

Attachment 1

Date: October 11, 2010
Position No:
Incumbent: none
Department: CITES
Unit: Physical Infrastructure
Group: UC2B Grant
Current Classification: Program Coordinator – Technical Community Outreach
Reason for Position: New
Description:

FUNCTION

The function of this position is to design, manage and coordinate the solicitation and collection of easements that will allow construction of Urbana-Champaign Big Broadband (UC2B) fiber on the private property of some 4,650 households and 200 businesses in eleven “underserved” Census Block Groups. In the process of going door-to-door the 24 temporary staff reporting to this person will speak with the current residents in each of those households and businesses. They will determine if the household would benefit from UC2B services, wants to subscribe to UC2B services and if they do will collect the necessary signatures on easement and enrollment forms. Additionally, if households have technology training or equipment needs, the team under this person’s direction will put them in touch with the appropriate University and local resources that can address those needs. If no resources exist, this person will be tasked with designing and creating them. This position will entail both public speaking, as well as “behind the scenes” electronic record maintenance. This person will also summarize and communicate the technology needs of the community to the UC2B management team.

ORGANIZATIONAL

This position reports to the UC2B Visiting Urban Project Planner, a new visiting Academic Professional position that has been approved and is mid-search. The UC2B Visiting Urban Project Planner will report to the UC2B Grant Principle Investigator who is also the CITES Director of Physical Infrastructure. The CITES Director of Physical Infrastructure reports to the CITES Executive Director, who reports to the campus Chief Information Officer, who reports to the Provost.

DUTIES AND RESPONSIBILITIES

- 40% Hire, train and manage the 24 temporary staff that will conduct the door-to-door canvas of 4,650 households and 200 businesses in 11 Census Block Groups that have been identified as “underserved” with broadband. Plan the canvas schedule and maintain electronic records of the results of the interviews. Complete the sections of the canvas by established deadlines to allow an orderly phasing in of UC2B services across the 11 Census Block groups. Track the budget for easement collection and community outreach, and make regular reports to the UC2B Visiting Urban Project Planner.
- 25% Prepare and disseminate information that will assist low-income households in obtaining technical training and computer equipment. Create and coordinate educational programs when necessary. Identify and seek additional sources of funding for technical education and training.
- 15% Speak at public meetings to increase awareness and understanding of the UC2B project. Be an evangelist for the UC2B project. Be a conduit for communicating community needs to the UC2B grant implementation team.
- 10% File completed easement documents with the Champaign County Clerk.
- 10% Perform other duties as assigned.

KNOWLEDGE/SKILLS REQUIRED:

1. Ability to successfully hire, train and manage a temporary work force for the canvas.
2. Extensive knowledge of community personnel, programs, organizations, resources and issues that pertain to digital literacy and reducing the digital divide.
3. A solid understanding of personal computers and other portable computing devices and the ability to teach new technical skills to community members lacking a technical background.
4. Ability to establish a communicative role between the University and the surrounding community.
5. The ability to speak effectively in formal settings to various-sized groups of people as well as good interpersonal communications skills.
6. Good personal computing skills. The ability to maintain information in spreadsheets and databases and to effectively use desktop publishing applications.
7. Overall strong communication skills – both oral and written.
8. At least two years of college completed.
9. Four years of experience in public contact with public outreach or technology training.

DIFFICULTY

This position requires extensive management, organizational and time-management skills as well as strong interpersonal communication skills. The ability to communicate technical material to a non-technical audience is essential, as well as the ability to communicate community needs to the grant administrators. This position demands flexibility to be able to work under pressure with numerous interruptions, and to multitask. This person must show ability to exercise initiative and sound judgment. This person must learn the nuances of the UC2B grant and be able to communicate what the grant can do for low-income families. This person must learn about the existing University and local resources that provide technical assistance and training and how to work with those organizations.

PERSONAL RELATIONSHIPS

Contacts will be via the telephone, email, chat, Facebook, Twitter, other social media and face-to-face interviews with individuals from primarily low-income families. This person will need to be sensitive to the communications strategies that are successful in working with the targeted low-income populations.

ENVIRONMENTAL DEMANDS

This position will make extensive use of a laptop computer and requires the incumbent to work in a variety of settings. Incumbent must be able to learn and use various computer software applications. Job responsibilities require independent judgment ability as well as the ability to work with and communicate well with a widely diverse population of customers and co-workers to provide positive, top-quality customer service.

Incumbent: _____

Date: _____

Supervisor: _____

Date: _____

Authorized Signature: _____

Date: _____

	2011	2012	Total
Assumptions	33%	67%	100%
# of Households	1,376	2,753	4,129
# of Businesses	67	133	200
# of Anchor Institutions	91	182	273
Avg Canvass Hours per Household	0.3	0.7	1.0
Avg Canvass Hours per Business	0.7	1.3	2.0
Avg Canvass Hours per Anchor Inst.	1.0	2.0	3.0
Members per Canvass Team - Households	0.7	1.3	2.0
Members per Canvass Team - Business	0.7	1.3	2.0
Members per Canvass Team - Anchor Inst.	0.7	1.3	2.0
# of weeks for Canvass	4.3	8.7	13.0
# of Household Subscribers	828	1,655	2483
# of Business Subscribers	19	38	57
# of Anchor Subscribers	53	107	160
Avg Follow-Up Hours per Household Subscriber	0.3	0.7	1.0
Avg Follow-Up Hours per Business Subscriber	0.7	1.3	2.0
Avg Follow-Up Hours per Anchor Institution Subscriber	0.7	1.3	2.0
# of Team Members for all Follow-Up	0.3	0.7	1.0
Hours Works per Week per Person	10.8	21.7	32.5

	2000 Census Households	Percent of Total
Urbana	1,460	35.4%
Champaign	2,669	64.6%
Total	4,129	

	2000 Census Population	Percent of Total
Urbana	3,502	32.9%
Champaign	7,158	67.1%
Total	10,660	

Average Percentages

Urbana	34.1%
Champaign	65.9%

	Households	Businesses	Anchor Institutions		
Canvass Total Hours	8,258	800	1,638	10,696	
Follow-Up Total Hours	2,483	114	320	2,917	
	10,741	914	1,958	13,613	13,613

Households Canvass Hours	2,752.7	5,505.3	8,258.0	10,741
Households Follow-up Hours	827.7	1,655.3	2,483.0	
Businesses Canvass Hours	266.7	533.3	800.0	914
Businesses Follow-up Hours	38.0	76.0	114.0	
Anchor Institutions Canvass Hours	546.0	1,092.0	1,638.0	1,958
Anchor Institutions Follow-up Hours	106.7	213.3	320.0	
TOTAL CANVASS HOURS	3,565.3	7,130.7	10,696.0	13,613
TOTAL FOLLOW-UP HOURS	972.3	1,944.7	2,917.0	

	Based on Average Percentages		
	Both	Urbana	Champaign
Total # of Canvassers & follow-up needed	32.2	11.0	21.2
# of just Canvassers	25.3	8.6	16.7
# of just follow-up	6.9	2.4	4.5

	Hourly rate	Hours	Total
Rate of Pay for Canvassers Per Hour	\$20.00	10,696	\$213,920.00
Rate of Pay for Follow Up Per Hour	\$30.00	2,917	\$87,510.00
	Canvass Labor Cost		\$301,430.00

Attachment A - Proposed Last Mile (Retail) Service Offerings (updated)



The UC2B Last Mile Services will be the same in all Service Areas

Name of Tier	Advertised Speeds		Average Speeds		Average Latency @ end-user CPE milliseconds	Pricing Plan \$ Per Month
	Downstream Mbps	Upstream Mbps	Downstream Mbps	Upstream Mbps		
Residential, Business and Anchor institutions - 100 Mbps Service						
UC2B 5/100 Internet CNS	5 / 100	5 / 100	5 / 100	5 / 100	<10 ms	\$19.99
UC2B 10/100 Internet CNS	10 / 100	10 / 100	10 / 100	10 / 100	<10 ms	\$29.99
UC2B 20/100 Internet CNS	20 / 100	20 / 100	20 / 100	20 / 100	<10 ms	\$39.99
UC2B 30/100 Internet CNS	30 / 100	30 / 100	30 / 100	30 / 100	<10 ms	\$49.99
UC2B 40/100 Internet CNS	40 / 100	40 / 100	40 / 100	40 / 100	<10 ms	\$59.99
Residential, Business and Anchor Institutions - 1 Gbps Service						
UC2B 5/1000 Internet CNS	5 / 1,000	5 / 1,000	5 / 1,000	5 / 1,000	<10 ms	\$45.99
UC2B 10/1000 Internet CNS	10 / 1,000	10 / 1,000	10 / 1,000	10 / 1,000	<10 ms	\$55.99
UC2B 20/1000 Internet CNS	20 / 1,000	20 / 1,000	20 / 1,000	20 / 1,000	<10 ms	\$65.99
UC2B 30/1000 Internet CNS	30 / 1,000	30 / 1,000	30 / 1,000	30 / 1,000	<10 ms	\$75.99
UC2B 40/1000 Internet CNS	40 / 1,000	40 / 1,000	40 / 1,000	40 / 1,000	<10 ms	\$85.99
Business and Anchor Institutions - Private VLAN Layer Two Service						
Private VLAN 10 Mbps Location	10	10	10	10	<10 ms	\$100.00
Private VLAN 100 Mbps Location	100	100	100	100	<10 ms	\$400.00
Private VLAN 1 Gbps Location	1,000	1,000	1,000	1,000	<10 ms	\$1,200.00

Note # 1 - All CNS subscribers will always have the full speed of their CPE's Ethernet port to the UC2B Community Network Service

Note # 2 - Advertised and Average Speeds are indicated by Internet bandwidth / UC2B Community Network Service (CNS) bandwidth.



Attachment B – Proposed Middle Mile (Wholesale ISP) Service Offerings (updated)



The UC2B Middle Mile Service Offerings will be the same throughout the Service Area

Service Offering	Distance Band or Point to Point	Ethernet Port Speed (Mbps)	Minimum Peak Load Network Capacity (Mbps)	Monthly Pricing	Other
Customer Connections					
Last Mile Provider (ISP) Customer 100 Mbps Port	Any POI on the UC2B MM or LM Network	100	10,000	\$19.99	ISP must connect to UC2B core in one of the 3 ways below
Last Mile Provider (ISP) Customer 1 Gbps Port	Any POI on the UC2B MM or LM Network	1,000	10,000	\$99.99	ISP must connect to UC2B core in one of the 3 ways below
Core Backbone Connections					
Last Mile Provider (ISP) Redundant Core Connections Dual 1 Gbps Ports	Any POI on the UC2B MM or LM Network	1,000 x 2	10,000	\$1,200	No CIR or VLAN Charge
Last Mile Provider (ISP) Redundant Core Connections Dual 2 Gbps Ports (2 bridged 1 Gbps Ports)	Any POI on the UC2B MM or LM Network	2,000 x 2	10,000	\$1,600	No CIR or VLAN Charge
Last Mile Provider (ISP) Redundant Core Connections Dual 10 Gbps Ports	Any POI on the UC2B MM or LM Network	10,000 X 2	10,000	\$3,600	No CIR or VLAN Charge

All core elements of the network are non-blocking and are interconnected at 10 Gbps





APPENDIX 1; QUESTION 29 - SYSTEM DESIGN & QUESTION 30 - NETWORK DIAGRAM

Points of Interconnection

Identification of MM/LM Network Points of Interconnections (Unique ID)	Identify as Service Distribution Nodes, Internet Peering Points and other POI such as manhole interconnect.	Identify Location of POI from (Geospatial Map, GIS Shapefiles, Street Address, Latitude/longitude). Reference attached map/shapefiles as necessary.	Identify if POI is Designated as being in either Served, Underserved, or Unserved PFSA.
UIUC Node 2	Internet & ISP Peering Point	See UC2B GIS Map	Served
UIUC Node 8	Distribution Node	See UC2B GIS Map	Served
UIUC Node 9	Distribution Node	See UC2B GIS Map	Served
412 Manhole POIs on Rings 1-7 not located in FTTH Zones	Manhole Interconnects	See UC2B GIS Map	Served
56 Manhole POIs on Rings 1-7 located in FTTH Zones	Manhole Interconnects	See UC2B GIS Map	Underserved
2 FTTH Manhole POIs in Census Block Group 2-1	Manhole Interconnects	See UC2B GIS Map (estimated at 1 per 192 households)	Underserved
2 FTTH Manhole POIs in Census Block Group 2-2	Manhole Interconnects	See UC2B GIS Map (estimated at 1 per 192 households)	Underserved
2 FTTH Manhole POIs in Census Block Group 7-1	Manhole Interconnects	See UC2B GIS Map (estimated at 1 per 192 households)	Underserved
4 FTTH Manhole POIs in Census Block Group 7-3	Manhole Interconnects	See UC2B GIS Map (estimated at 1 per 192 households)	Underserved
4 FTTH Manhole POIs in Census Block Group 9.01-3	Manhole Interconnects	See UC2B GIS Map (estimated at 1 per 192 households)	Underserved
3 FTTH Manhole POIs in Census Block Group 12.01-2	Manhole Interconnects	See UC2B GIS Map (estimated at 1 per 192 households)	Underserved
2 FTTH Manhole POIs in Census Block Group 53-1	Manhole Interconnects	See UC2B GIS Map (estimated at 1 per 192 households)	Underserved
2 FTTH Manhole POIs in Census Block Group 53-2	Manhole Interconnects	See UC2B GIS Map (estimated at 1 per 192 households)	Underserved
2 FTTH Manhole POIs in Census Block Group 53-5	Manhole Interconnects	See UC2B GIS Map (estimated at 1 per 192 households)	Underserved
2 FTTH Manhole POIs in Census Block Group 54-5	Manhole Interconnects	See UC2B GIS Map (estimated at 1 per 192 households)	Underserved
2 FTTH Manhole POIs in Census Block Group 55-6	Manhole Interconnects	See UC2B GIS Map (estimated at 1 per 192 households)	Underserved

Community Anchor Institutions

Number of Community Anchor Institutions (Total Passed)	Number of Community Anchor Institutions that will be direct connected as part of this project. (Total Connected)	List of LM Providers involved in completing the LM connectivity (Fiber Lateral, Wireless Access Point, etc)	Does the Project Plan and Budget support activities and account for resources required for connection to Community Anchor Institutions. (Yes/No, Please Explain)
137	137	Urbana-Champaign Big Broadband	Yes, an average of \$16,200 per Anchor Institution has been budgeted to cover the lateral fiber, building entrance and WDM-PON electronics.

Last Mile (LM) Provider

Name of LM Provider that the MM Network will Connect	Identify the POI (using the Unique ID listed above) where the ISP will connect.	Interface type (fiber, wireless, etc) with the ISP	Bandwidth (Mbps) of Planned Connectivity
Volo Broadband	UIUC Node 8 or 9	Fiber	1 or 10 Gbps
Pavlov Media	UIUC Node 8 or 9	Fiber	1 or 10 Gbps
Champaign Telephone Co.	UIUC Node 8 or 9	Fiber	1 or 10 Gbps
Consolidated Communications	UIUC Node 8 or 9	Fiber	1 or 10 Gbps
Urbana-Champaign Big Broadband	UIUC Node 8 and 9	Fiber	10 Gbps

Network Infrastructure

Construction Estimates	Total MM Network (Planned)	Portion of total that is New Construction	Portion of total that exists Today	Portion of total that is planned IRUs	Expected % of overlap with known incumbent carriers.	If overlap exists, provide rationale.
Middle Mile Backbone Network Miles	66.34	100%	0%	Less than 5% of all strands	Unknown	Incumbents have not disclosed their network maps, but we know they have some fiber in these areas. They are unwilling to sell any of their fiber.
Last Mile Network Miles (includes Anchor Laterals, Fiber-to-the-Curb & FTTH Laterals)	129.06	93.5%	6.5%	Less than 1% of all strands	Unknown	See Above
Number of Towers	None	N/A	N/A	N/A	N/A	N/A



**UC2B Marketing and Outreach Meeting
Monday, October 11, 2010 12:00-1:30pm at Douglass Library**

Attendance:

- Ben Mueller – UIUC
- Brandon Bowersox – UC2B Policy Committee
- Brian Bell – Parkland College
- Brian Duggan – U-C Independent Media Center
- Connie Dillard-Myers – UC2B Technical Committee
- Debra Lissak – The Urbana Free Library
- Jon Gant – UIUC
- Kevin J. Jackson – City of Champaign
- Libby Tyler – City of Urbana
- Marsha Grove – Champaign Public Library
- Michael Smeltzer – UIUC
- Pamela Dempsey – C-U Citizen Access
- Ray Mitchell – Volo Broadband
- Sharon Irish – UIUC
- Tammie Redenbaugh – UIUC
- Will Kent - UIUC
- Zac Matthews - UIUC
- Zernial Bogan – UC2B Policy Committee

Mission Statement (suggested phrases and words):

- Connecting people to community services
- “ ” to the world
- Economic development
- Continuing education
- Using technology to empower the underserved
- Reduce cost

Reasons People would Choose UC2B:

- Powerful
- Free installation/ affordable service (in target neighborhoods)
- Reliable
- To get connected
- Digital divide

Messages:

- Opportunity
- Families, relatives
- Learning/education and literacy
- Get informed & involved
- Manage health information
- Training, access & resources
- (suggestion that we should provide computers to subscribers)
- community computer lab empowerment
- arts and culture, sports and entertainment



- (suggestion to use connections and relationships with the anchor institutions)
- (suggestion to bring the anchors together in a coordinated network)

Group 1: Businesses and Developers

Questions:

- Tiers of service?
- Competition such as Triple Play, Comcast, HDTV?
- Who's in charge? Who to call?
- Bureaucracy/government
- Restrictions and limits
- 100 Mbps versus 5 Mbps distinction and confusion
- Cost + value + risk equation

Strategies:

- Distinguish UC2B from the governments (UI, Champaign, Urbana)
- Establish a strong UC2B brand
- Community service more than government/business
- Emphasize back-up capability security/insurance
- Offset installation cost \$1500-\$3000
- Professional and Tech-driven marketing
- Dramatize scenarios
- Ease of changeover
- Latest & greatest
- Build customer base quickly

Reach Audience:

- Chamber of Commerce
- CIAA (Central Illinois Apartment Association)
- Board of Realtors
- Homebuilders Association
- EDC
- Targeted locations along fiber paths and laterals
- Site location consultants
- Use existing customer testimonials and commitments

Goal:

- Work closely with ISPs to reach and reduce costs

Group 2: Homeowners in FTTP neighborhoods

- UC2B has to have buy-in before we seek an easement from property owners
- Different populations will need different marketing (e.g. over age 40, no computer; age 30-40 w/computer; unemployed; lower-income, etc.)
- Avoid tech talk
- What they can do with broadband
- Be careful "selling"

- Landlords will be key—the target area has ~40% rentals
- Explain the “road” metaphor – this connection isn’t something you would use today, but we are building the “road” to your home that you will want to use
- This builds value in your home
- Advantages: cheap/affordable; need public computing (?); property value
- Disadvantages: no training, cannot afford service

Group 3: Anchors including Faith-Based Organizations

- Put a “face” to the Anchor Institutions
 - Identify “lead” Anchors in each category (e.g. medical, education, etc.) that currently utilize the Internet to provide online resources to their clients or their staff
 - Use these as testimonials/model institutions for other Anchors to follow
- Use the existing relationships between Anchors and their clients/populations as a marketing, outreach, promotional vehicle for UC2B to get to their clients
- Foster relationships/partnerships between Anchor Institutions
 - Better coordination and sharing of resources to provide better utilization of network services and services to populations served
- How can Anchors help to provide incentives for FTTP customers?
- Consideration needs to be given to multilingual outreach and marketing efforts.

Other Ideas (from after the meeting ended):

- Donation of refurbished PCs to get homeowners computers
- Put our whole community online—tie this to the 5th Public Access Comcast channel
- Write more grants with the UI, cities, Libraries, Parkland, IMC, etc (we all have grant-writers who offered to help)
- Encourage customers to buy an AT&T U-Verse box (or comparable equipment from another service provider) with UC2B internet (that will get them TV channels)
- 1-year discount or free service to get started (duration of discount period was not hard and fast)
- Go to United Way to reach many organizations at once

UC2B Marketing Subcommittee - Key Questions

12/14/2010

The Marketing Subcommittee wants to bring the following questions to the attention of the Policy Committee and other relevant UC2B groups. Answering these questions is a "prerequisite" that is needed before the door-to-door canvas and the full community outreach and marketing effort can begin.

1. What is the exact price and speed available for UC2B?

We have reviewed the fee schedule as proposed in the grant. But there has been discussion of some refinements that may be helpful in marketing UC2B service. For example, 100Mbps is not a noteworthy speed given that Gigabit service has been popularized in other cities. Also, the 5Mbps speed for Internet access may not be the fastest available for the price. Another local incumbent provider, for example, currently has a promotional offer of \$14.95/month for 3Mbps and \$19.99/month for 6Mbps.

2. What are the triple play options and costs?

If we cannot answer this question at present, it is at least important to identify the timeline for when we will know. Will these services be offered in UC2B literature, promoted during the door-to-door canvas, and advertised on the UC2B website? Ideally we would provide a full and fair range of options to the public.

3. When will service be installed in each neighborhood?

In what order will the neighborhoods go online? Or when can we know this in more detail? Is the Policy Committee waiting on recommendations from the engineer or will the Policy Committee specify this to the engineer?

4. Is the price the same for businesses, anchors and homes?

Our current understanding is that proposed prices are the same for all types of entities. Does that mean a business subscription for 5Mbps is the same cost as a FTTx home user? Is the University subsidizing monthly bandwidth prices for private businesses? Also, is there a separate tier of prices for dedicated bandwidth?

5. Is UC2B operating a retail service long-term or just temporarily until private providers enter the market?

This approach would help the marketing committee to understand whether we are building a short-term campaign or a long-term business that needs to sustain and grow a subscriber base over time. Another alternative would be for UC2B to work with or sell retail rights to a for-profit partner who is experienced in the retail Internet services business.

6. Can businesses or other properties along the rings get UC2B service?

Are we building laterals to those businesses? If so, who bears the cost? It is important to know far in advance if we will be offering business services because these are often multi-year contracts that may be renewed with incumbent providers at any time.

More questions may/will be forthcoming from the marketing subcommittee.

Additional questions from April 2011

1. When will service be turned on? Phased or all at once?
2. Can businesses or other properties (i.e. those close to rings or laterals sign service agreements?
3. What brand recognition activities have occurred or are in place to educate potential customers about UC2B?
4. What arrangements have been made with private service providers to set up and maintain service?
5. For those customers with existing Broadband service (e.g., Comcast, AT&T, etc.), are there contracts we should be aware of to better time potential transition to UC2B? Can arrangements be made with these service providers to allow customers to switch plans?

Today's topics for discussion:

- UPTV Questions
- Target audience message development and delivery methods
- Other relevant topics as defined by your work group

Mission:

*Create community-wide awareness, set realistic expectations of the UC2B project, and meet the grant-specified Middle-Mile and Last-Mile broadband connectivity objectives through the **development and delivery of consistent, clear, accurate, and timely messages regarding UC2B and the project for all community stakeholders.***

Questions to Answer:

1. What is it?
2. What does it do?
3. How will it benefit the community?
4. What is required of the community?
5. Why do we need it?

Messages:

- Scope, speed, and affordability. These are the concrete gains.
- Opportunities for better communication and collaboration between smaller community anchors and social services providers and the larger institutional anchors who are driving the project. Access to (city, university, library, agency, etc) resources and information at home or in the neighborhood.
- From the other side, better access to and awareness and training about services. Will cut down on in-person staffing burden, lines and patron aggravation, and free up resources for other things.
- A catalyst to step up our game, re-think how we are working today and what kind of community we want to be, provide better services, and work together more effectively.
- Raising expectations in terms of what we can collectively and individually dream of doing, what is possible. The vision thing.
- The bottom line. Increased affordability, concentration on ways in which this will save costs and provide access to more resources and efficiencies. Many organizations are in crisis right now, and this is their most pressing issue. If we don't speak to them on it, they may not have time or attention to hear anything else.

- Further, thinking about the specific mission and client base of each anchor, or sector of anchors, and how UC2B fits into that. This would be for more targeted messaging and direct engagement.

Methods:

- Get the neighborhood anchors and larger institutions working together and sharing knowledge / resources ahead of the rollout, so they can hit the ground running and use the network to build and innovate.
- We need more data on needs, literacy, and uses. Focus groups, surveys, interviews, public forums? We need more specifics to really shape a strategy for engaging the anchors around using UC2B and, more importantly for the project, becoming centers of evangelism and education for the project. eBlackCU and the conversation growing out of it is a piece of this puzzle, but we need more, and more sustained and regular.
- Get anchors talking **to each other**. This is a network, and you won't see the real possibilities and gains without the participants interacting in a networked and collaborative fashion.
- Find and engage interagency meetings (these exist for social services providers and homelessness issues, at least.)
- Engage DoGood and other nonprofits experts about what else we should be thinking of and who else we should be talking to.

Target Audience: **BUSINESSES**

Today's topics for discussion:

- UPTV Questions
- Target audience message development and delivery methods
- Other relevant topics as defined by your work group

Mission:

*Create community-wide awareness, set realistic expectations of the UC2B project, and meet the grant-specified Middle-Mile and Last-Mile broadband connectivity objectives through the **development and delivery of consistent, clear, accurate, and timely messages regarding UC2B and the project for all community stakeholders.***

Messages:

When developing messages, we need to keep the following questions in mind:

1. What is it?
 2. What does it do?
 3. How will it benefit the community?
 4. What is required of the community?
 5. Why do we need it?
- Business as part of the local economy
 - Regional and global competitiveness
 - Reliability - redundancy, resiliency, security
 - Speed/HIGH bandwidth
 - State of the art
 - Automation of many aspects of operations and maintenance
 - Advanced applications (partial list)
 - Energy management technology potential
 - Telecommuting/videoconferencing
 - Telemedicine
 - Training
 - Residential Property owners (apts.)
 - Amenity – appealing to hip, trendy, tech-savvy consumers
 - Increase property value
 - Modernizing infrastructure

- Improved customer (tenant) service/quick response time
- Energy management technology potential

- Getting the **Businesses** message out :
 - Face-to-face: one-on-one or one-to-many
 - Incorporate into local economic development recruitment activities
 - Central Illinois Apartment Association (good membership; well organized)
 - Developers Roundtable
 - City business development database(s)
 - Urbana Business Association/Champaign Downtown Association
 - Chambers of commerce
 - Local chapter of the hotel/motel association
 - Service/fraternal organizations

- How do we do this?
 - Develop implementation tactics and a schedule for rolling them out.
 - Ask anchors to share the outreach/promotion load
 - Identify and recruit skilled/expert help as needed at various stages of our subcommittee work.
 - Broadband Access Trust
 - Do Good Consulting (Elizabeth Simpson)
 - Identify others
 - Kelly Hartford, City of Urbana
 - Lisa Bralts, City of Urbana
 - Darleen Kloeppel, RPC
 - Multiple modes of communication/outreach/education
 - Get on organizations' radar screens, then agenda
 - Learn their needs/expectations
 - Talk about impacts – positive and negative
 - Repetition – communicate regular, accurate, up-t-date information
 - How are UC2B Policy Committee and Technical Committee members actively promoting UC2B?
 - What else could they do? What could they not do/stop doing? What could they do differently?

It's your community!

It's your future!

UC2B is an exciting community-wide effort to bring state-of-the-art, affordable, high-speed broadband connectivity to Champaign-Urbana.

This project, funded by grants from the U.S. government and the State of Illinois, as well as contributions from the cities of Champaign and Urbana, and several local partners, will provide improved access to health care, educational & job resources, family & friends, and entertainment opportunities.

Whether you are a C-U resident, business, or Internet service provider, you will benefit from the speed, affordability, and reliability of the UC2B fiber-optic network.

Be a part of something big. Be a part of UC2B!



**Urbana-
Champaign
Big Broadband**

It's your Network!

For more information visit www.UC2B.net, or contact:

John Kersh
Urban Project Planner
UC2B/University of Illinois
(217) 333-8228 or
kersh1@illinois.edu

¡Es tu comunidad!

¡Es tu futuro!

Uc2B es un esfuerzo magnífico de toda la comunidad para traer conexión a banda ancha de la más alta tecnología y con tarifas asequibles a Champaign-Urbana.

Este proyecto, financiado por subvenciones del gobierno de los EE.UU. y el Estado de Illinois, así como por contribuciones de las ciudades de Champaign y Urbana, y varias entidades locales, proporcionará un mejor acceso a recursos para la salud, educación y trabajo, a la familia y los amigos, y a oportunidades de recreación.

Si tú eres un residente de CU, una empresa, o un proveedor de servicios de Internet, te beneficiarás de la velocidad, las tarifas asequibles y la fidelidad de la red de fibra óptica de Uc2B.



¡Es tu red!

Para obtener más información, visita www.UC2B.net, o comunícate con:

John Kersh
Planeador de Proyectos Urbanos
UC2B/Universidad de Illinois
(217) 333-8228 o
kersh1@illinois.edu



AFFORDABLE! LOCAL! POWERFUL!

Coming soon to Champaign-Urbana!

What is UC2B?

UC2B is a partnership between the City of Champaign, the City of Urbana, and the University of Illinois that is dedicated to eliminating the Digital Divide by building a state-of-the-art, affordable fiber-optic broadband network throughout Champaign-Urbana.

What can I do with it?

Broadband connectivity through the UC2B network will allow you to connect to the rest of the community and the world at lightning-fast speed! You will be able to choose from a variety of video, Internet, and telephone service providers.

Why should I get it?

As your Internet needs increase, the UC2B network will be there for you. By signing up for UC2B network service, you will be making an important investment in yourself, and in your local community. Don't miss this once-in-a-lifetime opportunity!

For more information, go to www.UC2B.net, or contact:

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Urbana-
Champaign
Big Broadband

¡ACCEQUIBLE!

¡LOCAL!

¡POTENTE!

¡Próximamente en Champaign-Urbana!

Qué es UC2B?

UC2B es una asociación entre las ciudades de Champaign y Urbana y la Universidad de Illinois que se dedica a eliminar la brecha digital mediante la creación de una red de banda ancha de fibra óptica de la más alta tecnología y con tarifas accequibles a lo largo de Champaign-Urbana.

¿Cómo la puedo usar?

¡La conectividad de banda ancha a través de la red UC2B te permitirá conectarte con el resto de la comunidad y del mundo a la velocidad del rayo! También podrás elegir entre una variedad de proveedores de Cable, Internet y servicios telefónicos.

¿Por qué deberías obtenerlo?

A medida que aumentan tus necesidades de Internet, la red de UC2B estará allí para tí. Al registrarte al servicio de red de UC2B, vas a hacer una inversión importante en ti mismo y en tu comunidad local. ¡Oportunidades como esta sólo vienen una vez en la vida, no te la pierdas!

¡Conectividad
a Internet
con tarifas
accequibles!

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Urbana- Champaign Big Broadband

NEWS

www.UC2B.net

January 2011

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“The official newsletter of the Urbana-Champaign Big Broadband project.”

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Anchor Spotlight

by John Kersh

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Computer Views

by Brian Bell and Rev. Zernial Bogan

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