C&C Honolulu
Community Engagement <u>Action Plan</u>

<u>Community Engagement Objectives</u>

1. Share information with the public about BEAD and Digital Equity programs.
2. Identify individuals who are unserved/underserved (no access or old and slow access to home) on Oahu.
3. Identify community organizations or Community Anchor Institutions that could become digital hubs for the community and should be fully wired with broadband access (in addition to schools, libraries, county/state buildings).

<u>Description of Activities</u>

The City and County of Honolulu's Community Engagement Action plan for BEAD in the first year is divided into three phases: *Planning, Delivery, and Post-Delivery*.

Planning. The City and County of Honolulu ["City"], outlines the following activities required to develop an effective strategy and delivery of the Community Engagement ["CE"] Action plan for the Broadband Equity, Access, and Deployment initiative and ensure smooth coordination with the University of Hawai'i, relevant organizations, and stakeholders. Additionally, the City aims to establish a clear event calendar and communication plan to promote the CE initiative effectively.

- *Develop Overall Strategy for CE*. Developing an overall strategy for the Community Engagement initiative is the first step. This includes conducting research on best practices, identifying potential areas of focus for the initiative, identifying key stakeholders, and the formulation of the Oahu Digital Equity Coalition ["ODEC"]. The strategy should outline the goals, objectives, and key performance indicators (KPIs) for the CE program.

- *Identify Organizations for CE*. It is crucial to identify organizations (i.e. community associations or community anchor institutions) that can play a significant role in the successful delivery of any CE. This includes the formulation of ODEC which comprises community leaders and navigators who will aid the City in the planning, design, and delivery of any CE. These community leaders or community navigators can come from various sectors that are deeply connected to the community and understand grassroot activity deployment.

- *Conduct Meeting with ODEC*. Once formed, organizing regular meetings with ODEC will be essential in seeking support, and collaborating on the implementation of any CE. Meeting will include presenting the overall strategy, discussing CE best practices, identification of community anchor institutions and leaders, and exploring opportunities for partnerships. The aim is to increase understanding of allowable BEAD funding uses, align BEAD CE with current

community gatherings and initiate a mechanism for community to direct the use of BEAD funding.

- *Request for Agency Budget and Plan*. To ensure the successful implementation of the CE initiative, it is necessary to secure a budget and a plan from the University of Hawai'i ["University"]. This activity involves preparing a Memorandum of Agreement between the City and the University. The agreement must be signed and approved by both parties prior to any community engagement activity being done.

- *Complete Fund Review, Approval, and Release.* The City will prepare a budget and plan proposal and share with the University for approval. This activity involves presenting the proposal to the relevant decision-makers, addressing any queries or concerns, and seeking their approval. Upon approval, the funds allocated for the CE activities will be released, enabling its execution.

- *Create an Event Calendar Plan.* Developing an event calendar is crucial to plan and organize CE activities, workshops, conferences, and BEAD awareness campaigns. This activity involves identifying key milestones, establishing timelines, and allocating resources accordingly. The event calendar plan will prioritize alignment with key community organizations' regularly scheduled outreach and events.

- *Develop a Communication Plan*. A crucial element in any CE activity is a well-defined communication plan that will be utilized to disseminate information about the BEAD initiative, engage stakeholders, and raise awareness among the general public. This activity involves identifying the target audience, determining the appropriate communication channels (such as websites, social media platforms, press releases),the appropriate tools for gathering data, and creating engaging content. The plan should also include a mechanism for monitoring feedback and evaluating the effectiveness of communication efforts.

The City believes that by following these activities, the planning for the CE initiative can be effectively executed, ensuring a clear strategy, active engagement with stakeholders, proper allocation of resources, and successful communication of the initiative's objectives and benefits. From a timeline perspective, these activities must be carried out three months prior to the start of CE activities.

Delivery. In collaboration with trusted partners and community navigators, the City will conduct CE activities in targeted areas around the island of Oahu. To ensure organized CE are delivered across the island, the following activities will be observed.

- *Conduct Pre-event Briefing.* The pre-event briefing deliverable encompasses preparing and conducting a comprehensive briefing session before the main event. This activity involves gathering relevant information, developing

presentations or materials, and organizing a meeting with key stakeholders, participants, and volunteers. The deliverable will consist of a detailed agenda, informative presentations, and supporting documents that effectively communicate the objectives, schedule, and expectations of the event. An overall pre-event CE briefing will ensure that all stakeholders and partners understand the effort.

- *Deploy External Communication.* As part of the overall communication plan and strategy, the University will develop external communication deliverables required to reach external stakeholders, including community organizations and distinct community groups including translated materials for disadvantaged populations. The City will assist by providing the necessary information specific to the event, and distribute the message through its owned-media channels. This activity may include creating press releases, media kits, and engaging with journalists to promote the event and generate interest. The deliverable will comprise a collection of media materials, such as press releases, media contacts, and social media posts, which effectively communicate the event's purpose, date, location, and key highlights in multiple languages

- *Facilitate Community Engagement Events.* CE activities will involve local community's participation. Events will be held with the purpose of information sharing and data collection Facilitation will include leading breakout sessions to answer community member questions, listen to community member feedback, record feedback and capture address level data on those who are unserved and underserved through the use of a google form or ArcGIS survey tool. The deliverable will consist of detailed event plans, including the agenda, venue information, participant registration details, and any supplementary materials required. The City plans to conduct 2 CE events each month for a period of 4 months in targeted locations.

- *Deploy Speed Testing.* The City plans to deploy speed testing in areas identified by the community as unserved and/or underserved. This activity involves contracting third-party service providers who will deploy testing environments, and execute speed tests to evaluate and validate the broadband connections in areas that the community identified as underserved. The deliverable will include comprehensive test reports, highlighting the test methodology, results, and recommendations for optimization or improvement.

The City believes that through these activities, successful implementation of CE events across the island will support the State's BEAD proposal. The pre-event briefing will ensure all stakeholders are well-informed, the external communication efforts will generate awareness and interest, community engagement events will foster active involvement and generate input, and speed testing will provide valuable insights that will identify areas in need of broadband services, and further validate the current FCC map. From a timeline perspective, these activities will run for 4 months prior to the submission of the State's BEAD Initial Proposal.

Post-Delivery. After every CE implementation, subsequent evaluation and reporting will be done to determine the success of the event, identify gaps in the delivery, provide recommendations for future CE events, and share learnings with the community and the State.

- *Complete and Finalize Report.* The City will document and summarize the community engagement activities and outcomes throughout the duration of the initiative. This activity includes gathering data, compiling progress reports, and analyzing the impact of community engagement efforts. The deliverable will consist of a comprehensive report that highlights the key community engagement activities, their outcomes, challenges encountered, and lessons learned. It will provide a detailed account of the engagement initiatives undertaken and their effectiveness in achieving the desired objectives. In particular, the report will include address level identification of broadband serviceable locations that are either unserved or potentially underserved.

- *Gather Evaluation and Feedback.* The evaluation and feedback deliverable focuses on assessing the success and effectiveness of the community engagement activities. This activity includes designing evaluation mechanisms, such as surveys, questionnaires, or interviews, to gather feedback from community members and stakeholders. The deliverable will include an evaluation report that analyzes the feedback received, identifies strengths and areas for improvement, and provides recommendations for enhancing future community engagement initiatives. It will capture the perspectives and experiences of the participants and stakeholders, providing valuable insights for future planning and decision-making.

- *Hand off Final Report.* This activity entails preparing a comprehensive report that summarizes the community engagement efforts undertaken during the period. The report will be handed to the University as part of the State BEAD 5-Year Initial Proposal.

Timeline of Activities

The CE activities aforementioned will run for 7 months from June through December. The activities coincide with the NTIA BEAD schedule with Award announcement in June and Initial Proposal due in December.

- Pre-planning. June through mid-August.
- Delivery. Mid-August through mid-November
- Post-Delivery. Mid-November through December.

For a detailed view of the timeline of activities, see Figure 1 below.

Legend:
  Cyan Blue ~ Completed
  Yellow ~ Behind
  Red ~ Potential Delay
  Green ~ On-Schedule

Community Engagement Action Plan

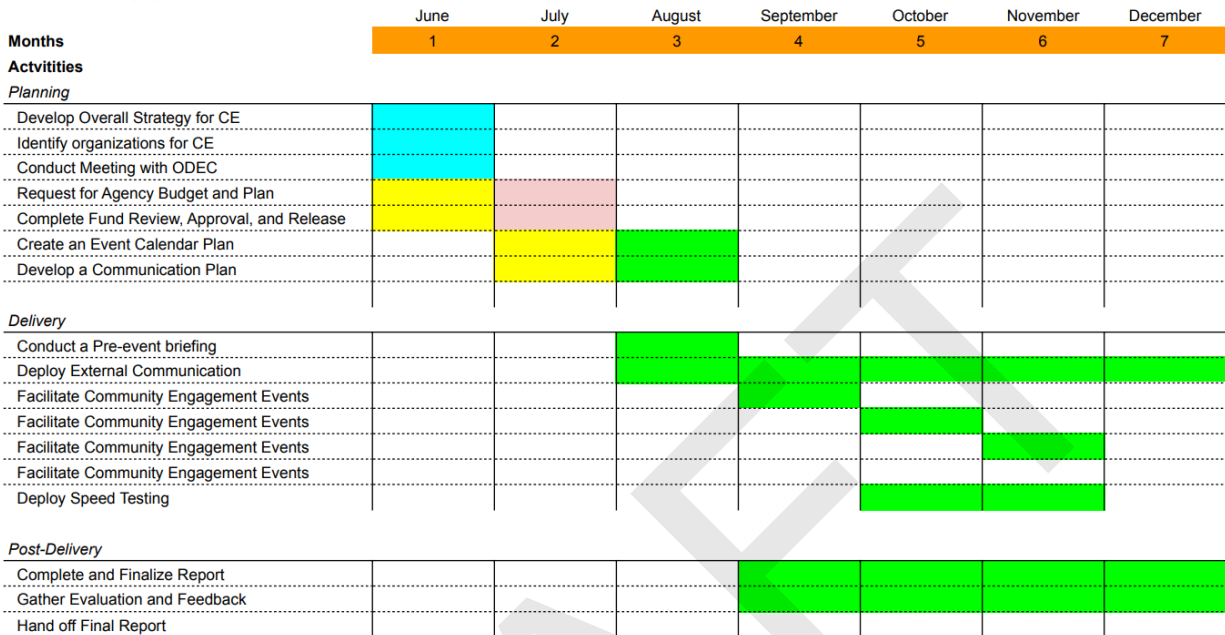| Months	June 1	July 2	August 3	September 4	October 5	November 6	December 7
Actvitities							
Planning							
Develop Overall Strategy for CE	Cyan						
Identify organizations for CE	Cyan						
Conduct Meeting with ODEC	Cyan						
Request for Agency Budget and Plan	Yellow	Red					
Complete Fund Review, Approval, and Release	Yellow						
Create an Event Calendar Plan		Yellow	Green				
Develop a Communication Plan		Yellow	Green				
Delivery							
Conduct a Pre-event briefing			Green	Green			
Deploy External Communication				Green	Green	Green	Green
Facilitate Community Engagement Events				Green			
Facilitate Community Engagement Events					Green		
Facilitate Community Engagement Events						Green	
Facilitate Community Engagement Events							
Deploy Speed Testing					Green	Green	
Post-Delivery							
Complete and Finalize Report				Green	Green	Green	Green
Gather Evaluation and Feedback				Green	Green	Green	Green
Hand off Final Report							

Figure 1. Community Engagement Timeline of Activities

Metrics and Measurement

The City will conduct assessment and evaluation of all community engagement activities. To determine the success and efficacy of various CE events, below are some Key Performance Indicators and metrics that will be used.

- Attendance/Participation Rate: Measure the number of individuals who attended or actively participated in the community engagement activities. This could include events, meetings, workshops, or online interactions.

- Reach/Impressions: Assess the number of people exposed to the community engagement initiatives through various channels such as social media, email newsletters, website visits, or traditional media coverage.

- Feedback/Satisfaction Surveys: Conduct surveys or feedback forms to gather participants' opinions and satisfaction levels regarding the community

engagement activities. This can provide insights into the quality and impact of the initiatives.

- Social Media Engagement: Evaluate the level of engagement on social media platforms, including likes, shares, comments, and mentions related to the community engagement initiatives. This can indicate the reach and impact of the activities in the online community.

- Volunteer/Supporter Recruitment: Measure the number of new volunteers or supporters who joined or contributed to the community engagement efforts. This demonstrates the ability to attract and retain individuals interested in the cause.

- Media Mentions/Press Coverage: Monitor the media coverage received for the community engagement initiatives. This could include articles, interviews, or press releases in local newspapers, radio, television, or online platforms.

- Partnerships/Collaborations: Assess the number and quality of partnerships or collaborations established with other organizations or stakeholders as a result of the community engagement efforts. This indicates the ability to build relationships and leverage resources.

- Time and Resource Allocation: Track the time, effort, and resources invested in planning, organizing, and executing community engagement activities. This helps evaluate the cost-effectiveness and efficiency of the initiatives.

- Long-term Impact/Outcomes: Assess the community engagement efforts by assessing the changes to the current FCC map based on the feedback and data gathered.

Not all KPIs and metrics mentioned above will be utilized. It will depend on the context and nature of the engagement activities.

*Note: This document will be updated every six months to reflect new information and the different stages of the BEAD program. For example, the current stage between July 2023-October 2023 is essentially, Get out the Word, Check the Maps. In November, the focus will shift to sharing the Initial Proposal and sharing the upcoming Challenge Process (2024).