Tri-County Broadband Meeting
Mendocino, Sonoma & Lake Counties

Background, Purpose of Meeting, and Basic Strategies

01/06/12

Gregory A. Jirak, Strategic Planning Chair
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 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 Ríos
Elk
Fort Bragg
Gualala
Irish Beach
Little River
Mendocino
Point Arena
Potter Valley
Rancho Navarro
Redwood Valley
Sea Ranch/Stewarts Point
Westport
Whale Gulch

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 the Mendocino County Broadband Plan to qualify for additional funding opportunities early in the new year.
Mendocino, Sonoma & Lake Counties
Broadband Coalition

• Need an informal “broadband mutual aid society” to facilitate effective implementation of multi-county broadband deployment projects.

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

• Need to establish a standard process for inter-county collaboration with identified functional contacts.

• Funders now focusing on regional funding rather than individual county funding.

• Share tools, e.g. broadband access survey, policies, and information

• Be prepared for inter-county collaborative projects by the end of Q1 2012.

Fix the Map Problem

• Funding is based upon maps that often don’t reflect ground truth.

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

• Create a map showing new fiber interconnecting the three counties that could solve the problem.

• 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.
Pilot Project – Route 1 Corridor Project

• Project intended to provide middle-mile fiber to serve the currently unserved/underserved Mendocino Coast

• Would be a better project extended into coastal Sonoma county

• Connected to fiber in the 101 corridor at both ends, it would provide a redundant link through Mendocino and northern Sonoma counties

• Collaboration between county planning departments could facilitate deployment

Advocacy

• All three counties need effective rural broadband advocacy at the state and federal level.

• Working together as a group, we will have more clout with regulators and legislators.

• Tri-county coalition to lead the regulatory charge to fix the map problem.

• Establish a tri-county working group early in Q1 2012 to produce intelligence reports and recommended policy regarding rural broadband deployment in the three counties.

• New CPUC reimbursement schedule coming out mid-Q1 2012
Shared Policies

Shared policies will carry our message to regulators and legislators, for example the following:

• **Universal Right To Service** - Every home and business in the tri-county area must have affordable broadband access.

• **Fund Broadband Deployment** - Market forces are not adequate, and additional funding is required to achieve universal broadband service in rural areas of the counties.

• **Require Accurate Deployment Data** - Data sources must be required to provide correct deployment information, independently verified.

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**Tri-County Broadband 2012 Work Plan**

As a group, we need to leave this meeting with a work plan for 2012, with the following as possible actions:

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<tr>
<th>Task</th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
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<tbody>
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<td>1 Establish an ad hoc tri-county broadband coalition including identified contacts within each county</td>
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<td>2 Coalition meets with Michael Morris to fix the coverage maps</td>
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<td>3 Identify inter-county middle-mile fiber links, starting with the Mendocino/Sonoma Route 1 Corridor Project</td>
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<td>4 Complete inter-county portion of each county's broadband plan.</td>
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<td>5 Issue quarterly broadband status report</td>
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During the end of meeting wrap-up, we will finalize the actions we agree we need to take during the coming year.
**WHO WE ARE, AND WHAT WE DO**

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 and businesses to support economic viability, ensure health and safety, and access educational opportunities.

It has become impossible to lead one’s life, or conduct one’s business without adequate broadband access. From the United Nations to France to Finland, broadband is now recognized as a basic human right.

Unfortunately, rural communities across the nation face economic disenfranchisement and failed economies due to inadequate broadband access.

Recognizing the need for leadership, the Community Foundation of Mendocino County joined forces with the Economic Development and Financing Corporation of Mendocino County and the Mendocino Coast Broadband Alliance to form the Broadband Alliance of Mendocino County.

The Alliance has been endorsed by the Mendocino County Board of Supervisors, and two supervisors, Dan Hamburg and John McCowen, are members of the Alliance, serving actively on its committees. The Mendocino County Executive Office, Office of Emergency Services, Office of Education, and Library District are also active participants.

The Alliance expects to receive at least $80,000 funding in the next twelve months, including ongoing funding from the California Advanced Services Fund Broadband Consortia Grant program.

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**Participating Organizations**

- Community Foundation of Mendocino County
- Economic Development & Financing Corporation
- Mendocino County Board of Supervisors
- Mendocino County Executive Office
- Mendocino County Office of Emergency Services
- Mendocino County Office of Education
- Mendocino County Library District
- Mendocino County Tribal Connect
- Mendocino County Health Providers Connect
- Mendocino County Colleges Connect
- Mendocino County Public Media Connect
- Mendocino Coast Broadband Alliance

**Steering Committee**

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- John McCowen – Mendocino County Supervisor 2nd District
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**Advisory Panel**

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- 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

**Community Council**

- Albion – Shirley Freriks
- Comptche – Mark Zarlin
- Dos Rios – Nicole Sawaya
- Elk – Sharon Garner
- Fort Bragg – Gary Garcia
- Gualala – Steve Hunt
- Little River – Jim Culp
- Mendocino – Jim Moorehead
- Point Arena – Tom Reid
- Potter Valley – Brian Churm
- Redwood Valley – Keith Tiemann
- Sea Ranch/Stewarts Point – Bill McCarthy
- Cazadero/Jenner – Mike Nicholls
Contact Us

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Everyone - Take the Survey Today!

MendocinoBroadband.org