Alliance As First Endorsed by Mendocino County Board of Supervisors on May 24, 2011

Founding Organizational Members

- Mendocino County Board of Supervisors
- Community Foundation of Mendocino County
- Economic Development & Financing Corp.
- Mendocino Coast Broadband Alliance
- Mendocino County Executive Office
Six Months Later, Alliance Embraces All of Mendocino County

Mendocino County Board of Supervisors
Mendocino County Office of Emergency Services
Mendocino County Executive Office
Mendocino County Office of Education
Mendocino County Colleges Connect
Mendocino County Public Access Media Connect
Mendocino County Tribal Connect
Mendocino Coast Broadband Alliance
Team Alliance

Broadband Alliance
of Mendocino County
Alliance Gets Top Marks in Regional Broadband Planning

The Alliance is:

• Properly organized for regional collaborative action

• Able to raise money and successfully apply for grants.

• Quality people coupled with broad county-wide support – over 70 endorsements recent grant application

• According to prospective funders, ahead of most other counties with respect to being prepared for new funding opportunities.
Organized for Success

- We know the technology (Technology Committee)
- We know how to maneuver through the bureaucratic thicket (Intelligence & Advocacy Committee)
- We know the importance of strategic planning (Strategic Planning Committee)
- We know the importance of building the demand side (Outreach Committee)
- We know the importance of “boots on the ground” (Community Panel),
- We know the importance of “sage advice” (Expert Advisory Panel),
- We know how to create viable business models and write realistic business plans (Business & Technology Committees)
- We have built a cohesive, dynamic, flexible, community-based organization ready to participate in future rounds of broadband funding
Staffed By Growing Roster of Volunteer Professionals

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

- Al Beltrami - Retired Mendocino County CEO
- Paul Tichinin – Mendocino County Superintendent of Schools
- Melanie Lightbody - Mendocino County Library Director
- Mary Anne Landis - Ukiah City Council Member
- Conrad L. Cox - Retired Judge of the Mendocino County Superior Court
- Mitch Sprague - Business Manager, Mendocino Community Network
- Rod Lorimer - Mendocino Coast Broadband Alliance
- Bob Coppock - Mendocino Coast Broadband Alliance
And, Supported By a County-Wide Community Panel

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

<table>
<thead>
<tr>
<th>Community</th>
<th>Representative</th>
<th>County</th>
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<tr>
<td>1</td>
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<td>40</td>
<td>Yorkville</td>
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Collaborating With Humboldt State University (HSU)

• HSU runs Redwood Coast Connect (RCC) pursuant to the California Advanced Services Fund (CASF) Broadband Consortia Grant program, of which the Alliance is a member.

• HSU anticipates receiving full funding for RCC, which should provide the Alliance with $20,000 over the next three years.

• The Alliance will use CASF grant funds to complete an inventory of existing County broadband assets, complete a county-wide needs assessment, and prepare grant applications for future funding opportunities.
Collaborating With California State University Chico Center for Economic Development (CSUC-CED)

- CSUC-CED has a huge database of demographic data for all of California, and Mendocino County in particular.

- CSUC-CED has professionals who will answer questions and generate maps and data sets for the Alliance - e.g., they can generate maps showing anchor institutions, and tribal lands.

- CSUC-CED has experience in generating maps for broadband planning and deployment projects.

- CSUC-CED does broadband mapping projects for the California Public Utilities Commission
Collaborating With Corporation for Educational Initiatives in California (CENIC)

- CENIC has a demonstrated track record - It developed and manages a statewide network connecting all UC, CSU, Community College, and most K-12 campuses throughout the state.

- CENIC anticipates receiving grants to collaboratively develop a comprehensive integrated broadband plan for the 16 northern California counties.

- CENIC is helping the Alliance prepare for near-term future funding opportunities.

- Mendocino County must have “shovel-ready” projects sitting on the shelf to quickly submit as funding opportunities pop up.
Collaborating With Neighboring Counties

- The Alliance has initiated an informal “mutual aid society for broadband” with neighboring counties.

- Meant to ensure coherent deployment of broadband across county boundaries, and to expedite mutual planning and project development.

- Community Panel embraces neighboring communities across county borders, with Sea Ranch/Stewart’s Point and Cazadero/Jenner already having representatives.

- Starting with Sonoma County, Alliance will establish targeted contacts within each county for specific topics.

- Alliance planning to host multi-county regional meeting early in 2012.
Alliance Fund Raising

• $40,000 challenge grant from Community Foundation of Mendocino County – Angel funding

• $15,000 grant from Pacific Gas & Electric

• $60,000 California Advanced Services Fund (CASF) Broadband Consortia Grant through Redwood Coast Connect (RCC) at Humboldt State University (HSU)

• Alliance Received more than 70 endorsements, exceeding the total of all other RCC counties combined.

• Preparing for additional funding opportunities early in the new year.
Map Existing Access & Plan Future Broadband Backbone

- Establish clear goals for acceptable broadband access.

- Create a map showing where there is currently no, or inadequate, access – find out where broadband isn’t.

- Create a map showing new fiber throughout the county that would achieve the stated goals.

- Package proposed new fiber into separately fundable projects.

- Different funders may fund different portions of the new fiber

- Anchor institutions, often play key role in funding
Identify Anchor Institutions

• Need to identify every anchor institution in the county, and all facilities of each institution that needs broadband

• Need physical address and contact

• Schools, libraries, hospitals, emergency facilities, etc.

• Alliance needs additional help to generate this dataset.
Intelligence & Advocacy

• Broadband is an exceptionally complicated topic, involving technology, regulation, geography, and a great deal of money.

• Alliance Intelligence & Advocacy Committee (I&A) monitors regulatory, legislative, technical, and other broadband issues on an ongoing basis.

• I&A produces reports and recommendations for Alliance information and action.

• I&A sets policy to guide Alliance operation.

• I&A builds Alliance relationships with regulators and legislators.
Alliance Policy

• The Alliance has adopted the following policy positions:

  • **Universal Right To Service** - Every home and business in Mendocino County must have affordable broadband access.

  • **Fund Broadband Deployment** - Market forces are not adequate, and additional funding is required to achieve universal broadband service.

  • **Require Accurate Deployment Data** - Data sources must be required to provide correct deployment information which is independently verified.
2012 and the Future

• Broadband is, and will increasingly be, a profound economic driver of significant proportions.

• Broadband deployment in Mendocino County can be a primary source of economic development in the next few years, depending upon how diligently and competently we pursue it.

• Lack of action will disenfranchise vast portions of the county, leading to decline in property values and loss of Internet/home-based businesses.

• The Alliance strongly encourages the Mendocino County Board of Supervisors to continue its strong endorsement of the Alliance as the voice of Mendocino County for broadband deployment.
Thank You!

• Supervisors Hamburg and McCowen and the Mendocino County Board of Supervisors

• Carmel Angelo, Steve Dunnicliff, and the Mendocino County Executive Office

• Shirley Freriks, Jim Moorehead and the Mendocino Coast Broadband Alliance

• Susanne Norgard and the Community Foundation of Mendocino County


• All of the other dedicated volunteers who have donated over $250,000 of professional services in the last six months.

• The 70+ institutions, organizations, businesses and individuals that endorsed the Alliance for the CASF Broadband Consortia Grant program.

• The county-wide Alliance Community Council.
How You Can Help

• Take the Survey! Tell the Alliance where Broadband isn’t.

[**MendocinoBroadband.org**](http://MendocinoBroadband.org) Take the Survey

Everyone in Mendocino County must take this survey so that we know where we need to improve broadband. Report every address you know about.

• Volunteer to help with:
  • Outreach, education, events
  • Marketing communications
  • Administration, finance, legal
  • Technology, database, mapping
  • Membership, volunteer development
  • Project management
  • Fund Development
  • Clerical, note/minute-taking
  • Community Panel Representative

• Contribute to Anchor Institution inventory
Contact Us

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Everyone - Take the Survey Today!

MendocinoBroadband.org