

Utah Broadband Alliance

Local Collaboration Keys To Success

- Jessica Koch
- Broadband Program Manager, Calix

Meet Today's Speaker



Jessica Koch,
Broadband Program
Manager, Calix

- Former Controller for Rural Colorado Service Provider
- Experience with USDA, NTIA, State Opportunities as a service provider



What You need To Do Now

- **Outreach to state broadband offices**
 - States are developing challenge processes for determining which areas are unserved & where infrastructure is needed
 - Rules are being developed now
- **Outreach to NTIA Program Officers**
 - Must brief them on projects & proposed service areas
 - Need to demonstrate collaboration with local, regional, and tribal entities, including outreach to underrepresented communities, unions, etc.
- **NTIA reviews & approves state initial proposals.**
 - Once NTIA approved state proposals, the state can use 20% of their allocation to fund projects from sub-awardee/grant applicants
- **States are already developing their 5-year action plans. Initial proposals due 180 days after June 30, 2023**



Engaging Local Governments on your broadband projects

- The BEAD NOFO stresses meaningful collaboration between local, county and state governments to ensure all projects address local connectivity and economic development priorities.
- As state broadband maps are being developed, potential subgrantees must engage local governments about the specific gaps and connectivity challenges facing local communities.
- Collect specific examples and testimonials from local government leaders, town managers, community stakeholders (local librarians, first responders, small businesses, school principals) about their experiences with existing service offerings and their unique challenges.



Community & Stakeholder Engagement

- Develop **comprehensive stakeholder engagement plan** to ensure all local community-based entities are briefed on & supportive of project
- Develop a **digital equity plan** that will be integrated into your BEAD application
- Start working with **local community-based anchors**, who should be part of your digital equity plan to help drive adoption. Some examples are:
 - Schools & libraries
 - Local government offices
 - First responders
 - Community colleges & HBCUs
 - Any native institutions
- **No daylight between digital equity plan & BEAD funding. States are integrating both into initial proposals for NTIA review**



Broadband Academy's 5 Pillars



Five steps to becoming a Broadband Service Provider

FUND

- Introduction to Funding
- Government Funding
- Private Funding
- Securing Private Funding
- Do's and Don'ts of Government Funding

DESIGN

- Start with the Subscriber
- Getting to Know Your Service Area
- Designing the Access Network
- The Middle Mile
- Subscriber Home Network

BUILD

- Partnering with the Right Contractors
- Constructing the Outside Plant
- Monitoring the Build
- Mitigating Risks
- Keeping the Community Informed

OPERATE

- Before You Deploy: Hiring the Right Staff
- Understanding Network Management
- Operating a Broadband Network
- Key Customer Services
- Peer Success Stories

MARKET

- Data for Marketing
- Reaching Customers
- Customer Engagement
- Performance Branding
- Aligning the Team

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THANK YOU

