

DATE SUBMITTED 08/12/2016
 SUBMITTED BY Interim City Manager.
 DATE ACTION REQUIRED 08/17/2016

Agenda Item No F-1
 CITY COUNCIL ACTION (X)
 PUBLIC HEARING REQUIRED ()
 RESOLUTION ()
 ORDINANCE 1ST READING ()
 ORDINANCE 2ND READING ()

**IMPERIAL CITY COUNCIL
 AGENDA ITEM**

SUBJECT: DISCUSSION/ACTION: SOUTHERN BORDER BROADBAND CONSORTIUM (SBBC)	
1. APPROVAL TO SUBMIT LETTER OF SUPPORT FOR THE SOUTHERN BORDER BROADBAND CONSORTIUM (SBBC)	
DEPARTMENT INVOLVED:	
BACKGROUND/SUMMARY: Please see letter of request submitted by Imperial Valley Economic Development Corporation.	
FISCAL IMPACT:	
STAFF RECOMMENDATION:	
MANAGER'S RECOMMENDATION:	MANAGER'S INITIAL <u>JG</u>
MOTION:	
SECONDED:	APPROVED () REJECTED ()
AYES:	DISAPPROVED () DEFERRED ()
NAYES:	
ABSENT:	REFERRED TO:

Southern Border Broadband Consortium (SBBC)

California Advanced Services (CASF) Regional Consortia Grants

Imperial Valley Economic Development Corporation (IVEDC)

On behalf of the Southern Border Broadband Consortium

1401 N. Imperial Ave., El Centro, CA 92243

www.ivedc.com

CASF FUNDED RURAL AND URBAN REGIONAL BROADBAND CONSORTIA

REGIONAL CONSORTIA, WEBSITE AND WORK PLAN	COUNTIES SERVED	CONTACT
CENTRAL COAST BROADBAND CONSORTIUM (CCBC) Website – http://wetec.csumb.edu/ccbc-broadband-initiatives Work Plan – Work Plan Central Coast	MONTEREY, SAN BENITO AND SANTA CRUZ	Joel Staker <i>Network Administrator</i> City of Watsonville (831) 768-3470 lstaker@ci.watsonville.ca.us Stephen Blum <i>Principal</i> Tellus Venture Associates (831) 582-0700 steveblum@tellusventure.com
CENTRAL SIERRA CONNECT BROADBAND CONSORTIUM (CSC) Website – www.centralsierraconnect.org Work Plan – Work Plan Central Sierra	AMADOR, CALAVERAS, TUOLUMNE, MARIPOSA AND ALPINE	Shelly Hance <i>Executive Director</i> Amador- Tuolumne Community Action Agency (209) 533-1397 shance@atcaa.org
CONNECTED CAPITAL AREA BROADBAND CONSORTIUM (CCABC) Website – CCABC Website Work Plan – Work Plan Connected Capitol	EL DORADO, PLACER, SACRAMENTO, SUTTER, YOLO AND YUBA	Trish Kelly <i>Senior Vice President</i> Valley Vision (916) 325-1630 Trish.Kelly@valleyvision.org
EAST BAY BROADBAND CONSORTIUM (EBBC) Website – www.ebbroadband.org Work Plan – Work Plan East Bay	ALAMEDA, CONTRA COSTA AND SOLANO	Linda Best <i>Former President & CEO</i> Contra Costa Economic Partnership (925) 246-1880 lbest@contracostacouncil.com
EASTERN SIERRA CONNECT REGIONAL BROADBAND CONSORTIUM (ESC) Website – http://escrbconsortium.org Work Plan – Work Plan Eastern Sierra Connect	INYO, MONO AND EASTERN KERN	Nate Greenberg <i>GIS Coordinator & Digital 395 Project Manager</i> Mono County & Town of Mammoth Lakes, CA (760) 924-1819 (Mono) (760) 934-8989 x277 (Mammoth) ngreenberg@mono.ca.gov
GOLD COUNTRY BROADBAND CONSORTIUM (GOLD COUNTRY) Website – http://goldcountryconsortium.wordpress.com/ Work Plan – Work Plan Gold Country	SIERRA, NEVADA, PLACER, EL DORADO AND ALPINE	Randy Wagner <i>President & CEO</i> Sierra Economic Development Corporation (SEDCorp) (530) 823-4703 randy@sedcorp.biz
INLAND EMPIRE REGIONAL BROADBAND CONSORTIUM (IERB) Website – http://www.iebroadband.com Work Plan – Work Plan Inland Empire	SAN BERNARDINO AND RIVERSIDE	Martha van Rooijen <i>Consultant</i> MVR Consulting (951) 845-4391 martha@mvrconsulting.com
LOS ANGELES COUNTY REGIONAL BROADBAND CONSORTIUM (LACRBC) Website – http://www.regionalconsortia.r4tw.com/ Work Plan – Work Plan LA County Regional	LOS ANGELES	Diana Rodriguez <i>Assistant Director- Educational Technology</i> Youth Policy Institute (213) 688-2802 drodriquez@ypiusa.org

Southern Border Broadband Consortium (SBBC)

California Advanced Services (CASF) Regional Consortia Grants

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I. Executive Summary

The Southern Border Broadband Consortium (SBBC) was created to help improve the availability and adoption of broadband technology among “disconnected” citizens in Imperial and San Diego counties. The SBBC’s stakeholders are comprised of local business owners, non-profit organizations, as well as local government agencies and it serves Imperial County and San Diego County. Imperial Valley Economic Development Corporation (IVEDC), a not-for-profit, has formed the SBBC along with representatives from all economic sectors, to assist unserved, underserved and outlying rural areas in Imperial and San Diego counties to assess the needs for broadband internet, and then assist in the facilitating of sharing the information with telecom companies to fulfill those needs.

The Southern Border Broadband Consortium would like to bring the awareness of broadband services and current infrastructure while educating local businesses, residences and public officials to work together in bringing broadband into the unserved, underserved or rural areas. SBBC is interested in providing this awareness in conjunction with local agencies that are already currently trying to bring the same type of awareness and broadband expansion to Imperial and San Diego counties. SBBC is not trying to duplicate efforts, but instead pull agencies together to make it a stronger and more inclusive expansion in these counties.

Broadband internet will provide the necessary infrastructure to foster economic growth, improve health care, education and local government. With the infrastructure, products can be sold online, businesses can be marketed and degrees can be earned online. It creates the flow of information through education, employment and business marketing. Ultimately, the development of broadband infrastructure and adoption enhances the quality of life. Therefore, the purpose of the Imperial and San Diego County Broadband Plan is to continue to identify the existing broadband internet service and to make recommendations on how the public and private sector should meet those needs.

PROJECT OVERVIEW

In 2012 the San Diego Regional Economic Development Corporation created the San Diego Imperial Regional Broadband Consortium (SDIRBC) and applied to the California Public Utility Commission's (CPUC) California Advanced Services Fund (CASF) Rural and Urban Regional Broadband Consortia Account on behalf of San Diego and Imperial counties broadband expansion. SDIRBC received two years of funding, and in 2013 the SDIRBC accomplished the following tasks with CASF funding, as documented in their reports to the CPUC:

- Across 17 Indian reservations in San Diego County, 90 new homes were connected to broadband, serving more than 315 new residents.
- San Diego County Office of Education and Cox Communications teamed up through the *Connect to Compete* program where 6,390 computers were distributed to students and their families with the opportunity to receive discounted Internet Service along with a discounted computer system.
- More than 1,800 individuals were trained on broadband and internet capabilities through various awareness campaigns, *Get Connected! And BTOP Programs*, in ten different communities throughout San Diego and Imperial Counties. Residents were trained from basic email and internet searches, to advanced online banking applications. These awareness campaigns emphasized how broadband access changes experiences and the way we interact with people, places and technology.
- Through Southern California Tribal Digital Village's *Shadow Program*, 16 youth were trained in advanced digital infrastructure and technology. Students learned how to produce and edit video and audio using current technology and techniques. The objective of this project is to educate and empower local community members by providing them with the proper tools and training to better their future.
- Within the 17 Indian reservations, all cell service gaps have been identified. This has resulted in ongoing dialogue with the major service providers to improve services for this particular population.
- As part of our ongoing effort to improve our regional maps, more than 20 communities have been extensively surveyed with the CalSPEED app and paper surveys. This effort will continue throughout the life cycle of this grant.
- SDIRBC assisted with establishing new WIFI networks at public libraries and other shared spaces that allowed 1,500 transient users to access the internet throughout Imperial County and on Indian reservations.

In 2014 the SDIRBC accomplished the following tasks with CASF funding:

- SDIRBC has dramatically improved the accuracy of the PUC maps via extensive surveys, both from the CalSPEED application and both web-based and paper surveys. In this last year, we went from one “dot” on the PUC broadband map to more than 2,400 “dots”. This shows specific locations with gaps of service and allows our Consortia to be more strategic with our ongoing adoption efforts.
- Southern California Tribal Digital Village (SCTDV) has upgraded their service capabilities by .5 GB. This upgrade has eliminated bottlenecks in current services and has helped connect 100 new homes providing broadband services to more than 350 residents.
- San Diego County Office of Education and Cox Communications continue to work together through the *Connect to Compete* program. In 2014, they hosted 40 events through San Diego County where more than 2,500 computers were distributed to low-income students and their families with the opportunity to receive discounted Internet Service along with a discounted computer system.
- SCTDV released a report in partnership with the University of California, Santa Barbara on broadband traffic patterns within the 17 Indian Reservations. This report shows how customers are using broadband, specifically with inbound and outbound network activity and connectivity. SDTDV will use this report to make their network more efficient and reliable and allow for a broader cross section of usage.
- More than 500 individuals were trained on broadband and internet capabilities through various awareness campaigns, *Get Connected! And BTOP Programs*, in communities throughout San Diego and Imperial Counties. As the BTOP Program came to a close in 2014, customized training programs are underway in specific communities. These programs will continue to train residents on basic email and Internet searches, to advanced online banking applications.
- SDIRBC has started an application for CASF infrastructure funding that would provide new adoption services to 400 to 500 homes. We anticipate submitting our application in the first quarter of 2015.
- Specifically in Imperial County, 40 refurbished computers were distributed to students, including foster youth. Imperial County Office of Education continues to provide technical assistance to maintain wifi networks at public libraries and other shared spaces.

SBBC’s application for this funding will not duplicate any of the work SDIRBC completed; instead we are working together with the SDREDC to expand from the work they have already completed. IVEDC is working with SDREDC and the Imperial County Office of Education to analyze and update what is currently available in unserved and underserved areas and expand

on that information and technology with agencies currently doing such work. This document is an Action Plan as part of IVEDC's proposal to the California Public Utility Commission's (CPUC) California Advanced Services Fund (CASF) Rural and Urban Regional Broadband Consortia Account on behalf of two counties in southern California.

Utilizing a structured design process, the SBBC's three-year plan consists of:

Year One:

1. Establish an Executive Board from all local economic sectors to create common specifications, policies and practices that encourage and facilitate broadband deployment;
2. Continue to identify geographic regions where broadband is unavailable and needs exist;
 - a. Work with community stakeholders and ISPs and/or others; expand on the data ICOE and SDIRBC have already collected.
3. Continue surveying communities where ICOE and SCIRBC left off to identify deployment and adoption needs in support of a Regional Broadband Plan;
 - a. What applications does the population need?
 - b. What are the broadband speed requirements for the applications and most effective use of broadband in both urban and rural areas?
4. Assist ICOE in finding ways to close the "homework gap" in Imperial County and San Diego County by providing free computers and getting broadband more accessible in the home.

Year Two:

1. Continue to identify geographic regions where broadband is unavailable and needs exist
 - a. Work with community stakeholders and ISPs and/or others; expand on the data ICOE and SDIRBC have already collected.
2. Identify communities where broadband is available but adoption is low; work directly with community partners to expand adoption;
3. Continue surveying communities, and holding workshops, in support of a Regional Broadband Plan without duplication of any other organizations efforts.
4. Continue assisting ICOE in finding ways to close the "homework gap" in Imperial County and San Diego County by providing free computers and getting broadband more accessible in the home.

Year Three:

1. Continue to identify geographic regions where broadband is unavailable and needs exist.
2. Work with community stakeholders and ISPs and/or others, resulting in a needs assessment and products availability to fill gaps.
3. Continue to identify communities where broadband is available but adoption is low; work with community partners to expand adoption.

4. Continue assisting ICOE in finding ways to close the “homework gap” in Imperial County and San Diego County by providing free computers and getting broadband more accessible in the home.
5. Finalize Regional Broadband Plan promoting solutions to solve the deployment and adoption needs in the region;
 - a. Publish to expand awareness of needs and recommended solutions to ISPs, policymakers, and regional stakeholders.

The SBBC’s activities will be coordinated through a contract with IVEDC and support from technical consultants as appropriate. The contracted staff will manage the operations of the Consortium, including partnership coordination, communication, and execution of projects. The budget for IVEDC staff will be reflected in billable hourly rates, which will cover wages, benefits, and overhead costs. Staff time and associated labor costs for technical consultants comprise the majority of the budget, with indirect costs for meetings, office supplies, marketing and travel taking up a small share of the overall budget.

SUMMARY OF KEY POINTS

The SBBC will take an integrated approach to bridging the digital divide in the regions by focusing on education, health and safety, and economic development for the overall economic health of the community. Improved deployment and adoption starts with a better understanding of the community needs. By working closely with local stakeholders, like ICOE and the SDREDC, SBBC will focus on assisting with expanding the current efforts these agencies and others have already started, no duplication will take place. Our monthly meetings with the stakeholders will keep each organization knowledgeable about what the other is doing for expansion purposes.

EXPECTED OUTCOMES

The SBBC expects to produce the following outcomes:

- 1) Establish a formal partnership of community agencies committed to improving the San Diego and Imperial regions through expanded broadband deployment and adoption;
- 2) Increase awareness among policymakers, businesses, and residences of the importance of broadband access and adoption for economic development and regional well-being;
- 3) Increase and improve broadband deployment and adoption through the engagement and support of technology vendors, government, educators, and other stakeholders involved in related projects;
- 4) Work with ICOE to assist with the “homework gap” in Imperial and San Diego counties. Their goal is to ensure that every student in Imperial County is connected

to the Internet at home. Infrastructure is currently being worked on to bring LTE connectivity to all Imperial County students. ICOE's plan is to leverage ownership of broadcast spectrum licenses in order to disseminate wireless Internet access to students beyond the classroom.

II. Vision

Southern Border Broadband Consortium's vision is to identify broadband needs and facilitate opportunity, innovation, and efficiency by ensuring that every individual, corporation, non-profit, visitor, government entity, and community partner in Imperial County and San Diego County has access to affordable high-speed internet service. Broadband services offer community members instant access to education, online help, remote working, interactive games, music, job opportunities, telemental healthcare, and much more.

III. Background

EXPERIENCE

Members of the Consortium have been working on technology projects to benefit the community for more than 20 years. The following are examples of some of the members' work and experience in the community:

Imperial Valley Economic Development Corporation

IVEDC was founded in 1999 as a regional economic development corporation to serve the economic interests and needs of the Imperial Valley. As an Internal Revenue Service designated not-for-profit, (501)(C)(6), IVEDC has created a team of over 150 private, public, institutional and non-profit investors as well as strategic partners who work collaboratively to expand the regional economy. Our efforts are focused on target growth industries identified in the Imperial County Comprehensive Economic Development Strategic Plan, which include: Renewable Energy, International Trade & Logistics, Data Centers, Agribusiness and Manufacturing. Most recently, we have added the Aerospace industry cluster to our targeted attraction efforts. Beyond attraction, IVEDC facilitates economic development for the region through proactive business retention and expansion initiatives delivered through our award winning Business Services Program.

IVEDC's team of both investors, staff and strategic partners have the desire, experience and commitment to assist the California Advanced Services Regional Consortia Grants to improve the overall Broadband Infrastructure served within the County of Imperial.

Through its Business Services Program, IVEDC has been successful in providing the region's contractors, vendors and service providers with the opportunity to bid on new contracts spurred by renewable energy, private sector development and government infrastructure projects. Our activities have led to contracts being awarded to the region's businesses in the excess of \$98 million dollars, over the past years. Most recently, IVEDC assisted Hill-Mills Contracting secure services from the region's contractors, vendors and service providers. Due to these efforts more than 80 of the region's businesses received the opportunity to bid on a private sector detention facility. Of the 80 businesses at least 10 have been awarded a contract. To date, the contracts for the region's contractors, vendors and service providers from the HMC project have been in excess of \$8,500,000.

IVEDC has come together with many organizations in the two counties for this project, here are the backgrounds of some of those organizations.

San Diego Regional Economic Development Corporation

The EDC implements strategies that set the San Diego region apart others as a thriving center of technology and entrepreneurship. Fueled by the support of 150 companies deeply committed to regional prosperity, the EDC's mission is to strengthen San Diego's diverse economy to compete in the global marketplace, and to position the region as the world's premier business location. In partnership with Imperial County and Baja, California, the EDC leverage's the unique assets of our bi-national mega-region Cali Baja to position San Diego at the forefront of the economic upturn and capture high-paying jobs in our region.

Staff at the EDC has been involved in numerous projects to learn more about and help bridge the digital divide in the region. In 2004, EDC staff working with the Regional Technology Alliance, the Waitt Family Foundation, the City of San Diego, and the San Diego Workforce Partnership, issued a report identifying the numerous issues related to home computer ownership and Internet access. The report was used extensively by nonprofits and community agencies, including the San Diego Futures Foundation and others, to work toward solutions to help close the divide.

Imperial County Office of Education

The Imperial County Office of Education partnered with the San Diego Regional Economic Development Corporation in 2012 when they applied for the CASF funding for the San Diego

Imperial Regional Broadband Consortium. ICOE already has an accomplished past when it comes to broadband infrastructure, for the CASF initiative the following tasks were completed:

- Home Broadband Survey deployed to all Imperial county schools.
- Deployed over 35,500 surveys in back-to-school parent packets in August 2012 to gather information about home Internet connections in Imperial Valley.
- Helped establish verifiable awareness and adoption rates from Imperial County residents.
- Broadband Survey Connectivity Report was published.
- Assisted in disseminating information on the Get Connected! Project.
- Developed materials for Community Connect Forums in English and Spanish.
- Developed outreach materials related to the benefits of broadband in various areas.
- Access to government and social services resources, applications, etc.
- Economic and educational opportunities: job search, shop and sell online, online education, etc.
- Participation in civic and social file: access to news, political information, and stay connected with friends and family.
- Tele-health applications.
- Disseminated lists of the public WiFi/hotspots available in Imperial Valley.
- Get Connected “Broadband Awareness Fairs” and outreach activities were conducted in several cities in some cases in partnership with the Imperial County Free Library (ICFL) or during local community events. The goal of these outreach activities was to promote broadband adoption and collect data on home Internet connections in Imperial Valley.
- Coordinate refurbishing and donation of 40 computers to low-income families in three local schools
- Ten refurbished computers were distributed to low-income families in Seeley School;
- Ten refurbished computers were distributed to low-income families in Meadows School;
- 20 refurbished computers were distributed to low-income families in Brawley Elementary School District;
- Engaged local ISP providers in conversations related to promoting cost-reduced connections for homes of students who are eligible for the free lunch program.
 - Pilot in two schools
- Provided technical assistance and design support to help establish connectivity at the branch county library located at the Desert Museum in Ocotillo, CA.

ICOE is the lead education agency for the California K-12 High Speed Network (K12HSN) which is currently implementing the Broadband Infrastructure Improvement Grant (BIIG). K12HSN received \$76.7 million in funding over two years to help California K-12 schools with inadequate bandwidth. The program continues to seek scalable connectivity solutions for schools with geographic, technological, and fiscal constraints. K12HSN works closely with the California Department of Education (CDE), the Corporation for Education Networking Initiatives in California (CENIC) and commercial carriers to provide upgraded connectivity to approximately

320 schools across the state.

In Imperial County, Grace Smith School in Niland, CA is set to upgrade its connectivity from a T-1 connection to a 1 Gbps connection in the next few months. Westmorland School is also benefiting from the BIIG grant upgrading its 50 Mbps wireless connection to a 1 Gbps fiber upgrade in August/September 2016. Four additional local sites will be considered for funding this fall:

- Ballington Academy for the Arts and Sciences
- Pine Elementary
- Magnolia Elementary
- Mulberry Elementary

In San Diego county, Borrego Springs Unified another very difficult to connect site, is likely to benefit from the BIIG grant. A 100 Mbps wireless connection is currently pending legislative approval. If approved, Borrego Springs Unified should receive its new wireless connection in the 2016-17 school year.

Currently, ICOE is working to find ways to close the “homework gap” in Imperial County. ICOE is in the planning stage of rolling out a pilot in one of our local communities, possibly El Centro, CA. Our goal is to ensure that every student in Imperial County is connected to the Internet at home. Infrastructure is currently being worked on to bring LTE connectivity to all Imperial County students. ICOE’s plan is to leverage ownership of broadcast spectrum licenses in order to disseminate wireless Internet access to students beyond the classroom.

ICOE has brought broadband infrastructure to schools and municipalities throughout the state of California. They are a major driving force for broadband expansion for the state and we are lucky to have them on our board. We look forward to assisting them in expanding broadband infrastructure through Imperial and San Diego counties.

Imperial County Transportation Commission

REGION DEMOGRAPHICS

San Diego and Imperial County make up 9,000 square miles of southern California, extending from the Arizona border to the west coast, and north from the border of Mexico to Riverside and Orange Counties. Although the two counties are approximately the same geographic size, they differ greatly in many ways.

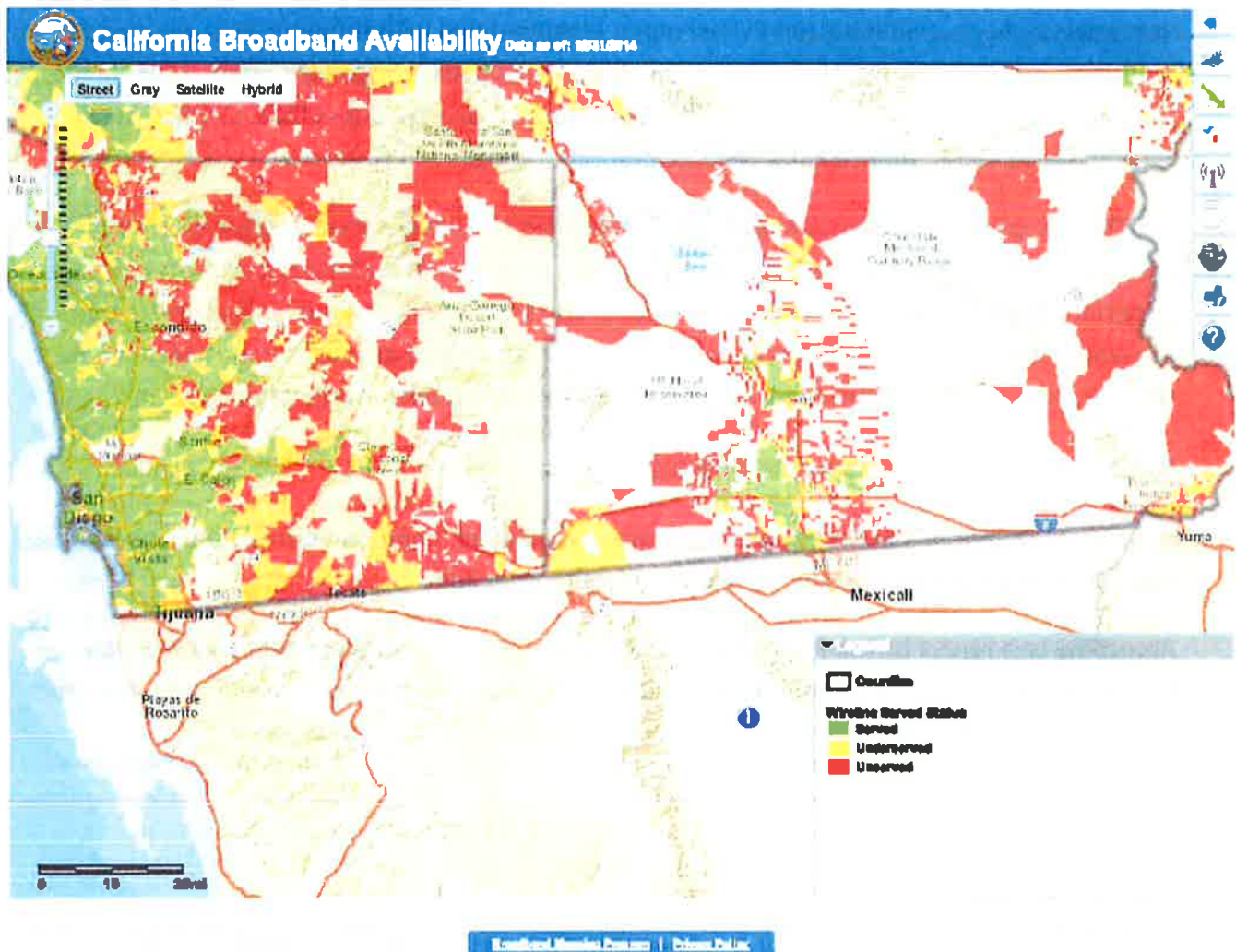
San Diego is the second most populous county in the state of California and fifth most-populous in the United States with slightly more than 3 million residents. Imperial County, roughly the same geographic size as San Diego County, has a population of just less than 175,000. Both counties have within them a total of 22 incorporated cities.

San Diego's growing industries include professional and business services, education and health services, construction, hospitality, wholesale trade, information technology, and government. Imperial's primary industry is farming, providing one of the most productive farming regions in the state. Other business clusters in Imperial County are related primarily to business services, retail, Border Patrol, construction, municipalities, and renewable energy projects.

BROADBAND AVAILABILITY IN THE REGION

Approximately 9% of San Diego's residents are unemployed. Imperial County claims one of the highest unemployment rates in the country at more than 20%.

According to a report by the Public Policy Institute of California, approximately 24% of San Diego area residents are not using broadband at home. Other economic and demographic indicators in the report suggest that broadband adoption in Imperial County is likely to be lower.



The Imperial County region is the ninth largest California County encompassing 4,284 square miles. The region can categorize as a rural area that includes seven cities (Brawley, Calexico, Calipatria, El Centro, Holtville, Imperial and Westmorland) and eight unincorporated communities (Bombay Beach, Heber, Niland, Ocotillo, Palo Verde, Salton City, Seeley and Winterhaven). Most rural areas have some form of high-speed broadband service, but options are limited in areas.

PROJECT IMPORTANCE

The Internet helps connect people. Who is most deserving of the Internet but outlying rural communities? Connecting these individuals to the Internet would enhance their quality of life in so many ways. People can work from home when they are connected to the Internet, people can reconnect with loved ones, get online help, apply for jobs, receive healthcare, arrange for transportation, attend online classes, and bank online. This project is important because it would provide much needed opportunity to underserved areas.

Imperial County is characterized by high unemployment and high temperatures. For many people in urban areas, Internet service provides resources for personal growth, channels for community cohesiveness and many opportunities for economic development, but the Internet has little presence in our rural areas.

To develop our economy we need to be able to attract and grow businesses that will create jobs for our young people and offer a life outside of the fields for all. In the 21st century, in a region rich in people and entrepreneurial spirit, broadband is the single, basic utility that we need to accomplish this.

Compared to California and the United States, Imperial County's residents have lower wages, higher unemployment, higher poverty rates, and lower educational achievement. Like many areas of transitioning economy and culture, Imperial and rural San Diego Counties have experienced a decline in industries that previously provided generous employment. By improving broadband access, it will open up a wide range of new possibilities to residents. Just a few examples are online education and training, online banking and other financial tools, research opportunities for students, and networking for business and employment. There is no better time than the present. The sooner the technology is offered in these areas, the sooner they can expand their communities and way of life.

The Public Utilities Commission recently awarded grant funding in 2013 for the Winterhaven Telephone Company in the amount of \$2,063,967 for the Winterhaven Underserved Broadband Project. Winterhaven has targeted the area for broadband deployment because of the existence of customer demand and because it determined that the project is economically feasible with the assistance of a CASF grant to match Winterhaven's funding of \$1,375,987. When completed, the project will reach an estimated 961 households at higher speeds and lower prices than offered currently. Winterhaven estimates the project will initially yield 233 potential subscriber households in the proposed area. We are in contact with this telecom company and will be coordinating their efforts with our own efforts.

With regard to education, the achievement gap will never be bridged if some students have access to the tools necessary to learn and others do not. Today, some students are fully able to take advantage of the opportunity to gain individualized instruction through technology-enabled education. Many are not. Many students are able to take advantage of opportunities to access world-class education, anytime, anywhere. Many are not. The SDIRBC's consensus is that a more connected society is a society better able to learn, remain healthy and safe, and improve economically.

This project will bridge the gap between the areas that have expanded broadband technology and the more isolated and hard to get to areas.

Clartalk has also applied for a grant from the Broadband Infrastructure Program to bring the benefits of improved broadband deployment to underserved rural areas of Imperial County. Their proposal is designed to further the goals to spur job creation, stimulate long-term

economic growth and opportunity, healthcare access and narrowing gaps in broadband build out and adoption. Cleartalk also has a history of working with small local companies across ten states where they operate (<http://cleartalk.net/community.php>), and cooperating with public service.

IV. Organizational Structure

ROLES AND RESPONSIBILITIES

As shown in Appendix A, our stakeholders, constituents and project team includes organizations directly involved in local and regional government, public safety, K-12 education, health care, libraries, higher education, community-based organizations, tourism, parks and recreation, agricultural, and business, as well as other interests. The attached letters of endorsement confirm this wide base of support and the inclusiveness of the CCBC, and in particular show solid backing from all three counties in the region.

This structure includes:

Project Manager for the Fiscal Agent:

Mark Baza, Executive Director, Imperial County Transportation Commission

Bio needed

Project Executive Team:

Chair, Technical Expert Group:

Aaron Popejoy, Conveyor Group

Bio needed

Vice -Chair, Technical Expert Group:

Allen Phillips, ICOE

Bio needed

Vice -Chair, Technical Expert Group:

Nick Villanueva- possibility

Bio needed

Chair, Economic Development Expert Group:

Timothy Kelley, Imperial Valley Economic Development Corporation

Bio needed

Vice-Chair, Economic Development Expert Group:

Eusabio Arellano, IID

Bio Needed

Vice -Chair, Economic Development Expert Group:

Jennifer Storm, SDREDC

Bio Needed

Community Leaders

Borrego Springs- Sylvana Meeks

Bio needed

Imperial County-

Project Members:

Jennifer Storm, Todd Finnell, Teri Pate, Eusabio Arellano,

Our project team is comprised of people from both counties in the region and from business, education, technology, local government and public safety. Our core stakeholders and our immediate project team have extensive experience working with community groups, and includes several people with documented track records of success in deploying and operating broadband infrastructure, facilitating access to it and promoting its use. Both our core stakeholders and project team members work with culturally and linguistically diverse communities on a daily basis, generally as part of our regular jobs and particularly in terms of extending broadband infrastructure and access to the Spanish and Native American communities that comprise such a large part of our region. Our larger groups of constituents are likewise integrally connected to the multicultural, multilingual communities in the region, and include many officially recognized minority-serving institutions, such as the City Niland's libraries, Imperial Valley College, and valley wide Clinicas de Salud facilities.

1. Name Fiscal Agent, its representative, and specific credentials that person has for fulfilling the responsibilities of the Fiscal Agent (Institution acting as Fiscal Agent must also provide letter stating its willingness to act as a Fiscal Agent, including an understanding of the rights, duties, and responsibilities).

The Imperial County Transportation Commission (ICTC) will serve as the fiscal agent for the CASF Consortia grant project. Need Mark Baza's bio here.

Together, the executive team and the expert group chairs form the project governing board. With the advice of the project members and the concurrence of the fiscal agent, the board will set project policy which will be implemented by the executive team with the assistance and concurrence of the fiscal agent. The executive team will make regular reports to the SBBC's core members via a monthly conference call and to the wider SBBC constituency via periodic meetings. This governance structure was put in place in 2016 when the SBBC, with ICTC as its fiscal agent, first applied for a CASF Consortia project grant.

Membership in the SBBC is currently free and open to all parties interested in promoting the deployment and adoption of broadband in the region. The SBBC is led by the Imperial Valley Economic Development Corporation. The Imperial County Transportation Commission acts as the fiscal agent. The two expert groups – economic development and technical – serve as a source of advice and expertise for project team members and take responsibility for performing specific tasks. IVEDC will hire a part time outreach position to assist with deployment and organizing community meetings.

The primary vehicle for operational decisions and management is a monthly conference call of SBBC project team members, including contractors and employees of the fiscal agent, usually held a week before the monthly general SBBC conference call. Members of the executive team, expert group representatives, contractor representatives and ICTC personnel are expected to attend. Project members and representatives of companies and organizations that are engaged in infrastructure development and management are invited to attend. The purpose of the meeting is to review progress on assigned and contracted tasks and responsibilities, approve completed work, review CASF infrastructure grant proposals and projects in progress, and assign next steps. The meeting also serves as a periodic forum for the project governing board to discuss policy, receive input from project members and obtain the concurrence of the fiscal agent.

The monthly SBBC general conference call provides an opportunity for interested parties to discuss and critique project work and to ensure that the work meets the greater needs of the region. The periodic general meetings do the same for a larger constituency. IVEDC provides a structure for managing the project.

Minutes of the monthly SBBC project team conference call and periodic meetings of the wider SBBC constituency are kept by IVEDC, reviewed by the entire membership of the respective group and approved by vote. IVEDC is responsible for creating the agenda and inscription of the minutes of the meetings.

V. Activities

AREAS OF FOCUS

The SBBC has a three-year plan to increase knowledge and understanding of the unique needs of the region. Efforts include researching the needs of the community, developing community workshops to address their needs, and developing reports that help interested parties understand the additional work that can be done to continue filling the need.

The SBBC will focus its efforts to expand deployment and adoption in the following important areas affecting residents and businesses.

Data gathering and updating.

The SBBC team will identify the unserved and underserved areas of Imperial and San Diego Counties. IVEDC staff, using IVEDC equipment and resources, will analyze and update broadband-specific data on an ongoing basis, and prepare it for publication via a web platform and other means.

Outreach and support

The project will be governed and coordinated via monthly conference calls, periodic in person meetings, special events and topic-specific conferences. This activity includes organization and documentation of these outreach and management efforts. Developing infrastructure projects also requires organizing support among local officials and others, including gathering letters of support, coordinating with permitting bodies and facilitating environmental reviews. We will host community workshops to determine what the community members are interested in having for their area. These tasks are also included in this activity.

Identify telecom support and interest.

SBBC will conduct workshop to identify broadband providers in the area, identify services they offer, identify if they are interested providing the services community members are interested in having at affordable prices. SBBC will also continue to work with telecom agencies that already have a presence in unserved areas, such as TDS Telecom, whom received a CASF grant to provide service to Winterhaven.

Policy development and advocacy

SBBC will work with local public works officials to develop broadband infrastructure plans and policy. This work will be incorporated into the SBBC policy package and presented to local agencies throughout the region in Years 2 and 3. Workshops with agencies and community members will encourage buy-in at an early stage.

Fiscal agent support and oversight

As the fiscal agent, ITIC provides the SBBC with administrative and other resources, and serves as the project's bank. Its responsibilities include billing, contract administration, payments,

supervision and auditing, in addition to technical and administrative resources. These services will be provided by ICTC on an ongoing basis to the SBBC project. The cost is calculated at 15% of the subtotal of other project costs.

THREE-YEAR PLAN

YEAR ONE

- Identify Disconnected Areas: The SBBC, working with ICOE so as not to duplicate efforts, will continue to expand on identifying the areas where broadband is not available but needs to exist.
- Draft Public Awareness Campaign: The SBBC will draft a public awareness, education, and outreach campaign in conjunction with stakeholders to stimulate the demand for broadband services. SBBC will work from data already collected from stakeholders and expand on it.
- Develop Improved Maps: The SBBC will conduct interviews and surveys to determine availability of broadband as defined in the region. SBBC will update the maps SDIRBC and ICOE have already started with the data they collected in 2013 and 2014.
- Conduct Community Surveys: The SBBC will conduct pre-project surveys in selected communities to identify why adoption is low.
-

YEAR TWO

- Identify Disconnected Areas: The SBBC, working with ICOE so as not to duplicate efforts, will continue to expand on identifying the areas where broadband is not available but needs to exist.
- Continue Map Development: The SBBC will continue to conduct interviews and surveys to further flush-out accurate mapping to better determine the availability of broadband as defined in the region.
- Implement Public Awareness Campaign: The SBBC will implement the public awareness, education, and outreach campaign completed in conjunction with stakeholders to stimulate the demand for broadband services.
- Develop Priority Infrastructure and Deployment Projects: SBBC will expand on a list of projects that will be most beneficial to the region. SBBC will work with stakeholders, such as ICOE, to expand on what projects they are already doing, for example, the “homework gap” issue. ICOE’s plan is to leverage ownership of broadcast spectrum licenses in order to disseminate wireless Internet access to students beyond the classroom.

YEAR THREE

- Implement Public Awareness Campaign: The SBBC will continue to implement a public awareness, education, and outreach campaign in conjunction with stakeholders to stimulate the demand for broadband services.
- Conduct Community Surveys: The SBBC will conduct post-project surveys in selected communities to identify why adoption is low.
- Finalize and Publish Regional Broadband Plan
 - Organize data

- Measure project effectiveness
 - Develop impact and other reports
 - Summarize the project and reports in a Regional Broadband Plan and provide the plan to all stakeholders, governments, education, the CPUC and technology providers including ISPs
- Develop and Finalize Priority Infrastructure and Deployment Projects: SBBC will continue to build and refine a list of projects that will be most beneficial to the region.

On-Going : Year 1-3

- Work with ISPs and Other Stakeholders: The SBBC will work with ISP's and community and business stakeholders to better understand current digital divide issues and work collaboratively with these parties to increase deployment and adoption in disconnected and low-adoption areas.
- Involve Community in all Stages of Activity: The efforts of the SBBC will involve the community.
- Elicit Government Support: The SBBC will elicit support from local governments and governmental agencies throughout the region to establish and implement policies to promote broadband deployment and adoption.
- Conduct Annual Briefings: The SBBC will hold briefings to update members and stakeholders on status of community technology projects in both San Diego and Imperial County.
- Attend Annual Consortia: Members of the SBBC will attend meetings sponsored by CPUC.
- Facilitate Public/Private Partnerships and Collaboration: The SBBC will foster interaction between public agencies, private-sector industry, community resources, anchor institutions and CASF applicants to encourage deployment projects and grant applications that address the region's unique needs.
- Compile and Analyze Data: The SBBC will conduct, compile, and evaluate data from the surveys, maps, and research assembled through the program of work.

GOALS

A long term goal for the consortium is for broadband resources that are available, accessible, and affordable to every home, business and community; and adoption that increases as users become more familiar with technologies and the benefits associated with access and use. The project we are proposing for funding through the California Advanced Services Fund (CASF) Consortia program will provide our stakeholders and the community as a whole with actionable information, access to public and private resources and expertise, and a common organization to advocate on their behalf. Specifically, our CASF-funded goals for the next three years are:

- Collect and update information regarding broadband infrastructure, assets and availability, demographics, economic and broadband market statistics, and other data relevant to overall economic development and broadband infrastructure and access development in particular.
- Promote broadband deployment and availability to residences and businesses.

- Facilitate and promote broadband educational forums and workshops.
- Document and disseminate information on best practices and/or model policies.
- Promote broadband access and adoption for residence and businesses.
 - Document and communicate with jurisdictions, agencies, and organizations about service options in their areas.
 - Research, document, and disseminate information on local, statewide, and national policies and pilot projects.
 - Convene Internet Service Providers (ISP), local governments and community benefit organizations (CBO) to identify resources and collaborate on community education and outreach.
 - Work with local stakeholders to identify, prioritize, and advance digital access projects.
- Increase the rate of broadband adoption by facilitating the impact of consumer education, outreach, and adoption.
 - Identify high priority underserved and unserved target populations and communities.
 - Work with local anchor institutions to become community broadband access points and leverage resources for additional access points.
 - Work with telecoms to increase enrollment for low-cost home and business Internet solutions.
 - Work with local agencies to facilitate applications for public housing grants and broadband infrastructure grants.
- Provide project management support for SBBC.
 - Implement Work Plan including project activities, reporting, and billing.
 - Disseminate information via e-newsletters, e-blasts, social media, and website.
 - Participate in CPUC Learning Summits, monthly consortia conference calls, and partner funded networking events.
 - Convene annual event to educate and build relationships across political jurisdictions and disciplines to reach a broad constituency.
 - Represent SBBC at local and state meetings, events, council, and policy forums.

OUTCOMES

Our overall framework is based on community outreach and needs assessment. We have a large number of diverse needs in these two counties and it is imperative we listen to the community and applicable agencies to analyze the most efficient outcome. Below we have outlined the strategy on how we will accomplish our goals:

- **Identify the unserved and underserved areas of Imperial and San Diego Counties that are currently without any broadband services, so as not to duplicate any efforts other organizations are providing.**
 - **Contact local agencies (ICOE, etc.) to gather information on broadband programs they are offering the community. Identify, prioritize, and support local digital access projects.**
 - **Compile the information in a report; publish in a newsletter as well as a web-based source.**
 - **Work with county work groups and community partners to identify services community members would like to be offered.**
- **Identify potential telecom companies interested in expanding access to broadband to these areas, and identifying funding or discount options from those companies.**
 - **AT&T has mentioned available funding to offer broadband services to underserved or unserved communities. Meet with their representatives with our findings from the above mentioned report.**
 - **Send findings to other telecom companies for their involvement.**
 - **Work with local chambers and IVEDC to identify potential telecom companies and funding opportunities.**
- **Promoting broadband deployment, access, adoption and availability to residences and businesses in underserved rural areas.**
 - **Hold workshops in the underserved areas promoting the benefits of broadband and the availability in their areas.**
 - **Create and pass out flyers in the communities and post flyers at the local colleges and community centers.**
 - **Conduct community surveys necessary for grant applications in underserved and unserved areas with a focus not only on residential speeds and connections but also on business speeds and connections.**

VI. Non- CASF Resources

Our project team relies heavily on pro bono/in kind personnel, and on in kind contributions of office facilities, travel expenses and other resources. The executive team and the expert group chairs receive no compensation from the CASF grant for their work, or for travel or office expenses except for attendance at CPUC-organized consortia summits.

SBBC estimates the value of this contribution to be \$115,000 over three years. This figure is based on a conservative assumption of in-kind donations from the following organizations:

- Imperial County Office of Education
- Imperial Valley Economic Development Corporation
- San Diego Regional Economic Development Corporation
- Imperial Valley Transportation Commission
-

A number of other organizations in the region, many of whom are SBBC participants, are involved in promoting broadband infrastructure deployment and access, digital literacy and information technology skills.

A. Explain how the Consortium will ensure that the CASF budget does not duplicate any other sources of funding.

The first goal of the SBBC is to identify all broadband activity in the two counties to prohibit any possible duplication of efforts. The SBBC has coordinated efforts with agencies and individuals that are involved with the broadband movement, as well the San Diego Regional Broadband Consortium who has previously received the CASF Consortia grant. SBBC is expanding upon the work the SDIRBC has already completed in San Diego and Imperial counties through the previous CASF Consortia grant.

VII. Proposed Budget

BUDGET NARRATIVE

The SBBC is proposing a three year budget and associated work plan. It is requesting a grant in the amount of \$450,000 to support the three-year plan. The total budget, including \$115,000 estimated in-kind contribution value from members, is \$545,000.

Labor

21% of the budget will be used to pay staff engaged in the day-to-day management of the project. A part-time Outreach Coordinator will be hired and will be responsible for overall management of activities and projects, organizing members, and ensuring overall program success.

Part-time staff will be compensated to support the Imperial Valley Economic Development Corporation and to assist with coordination, projects, and efforts in the Imperial Valley.

Contract Services

22% of the budget will be used to hire contractors who will assist with the development of projects, collection of data, and analysis and reporting associated with mapping, surveys, and workshops.

In-Kind

40% of the total budget will be in-kind value of members' time, expertise, equipment, and projects. The value of the time spent by unpaid SBBC volunteers will be counted as in-kind match toward the overall budget. Additionally, members' currently conducting digital divide projects whose value and experience are leveraged will also be factored into the in-kind match.

Non-personnel and Admin

12% of the budget will be needed for supplies and materials used primarily for marketing and awareness. 5% of the total budget will be paid to the fiscal sponsor to support the administrative overhead associated with managing grant funds.

BUDGET

Expense	Year One	Year Two	Year Three	Total	% of Total
Personnel					
Outreach Coordinator	25,000	25,000	25,000	75,000	13%
IVEDC staff- should we move this in-kind?	15,000	15,000	15,000	45,000	8%
Total	40,000	40,000	40,000	120,000	21%
Contract Labor					
Research and Analyst Consultant(s)	15,000	15,000	20,000	50,000	9%
Project Coordinator - Imperial Valley County Office of Education	10,000	10,000	10,000	30,000	5%
Project Coordinator - Tribal Digital Village	10,000	10,000	10,000	30,000	5%
Project Coordinator - San Diego County Office of Education	5,000	5,000	5,000	15,000	3%
Total	40,000	40,000	45,000	125,000	22%
In-Kind					
Regional Coordination	25,000	25,000	25,000	75,000	13%
Collaborative Program Work	25,000	25,000	25,000	75,000	13%
Outreach	25,000	25,000	25,000	75,000	13%
Total	75,000	75,000	75,000	225,000	40%
Non Personnel					
Supplies	5,000	5,000	5,000	15,000	3%
Travel	5,000	5,000	5,000	15,000	3%
Meetings	5,000	5,000	5,000	15,000	3%
Marketing Materials	7,500	7,500	5,000	20,000	4%
Total	22,500	22,500	20,000	65,000	12%
Admin					
Total	10,000	10,000	10,000	30,000	5%
TOTAL PROJECT BUDGET (w/In-kind)	187,500	187,500	190,000	565,000	100%

**APPENDIX B
WORK PLAN**

Activities	Y1 Q1	Y1 Q2	Y1 Q3	Y1 Q4	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Responsible Party	Performance Measures
Identify Disconnected Areas - where broadband, as defined, is not available but needs to exist	X	X	X	X									Executive Committee	The disconnected areas identified and validation points confirmed re: "need for broadband"
Identify Low-Adoption areas - where broadband is available but under utilized	X	X	X	X									Executive Committee	The low-adoption areas identified and validation points confirmed re: "underutilized"
Draft Public Awareness Campaign	X	X	X	X									Project Personnel, Consultants	Min. 1 outreach campaign developed
Develop Improved Maps			X	X	X	X	X	X					Project Personnel, Consultants, Executive Committee	SBBC will conduct a min. of 50 interviews or surveys
Conduct Community Surveys	X	X	X	X					X	X	X	X	Consortia All	SBBC will survey approx. 5,000 residents about adoption challenges
Continue to identify Disconnected Areas - where broadband, as defined, is not available but needs to exist					X	X	X	X	X	X	X	X	Consortia All, ISP's	The additional disconnected areas identified and validation points confirmed re: "need for broadband"
Continue to identify Add'l Low Adoption Areas - where broadband is available but under utilized					X	X	X	X	X	X	X	X	Consortia All, ISP's, Consultants	The additional low-adoption areas identified and validation points confirmed re: "underutilized"

Implement Public Awareness Campaign					X	X	X	X	X	X	X	X	Project Personnel, Consultants, Executive Committee, Members	Public awareness campaign rolled out in min. of 5 areas.
Support Development of Regional Broadband Plan (developed Yr. 1)					X	X	X	X	X	X	X	X	Consortia All	1)Deploy min. of 100 refurbished computers to homes without access, 2)Identify min. one local ISP provider as partner
Develop Priority Infrastructure and Deployment Projects					X	X	X	X	X	X	X	X	Consortia All, ISP's, Consultants	List of at least 10 priority projects or efforts that can lead to improved deployment and adoption

APPENDIX C: REGION ZIP CODES

Imperial County

92243
92231
92227
92251
92250
92233
92283
92249
92257
92281
92273
92275
92259
92266

San Diego County

92101-92117
92119-92124
92126-92140
92142
92145
92147
92149-92155
92158-92172
92174-92177
92179
92182
92184
92186
92187

APPENDIX D

SECTION 8: LETTERS OF SUPPORT FROM REGIONAL GOVERNMENT

- 1. U.S. Congressman Juan Vargas**
 - a. Tomas Oliva
 - b. Janine Parish ??
- 2. Tribal Digital Village, Director of Technology**
 - a. Bonnie LaChappa
 - b. Matthew Rantanen
- 3. Assemblyman Eduardo Garcia**
- 4. Senator Hueso**
- 5. SCAG**
- 6. San Diego State University**
- 7. Imperial Valley College**
 - a. Victor Jaime
- 8. County of Imperial**
- 9. Imperial County Office of Education**
 - a. Todd Finnell
 - b. Todd Evangelist
 - c. Teri Pate (need contact card)
- 10. City of Imperial**
- 11. City of El Centro**
- 12. City of Brawley**
- 13. City of Holtville**
- 14. City of Westmorland**
- 15. City of Salton City**
- 16. Imperial County Transportation Commission (FISCAL AGENT)**
 - a. Mark Baza
- 17. Southern California Association of Governments**
 - a. David Salgado
- 18. El Centro City councilmember**

- a. Jason Jackson
- 19. County of Imperial Board of Supervisor**
 - a. Ray Castillo
- 20. Brawley City Councilmember**
 - a. George Nava
- 21. Employment and Training Agency**
 - a. Miguel Figueroa
- 22. Housing and Redevelopment Agency**
 - a. Andrea Roark
- 23. Air Quality Management District- Imperial County**
- 24. Local Agency Formation Commission**
- 25. Community College District and SDICA**
 - a. Victor Jaime
- 26. Imperial Valley Economic Development Corporation**
 - a. Tim Kelley
 - b. Eusebio Arballo
- 27. Imperial Irrigation District**
 - a. Harold Walk
- 28. Sempra Energy**
- 29. SDREDC**
 - a. Jennifer Storm
- 30. SD East**
 - a. JoMarie
- 31. SD West**
 - a. Gary Knight
- 32. Borrego SP**
 - a. Sylvana Meeks
- 33. SoCal Gas**
- 34. Clinicas del Salud del Pueblo**
 - a. Rosendo Rusty Garcia (President of the Board)

APPENDIX D CONTINUED

SECTION 9: LETTERS OF SUPPORT FROM PUBLIC, NON-PROFIT, AND/OR FOR-PROFIT ORGANIZATIONS

- 1. Imperial County Film Commission**
- 2. El Centro Chamber of Commerce**
- 3. Brawley Chamber of Commerce**
- 4. Imperial Chamber of Commerce**
- 5. Holtville Chamber of Commerce**
- 6. Calexico Chamber of Commerce**
- 7. Imperial County Farm Bureau**
 - a. Kay Pricola?
- 8. Brawley Community Foundation**
 - a. Don Shank
- 9. Imperial Regional Alliance**
 - a. Tom DuBose
- 10. Imperial Valley Community Foundation**
 - a. Bobby Brock
- 11. Imperial Capital Ventures**
 - a. Thomas Topuzes
- 12. Accion**
 - a. Elizabeth
 - b. Victor Nava
 - c. Diana Moreno-Inman
- 13. Southern Low Desert RC&D**
 - a. Ron Kent
- 14. Conveyor Group**
 - a. Aaron Popejoy

**APPENDIX E
FISCAL AGENT AFFIDAVIT**

APPENDIX F
FISCAL AGENT LETTER

CASF FUNDED RURAL AND URBAN REGIONAL BROADBAND CONSORTIA

REGIONAL CONSORTIA, WEBSITE AND WORK PLAN	COUNTIES SERVED	CONTACT
<p>NORTH BAY NORTH COAST CONSORTIUM</p> <p>Website – http://necalbroadband.org/</p> <p>Work Plan – Work Plan Northeastern California Connect</p>	<p>MENDOCINO, SONOMA, MARIN AND NAPA</p>	<p>Tom West Project Manager North Bay North Coast Broadband Consortium (NBNCBC) (562) 858-9378 tom@westfamily.org</p>
<p>NORTHEASTERN CALIFORNIA CONNECT CONSORTIUM (NECCC)</p> <p>Website – http://necalbroadband.org/</p> <p>Work Plan – Work Plan Northeastern California Connect</p>	<p>SISKIYOU, MODOC, SHASTA, LASSEN, TEHAMA, BUTTE AND PLUMAS</p>	<p>Jason Schwenkler Director - Geographical Information Center CSU Chico (530) 898-4372 jschwenkler@csuchico.edu</p>
<p>PACIFIC COAST BROADBAND CONSORTIUM</p> <p>Website – http://pcbroadband.org/index.html</p> <p>Work Plan – Work Plan Broadband Consortium of the Pacific Coast</p>	<p>SAN LUIS OBISPO, SANTA BARBARA AND VENTURA</p>	<p>Bruce Stenslie President & CEO Economic Development Collaborative of Ventura County (805) 794-0455 bruce.stenslie@edc-vc.com</p> <p>William R. Simmons Broadband Consortium, Pacific Coast (805) 351-9429 bsimmons@iprise.com bill.simmons@gt2.org</p>
<p>REDWOOD COAST CONNECT (RCC)</p> <p>Website – http://www.humboldtgeospatial.com/rcc/</p> <p>Work Plan – Work Plan Redwood Coast</p>	<p>DEL NORTE, HUMBOLDT, MENDOCINO, AND TRINITY</p>	<p>Connie Stewart Executive Director, California Center for Rural Policy (CCRP) CSU Humboldt (707) 826-3402 conniestew@humboldt.edu</p>
<p>SAN DIEGO IMPERIAL REGIONAL BROADBAND CONSORTIUM (SDIRBC)</p> <p>Website – http://www.sdirbc.org/</p> <p>Work Plan – Work Plan San Diego Imperial</p>	<p>SAN DIEGO AND IMPERIAL</p>	<p>Jennifer Henry Storm Executive Director, Economic Development Foundation San Diego Regional Economic Development Corporation (619) 615-2953 jh@sandiegobusiness.org,</p>
<p>SAN JOAQUIN VALLEY REGIONAL BROADBAND CONSORTIUM (SJVRC)</p> <p>Website – http://sjvpartnership.org/</p> <p>Work Plan – Work Plan San Joaquin Valley</p>	<p>FRESNO, KERN, KINGS, MADERA, MERCED, SAN JOAQUIN, STANISLAUS AND TULARE</p>	<p>Shelby Gonzales Finance Director, Office of Community & Economic Development CSU Fresno (559) 278-0517 sagonzales@csufresno.edu</p>
<p>UPSTATE CALIFORNIA CONNECT CONSORTIUM (UCCC)</p> <p>Website – http://upcalbroadband.org/</p> <p>Work Plan – Work Plan Upstate California Connect</p>	<p>LAKE, GLENN, COLUSA AND SONOMA</p>	<p>Jason Schwenkler Director - Geographical Information Center CSU Chico (530) 898-4372 jschwenkler@csuchico.edu</p>
<p>CALIFORNIA'S ONE MILLION NEW INTERNET USER (NIU) COALITION</p> <p>Website – http://onemillionniu.org/</p> <p>Work Plan – Work Plan One Million NIU</p>	<p>LOS ANGELES</p>	<p>Alicia Ortega Community Union Inc. (323) 526-7331 aortega@communityunion.org</p>

CETF ANNUAL REPORT REGIONAL CONSORTIA

REGIONAL CONSORTIA FOCUS, DELIVERABLES and/or RESULTS WHAT BROADBAND MEANS TO OUR REGION	ACTION PLAN DRAFT SUMMARY
<p>Central Coast Broadband Consortium (CCBC - Monterey, San Benito and Santa Cruz Counties) http://wetec.csumb.edu/ccbc-broadband-initiatives</p> <p>CCBC will inventory all broadband assets in the region, build a model policy bank and engage community leaders and the public through workshops and a Get Connected! event.</p> <p>Improving the region's broadband infrastructure is an absolute necessity for growing and attracting businesses, and creating jobs.</p>	<ul style="list-style-type: none"> ▪ Inventory Infrastructure Assets ▪ Build Model Policy Bank ▪ Conduct Public Workshops
<p>Central Sierra Connect Broadband Consortium (CSC - Amador, Calaveras, Tuolumne, Mariposa and Alpine Counties) www.centralsierracconnect.org</p> <p>CSC will expand broadband access in the five-county rural region by identifying and supporting potential infrastructure projects, outreach to lower income and disadvantaged populations about training and adoption of broadband, and improve economic and educational opportunities through broadband technology.</p> <p>Improvements to broadband infrastructure in the region will improve the quality of life to residents by facilitating new economic development, enhancing educational opportunities through online education and accessing important health and human services.</p>	<ul style="list-style-type: none"> ▪ Identify Infrastructure Projects ▪ Outreach to Disadvantaged Populations and Provide Training for Adoption ▪ Improve Economic and Education Opportunities
<p>Connected Capital Area Broadband Consortium (CCABC - Sacramento, Sutter, Yolo and Yuba Counties) https://sites.google.com/site/connectedcapitalarea/</p> <p>The goal of CCABC is to identify and coordinate strategic broadband investments in Sacramento, Sutter, Yolo and Yuba Counties aimed at improving broadband infrastructure, access and adoption. Primary accomplishments to date are: (1) Identified the top barriers and recommended solutions to advance wireless broadband deployment; (2) Advocated to the CPUC to provide baseline "adoption rate" data; and (3) Initiated lists of broadband priority areas of need for Yolo, Sutter and Yuba Counties.</p> <p>Broadband is an essential 21st century infrastructure necessary for economic competitiveness and high quality of life.</p>	<ul style="list-style-type: none"> ▪ Identify Barriers to Deployment and Coordinate Strategic Investments ▪ Encourage CPUC to Publish Adoption Baseline Data ▪ Inventory Priority Areas for Deployment
<p>East Bay Broadband Consortium (EBBC - Alameda, Contra Costa and Solano Counties) www.ebbroadband.org</p> <p>EBBC's focus in the first year was to identify needs and gaps by convening Roundtables with stakeholders in the areas of Economic Development/Infrastructure; Telehealth/Digital Inclusion and Social Services; and E-Education and E-Government. The information gleaned from the Roundtables is informing the development of a Strategic Plan and priorities for implementation. The Strategic Plan will be presented at a January 2013 Summit and be the framework for implementation in 2013 and 2014.</p> <p>Increased broadband deployment, access and adoption in the region is critical to continued economic development and to eliminate the digital divide so residents and workers are connected to affordable broadband and effective at using it.</p>	<ul style="list-style-type: none"> ▪ Identify Needs and Gaps ▪ Conduct Three Major Stakeholder Roundtables ▪ Convene Summit to Adopt Strategic Plan
<p>Eastern Sierra Connect Regional Broadband Consortium (ESC - Inyo, Mono and Eastern Kern Counties) https://sites.google.com/site/dmrcandd/home</p> <p>The primary focus areas for ESC are: Infrastructure, the promotion of competition in cities and encouragement of deployment to remote areas; Access, matching community need with Broadband solutions; Awareness, getting the community ready for Digital 395; and Adoption, free/affordable computer, free/affordable training, and low-cost internet.</p> <p>Broadband is critical to the region because the Eastern Sierra has some of the lowest access and adoption rates statewide. Increased network capacity, such as the Digital 395 project, anticipated in Summer 2013, will help close the Digital Divide in the region. Additional capacity means connecting remote rural communities who have been demanding broadband</p>	<ul style="list-style-type: none"> ▪ Support Completion of Digital 395 ▪ Facilitate Deployment to Remote Areas ▪ Provide a Digital Inclusion Program for Disadvantaged Populations, with Affordable Computers, Training and Connectivity

<p>for a long time, and the ability to promote broadband access and adoption through Digital Inclusion Programs and workshops.</p>	
<p>Gold Country Broadband Consortium (Gold Country - Sierra, Nevada, Placer, El Dorado and Alpine Counties) http://goldcountryconsortium.wordpress.com/</p> <p>Gold Country is focusing on capitalizing on a free-market approach to expand infrastructure, and to increase digital access and use of broadband in designated Sierra Counties. The Consortium was formed to leverage regional, state and national resources as an investment in improving and expanding broadband access. Deliverables include identifying clusters of demand and matching the demand with willing and able ISPs. The Consortia has conducted and will continue to hold a series of community meetings with ISPs interested in expanding their networks to serve the demand.</p> <p>Broadband means connecting large parts of the population in the region that are currently unserved or underserved due to low population densities and challenging terrain. Existing networks must be extended and upgraded, and the creation of new networks and new capabilities must be fostered.</p>	<ul style="list-style-type: none"> ▪ Identify Clusters of Demand ▪ Match Clusters to ISPs ▪ Conduct Community Meetings with ISPs
<p>Inland Empire Regional Broadband Consortium (IERB - San Bernardino and Riverside Counties) Website Coming Soon</p> <p>IERB will focus its planning efforts on community and stakeholder involvement, in order to develop a Broadband Infrastructure and Access Plan for the Inland Empire Region. The IERB Broadband Infrastructure and Access Plan include delve into: needed capital improvement projects; programs which address underserved and disadvantaged residents; government policy improvements and best practices; and advocacy efforts for the IERB region.</p> <p>IERB's vision is to set regional broadband priorities, enhance economic vitality and growth and improve the quality of life within the Inland Empire to remove the "Digital Divide" by providing a collaborative opportunity for regional broadband infrastructure, access and program planning.</p>	<ul style="list-style-type: none"> ▪ Identify Infrastructure Projects ▪ Inventory Adoption Programs for Disadvantaged Residents ▪ Promote Government Policy and Best Practices
<p>Los Angeles County Regional Broadband Consortium (LACRBC - Los Angeles County) http://www.regionalconsortia.r4tw.com/</p> <p>LACRBC will: generate local support for broadband deployment by inviting local residents, businesses, and elected officials to a series of town hall meetings; promote broadband access by establishing free community WiFi networks and leveraging existing open computer lab access at public computer centers throughout Los Angeles; promote broadband adoption by facilitating the impact of consumer education, outreach, and training; support community-based parties and anchor institutions that are working to increase deployment, access, and adoption; and contribute to the overall well-being of the community by providing Skype for health workshops and better health online workshops.</p> <p>The LACRBC has successfully: held Town Hall meetings including a well-attended and highly publicized, joint press conference; participated in all 24 days of the Los Angeles County Fair; connected 33 new Internet subscribers; provided over 11,852 users with open lab access; provided 3,071 end-users with WiFi cloud access; and conducted computer classes for 427 individuals.</p> <p>The mission of the LACRBC is to provide leadership in Los Angeles County to close the digital divide by accelerating the broadband deployment, access, and adoption that will promote economic growth, job creation, and the substantial social benefits that advanced information and communications technologies bring.</p>	<ul style="list-style-type: none"> ▪ Conduct Town Hall Meetings ▪ Distribute Information at County Fair ▪ Establish Free Community WiFi ▪ Conduct Computer Classes ▪ Expend Open Lab Access
<p>Northeastern California Connect Consortium (NECCC - Siskiyou, Modoc, Shasta, Lassen, Tehama, Butte and Plumas Counties) http://necalbroadband.org/</p> <p>NECCC will form a new LLC to own, operate and manage an improved fiber-based network connecting 16 counties, develop countywide backbone infrastructure systems and facilitate each county's incorporation of broadband as fundamental infrastructure into county General Plans, and develop and implement broadband adoption programs throughout the northern counties.</p> <p>Regional broadband challenges include Aging infrastructure, obsolete copper, overloaded cell towers and challenging, diverse terrain. Increased network capacity will make</p>	<ul style="list-style-type: none"> ▪ Form New Corporation to Own, Operate and Manage Fiber Network ▪ Promote General Plan Policies to Support Broadband ▪ Develop and Implement Adoption Programs

<p>broadband services available, accessible and affordable to all residents throughout the northern counties. It will potentially connect an estimated 1.6 million people. Like electricity lit up rural America throughout the late 1930s, and into the early 1940s, broadband is today's utility: necessary and critical.</p>	
<p>Redwood Coast Connect (RCC - Del Norte, Humboldt, Mendocino, and Trinity Counties) http://www.humboldtgeospatial.com/rcc/</p> <p>The focus of the RCC is to make available ubiquitous broadband to all rural communities in the region through the aggregation of users, engagement of providers, simplification of county and municipal policies and tapping the ingenuity of entrepreneurs in the region.</p> <p>Top accomplishments include: Mendocino County partners engaging and partnering with Mendocino County Building and Planning Services on broadband deployment projects of all magnitude, and developing an inventory of broadband connections for anchor Mendocino County institutions, as well as an inventory of current and prospective Mendocino County telecommunications vendors; Humboldt County Board of Supervisor approval of the Telecommunication Element to be included in its General Plan update, and a request for the RCC to come back with proposed ordinances to implement the policies in the element; several tribes receiving federal grants to provide broadband service in some of the most remote areas of the region; and the Hwy 36 middle mile project was completed with CASF funding.</p> <p>Increased broadband accessibility will increase opportunities for business development, jobs, and access to quality health care and educational opportunities.</p>	<ul style="list-style-type: none"> ▪ Engage Government Agencies in Each County to Inventory Connections for Anchor Institutions ▪ Promote Approval of General Plan Elements to Support Broadband ▪ Work with Tribes to Secure Federal Funding
<p>San Diego Imperial Regional Broadband Consortium (SDIRBC - San Diego and Imperial Counties) http://www.sdirbc.org/</p> <p>SDIRBC will explore and help develop infrastructure plans and proposals to submit for CASF funding, and advocate for changes in public policy for broadband issues. The Consortia has had two very successful grassroots community outreach meetings in the remote communities of Ocotillo and Salton City in Imperial County that yielded in increased broadband connectivity. The Imperial County Office of Education has also successfully surveyed over 37,000 households about broadband access through back to school packets sent to parents and this will be replicated by San Diego County Office of Education.</p> <p>Broadband availability offers residents of Imperial and rural San Diego Counties the leveling opportunity experienced when health services and educational and career opportunities can be delivered from distant locations.</p>	<ul style="list-style-type: none"> ▪ Conduct Community Outreach Meetings in Remote Communities ▪ Facilitate Development of Deployment Projects ▪ Work with County Offices of Education to Survey Households and Distribute Adoption Information
<p>San Joaquin Valley Regional Broadband Consortium (SJVRBC - Fresno, Kern, Kings, Madera, Merced, San Joaquin, Stanislaus and Tulare Counties) SJV Regional Broadband Consortium</p> <p>SJVRBC has been exploring a variety of broadband solutions for rural communities including: Municipally Owned Broadband Networks – using the success of the city of Shafter's municipally owned Shafter Fiber Network, the SJVRBC hopes to facilitate the deployment of a similar project in a rural community by helping a community seek grant funding; Agricultural Pilot Site – in conjunction with the city of Fresno's Strong Cities Strong Communities (SC2) team, SJVRBC is working to launch an agricultural pilot site that will utilize broadband-enabled water-efficient farming technology in the fields; and TV White Space Technology – SJVRBC is closely following the work of Air.U in promoting TV white space technology as a way to provide distance learning in rural areas in the hopes of expanding its applications further in the valley.</p> <p>Broadband in the San Joaquin Valley is critical for the economic vitality of the region's rural communities and constituents.</p>	<ul style="list-style-type: none"> ▪ Explore Municipally-Owned Broadband Networks ▪ Pursue Agriculture WiFi Pilot Project as Part of Strong Cities Strong Communities Program ▪ Monitor Opportunities to Use TV White Space for Distance Learning
<p>Upstate California Connect Consortium (UCCC - Lake, Glenn, Colusa and Sonoma Counties) http://upcalbroadband.org/</p> <p>NECCC will form a new LLC to own, operate and manage an improved fiber-based network connecting 16 counties, develop countywide backbone infrastructure systems and facilitate each county's incorporation of broadband as fundamental infrastructure into county General Plans, and develop and implement broadband adoption programs throughout the northern counties.</p> <p>Regional broadband challenges include Aging infrastructure, obsolete copper, overloaded</p>	<ul style="list-style-type: none"> ▪ Form New Corporation to Own, Operate and Manage Fiber Network ▪ Incorporate Policies Into County General Plans ▪ Implement Adoption Programs

cell towers and challenging, diverse terrain. Increased network capacity will make broadband services available, accessible and affordable to all residents throughout the northern counties. It will potentially connect an estimated 1.6 million people. Like electricity lit up rural America throughout the late 1930s, and into the early 1940s, broadband is today's utility: necessary and critical.



July 13, 2016

Re: Southern Border Broadband Consortium (SBBC)

Imperial Valley Economic Development Corporation (IVEDC), a not-for-profit (501)(C)(6), has formed Southern Border Broadband Consortium (SBBC) along with representatives from all economic sectors, to assist the unserved and underserved areas in Imperial and San Diego counties to provide access to education, health care, and capital through broadband internet. The Southern Border Broadband Consortium (SBBC) is comprised of local government agencies, non-profit organizations and local business owners that serve the counties of Imperial and San Diego.

Providing access to broadband internet to these areas will deliver the necessary infrastructure to foster economic growth, improve health care, education and local government. Our long term vision is 100% availability of residential, commercial and industrial grade broadband facilities and services, and 100% utilization by all members of the many diverse communities in these this regions.

In 2012, San Diego Imperial Regional Broadband Consortium (SDIRBC) took an initial approach to bridge the digital divide in the region by focusing on education, health, and economic development. If awarded, SBBC will continue the efforts of SDIRBC to bridge the technological gap to these unserved and underserved areas by focusing on identifying needs, implementation, and adoption of a regional broadband infrastructure.

As a leader in economic development in the southern border region, we would be honored to have your support. Attached is a draft letter of endorsement for your review.

We thank you in advanced for your consideration.

Sincerely,

A handwritten signature in blue ink that reads 'Timothy E. Kelley'. The signature is written in a cursive, flowing style.

Timothy E. Kelley
President & CEO IVEDC

[Insert logo/letter head]

[Date]

To: The State of California Public Utilities Commission

From: [Insert Name, Title, Company representing]

Re: Southern Border Broadband Consortium (SBBC)

[Company name] is pleased to submit this letter of support of Imperial Valley Economic Development Corporation serving as the host agency coordinating the grant application submitted by the Southern Border Broadband Consortium (SBBC) for the California Advanced Services (CASF) Regional Consortia Grants.

[Insert company description/mission]

If awarded this grant, SBBC and project partners will improve affordable high-speed Internet access in Imperial County and San Diego to residents, businesses, schools, libraries, medical facilities and local government offices.

These crucial improvements will help alleviate lack of access to capital, bring awareness of broadband services and current infrastructure while working together with local businesses, residences and public officials in bringing broadband into their local area.

We strongly express our support of IVEDC as the host agency coordinating the Southern Border Broadband Consortium for California Advanced Services (CASF) Regional California Grants. If you should have questions regarding [Insert company] and our support, please feel free to contact me directly via phone or e-mail: [insert business phone number] or [insert main email].

Sincerely,

Name

Title