



# Getting Connected:

## A Broadband Deployment and Adoption Resource Guide *for Local and Regional Government Leaders*

### **Broadband & Economic Development**

*Tuesday June 15th, 2021*

*10 am to 11:30 am*

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# Housekeeping Rules

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- All attendees are muted and have their videos off.
- If you have questions for any of our speakers/panelists, please use the Q&A feature.
- If you encounter any technical difficulties or have any other comments, please use the chat box.

# Introduction



**Gurbax Sahota,**  
*CEO, California Association Local  
Economic Development (CALED)*



**Trish Kelly,**  
*Managing Director, Valley Vision*

**Gladys Palpallatoc,**  
*Associate Vice President,  
California Emerging Technology  
Fund (CETF)*

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# Agenda

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- i. Welcome/Introduction (10 am to 10:10 am)
- ii. Overview of the Getting Connected Resource Guide/Q&A (10:10 am to 10:30 am)
- iii. Case Study, El Dorado County/Q&A: (10:30 am to 11:00 am)
- iv. Community Broadband Survey/California Broadband Action Plan/Q&A: (11 am to 11:20 am)
- v. Next Steps/Closing Remarks (11:20 am to 11:30)

# Overview of the Resource Guide



**Trish Kelly,**  
*Managing Director for  
Valley Vision*

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## Valley Vision: Role in Digital Inclusion

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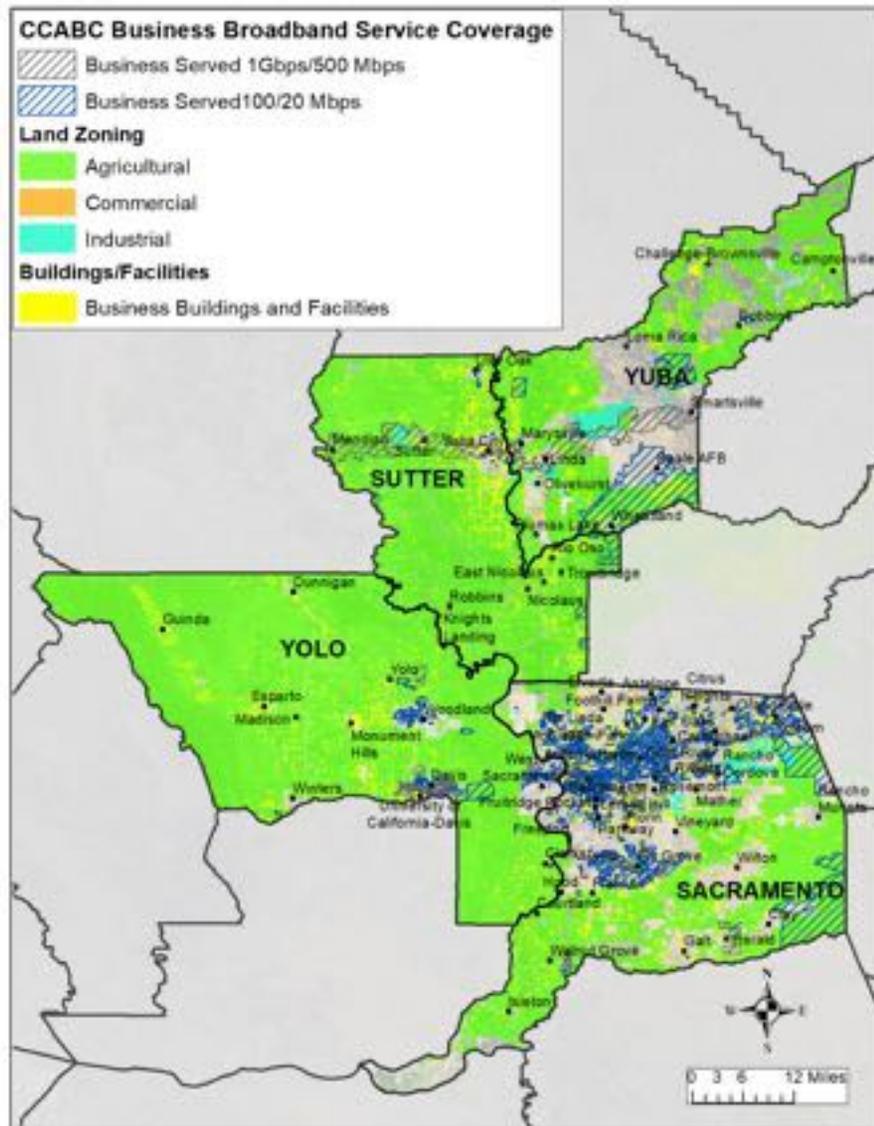
A ***civic leadership organization*** dedicated to improving the livability of the six-County Sacramento region: Sacramento, Sutter, Yolo, Yuba, Placer, and El Dorado counties:

- Partner in the region's Prosperity Strategy
- Manager of the Connected Capital Area Broadband Consortium (CCABC)
- Manager of the Sacramento Coalition for Digital Inclusion
- Regional Coordinator for workforce development system/digital skills
- Statewide leadership role in broadband access and adoption

# Connected Capital Area Broadband Consortium (CCABC)



- Funded by the CPUC
- Covers four counties: Sacramento, Sutter, Yolo and Yuba
- Priorities:
  - Connect unserved HHs to reach 98% target set by PUC
  - Support ISPs to develop infrastructure project applications
  - Assist the CPUC in broadband coverage and speed testing
  - Provide model policies, permitting & planning guidelines to expedite BB investment & deployment
  - Identify/leverage Federal, State and other funding sources
  - Improve connectivity for rural areas, accelerate AgTech adoption



## Business Broadband Coverage, Sacramento Region:

- **100/20 Mbps:** High-speed dedicated broadband service to enable multiple business users, applications, and platforms.
  - Coverage in most urban areas and few rural areas.
- **1000/500 Mbps (Gigabit):** Fiber broadband gigabit service to enable tens of business users, applications, and platforms.
  - Coverage in few urban areas and corridors.
- **Unserved markets (opportunities):** Agricultural, industrial and commercial facilities.



# Getting Connected

A Broadband Deployment and Adoption  
Resource Guide

*For Local and Regional Government Leaders*



# The Roles of Local and Regional Government

Local and regional government officials can have substantial impact on the deployment and adoption of broadband through their leadership roles. These **roles are embedded in the elected governing city councils and boards of supervisors**, whether or not the jurisdictions appoint specific staff to function in these roles.

Role	Definition
<b>Policy Leader</b>	Promulgate policies that determine the jurisdiction's attention and attitude toward broadband technology; define the approach to facilitating capital investment.
<b>Planner</b>	Prepare land use and other related plans that guide the development in their jurisdiction, determining "smart" growth and defining quality of life for residents.
<b>Regulator</b>	Adopt implementing ordinances for policies and plans that promote "smart" infrastructure and facilities.
<b>Consumer</b>	Purchase and utilize technology that enables residents to access information and services, encouraging innovation and competition.
<b>Service Provider</b>	Provide information and services online that increases the relevance of the technology to consumers, encouraging adoption.

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## How to use this Resource Guide

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**For local and regional government leaders looking to advance deployment and adoption of broadband through their many leadership roles. It includes:**

- An overview of select broadband plans and ordinances across the state
- Case studies for broadband deployment & adoption, including municipal broadband & 5G
- Resource listing from national and state broadband agencies and organizations

The broadband landscape is constantly evolving with new innovations in technology, policy, and - emerging from COVID funding resources. **Local and regional government leaders are encouraged to look at these resources,** as well as contact their respective regional broadband consortia for further guidance and support.

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## Methodology: How this Resource Guide was put together

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**Data gathering** from national & statewide organizations that do research, disseminate information, convene experts and stakeholders around broadband, and advocate for good public policy (e.g., Next Century Cities, National Digital Inclusion Alliance, the National Telecommunications and Information Administration, etc.).

**Getting Connected Roundtable** (local government leaders, Internet Service Providers)

**Input from consultants** specializing in assisting jurisdictions with advancing broadband infrastructure, deployment, and adoption.

**Outreach to California's regional broadband consortia** which work with their jurisdictions to identify & implement broadband-friendly policies and practices.

**Outreach to jurisdictions** (counties and cities) working to close the Digital Divide in their communities.

# Broadband Masterplans

Broadband masterplans are comprehensive plans that outline a jurisdiction's priorities and policies, and set forth an implementation strategy.

## **Often includes:**

1. An in-depth assessment of the community's broadband capability and accessibility
2. An asset inventory (rights of way, poles, antennas, lighting, etc.)
3. Regulations with respect to leasing and permitting, among others
4. Funding strategies

Broadband masterplans can be incorporated into a jurisdiction's General Plan or exist as a separate document; sometimes conducted through economic development.

County or City	Broadband Masterplan	Summary
<p><b>El Dorado County</b></p> <p>Population: 192,843</p> <p>Households: 70,794</p>	<p>Broadband Feasibility Study and Funding Strategies</p>	<p>El Dorado County received a grant from the United States Economic Development Administration (EDA) in 2017 to conduct a broadband feasibility study and associated financial modeling and project planning activities. The County has been working with a consultant and is currently in the implementation phase. It is proactively seeking funding from EDA and other agencies for priority projects. The Project is led by the Board of Supervisors and the Broadband Ad Hoc Committee, along with the County Chief Administrative Office.</p> <p><b>Notable Elements:</b></p> <ol style="list-style-type: none"> <li>1. Conducts financial modeling and route verification for priority projects.</li> <li>2. Evaluates financial implications, explores investment models and strategies, and suggests several implementation options.</li> <li>3. Details funding needs for a middle mile fiber project for three community areas, to be built within the County's or the California Department of Transportation public right-of-way. It will address lack of Internet and broadband access, as well as cell phone coverage.</li> </ol>
<p><b>Humboldt County</b></p> <p>Population: 135, 768</p> <p>Households: 54, 267</p>	<p>Chapter 6, General Plan</p>	<p>Deals with <i>all</i> telecommunications; lists the benefits of broadband to the community; provides an overview of broadband availability in the county; Identifies broadband goals and policies, priorities, standards, and implementation measures.</p> <p><b>Key elements:</b></p> <ul style="list-style-type: none"> <li>• Encourages service providers to size underground and overhead facilities to accommodate future expansion;</li> <li>• Provides for utilizing permit processes that vary depending upon the physical characteristics of the facility, etc.; and</li> <li>• Provides for seeking grant funding for outlying rural areas and other underserved communities.</li> </ul>

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## Dig Once, “Dig Smart” Policies

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- Encourages the placement of fiber or conduit in the ground any time the road is dug up for a public works project;
- A commonsense method of reducing the cost of communications infrastructure deployment
- Breaks down barriers of entry for new market entrants, creating a competitive marketplace that ultimately can result in more options, lower prices, and higher quality of service for consumers;
- Can also greatly reduce strain on a community by minimizing traffic, noise, and safety concerns of constant construction work.

COUNTY OR CITY	ORDINANCE OR BEST PRACTICE	SUMMARY
<p><b>Calaveras and Tuolumne Counties</b></p> <p><b>Population:</b> 45,905</p> <p><b>Households:</b> 28,181</p>	<p>General Permit Conditions and Specifications for Trench Cuts and Street Resurfacing</p>	<p>The Calaveras and Tuolumne Counties Trench Restoration Policy are directed at all contractors and utility companies who perform excavation work within the public Right-of-Way. The Policy focuses on trench restoration, resurfacing, and maintenance, including detailed road resurfacing requirements in an attempt to protect county roads and road infrastructure from the effects of trench installation. The Policy recognizes that a “one size fits all” approach may not be appropriate, and includes the following scenarios: roads repaved or resurfaced within the last 3 year; roads with a Pavement Condition Index (PCI) above 80; and roads in good or fair condition (PCI between 45 and 80), etc.</p> <p>It includes exceptions to trenching prohibitions (e.g., service for buildings where no other reasonable means of providing service exists) and opportunities for alternative solutions that may benefit the county, contractors, and utility companies.</p>

## Municipal FTTP (“Fiber to the Premises”)

- Used to specify telecommunications that use fiber to connect the subscriber.
- May be more expensive to install but offers significant savings in terms of maintenance when compared to copper alternatives.

County or City	Ordinance or Best Practice	Summary
<b>City of Santa Cruz</b>  Population: 162, 204  Households:22, 363	Santa Cruz Fiber Public-Private Partnership Approval	<ul style="list-style-type: none"><li>• The public-private partnership with Cruzio Internet was entered into in line with the City Council’s approval of a broadband master plan focused on developing an FTTP network.</li><li>• The partnership provides for the analysis and negotiation of a model to develop a municipally owned, but privately-operated fiber optic network to provide affordable, world-class gigabit-speed, ubiquitous internet service to City of Santa Cruz residents and businesses.</li></ul>

# Master License Agreement

- Made between the Licensor (i.e., the jurisdiction, such as a county or city) and Licensee (i.e., the internet service or infrastructure provider).
- Allows the Licensee to use and make attachments to certain structures, according to the terms set forth in the Agreement.
- The Licensor commits to accommodating the Licensee's use and attachment to the structures.

County or City	Agreement	Summary
<b>City of Salinas</b>  Population: 156,550  Households: 40,623	License Agreement for Wireless Installations on Public Structures	Under this Agreement, the City of Salinas grants Extenet Systems California the non-exclusive revocable right to use certain sites throughout the city to replace or upgrade structures and infrastructure, including making wireless installations (i.e., small wireless facilities).

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## Additional Models and Case Studies

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- Consortium-wide Dig-Once, Dig-Smart Ordinances and Broadband Roadmaps (Central Sierra)
- County-wide Environmental Impact Report (EIR) (Nevada County)
- Municipal Fiber Broadband Networks (Santa Monica, Redding)
- 5G Deployment in San José
- Councils of Government (South Bay Fiber Network, Strategic Broadband Corridors, Digital Equity Plans)
- Regional Economic Development (Joint Venture: Silicon Valley Community Broadband Initiative)

## Additional Resources

- Feedback from Internet Services Providers and Infrastructure Providers (October Roundtable)
- Digital Equity Bill of Rights (CETF)
- Sample Resolutions for Broadband Access and Sample Model Policies to bring Broadband to Underserved Communities, for use by local government (SCAG and SANDAG)
- State and federal agencies, nonprofits, foundations, leadership organizations

### **Getting Connected Resource Guide:**

<https://www.valleyvision.org/resources/getting-connected-a-broadband-resource-guide/>

## What's on the Horizon

- Implementation of California BB for All Action Plan (California BB Council and Agencies)
- Tracking state legislation - large package of bills
- Tracking new federal recovery programs, legislation and potential Infrastructure bill
- Supporting local governments to identify bb priorities for local recovery funding/strategies
- Coordinating with Caltrans Strategic BB Corridors Project (including joint use/dig once)
- Working with ISPs to increase investment/projects

## ARP Funding Resources

ARP provision	Funding and expiration	Primary Recipients	Physical Network Build-Out	Device Support	Broadband Connectivity Subscription Support	Digital Literacy Training
Elementary and Secondary School Emergency Relief Fund	\$122.775 billion through Sept 30, 2023	Local educational agencies		x	x	
Institute of Museum and Library Services	\$200 million until expended	State library administrative agencies	x	x	x	x
Economic Adjustment Assistance	\$3 billion through Sept 30, 2022	Department of Commerce, states, and communities	x			
Homeowner Assistance Fund	\$9.961 billion through Sept 30, 2025	States, territories, and Tribal governments			x	
Emergency Connectivity Fund	\$7.171 billion through Sept 30, 2030	Schools and libraries	x	x	x	
Coronavirus state fiscal recovery fund	\$219.8 billion through 2024	States, territories, and Tribal governments	x	x	x	x
Coronavirus local fiscal recovery fund	\$13.2 billion through 2024	Metropolitan cities, nonentitlement units of local government, and counties	x	x	x	x
Coronavirus capital projects fund	\$10 billion until expended	States, territories, and Tribal governments	x	x		
Local assistance and tribal consistency fund	\$2 billion through Sept 30, 2023	Revenue sharing counties and Tribal governments	x	x	x	x

Source: Brookings analysis of ARP.

# Are you Ready?

- Do you have a broadband strategic plan?
- Have you reviewed your policies and ordinances to promote and accelerate broadband infrastructure investment?
- Have you inventoried your public assets (i.e., towers, conduit, poles, buildings, land, etc.) that could be used for broadband deployments, including 5g?
- Are you coordinating with SACOG transportation and infrastructure projects, including joint use dig once?
- Are you planning on using jurisdiction economic recovery funding for broadband infrastructure projects?



# Resource Guide Q&A



**Trish Kelly,**  
*Managing Director for  
Valley Vision*

## Case Study from El Dorado County: On their Master Broadband Plan and Implementation



**Aaron Magezi,**  
*Deputy Chief  
Administrative Officer  
for El Dorado County*



**Diane Kruse,**  
*County Broadband  
Consultant and CEO  
for NEO Connect*



**Kyle Zimbelman,**  
*Economic and Business  
Relations Manager for  
El Dorado County*



# Broadband Connectivity

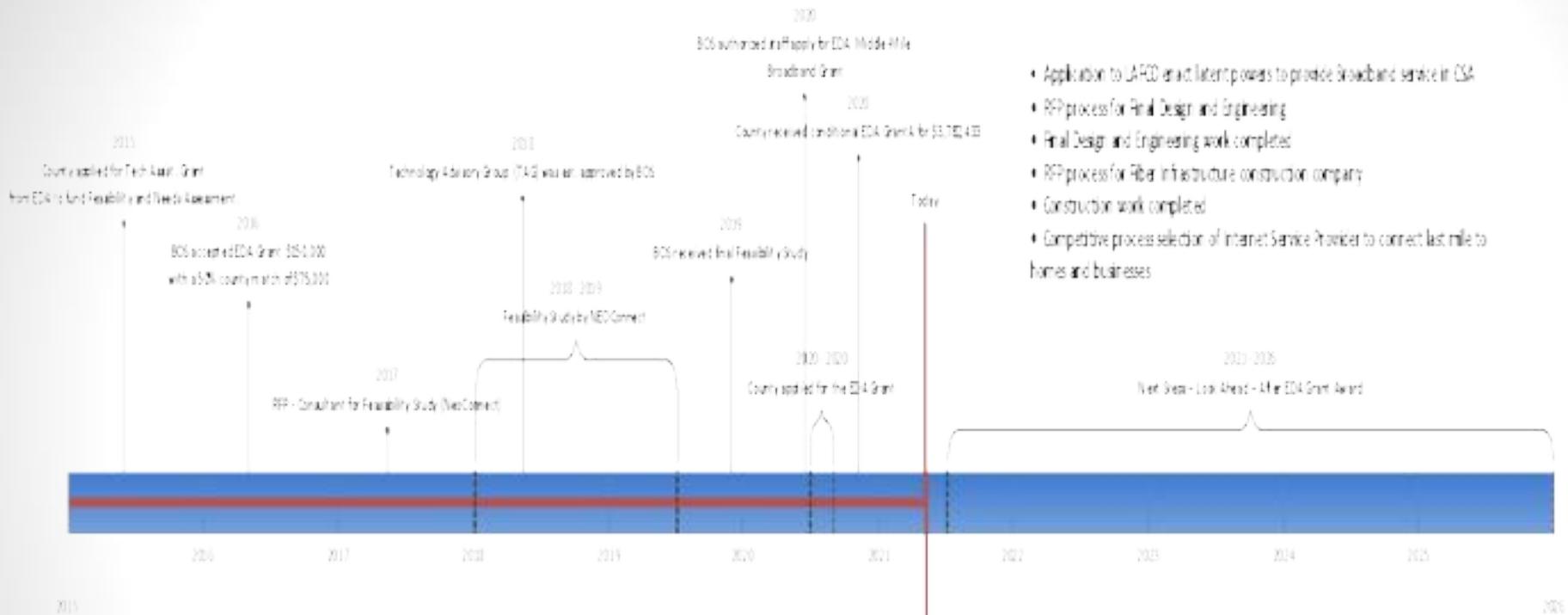
A Recap of the approach taken by El Dorado County

June 15th, 2021

# El Dorado County Leadership

- Board of Supervisors
  - John Hidal – District 1 Supervisor
  - Geoge Turnboo – District 2 Supervisor
  - Wendy Thomas – District 3 Supervisor
  - Lori Parlin – District 4 Supervisor
  - Sue Novasel – District 5 Supervisor
- Don Ashton, MPA - Chief Administrative Officer

# Timeline 2015 to Date



- Application to LAFCO and Latent powers to provide Broadband service in CSA
- RFP process for Final Design and Engineering
- Final Design and Engineering work completed
- RFP process for Fiber Infrastructure construction company
- Construction work completed
- Competitive process selection of Internet Service Provider to connect last mile to homes and businesses

- El Dorado County waiting EDA award (optimistically confident)
- Environmental work and surveys are close to being conducted once species are present.

# Past

**2015:** Economic Development Department applied for a technical assistance grant from the EDA to fund a Broadband Feasibility and Needs Assessment.

**2016:** Board accepted a Grant from the EDA of \$150,000 with a 50% county match of \$75,000

**2017:** An RFP was conducted to chose a consultant to perform the Feasibility Study and NEO Fiber, dba NEOConnect was chosen.

**2018:** Technology Advisory Group (TAG) was established, approved by BOS to become the Broadband Ad Hoc Committee, The goal of this committee was to work through the Feasibility Study results and address follow-on activities as a result of the Feasibility Study

**2018-19:** The Feasibility Study was conducted by NEOConnect. This effort included the following:

## Past – Continued

Creation of a team consisting of county staff, community members, the Ad-Hoc Committee, this team became referred to as the TAG team.

Regular meetings with the TAG team for NEOConnect to present their findings and request feedback and direction of build-out assumptions.

Community outreach meetings to property owners, businesses, medical facilities, schools, on both slopes to gather feedback regarding available Internet and/or Broadband services in their areas.

Several presentations by NEOConnect to the Board including status reports and discussion of next steps, including summaries of community feedback, recommended “Dig Once” policies, priority areas/projects, impact of public/private partnerships, overview of various grant opportunities, etc... These presentations are posted on the Broadband Internet page.

## Past – Continued

**December 2019:** Board received the final Feasibility Study report that included financial modeling results and various options for 30-40 year bonds resulting in a countywide property tax assessments as well as public/private partnerships to help pay the large amount required for a countywide infrastructure buildout.

At this time staff was directed by the Board to:

**Continue to pursue Broadband development in smaller, priority areas, seek a partnership with an investor and look for grant opportunities.**

## Past – Continued

**July 2020-Sept 2020:** The County applied for an EDA grant and addressed three separate rounds of questions regarding design and engineering and environmental issues.

**November 2020:** The County received a conditional grant award from the EDA for \$3,782,433 with a county match of \$420,270 (10%), for a total amount of \$4,202,703. The conditions are around soil maps, historical preservation communication and NEPA environmental results.

# Present

The County continues to work with their consultant to address the outstanding needs of the EDA

- Some of the soil and vegetation work may need to be performed in the spring.

The County is still awaiting EDA award status however is optimistically confident of securing the award.

- Environmental work and surveys are close to being conducted once species are present.

# Future

- Federal grants to rural and tribal populations are coming, but we don't know yet if any parts of the county will qualify, or what the match requirements may be.
- The State has launched their **California Broadband For All Plan** which captures many of the needs identified by our consultant, however does not identify available funding, at least not yet. It does identify the state agencies that will be responsible for implementing various part of the plan.
- The California Broadband Council will convene quarterly to discuss next steps and the plan will be updated at least annually through 2025.

# Future – Continued

- There is pending legislation in AB14 that will enable counties to build Broadband infrastructure and provide services with Board of Supervisor approval, this would alleviate the need to get approval from LAFCO and go through AB8 process involving property tax area research by Assessor and Auditor/Controller. According to County Counsel this legislation is being fast-tracked and may be approved in the late spring timeframe.

- **Ad-Hoc Committee Meetings :**

These meetings occur on occasion when there is news or suggested next steps from our consultant. I send out notices and articles that may be of interest to the group. Participants also send out articles on occasion to the team.

# Future – Continued

- **American Rescue Plan Act 2021 (ARPA) Funds - Broadband**

The County is proactively exploring how to use ARPA funding for Broadband. ARPA guidelines : <https://home.treasury.gov/system/files/136/FRF-Interim-Final-Rule.pdf>.

County Leadership is fully committed to, and engaged in this ongoing effort further more directly involved (**Adhoc committee** includes 02 Supervisors Parlin, Turnboo and the CAO – Don Ashton) and the **TAG** also includes County Economic Development leadership and NEOConnect Consultant /Broadband Expert, among others.

The team plans on meeting within the next two weeks, early June latest to explore and discuss further how to best move this forward.

## Future – Continued

Approach is strategic and highly collaborative, leveraging our internal and external experts , including the Ad Hoc committee, to discuss best way forward toward ARPA funding for Broadband. For example, ***if the County allocated funds to Broadband, how and what projects could those funds best be used to leverage additional funding and/or expand Broadband to specific projects/locations in the County.***

The guidelines have specific criteria regarding upload and download speeds, and require that all funds be obligated by December 2024 and spent by 2026.

# El Dorado County Case Study Q&A



**Aaron Magezi,**  
*Deputy Chief  
Administrative Officer  
for El Dorado County*



**Diane Kruse,**  
*County Broadband  
Consultant and CEO  
for NEO Connect*



**Kyle Zimbelman,**  
*Economic and Business  
Relations Manager for  
El Dorado County*

# Community Broadband Survey/California Broadband Action Plan



**Kaina Pereria,**  
*Senior Advisor, Business  
Development and International  
Trade for GO-Biz*



**Maria Hernandez,**  
*Executive Fellow with GO-Biz*



# Governor's Office of Business & Economic Development (GO-Biz) Community Broadband Survey

Kaina Pereira, Senior Advisor

María Hernández, Executive Fellow

Business Development and International Trade

**Tuesday, June 15, 2021**

Getting Connected: A Broadband Deployment and Adoption  
Resource Guide for Local and Regional Government Leaders



# About GO-Biz



## GO-Biz Mission

- Point of contact for economic development and job creation efforts
- Offers services to business owners, communities, and site selectors



## California Business Investment Services

- Tailored consultation, site selection, and incentive navigation for businesses



## Additional GO-Biz Assistance

- Permit Assistance, International Affairs & Trade, Office of the Small Business Advocate, External Affairs, California Competes Tax Credit (CCTC)



# Governor's Executive Order N-73-20



- Signed in 2020 to begin the work to achieve broadband for all
- State partners prepared the Broadband for All Action plan finalized in December 2020
- GO-Biz assigned action plans:
  - Form planning group of state agencies to ensure alignment in funding goals and implementation, and to identify existing and new programs that can support Broadband for All
  - Identify alternative financing opportunities with government and philanthropic partners
  - Strengthen partnerships and coordinate initiatives between stakeholders
    - Strengthen partnerships among anchor organizations
    - Convene local government broadband coordinators and managers to identify barriers to local programming, new actions undertaken, and tools developed at the local level.
    - Convene private and nonprofit sector companies to understand and predict current and future demand for broadband
    - Convene broadband adoption practitioners, including libraries, nonprofit organizations, and others semi-annually to share best practices and ongoing community needs to innovate and create new digital literacy tools, and develop curriculum and training programs to meet the needs of the workforce, community, and students
  - Make connections to resources available for broadband work



# Broadband Community Survey



- Gauge what communities are doing in regard to broadband
- Survey will show us what communities and jurisdictions are ready, not quite and not at all
  - We hope to use the data to offer resources for whatever step the communities are in
    - Ready: connect to resources and funding availability
      - State, federal and philanthropic
    - Not quite: connect to resources and help aid them to move along in their efforts/process
    - Not ready: connect to resources to help guide them to prep for the work

We hope you can share the [survey](#) with your partners to gather more information.

# Thank you!



**Kaina Pereira**, Senior Advisor, Business Development and International Trade  
Governor's Office of Business and Economic Development (GO-Biz)

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# Closing Remarks



**Trish Kelly,**  
*Managing Director for Valley Vision*



**Gurbax Sahota,**  
*CEO of California Association for Local  
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