## Objective 1: Collaborate with the Commission to engage regional consortia, local officials, ISPs, stakeholders, and consumers regarding priority areas and cost-effective strategies to achieve the broadband access goal.

<table>
<thead>
<tr>
<th>Objective</th>
<th>Activity Description</th>
<th>Start-Up Activity</th>
<th>Deliverable(s) *</th>
<th>Beginning Month</th>
<th>End Month</th>
<th>Performance Measure(s)*</th>
<th>Method for Performance Tracking and Measuring</th>
<th>Responsible Party(ies)</th>
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</thead>
<tbody>
<tr>
<td>Activity 1</td>
<td>Coordinate with Commission maps and update Tahoe Basin mapping and data to ensure consistency.</td>
<td>Yes</td>
<td>Broadband data mapping, feedback, and updated consortia details gathered and consolidated.</td>
<td>Jan</td>
<td>Dec</td>
<td>1. Work with commission quarterly on mapping updates needed. 2. Broadband data mapping and feedback are available on the Commission and TPC websites. 3. A social media campaign is conducted quarterly, 4 total. 4. Two public input surveys and 500 speed tests are conducted. 5. Marketing materials will be available via website, e-newsletter, and social media. TPC will conduct direct marketing efforts and produce outreach materials. 6. Dig Once Policy is, with the assistance of TPC, adopted in City of South Lake Tahoe. 7. Placer County DOP is ready to be placed on agenda for adoption.</td>
<td>1. Updated mapping data and speed test data available on website using GIS layers. 2. Track community outreach through metrics on social media and email campaigns. 3. Market speed tests; self-reporting on PUC map; track if speeds are different from map. 4. Agenda is shared and check-ins are conducted regularly. 5. Record and report on survey results. 6. Marketing summary is compiled internally. 7. Work with the city council and staff to push DOP forward in City of South Lake Tahoe. 8. Work with Placer County Supervisors and County Public works staff to finalize approved language for DOP. Review with counsel and add to Supervisor agenda for adoption. 9. All agendas, policy drafts, and adopted policies are tracked internally by TPC.</td>
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<tr>
<td>Activity 2</td>
<td>Collect public feedback related to broadband needs.</td>
<td>Yes</td>
<td>Public feedback survey results and include social media comments to compile a representation of Tahoe Basin's broadband needs.</td>
<td>Jan</td>
<td>Dec</td>
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<td>PM</td>
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<tr>
<td>Activity 3</td>
<td>Conduct marketing and outreach efforts around Tahoe Basin projects.</td>
<td>Yes</td>
<td>Via online marketing outlets, TPC will receive feedback and data to direct our efforts with the input of our community.</td>
<td>Jan</td>
<td>Dec</td>
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<td>PM/C</td>
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<tr>
<td>Activity 4</td>
<td>Facilitate and coordinate with City of South Lake Tahoe to revise Policy J-4 to meet their jurisdictional needs and adopt new DOP.</td>
<td>Yes</td>
<td>1. Meet with City of SLT to adjust existing policy language. 2. Assist in presenting policy to SLT city attorney for internal review; implement necessary changes. 3. Present policy for final staff review/recommendation and agenda preparation. 4. Have SLT policy on agenda for adoption.</td>
<td>Jan</td>
<td>Dec</td>
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<tr>
<td>Activity 5</td>
<td>Facilitate and coordinate with Placer County to revise Policy J-4 to meet their jurisdictional needs and adopt new DOP.</td>
<td>Yes</td>
<td>1. Meet with Placer County to adjust existing policy language. 2. Assist in presenting policy to Placer County Counsel for internal review; implement necessary changes. 3. Present policy for final staff review/recommendation and agenda preparation.</td>
<td>Jan</td>
<td>Dec</td>
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<td>Objective 2, Identifying potential CASF infrastructure projects, along with other opportunities, where ISPs can expand and improve their infrastructure and service offerings to achieve the goal of reaching 98% broadband deployment in each consortia region</td>
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<tr>
<td><strong>Activity 1</strong></td>
<td>Continue to work with providers to improve speeds, reliability, and capacity of broadband infrastructure.</td>
<td>Yes</td>
<td>Speed test survey results and cost-effective program outline.</td>
<td>Jan</td>
<td>Dec</td>
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<td><strong>Activity 2</strong></td>
<td>Facilitate and coordinate conversations with the TRPA, the USFS, and local jurisdictions about adding innovative technology options.</td>
<td>Yes</td>
<td>Coordinate stakeholder meetings with ISPs and land managers in Tahoe Basin to ensure coordination, ongoing communication, and understanding of unique aspects to expanding broadband in region.</td>
<td>Jan</td>
<td>Dec</td>
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<th>Objective 3, Assisting CASF infrastructure applicants in the project development or grant application process</th>
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<th>Objective 4, Conducting activities leading to CASF infrastructure applications.</th>
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1. Assist ISPs with information and data. 2. Host stakeholder meetings to bring together TRPA, USFS, and jurisdictions.

1. Use broadband maps, speed tests, surveys, and other data to identify priority areas. 2. Meeting notes will be recorded.

1. Assist with at least one (1) infrastructure application per year. 2. Cost-effective strategies developed and implemented

1. Collect data and update reports; keep on file 2. Use all data collected in other tasks and work with ISPs to identify possible CASF funded projects

1. TPC will publicly support permit requests as they arise (tower builds, etc.). 2. Engage stakeholders; attend meetings and speak with utility companies and municipalities regularly. 3. Encourage or assist with inventory of public assets and infrastructure.

1. Maps of broadband provider offerings will be created. 2. Key anchor institutions and stakeholders will be identified. 3. TPC will encourage collaboration with ISPs and local jurisdictions. 4. Other opportunities will be identified as discovered during engagement process.
| Objective 5, Assisting the Commission in publicizing requests for wireline testing/testing volunteers in areas, as needed | Activity 1 | Publicize and advertise wireline testing via our social network channels and local publications | Yes | Jan | Yes | Wireline results will be available to assist local ISPs and the CPUC in decision making and CASF awards | Dec | 1. TPC will conduct these campaigns throughout the Basin to establish an ongoing understanding of connectivity shortfalls 2. Engage with the local community to bring in volunteers to assist in testing | | PM |
| Objective 6, Conducting and Submitting annual audit reports, as required | Activity 2 | Collect and analyze all data gathered by volunteers and staff | Yes | Jan | | | Dec | | |
| Objective 6, Conducting and Submitting annual audit reports, as required | Annual Audit | Provide required annual audit | No | Annual audit report | TBD | TBD | n/a | 1. Press releases and social media posts for each campaign. 2. Wireline data and analysis will be published and available. | n/a | PM/C |
# Objective 1

### Activity 1

**Activity Description:** Coordinate with Commission maps and update Tahoe Basin mapping and data to ensure consistency.

**Deliverable(s):** Broadband data mapping, feedback, and updated consortia details gathered and consolidated.

**Start-Up Activity:**

**Beginning Month:** January

**End Month:** December

**Performance Measure(s):**

1. Work with commission quarterly on mapping updates needed.
2. Broadband data mapping and feedback are available on the Commission and TPC websites.
3. A social media campaign is conducted quarterly, 4 total.
4. Two public input surveys are conducted.
5. Marketing materials will be available via website, e-newsletter, and social media. TPC will conduct direct marketing efforts and produce outreach materials.
6. Continue to work with Placer County Supervisors and County Public works staff to finalize approved DOP.
7. Dig Once Policy is, with the assistance of TPC, adopted in Placer County.

**Method for Performance Tracking and Measuring:**

1. Updated mapping data and speed test data available on website using GIS layers.
2. Track community outreach through metrics on social media and email campaigns.
3. Market speed tests; self-reporting on PUC map; track if speeds are different from map.
4. Agenda is shared and check-ins are conducted regularly.
5. Record and report on survey results.
6. Marketing summary is compiled internally.
7. Status of DOP adoption process will be tracked internally by TPC.
8. Consultant will report back to Project Manager monthly regarding progress and potential roadblocks in project prioritization process.

**Responsible Party:**

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### Activity 2

**Activity Description:** Collect public feedback related to broadband needs.

**Deliverable(s):** Public feedback survey results and include social media comments to compile a representation of Tahoe Basin's broadband needs.

**Start-Up Activity:**

**Beginning Month:** January

**End Month:** December

**Performance Measure(s):**

1. Present drafted and edited Placer County DOP on agenda for adoption.

**Method for Performance Tracking and Measuring:**

1. Updated mapping data and speed test data available on website using GIS layers.
2. Track community outreach through metrics on social media and email campaigns.
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**Responsible Party:**

PM

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### Activity 3

**Activity Description:** Conduct marketing and outreach efforts around Tahoe Basin projects.

**Deliverable(s):** Via online marketing outlets, TPC will receive feedback and data to direct our efforts with the input of our community.

**Start-Up Activity:**

**Beginning Month:** January

**End Month:** December

**Performance Measure(s):**

1. Present drafted and edited Placer County DOP on agenda for adoption.

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1. Updated mapping data and speed test data available on website using GIS layers.
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**Responsible Party:**

PM/C

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### Activity 4

**Activity Description:**

**Deliverable(s):**

**Start-Up Activity:**

**Beginning Month:** January

**End Month:** December

**Performance Measure(s):**

1. Present drafted and edited Placer County DOP on agenda for adoption.

**Method for Performance Tracking and Measuring:**

1. Updated mapping data and speed test data available on website using GIS layers.
2. Track community outreach through metrics on social media and email campaigns.
3. Market speed tests; self-reporting on PUC map; track if speeds are different from map.
4. Agenda is shared and check-ins are conducted regularly.
5. Record and report on survey results.
6. Marketing summary is compiled internally.
7. Status of DOP adoption process will be tracked internally by TPC.
8. Consultant will report back to Project Manager monthly regarding progress and potential roadblocks in project prioritization process.

**Responsible Party:**

PM

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### Activity 5

**Activity Description:** Facilitate and coordinate with Placer County to revise Policy J-4 to meet their jurisdictional needs and adopt new DOP.

**Deliverable(s):**

**Start-Up Activity:**

**Beginning Month:** January

**End Month:** December

**Performance Measure(s):**

1. Present drafted and edited Placer County DOP on agenda for adoption.

**Method for Performance Tracking and Measuring:**

1. Updated mapping data and speed test data available on website using GIS layers.
2. Track community outreach through metrics on social media and email campaigns.
3. Market speed tests; self-reporting on PUC map; track if speeds are different from map.
4. Agenda is shared and check-ins are conducted regularly.
5. Record and report on survey results.
6. Marketing summary is compiled internally.
7. Status of DOP adoption process will be tracked internally by TPC.
8. Consultant will report back to Project Manager monthly regarding progress and potential roadblocks in project prioritization process.

**Responsible Party:**

PM
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| Activity 1 | Utilizing inventory of public assets and “dig once opportunity projects” as well as mapped potential projects for broadband expansion. | 1. Meet with public works staff and jurisdictions about future projects that need conduit for fiber.  
2. Add GIS mapping layers for projects around the region. | January | December | 1. TPC will publicly support permit requests as they arise (tower builds, etc.).  
2. Engage stakeholders; attend meetings and speak with utility companies and municipalities regularly.  
3. Encourage or assist with inventory of public assets and infrastructure. |
| Activity 2 | Continue to engage stakeholders, businesses, and public agencies to better understand and explain broadband needs and opportunities. | Convene aforementioned parties to identify potential roadblocks and solutions. | January | December | 1. Maps of broadband provider offerings will be updated.  
2. Key anchor institutions and stakeholders will be updated.  
3. TPC will encourage collaboration with ISPs and local jurisdictions.  
4. Other opportunities will be identified as discovered during engagement process. |
| Activity 3 | Continue to update broadband provider offerings and key anchor institutions in consortia areas. | 1. As needs and opportunities change, work with stakeholders and ISPs to adjust and continue toward 98% broadband deployment goal and CASF grant applications to get there. | January | December | 1. Number of volunteers gained with each campaign.  
2. Press releases and social media posts for each campaign.  
3. Wireline data and analysis will be published and available. |
| Activity 1 | Publicize and advertise wireline testing volunteer requests via our social network channels and local publications | Wireline results will be available to assist local ISPs and the CPUC in decision making and CASF awards | January | December | 1. Number of volunteers gained with each campaign.  
2. Press releases and social media posts for each campaign.  
3. Wireline data and analysis will be published and available. |
| Activity 3 | Collect and analyze all data gathered by volunteers and staff | 1. TPC will conduct these campaigns throughout the Basin to establish an ongoing understanding of connectivity shortfalls  
2. Engage with the local community to bring in volunteers to assist in testing | January | December | 1. Number of volunteers gained with each campaign.  
2. Press releases and social media posts for each campaign.  
3. Wireline data and analysis will be published and available. |
| Annual Audit | Provide required annual audit | Annual audit report | TBD | TBD | TBD |

**Objective 4**, Conducting activities leading to CASF infrastructure applications.

**Objective 5**, Assisting the Commission in publicizing requests for wireline testing volunteers in areas, as needed.

**Objective 6**, Conducting and submitting annual audit reports, as required.