Who We Are

The Broadband Alliance of Mendocino County was founded by Mendocino County government, the Community Foundation of Mendocino County, the Economic Development & Financing Corporation of Mendocino County, and the Mendocino Coast Broadband Alliance.

The Mendocino County Office of Emergency Services, Mendocino County Office of Education, and Mendocino County Library System all have official Alliance liaisons. Two supervisors, and the deputy CEO/acting Planning Director, sit on the Alliance Executive Committee.

The Alliance has broad community support from individuals and organizations throughout the county. Based on a generous grant from PG&E, the Alliance is closing in on an unrestricted $40,000 challenge grant from the Community Foundation of Mendocino County with donations from across the county.

Additional funding comes from the California Advanced Services broadband consortium grant through Redwood Coast Connect.
Who We Work With

• The Alliance motto is, “we will work with anybody who will work with us.”

• The Alliance has established an informal broadband working group, at the supervisory level, for the counties of Mendocino, Sonoma, and Lake. This allows the three counties to share broadband experience/expertise, and expedite inter-county broadband deployment projects. The supervisors are kept informed on broadband, and can take quick action when necessary.

• The Alliance participates actively in Redwood Coast Connect (RCC) sponsored by the California Advanced Services Fund (CASF), and collaborates with Upstate California Connect (UCC) for inter-county projects.

• The Alliance works with all vendors who currently serve Mendocino County, or who is/should be interested in providing services through Alliance Vendor Connect.

What We Do

On an ongoing basis, the Alliance conducts county-wide broadband needs assessments, packages needs into deployment opportunities, identifies funding sources, and facilitates vendor broadband grant applications and subsequent deployment projects.
What We Do When Things Don’t Work Out

The Alliance compiles a database of all opportunities that fail to be funded or deployed. Since the Alliance compiles all the data and maps needed to complete a CASF broadband deployment application for each opportunity, the Alliance can formally characterize failed opportunities.

Notices of Opportunity

- Notices of Opportunity (NO) are based upon community need as determined by official data sets augmented by field data.

- NOs contain all of the data and maps required to submit grant applications for CASF broadband deployment grants.

- The Alliance distributes NOs to Mendocino County Vendor Connect.

- Alliance investment in data and maps is leveraged by Mendocino County Vendor Connect, reducing a barrier to entry for all vendors.

- The Alliance maintains NOs as a database that can be subsequently analyzed to investigate why opportunities fail.
County-Wide Middle-Mile Fiber Backbone Plans

- The Alliance and Sonoma Connect are each developing comprehensive broadband plans for their counties, but collaborating on development.

- County broadband plans specify ideal conditions, ignoring current deployment obstacles.

- Helps to minimize regulatory burden by coordinating county planning in each county.

Route 1 Corridor Project - Concept

- Major pockets of unserved/underserved population, and anchor institutions such as public safety, medical services, schools and libraries, are located along the 180 mile Route 1 corridor in both counties.

- New federal FirstNet public safety initiative will require that transportation corridors have at least cell coverage, and Route 1 is a major transportation corridor in both counties.

- Will provide a redundant link to about 125 miles of regional fiber along the US Route 101 corridor, redundant links for the Manchester cable landing station, and affordable backhaul for last mile providers in unserved/underserved areas.
Regional 16-County Northern California Middle-Mile Fiber Backbone

• Golden Bear Broadband (GBB) proposal.

• Will provide a redundant regional fiber backbone for the 16 Northern California counties that provides affordable backhaul for last mile providers in unserved/underserved areas.

• Route 1 Corridor Project a factorable subproject.

Other Opportunities

• Rancho Navarro.

• Sherwood Road/Willowbrook.

• Central offices

• Remote terminals
Obstacles to Broadband Deployment in Mendocino County

• Complete disinterest in deployment by major vendors

• Problems with maps and data

• Lack of affordable reliable backhaul for local WISPs

• Difficult grant application/qualification
  • WISPs seldom have CPCN
  • Data/map generation expensive

• Current broadband deployment grants not enough
  • Capital cost reimbursement of 60-70% probably not enough
  • May need operating subsidies

Contact Us

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