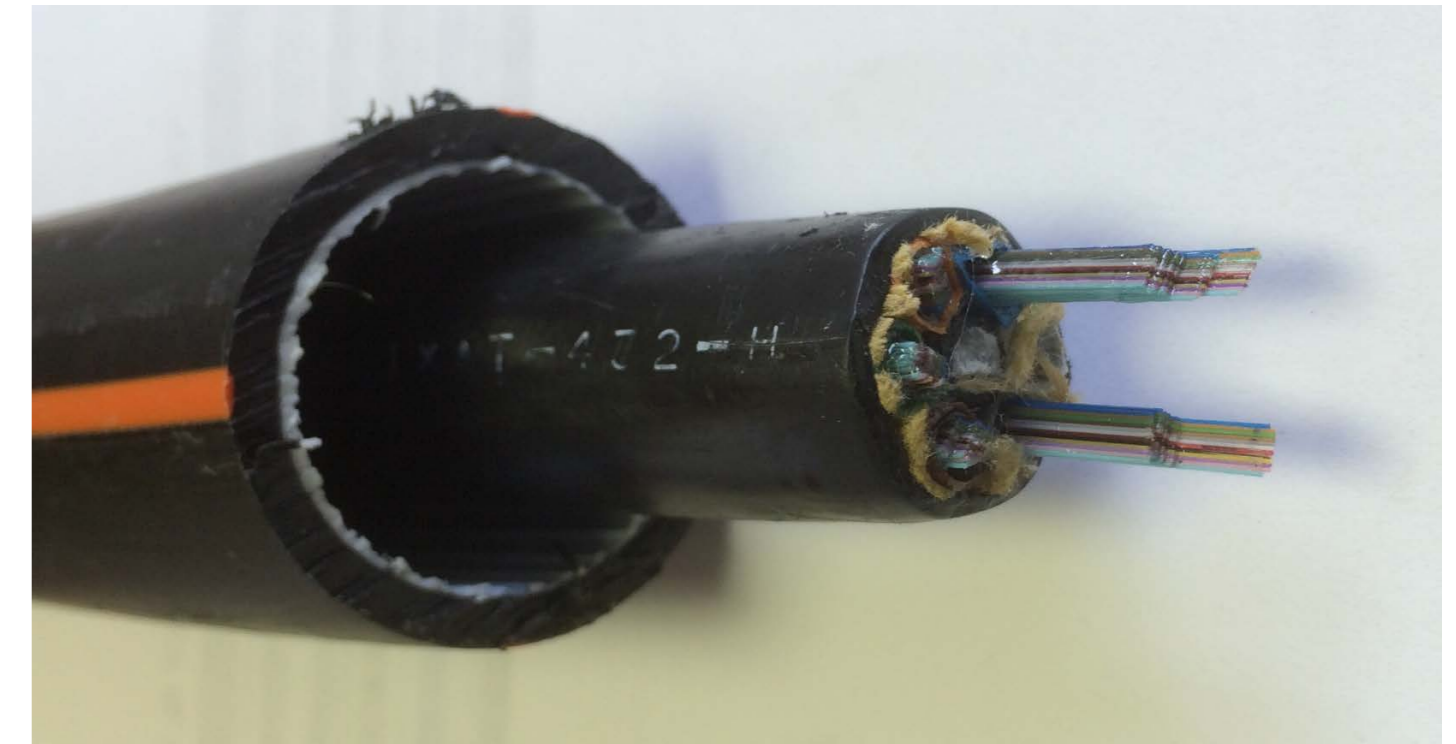
Three day weekend in the Eastern Sierra!! 🏔️🏞️🚶





# 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.

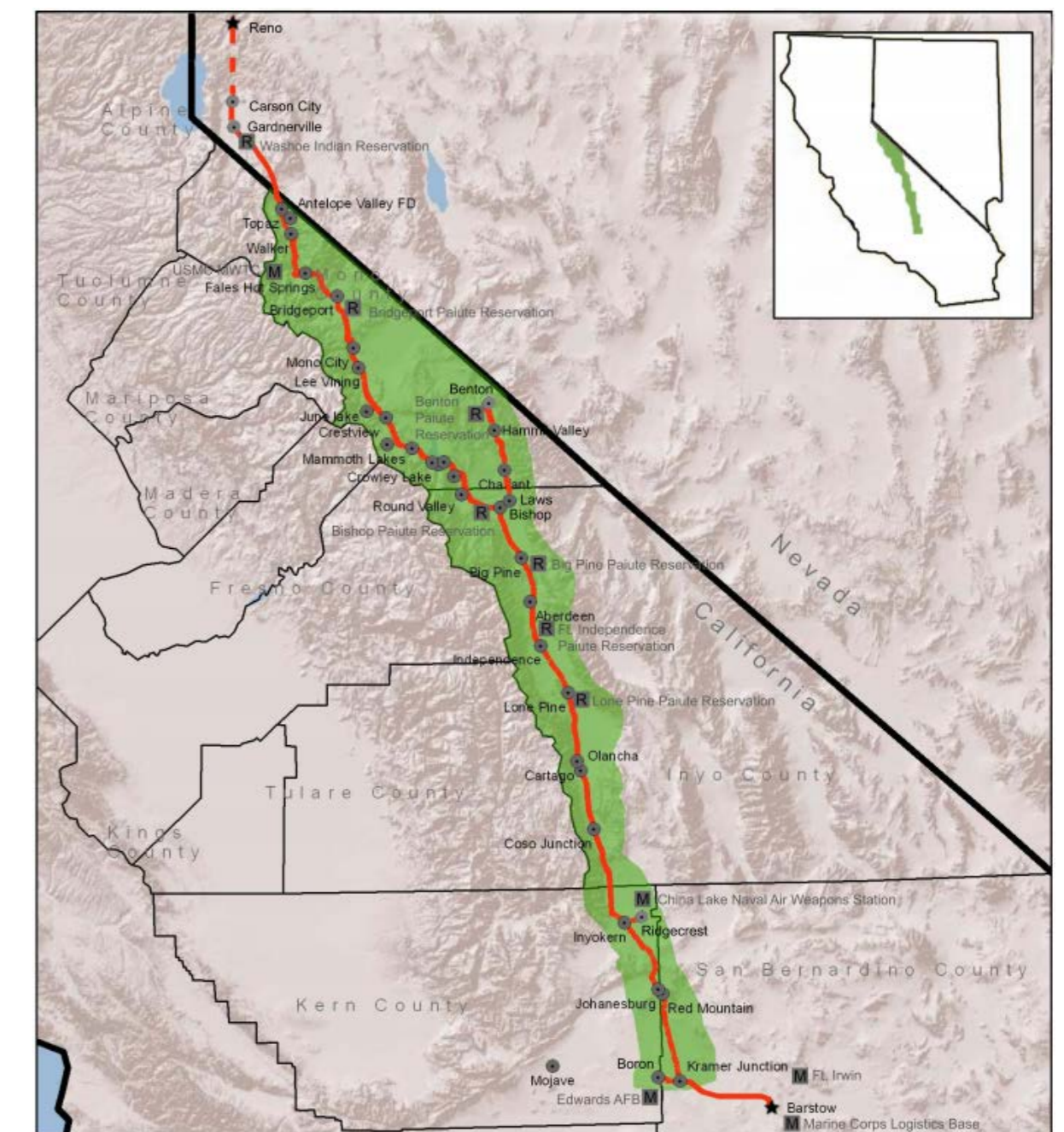
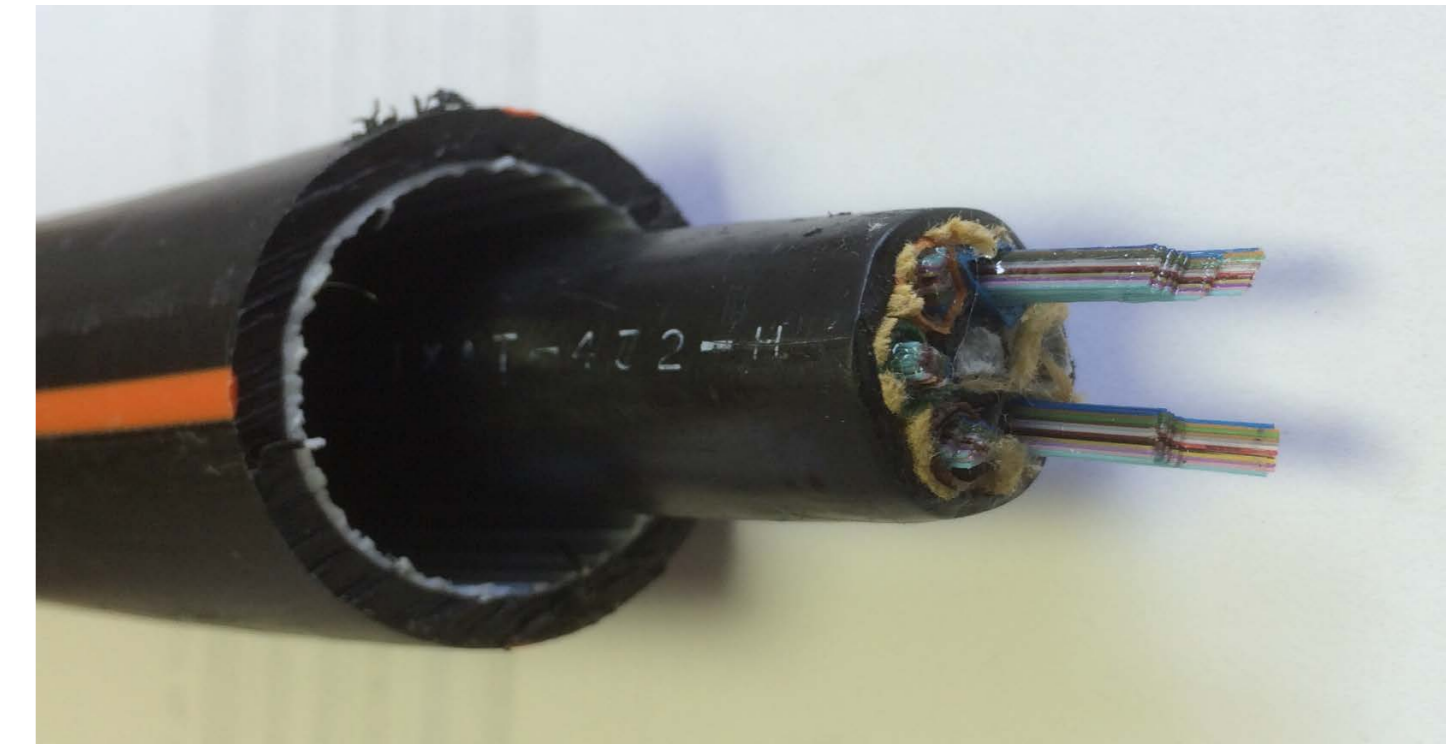
Mammoth Lakes



**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

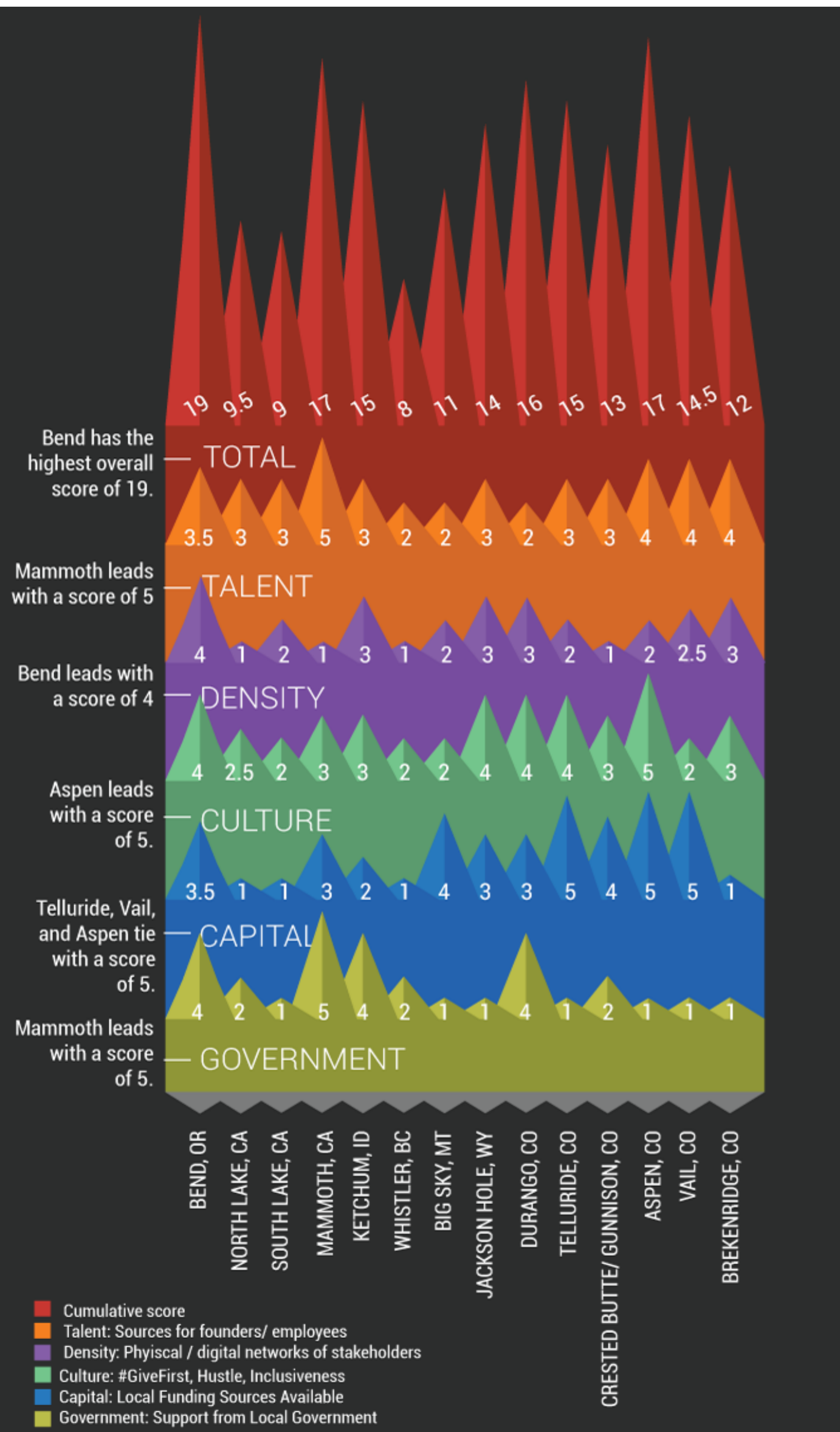


# DEVELOPING OUR COMMON NARRATIVE

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](#)



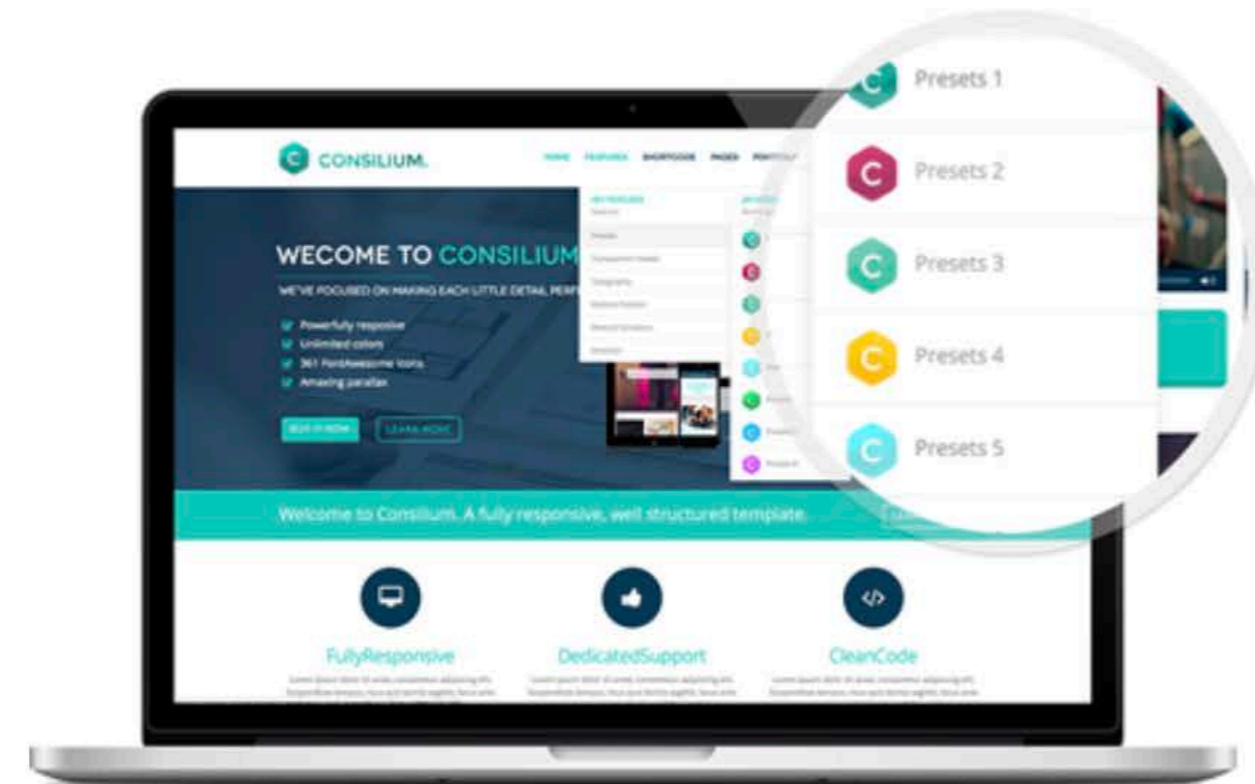
## A MULTIPURPOSE DRUPAL TEMPLATE

- ✓ Creative
- ✓ Corporate
- ✓ Photography
- ✓ Fashion
- ✓ Music
- ✓ News

Welcome to Consilium. A fully responsive, well structured template.

[LEARN MORE](#)





## Full Control Over Colours And Layout

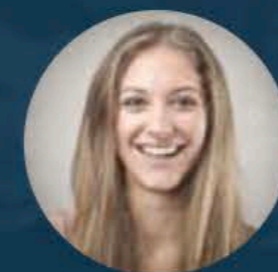
Full control over colours and layout All pages have been designed & developed to the bootstrap framework allowing the site to display beautifully across all devices and screen sizes Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem..

[Find Out More →](#)

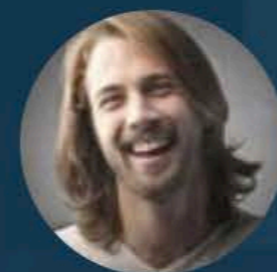
## Our Clients Love Us

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



CHERYL COLEN

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse tempus, risus quis lacinia sagittis, lacus ante ornare metus, sed molestie est ...



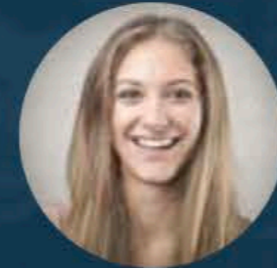
JASON DOE

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JOHN DOE

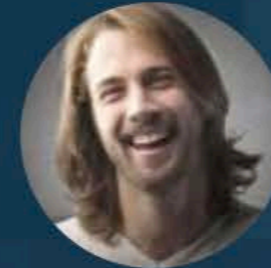
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**CHERYL COLEN**

Graphic Design - SF Graphics

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**JASON DOE**

Managing Director - Pink Media

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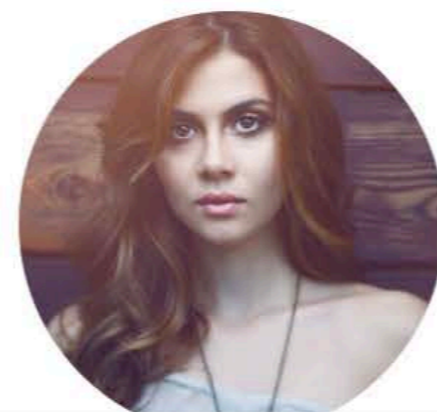
**JOHN DOE**

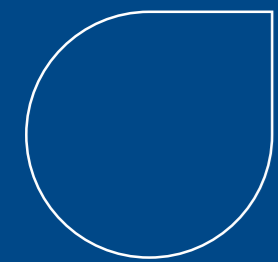
Managing Director



## 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](http://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](http://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?



**GET CONNECTED**

in the Eastern Sierra

Ask us about our **high speed wifi**



For more information visit

[ConnectedEasternSierra.com](http://ConnectedEasternSierra.com)



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

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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 3<sup>rd</sup> & 4<sup>th</sup>:

Inyo/Bishop:	1. Justin Norcross
	2. Supervisor Jeff Griffiths (proposed, not confirmed)
	Alt. Tribal Representative
Mono:	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 <b>Tabletop Exercises: “How To”</b>	Regional Consortia <b>Mixed RC groups</b>
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 Schenkler Director - GICenter, Chico State Martha van Rooijen Executive Director, IERBC Chloe Atwater

			Project Manager, CSC
3:00		Break	
3:15	V.	Case Studies (continued)	<b>TBD: Other RCs</b>
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>
<b>Day Two: Thursday, January 4, 2018</b>			
8:00		Breakfast: Conversation and Networking	
8:30	I.	Recap of Day One and Review of Day Two	<b>Sunne Wright McPeak</b> <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)	<b>Tom West</b> Program Manager, NBNCC <b>Michelle Gartner</b> Senior Program Manager, Sierra Business Council <b>Bruce Stenslie</b> President & CEO, Economic Devt Collaborative of Ventura County <b>Tim Kelley</b> President & CEO, IVEDC <b>Linda Best</b> Program Manager, EBBC
10:15	III.	Adoption	<b>Trish Kelly</b> Senior Vice President, Valley Vision <b>Shelby Gonzales</b> Finance Director, OCED, CSU Fresno <b>Diana Rodriguez</b> Director - Digital Learning & Technology, YPI <b>Seth Hubbert</b> Executive Director, Tech Exchange
11:15	IV.	Deployment /How to Work With Providers/Industry	<b>Connie Stewart</b> <b>Nate Greenberg</b> GIS Coordinator, Mono County ( <i>will designate another rep TBD</i> ) <b>Steve Blum</b> 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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Kelley \(tim@ivedc.com\)](mailto:Timothy.E.Kelley@tim@ivedc.com); [Tom West \(tom@westfamily.org\)](mailto:Tom.West@tom@westfamily.org); [Trish Kelly \(trish.kelly@comcast.net\)](mailto:Trish.Kelly@trish.kelly@comcast.net); [Trish Kelly \(Trish.Kelly@valleyvision.org\)](mailto:Trish.Kelly@trish.kelly@valleyvision.org); [Trish Steel \(Chairman@MendocinoBroadband.org\)](mailto:Trish.Steel@trish.steel@mendocinobroadband.org); [Trish Steel \(trish@MendocinoBroadband.org\)](mailto:Trish.Steel@trish@MendocinoBroadband.org)  
**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

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 INTERNET FOR ALL NOW

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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](http://www.ConnectedEasternSierra.net)



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**INYO-MONO BROADBAND CONSORTIUM**

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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 1<sup>st</sup> 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