

Deputy Director Update

October 2022

HubSpot Dashboards & Reporting

- EDB Team Overview FY23
 - This dashboard has been updated to reflect all suggested report adjustments except for business demographics. Please see the notes below for additional details around these current/pending changes:
 - EDB Historical Data
 - Attached a first pass at the consolidation of EDB historical data (from when Salesforce launched ~ 7/1/2013 to present). Please look at the color key at the bottom of the graph to indicate the total ticket by fiscal, which overlaps two numerical years i.e. FY2022 = 7/1/21-6/30/22
 - Business Industry + Business Industry Activity Detail
 - In addition to the two-digit NAICS codes, we have a category within each company record that can further describe the activity of a business (Business Industry Activity Detail pie chart)
 - Please note that the information highlighted here is only as accurate as the information input by staff, which is why the total number of companies does not exactly match the Business Industry bar chart breakdown. Our goal is to continuously update/input this information each month.
 - Business Demographics
 - The type of detailed visualization we are trying to create goes beyond my abilities to create within HubSpot. Before resorting to an outside software, I have reached out to HubSpot support staff to see if they can help modify to provide the additional details you have requested to see.

Broadband

- A lot has happened in the last 30 days!
 - Board Briefings
 - Introduction and update on work done with consultants thus far regarding financial analysis and regional mapping
 - High-level comparison of two recommendations that rose to the top for Broadband Project Team
 - Held 4/5 Planned Briefings and received new direction for proceeding with our Broadband Analysis/Feasibility Study. *Based on this new direction, the board item has been delayed (originally slated for Nov 8th), but we will keep you apprised when a new date is selected*
 - LATA Grant Application – Submitted 9/28
 - North Bay North Coast Broadband Consortium (NBNCBC)

- Ethan/Lauren to participate in meetings
- Meeting with CAO on 10/24
 - ARPA Award Update
 - Broadband Deployment Model Review
 - Policy Research
 - Follow-Up Meeting with CAO scheduled for 11/29, Agenda TBD
- Current Broadband Project Team/Roles
 - Jennifer Larocque – CAO
 - Project Management, CAO Lead
 - Consultant Management
 - Lauren Cartwright – EDB
 - Project Oversight, EDB Lead
 - Brad Johnson – EDB
 - Project/Task Management
 - Contract Management
 - Kate Fosburgh – EDB
 - Research
 - Legislation & Funding Tracking

Economic Impact Report

- Working with Town of Windsor, Bike Monkey, Brad and Kate to modify questions from previous survey, determine survey platform tool and other logistics. Event is planned for April 2023.