

Broadband Alliance of Mendocino County

Who We Are & What We Do

06/07/12



Vision, Mission, Goals & Strategies

Vision - The vision of the Broadband Alliance of Mendocino County is affordable universal broadband Internet access for everyone everywhere.

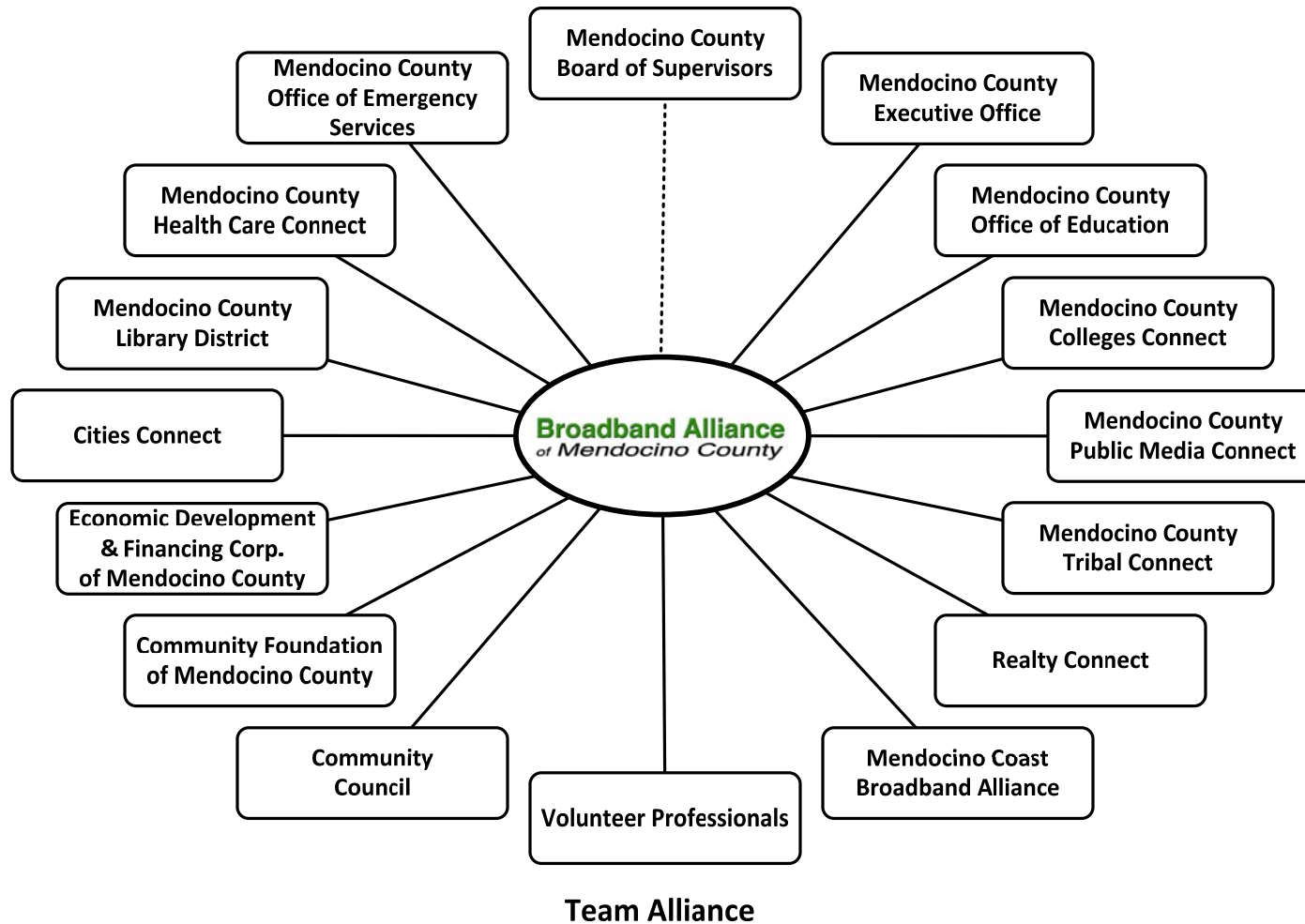
Mission - The mission of the Broadband Alliance of Mendocino County is to ensure that the county's population has affordable universal broadband access in their homes, businesses and transportation to support economic viability, ensure health and safety, and access educational opportunities.

Goals – The goals of the Broadband Alliance of Mendocino County are established to see that at least 98% of the county population have acceptable broadband access.

Strategies- The primary 2012 strategy of the Broadband Alliance of Mendocino County is to be prepared to submit a shovel-ready middle-mile backbone project for funding early in calendar year 2012.



Broadband Alliance Represents All of Mendocino County



Staffed By Growing Roster of Volunteer Professionals

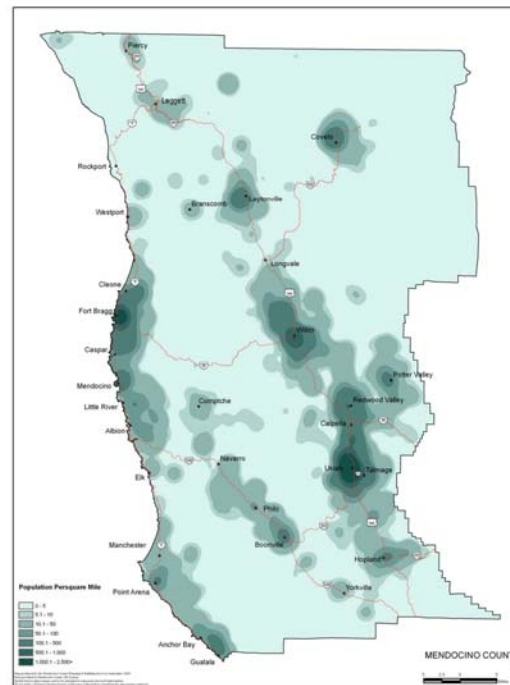
- Dan Hamburg – Mendocino County Supervisor 5th District
 - John McCowen – Mendocino County Supervisor 2nd District
 - Steve Dunicliff – Mendocino County Deputy Chief Executive Officer
 - Jim Moorehead – Steering Committee Chair
 - Susanne Norgard – Community Foundation of Mendocino County Executive Director
 - John Kuhry – Economic Development and Financing Corporation
 - Brian Churm – Technology Committee Chair
 - Randy MacDonald – Intelligence & Advocacy Chair
 - John Goldsmith – Fund Development Committee Chair
 - Greg Jirak – Strategic Planning & Business Committee Chair
- **\$500,000/year pro bono volunteer donation of professional time**



And, Supported By a County-Wide Community Council

The Alliance's eyes, ears, hands and feet on the ground in our communities.

Includes representatives from communities in neighboring counties.



Albion
Anderson Valley
Cazadero/Jenner
Comptche
Dos Rios
Elk
Fort Bragg
Gualala
Irish Beach
Little River
Mendocino
Point Arena
Potter Valley
Rancho Navarro
Redwood Valley
Sea Ranch/Stewarts Point
Westport
Whale Gulch

Mendocino County Broadband Plan

- Specifies ideal conditions, ignoring current deployment obstacles.
- Incorporated into 16-county regional backbone.
- Links to adjacent counties and provides strategic redundancy.
- Enhances collaboration between county planning departments to facilitate broadband deployment.



Alliance Fund Development

- \$40,000 challenge grant from Community Foundation of Mendocino County – Angel funding
- Received \$15,000 grant from Pacific Gas & Electric in 2011.
- \$60,000 California Advanced Services Fund (CASF) Broadband Consortia Grant through Redwood Coast Connect (RCC) at Humboldt State University (HSU) will start in 2012
- Alliance Received more than 70 endorsements, exceeding the total of all other RCC counties combined.
- Preparing the *Mendocino County Broadband Plan* to qualify for additional funding opportunities early in 2012.



Contact Us

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of Mendocino County