Central Coast Broadband Consortium

A Connected Central Coast

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Revision 1 - 12 December 2012
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Central Coast
Broadband Consortium

Table of Contents

1. Executive Summary

The Central Coast Broadband Consortium is a 10-year old broad based, ad hoc group of local governments and agencies, economic development, education and health organizations, community groups and private businesses dedicated to improve broadband availability, access and adoption in Monterey, Santa Cruz and San Benito Counties. We have a long history of broadband development projects implemented by our members and as a group.

Our goals are:

- To document the region's current telecommunications assets, requirements and opportunities and compile these into an accessible database.
- To generate model policies that support the region's ability to finance, deploy, and provide high-speed, affordable and equitable broadband access.
- To promote and increase access to broadband among underrepresented and low-income communities.

We are submitting this grant request for $150,000 in CASF Broadband Consortia Funding for each of three years, for a total of $450,0000. This money will be used to develop an accessible comprehensive database and map base of broadband assets and availability in the region, to develop model policies for adoption by local agencies and promote broadband adoption in the community.

Poised at the edge of the continent, the California Central Coast's history has been shaped by the intersection of culture, geography and commerce. Known through the words of John Steinbeck, the photography of Ansel Adams and the activism of Cesar Chavez, the region's rich cultural and agricultural history is now in a period of dramatic transition.

One of the consistent problems in the regional economy has been the need to develop livable non-seasonal jobs. The largest two industrial clusters, tourism and agriculture, generally have created lower wage and very seasonal employment. To counter this trend efforts continue to be made to attract and maintain employment which is not seasonal in nature and creates higher-end value products.

The Central Coast Broadband Consortium's mission is to "plan for, build and connect the region's various telecommunications networks and fulfill critical gaps, offering high speed Internet connectivity to ensure equity, access and digital literacy for all residents of the Central Coast," that can create these jobs and improve the service delivery of our community anchor organizations.

Despite its rich tapestry and natural beauty, the region's economic development has stymied the best efforts of local officials to create a robust digital economy that can function as an extension of the economic engine that is Silicon Valley. The region's largest employment sectors are agriculture, hospitality, education, government, and retail trade.

As an economic development engine, our Consortia's efforts can help sustain and expand our region's businesses so that they reach global markets, actualize cost savings by government agencies, allow public safety communications, provide health and medical services at lower costs, offer workforce development to unemployed and underemployed residents to learn new job skills, and prepare our youth with the technology skills essential for their future.

Unfortunately, the occurrences of wildfires, landslides, flooding and earthquakes are all too common for our region. In 1989 we experienced the Loma Prieta earthquake and more recently during the disastrous fire season of 2008, Cal Fire struggled to contain simultaneous blazes in Big Sur, Corralitos and the Santa Cruz Mountains. There was no connectivity for first-responders. Coast Guard boats had to be brought along the Big Sur coast for cell-phone coverage. We seek to address this need as well.

2. Vision Statement

2.1. Summary

While connected economically to the Silicon Valley, the Central Coast is, in many ways, a model of the economic inequality that faces communities without robust and redundant connections to broadband infrastructure. Huge swaths of our tri-county region feature a challenging topography of coastline, mountains, and farmland that are not well served by current providers, and there are significant "dead zones" where no viable service is available.

The CCBC has a profound understanding of the local population's need to secure the technology and applications for broadband adoption. Our constituent members represent hundreds of community anchor organizations and thousands of Californians not presently enjoying the benefits of high bandwidth, low latency connections. Our members know the challenges facing schools, health care providers, nonprofit organizations, libraries, public safety agencies, businesses, Cities, Counties and Economic Development Corporations.

We come to this application for CASF support with a three-year plan that accomplishes many of the landmarks set out in the national Broadband Plan, the California State Broadband Task Force recommendations, and the CPUC's policies on broadband adoption. Our plan includes the creation of a broadband asset database, conduit inventory, pole route

mapping and the development of model policies for our constituent cities and counties, as well as targeted adoption efforts.

We have existing relationships with telecommunication providers (ILECs, CLECs and others) and ISPs, which we will strengthen through this project. We will leverage the participation of anchor institutions, economic development agencies and public works departments. Their cooperation and active involvement are essential to creating a robust broadband infrastructure on the Central Coast of California.

2.2. CCBC Mission and Goals

The CCBC has outlined three goals towards fulfilling its mission:

I. To document the region's current telecommunications assets, requirements and opportunities and compile these into an accessible database.

In order to create the technical and fiscal plans for the region's infrastructure we will map existing wired and wireless infrastructure, document shared telecommunications hardware and software resources, locate useable rights of way, conduit paths and other basic resources, analyze existing technical plans and continue to foster partnerships with telecommunications service providers across the tri-county area.

We will also expand and update our existing database of served, underserved and unserved areas, including by census block group, in the three counties. We will enhance its usefulness by correlating consumer and institutional demand data to the GIS information so that telecommunications service providers can easily develop the information they need to finance and deploy facilities, including specific information necessary for CASF grants.

This information will also be available, within the bounds of public information laws and prudent security measures, to CCBC members, economic development professionals, prospective new employers in the area, anchor institutions and others with an interest in developing broadband resources.

II. To generate model policies that support the region's ability to finance, deploy, and provide high-speed, affordable and equitable broadband access.

We are and have been hard at work to educate and aggregate the region's public and private sector stakeholders, including government officials, public safety, business, health, social service and educational leaders to endorse policies that support broadband deployment and adoption.

Our consortium members are already creating conduit policies across jurisdictions, developing model permitting standards and developing policy that allow for public-private partnerships to finance deployment of new broadband infrastructure. By encouraging collaboration among our consortium members, we will create policies that standardize the equitable and affordable access to broadband for consumers and provide the commercial-grade facilities demanded by businesses that are locating to or expanding in our region.

III. To promote and increase access to broadband among underrepresented and low-income communities

In addition to developing the policies and infrastructure that will bridge the digital divide on the Central Coast, we are also dedicated to helping our citizens develop their digital literacy skills, obtain low-cost computers, and to secure affordable access plans.

This work involves partnering with community organizations, libraries, schools, public computing centers, social service agencies. These partnerships serve the targeted populations in our region including; 1) migrant workers and their families, 2) the elderly, 3) the unemployed, and 4) the disenfranchised. As noted below, we have a sizable project of this kind already underway in Monterey County, which we will evaluate for follow-on opportunities when it ends in 2012. We will also use a portion of the CASF Consortia grant to provide seed funding to similar efforts in Santa Cruz and San Benito Counties.

Each of these goals requires support by key regional leaders, the creation of sound policy, the submission of grant applications for funding, and the involvement of the tri-county community to help fulfill our CCBC mission and vision. Our Work plan, budget and timeline describe in more detail how the CCBC will achieve these goals.

3. Background

3.1. History of the Central Coast Broadband Consortium

The Central Coast Broadband Consortium (CCBC) serves as a nexus for public and private institutions, government agencies, businesses, schools, health care and non-profit organizations in the tri-county region of San Benito, Santa Cruz, and Monterey counties to convene, plan and deploy the infrastructure that drives the global economy.

First convened by the Association of Monterey Bay Area Governments (AMBAG), the CCBC began organizing initiatives to create broadband infrastructure and applications in 2002. Its first work product was a white paper and strategic plan that focused on the challenges and benefits of providing broadband to Central Coast communities.

Since then, public and private sector stakeholders have participated in dozens of meetings, forums and conferences to align the region's telecommunications requirements with its economic development goals, public safety needs, and health, research, social and educational services.

In 2008, under the guidance of the Community Foundation for Monterey County and the California Emerging Technology Fund (CETF), the CCBC created a strategic plan, formed a Coordinating Council and designated a host agency, CSU Monterey Bay (CSUMB).

The CCBC is composed of deeply committed organizations and individuals with a history of partnerships and working together to secure broadband deployment, applications and adoption. These organizations and individuals include city and county agencies, educational institutions, economic development, health and public safety organizations, non-profit organizations and private businesses.

Each of these organizations has supported the CCBC with in-kind contributions, meeting spaces, administrative overhead and letters of endorsement, and will continue to do so. The CCBC has also forged partnerships with a number of public and private organizations who support our activities, and is well recognized locally, as well as by other state regional broadband consortia and government agencies.

We have assisted other regional consortia which have requested help during their formation and while our scope of work is local, our intent is to serve as a model and facilitator for regional collaboration for all Californian communities. While connected economically to the Silicon Valley, the Central Coast is, in many ways, a model of the economic inequality that faces many California communities without robust and redundant connections to broadband infrastructure.

CCBC members have participated in forums that focused on and helped construct California's approach to broadband adoption and our efforts have had an appreciable effect on the State's planning and mapping efforts as well as state policy guiding conduit and fiber infrastructure development. One of the CCBC's founding members served on the working group for the Governor's Broadband Task Force, others are currently volunteers for the California Broadband Council's working groups.

3.2. Work with Culturally and Linguistically Diverse Communities

The Central Coast region of California is one of the most diverse areas of the state. For example, the Salinas River Valley is known as America's Salad Bowl for its fields of lettuce, one of several crops that thrive in the moderate climate. Many hands tend those crops nearly year-round. Many of field workers are from Mexico and other Central

American nations. They live in the Salinas Valley in great numbers: the population in the Valley totals about 282,000 (nearly 70% of the county's total) and several of the valley's population clusters are more than 80% Hispanic. Even Salinas, the largest city in the Valley, is more than 60% Hispanic, and Monterey County is 53% Hispanic.

The Valley's Hispanic population, too often, is characterized by low incomes and low academic performance. In fact the California Department of Education recently designated several of the Valley's public schools as 'persistently low-achieving schools.' For many people in urban areas, the broadband Internet provides resources for personal growth, channels for community cohesiveness and myriad opportunities for economic development, but the broadband Internet has little presence in the Valley.

Public and private institutions that serve linguistically isolated and minority communities are central to our Consortium. These institutions include 85 K-12 schools, 10 libraries, 62 healthcare providers, 48 public safety entities, 7 community colleges (5 of which are federally designated minority serving institutions) as well as 8 additional higher education facilities.

Our ARRA-funded public computing center project in Monterey County, with the Monterey County Office of Education (MCOE) as the lead agency, specifically targets communities which are linguistically and culturally diverse, and lack the access to broadband and other resources that more affluent areas take for granted.

Our applications for CASF and ARRA funding of a middle mile network in 2009 and 2010 specifically targeted officially recognized minority-serving institutions, such as the City of Watsonville's libraries, Hartnell College's Salinas, Alisal and King City campuses, Cabrillo College and Clinica de Salud del Valle de Salinas. Our Coordinating Council includes the City of Watsonville and Clinica de Salud, as well as the City of Gonzales, the County of Santa Cruz and California State University, Monterey Bay, which likewise serve populations that are very diverse: culturally, linguistically, ethnically and economically.

As an example, as of Fall 2008, Hartnell College's demographic reporting indicates that of their 10,000 students, 76% are minorities and 49% are female. Latinos comprise well over 52% of the total enrollment. More than 42% of the College's students are non-native English speakers and over 65% are the first in their family to attend college.

In San Benito County, 74% of the population has a high school degree or equivalent, but only 17% finished college. In Santa Cruz County, that figure is double, at 34.2%. Mean unemployment by county is strikingly high, with 15% in Santa Cruz County, 17% in Monterey County and 22% in San Benito County.

In healthcare, the Central Coast, like many regions across the nation, faces massive disparities in access the healthcare and health education. In San Benito County the rate for coronary heart disease, when compared to other rural counties California is quite high at 3.5:1 to Inyo County. Sixteen percent report in as having poor health, with 23% of adults confronting obesity. Monterey is also facing a 22% obesity rate.

Unemployment stood at 15% in Santa Cruz County, 17.8% in Monterey and a 21.1% in San Benito. A closer examination of the statistics shows that agricultural towns such as Watsonville and Gonzalez have been hit especially hard, with rates of real unemployment reaching historic highs of over 25%. Poverty rates at the last census show that 10.4% of San Benito struggles with food security, 12.2% in Monterey are living under austerity and 13.3% of Santa Cruzans are living in poverty. The rates of under-18 poverty are even higher at 14.2, 18.1 and 16.9 percent respectively.

With the end of the current fiscal year, many of stimulus programs that shored up government social services that fight poverty, linguistic isolation and limited opportunities will end and the real impact of the recession is being felt. The CCBC as a group and its members individually confront this reality every day, and work to improve it.

Our plan to improve broadband access and availability in the three-county region would greatly enhance the delivery of health care to allow for small clinics, such as Clinica de Salud del Valle de Salinas, to provide primary health and dental care and outreach services to poor, migrant and seasonal farm workers and area residents. For the Big Sur Health Center, the only medical facility south of the city of Carmel for 100 miles, patients range from local residents to some of the 3 million tourists that travel through the area each year. With better connectivity, clinics can transmit migrant workers' medical records to clinics in other regions where they soon will be traveling, as well as coordinating these patients' ongoing care to other local and regional medical centers for diagnosis assistance.

Above and beyond the layoffs and budget troubles our consortium members face every day, the children of families who live in the more rugged and isolated areas of the region, such as Big Sur and the southern rural areas of Monterey and San Benito counties, are at a great disadvantage due to their lack of high-speed connectivity and bandwidth to educational services and resources—this disparity has grown greatly with the adoption of online learning.

Our broadband promotion campaign would allow rural students to connect to their schools' online learning programs just as their more urban counter parts currently do. Not only will the children's learning experience be enhanced by broadband, it also may allow for the only method for these children to virtually attend class in times when roads are inaccessible from

events such as wildfires, landslides, flooding and earthquakes—unfortunately, these occurrences are all too common for our region.

3.3. CASF and ARRA Grant Experience

Our membership has the technical, policy and governmental skills to speed adoption, secure financing and encourage sustainable broadband adoption all along the Central Coast.

In 2009, our application to the California Public Utilities Commission's California Advanced Services Fund (CASF) for nearly $5 million was granted, to serve as part of the matching funds for two large Broadband Technology and Opportunities Program (BTOP) grants. Our goal was to develop a 300 mile regional fiber ring using stimulus dollars.

Our first round BTOP and CASF applications were filed with the University Corporation at Monterey Bay as the lead agency. The CASF matching funds application was approved by the CPUC on 20 November 2009 in Resolution T-17240, "Funding Approval for the University Corporation at Monterey Bay Central Coast Broadband Consortium Middle Mile Project from the California Advanced Services Fund (CASF) Amounting to $4,975,009."

However, our first round BTOP application was unsuccessful. In planning for a second round infrastructure application, we recognized that the CCBC's strengths were:

- Mobilizing community support,
- Researching and analyzing demographic, broadband availability, consumer and institutional demand and other market data,
- Identifying broadband assets in the community, such as publicly owned fiber lines, wireless sites and network node locations, that could support a major infrastructure deployment,
- Working with local governments and other agencies to enact policies and pursue initiatives that encourage broadband deployment, and
- Providing technical, financial planning and economic development support.

To maximize the value of our organizational strengths, we decided to find an experienced telecommunications services provider who could serve as the lead applicant and provide the financial and management support necessary to successfully operate a major broadband middle mile system.

We convened meetings with eight potential partners to evaluate our alternatives. We ultimately chose Cruzio Media Inc., a local service provider with a Certificate of Public Convenience and Necessity (CPCN) issued by the CPUC, to be our lead applicant. Six of

the remaining seven service providers – Sonic Networks, Got.Net, Surfnet, Etheric Networks, Redshift Internet Services and the Corporation for Education Network Initiatives in California (CENIC) – agreed to participate in the application and provided letters of intent to purchase middle mile services when available.

In parallel with the BTOP application, we submitted a request to the CPUC for an amendment to our original CASF resolution, asking for the grantee to be changed to Cruzio Media and the grant amount to be increased to $5.5 million.

This strategy proved successful, as our application was advanced through an extensive due diligence stage. Ultimately, though, it was not selected for ARRA funding.

We continued to work with Cruzio to look for ways to combine local funding with what we hoped would be an amended, traditional CASF grant to build at least some of the original 310 mile network. As a CPCN holder, Cruzio is eligible to apply for CASF through regular channels and we began reworking the project to meet those standards. CCBC worked with Cruzio to find the necessary funding and generate community support.

Cruzio and the City of Watsonville's Redevelopment Agency (RDA) put together a plan to combine private capital and RDA funding to provide a 60% match for construction. This proposal would have built middle-mile infrastructure from Santa Cruz to Watsonville, through Watsonville, and then on to underserved and unserved areas in San Benito and northern Monterey County.

The Watsonville City Council recognized that improving broadband access in the City would attract new businesses, encourage existing businesses to grow, create jobs and enhance the educational and economic opportunities available to its residents. The City calculated that a multimillion dollar investment in network infrastructure would be easily paid back through the increased tax revenue that broadband-enhanced businesses and institutions would generate.

Unfortunately, the California Legislature's decision to effectively de-fund RDAs ended this particular effort and our CASF grant was withdrawn. Nevertheless, our original mapping, broadband availability and demographic data remain available to prospective service providers. The City of Watsonville is still prepared to move forward with RDA funding for broadband infrastructure when it becomes possible to do so, and continues to work with the City of Santa Cruz, the local transportation agency (SCCRTC), Cruzio, and other CLCs and incumbents to prepare for that day.

On the other hand, a broadband adoption initiative – the CCBC Public Computing Center Alliance – was a successful BTOP applicant. Thanks to support from local organizations

and officials, the MCOE-led alliance received $3.6 million from the ARRA program and raised $2.1 million locally.

This project established and expanded public computing centers in rural and urban communities that serve the historically under-represented and low-income populations in Monterey County. This two-year project began in October 2010 and will continue through September 2012. It includes seven sub-recipient organizations:

- Hartnell College, a community college located in central Monterey County,
- Monterey County Free Libraries
- The National Steinbeck Center
- Community Information Center
- California State University, Monterey Bay
- Boys and Girls Clubs of Monterey County
- Media Center for Art, Education and Technology

In turn, this alliance has grown to include other service organizations in Monterey County in this broadband adoption project. With our Monterey County project well underway, we are now looking at ways of pursuing similar, locally appropriate initiatives in Santa Cruz and San Benito Counties.

Building on these experiences and the voluminous research, mapping and financial planning that we produced, the CCBC has created a three-year Action and Work Plan. This plan will address key components of our mission. Namely, to assist and encourage service providers to deploy fast and affordable broadband access, and to offer our residents the tools and training so that they may capitalize on the opportunities that broadband access fosters.

Another ARRA grant award – the Foundation for California Community Colleges' California Connect project – involves, among many others statewide, three local community colleges. Hartnell College in Monterey County, Cabrillo in Santa Cruz County and Gavilan College, which serves San Benito County, are participating in this sustainable broadband adoption project funded through the BTOP program. All three colleges have been supporters of the CCBC's efforts, but will not be involved in our Consortia Grant-funded activities.

Our membership has demonstrated that it has the technical, policy, educational experience, and administrative skills to speed infrastructure deployment, foster a welcoming and collaborative policy environment, secure financing and encourage broadband adoption all along the Central Coast.

3.4. Other Broadband Deployment and Adoption Initiatives

Fiber Link to Silicon Valley: One of the founding members of the CCBC is the University of California,Santa Cruz. UCSC secured funding for the CENIC's construction of a fiber optic line between Sunnyvale and its campus that passes through downtown Santa Cruz and Scotts Valley. Other CCBC members were helpful in advancing the permits necessary for the project. This infrastructure was built and is operated by Sunesys LLC, a California CPCN holder.

Wireless Link between Santa Cruz and Watsonville: As a result of the relationship developed during the ARRA application process, Cruzio, a local internet service provider and CPCN holder, partnered with the City of Watsonville to construct a high-speed, fixed wireless broadband connection that links the Watsonville Civic Center to Cruzio and its leased Sunesys fiber in Santa Cruz, and support expansion of Cruzio service in underserved areas of Watsonville.

KEY

- AIRPARK BUSINESS CENTER
- TRIANGLE TAXI WAYS
- JET CENTER
- CALFIRE FACILITY
- SAN BENITO COUNTY SHERIFF FACILITIES

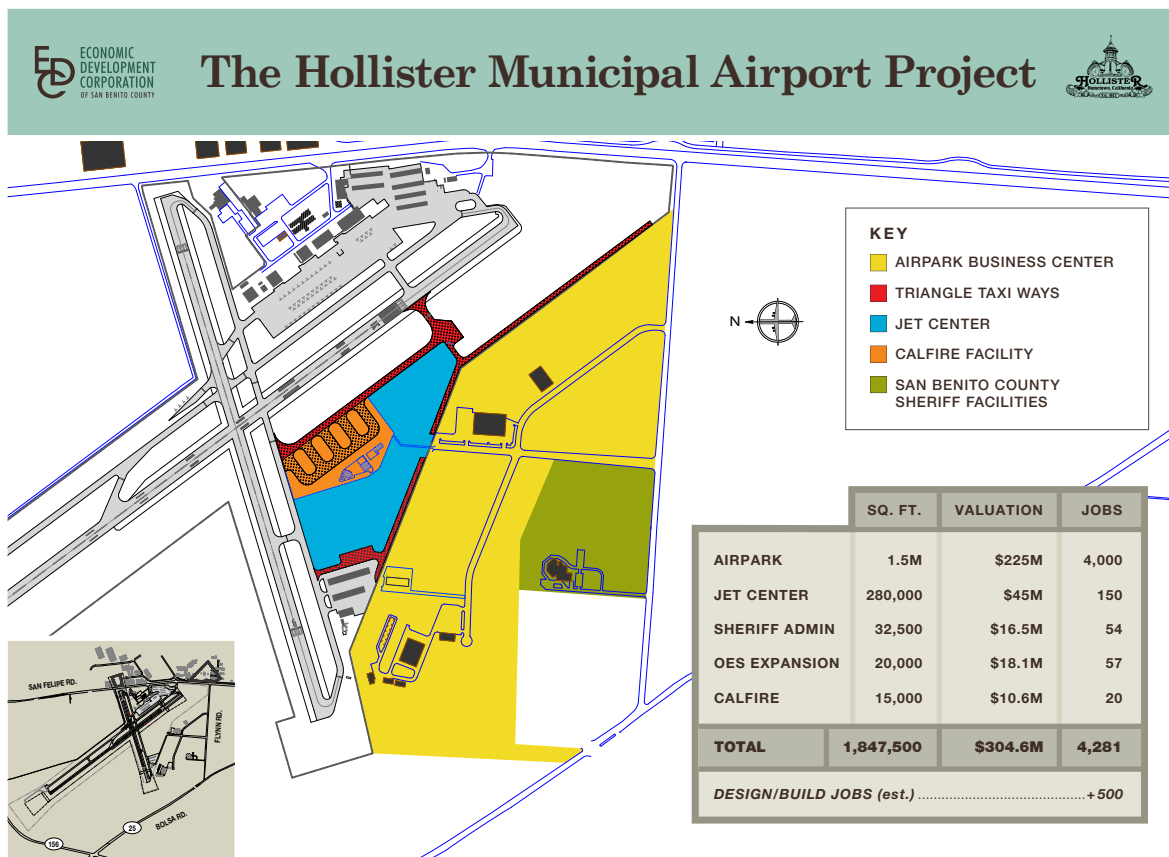|	SQ. FT.	VALUATION	JOBS
AIRPARK	1.5M	$225M	4,000
JET CENTER	280,000	$45M	150
SHERIFF ADMIN	32,500	$16.5M	54
OES EXPANSION	20,000	$18.1M	57
CALFIRE	15,000	$10.6M	20
TOTAL	1,847,500	$304.6M	4,281
DESIGN/BUILD JOBS (est.) ....+500			

Figure 3.1: Hollister Airport Project

San Benito County Fiber Link to Hollister Airport: San Benito County, a CCBC member, is installing a $140,000 dark fiber to link the Hollister Airport with downtown

Hollister, where City and County offices are located. A 96-strand cable will be installed, but only 12 strands are earmarked for immediate use, leaving ample spare capacity for other purposes. The County will work with CLCs and others to make it available to businesses located at the airport's growing industrial park, and support the creation of new jobs for the area. It also provides vital connectivity for public safety agencies, such as the San Benito County Sheriff's Office, the Hollister Police Department and CalFire, which maintains a major regional base at the airport.

South Monterey County Economic Development: CCBC members volunteered staff time to work with the Monterey County Business Council to identify and access redundant high speed broadband facilities for a proposed high technology business in southern Monterey County. This effort is still underway and promises to bring several hundred new jobs to an economically depressed community within our region.

CPUC Statewide Mapping Project: Two faculty members at CSU Monterey Bay are already receiving funding to assist the CPUC with its statewide mapping project. They are developing open source software that will "live in the cloud" and measure wireless coverage and speeds. This software will be available for any user. It is a means to provide neutral documentation and evaluation. As part of our CCBC project, we will be available to pilot this software in our technical planning, documentation and database and report on its usefulness to the developers.

Regional Transportation Agency Liaison: CCBC members have established a working relationship with the regional transportation agencies in Monterey and Santa Cruz Counties. These two agencies respectively own and are in the process of purchasing railroad track and right of ways that traverse underserved areas of the region. We will expand this initial liaison effort into San Benito County as we inventory other potentially useful assets and develop model broadband support programs for road construction and other transportation projects.

4. Organizational Structure

4.1. Organizational Chart

The organizational structure of the CCBC has developed organically over the last decade, adding members and momentum with each year. Initially fostered under the aegis of AMBAG and California State University, Monterey Bay, and supported by a CETF and Community Foundation for Monterey planning grant, the CCBC's coordinating council now includes economic development, public safety, educational, health care, business and technical professionals from the three counties. We have strong partnerships with our member cities and counties, educational institutions, including CENIC (Corporation for

Educational Network Initiatives in California), the University of California, public safety agencies, and businesses and non-profits.

We've outlined an organizational structure that is nimble and focused, with workgroups concentrating on model policy development, broadband mapping, infrastructure development, adoption, and sustainability. Our technical and policy professionals have years of experience working together and it's encouraging to see hundreds of individuals from vastly different backgrounds and job functions come together to establish a collaborative approach to broadband development.

To date, most of this work has been accomplished on a volunteer basis, with tens of thousands of dollars of in kind service being donated to make the Central Coast a better, more connected place to live, work and play. We have maintained a website with CCBC meeting information, news, and projects as well as regional and national information about broadband initiatives. We have regularly communicated to hundreds of individuals and organizations through our newsletters and emails. This volunteer effort will continue and with the help and support of the CPUC, we can dramatically increase our ability to promote and sustain broadband infrastructure deployment on the Central Coast, and increase our residents' ability to benefit from it.
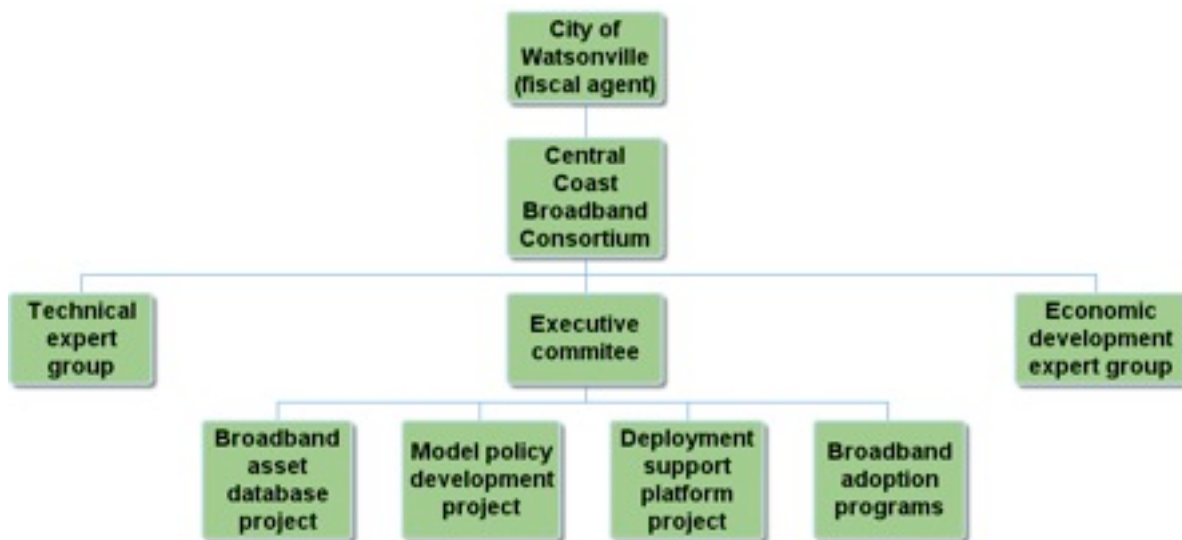

Figure 4.1: CCBC's "A Connected Central Coast" Organizational Chart

4.2. Project Roles

Fiscal Agent: The City of Watsonville has agreed to act as fiscal agent for the project. The City of Watsonville's Finance Department will be responsible for financial controls, contracting procedures and regulatory and legal compliance, including compliance with all applicable State of California administrative procedures.

Central Coast Broadband Consortium: Technically, the CCBC is an ad hoc coordinating group that is intended to be inclusive. For the purposes of the project, CCBC participants will fall into one of three categories:

- CCBC members (see list in Appendix C). These organizations have made the necessary commitments and representations to the fiscal agent and will be full participants in the project. Representatives from member organizations may sit on the Coordinating Council, the Executive committee and any other group or committee formed by the CCBC for the purposes of this or other projects.

- CCBC associate members. These organizations have individually chosen to remain in a supporting role for the project, but are otherwise fully active members of the consortium. Associate members may serve on the Coordinating Council but not on the Executive committee and may not vote on matters directly related to the project. Associate members may serve on advisory groups formed to lend expertise to the project.

- CCBC affiliates. Over the course of its ten year history, the CCBC has involved hundreds of agencies, officials, businesses, institutions and other organizations and individuals in its meetings, community briefings, projects and various other activities. We maintain a database of these interested and vital members of our community and regularly brief them on our activities. They continue to provide valuable support for our consortium and help us continue to make progress toward our goals.

The CCBC will set policy for the project, appoint an executive committee to manage it, monitor and evaluate overall progress and be accountable to the fiscal agent. The Coordinating Council will hold regular meetings by teleconference, currently held weekly, and in-person, currently held quarterly. This schedule is subject to change at the Council's discretion. In-person meetings are announced to our base of affiliates and interested members of the public, and all are welcome to attend and contribute. Project progress reports, decision documents and minutes will be distributed to all participating agencies.

The CCBC has been conducting these meetings for several years on a semi-annual or quarterly basis, depending on consortium activities. These meetings will continue throughout the next three years. One of the objectives during that time will be to hold meetings in communities and venues where we have not yet reached, to further raise public awareness and recruit even greater participation in the CCBC's activities by local agencies.

These meetings will be concerned with all aspects of the CCBC's CASF-funded deployment support project and adoption programs, as well as other CCBC initiatives. The expected outcome is increased public support for the CCBC's project and greater access to agency information and resources.

Membership on the Coordinating Council (see list in Appendix C) is by organization and not by individual, although organizations appoint a primary representative, and is determined by vote of the Council. It is the policy and practice of the CCBC to recruit and include organizations on the Council that represent a diversity of communities, geography, organizational types and missions and talents.

Executive Committee: In consultation with the Fiscal Agent, the CCBC Coordinating Council has appointed a volunteer three-person executive committee (see list in Appendix C) that will be responsible for management of the project, achieving the goals and objectives set out in this application, complying with all requirements made by the CPUC and Fiscal Agent, implementing policy decisions made by the Coordinating Council and regularly reporting to all concerned. The membership of this committee may be changed from time to time at the discretion of the Coordinating Council, with the concurrence of the Fiscal Agent.

Expert Groups: Two expert groups, made up of volunteer technical and economic development professionals, will be formed to review project progress, advise on project management, make recommendations to the Executive Committee and project leads and serve as a resource to project personnel. The core of these groups is expected to come from currently active CCBC members, but other experts may be recruited as needed. The expert groups will have full access to project information and may independently provide information to the Coordinating Council, the Fiscal Agent and the larger CCBC membership and community.

These two expert groups are central to the management and evaluation of the project. The expert groups will provide an independent evaluation of the results. Two in-person meetings per year per group are planned, but more frequent conference calls and electronic review of project plans and work will take place.

The deliverable from the first meeting of each group will be a formal framework for project evaluation, and agreement on a mechanism and timing for implementing that framework. Carrying out this process, and modifying it when necessary, will be the deliverable for subsequent meetings.

Additionally, CCBC endorses the proposal made by Valley Vision to use the first Regional Consortia Learning Community Summit as a venue to develop a common independent review process for consortia grant recipients.

Sub-projects and Programs: The project will consist of three broadband infrastructure deployment sub-projects and up to three broadband adoption programs. These activities will be carried out as detailed in the attached Work Plan, which includes designations of project leads and program sponsors. These leads and sponsors will be chosen by and report to the Executive Committee, work directly with the expert groups and be accountable to the Fiscal Agent.

5. Activities

As described above, for most of the last three years, the CCBC has focused on extending the benefits of broadband across the Central Coast of California. We have worked with telecommunications companies, transportation agencies and economic development organizations to support and encourage development of fiber optic and wireless facilities. As a result of these efforts, CLCs and others have constructed broadband infrastructure.

The CASF and BTOP applications we developed, in partnership with service providers and community organizations, focused on developing a middle mile open transport network linking 237 community anchor organizations, businesses, non-profits and last mile service providers in a 310 mile fiber loop, and on fostering digital inclusion in targeted communities.

This success is the result of nearly ten years of collaborative work. We have accomplished these goals and objectives by:

- Convening a core group of more than a dozen organizations from throughout the three county region that confer monthly (or more often) and volunteer time and resources to operate the consortium, identify broadband development opportunities and support specific initiatives.

- Holding quarterly or semi-annual meetings at a central location to update our wider constituency of more than 200 organizations and individuals on our projects, to brief elected officials on progress and needs, to hear about new ideas, issues and

opportunities, and to ensure that the CCBC continues to have an active, enthusiastic and broad base of support throughout the region.

- Forming project teams made up of volunteer experts to assist specific initiatives, ranging from solving simple connectivity problems for local groups and individuals, all the way to organizing a full scale technical, GIS, financial and policy team to support CASF and BTOP applications.

- Briefing local governments, including elected officials, state and federal officials and other agencies on broadband issues and potential solutions.

- Actively participating in statewide broadband development efforts, such those organized by CETF, the governor's Broadband Task Force and the California Broadband Council.

Looking ahead, we will continue all these activities and combine our existing resources with a CASF Broadband Consortia Grant to achieve our vision. As detailed in the attached working plan, we will:

- Cooperate with our Fiscal Agent – the City of Watsonville – to put in place the necessary procedures and controls to manage grant-funded projects through our executive committee.

- Form technical and economic development expert groups from our existing members and from other community volunteers.

- Leverage the continuing in-kind contributions from our members to support the grant-funded projects as well as our continuing activities, and continue to seek funding from other sources to insure sustainability.

- Identify individuals who can carry out the specific tasks required of project leads and support personnel, and contract with their organizations to secure their time as well as budgetary and in-kind contributions needed to support them.

- Work with representatives from Santa Cruz and San Benito Counties to identify and support local broadband adoption groups and programs, such as CETF's Get Connected! initiatives, and cooperate with Monterey County representatives to complete and leverage the ongoing work there, and identify potential follow-on efforts.

- Conduct focused briefings, presentations and meetings for telecommunications service providers, local officials, agency staff, public works, planning and economic development organizations, and other core stakeholders such as public safety agencies. Our members include city and county economic development organizations that have ongoing private industry cluster programs that will be a central part of this effort.

- Continue our regular teleconferences and public meetings, and encourage broad participation by interested groups and the general public by widely publicizing these events via online marketing as well as print, broadcast and organizational outreach.

- Complete the deliverables described in the Work Plan and provide for sustainable maintenance , updating and access to the community broadband resources created.

Our objective is to maximize the use of the extensive resources already being contributed by our members and continue our long-established, community-based organizational, informational and coordinating activities.

To this ongoing effort, we will add resources developed through this grant funding that actively support the deployment of broadband infrastructure and the adoption of broadband technology and services by business, government, education, non-profits and individuals in all circumstances, throughout the region.

6. Investment Strategy

Our investment strategy is to:

- Assess community needs and identify opportunities to deploy broadband infrastructure,
- Cultivate relationships with private sector telecommunications service providers and make them aware of these opportunities,
- Support their efforts with technical, GIS, policy and economic development resources, and
- Leverage their investments with other funding and in-kind contributions.

We have successfully implemented this strategy over the past few years. As noted above, the CCBC and its members have worked with telecommunications service providers to build fiber optic and wireless links, using our expertise, existing assets and access to funding.

In doing so, we have gained experience in supporting CASF grant applications, pursuing federal broadband financing, and developing local sources of funds, such as Redevelopment Agency bonds, anchor tenant financing, economic development programs and private local investors.

We have also creatively supplemented infrastructure investments with in-kind support:

- The Cruzio wireless link between Santa Cruz and Watsonville is built, in part, on municipally-owned facilities.
- We have identified other publicly-owned sites that are suitable for mobile and fixed wireless facilities.
- The Sunesys fiber line to Silicon Valley was extended to downtown Santa Cruz in a similar fashion.
- Our CASF and BTOP projects included more than $5 million in local real estate and broadband assets.
- We have worked with local agencies to include empty conduit in road and other transportation construction projects.

The goal of our strategy is to attract private capital to broadband infrastructure projects by adding resources and connecting with potential customers. In doing so, we make these investments attractive and feasible.

7. Broadband Deployment, Access and Adoption

As the attached Work Plan shows, the CCBC will immediately start work on several initiatives early on in the Consortia Grant Funding Cycle. Quickly dedicating resources to adoption and outreach, building off the ARRA Public Computer Center work (which sunsets in September 2012) and the connections and success of that initiative. We will work through all 12 quarters to ensure our citizens fully realize the benefits of the infrastructure we're helping to bring to our region.

Our core project has three main elements: 1. creation of a broadband asset database, 2. model policy development and 3. combining the two into an access and deployment support platform.

Development of the database and model policy bank are two separate elements, but their use and deployment will be done in combination. Consequently, we're treating that work as a separate, third element.

Generally speaking, the information, assets, policies, procedures and other project elements that we develop in the first two years (items 1 and 2) will be combined into a central resource (item 3) in the second and third years.

Our first year plans call for the development of the architecture and data necessary to support our deployment support platform. This facet leverages our members' institutional knowledge that will be absolutely essential. The bulk of our efforts in the third year will be creating and refining this resource, and promulgating it to carriers, local agencies, economic development groups and others interested in deploying broadband assets in the region.

We will build a publicly accessible development platform that combines proven technical expertise and bakes it into a mapping and planning interface that can be used by carriers, companies and municipalities to ease the barriers to entry for broadband infrastructure development. This resource will be the primary tool used to develop applications for CASF funded projects

Broadband asset information will begin to be available within six to nine months of the project's initiation. Preliminary (Beta-level) access to the broadband asset information will be provided by Year 1, Q3 via GIS map layers. The policy map layer will be added by Year 2, Q3. This information will be updated and expanded as the project progresses. By Year 2, Q4, the integrated platform will be available for internal, Alpha-level use and testing, and publicly available on a Beta-level by Year 3, Q1. The general release version will be completed and available by Year 3, Q4.

In an effort to eliminate regulatory redundancy, our policy professionals will craft governance and financial documents that will aid municipalities in developing the best possible approach to widespread broadband adoption. This can take many forms, from putting conduit policy into CIP processes at cities and counties to fostering notifications when streets are open, developing points of interconnection, overbuilding fiber and fiber conduit to plan for future growth and even working on open data ordinances that will make more of our efforts more transparent to the community at large.

The Work Plan in Appendix A provides additional details regarding the project schedule and roles. This section describes project deliverables in more detail, and in particular how those deliverables relate to broadband deployment, access and adoption.

7.1. Deployment

The top priority of the CCBC is providing resources and incentives to telecommunications service providers to build broadband infrastructure and extend it throughout the three county region. Our Work Plan includes:

- Inventorying assets in the region that are available to support broadband deployment and access projects, including existing conduit, wireless sites and facilities, telecommunications and rail right of ways, major utility pole routes and fiber routes and nodes.

- Development of a database and GIS map base cataloguing these assets, as well as other information such as demographics, anchor institutions and other high-capacity users, broadband availability and current facilities, geography and policy documents. This work will complement CPUC's mapping activities. The CPUC's mapping project primarily relates to service availability. Our database and mapping elements will primarily be concerned with physical assets such as fiber routes, conduit, poles, wireless sites, towers and other resources that can be used to support deployment of broadband facilities. The mapping data generated by CPUC will be integrated into the Access and Deployment Support Platform we develop, along with other generally available information such as census data and local planning documents.

- A survey of trench, conduit, wireless and related policies and ordinances adopted by local governments and agencies, including development-related policies and general plans.

- Review of statewide broadband planning and policies, and policies developed in other jurisdictions to develop benchmarks.

- Drafts of peer-reviewed model policies that promote broadband development.

- Ongoing workshops and briefings for the broadest range possible of telecommunications service providers, including incumbent and competitive carriers, mobile carriers, Internet service providers, middle mile companies, fixed wireless companies and others.

- An ongoing initiative, led by regional economic development agencies, of identifying opportunities for broadband infrastructure deployment, including

developing CASF and other grant applications. This effort will be supported over the long term by the access and deployment support platform described below.

As described below, all the data and information resources developed will be made available to telecommunications service providers, local governments, public safety officials, economic development agencies, investors and others interested in building or accessing broadband facilities.

Local economic development departments and agencies will use the information to actively recruit new businesses and other employers to the region. By generating additional demand and keeping service providers well informed, we will provide further incentive for the deployment of new and upgraded broadband facilities.

7.2. Access

The centerpiece of our Work Plan is the development and promotion of an access and deployment support platform that will provide key information about available broadband resources and assets in the three-county region.

The database, mapping, model policies and other resources developed by this project will be made useful and available in the Access and Deployment Support Platform phase of the project. This platform will be the top-level resource that will be used to develop CASF-funded broadband deployment projects that will be implemented by carriers, local agencies and other potential investors.

Specifically, the "CASF Partner Development" task is intended to result in the identification and prioritization of CASF funded broadband deployment projects and the recruitment and support of carriers or others who will undertake those projects.

Information will be made available to local officials and agencies, economic development organizations, prospective investors and new businesses, existing businesses, government agencies, educational institutions and non-profits, and the general public. In creating and promulgating the platform, we will:

- Collect and refine information from throughout the three county area regarding residential and commercial broadband availability. This data will be correlated to demographic, geographic, economic and other GIS data and map resources, and made available via publicly available maps and a database.

- Reconcile official broadband availability data with actual field reports from residential and business users. For example, Santa Cruz County staff have identified

the areas of North Coast, Bonny Doon, Summit, Eureka Canyon, Skyline and Salsipuedes as lacking broadband availability, which is not consistent with the existing availability documentation.

- Further develop the above information through workshops conducted with regional public works, planning and economic development staff. This effort will parallel the workshops and briefings conducted for telecommunications service providers. A key objective of these workshops will be to develop requirements and specifications for a database and map base that will provide sustainable, ongoing access to and maintenance of this data.

- Through this broad, collaborative process, develop policies for managing the information and resources created through this process, including balancing the need for widely available public information with the legitimate security concerns of government agencies, telecommunication companies, educators, health care providers, businesses and others. We recognize that some of the information regarding telecommunications facilities that we gather will be sensitive, and in some cases proprietary and/or confidential. Although the database platform will be generally available to interested parties, there may instances where access to specific, sensitive information is restricted. We will ensure that all relevant parties are involved in the development of any restrictions, and understand and agree to them. These restrictions notwithstanding, all information will be made available to the CPUC, on a confidential basis if necessary.

- Design and implement an IT-based platform for managing, updating and maintaining this information, and ultimately making it available to all stakeholders.

- Conduct update regular update briefings for public works, planning and economic development professionals throughout the project, and engage them in testing and evaluating the platform. As noted above, telecommunications service providers will be similarly engaged.

- Conduct model policy briefings and presentations for local government and agency staff, commissions and elected officials.

- Organize informational meetings for the public, regarding project findings and deliverables, including broadband availability, business and education opportunities and public policy options.

- Integrate the resources developed by this project into existing economic and community development campaigns, and leverage those marketing efforts to promote availability and use of the platform.

- Release the final version of the access and deployment support platform for use, and provide for its sustainable maintenance, updating and upgrading over time.

- Developing a publicly accessible web resource is a key part of the project. Throughout the project, we will use our existing web resources to keep our stakeholders informed and to provide an information resource to the public. As the project progresses, we will integrate that effort into the platform we develop, and we will enthusiastically cooperate with any complementary or parallel web development efforts by CPUC or other consortia.

The Access and Deployment Support Platform will be a valuable resource for facilitating access to broadband by the public and by commercial and institutional users, as well as providing support to telecommunication service providers, economic development professionals and other potential investors in the region.

There are many agencies, non-profits and other organizations committed to improving economic, educational and personal health and development opportunities for Central Coast residents. Many – perhaps most – are already engaged with the CCBC in one way or another, but everyone will be able to take advantage of the resources we will develop in this project to improve availability and access to broadband services and facilities.

7.3. Adoption

Once broadband infrastructure and service are available, and local residents, businesses, agencies, educational institutions and other organizations know all the ways of accessing it, the final piece of the project is to encourage greater broadband use by all. This project will include:

- Continued public meetings conducted by the CCBC, and coordination with the extensive broadband adoption programs already being undertaken by local government agencies and others in the region. The Cities and Counties in the Central Coast region recognize the key role broadband adoption plays in improving the lives of our residents.

- As part of our model policy effort, development of policies for local agencies to cooperate on broadband service purchases, facility construction and sharing of IT resources, including public safety and disaster recovery cooperation.

- Further develop and promote policies that encourage local elected officials, governments, agencies, business, educational institutions and others to "add value" to broadband service by providing enhanced online services. The goal is to make broadband affordable, even profitable, to all members of our communities by making it possible for them to get faster service at a lower cost.

- Funding for a community-based broadband adoption project in Santa Cruz County. County staff are currently working with groups representing underserved populations to improve broadband access and use in rural areas of the county. The cash and in-kind resources already developed by these groups will be supplemented by grant funds managed by County staff to help create a sustainable basis for these programs, and further expand them. The Board of Supervisors will vote on adopting CETF's "Get Connected!" program at its 23 August 2011 meeting.

- Funding for a similar, community based broadband adoption program in San Benito County, led by the San Benito Economic Development Corporation. The SBEDC will coordinate adoption programs utilizing the San Benito County Community Foundation and its Community Vision program. The San Benito County Board of Supervisors has already approved a resolution endorsing CETF's "Get Connected!" campaign, and we expect it to be the basis for this program.

In Year 1 we will carry out two broadband adoption programs: the San Benito County pilot and the Santa Cruz Get Connected programs. San Benito is designated as a pilot for the purpose of developing valid metrics that can be employed and compared across the region.

As a starting point, we are taking the broadband penetration statistics provided by CPUC in 2008 and used by the CCBC, along with US Census data, to develop our CASF and BTOP applications in 2009 and 2010. We are using Census Tract 060690004 in Hollister (San Benito County) as our pilot area. This tract has a broadband penetration of 39.7%. Total 2007 households was 2,063. The 2007 figure was used because it is the closest data point to the 2008 CPUC data and it was used in our 2009 CASF application.

This tract was chosen because:

- Broadband penetration is low.
- A network of community based organizations exists to implement an adoption program.
- An existing community project – the revitalization effort at Dunn Park – provides a venue at roughly the center of the tract.
- AT&T and Comcast service is available in the tract.

- The tract is 66% Hispanic, which is an identified underserved community in our region.

Our pilot benchmark is 100 new broadband households in the tract, which represents a 5% increase in broadband penetration. We have already agreed to work with Comcast to include their Internet Essentials program in our effort and we will work with AT&T to try to secure their participation as well. Both carriers will be asked to provide information on new sign-ups achieved as a result, and this data will be used to evaluate the success of the program and the validity of the metric and benchmark used.

If carrier data is not made available to us, by either the carriers or CPUC, we will use quantitative usage data and qualitative feedback provided by our community partners to estimate the number of new broadband households.

Based on the results from the pilot tract, we will evaluate our metrics and methods and either apply the initial benchmark or adjust our targets if deemed necessary for the 2012 Santa Cruz County project and subsequent adoption projects in 2013 and 2014.

General information on the Get Connected program, included templates for Community Connect fairs developed by CETF, is attached as a zip file.

The Community Connect Fair is part of this public awareness program launched by CETF. The goal is to close the Digital Divide by breaking down barriers to high-speed Internet access and encouraging all Californians to Get Connected! By providing a hands-on, in-person interactive event to demonstrate the benefits of using broadband, the objective is to to boost broadband adoption in the community.

The premise is that when people have access to high-speed connectivity, they understand its value: in applying for a job, in accessing friends on a social network, in obtaining medical information, paying a bill or accessing government services. Community Connect Fairs are one of the key pillars of Get Connected! that will help break down the key barriers to adoption: access, application, affordability, accessibility and assistance, and help increase broadband adoption, in the Central Coast Region and throughout the state.

The statewide Get Connected! effort is aimed at disadvantaged and rural communities, as well as low-income Latinos, African-Americans, Asian-Americans and non-Hispanic whites who lag behind in accessing the social, information and economic benefits of high-speed, broadband connectivity.

As described above, the 2012 San Benito County Get Connected project will be treated as a pilot. Information, including metrics and results, generated by the pilot will be provided to the local officials responsible for subsequent programs in the region.

The centerpiece of the program will be a Community Connect Fiesta in Hollister's Dunn Park, based on the CETF template. A specific census tract will be targeted for evaluation purposes, but everyone in San Benito County will be welcome and information will be made available in all county media.

Overall project responsibility will be in the hands of the San Benito County Economic Development Corporation. The lead community partner will be Youth Alliance, a local organization serving the Hispanic community in Hollister.

The program will include significant participation by the San Benito County Free Library, First 5 San Benito, the YMCA and the San Benito County Community Foundation. City and county agencies have also agreed to take part, and will focus on educating community members on how to access government services via broadband. Comcast is already included in the effort and AT&T's participation will be solicited too. Other private companies, such as Facebook and Constant Contact, will also take part.

Planning for the 2012 San Cruz County Get Connected adoption program will also be based on the CETF template and will be guided by the results developed in San Benito County. County of Santa Cruz staff will have primary responsibility for the project. Staff are in contact with local community groups and are selecting the initial target area.

Our Work Plan further describes the process and time line for implementing these broadband adoption programs.

As noted above, the CCBC is already engaged in a $5.7 million, ARRA-funded public computing center project in Monterey County. The public computing center project will be managed completely separately from our proposed CASF consortia grant-funded project, but at its conclusion in 2012 we will evaluate the potential to leverage the resources it develops and for follow-on efforts. Particularly, we will look at opportunities for cooperating with our broadband adoption programs in Santa Cruz and San Benito Counties.

8. Budget and Expenditures

8.1. Summary

Most of the resources that we need to plan and build critical infrastructure on the Central Coast are already in place. Guided by county and City Chief Technology Officers and

assisted by economic development and policy professionals, the CASF's dollars will be stewarded and leveraged to their maximum extent as we develop the policies and procedures that can be used to find financing for our fiber loops, computing centers and adoption programs.

As the budget attached to this application shows, the key expenditures are all personnel costs. With economic development, GIS, engineering, networking and oversight targeted as the main expenditures. We will leverage existing research, applications and policies and dedicate the CETF's resources towards adoption and sustainability with minimal expenditure going into licenses, administration and marketing initiatives.

Our full budget is in Appendix B, and also provided separately as an Excel spreadsheet.

Budget Summary			
Funding			
	Year 1	**Year 2**	**Year 3**
CASF Consortia Grant	$150,000	$150,000	$150,000
CASF Summit travel supplement	$10,000	$10,000	$10,000
CCBC member in-kind contributions	$57,250	$76,750	$76,750
Total	$217,250	$236,750	$236,750
Expenses			
	Year 1	**Year 2**	**Year 3**
Personnel	$110,000	$90,000	$62,000
Travel	$1,000	$1,000	$1,000
Equipment	$25,000	$13,000	$13,000
Training/educational	$40,000	$50,000	$50,000
Office	$1,500	$1,000	$1,000
Advertising and promotion	$10,000	$30,000	$30,000
Conferences, conventions and meetings	$2,750	$9,750	$9,750
External consultants	$5,000	$20,000	$48,000
Other expenses	$22,000	$22,000	$22,000
Total	$217,250	$236,750	$236,750

8.2. Funding

CASF Consortia Grant: Our application for three year funding is for these amounts.

CASF Summit travel supplement: Per the authorizing decision, we intend to apply for supplemental funds for five people to attend the planned "Regional Consortia Learning Community Summits", at an approved cost of up to $2,000 per person.

CCBC member in-kind contributions: These amounts reflect contributions of resources and services by CCBC members, as detailed below. The figures are based on the experience of the many members who have provided in-kind assistance to the CCBC in the past.

8.3. Expenses

All expenses will be made on a purchase or contract basis, in compliance with all CPUC requirements and with the policies and procedures of the City of Watsonville, which is our fiscal agent. We anticipate that we will solicit proposals from members and others, consistent with those policies and procedures.

Personnel: We are planning to contract with either member agencies or outside consultants to fill four part-time positions: economic development analyst, GIS analyst, infrastructure specialist and network specialist. Their specific duties are detailed in the attached work plan and the cost is based on estimated hourly costs to perform the work. We have excellent data already in-hand and the GIS professionals needed to visualize our inventory of assets. We also have great policy and grant writers. Consistent with the achievement of our goals and the requirements of our fiscal agent and the CPUC, we will help their employers – largely cash strapped municipalities and counties – offset part of their salaries as they work on this project. Several members of our consortium steering committee have been volunteering for this initiative for years and will continue to do so, and honoring their work and their employers time is key to fostering broadband as a strategic priority for cities and counties.

Travel: We have budgeted a total of $1,000 per year, primarily to support the travel and meeting expenses of our volunteer Expert Groups, who will evaluate and guide various aspects of project work, as described in our Work Plan. It may also be used to support public and other stakeholder briefings by Expert Group members and project personnel. Half the amount will come from grant funding and half will be contributed by CCBC members.

Equipment: We will need to use various GIS, management, database and other information technology (IT) platforms to complete the project. Member agencies will contribute the use of these platforms, which accounts for most of this line item, but we have budgeted $1,000 per year in grant funds to offset out-of-pocket expenses such as additional seat licenses or remote access if required. A typical seat license, for example, for a GIS workstation is approximately $2,000.

Training/educational: As noted above, we will be funding broadband adoption programs under the direction of County staff. We expect the programs to contribute 50% of the first year's cost and 60% of the cost in Years 2 and 3, through direct cash or in-kind contributions.

Office: We have set aside $1,000 per year to cover the cost of compliance with CPUC and other state, federal and local requirements. Half the amount will come from grant funding and half will be contributed by CCBC members.

Advertising and promotion: This line item refers to the CASF Partner Development and Platform Marketing tasks described above. The entire amount will be contributed by CCBC members as in-kind or cash resources.

Conferences, conventions and meetings: As described above, we will be conducting an extensive series of briefings, workshops and informational meetings for the general public and other stakeholders. This program includes holding one major conference each for economic development and public works personnel, budgeted at $5,000 for out-of-pocket expenses and $2,000 in in-kind contributions by members. In total, about a third of the cost in Year 1 and about 60% of the cost in Years 2 and 3 will be funded through the grant, with the balance contributed by CCBC members.

External consultants: One of the ultimate deliverables of our project is the creation of an IT platform that will support the deployment of broadband infrastructure and enabling access to those resources, both for the general public and for specific stakeholders such as telecommunications service providers, economic development and public works professionals and others. Consistent with the policies and procedures of our fiscal agent, we will contract with either a third party or member agencies, as noted above, or a combination of both to develop and implement this platform. This contracting process s estimated to cost $73,000 based on member experience with comparable IT system development projects and may include the purchase of hardware and/or software to support the platform. To the extent practicable, we will develop this platform in a way that makes it possible for other Regional Consortia to use the technology and processes developed, and our planned participation in the Regional Consortia Learning Community Summits is intended to further this goal.

Other expenses: As our fiscal agent, the City of Watsonville has agreed to administer this grant and provide fiscal oversight for the project to partially offset the expense involved we have budgeted $12,000 per year, or 8% of the grant amount. Also under this heading is our planned further application for funding of participation at the Regional Consortia Learning Community Summits.

8.4. Pro Bono Contributions

In addition to the member contributions described above, our members intend to continue to contribute time and efforts to making this project a success. The amounts below are

estimates for information purposes only. The functions of the executive committee and expert groups are described above. The amounts listed for public broadband adoption programs are in addition to the matches included in the project budget above, and represent additional volunteer time and effort contributed by responsible agencies as well as the CCBC membership as a whole.

Pro Bono Direct Project Personnel Estimate Funding			
	Year 1	Year 2	Year 3
Executive committee	$36,000	$36,000	$36,000
Expert groups	$20,000	$20,000	$20,000
Public broadband adoption programs	$20,000	$30,000	$30,000
Total	$76,000	$86,000	$86,000

9. Next Steps

Our three main goals, driven by our mission statement are to a) research the region's current telecommunications assets and requirements and compile these in an accessible database; b) generate model policies that support the region's ability to finance, deploy, and provide high-speed, affordable and equitable broadband access; and c) promote and increase access to broadband among key underrepresented and low-income communities.

In order to create the technical and fiscal plans for the region's infrastructure we must dedicate ourselves to mapping of existing wired and wireless infrastructure, documenting shared telecommunications hardware and software resources, analyzing existing technical plans and continue to foster partnerships across tri-county area.

Our consortium members will create conduit policies across jurisdictions, developing model permitting standards and developing policy that allow for public-private partnerships to finance deployment of new broadband infrastructure.

Efforts to sustain our initiatives will begin locally and regionally with community and private foundations. Following Year 1 of the project, we intend to submit grant proposals based on the scoping and needs assessments that we have done.

We will dedicate ourselves to helping our citizens develop their digital literacy skills, obtain low-cost computers, and to secure affordable access plans. This work involves continuing our ongoing ARRA funded collaborations with community organizations, libraries, schools, public computing centers, social service agencies and others working with underserved populations on the Central Coast

Finally, at the end of this consortium grant period, we will be in position to secure federal, state or commercial finance to build, deploy and maintain a robust, open transport middle mile network that will connect our anchor institutions and allow our businesses and residents to fully enjoy the benefits of broadband communications.

10. Appendix A – Work Plan

Note: also provided separately in an Excel file.

CCBC CASF Consortia Grant Work Plan – Revision 2

Key - Task and Project Responsibilities													
Economic development analyst	▮												
GIS analyst	▮												
Infrastructure specialist	▮												
Network specialist	▮												
Database developer	▮												
Executive committee/expert groups/subs	▮												
	Year 1				**Year 2**				**Year 3**				**Deliverables and Performance Metrics**
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Broadband asset database													
Conduit inventory	▮	▮											
Wireless site inventory		▮	▮										
Existing right of way inventory			▮	▮									
Pole route survey				▮	▮								
An infrastructure specialist with knowledge of the three county region will work with public works, planning and information technology departments and related agencies to locate and document existing conduit paths, sites suitable for wireless facilities and public right of ways relevant to infrastructure deployment. The specialist will also collect existing documentation of utility pole routes and identify unmapped aerial assets.													Inventory of listed assets, with goal of capturing complete available data from 80% of local government jurisdictions, partial data from 10%, and scoping for further research from 10%.
Fiber route & node survey	▮												
A network specialist with knowledge of the three county region will collect existing documentation of fiber routes, accessible nodes and other information regarding similar outside plant facilities.													Same.
Conduit validation		▮											
The network specialist will review conduit information developed by the infrastructure specialist and other available information and classify the conduit on the basis of suitability for additional fiber.													Classification of 90% of conduit identified.
Wireless facilities inventory					▮	▮							
The network specialist will review wireless site information developed by the infrastructure specialist, review available documentation on wireless facilities, for example shareable towers, and other information and develop an inventory of current and potential wireless assets, classified according to type and suitability for potential use.													Classification of 95% of facilities preliminarily identified.
Service provider briefings					▮		▮						
The network specialist will organize and conduct briefings regarding the fiber route, node, conduit and wireless facilities information collected for incumbent carriers, prospective CLECs, ISPs and other telecommunication service providers. Carriers will be invited to comment on and contribute to the findings.													Two rounds of briefings per year, beginning in the third quarter of the project, reaching 80% of potential service providers.
Map layer collection & review	▮	▮											
A GIS analyst will contact GIS and similar departments at local agencies, and identify and collect existing map layers containing data relevant to broadband deployment. The analyst will review the material collected and create a combined, common map base.													An integrated, accessible GIS database containing relevant base layers from 100% of the region.
Map layer development			▮	▮	▮								
The GIS analyst will evaluate the information developed by the infrastructure and network analysts, create an architecture for depicting it and combine it with the previously developed map base.													Broadband map layers integrating 100% of pertinent broadband data collected. Beta availability Year 1 Q3.
Database architecture					▮	▮							
A database developer will create or source a database architecture for managing the asset information developed in the previous steps.													Database architecture capable of integrating 100% of pertinent broadband data collected.
Database development						▮	▮						
The database developer will create the initial database containing the asset information.													Database integrating 100% of pertinent broadband data collected.
Information access policy development	▮	▮											
The economic development expert group will take input from CCBC members and other interested parties and draft policies for classifying and accessing information developed by this project.													Policy setting out rules and procedures for identifying public information and managing sensitive information.
Expert group review		▮		▮	▮		▮		▮				

CCBC CASF Consortia Grant Work Plan – Revision 2

Key - Task and Project Responsibilities													
Economic development analyst													
GIS analyst													
Infrastructure specialist													
Network specialist													
Database developer													
Executive committee/expert groups/subs													

	Year 1				Year 2				Year 3				Deliverables and Performance Metrics
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
The technical and economic development expert groups will review and comment upon progress made in the preceding six months.													Two meetings per year of each of the technical and economic development expert groups.
Model policy development													
General plans review													
Development ordinances/policies survey													
Trench, conduit & wireless ordinances/policies survey													
An economic development analyst will contact local planning, community development and public works departments and collect information regarding broadband planning in general plans, development ordinances and policies relating to broadband infrastructure, services, trench and conduit management and wireless sites.													Resource bank of planning data, with goal of capturing complete available data from 80% of local government jurisdictions, partial data from 10%, and scoping for further research from 10%.
Benchmark research and analysis													
The economic development analyst will research comparable policies in other jurisdictions, review statewide planning information and develop policy benchmarks for broadband planning.													Set of policy benchmarks for public agency broadband planning.
Model policy drafting													
The economic development analyst will draft model policies relating to broadband infrastructure and service development, incorporating benchmarks and best practices previously identified with a focus on increasing competition in the market and providing services to anchor institutions, industrial and commercial districts and under- and unserved households.													Draft a model broadband policy in year one for regional consideration in year two. Explore and draft policies covering trenching and empty conduit, wireless sites and their associated specifications, consistent with benchmarks identified in prior tasks. Work with communities which are updating their general plans for inclusion of broadband mapping, planning and deployment into the economic elements of those plans.
Model policy peer review													
The economic development analyst will circulate the draft model policy to relevant local agency staff and professional organizations for review and comment.													Review and comments by 80% of local jurisdictions.
Policy draft presentations & briefings													
The economic development analyst will organize and conduct briefings, presentations and meetings for local agencies, other interested parties and the public, and coordinate with local agency staff to present policy proposals to decision-makers.													1. Briefings and presentations to representatives of 80% of the 21 city and county jurisdictions in the region.
													2. Three public presentations (one per county).
													3. Adoption or endorsement of some or all model policies by 50% of jurisdictions.
Service provider briefings													
The economic development analyst will initially work with the network specialist to brief carriers, CLECs, ISPs and other telecommunications service providers on draft policy, and will then continue to organize and conduct briefings on progress, and receive and consider comments made.													Two rounds of briefings per year, beginning in the third quarter of the project, reaching 80% of potential service providers.
Policy map layer development													
The GIS analyst will incorporate information developed by the economic development analyst into the map base.													Map layers depicting 100% of pertinent policy and planning data collected. Beta availability Year 2 Q3.

CCBC CASF Consortia Grant Work Plan – Revision 2

Key - Task and Project Responsibilities	
Economic development analyst	█ (blue)
GIS analyst	█ (green)
Infrastructure specialist	█ (yellow)
Network specialist	█ (orange)
Database developer	█ (pink)
Executive committee/expert groups/subs	█ (purple)

	Year 1				Year 2				Year 3				Deliverables and Performance Metrics
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Expert group review *The technical and economic development expert groups will review and comment upon progress made in the preceding six months.*		█		█		█		█		█			Two meetings per year of each of the technical and economic development expert groups
Access and deployment support platform													
Public works workshop *The infrastructure specialist will organize and conduct workshops for local public works staff and other interested parties to review information and database development, take comments and suggestions, and develop a sustainability strategy and program.*			█			█			█				One workshop per year, reaching 80% of local jurisdictions.
Public works access & interface scoping *The infrastructure specialist will develop an outline of infrastructure database access, maintenance and interface requirements for an integrated platform that will provide access to information relevant to supporting the development of broadband infrastructure and service.*						█							Asset-related scope and requirements for Access & Deployment Support Platform.
Economic development workshop *The economic development analyst will organize and conduct workshops for local economic development staff and other interested parties to review information and database development, take comments and suggestions, and develop a sustainability strategy and program.*			█			█			█		█		One workshop per year in first two years and two in the third, reaching 80% of local jurisdictions.
Economic development access & interface scoping *The economic development analyst will develop an outline of database access, maintenance and interface requirements necessary for providing broadband resource tools to economic development staff, businesses, carriers and other interested parties. This information will be used to develop the integrated deployment support platform.*							█						Policy-related scope and requirements for Access & Deployment Support Platform.
Access & interface peer review													
Data set & map layer peer review *The economic development analyst will circulate the pre-release versions of the database access architecture, interface and data and map sets to relevant local agency staff and professional organizations for review and comment.*								█					Review and comments by 80% of local jurisdictions and minimum of 10 other interested parties/stakeholders.
Platform beta *A beta stage version of the integrated deployment support platform will be made available to local agencies, professional organizations and other interested parties for testing and evaluation. The economic development analyst will coordinate the test and collect and review the results.*									█	█			Review and comments by 80% of local jurisdictions and minimum of 10 other interested parties/ stakeholders. Year 3 Q1.
Platform release *The economic development analyst will coordinate general release of the deployment support platform.*												█	General release of platform to public and stakeholders.
Demographic & economic data collection *The GIS analyst will collect relevant demographic and economic information, and integrate it into map and database resources.*								█					Map layers depicting 100% of available and pertinent demographic and economic data.
Broadband coverage data collection *The GIS analyst will collect information regarding broadband coverage and availability in the three county area, combine it with existing information already developed by the CCBC and incorporate it into map and database resources.*								█					Map layers depicting 100% of available and pertinent broadband availability data.
Map layer revision & maintenance *The GIS analyst will periodically review and update the map base, and maintain it.*									█	█			Quartery reviews and updates of GIS data.
Access & interface design								█					
Platform development *The database developer will work with the economic development analyst and infrastructure and network specialists to design an access architecture and interface for the information developed, develop a database platform to support it and incorporate feedback from initial workshops and ongoing reviews by interested parties.*									█	█			Platform architecture and interface meeting 95% of specifications developed in prior tasks.

CCBC CASF Consortia Grant Work Plan – Revision 2

Key - Task and Project Responsibilities														
Economic development analyst	🟦													
GIS analyst	🟩													
Infrastructure specialist	🟨													
Network specialist	🟧													
Database developer	🟥													
Executive committee/expert groups/subs	🟪													
	Year 1				Year 2				Year 3				Deliverables and Performance Metrics
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Platform finalization												🟥	
Through other project personnel and incorporating user-generated comments and information, the database developer will finalize the deployment support platform.													General release platform, Year 3 Q4.
CASF partner development	🟪	🟪	🟪	🟪	🟪	🟪	🟪	🟪	🟪	🟪	🟪		
The CCBC, led by economic development agency members, will coordinate with the carrier briefing process above and develop an ongoing program of identifying and prioritizing opportunities for CASF and other broadband grants and providing support to interested telecommunications service providers.													Year 1: identify at least 5 broadband deployment projects in each of the 3 counties (15 total) that could qualify for CASF support.
Achievement of the deliverables and metrics for this task is dependent on gaining the cooperation of existing CPCN-holding carriers. If exisiting carriers are unwilling to participate, an alternate plan involving the recruitment and encouragement of new service providers will be developed.													Year 1: engage substantially all active CPCN-holding carriers in region in this process.
													Year 1: recruit at least 2 carriers as active partners for development of CASF applications.
													Year 2: with participation by carriers and local agencies, prioritize project list.
													Year 2: develop locally-contributed resources and partners and an action plan for all of the top 5 projects and a road map for at least 5 of the remainder.
													Year 3: provide supporting and justifying data for 10 CASF applications.
													Year 3: submit at least 5 applications to CPUC for approval and set up 5 more applications for subsequent years.
Platform marketing									🟪	🟪	🟪		
The CCBC, led by economic development agency members, will incorporate the beta and final release versions of the deployment support platform into existing marketing efforts, and use the organization's ongoing outreach program to make others aware of its value and capabilities.													Platform evaluation and/or usage by substantially all carriers, 90% of economic development agencies and minimum of 25 other stakeholders.
Expert group review			🟪		🟪		🟪		🟪		🟪		
The technical and economic development expert groups will review and comment upon progress made in the preceding six months, and recommend prioritization of projects to the CCBC Coordinating Council and its members.													Two meetings per year of each of the technical and economic development expert groups
Broadband adoption support													
Santa Cruz County scoping & design	🟪												
San Benito County scoping & design													
Staff from the Counties of Santa Cruz and San Benito will develop a plan for working with prioritized local communities to develop a public-facing broadband adoption program, for example the existing CETF Get Connected! program.													County-specific program templates and prioritized list of potential participants.
Santa Cruz County implementation		🟪											
San Benito County implementation		🟪											

CCBC CASF Consortia Grant Work Plan – Revision 2

Key - Task and Project Responsibilities													
Economic development analyst													
GIS analyst													
Infrastructure specialist													
Network specialist													
Database developer													
Executive committee/expert groups/subs													

	Year 1				Year 2				Year 3				Deliverables and Performance Metrics
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Staff from the Counties of San Benito and Santa Cruz will begin implementation of the public-facing broadband adoption programs developed.													Minimum of one major program operational in both Counties. Initial benchmark is 5% increase in take rate in the San Benito County pilot census tract, to be evaluated upon completion. Subject to this evaluation, this benchmark will be applied to subsequent programs in the region.
Santa Cruz County operations													
San Benito County operations													
Staff from the Counties of Santa Cruz and San Benito will oversee the ongoing operation and progress of the programs.													Continuation of minimum of one major program in both Counties.
Monterey County coordination and assessment													
As the existing CCBC-sponsored broadband adoption program in Monterey County comes to a close, it will be assessed. Opportunities for cooperating with Santa Cruz and San Benito programs, creating follow-on programs in Monterey County and leveraging experience and resources will be evaluated and, as appropriate, pursued under this project.													Annual assessment of sustainable efforts in Monterey County and recommendations for follow-on programs and knowledge transfer to other programs.
Administration													
Public and member meetings													
The CCBC will continue its current program of holding update meetings with member and affiliated organizations, and members of the public. Appropriate publicity and geographic diversity will be employed to maximize participation.													Semi-annual public meetings, widely publicized and scheduled and located for maximum participation.
Executive committee oversight													
The executive committee will oversee and manage the programs and personnel associated with this project.													Ongoing compliance with fiscal agent requirements and CCBC policy, management responsibility for implementation of the above. Specifics per Action Plan.
Financial management													
The City of Watsonville, as fiscal agent, will determine policies and procedures for financial and other relevant project management processes, oversee implementation, and report to the CPUC.													Compliance with all CPUC and other federal, state and local requirements, disbursement of funds.

11. Appendix B – Budget (Attachment D)

Note: also provided separately in an Excel file.

	Activity #1 - Broadband Asset Database	Activity #2 - Model Policy Development	Activity #3 - Access & Deployment Support Platform	Activity #4 - Broadband Adoption Programs	Activity #5 - Administration	TOTAL	AMOUNT FUNDED BY CASF	AMOUNT FUNDED BY OTHER SOURCES
ATTACHMENT D								
REQUESTED BUDGET								
FISCAL YEAR #1								
PERSONNEL								
Economic development analyst		$38,000	$2,000			$40,000	$40,000	$0
GIS analyst	$20,000					$20,000	$20,000	$0
Infrastructure specialist	$38,000		$2,000			$40,000	$40,000	$0
Network specialist	$10,000					$10,000	$10,000	$0
Sub-Total	$ 68,000	$ 38,000	$ 4,000	$ -	$ -	$ 110,000	$ 110,000	$ -
TRAVEL								
Expert group review	$1,000					$1,000	$500	$500
Sub-Total	$ 1,000	$ -	$ -	$ -	$ -	$ 1,000	$ 500	$ 500
EQUIPMENT								
Hardware	$10,000	$0	$0	$0	$0	$10,000	$0	$10,000
Software	$15,000	$0	$0	$0	$0	$15,000	$1,000	$14,000
Sub-Total	$ 25,000	$ -	$ -	$ -	$ -	$ 25,000	$ 1,000	$ 24,000
TRAINING/EDUCATIONAL								
County public broadband adoption programs	$0	$0	$0	$40,000	$0	$40,000	$20,000	$20,000
Sub-Total	$ -	$ -	$ -	$ 40,000	$ -	$ 40,000	$ 20,000	$ 20,000
OFFICE								
Legal and fees	$0	$0	$0	$0	$1,500	$1,500	$500	$1,000
Sub-Total	$ -	$ -	$ -	$ -	$ 1,500	$ 1,500	$ 500	$ 1,000
ADVERTISING AND PROMOTION								
CASF partner development	$0	$0	$10,000	$0	$0	$10,000	$0	$10,000
Platform marketing	$0	$0	$0	$0	$0	$0	$0	$0
Sub-Total	$ -	$ -	$ 10,000	$ -	$ -	$ 10,000	$ -	$ 10,000
CONFERENCES, CONVENTIONS, MEETINGS								
Stakeholder briefings/workshops	$500	$0	$1,000			$1,500	$750	$750
Public and member meetings	$1,250					$1,250	$250	$1,000
Sub-Total	$ 1,750	$ -	$ 1,000	$ -	$ -	$ 2,750	$ 1,000	$ 1,750
EXTERNAL CONSULTANTS								
Web/database development	$5,000	$0	$0	$0	$0	$5,000	$5,000	$0
Sub-Total	$ 5,000	$ -	$ -	$ -	$ -	$ 5,000	$ 5,000	$ -
OTHER EXPENSES								
Grant fiscal oversight & management	$0	$0	$0		$12,000	$12,000	$12,000	$0
Supplemental Funding for "Consortia Summit"	$0	$0	$0	$0	$10,000	$10,000	$10,000	$0
Sub-Total	$ -	$ -	$ -	$ -	$ 22,000	$ 22,000	$ 22,000	$ -
TOTAL	$ 100,750	$ 38,000	$ 15,000	$ 40,000	$ 23,500	$ 217,250	$ 160,000	$ 57,250

	Activity #1 - Broadband Asset Database	Activity #2 - Model Policy Development	Activity #3 - Access & Deployment Support Platform	Activity #4 - Broadband Adoption Programs	Activity #5 - Administration	TOTAL	AMOUNT FUNDED BY CASF	AMOUNT FUNDED BY OTHER SOURCES
ATTACHMENT D								
REQUESTED BUDGET								
FISCAL YEAR #2								
PERSONNEL								
Economic development analyst		$20,000	$20,000			$40,000	$40,000	$0
GIS analyst	$10,000	$5,000	$5,000			$20,000	$20,000	$0
Infrastructure specialist	$2,000		$18,000			$20,000	$20,000	$0
Network specialist	$10,000					$10,000	$10,000	$0
Sub-Total	$ 22,000	$ 25,000	$ 43,000	$ -	$ -	$ 90,000	$ 90,000	$ -
TRAVEL								
Expert group review		$1,000				$1,000	$500	$500
Sub-Total	$ -	$ 1,000	$ -	$ -	$ -	$ 1,000	$ 500	$ 500
EQUIPMENT								
Hardware	$0	$3,000	$0	$0	$0	$3,000	$0	$3,000
Software	$0	$10,000	$0	$0	$0	$10,000	$1,000	$9,000
Sub-Total	$ -	$ 13,000	$ -	$ -	$ -	$ 13,000	$ 1,000	$ 12,000
TRAINING/EDUCATIONAL SUPPLIES								
County public broadband adoption programs	$0	$0	$0	$50,000	$0	$50,000	$20,000	$30,000
Sub-Total	$ -	$ -	$ -	$ 50,000	$ -	$ 50,000	$ 20,000	$ 30,000
OFFICE SUPPLIES AND PRINTING								
Legal and fees	$0	$0	$0	$0	$1,000	$1,000	$500	$500
Sub-Total	$ -	$ -	$ -	$ -	$ 1,000	$ 1,000	$ 500	$ 500
ADVERTISING AND PROMOTION								
CASF partner development	$0	$0	$30,000	$0	$0	$30,000	$0	$30,000
Platform marketing	$0	$0	$0	$0	$0	$0	$0	$0
Sub-Total	$ -	$ -	$ 30,000	$ -	$ -	$ 30,000	$ -	$ 30,000
CONFERENCES, CONVENTIONS, MEETINGS								
Stakeholder briefings/workshops	$250	$250	$8,000			$8,500	$5,750	$2,750
Public and member meetings		$1,250				$1,250	$250	$1,000
Sub-Total	$ 250	$ 1,500	$ 8,000	$ -	$ -	$ 9,750	$ 6,000	$ 3,750
EXTERNAL CONSULTANTS								
Web/database development	$15,000	$0	$5,000	$0	$0	$20,000	$20,000	$0
Sub-Total	$ 15,000	$ -	$ 5,000	$ -	$ -	$ 20,000	$ 20,000	$ -
OTHER EXPENSES								
Grant fiscal oversight & management	$0	$0	$0		$12,000	$12,000	$12,000	$0
Supplemental Funding for "Consortia Summit"	$0	$0	$0	$0	$10,000	$10,000	$10,000	$0
Sub-Total	$ -	$ -	$ -	$ -	$ 22,000	$ 22,000	$ 22,000	$ -
TOTAL	$ 37,250	$ 40,500	$ 86,000	$ 50,000	$ 23,000	$ 236,750	$ 160,000	$ 76,750

	Activity #1 - Broadband Asset Database	Activity #2 - Model Policy Development	Activity #3 - Access & Deployment Support Platform	Activity #4 - Broadband Adoption Programs	Activity #5 - Administration	TOTAL	AMOUNT FUNDED BY CASF	AMOUNT FUNDED BY OTHER SOURCES
ATTACHMENT D								
REQUESTED BUDGET								
FISCAL YEAR #3								
PERSONNEL								
Economic development analyst		$2,000	$38,000			$40,000	$40,000	
GIS analyst			$20,000			$20,000	$20,000	
Infrastructure specialist		$2,000				$2,000	$2,000	
Network specialist								
Sub-Total	$ -	$ 4,000	$ 58,000	$ -	$ -	$ 62,000	$ 62,000	$ -
TRAVEL								
Expert group review			$1,000			$1,000	$500	$500
Sub-Total	$ -	$ -	$ 1,000	$ -	$ -	$ 1,000	$ 500	$ 500
EQUIPMENT								
Hardware			$3,000			$3,000		$3,000
Software			$10,000			$10,000	$1,000	$9,000
Sub-Total	$ -	$ -	$ 13,000	$ -	$ -	$ 13,000	$ 1,000	$ 12,000
TRAINING/EDUCATIONAL SUPPLIES								
County public broadband adoption programs			$0	$50,000		$50,000	$20,000	$30,000
Sub-Total	$ -	$ -	$ -	$ 50,000	$ -	$ 50,000	$ 20,000	$ 30,000
OFFICE SUPPLIES AND PRINTING								
Legal and fees					$1,000	$1,000	$500	$500
Sub-Total	$ -	$ -	$ -	$ -	$ 1,000	$ 1,000	$ 500	$ 500
ADVERTISING AND PROMOTION								
CASF partner development								
Platform marketing			$30,000			$30,000		$30,000
Sub-Total	$ -	$ -	$ 30,000	$ -	$ -	$ 30,000	$ -	$ 30,000
CONFERENCES, CONVENTIONS, MEETINGS								
Stakeholder briefings/workshops		$500	$8,000			$8,500	$5,750	$2,750
Public and member meetings			$1,250			$1,250	$250	$1,000
Sub-Total	$ -	$ 500	$ 9,250	$ -	$ -	$ 9,750	$ 6,000	$ 3,750
EXTERNAL CONSULTANTS								
Web/database development			$48,000			$48,000	$48,000	
Sub-Total	$ -	$ -	$ 48,000	$ -	$ -	$ 48,000	$ 48,000	$ -
OTHER EXPENSES								
Grant fiscal oversight & management	$0	$0	$0		$12,000	$12,000	$12,000	$0
Supplemental Funding for "Consortia Summit"	$0	$0	$0	$0	$10,000	$10,000	$10,000	$0
Sub-Total	$ -	$ -	$ -	$ -	$ 22,000	$ 22,000	$ 22,000	$ -
TOTAL	$ -	$ 4,500	$ 159,250	$ 50,000	$ 23,000	$ 236,750	$ 160,000	$ 76,750

12. Appendix C – CCBC Governance

For information purposes only. The membership of the CCBC Governing Council and the Project Executive Committee are subject to change at the discretion of the Governing Council.

12.1. Governing Council

Chair

Joel Staker, Network Administrator
City of Watsonville

**Members and Designated Alternates
(Alphabetical by Organization)**

Chip Lenno, Chief Information Officer
California State University, Monterey Bay
Arlene Krebs, Director, Wireless Education & Technology Center, Director, Technology Development

Harold Wolgamott, Director, Special Projects, Emergency Services
City of Gonzales

Chris Stathis, Chief Technology Officer
City of Santa Cruz
Peter Koht, Economic Development Coordinator

Maggie Melone, Executive Assistant to the CEO
Clinica de Salud del Valle de Salinas

Kevin Bowling, Director of Information Service
County of Santa Cruz
Mike Del Fava, Communications Manager
Tammie Weigl, Data Center Division Manager

Nancy Martin, Executive Director
Economic Development Corporation of San Benito County

Mary Ann Leffel, President
Monterey County Business Council

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

Steve Blum, President
Tellus Venture Associates

Brad Smith, Director, Technology Strategy
University of California, Santa Cruz
Jim Warner, Network Disaster Planner

12.2. Executive Committee

Joel Staker, Network Administrator
City of Watsonville

Nancy Martin, Executive Director
Economic Development Corporation of San Benito County

Steve Blum, President
Tellus Venture Associates

13.Appendix E – Description of Geographic Region

Note: Tabular Census Block Group and Zip Code data is provided separately in Excel files which contain additional demographic data. The map is provided separately in a PDF file.
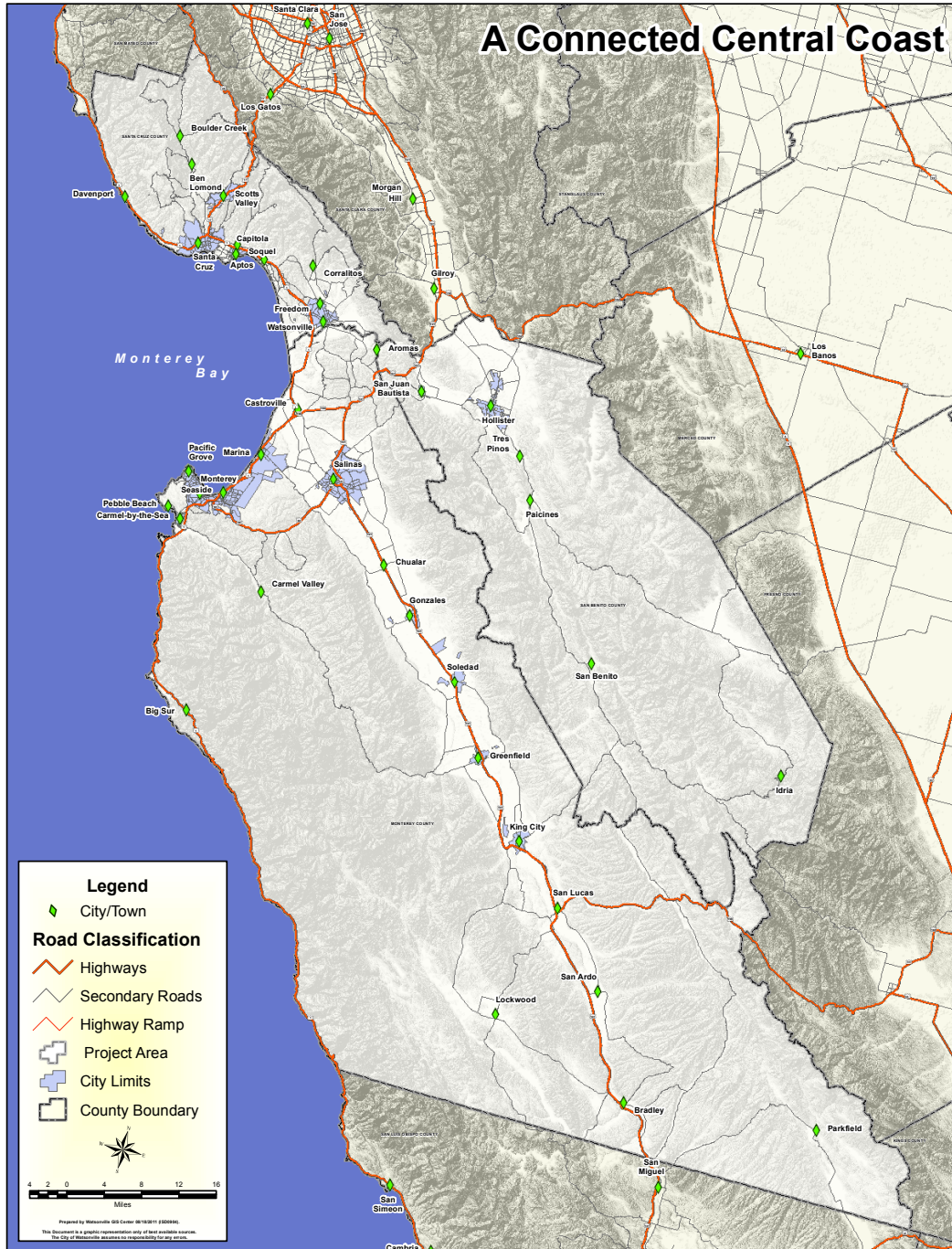
Zip Codes included in Project:

93426	95062
93450	95064
93451	95065
93901	95066
93905	95073
93906	95076
93907	
93908	
93920	
93923	
93924	
93925	
93926	
93927	
93930	
93932	
93933	
93940	
93943	
93950	
93953	
93955	
93960	
95003	
95004	
95005	
95006	
95010	
95012	
95017	
95018	
95019	
95023	
95033	
95039	
95043	
95045	
95060	

**Census Block Groups
included in Project:**

060530001011	060530101011	060530108011
060530001012	060530101021	060530108012
060530001021	060530101022	060530108013
060530001022	060530102011	060530108014
060530001031	060530102012	060530108015
060530001041	060530102021	060530108021
060530002001	060530102022	060530108022
060530002002	060530102023	060530109009
060530003001	060530103021	060530110001
060530003002	060530103022	060530110002
060530004001	060530103031	060530110003
060530005001	060530103041	060530110004
060530005002	060530103042	060530110005
060530006001	060530103043	060530111011
060530006002	060530103051	060530111012
060530007001	060530103052	060530111013
060530008001	060530103053	060530111021
060530008002	060530104001	060530111022
060530009001	060530104002	060530111023
060530009002	060530104003	060530112011
060530009009	060530105011	060530112012
060530010001	060530105012	060530112021
060530010002	060530105013	060530112022
060530011001	060530105014	060530113011
060530011002	060530105031	060530113012
060530012001	060530105041	060530113013
060530012002	060530106021	060530113021
060530013001	060530106022	060530113022
060530013002	060530106031	060530113023
060530014001	060530106041	060530113024
060530014002	060530106051	060530114001
060530015001	060530106061	060530114002
060530015002	060530106062	060530115001
060530016001	060530107011	060530115002
060530016002	060530107012	060530116001
060530017001	060530107013	060530116002
060530018001	060530107021	060530116003
060530018002	060530107022	060530116004

060530116005	060530125002	060530141011
060530117001	060530125003	060530141012
060530117002	060530125004	060530141013
060530117003	060530125005	060530141021
060530118001	060530126009	060530141022
060530118002	060530127001	060530141031
060530118003	060530127002	060530142001
060530118004	060530127003	060530142002
060530118005	060530127004	060530143011
060530118006	060530128001	060530143012
060530119001	060530128002	060530143021
060530119002	060530128003	060690001001
060530119003	060530128004	060690001002
060530119004	060530128005	060690001003
060530119005	060530130001	060690002001
060530119006	060530130002	060690002002
060530120001	060530130003	060690002003
060530120002	060530130009	060690002004
060530121001	060530131001	060690003001
060530121002	060530132001	060690003002
060530122001	060530132002	060690003003
060530122002	060530133001	060690004001
060530122003	060530133002	060690004002
060530122004	060530133003	060690004003
060530122005	060530133004	060690004004
060530123011	060530133005	060690005001
060530123021	060530134001	060690005002
060530123022	060530135001	060690005003
060530123023	060530135002	060690006001
060530123024	060530136001	060690006002
060530123025	060530136002	060690006003
060530124011	060530137001	060690007001
060530124012	060530137002	060690007002
060530124013	060530138001	060690007003
060530124014	060530138002	060690008001
060530124021	060530138003	060690008002
060530124022	060530139001	060690008003
060530124023	060530139002	060690008004
060530124024	060530140001	060871001001
060530124025	060530140002	060871001002
060530125001	060530140003	060871002001

060871002002	060871011006	060871204004
060871002003	060871011007	060871205001
060871002004	060871012001	060871205002
060871002005	060871012002	060871205003
060871002006	060871012003	060871206001
060871002007	060871101001	060871206002
060871003001	060871101002	060871206003
060871003002	060871101003	060871206004
060871004001	060871101004	060871207001
060871005001	060871102001	060871207002
060871005002	060871102002	060871207003
060871005003	060871102003	060871208001
060871006001	060871102004	060871208002
060871006002	060871103001	060871208003
060871006003	060871103002	060871209001
060871007001	060871103003	060871209002
060871007002	060871103004	060871209003
060871008001	060871104001	060871209004
060871008002	060871104002	060871209005
060871008003	060871105011	060871210001
060871008004	060871105012	060871210002
060871008005	060871105013	060871210003
060871008006	060871105021	060871211001
060871008007	060871105022	060871211002
060871009001	060871105023	060871212001
060871009002	060871106001	060871212002
060871009003	060871106002	060871212003
060871009004	060871106003	060871212004
060871009005	060871106004	060871213001
060871010001	060871107001	060871213002
060871010002	060871107002	060871213003
060871010003	060871202001	060871213004
060871010004	060871202002	060871214011
060871010005	060871203011	060871214012
060871010006	060871203012	060871214021
060871010007	060871203021	060871214022
060871011001	060871203022	060871214031
060871011002	060871203023	060871214032
060871011003	060871204001	060871215001
060871011004	060871204002	060871215002
060871011005	060871204003	060871215003

060871215004
060871216001
060871216002
060871216003
060871216004
060871217001
060871217002
060871217003
060871217004
060871218001
060871218002
060871218003
060871218004
060871220011
060871220012
060871220021
060871220022
060871220031
060871220032
060871220033
060871220034
060871221001
060871221002
060871222011
060871222012
060871222013
060871222014
060871222021
060871222031
060871222032
060871223001
060871223002
060871223003
060871224001
060871224002
060871224003
060871224004
060871224005
060871225001
060871225002
060871225003

060871231001
060871233001

14. Appendix F – Letters of Support

14.1. Current Letters

Elected Officials
Senator Sam Blakeslee
Assemblyman William Monning
Congressman Sam Farr
Supervisor Louis Calcagno, County of Monterey
Supervisor Jane Parker, County of Monterey
Supervisor Dave Potter, County of Monterey
Supervisor John Leopold, , County of Santa Cruz
Supervisor Ellen Pirie, County of Santa Cruz
Supervisor Neal Coonerty, County of Santa Cruz
Supervisor Greg Caput, County of Santa Cruz
Supervisor Mark Stone, County of Santa Cruz
Mayor Bruce Carlos Delgado, City of Marina
Mayor Dennis Donohue, City of Salinas
Mayor Daniel Dodge, City of Watsonville
Vice-Chair Mary Ann Leffel, Monterey Peninsula Airport District

Get Connected! Resolutions
San Benito County Get Connected Resolution
County of Santa Cruz Get Connected! staff memo with resolution

Local Governments and Agencies

County of San Benito, Chief Administrative Officer
County of Santa Cruz, Chief Administrative Officer
San Benito County Health and Human Services Agency
Economic Development Corporation of San Benito County
Monterey County Business Council
Transportation Agency for Monterey County
City of Gonzales
City of Santa Cruz
Santa Cruz Library

Telecommunications Service Providers

These Letters of Intent and Support are from our second round ARRA/BTOP application:

Cruzio Media
Cruzio Internet
Etheric Networks
Got.Net
L-3 Communications
Redshift Internet Services
Sonic Networks
Surfnet Communications

In addition, we have contacted AT&T, Comcast Corporation and Charter Communications, asking for letters of support for this grant application as well as past applications. Although we maintain an ongoing liaison with these major carriers and we continue to have a cordial relationship, they did not provide letters of support by our submission deadline.

Education
University of California, Santa Cruz
California State University, Monterey Bay (3 letters)
Monterey Institute of International Studies
Monterey Peninsula College
Monterey County Office of Education

Health
Big Sur Health Center
Clinica de Salud del Valle de Salinas

Community Organizations
Community Foundation for San Benito County
Hollister Youth Alliance

Private Sector
Hollister Downtown Association
Tellus Venture Associates

14.2. Past Letters

ARRA Round 2
Teri Takai, California CIO
AMBAG
Big Sur CERT
Big Sur Volunteer Fire Brigade
Cabrillo College

City of Greenfield
City of Hollister
City of Monterey
City of Salinas
City of Soledad
City of Watsonville
County of Monterey
County of San Benito
Gavilan College
Hartnell College
Mesa Business Park
Monterey County Business Council
Monterey Institute of International Studies
Monterey Peninsula College
Naval Postgraduate School
Paicines Ranch
San Benito County Sheriff's Office
Senator Abel Maldanado
Soledad Unified School District

ARRA Round 1
Avanzar Networks
Big Sur Chamber of Commerce
City of San Juan Bautista
Hollister School District
Mid Coast Fire Brigade
Novarum, Inc.
Pacific Unified School District

15. Appendix G – Media Coverage

The following articles regarding the Central Coast Broadband Consortium have appeared in regional media:

- "Broadband plan could bring tech wave to Silicon Coast," *Silicon Valley Business Journal*, 9 April 2010.

- "Coalition vies for federal funds," *San Jose Mercury News*, 4 April 2010.

- "Regional broadband plan goes forward," *Monterey County Herald*, 15 July 2010.

- "Federal $$$ bring visions of rural broadband," *Carmel Pine Cone*, 7 August 2009

PDF copies of these articles are provided in a separate file.

16. Appendix H – Fiscal Agent Documentation

Note: Fiscal Agent Affidavit and attestation letter also provided in PDF files, with originals sent via mail.

R.10-12-008 COM/MP1/lil   **DRAFT** (Rev. 2)

ATTACHMENT E
AFFIDAVIT FORM

Name of Regional Consortium (Consortium): **Central Coast Broadband Consortium**

My name is **Marc Pimentel**_____. I am **Administrative Services Director** [Title] of **City of Watsonville**_____ [Name of local agency/town acting as Fiscal Agent], which is the Fiscal Agent for **Central Coast Broadband Consortium** [Name of Consortium].

Pursuant to Rule 1.11 of the California Public Utilities Commission's Rules of Practice and Procedure, I am an officer, agent, or employee of **City of Watsonville**_____ [Name of local agency/town acting as Fiscal Agent].

I swear or affirm that I have personal knowledge of the facts stated in this Application for Consortium Grant Account funding under the provisions of the California Advanced Services Fund, I am competent to testify to them, and I have the authority to make this Application on behalf of and to bind the Consortium.

I further swear or affirm that **Central Coast Broadband Consortium** [Name of Consortium] agrees to comply with all federal and state statutes, rules, and regulations covering broadband services and state contractual rules and regulations, if granted Consortium Grant Account funding from the California Advanced Services Fund.

I further swear or affirm that no member, officer, director, or partner of **City of Watsonville**_____ [Name of Consortium or its Fiscal Agent] has: 1) filed for bankruptcy; 2) was sanctioned by the Federal Communications Commission or any state regulatory agency for failure to comply with any regulatory statute, rule, or order; nor 3) has been found either civilly or criminally liable by a court of appropriate jurisdiction for violation of Section 1700 et. seq. of the California Business and Professions Code, or for any action which involved misrepresentation to consumers, nor is currently under investigation for similar violations.

I swear or affirm, under penalty of perjury, and under Rule 1.1 of the California Public Utilities Commission's Rules of Practice and Procedure, that, to the best of my knowledge, all of the statements and representations made in this Application are true and correct.
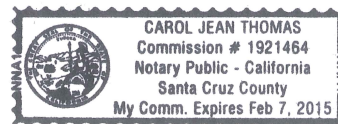
_____
Signature and Title
Marc Pimentel
Administrative Services Director
_____ Type or Print Name and Title

SUBSCRIBED AND SWORN to before me on the 17TH day of August, 2011.

Notary Public In and For the State of CALIFORNIA

My Commission expires: 2-7-2015

(END OF ATTACHMENT E)

CAROL JEAN THOMAS
Commission # 1921464
Notary Public - California
Santa Cruz County
My Comm. Expires Feb 7, 2015

- 1 -

CITY OF WATSONVILLE

OFFICE OF THE ADMINISTRATIVE SERVICES DIRECTOR

FINANCE DEPARTMENT
250 MAIN STREET   WATSONVILLE, CA 95076
(831) 768-3470   FAX (831) 763-4066

August 18, 2011

CPUC COMMUNICATIONS DIVISION
ATTN: CASF Consortia Grant Account
505 Van Ness Avenue, Third Floor
San Francisco, CA 94102

Re: Commitment of City of Watsonville to serve as Fiscal Agent to the "Central Coast Broadband Consortium"

To whom it may concern,

The City of Watsonville is confirming its continued role in support of the Central Coast Broadband Consortium (CCBC) and its role as a lead agency and the fiscal agent in the CCBC's grant application. The CCBC is comprised of a vast cross section of entities including higher education, public schools, government and public safety, health care, non-profit and private sector businesses who have volunteered their time towards improving our regions substandard communication infrastructure.

The City of Watsonville, on behalf of the CCBC affirmatively agrees to comply with the California Public Utilities Commissions' (CPUC) directives and conditions relating to the review, approval, and administration of a Rural and Urban Regional Broadband Consortia Grant for our 3-county area (Santa Cruz, Monterey & San Benito). Per the requirements specified by the CPUC, the City of Watsonville affirms that the work outlined in the CCBC Work Plan will be completed and verified by an attestation report prepared by a Certified Public Accountant and will be submitted annually to the Communications Division.

As part of the CCBC, Watsonville has continued to take the lead role whether in planning and coordination, staffing resources or as a lead agency in prior State and Federal grant applications. We have sacrificed our own local projects and staffing resources to forward the goals of the CCBC. We recognize the greater good of bringing high capacity, lower cost broadband to our region. Such robust communication systems could provide the regional infrastructure that leads to solving critical problems such as high unemployment, roadblocks to accessing quality health care and strengthen our regional education systems.

As the City's Administrative Services Director, I serve as the responsible party for this application and can be reached at (831) 768-3470, or by email at mpimentel@ci.watsonville.ca.us. Thank you in advance for your time and consideration. Please do not hesitate to contact us should you have any questions or need any additional information.

Thank you,

Marc Pimentel
Administrative Services Director
City of Watsonville Finance Department

cc: Joel Staker, Chair, CCBC / Network Administrator, City of Watsonville
        Mark Lamoreaux, Information Technology Manager, City of Watsonville

17. Appendix I - Checklist (Attachment F)

ATTACHMENT F

CASF CONSORTIA APPLICATION CHECKLIST
(Required for application)

To assist the Commission in verifying the completeness of your application, mark the box to the left of each item submitted with your application. Any unchecked items will automatically result in the disqualification of your proposal.

X	**1.**	**Name of Applicant: Central Coast Broadband Consortium**
X	**2.**	**Key Contact Information**
	X	Joel
	X	Staker
	X	CCBC Chair/Network Administrator, City of Watsonville
	X	250 Main Street
	X	Watsonville
	X	CA
	X	95076
	X	jstaker@ci.watsonville.ca.us
	X	831-521-1044
3. X		**Name of Fiscal Agent**
	X	Letter from a public institution, e.g. city, county, academic institution, tribal government, etc., stating its willingness to act as a Fiscal Agent for the community including an understanding of the rights, duties, and responsibilities of the Fiscal Agent
	X	City of Watsonville
	X	Office of the Administrative Services Director
	X	250 Main Street
	X	Watsonville

X	CA
X	95076
X	mpimentel@ci.watsonville.ca.us
X	831-768-3470
X	Contact Person
X	Mark
X	Pimentel
X	Director of Administrative Services
X	City of Watsonville
X	250 Main Street
X	CA
X	95076
X	mpimentel@ci.watsonville.ca.us
X	831-768-3470

4. Consortium Members (to be provided for each consortium member) -- See Appendix

X	Phone Number
X	Address Line 1
X	Address line 2
X	City
X	State
X	ZIP Code
X	Contact Person
X	First Name
X	Last Name
X	Address Line 1
X	Address Line 2
X	City
X	State
X	ZIP Code
X	Email Address
X	Phone Number

X 5. Governing Board Structure

X	6. Description of Geographical Region, e.g. maps, Census Block Groups, and ZIP codes
X	7. Proposed Broadband Project Description
	8. Endorsements from regional government entities, e.g. county boards of supervisors, etc., which demonstrate substantial support for consortium by letters and/or resolutions
	9. Endorsements from public, non-profit, and/or for-profit organizations, e.g. community-based organizations, associations, schools, health care organizations, libraries, businesses, consumers, etc., which demonstrate substantial support for consortium by letters and/or resolutions
X	10. Action Plan
X	11. Work Plan

X	Work Plan Year 1
X	Work Plan Year 2
X	Work Plan Year 3

X	12. Proposed Budget

X	Expected cost breakdown based on Work Plan with explanation of source of matching funds
X	Budget Year 1
X	Budget Year 2
X	Budget Year 3

X	13. Notarized Affidavit [Attachment E to be signed by Fiscal Agent)

(END OF ATTACHMENT F)

18. Appendix J - Consortium Members

Information per Item 4, Attachment F, CASF Consortia Application Checklist:

Name of Applicant: Central Coast Broadband Consortium
Key Contact Information
First Name: Joel
Last Name: Staker
Address Line 1: CCBC Chair/Network Administrator, City of Watsonville
Address Line 2: 250 Main Street
City: Watsonville
State: CA
Zip Code: 95076
Email Address: jstaker@ci.watsonville.ca.us
Phone Number: 831-521-1044

Name of Fiscal Agent
Name: City of Watsonville
Address Line 1: Office of the Administrative Services Director
Address Line 2: 250 Main Street
City: Watsonville
State: CA
Zip Code: 95076
Email Address: mpimentel@ci.watsonville.ca.us
Phone Number: 831-768-3470

Contact Person
First Name: Mark
Last Name: Pimentel
Job Title: Director of Administrative Services
Address Line 1: City of Watsonville
Address Line 2: 250 Main Street
State: CA
Zip Code: 95076
Email Address: mpimentel@ci.watsonville.ca.us
Phone Number: 831-768-3470

Consortia Members

Organization's Information
Name: San Benito County
Address Line 1:481 Fourth Street
City: Hollister
State: CA
Zip Code: 95023
Utility ID: N/A

Contract Person Information
Name: Ray Espinosa
Job Title: Information Technology Manager
Email Address: respinosa@cosb.us
Phone Number: 831-636-4402
Address Line 1:481 Fourth Street
City: Hollister
State: CA
Zip Code: 95023

Industry Sector: Local government.

Brief Description of Organization: San Benito County.

Organization's Information:
Name: Big Sur Health Center
Address Line 1: 46896 Highway 1
Address Line 2:
City: Big Sur
State: California
Zip Code: 93920
Utility ID Number: N/A

Contact Person Information:
Name: Sharen Carey, PA-C
Job Title: Executive Director/Physician Assistant
Email Address: sharen.carey@chomp.org
Phone Number: 831-667-2580
Address Line 1: 46896 Highway 1
Address Line 2:
City: Big Sur

State: California
Zip Code: 93920

Industry Sector: Health

Brief Description of Organization: Big Sur Health Center (BSHC) is an independent, state-licensed, not-for-profit, community clinic, providing health care services to the 1,500 residents of Big Sur, along with the people who work in Big Sur but commute from elsewhere, and the 3+ million tourists who visit the area annually. BSHC provides local, culturally and linguistically appropriate, affordable, quality medical care to all, regardless of ability to pay.

Organization's Information:
Name: Economic Development Corporation of San Benito County
Address Line 1: 2440 Bert Drive Building 100, Suite 101
Address Line 2:
City: Hollister
State: CA
Zip Code: 90523
Utility ID Number: N/A

Contact Person Information:
Name: Nancy A. Martin
Job Title: President/CEO
Email Address: nancy.martin@edcsanbenito.org
Phone Number: 831/636-1882
Address Line 1: 2440 Bert Drive Building 100, Suite 101
Address Line 2:
City: Hollister
State: CA
Zip Code: 95023

Industry Sector: Economic Development; 501c3 organization

Brief Description of Organization: The Economic Development Corporation (EDC) is the lead entity for economic vitality in San Benito County. The EDC facilitates the creation of wealth while enhancing quality of life within the county through economic growth and investment by attracting, retaining and expanding business opportunities and providing start-up and second phase companies access to tools, resources and capital. It also is the umbrella organization for the SB Regional Clean Energy Technology Center and the Wine Country Council.

Organization's Information:
Name: California State University, Monterey Bay
Address Line 1: 100 Campus Center
Address Line 2:
City: Seaside
State: CA
Zip Code: 93955
Utility ID Number (Applicable if organization is a telecommunications carrier certificated by or registered with the CPUC):

Contact Person Information:
Name: Arlene Krebs
Job Title: Director Technology Development, Director Wireless Education & Technology Center
Email Address: akrebs@csumb.edu
Phone Number: 831-582-5025
Address Line 1: CSU Monterey Bay
Address Line 2: 100 Campus Center
City: Seaside
State: CA
Zip Code: 93955

Industry Sector Higher Education Institution

Brief Description of Organization: Founded in 1994, CSU Monterey Bay is one of the 23 campuses in the California State University System. Its vision statement emphasizes a commitment to provide service to and engage with local communities, to foster a multi-culturally diverse institution and to assist historically under-represented and low-income populations, (the 2011 edition of America's Best Colleges produced by U.S. News & World Report ranked CSUMB 11th in the nation for racial diversity and 39th for economic diversity). The University is committed to the innovative use of technology as a catalyst towards transforming people's lives—CSUMB was one of the first universities in the nation to offer high-speed wireless Internet coverage. CSUMB continues to provide regional leadership and is well recognized for its partnerships with a range of public and private sector organizations. Since 2002, CSUMB has spearheaded broadband initiatives for a "Connected Central Coast" and has contributed staff and management and administrative resources towards this goal. CSUMB serves as the CCBC's organizational agency through its Office of the CIO and its Wireless Education & Technology Center.

Organization's Information Name:

Monterey County Office of Education
Address Line 1: 901 Blanco Circle Address Line 2:
City: Salinas
State: CA
Zip Code: 93901
Utility ID Number: N/A

Contact Person Information:
Hamish Tyler Name:
Job Title: Director, Media Center Email Address:
htyler@monterey.ca.us Phone Number:
831-784-4192 Address Line 1:
901 Blanco Circle,Address Line 2:
City: Salinas State: CA
Zip Code:93901

Industry Sector (i.e. city government, county government, health care, primary or higher education, public safety, library, community-based organization, business, etc):

Brief Description of Organization:Media Center for Art, Education and Technology serves Monterey County students and their families with 21st Century instruction in the digital and performing arts.

Organization's Information:
Name: Tellus Venture Associates
Address Line 1: 3138 Lake Dr.
Address Line 2:
City: Marina
State: CA
Zip Code: 93933
Utility ID Number : N/A

Contact Person Information:
Name: Stephen Blum
Job Title: President
Email Address: steveblum@tellusventure.com
Phone Number: 831-582-0700
Address Line 1: 3138 Lake Dr.
Address Line 2:
City: Marina
State: CA

Zip Code: 93933

Industry Sector: Business

Brief Description of Organization: Management and business development consulting for municipal, regional and community broadband projects.

Organization's Information:
Name: City of Watsonville
Address Line 1: 250 Main Street
City: Watsonville
State: CA
Zip Code: 95076
Utility ID Number: N/A

Contact Person Information:
Name: Joel Staker
Job Title: Network Administrator, City of Watsonville
Address Line 1: 250 Main Street
City: Watsonville
State: CA
Zip Code: 95076
Email Address: jstaker@ci.watsonville.ca.us
Phone Number: 831-521-1044

Organization's Information:
Name: City of Gonzales
Address Line 1: 147 Fourth Street
Address Line 2:
City: Gonzales
State: CA
Zip Code: 93926
Utility ID Number: N/A

Contact Person Information:
Name: Harold Wolgamott
Job Title: Director, Emergency Services
Email Address: hwolgamott@ci.gonzales.ca.us
Phone Number: 831-580-7145
Address Line 1: 147 Fourth Street
Address Line 2:

City: Gonzales
State: CA
Zip Code: 93926

Industry Sector: Local government.

Brief Description of Organization: City of Gonzales

Organization's Information:
Name: City of Santa Cruz
Address Line 1: 337 Locust Street
Address Line 2:
City: Santa Cruz
State: CA
Zip Code: 95060
Utility ID Number: N/A

Contact Person Information:
Name: Peter Koht
Job Title: Economic Development Coordinator
Email Address: pkoht@ci.santa-cruz.ca.us
Phone Number: 831-420-5154
Address Line 1: 337 Locust Street
Address Line 2:
City: Santa Cruz
State: CA
Zip Code: 95060

Industry Sector: Local government.

Brief Description of Organization: City of Santa Cruz.

Organization's Information:
Name: Clinica de Salud del Valle de Salinas
Address Line 1: 440 Airport Blvd.
Address Line 2:
City: Salinas
State: CA
Zip Code: 93905
Utility ID Number: N/A

Contact Person Information:
Name: Maggie Melone
Job Title: Executive Assistant to the CEO
Email Address: mmelone@csvs.org
Phone Number: 831-869-1116
Address Line 1: 440 Airport Blvd.
Address Line 2:
City: Salinas
State: CA
Zip Code: 93905

Industry Sector: Health

Brief Description of Organization: Clinica de Salud del Valle de Salinas is a Federally Qualified Health Center (FQHC) which has a long history of providing quality primary health and dental care and outreach services to the poor, migrant and seasonal farm worker, and area residents of the Salinas Valley.

Organization's Information:
Name: County of Santa Cruz
Address Line 1: 701 Ocean St, Room 530
Address Line 2:
City: Santa Cruz
State: CA
Zip Code: 95060
Utility ID Number: N/A

Contact Person Information:
Name: Kevin Bowling
Job Title: Director of Information Services
Email Address: kevin.bowling@co.santa-cruz.ca.us
Phone Number: 831-454-2030
Address Line 1: 701 Ocean St, Room 530
Address Line 2:
City: Santa Cruz
State: CA
Zip Code: 95060

Industry Sector: Local government.

Brief Description of Organization: County of Santa Cruz.

Organization's Information:
Name: Monterey Institute of International Studies
Address Line 1:
Address Line 2:
City:
State: CA
Zip Code:
Utility ID Number: N/A

Contact Person Information:
Name:
Job Title: Director, Information Technology Services
Email Address: jgrunder@miis.edu
Phone Number: 831-647-6512
Address Line 1: 460 Pierce Street
Address Line 2:
City: Monterey
State: CA
Zip Code: 93940

Industry Sector: Education

Brief Description of Organization: The Monterey Institute of International Studies, a graduate school of Middlebury College, provides international professional education in areas of critical importance to a rapidly changing global community, including international policy and management, translation and interpretation, language teaching, sustainable development, and non-proliferation.

Organization's Information:
Name: Monterey County Business Council
Address Line 1: P.O. Box 2746
Address Line 2:
City: Monterey
State: CA
Zip Code: 93942
Utility ID Number: N/A

Contact Person Information:
Name: Mary Ann Leffel
Job Title: President

Email Address: maleffel@mcbc.biz
Phone Number: 831-883-9443
Address Line 1: P.O. Box 2746
Address Line 2:
City: Monterey
State: CA
Zip Code: 93942

Industry Sector: Industry Sector: Economic Development; 501c3 organization

Brief Description of Organization: MCBC is an organization promoting the vital economic development of the Monterey County region.

Organization's Information:
Name: University of California, Santa Cruz
Address Line 1: Baskin School of Engineering
Address Line 2: 1156 High Street, Mail Stop SOE3
City: Santa Cruz
State: CA
Zip Code: 95064
Utility ID Number: N/A

Contact Person Information:
Name: Brad Smith
Job Title: Director, Technology Strategy
Email Address: brad@ucsc.edu
Phone Number: 831-459-2370
Address Line 1: Baskin School of Engineering
Address Line 2: 1156 High Street, Mail Stop SOE3
City: Santa Cruz
State: CA
Zip Code: 95064

Industry Sector: Education

Brief Description of Organization: University of California.