

Outreach & Education Sub-Committee
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**Pennsylvania Broadband Development Authority
Outreach & Education Sub-Committee Meeting
Thursday, December 22, 2022
1:30PM – 2:30PM**

Virtual Meeting
Dial-In: +1 267-332-8737
Phone Conference ID: 478 387 254#

- I. Call to Order
- II. Approval of November 9, 2022 Meeting Minutes
- III. Recurring Monthly Meeting Schedule
- IV. Municipal Survey Update
- V. Listening Session Overview
- VI. Affordable Connectivity Program (ACP) Outreach Grant
Program Overview
- VII. Penn State Extension Update
- VIII. New Business
- IX. Public Comment
- X. Adjournment

Pennsylvania Broadband Development Authority
Outreach & Education Sub-Committee Meeting Minutes
Wednesday, November 9, 2022
Virtual - Microsoft Teams Meeting

Sub-Committee members in attendance:

- Lisa Davis
- Carrie Nace
- Sarah Hammond
- Joseph Gerdes
- Bailey Thumm
- Kevin Sunday
- Molly de Aguiar
- Amy Sturges
- Mark Critz, Board Liaison

Department of Community and Economic Development (DCED) staff in attendance:

- Brandon Carson
- Erin Wachter
- Kalie Snyder
- Lori Butler
- Pam Frontino

Guests in attendance:

- Nicole Ugarte, National Telecommunications and Information Administration

I. Call to Order

Brandon Carson called the meeting to order at 10:30 AM.

Lori conducted a roll call of the sub-committee members.

II. Chair Selection

Brandon welcomed the members and thanked them for their participation. Brandon briefly touched on the role of co-chairs work on behalf of the sub-committees. Brandon mentioned Kevin Sunday and Sarah have expressed interest in co-chairing the Outreach & Education sub-committee. Brandon opened the topic for discussion.

Lisa Davis expressed that the shared role was a perfect idea and thanked both individuals for their willingness to support the sub-committee's effort. Carrie Nace seconded that sentiment.

Kevin Sunday remarked that his organization and Sarah's have worked together on several initiatives and share the common goal of supporting the work of the Authority.

Lisa Davis motioned the election of Sarah Hammond and Kevin Sunday as co-chairs to the Outreach & Education sub-committee. Carrie Nace seconded the motion. Motion carried unanimously.

Brandon Carson concluded with acknowledging that a staff member will be assigned to this sub-committee soon, who will assist the Co-Chairs and committee in their efforts.

III. Approval of September 26, 2022, Meeting Minutes & October 19, 2022

Chair Sunday asked for questions or comments on the minutes as presented to the committee. There were none.

Chair Sunday asked for a motion to approve both sets of meeting minutes for September 26, 2022, and October 19, 2022. Joseph Gerdes motioned the approval of the meeting minutes. Amy Sturges seconded the motion. Motion carried unanimously.

IV. Authority Updates

a. Status of Draft Plan

Erin thanked the sub-committee for their contributions to the draft plan. Erin shared that a few last-minute edits were incorporated into the plan. The Authority received the draft from the marketing department, and the final version will be shared ahead of the PBDA Board meeting November 17, 2022, where the Authority will seek of approval of the plan.

Brandon Carson asked for confirmation from Erin that we are no longer seeking input on the plan at this point, to which Erin concurred. He asked for any questions regarding the draft plan.

Lisa Davis asked where the plan will go once approved by the Authority. Erin shared that the finalized plan is a working document. The plan will help to inform and guide our 5-Year Action Plan, which is required under the BEAD Program. She commented that the plan will not need reviewed nor approved by the Federal Government. Lisa followed-up by asking if the plan will be shared with other agencies, to which Erin confirmed it will. Erin added that the initial foundation of the plan began during a 3-day working group that consisted of our agency partners across the commonwealth.

Bailey Thumm asked if Act 66 definition was added to the draft plan, to which Erin remarked that it was not.

Mark Critz commented on Lisa's question about other agency involvement. He asked if the responsibility of informing agencies resides with the Outreach & Education sub-

committee or is that on the Authority? Erin commented that the Authority will facilitate work groups with sister agencies in the coming months, to which Brandon mentioned integrating state work groups efforts with sub-committees.

b. Update on Proposed Partnership with Penn State Extension

Brandon briefly touched on the Penn State Extension contract. Brandon mentioned the Special Meeting to vote on the Extension's proposal and that a few of the fine details were being worked out but we are encouraged that we'll have consensus on the proposal with Penn State Extension.

Lisa Davis asked if other entities were considered to facilitate the mapping process. Brandon explained the existing master agreement between the commonwealth and Penn State Extension. He mentioned that this would be an additional Purchase Order on the existing agreement and that no other entities were solicited.

Kevin Sunday briefly touched on the Extension and asked if they would participate with sub-committees. Brandon mentioned that the Extension will be working closely with the Data & Mapping sub-committee as well as the others.

c. Request for Proposal – DE and BEAD Planning

Brandon provided an overview of the RFP and confirmed that planning funds (\$1.6 million) have been received from the DE planning application. Brandon touched on the timeline for the Digital Equity program. Erin touched on the tentative plan to release the RFP and that it will likely close at the end of the year. Erin advised the need for consultants in our planning efforts. Brandon expressed that this is a critical next step, and we want to engage the right partners.

Lisa Davis asked who sits on the review committees for the applications received. Brandon responded that is still being finalized.

Molly de Aguiar asked what ideal skills and experience the Authority is looking for from a consultant. Brandon answered that a firm with experience in local government coordination as well as their technical ability.

Amy Sturges asked if other states will be looking at consultants with similar qualifications. Brandon said that most are, but some are taking different approaches, but that consultants are certainly in high demand. Nicole Ugarte Commented that most states are looking for consultants to assist with the outreach component.

V. Affordable Connectivity Program (ACP) Promotion

Sarah Hammond briefly touched on the program and the committee's role in pushing the message out. Kalie Snyder presented (ACP) program one-page overview and further explained the goal of this document, to spread awareness about the program.

Lisa Davis asked if this document was run through a reading level assessment program and was concerned about some of the language used. Kalie responded that she was unsure if that is built into marketing's process but will connect with them to find out. Lisa also asked once it is shared with the committee are they permitted to push it out? Kalie confirmed that is accurate.

Molly de Aguiar asked if this will be translated into other languages. Kalie confirmed that it will.

Sarah Hammond asked if there was a plan for a digital component? Kalie confirmed that our marketing team shares these items on our social media and Erin added that we'll take a comprehensive approach to community awareness and welcomed additional feedback.

VI. Municipal Survey

Kalie Snyder provided an overview of the survey and walked through the questions within.

Sarah Hammond had some formatting questions regarding the survey. Kalie provided clarity on the format of questions and answer.

Amy Sturges asked who will send out the survey. The authority will engage with our Local Government Services team within DCED, our municipal associations, and sub-committees, for distribution.

VII. Public Comment

Sarah Hammond called for public comment. There were none.

VIII. Adjournment

Sarah Hammond and Kevin Sunday provided closing remarks.

Lisa Davis made a motion to adjourn. Molly de Aguiar seconded the motion.

Meeting adjourned at 11:30 AM.