

# **North Bay/North Coast Broadband Consortium**

**The North Bay/North Coast Broadband  
Consortium  
(NCBCBC)**

**3<sup>rd</sup> Quarter Report  
to the  
CASF**

**January 1, 2015 - March 31, 2015**

**Submitted April 9, 2015**

## I. INTRODUCTION

The vision of the **NBNCBC** is to have the persistent digital divide in Marin, Mendocino, Napa, and Sonoma counties eliminated. The mission of the **NBNCBC** is to:

- 1) Develop a strategic broadband plan for each county based on “last mile” community needs, and integrate the county plans into a regional plan.
- 2) Determine current actual broadband access and adoption rates throughout the region.
- 3) Assess and aggregate unmet demand throughout the region, based on a county’s ground-truth data.
- 4) Identify potential funding sources to improve broadband deployment and adoption rates throughout the region.
- 5) Encourage broadband service providers to use identified funding sources to improve broadband deployment and adoption rates throughout the region.
- 6) Work with broadband service providers to develop a long-term strategic plan for keeping broadband deployment and adoption standard, or above, throughout the region.

The primary goals of the Year 1 Annual Work Plan, Project Schedule and Budget are to:

- complete the development of community-based “last mile” plans for those unserved and underserved communities in each of the four counties; and,
- work with providers to facilitate the development, funding, and implementation of specific projects that will bring broadband infrastructure and services to these communities.

There are three measurable deliverables in the Year 1 Work Plan.

**Deliverable #1** Produce a report covering each county’s: 1) involvement of the wide range of stakeholders (*Activity 1.1*) and (*Activity 1.2*); 2) completion of ground truth surveys validating broadband availability and access (*Activity 2.1*); and 3) status and progress in working with telecommunications providers to launch and implement projects that will provide broadband capabilities to serve 98 % of the county’s households (*Activity 2.2*) and (*Activity 2.3*).

**Deliverable #2** Produce a report that includes: 1) a conceptual design for a countywide infrastructure plan for each county (*Activity 3.1*); 2) an initial set of “last mile” conceptual designs for communities in each county (*Activity 3.2*); and, 3) a conceptual design for a Region I Infrastructure Plan that links the county plans together (*Activity 4.1*). This report and designs will be used as a guide for the implementation of infrastructure projects and as a yardstick to measure progress (*Activity 3.4*) towards the 98% household access goal.

**Deliverable #3** Issue a progress report assessing the availability of and the needs for adoption programs in each county. (*Activity 5.1*)

These deliverables and the associated activities are shown in Chart 2.1 below. **NBNCBC** will measure its performance against these tasks and deliverables in the Year 1 Work Plan on a quarterly basis using the Chart 2.1.

To execute the Year 1 Work Plan, **NBNCBC** is organized as follows: The four county governments are directly involved with the work of **NBNCBC**. As part of their participation in **NBNCBC** each of the four County Boards of Supervisors approved a

Memorandum of Understanding (MOU) to have Sonoma County act as the financial agent to administer the CASF Rural and Urban Regional Broadband Consortia grant of \$250,000 over two years. Each Board also appointed a County Supervisor to serve on the NBNCBC Oversight Committee. The members of the Oversight Committee are Steve Kinsey, Marin County; Dan Hamburg, Mendocino County; Diane Dillon, Napa County; and, Efren Carrillo, Sonoma County. Tom West, the Consortia Manager, serves as the non-voting chair. Through the members of the Oversight Committee the interests of all the constituents of each county are represented.

The day-to-day operations of NBNCBC are carried out by a Management Team that includes the Consortium Manager and a County Manager and Deputies for each county. The members of the Management Team are Peter Pratt, Barbara Layton and Barbara Thornton, Marin; Trish Steel and Steve Dunncliff, Mendocino; Anthony Halstead, Napa; Mike Nicholls and Steve Sharpe, Sonoma; and, West for NBNCBC.

Most of the work of NBNCBC is carried out at the county level. Each county has an advisory group or a task force driving the work.

The Oversight Committee meets officially on a quarterly basis, or as needed. Each county manager is keeping his Oversight Committee member informed on an ongoing basis; often meeting on specific topics.

The NBNCBC Management team meets at least once a month and often has special conference calls between meetings. Email exchanges occur daily keeping team members aware of ongoing activities in each of the four counties.

## II. SUMMARY OF THE 3rd QUARTER

There are six major activities in carrying out this two-year effort. Within each activity, there are several tasks to be executed. In the Year 1 Work Plan we are only dealing with the first five activities.

During this third quarter the primary work of NBNCBC and each of the counties has been focused on **Activity 2.1**, **Activity 2.3** and **Activity 3.2**. We completed **Activity 2.1**, mobile ground truth testing of 26 priority areas. A revised integrated report is being prepared for submission the CPUC and to distribute to the public.

A significant amount of time and energy was spent this past quarter by each county team on **Activity 2.3** and **Activity 3.2** to bring together providers and priority communities to develop broadband plans that would meet the needs of those communities. And, to work on finding the funds, including submitting applications for CASF grants. While there has been some progress and there are a couple projects close to being ready for submission of a grant application, it has been rough sledding.

As depicted in the Project Schedule, we were to produce brief county reports identifying the status and need for adoption and training program, **Activity 5.1** by the end of this quarter. As you will note in that section of this report we still have work to do to complete this activity for all four counties.

Although **Activity 3.1** commenced in January 2015, we are not scheduled to put much more effort this year. **Activity 4.1** launches in April 2015.

As shown in Chart 2.1, we believe NBNCBC has achieved 90 percent of its target for **Deliverable #1** through the third quarter. For **Deliverable #2 and Deliverable #3** we believe NBNCBC has achieved 70 percent of its target.

**Chart 2.1 FY Year 1 Performance Measures: Outcome Metrics**

DELIVERABLES	Projected Completion Date	1st Qtr % Achieved	2Qtr % Achieved	3Qtr % Achieved	4Qth % Achieved
<b>Deliverable #1.</b> Status and Progress Report on <i>Activity 1.1 and 1.2 and Activity 2.1, 2.2 and 2.3</i>	6-30-15	65%	80%	90%	
<b>Deliverable #2.</b> Status and Progress Report on <i>Activity 3.1, 3.2 and 3.4 and Activity 4.1.</i>	6-30-15	0%	10%	70%	
<b>Deliverable #3.</b> Report on the Availability of and needs for adoption programs <i>Activity 5.1</i>	3-31-15	0%	10%	70%	

It should be noted that Marin County has taken the **NBNCBC Year 1 Work Plan and Deliverables** as a guide and developed its own specific county- based Year 1 Work Plan to reflect its needs and priorities, but remain consistent with the overall **NBNCBC Year 1 Work Plan**. The other three counties are following the **NBNCBC Year 1 Work Plan**. As can be noted in this report each county is progressing at its own pace.

The following provides details on the tasks and outcomes achieved by **NBNCBC**, as a whole, and by each county this quarter.

## 1. Activity #1: ENSURE COMMUNITY INVOLVEMENT---**Deliverable #1**

### 1.1. Engage Community Leadership

- 1.1.1. Meet, engage and seek input from County Supervisors;
- 1.1.2. Meet engage and seek input from the leaders of cities, towns, census designated places, and tribal communities;
- 1.1.3. Meet, engage and seek input from school, library, health care, public safety and government agency leaders;
- 1.1.4. Meet, engage and seek input from countywide advisory groups;
- 1.1.5. Meet, engage and seek input community and business groups; and,
- 1.1.6. Meet and inform community media (newspaper, radio, TV etc).

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**NBNCBC Consortium.** As stated before, most of the tasks in the various activities are being carried out at the county level by the county teams.

The Consortium Manager, Tom West, did meet the Sonoma County team and the Joy Road representatives on January 21, 2015 to review a conceptual design for a fiber to the home project. On March 11 he again met with the Sonoma County Manager, Mike Nicholls, and the lead person from Joy Road to continue to push for the broadband project. On the same day West and Nicholls met with a provider who may become the prospective CASF grant applicant for Joy Road and for Dry Creek.

On March 12 and 13 the Consortium Manager and the NBNBCB Management Team met with two prospective providers about their working with NBNBCB and select priority communities to bring broadband to these unserved and underserved communities. Follow-up meetings are scheduled for mid-April.

The Consortium Manager also met with the Napa team and representatives of the Napa County Farm Worker Centers that provide housing and meals for migrant workers. A project plan has been developed to upgrade the Internet capacity at these three centers.

**Marin County.** As seen in the appropriate sections below, the work of the Marin Broadband Task Force (MBTF) in early 2015 centered on three (3) primary activities:

1. Support of access providers and a community organization coming forward to seek CASF infrastructure grants for communities in the under- and un- served areas of rural West Marin.
2. Analysis and initial multi-agency planning and review of the E-Rate Modernization Orders of FCC (July, December 2014) to determine how these new frameworks may drive the expansion of middle mile optical fiber throughout Marin County, and the lateral connections from existing and new fiber facilities.
3. Continued work on Adoption and training efforts coordinated by the Marin Telecommunications Agency (MTA). This work is being enhanced with a new in-county partnership to plan for the coordination of grant applications to the CASF Public Housing Account.

**Mendocino County.** As stated in our 2<sup>nd</sup> Quarter report changes were being made in the leadership of the Mendocino team with the retirement Jim Moorehead. That change is now completed with Steve Dunncliff, County Director of Planning and Building Services becoming the NBNBCB Mendocino County Manager and Trish Steel the deputy-manager. In addition, Trish has been appointed the Chair of the Broadband Alliance of Mendocino County (BAMC).

BAMC is the advisory group that works with the NBNBC for Mendocino County. Through the BAMC and its monthly public outreach meetings, we have an established forum for public discussion, input, flow of information, and education. During the 3<sup>rd</sup> quarter the BAMC held three (3) public outreach meetings at the county seat in Ukiah, and which included participation by Supervisors Hamburg and newly elected Supervisor Woodhouse. The agenda for our meetings include a standing

item for updates from the Mendocino County office of Education, the Executive Office, Libraries, Public Safety, Economic Development and Financing Corporation, and a technology update. The Community Foundation of Mendocino County also has made broadband a focus of their strategic plan, and have appointed a liaison to participate in our meetings as well. Agendas and meeting notes are distributed to an email list of about 250 people as well as being posted on our website [www.MendocinoBroadband.org](http://www.MendocinoBroadband.org)

The NBNBC and the work we are doing received great press coverage during a recent 2-part radio program on the “Rural Digital Divide” hosted by public station KZYX on 3-15-15, in which the station host interviewed three local providers, and followed up with interviews from elected officials Supervisor Hamburg, Congressman Huffman and Assembly member Jim Wood. The podcast of these programs is posted on their website:

Part one <http://media.kzyx.org/mp3/Mendo%20Currents/MENDO%20CURRENTS%20Rural%20Digital%20Divide%20Pt%2001.mp3>

Part 2 <http://media.kzyx.org/mp3/Mendo%20Currents/Mendo%20Currents%20rural%20divide%20pt%202%20%203-5-15.mp3>

In addition, the BAMC started using social media to share information and increase public visibility with a Facebook page. As of 3/27/15 we have 172 likes and have been posting on a regular basis. <https://www.facebook.com/BroadbandAlliance>

**Napa County.** Given that the CPUC Broadband Availability Map and the FCC Broadband Map indicate the over 98% of Napa County is served, the Napa Team has not engaged in holding public meetings. Rather, the Team has focused its energies on identifying real pockets of need in the County. This last quarter, the Napa Team has worked with Supervisor Dillon and Napa County CEO, Nancy Watt, to explore appropriate uses of CASF grant funding for FY14/15. It was decided that in addition to conducting mobile wireless ground truth testing in nine (9) priority areas grant funds used to provide advanced connectivity to our three migrant housing centers would be a good use of funding as it directly impacts the residents and allows the library to expand access to information, basic literacy classes, additional ESL and digital literacy support to the 500 annual residents.

We’ve also had preliminary discussions on how to appropriate funds for next year to meet local needs and grant requirements.

**Sonoma County.** Mike Nicholls, NBNBC’s Sonoma County Manager, engaged the new county supervisor and facilitated a discussion of strategies and priorities for Access Sonoma Broadband. The Sonoma Team is preparing an annual report for the Board of Supervisors.

## **1.2.Maintain Community Commitment throughout the Life of the Project**

- 1.2.1. Conduct annual briefings of the county supervisors;*
- 1.2.2. Hold quarterly meetings of the Oversight Committee;*

- 1.2.3. *Meet regularly with countywide advisory groups;*
- 1.2.4. *Meet “in-person and hold “open” conference calls with interested groups in each of the counties to discuss and seek input on specific issues and opportunities;*
- 1.2.5. *Maintain a web site;*
- 1.2.6. *Publish an electronic newsletter quarterly;*
- 1.2.7. *Issue special reports, as appropriate;*
- 1.2.8. *Issue proactive news releases, as appropriate; and,*
- 1.2.9. *Form ad hoc task forces, as needed.*

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**NBNCBC Consortium.** The third official Oversight Committee meeting was held on April 2, 2015. A major agenda item dealt with a review of the three proposed telecommunications bills (SB 486, AB 238, AND AB 1262) introduced for the 2015-2016 state legislative session. At this time SB 486 is a placeholder bill so there was no discussion. However, the Oversight Committee agreed to support AB 238 and AB 1262. In both cases, the Oversight Committee suggested modest changes be made to the bills.

While endorsing AB 238, the Oversight Committee recommended language be included in the Bill that specifies the CPUC Commission eliminate mobile wireless as a technology to meet the need to provide broadband into households and anchor institutions; and, that the providers be required to report actual speeds not advertised speeds.

While endorsing AB 1262, the Oversight Committee recommended language be included in the Bill that specifies the grant funds are to be used by the regional consortia to: 1) assist in the engineering and design of infrastructure projects to meet the unserved and underserved communities across the state; 2) promote the adoption of broadband policies and guidelines as part of the General Plans of counties and communities within the counties; and 3) facilitate the establishment of an ongoing mechanism that involves all the stakeholders to ensure that broadband keeps pace with the evolving standards.

The last official Oversight Committee meeting for Year 1 will be held Friday June 26, 2015.

The county advisory committees and task forces meet on a regular basis. For instance the Broadband Alliance of Mendocino County (BAMC) and Access Sonoma Broadband (ASB) meet monthly. The Marin and Napa task forces meet regularly.

NBNCBC does not maintain an independent web site. It relies on the BAMC web site to host its official information. Reports and other documents are posted on this site.

The first electronic newsletter was issued at the end of January 2015. The second newsletter will be issued in late May. We have found that we do not have enough resources to publish a newsletter each quarter, so we are doing two and possibly a third by the close of the year.

We have filed reports with the CPUC on all three phases of our Mobile Ground Truth Testing Project. However, errors were discovered as a result of not following the procedures. Consequently, we are in the process of reissuing a consolidated report.

**Marin County.** The Marin Broadband Task Force (MBTF) has maintained routine inter-departmental communications as funding projects are pursued. Represented directly on MBTF, in addition to County Supervisor Steve Kinsey, are the County Administrator's Office, Department of Public Works, the Information Services & Technology Department, and the Marin Telecommunications Agency (MTA).

MTA is further comprised of representative of county and municipal government comprising all Marin County jurisdictions except the City of Novato.

In this way, MBTF functions as the core group that coordinates the work of broadband infrastructure investment and adoption programs across multiple county and municipal agencies.

**Mendocino County.** Please see activity 1.1 above.

**Napa County.** Please see activity 1.1 above.

**Sonoma County.** Monthly meetings of the Access Sonoma Board were held; maintained and updated ASB website; assisted with consortia newsletter; made a presentation to county planning commissioners; and, coordinated the Underground Communications Conduit RFP preparation with the County CAO, ISD, County Counsel, SCWA, Transportation and Public Works Departments.

## 2. Activity #2: ASSESS, DOCUMENT AND MONITOR THE UNMET BROADBAND NEEDS THROUGHOUT EACH COUNTY

### 2.1. Assess the Broadband Demands and Needs of all the Communities throughout each County--- Deliverable #1

- 2.1.1. *Initiate the Ground Truth Surveys, using the CPUC process, in Marin and Napa counties first focusing on the unserved and underserved communities, as reported by CPUC reports and continue working towards a complete county assessment of broadband needs;*
- 2.1.2. *Extend the use of the CPUC Ground Truth Survey process already underway in Mendocino and Sonoma counties working towards a complete county assessment of broadband needs; and,*
- 2.1.3. *Compile a progress report for each county of its finding as a result of the ground truth surveys.*

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**NBNBC Consortium.** NBNBC conducted an extensive Mobile Wireless Ground Truth Testing project in three phases. Phase 1 testing for Marin and Sonoma was completed and the data and written report submitted to

CPUC on November 3, 2014; Phase 2 testing in Mendocino was completed in early December and the data and report were submitted to CPUC January 9, 2015; Phase 3 testing in Napa was completed in late January 2015 and data and written report were submitted to CPUC February 24, 2015. Errors were found in the Phase 3 testing results so a revised report was resubmitted March 10, 2015.

On March 16, 2015 the NBCNCBC Consortium Manager was informed there were errors in the results in the Phase 1 and 2 data and reports that were submitted to the CPUC and made public. Upon learning of the magnitude and impact of the errors a conference call was requested and held with the CPUC and Chico GIC on March 23, 2015 to try to understand how and what happened that resulted in issuing three invalid reports.

The participants in the process, Chico GIC, CSUMB and CPUC were to apply the detailed procedures and protocols out in the *CPUC Field Testing-User Manual, Version Number 1.8*. That did not happen. For whatever reason the final step in the procedures was not done for this NBCNCBC effort. As a consequence, we are now incorporating the new “official results” into a consolidated report to be issued shortly. Meanwhile, we have asked the CPUC to post the “corrected and official” results to the California Broadband Availability Map.

**Marin County.** Unfortunately, Marin County is one of the lead counties in California that had the majority of its wireline under-served and unserved Priority Areas ‘converted’ to a stated ‘served’ status with the addition of mobile wireless data, much of it in error factually and statistically. Since June 2014 the MBTF and its retained consultant firm has worked closely with NBCNCBC, and with CASF staff to determine how this data can best be corrected.

In the first months of 2015, we have spent considerable time in an iterative process with CASF staff as we examine the stated guidelines for statistical recognition of testing results. MBTF’s consultant has provided data and mapping to access network developers expressing interest in applying for CASF grant funding, with guidance how the data should be used in the application process.

We appreciate that recent correspondence to the broadband planning consortia statewide from CPUC’s Communications Division has expressed the reality that errors in the policy and processes used to compile the data acts a gating factor against the ability of applicants to come forward.

**Mendocino County.** In the spring of 2014, at the request of the CPUC, the Broadband Alliance of Mendocino County identified 17 unserved or underserved priority areas to concentrate its energies to bring advanced broadband to the households and anchor institutions into those communities. Those areas include: Angelo Reserve/Wilderness Rd/Jack of Hearts Creek Rd, Navarro Ridge, Irish Beach, Rancho Navarro, Elk, Manchester, Point Arena, Branscomb, Ocean Meadows Circle, Gualala, Albion, Pacific Reefs, Boice Lane (Ft. Bragg), Road 409, Road 408, Sherwood/Willowbrook, and Laytonville.

BAMC participated in the overall NBNBCB mobile ground truth testing in Mendocino County. As result, BAMC is now focused on six (6) of the original 17 priority areas including: Road 408 and 409 combined into one project area, Gualala, Sherwood/Willowbrook, Albion and Rancho-Navarro.

BAMC will continue to encourage residents to provide feedback via the CPUC survey, which is prominently displayed on the Home page of the Broadband Alliance Website, in both English and Spanish [www.MendocinoBroadband.org](http://www.MendocinoBroadband.org). Both the Chair and the admin coordinator also have links to the survey as part of their email signature and spend time as part of their jobs explaining the importance of these surveys. However, we have also noticed a problem with this: when people fill out the feedback, there is an expectation that things will change or get better, and when things don't change, there is an increased sense of frustration. We are at the point where people don't want to keep filling out surveys every six months with no results.

The deputy-county manager has decided to focus efforts on these surveys *when and where* there is a need, such as when a CASF application is submitted, recognizing that this is also a "catch-22" situation in regards to the status of the eligibility of census blocks. We have also initiated a survey-monkey for specific areas which will help providers make a business case to deploy broadband in an area of need but not necessarily with CASF funds, and for which we can also use the data to better assess community broadband needs. <http://www.mendocinobroadband.org/take-our-local-survey/>

**Napa County.** In the spring of 2014 Napa County did not respond to the CPUC request to identify unserved or underserved priority areas to concentrate its energies to bring advanced broadband to the households and anchor institutions into those communities. Since joining NBNBCB in July 2014 that has been a priority. In December 2014 the Napa Team identified nine (9) priority areas including: Calistoga area, Pope Valley, St Helena, Oakville, Monticello Rd., Rim Rock, Wild Horse Valley Rd., Browns Valley, and American Canyon.

We participated in the overall NBNBCB mobile ground truth testing in Napa County. As a result of this ground truth testing two of those areas, Browns Valley and American Canyon have been determined as served. The Napa Team is considering the other seven areas for potential projects. The leading candidate is Pope Valley.

We are also considering how to best conduct ground truth testing for fixed wireless and wireline services in key priority areas. We are seeking models to emulate.

**Sonoma County.** In the spring of 2014, at the request of the CPUC Access Sonoma Broadband (ASB) identified five (5) unserved or underserved priority areas on which to concentrate its energies to bring advanced

broadband to the households and anchor institutions in those communities. These areas include the: Greater Joy Road Area, Dry Creek Area, Cazadero Area, Jenner and Coast Area, and The Sea Ranch.

ASB participated in the overall NBNCBC ground truth testing in Sonoma County. The results confirm that all five (5) areas are either unserved or underserved.

Consequently, ASB and the Sonoma Team will continue to focus on developing projects for the first four priority areas. For the fifth area, The Sea Ranch Home Owners Association has worked independently of NBNCBC and has developed a plan and has submitted a grant application for CASF Infrastructure funding.

In addition, the county manager will continue to take CalSpeed tests throughout the county.

## 2.2.Consult and Involve Major Service Entities in each County—

### Deliverable #1

- 2.2.1. *Engage with the County Office of Education (COE) to understand the broadband needs and long range plans for providing the school districts and schools access to broadband connections back to the COE;*
- 2.2.2. *Work with the County Library (LIBRARY) to understand its broadband needs and long range plans for providing the branch libraries access to broadband connections back to the County Library and through the Library to other libraries in the region and statewide;*
- 2.2.3. *Work with the major County Public Safety Answering Point (PSAP), under California’s Statewide Interoperability plan, to understand the broadband needs and long range plans for providing all the PSAPs in the county access to broadband connections back to the County PSAP and through this backbone to all other County PSAPs statewide;*
- 2.2.4. *Work with all the health care facilities in the county to understand the broadband needs and long range plans;*
- 2.2.5. *Work with the County and municipal government IT organizations to determine their broadband needs and plans;*
- 2.2.6. *Work with incorporated city councils, community services districts and other government entities to ensure their broadband needs are incorporated; and,*
- 2.2.7. *Produce a written document that reports the progress and status of implementing the broadband plans of these special services entities.*

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**NBNCBC Consortium.** This activity and the sub-activities are being carried out at the county level.

**Marin County.** MBTF has developed an initial plan to ascertain how all school and library facilities in Marin County may benefit from the FCC’s E-Rate Modernization Orders released in July and December 2014. We believe the development and implementation of this plan will become the primary roadmap for increased bandwidth supplied to all community

anchor institutions (CAIs) in Marin County.

**Mendocino County.** The NBNBC interfaces with the Mendocino County Office of Education through the liaison to the monthly Broadband Alliance outreach meetings, Richard Lamken. Richard is on every agenda for a standing update/report from MCOE.

The Mendocino County Library Director, Wally Clark has also been actively working with the Alliance, and although our Friday meeting time does not work for his schedule, he has been traveling even further to attend the Access Sonoma Broadband meetings to learn more about broadband and learn from the Sonoma County Libraries. The Alliance initially invited Wally to attend the ASB meetings as a way to engage him and connect him with his Sonoma colleagues. Wally will be making a library presentation in our 4th quarter, and has reported that the libraries recently submitted their E-rate applications and will be receiving faster, more robust broadband at all the branch locations.

The Alliance liaison Randy MacDonald reports on the progress of FirstNet and other public safety issues at our monthly meetings as a standing agenda item. Recently, our local dispatch centers have been transferring over to a “cloud 911” system so as better collaborate and share information between the municipalities. Though Randy, the Alliance made a request to the Board of Supervisors to find out if our Public Safety Answering Points were notified of the outage during the recent ATT outages as required by FCC regulations, and if not to request an inquiry into this.

We have strong steady support from the Board of Supervisors for our work, and we are also starting to get participation of city council members at our outreach meetings. We feel this participation is an important part of our work that lies ahead.

**Napa County.** The Napa Library is implementing high-speed connectivity through CENIC’s CalREN statewide network. The location in Napa expects to install 1gbps services in late summer 2015 and the other 3 locations in the fall/winter. The Library applied for a grant to assist in covering some of the initial costs of equipment, but has guaranteed full funding regardless of the application’s outcome.

**Sonoma County.** SCOE, the County Librarian and Technical Advisor, and County PSAP have all attended monthly meetings at ASB and the Sonoma NBNBC Manager has made presentations regarding build outs, e-rate applications and first responder tower construction to fill voids. A meeting with Health and Human Services personnel re Telemedicine broadband needs and an update on the existing network is scheduled for 4th quarter.

## 2.3. Involve and Work with Telecommunications Providers---

### Deliverable #1

*2.3.1. Initiate meetings with current major and local telecommunications providers, wireless ISPs, and cellular providers in the county to learn of*

- their current offerings and future plans to deploy broadband to the communities throughout each of the four counties;*
- 2.3.2. Determine the interest of each company in cooperating in this project;*
  - 2.3.3. Assess whether or not their current assets and future plans can be utilized to help meet the broadband needs in the counties and communities they serve;*
  - 2.3.4. Confirm those providers that do have such assets and are willing to work with the consortium in designing and implementing infrastructure plans to meet the needs countywide and in the communities they serve; and,*
  - 2.3.5. Produce a report that documents the results of these interactions with the providers.*

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**NBNCBC Consortium.** The Consortium Manager and the Management team met with the De Novo Group and SeaKay to discuss potential collaboration on deploying broadband in various priority areas across the four counties. There are follow-up meetings scheduled for mid-April. The consortium manager has been working with the Mendocino and Sonoma county managers in meeting and advising them on their engaging WISPs and ISP in their respective counties.

**Marin County.** As of March 31, the MBTF is working actively with one (1) broadband provider, and one (1) non-profit homeowners association that has engaged an experienced Fiber-to-the-Home (FTTH) network developer / operator. We have issued MBTF-generated broadband mapping and data sets to these groups, and are supporting them in reviews of the data to examine CASF fundable areas in the respective Priority Areas (PAs) previously registered with CPUC.

One of the groups is well supported with existing lit and dark competitive fiber network facilities, operated by a national fiber network provider, having a point of presence (POP) in their fully unserved area. Providers serving the West Marin communities although the coast however repeatedly express difficulty in accessing cost effective high bandwidth backhaul connectivity.

In the months of April and May, we will determine the formal level of interest of three (3) other providers presently serving Marin County communities. We expect at least two (2) of these entities will also work with MBTF to engage in the formal application process for CASF funding.

Lastly, a Sonoma County-based provider announced publically this quarter that it will, over the next year, construct a Fiber-to-the-Home (FTTH) network in Hamilton community of the City of Novato. As stated in the firm's announcement, this marks the first full FTTH installation in Marin County. MBTF was first made aware of the provider's plans for Hamilton during a 2014 meeting with the firm's management sponsored by NBNCBC.

We are excited to see the formal public announcement, and will arrange an in-county meeting with the provider to determine how MBTF may

support FTTH investment by this firm and by the industry in general.

**Mendocino County**. The 3rd quarter has seen Mendocino County focus major efforts in outreach to providers in an effort to secure commitments for CASF grant applications. This has been in the form of personal meetings, phone calls, “field trips” and emails. Despite this focused effort, to date we do not have any firm commitments for CASF applications, but there has been progress in other areas.

The major telecom providers (AT&T, Verizon) are familiar with the CASF program and have not responded to our outreach efforts to share plans, work collaboratively, and apply for these funds. One incumbent mobile wireless provider did meet with us and was open to learn more about the program and our priority areas, but they too ultimately decided against applying for funds. However, they did give a commitment to upgrade their service centers in Mendocino County in the 3rd and 4th quarter of FY2015.

Deputy-county manager Steel is working with AT&T to develop improved communication with AT&T for reporting of broadband outages to the public, and has involved interested parties such as staff of elected officials and the local media in this process. How strong this commitment is on AT&T’s part remains to be determined, but it is a start.

Local WISPs, because they historically have not been eligible to apply for CASF funds due to the CPCN requirement, are generally not familiar with the CASF program and have a strong resistance to apply, due to various reasons. Since meeting in the 2nd quarter in-person with most of these providers, the 3rd quarter has been a time of “follow-up” on these discussions and more detailed plans for various areas. Steel has worked to determine how such resistance can be overcome with offers of support and encouragement. The decision to apply or not apply is ultimately up to the applicant, and whatever decision is made the county management team is ready to support deployment efforts in a variety of ways, including community organizing and outreach, and match-making for local private funding.

The Alliance recently updated their “Broadband Access Inventory” for the state parks, which showed very poor broadband connectivity and was a cause for concern. While meeting with SeaKay, we were able to “match-make” this provider with the superintendent of State Parks, and they are now actively working on a project for public safety in which they also hope to include CalFire into a larger grant application.

**Napa County**. The Napa Team met with both De Novo and Seakay to discuss possible expansions in the County. De Novo’s interests were more aligned with coastal counties. However, SeaKay expressed a desire to discuss possibilities in Napa County, specifically highlighting regional relationships that currently exist in both Lake County and Sacramento. SeaKay has Napa County’s priority areas as well as the full report of tests conducted by Chico State and reported to the CPUC to determine. This will allow them to determine if there are any opportunities to expand

services to the region.

The Napa Team has been working with Valley Internet on their installing an infrastructure upgrade in the three Farm worker Centers that provide room and board to migrant farm workers. Hopefully, we will have a final proposal by mid-April.

**Sonoma County.** We have developed a collaborative relationship with AT&T concerning mobile tower placement throughout the county; met with WISPS to discuss potential last mile coverage (De Novo, SeaKay, Vibranz); engaged with ISP's Comcast and Sonic regarding expansion of existing service areas; and, worked with the County on the release of a RFP to lease unused county owned conduit to serve communities, county and anchor institutions.

### 3. Activity #3: INCORPORATE THESE BROADBAND NEEDS INTO COUNTYWIDE AND COMMUNITY-BASED PLANS

#### 3.1. Develop a Countywide Plan based on the Assessed Needs--

##### Deliverable #2

**Marin County.** Nothing to report.

**Mendocino County.** As part of NBNCBC we have mapped an "ideal" countywide fiber backbone conceptual plan. While it would be great if Mendocino County could be a "gigabit county" with a robust open-access middle-mile infrastructure from which providers could lease reasonably priced backhaul, or even have "gigabit towns", the reality is quite different. Until a countywide backbone infrastructure becomes a reality we have to work with what we have, which is a patchwork of providers and communities at various levels of broadband service. We have identified and worked with some of the "priority areas" communities and documented their need, and have repeatedly encouraged providers to step up and provide service. We have brought together community members, providers, and tribal representative to go on "field trips" to see the physical terrain and geography of these some of these areas of need. We have met with individual providers for discussions. We have done all we can to offer support and encouragement to providers in the CASF application process. This is a difficult and slow "piece by piece" approach which constitutes our county plan for broadband; until a more comprehensive and regional approach can be developed and receive the widespread public support and funding to be implemented we will work to develop projects in these separate areas of our county.

We have begun to research local and county policies that could be implemented that promote broadband deployment, such as "dig-once" policies. In addition, we feel that a map of county infrastructure would be useful in countywide broadband planning decisions. Both of these projects would take considerable time and effort, and would need to be done in collaboration with other groups and organizations.

**Napa County.** As part of NBNCBC we have mapped an “ideal” countywide fiber backbone conceptual plan. At this point we are focused on identifying pockets of unserved and underserved communities. We envision bringing this conceptual plan forward in the Year 2 Work Plan.

**Sonoma County.** As part of NBNCBC we have mapped an “ideal” countywide fiber backbone conceptual plan. We have shared this conceptual design with members of the community, including county officials. Part of this design involves using existing conduit that the county and five communities own as a result of a vendor abandoning it. The county has moved forward with a RFP for development of backbone on the 101 corridor utilizing its portion of abandoned conduit.

### 3.2. Assist Communities to Develop and Implement Access Plans— Deliverable #2

**Marin County.** As outlined in Sections 2.3, above, the MBTF is actively engaged in working with providers and community groups on access network development planning. These efforts are further supported by the CAI developing strategy outline in Section 2.2.

**Mendocino County.** We are assisting communities to develop and implement plans in various ways, including: organizing meetings; researching census blocks, on-going dialog with providers, market research to help develop a business case (Sherwood Road), offers of grant-writing assistance, and offers to help in other ways as needed and mentioned in 2.3.

We are working with a provider on potential projects in Gualala and Albion-Rancho Navarro, and with another provider to link in all the state parks in Mendocino County.

**Napa County.** To date our efforts have concentrated on developing an infrastructure upgrade plan for the three Farm Worker Centers. We are now turning our attention to the potential for project development in one or more of the underserved areas out of the mobile ground truth testing project.

**Sonoma County.** We have engaged with the Greater Joy Road group and completed a feasibility study and financial model. The group is now soliciting letters of intent based on pro forma loan information and financial match information provided by potential match funder. We have identified a potential provider that would seek a CASF grant.

We have also completed conceptual designs and cost estimates for Dry Creek and Cazadero areas. We are scheduled to begin outreach to Dry Creek area during the 4<sup>th</sup> Quarter. The Sea Ranch Priority Area submitted their project to CASF for approval and funding. Greater Joy Road group has erected their website to solicit LOI for FTTH Project. Potential funding and provider sources have been defined.

**3.3. Develop Time-Action Plan for Implementation**  
**NO TASKS IN YEAR 1 WORK PLAN.**

**3.4. Facilitate and Monitor the Overall implementation of these County and Community-based Broadband Plans**

**Marin County.** We are not aware of any other community-based broadband infrastructure projects now ongoing in Marin County, other than those referenced in Section 2.3, above.

**Mendocino County.** Continue dialog with all parties involved; assist as needed; provide public updates of progress; “match-make” as opportunities arise.

**Napa County.** None at this time.

**Sonoma County.** We are not aware of any other community based broadband infrastructure ongoing other than The Sea Ranch Project

**4. Activity #4: INTEGRATE THE COUNTY INFRASTRUCTURE NEEDS AND PLANS INTO A REGIONAL PLAN OF ACTION---Deliverable #2**

**4.1. Aggregate the Broadband Needs of the Counties into a Regional Needs Statement**

- 4.1.1. *Collect, organize and analysis the county broadband needs to determine the interfaces at the county boundaries;*
- 4.1.2. *Working with the confirmed providers start developing a regional conceptual design based on the broadband needs throughout the county;*
- 4.1.3. *Working with providers create a preliminary conceptual design;*
- 4.1.4. *Assess the gaps in the current infrastructure;*
- 4.1.5. *Develop preliminary cost estimates to complete this conceptual design;*
- 4.1.6. *Review the preliminary design and cost estimates with county leaders and participating telecommunications providers;*
- 4.1.7. *Modify preliminary design and costs; and,*
- 4.1.8. *Produce and share the conceptual design for the region.*

**4.2. Develop Time-Action Plans for the Implementation of the Regional Plan**

**NO TASKS IN YEAR 1 WORK PLAN.**

**4.3. Facilitate and Monitor the Implementation of the Regional Plan**

**NO TASKS IN YEAR WORK PLAN.**

**5. Activity #5: DEVELOP AND IMPLEMENT ADOPTION AND TRAINING PLANS AND PROGRAMS--- Deliverable #3**

**5.1. Update Data on Existing Adoption and Training Programs**

**Marin County.** As referenced in the first section of this report, the continued work on adoption and training efforts coordinated by the Marin Telecommunications Agency (MTA) is being enhanced by an initiative launched this quarter by MBTF.

We are working with a leading community services non-profit corporation, with headquarters in San Rafael, to coordinate and expand in-county grant funding under the CASF's Public Housing program. The Executive Officer of MTA and MBTF's retained consultant attended the CETF-sponsored workshop in March in San Francisco on the Program. Subsequently, we have conferenced with the leadership on the San Rafael-based non-profit, and with the Director of the Marin Housing Authority (MHA).

We now have a conceptual plan for the expansion of broadband infrastructure in public housing in the County, and look toward our non-profit partner to further enhance the adoption and training programs in Marin as well.

**Mendocino County.** Mendocino County's adoption rates are among the lowest in the state, which is partially due to the lack of consistent and affordable internet access. The Broadband Alliance completed a comprehensive assessment of free public access computer availability and digital literacy programs that are found throughout the county. The full report will be distributed through our email list, and is posted on our website at (reports/adoption report) at <http://www.mendocinobroadband.org/data-and-reports/>

This report recommends that improvements in both access and digital literacy programs be developed in all towns and cities to address this growing need so that local residents are prepared for the economic and educational realities of the 21st century. The Alliance would like to support and/or partner with the 14 local non-profits and local library branches who have indicated a need and their interest to support digital literacy programs and free access computers and Wi-Fi. We estimate a cost for providing such digital literacy classes for one year at \$27,000. This cost estimate includes: twice yearly, 12-class sessions at 15 sites, and twice yearly, special-topic 6-class sessions at 15 sites for such topics as Assessing Social Services Online, or Covered California. In addition, 19 organizations indicated a need to upgrade or purchase new computers. This cost is estimated to be 30K (19 organization, 3 computers each, half laptops and half desk). Together, classes plus the purchase of new computers totals \$57,000K per year.

**Napa County.** No Activity this quarter.

**Sonoma County.** Through the Board of Supervisors, the Sonoma County Community Development Corporation was requested to attend the Northern CA Adoption Workshop for Public Housing. The third bi-lingual computer literacy class graduated from the Guerneville School program. The program coordinated with local Rotary Club to provide licensed childcare for program attendees. A new progressive SCOE Board is interested in replicating this pilot program throughout the county.

**5.2. Develop Implementation Plans for Adoption Programs**

**NO TASKS IN YEAR 1 WORK PLAN**

**6. Activity #6: EVALUATE THE PERFORMANCE OF THE CONSORTIUM**

**NO TASKS IN YEAR 1 WORK PLAN**