

## Outreach Plan – Year Three

**Introduction:** Engagement with the community was, and will continue to be a key objective of the project for awareness and relationship building. The themes presented included economic and job development, wages, tele-health, community access, computer education and social networking.

### #1 – Education on Broadband Policy Adoption

- The process will begin at our regional summit on April 24<sup>th</sup> and become a major focus of our year three outreach activities.
- Subsequent activities will include outreach to the regions decision makers and influencers. Presentations will be made to government entities (Boards of Supervisors, City Council, etc.) – those establishing and implementing policy and to business and community groups – those benefiting from broadband policy. Involvement and engagement, at a high level, with all groups will be the goal.

### #2 – Connecting ISP’s / Projects to Funding

- Educate area providers on funding opportunities including specifics of possible future CASF requests for proposal.
- Continued outreach to community groups (neighborhoods) to connect underserved motivated residents to willing providers.

### #3 – Outreach to Disadvantaged Residents

- Increased focus on adoption programs including promotion of discount internet access programs such as the Comcast Internet Essentials program.
- Continue promotion of computer / internet training programs
- Pursuit of funding for added training programs, directed at our disadvantaged residents.

### #4 – Ongoing Identification of Target Areas

- Increased CPUC broadband mapping utilization
- Communication with area ISP’s on needs assessment



- Outreach to community groups on need for identification of unserved and underserved areas.