A Connected, Protected & Educated

Thank you President Harrison.

I'd like welcome you to our campus and thank you for coming today to hear about the Central Coast Broadband Consortium.

This is an important day for our region and an exciting one for the members of the consortium who have been working incredibly hard for just over 12 months to create a viable and sustainable plan for a protected and connected central coast.

Regional Challenges to Broadband

- The Central Coast is considered rural
- Except for population centers there is limited broadband service
- Major carriers are unlikely to invest in regional broadband due to low opportunity for cost recovery

For over 5 years various groups of people interested in broadband solutions for the tri-county region have been meeting to discuss the challenges faced by the region with respect to broadband coverage. While the tri-county area has numerous population centers, much of the region is sparsely populated and considered rural when it comes to broadband coverage. This rural setting has made it unlikely that the major carriers will step in and invest in the infrastructure needed to bring broadband to all the region's communities. This lack of coverage has become especially important in recent years as we look back on the difficulties encountered in battling wildfires, maintaining communications during severe weather, and planning for expanded services in the more remote areas of Monterey, San Benito, and Santa Cruz Counties.

Regional Drivers for Broadband

- A need for ubiquitous broadband for:
  - Public Safety
  - Government
  - Healthcare
  - Economic Development
  - Education

Thinking about broadband in this context we can identify five primary drivers for expanding broadband coverage. We'll discuss the implications of these for our communities later in our presentation. These are also the areas for funding requirements for the stimulus funds and for private grants.

Formation of the CCBC

- Meetings of various combinations of education, government, and private sector for over 5 years
- June 2008 - Community Foundation for Monterey County & the California Emerging Technology Fund (CETF) provided $10K grant to create a strategic plan for our region
- 6 months of meetings with public & private sector participants from Santa Cruz, San Benito & Monterey counties.
- Established the CCBC & Coordinating Council
- CSUMB selected as the host organization during the startup phase of the CCBC
- November 2008 completion of strategic plan and launch of the CCBC
- Winter 2009 Stimulus Package announcement accelerates consortium plans

To give you a brief history of how we got to this meeting today. In June of last year the California Emerging Technology Fund awarded a five thousand dollar grant to the Community Foundation for Monterey County, which matched it with another $5 thousand. At that time, the goal was to establish a strategic plan to bring broadband to the region. That group of technical, government, education and business leaders met for over 6 months, creating the strategic plan and founding the Central Coast Broadband Consortium. As the group continued its work into the winter we were excited and encouraged by the announcement early this year that broadband would be part of the stimulus package which accelerated the CCBC's technical planning.

CCBC Mission: Broadband Initiatives for a Connected Central Coast

Central Coast Broadband Consortium

to plan for, build and connect the region's disparate telecommunications networks and fill critical gaps, offering high speed Internet connectivity to ensure equity, access and digital literacy for all residents, businesses, government, education and other important civic and social services agencies and institutions in the region.

The mission of the CCBC is to cover the region with wired and wireless broadband access. We recognize that there are parts of our tri-county area that are well served, and quite the opposite—large areas that are unserved and underserved. It became clear that in order to create a connected central coast, we would have to provide for a robust fiber-optic middle mile network so that WiFi, WiMax, and other last mile infrastructure solutions could be deployed.

Proposed CCBC Network Paths

As this diagram shows the extent of the network is significant. With a path running down the coast from Santa Cruz to Lucia in the west, another running down the 101 corridor from Santa Clara county line to Bradley, and the third path from Hollister south along highway 25. These threes paths are connected at five different locations. Watsonville to Pajaro River Junction, CSUMB to Salinas, Lucia to Bradley, San Juan Bautista to Hollister, and Bitterwater to King City.

This Middle Mile -Technical Strategy will deploy broadband infrastructure focusing on tri-county requirements, geographical challenges, and diversity of the region-from the northern Santa Cruz mountains and coastal areas to Big Sur's canyons and rugged coastline, to remote rural areas of eastern and southern San Benito and Monterey counties, as well as the region's cities, small communities, agricultural areas and open spaces.

Actions to Date

- Plans for a tri-county redundant "middle mile" backbone
- CCBC (through CSUMB) has applied for two grants.
  - ARRA/BTOP $37 Million
  - CASF $4 Milllion (10% of the 20% required match for ARRA)
- In-kind contributions of nearly $5 Million (10% of the 20% required match for ARRA)

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Late in the spring when the ARRA/BTOP grants were announced, the CCBC jumped at the chance to secure the funding required to build the network we thought might take many years to build in pieces. If you haven't already you can see the planned network on the maps around the room. The result was a $37 million proposal to ARRA, a $4 million matching funds grants to the CA Public Utilities Commission's California Advanced Services Fund, known as CASF, and just shy of $5 million in in-kind contributions from the cities, counties, agencies, and individuals in the tri-county region.

In-Kind Support for CCBC

City of Monterey	$30,000
City of Santa Cruz	$225,000
City of Salinas	$200,000
City of Watsonville	$257,000
San Benito County	$1,125,000
Monterey County Business Council	$40,000
CSU Monterey Bay	$61,000
Tellus Venture Associates	$60,000
Economic Development Corporation of San Benito County	$38,000
Big Sur Mid-Coast Fire Brigade	$225,000
Scott Bogen	$8,750
eCLIC	$27,100
Monterey County Office Education	$5,000
Clinica de Salud del Valle de Salinas	$50,000
Rava Family, King City	$75,000
Monterey County	$2,500,000
Total in-kind contributions	**$4,926,850**

Through the generous in-kind support commitments of node leases, staff support over two years, and other services the CCBC has been able to collect in-kind support in the amount of over $4.9 million. Many of you here today wrote us letters of support and these pledges for our grant applications and we are truly grateful that we were able to meet the matching funds requirements for our grant submissions to CASF and to the NTIA, Broadband Technology Opportunities Program, referred to as BTOP. THANK YOU again!

Results

- From concept to $45 Million in grant applications in just 12 months
- Technical plans in place for "middle mile" projects for the entire tri-county region
- Incredible effort on the part of such a diverse group of interests (government, business, education, health care, citizens, and more)

In a very short time the CCBC has come a long way. The CCBC is dedicated to continuing this progress in the next few months as more rounds of grant opportunities are coming.

CCBC Partners & Supporters

The list of partners and supporters is extensive and represents the diversity of region and of the support we've received for the CCBC. Representatives from these organizations have participated in our meetings and forums over the past years and currently receive consortium updates via our list serve and website.

CCBC Coordinating Council

- Steve Blum, President
  Tellus Venture Associates

- Curtis Hill, Sheriff
  San Benito County

- Mary Ann Leffel, President
  Monterey County Business
  Council

- Maggie Melone, Executive
  Assistant
  Clinica de Salud del Valle de
  Salinas

- Brad Smith, Director Technology
  Strategy, IT Services
  UC Santa Cruz

- Harold Wolgamott, Emergency
  Services Director/Special
  Projects Analyst
  City of Gonzales

- John Grunder, Director,
  IT Services
  Monterey Institute of
  International Studies

- Arlene Krebs, Director
  CCBC & WeTEC, CSU Monterey
  Bay

- Chip Lenno, Chief Information
  Officer
  CSU Monterey Bay

- Nancy Martin, President & CEO
  Economic Development
  Corporation of San Benito
  County

- Joel Staker (Chair), Network
  Administrator, City of
  Watsonville

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These are the members of our current coordinating council. The council is responsible for moving the consortium forward during these initial months and will form the basis for the board of directors of our non-profit. I'd also like to acknowledge two individuals, not on this list, who have made major contributions to the consortium this past year. Kim Ha, former coordinating council member and Jim Warner (UCSC) who both have given so much time and effort to the consortium that we wouldn't be this far along without their help.

Benefits to the Region

- Public Safety - Curtis Hill
  Sheriff, San Benito County

- Government - Carlos Palacios
  City Manager, Watsonville

- Healthcare - Maggie Melone
  Clinica de Salud del Valle de Salinas

- Economic Development - Nancy Martin
  President & CEO, Economic Development
  Corporation of San Benito County

- Research & Education - Arlene Krebs
  WeTEC, CSUMB, & the CCBC

Government Benefits

- Attractive Communities
  - Attract and expand business
- eGovernment
  - Increase transparency and participation
- Bridging the digital divide
  - Serve at-risk communities and increase digital literacy
- Environment and Energy
  - Telecommuting, new green jobs
- Libraries
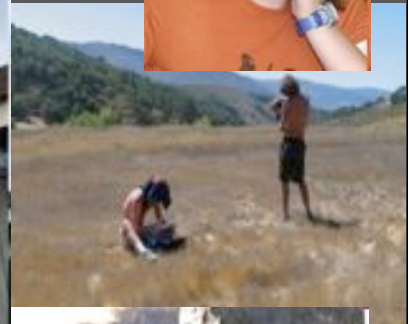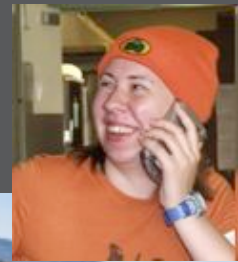 - Increase services, access to world-wide information sources for all

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Economic Development

- Hyper-Competition
  - Countries, States, Counties, Cities
  - Industries and Companies Global
- Business: 24/7
  - Transactions and Communications
- Productivity, Efficiencies, Effectiveness
- Recruitment, Sustainability and Growth
- Sales, Profit and Revenue Streams

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Research & Education

We recognized the need to provide reliable connectivity among the Central Coast's extraordinary array of research institutions, its universities, community colleges, libraries, community learning centers and K-12 schools. Broadband offers us opportunities to create classrooms not just inside buildings and on campus quads, but also in the communities where our students provide service learning to more than 350 organizations, where they can conduct research in partnership with such organizations as the Elkhorn Slough and the CA Dep't of Parks. Opportunities abound, such as virtual field trip activities for our schoolchildren here and around the US and the world so that young people may learn about wild life and environmental stewardship on land and in our Monterey Bay Sanctuary and marshlands. Distance learning, community based project learning, providing libraries and nonprofit arts and education centers with high-speed connectivity are critical for our region's future.

Fulfilling the Mission

- Develop the organization as a sustainable entity—Cooperative Model:
  - Non-Profit or Not-for-Profit
  - Develop bylaws
  - Establish the Board of Directors
  - Incorporate the Organization
  - Establish Fees & Income Sources
  - Create Business and Marketing Plan with Outreach to Public & Private sectors
- Provide oversight and cohesiveness to the working groups
- Communicate the work of the Consortium to stakeholders and to the community at large

Central Coast Broadband Consortium

Much has been accomplished and there is much more to do! We encourage you to explore the CCBC's website where you may read our history, view our presentations and learn what's current and what's coming up. CSU Monterey Bay is serving as the "steward" so to speak for the launch of a formally structured legal entity for the CCBC. To accomplish this, we need your ideas and support. For example,

Next Steps

- BTOP Round 1 Stage 2 Eligibility – 30 Days Review
- NTIA requests that State Office of the CIO Review to assist determination of priority projects
- Action—at state & federal levels—Tri-County Stakeholders will be provided with Sample Letters, Contact Info & Timelines to contact the Office of the CIO and the CPUC
- BTOP Round 2 Infrastructure Grant: NoFA out in December or January, CCBC Re-applies and/or
- BTOP Public Computer Centers Grant Program
- Other Funding Sources-Partner with Vendors, Government Agencies, CCBC Organizations for Grants for our Tri-County Middle Mile Project

We are at a critical juncture concerning our Round 1 ARRA grant submission. We have been in contact with the CPUC and the State Office of the CIO which are reviewing and prioritizing the CA proposals and sending their top projects back to the federal government. CA submitted 179 Broadband Stimulus proposals, of which a good 30 of these are for "middle mile" projects. How do we make our needs "stand out" from the other submissions? How do we "rise above the pact" so to speak….so that we remain competitive.

Bold Challenges

- Fill out survey sheet
- Appoint someone or yourself for Advisory Boards
- Attend our General Meetings
- Seed Funding for engineering plans, entity incorporation, grant writing and staffing.

Here are just a few of the "immediate" needs we have and trust that you may help us tap into the array of talent available in your cities and at your institutions, The CCBC Coordinating Council organizes weekly conference calls, we hold open meetings to inform everyone and get input. Each of my colleagues in the CCBC has worked well into the night hours to get our plans accomplished— and we are committed to continue. We're on a path to success. And we need your advice and support. Here to lead our discussion and take any questions is Joel Staker from Watsonville who serves as the Chair of the CCBC Coordinating Council.

CCBC INFO

- Today's meeting will be available as a video stream so that you may share it with colleagues.
- Our CCBC maps, history, meeting notes, information about CASF, ARRA, BTOP and BIP programs and more are available @
- http://wetec.csumb.edu

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