



Press Release

Award of the Broadband Marketing and Outreach Contract

August 24th, 2010

VCGI is pleased to announce the award of the VT Broadband Mapping Initiative Outreach and Marketing Services Contract to Marketing Partners of Burlington, VT. In coordination with the VT Broadband Mapping and Website development teams, Marketing Partners will be working to develop a robust outreach strategy for the Initiative that emphasizes shared goals, open communication, and an awareness of the opportunities the VT Broadband Mapping Project offers to both the public and private sectors. Marketing Partners will provide consulting services to help the team articulate a clear message and develop an effective public relations strategy.

Marketing Partners has a history of working with issues-based design and communications projects since their inception. Members of their staff have been involved in the VT telecommunications community in various capacities going back to 1992. They have a solid understanding of the values and priorities of Vermonters and how to design an effective outreach strategy for the VT Broadband Mapping Initiative. We look forward to working with Marketing Partners on this initiative and we know they will prove to be a valuable resource for the team.

The Vermont Broadband Mapping Team is working to develop a comprehensive and verified geographic inventory of broadband service availability in the State of Vermont. Landline and wireless services (fixed and mobile) will be mapped, including wireless voice and data with information from the providers and other sources. The broadband mapping information collected and verified through this effort will then support the broadband development objectives identified in the Rural Utilities Service's Broadband Initiatives Program (BIP) and NTIA's Broadband Technology Opportunities Program (BTOP) in Vermont. Most importantly, the geographic inventory will further refine our understanding of the location of 'unserved' and 'underserved' areas in the state, thereby supporting targeted future investments in these areas. The mapped broadband coverage information will also be provided to the public for their use in determining the availability of broadband resources in the state.

The Broadband Data and Development Grant was awarded by NTIA in October 2009 to the Vermont Broadband Mapping Team composed of VCGI, the VT Department of Public Service, UVM - Center for Rural Studies, VT Telecommunications Authority and the VT Enhanced 911 Board. NTIA's Broadband Data and Development Grant is funded through the American Recovery and Reinvestment Act of 2009. More information on the NTIA Broadband Data and Development grant may be found at <http://www2.ntia.doc.gov/SBDD>.

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