

**CARLISLE CABLE LICENSE RENEWAL
DRAFT
NEEDS ASSESSMENT WORKPLAN
(12-14-20)**

<u>TASK</u>	<u>PERSON(S)</u>	<u>TIMELINE</u>
1. Develop & finalize initial project workplan.	Buske Group Goddard/Merrill	Dec. 1-Jan. 1
2. Review franchise documents, reports, contracts, and other documents.	Buske Group	Dec. 1 – Feb. 28
3. Conduct initial introductory telephone and Zoom meetings/interviews.	Goddard/Merrill Buske Group	November 30
4. Conduct meetings & orientation with Board of Selectman, Town Staff & PEG Access Staff.	Buske Group Board Selectman PEG Access Staff Town Staff Goddard/Merrill	Jan - July
5. Determine dates, times, and constituencies for Stakeholder meetings.	Buske Group Goddard/Merrill	January 31
6. Determine invitees for Stakeholder Meeting(s) and compile mailing lists.	Goddard/Staff PEG Access Staff Buske Group	January 31
7. Review existing PEG access facilities, equipment, services. a. Prepare and distribute forms. b. Analyze information gathered c. Telephone follow-up d . Virtual inspections and meetings.	Buske Group PEG Access Staff	Feb. 1 – April 7
8. Prepare and email/mail Stakeholder meeting invitations and track RSVP's.	Goddard/Staff (Buske Group provides examples & tracks RSVP's.) PEG Access Staff	Feb. 15- April 7
9. Handle logistics for stakeholder meetings.	Goddard/Staff Buske Group PEG Access Staff	March 1-30
10. Track and distribute/review list of persons who RSVP'd to attend Stakeholder meeting(s).	Buske Group	Feb. 15- Apr. 9

<u>TASK</u>	<u>PERSON(S)</u>	<u>TIMELINE</u>
11. Prepare on-line survey questionnaire & finalize.	Buske Group	March 1 - 15
12. Make final round of follow-up calls to encourage, remind, and persuade people to attend Stakeholder meetings.	Goddard/Staff PEG Access Staff	Mar. 23 – April 7
13. Produce PSA's about on-line survey.	PEG Access Staff	Feb. 1.- March 30
14. Conduct Stakeholder Meetings.	Buske Group. Goddard/Staff	April 7 - 9
15. Open/launch on-line survey.	Buske Group	April 7
16. Promote on-line survey via using video PSA.	Goddard/Staff PEG Access Staff	April 7 – May 15
17. Prepare & send regular e-blasts and social media posts about on-line survey to increase public participation.	Goddard/Staff PEG Access Staff	April 7 – May 15
18. Analyze information gathered & prepare draft report.	Buske Group	April - July
19 Meet to discuss draft needs assessment report.	Goddard/Merrill	June 15 - 30
20. Provide needs assessment to Town Administrator and the City.	Buske Group	July 15