



## CV FIBER COMMUNICATIONS COMMITTEE MEETING MINUTES

GoToMeeting (virtual meeting only)

October 21, 2020

### **Present:**

**Communications Committee delegates:** Allen Gilbert (Worcester), Andrew Gilbert (Cabot), Chuck Burt (Moretown), David Healy (Calais), Ray Pelletier (Northfield)

**Others:** Tim Shea

**Called to order:** 5:03PM by Chuck Burt via GoToMeeting

### **Additions to the agenda:**

- Chuck Burt suggested discussing approved marketing activities from Governing Board meeting

### **Public comment:**

- None

**Approval of September 29th Minutes:** MOTION (Chuck Burt second Ray Pelletier) Passed unanimously. No discussion

### **Update release for press and public forums:**

- Chuck Burt reminded the committee about what the subject of press release contents and asked Ray Pelletier to clarify his concerns.
- Ray Pelletier withdrew his concern after clarifications on PSD round 2 decisions.

### **Complete Annual Report for 2020:**

- Tim Shea reported that he has drafted a report and shared with Chuck Burt.
- Chuck Burt had thought that Tim had distributed to the entire committee. Chuck will share the draft report for comment by the committee. The expectation is to send out by the end of October.

## **Approved Marketing Activities Next:**

- Chuck Burt shared what he had for scope to include: 1. Outreach and Communication Project: This project helps build CVFiber's ability to engage and communicate with the district and potential customers. It has three linked elements—when completed, they will become a key part of our education and subscriber management efforts to serve telehealth needs, remote learners, and remote workers:
  - a. Provide the district with the necessary information to understand the needs for telehealth, remote learning, and remote work. We want to make sure the information collected will provide the needed guidance to the district to effectively meet these needs.
  - b. Using this information, we will incorporate it in an expanded and revamped CVFiber website to better communicate our offering and needs.
  - c. The last element is to subscribe/purchase a software package that will assist us in managing our customer relationships, tracking who we have contacted, and combine this data with their identified needs.
- David received comments from Rob Fish of the PSD and has modified to the following:

1. Outreach and Communication Project: This project helps build CVFiber's ability to understand, engage and communicate with the district's needs for telehealth, remote learning, teaching, and work. We will target those areas of the district with less than 25/3 Mbps service and make sure they are aware of the availability of COVID-related broadband programs including subsidies, hotspots, and new fixed wireless opportunities. The project has for integrated of linked elements-when completed, they will become a key part of our ability to provide emergency broadband opportunities to serve telehealth needs, remote learners, and remote workers:

a. Conduct a canvassing campaign of our households to provide the district with the necessary information to identify and understand the needs for and educate our citizens on current opportunities for telehealth, remote learning, and remote work. Educate residents of the various broadband opportunities for low income households eligible for the suite of support programs such as:

- a. Lifeline, 2020 PSD low income subsidy program, and other provider programs.
- b. Using this information and other state resources and maps, we will incorporate it in an expanded and revamped CVFiber website to better communicate broadband offerings and plans.
- c. The last element of our integrated communications project is to subscribe/purchase a software package that will assist us in managing our outreach efforts and tracking who we have contacted, what solutions are available and combine this data with their identified needs.

- Chuck Burt will share the proposed language for the Canvassing RFP, Marketing SOW, and proposed grant language for the committee to comment.
- David Healy mentioned he likes the elements of NEK broadband website elements.
- Chuck Burt started a discussion about COS Systems demand aggregation software capabilities and integration with our website.
- Tim Shea responded that COS Systems has a lot of functionality and will be able to customize the look with some limitations, but does offer personalized branding.

MOTION: (Chuck Burt second Ray Pelletier) Tim to receive feedback on website SOW work in order to find a suitable designer for to include testing and some ongoing maintenance. Feedback expected by the end of this week. Passed unanimously. No discussion

MOTION: (David Healy second Chuck Burt) Put out an RFP for canvassing to get as many addresses done by 12.20. RFP responses planned back to CVFiber by 11/4. Passed unanimously.

- David Healy reported that the RFP is broken out by the # of addresses to be served from a cost basis and a company has been identified who can complete this work. The hope is to knock on doors at approximately 200 residences.
- David Healy stated that canvassing efforts will help identify priorities and customer interest in subscription signups. David highlighted work completed for addresses on blue route and work done to date. The ask for canvassing will be for the customer to complete a survey. Canvassing could be started soon in early November.

**Rollout of communications plan for blue route outreach:**

- Chuck Burt proposed this be tabled until CARES grant money is determined. The specifics of the plan are not completed at this time, but looking for feedback and direction when the time comes.

**Meeting Adjourned at 5:40PM**

Respectfully submitted,

Tim Shea