Central Coast Broadband Consortium

Broadband Policy

Policy Objectives

- Economic development
  - Driver of economic development
  - Increase access and competition
  - Maximize the value of CIP investments
  - Lower barriers to enter market
  - Provide additional services to tourism based economies
- Health Care
  - Enable Telemedicine
  - Modern healthcare is bandwidth intensive
  - Enable "Medical Home" primary care model

- Education
  - Enable distance learning
  - Improved access to online resources
- Internal Government needs
  - Robust Communication
  - Signal Management for roads
  - Public Safety
- Environmental
  - Enable Telecommuting

CCBC Policy Bank

- Conduit
  - Shadow Conduit
  - Conduit Specs
  - Bored Conduit (future work)
- Trenching
  - Open Trench Notification
  - Dig Once
  - Micro-trenching (future work)
- Wireless
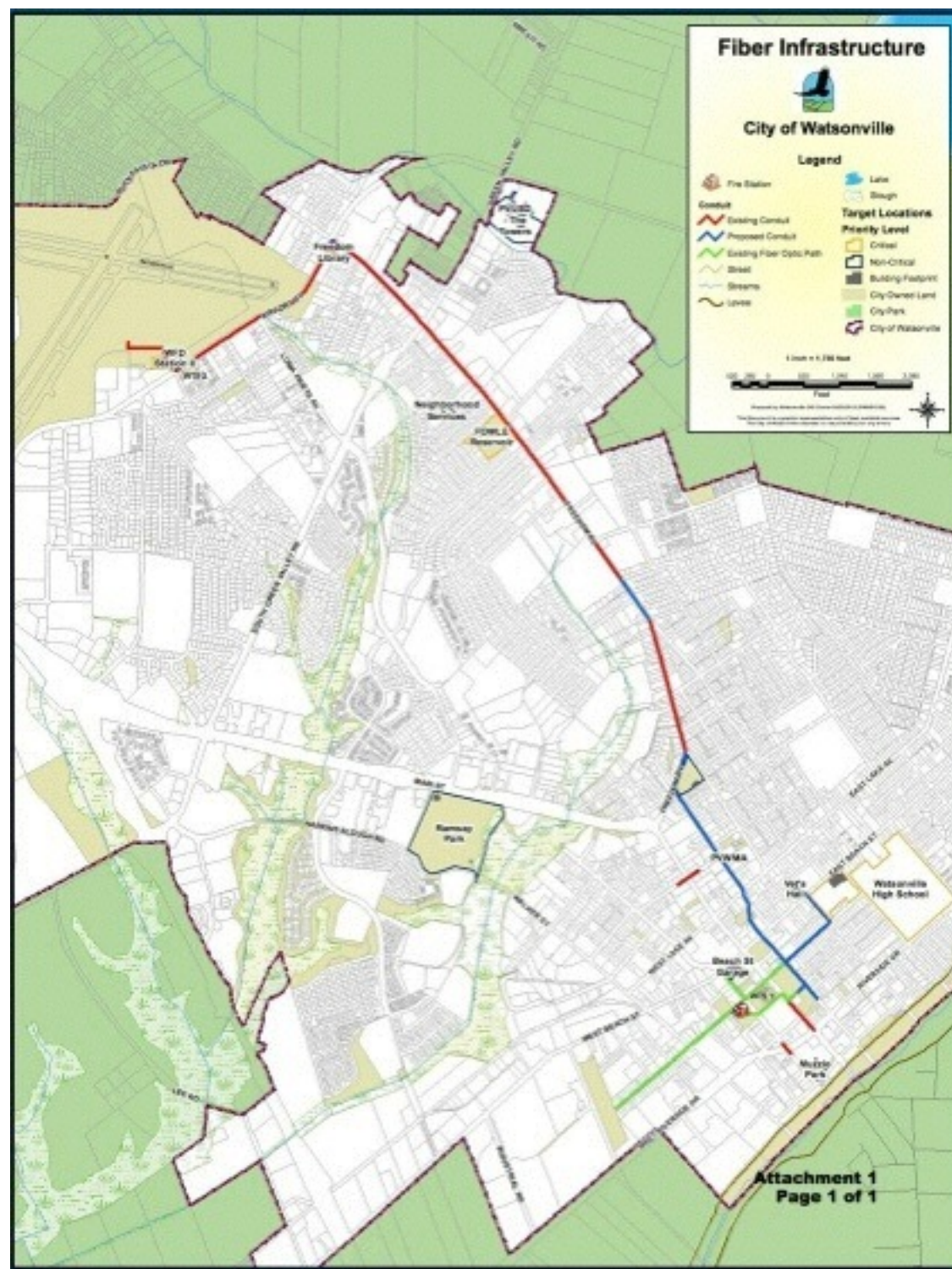 - Policy
  - PATH - People Against Tinfoil Hats

- Red Tape Abatement
  - Right of Way
  - Encroachment
  - Permit Fees
- Broadband Master Plan
  - Goals
  - Priorities
  - Master Lease Agreement
  - Local Policies
  - Asset Mapping

Santa Cruz County adopting broadband policy

- Moving responsibility to Public Works.
- Broadband infrastructure subject only to encroachment process, like other utilities.
- "Dig once", infrastructure standards, shadow conduit.
- Model for region and state.

Mapping leads to muni broadband projects

- Watsonville replaced Charter fiber.
- Salinas considering loop

Central Coast
Broadband Consortium

Master Lease Agreement

Trench Policy

Conduit Policy

Shadow Conduit

Dig Once

Open Trench

Microtrench

Boring

GIS Policy

Get Connected

Broadband Master Plan

- Broadband requirements for new development, renovations
- Prioritizing broadband as a planning criterion
- Commercial/industrial vs. residential
- Anticipating and accommodating future needs

- Broadband conduit in CIP, public works, transportation projects
- Open trench policies
- Right of way and encroachment policies
- Conduit, pole, site leasing
- GIS integration

- Telecommuting
- Public services and digital inclusion
- Digital literacy and workforce development
- Systems interoperability, open data programs

- Wireless site, towers and antenna policies
- Environmental and aesthetic issues

Core policies, practices identified and evaluated

- Goal is to make broadband a routine policy consideration and planning element
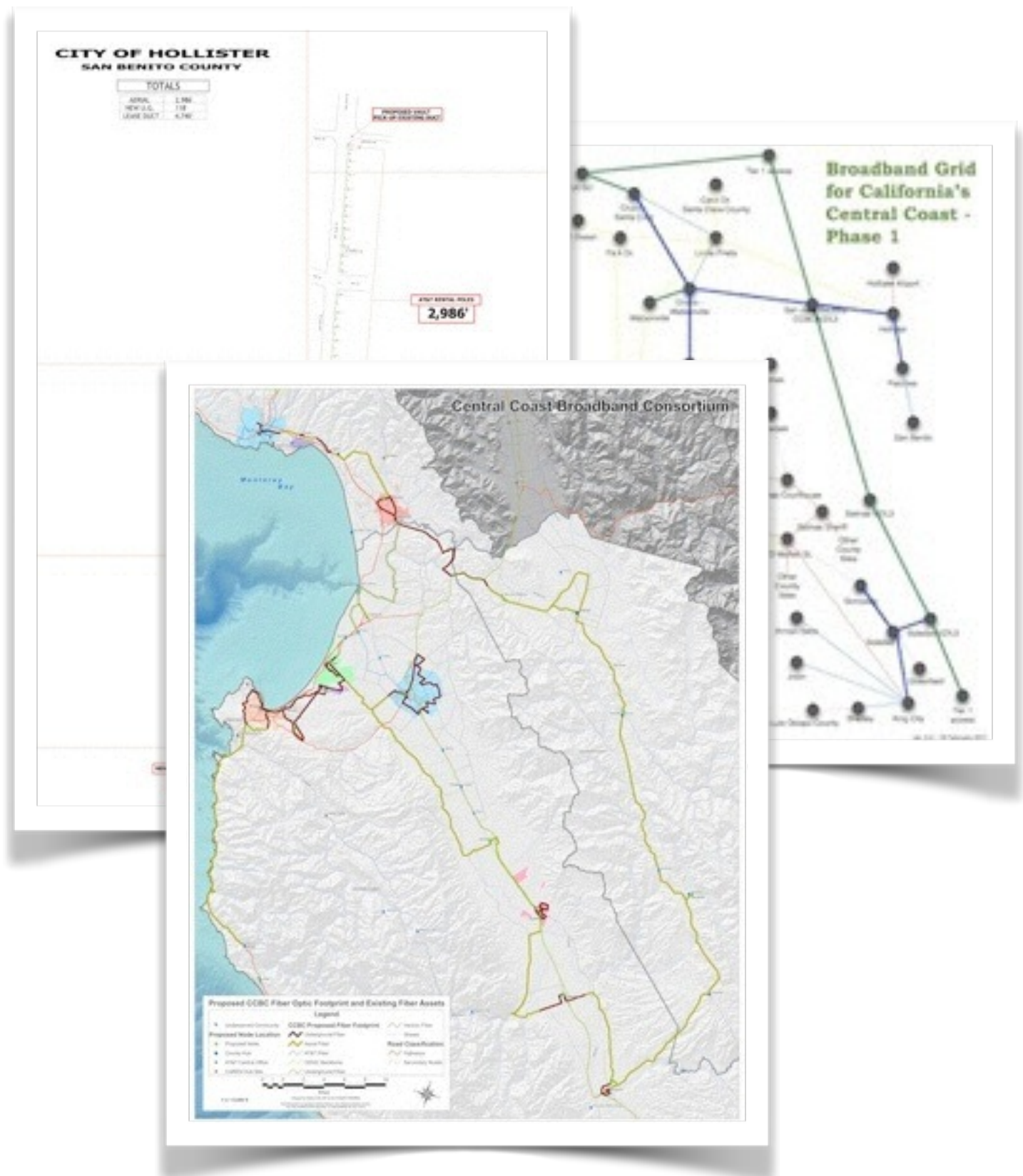
ISP Meeting

22 October 2014

Stephen Blum
Tellus Venture Associates

Central Coast Broadband Consortium 4 year project

- Priority is infrastructure and economic development.

- Funded by CPUC.

- Assist with grant applications.

- Broadband asset inventory.

- Model policy development.

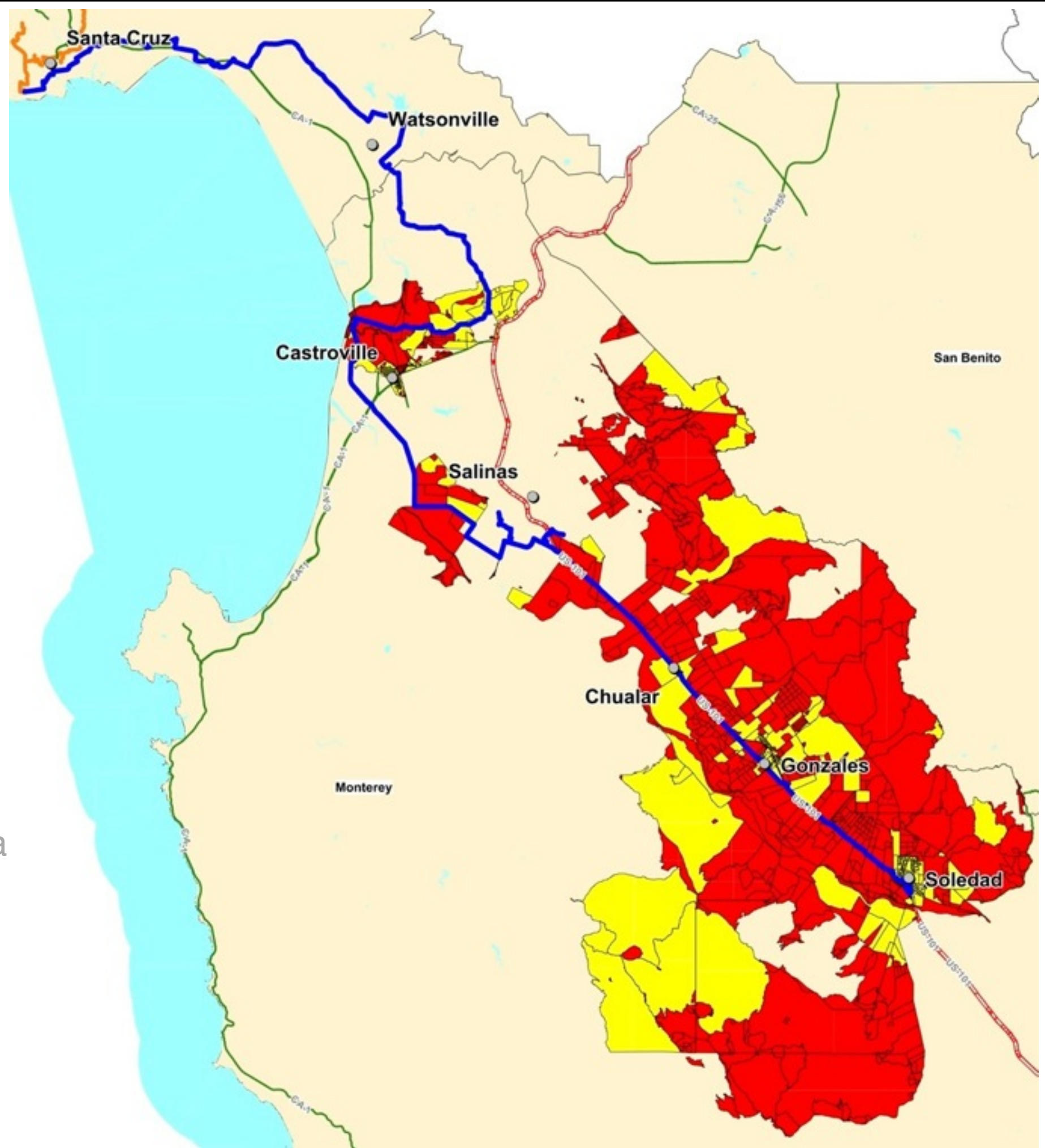- Continuing vision and roadmap for broadband development.

Sunesys-led middle mile project

Approved by CPUC, prep work in progress

8 CASF projects from Central Coast region in last round – 25% of tota

4 approved – 50% success rate

1 November 2014
- Right of first refusal for existing providers
- Commit to buildout with own funds
- Locks out CASF-funded projects for up to 1 year

1 December 2014
- Application window opens, until money is gone
  - Competing proposals allowed after the fact
  - Effectively creates another right of first refusal
- Non-CPCN holders may apply
  - Must include unserved households
  - Financial requirements parallel CPCN process
  - Performance bond required

1 May 2015
- ROFRs start to expire
- Local agencies may apply for *unserved* areas

31 December 2015
- In theory, the program ends

CASF reboot begins | Hoping for faster answers

AB 2272 puts "prevailing wage" requirements on all CASF projects
- Includes portion of project funded by applicant
- Compliance paperwork is applicant's responsibility
- No indication yet as to whether CPUC will increase its contribution

CPUC has adopted priority areas submitted by consortia
- 12 in CCBC region approved

Public housing program under development
- $20 million for facilities, $5 million for adoption programs
- Private sector ISPs can partner with housing agencies

Automatic 10% spiff for successful FCC rural experiment applications
- Applications due at FCC 7 November 2014
- Only ETCs – eligible telecommunications carriers – are eligible
- Proposals must include voice service

Easier to challenge mobile broadband service claims
- Field testing will likely still be necessary to support applications

Other changes | Impact TBD

CCBC priority areas

Monterey County

1. Greenfield
2. King City
3. Gonzales

Regional Wild Cards

1. Soledad
2. Castroville
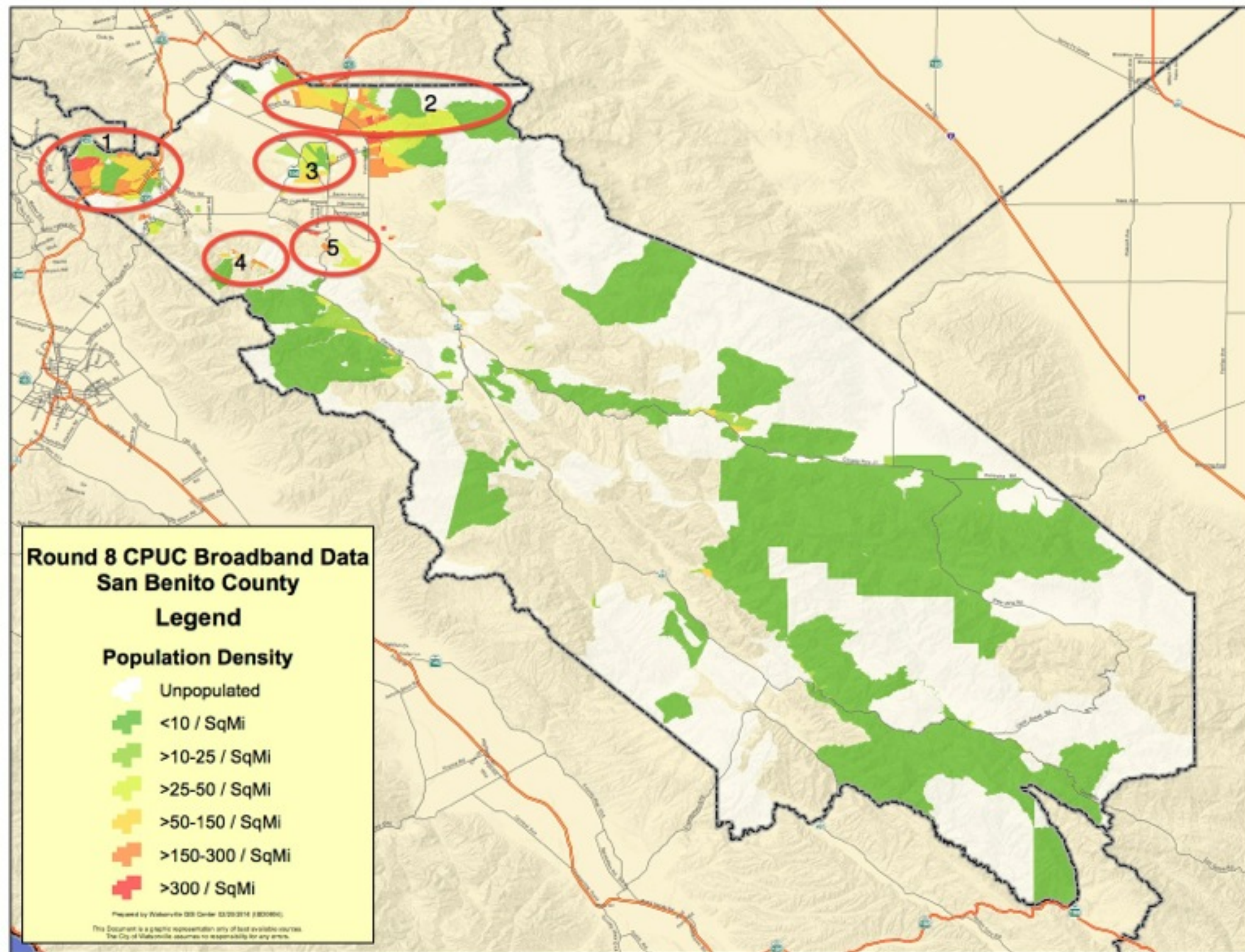3. Chualar

Santa Cruz County

1. Pleasure Point/Twin Lakes
2. Soquel
3. Brookdale

San Benito County

1. Aromas area
2. Airport/Northeast area
3. Cienega Road area

CPUC included all 12 in CASF reboot resolution

Next steps: recruitment of ISPs, more middle mile

Cluster analysis identified San Benito priority areas

Will run for Monterey, Santa Cruz as a check

Mapping analysis
- Under/unserved
- Infrastructure grades
- Population heat maps
- All underlying data and GIS files
- Available for surrounding counties as well

Statistics and demographics
- Census data, analysis by census block & zip code for applications

Region-wide analysis will be shared publicly
- Enquiries behind it will be treated confidentially

Application-specific analysis will be treated confidentially
- Caveat: City of Watsonville is a public agency
- Confidentiality maintained only to the extent practical, possible

Letters of support

Assisting CETF's "priority of priorities" effort

Will evaluate other possible support as we go

CCBC will support CASF & federal grant/loan applications

Available to any qualified applicant on a neutral basis
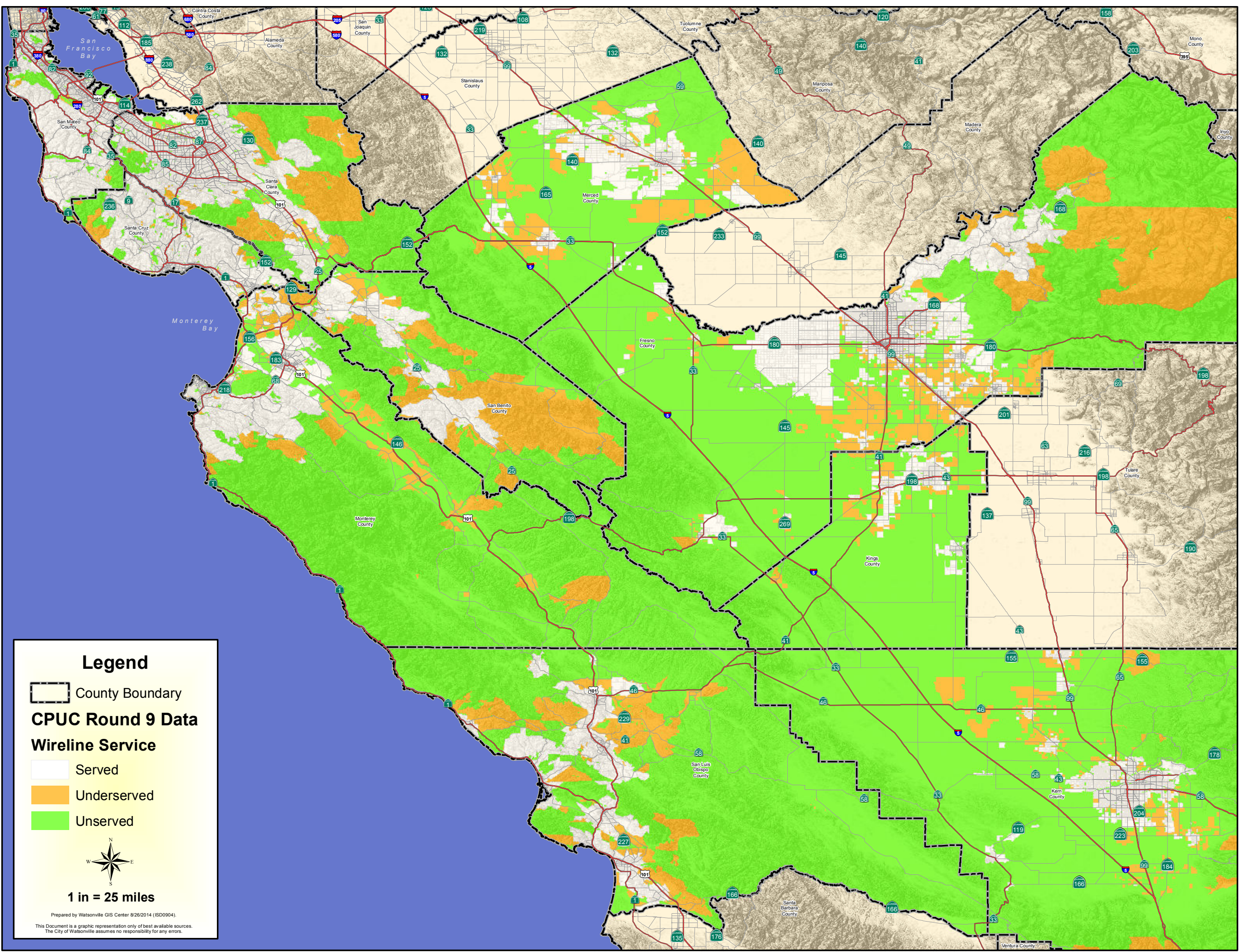
Legend

▢ County Boundary

CPUC Round 9 Data

Wireline Service

☐ Served

🟧 Underserved
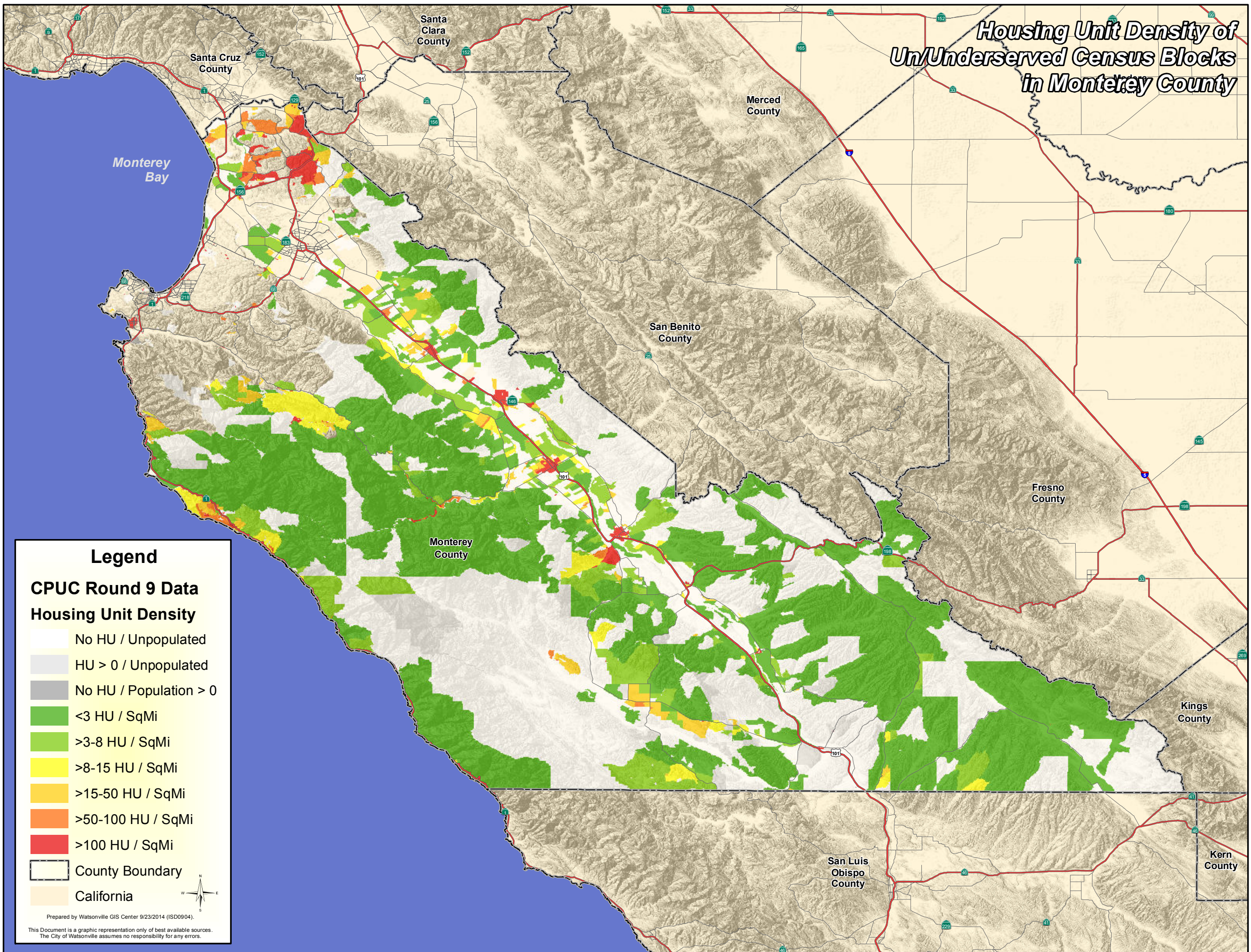
🟩 Unserved

N
W — E
S

1 in = 25 miles

Prepared by Watsonville GIS Center 8/26/2014 (ISD0904).

This Document is a graphic representation only of best available sources.
The City of Watsonville assumes no responsibility for any errors.

Housing Unit Density of Un/Underserved Census Blocks in Monterey County

Legend

CPUC Round 9 Data

Housing Unit Density

- No HU / Unpopulated
- HU > 0 / Unpopulated
- No HU / Population > 0
- <3 HU / SqMi
- >3-8 HU / SqMi
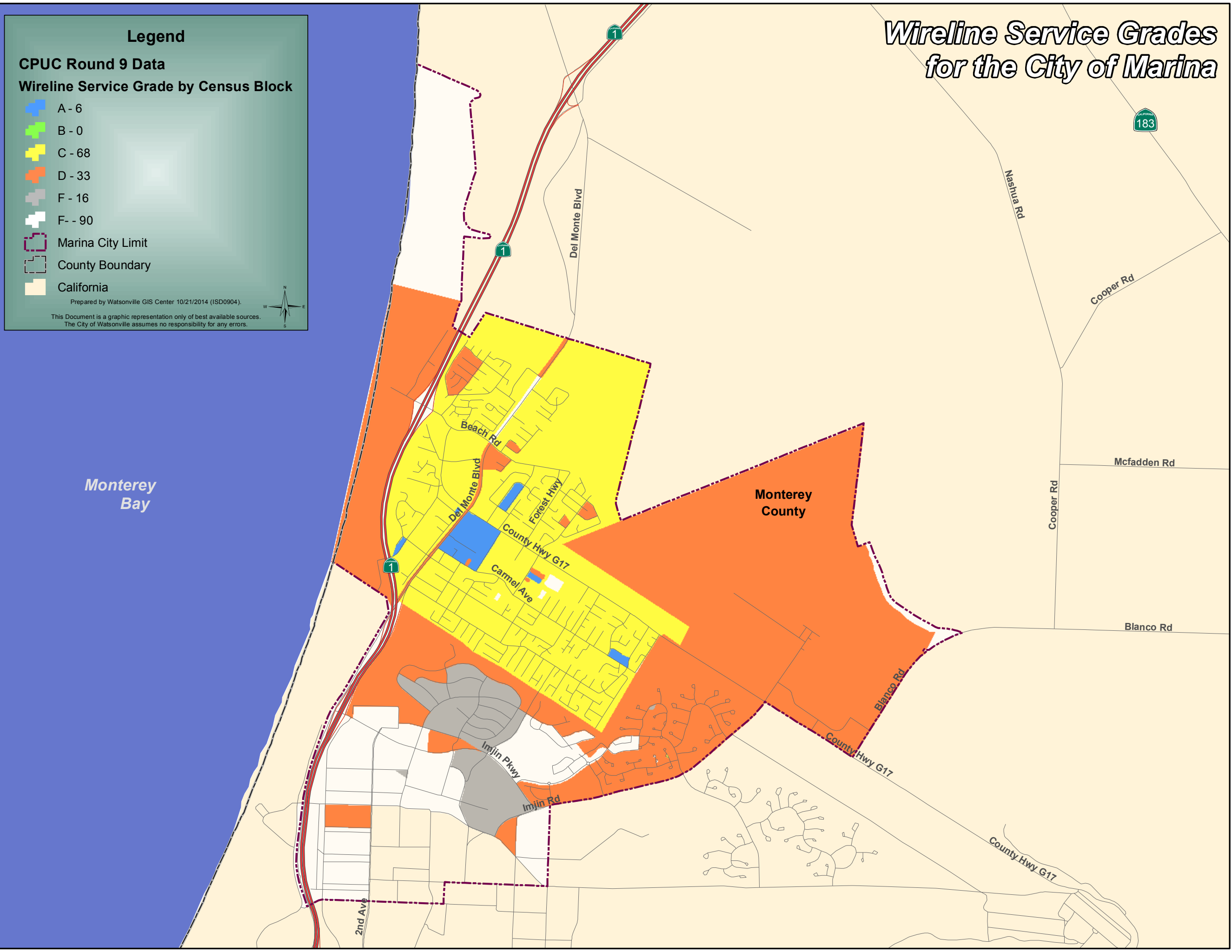- >8-15 HU / SqMi
- >15-50 HU / SqMi
- >50-100 HU / SqMi
- >100 HU / SqMi
- County Boundary
- California

Prepared by Watsonville GIS Center 9/23/2014 (ISD0904).

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Wireline Service Grades for the City of Marina

Legend

CPUC Round 9 Data

Wireline Service Grade by Census Block

- A - 6
- B - 0
- C - 68
- D - 33
- F - 16
- F- - 90
- Marina City Limit
- County Boundary
- California

Prepared by Watsonville GIS Center 10/21/2014 (ISD0904).

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Monterey Bay

Monterey County

Nashua Rd

Cooper Rd

Del Monte Blvd

Beach Rd

Del Monte Blvd

Forest Hwy

County Hwy G17

Carmel Ave

Imjin Pkwy

Imjin Rd

2nd Ave

Mcfadden Rd

Cooper Rd

Blanco Rd

Blanco Rd

County Hwy G17

County Hwy G17

Monterey Bay

Round 9 CPUC Broadband Data
CCBC Project Area

Legend

CPUC Round 9 Data

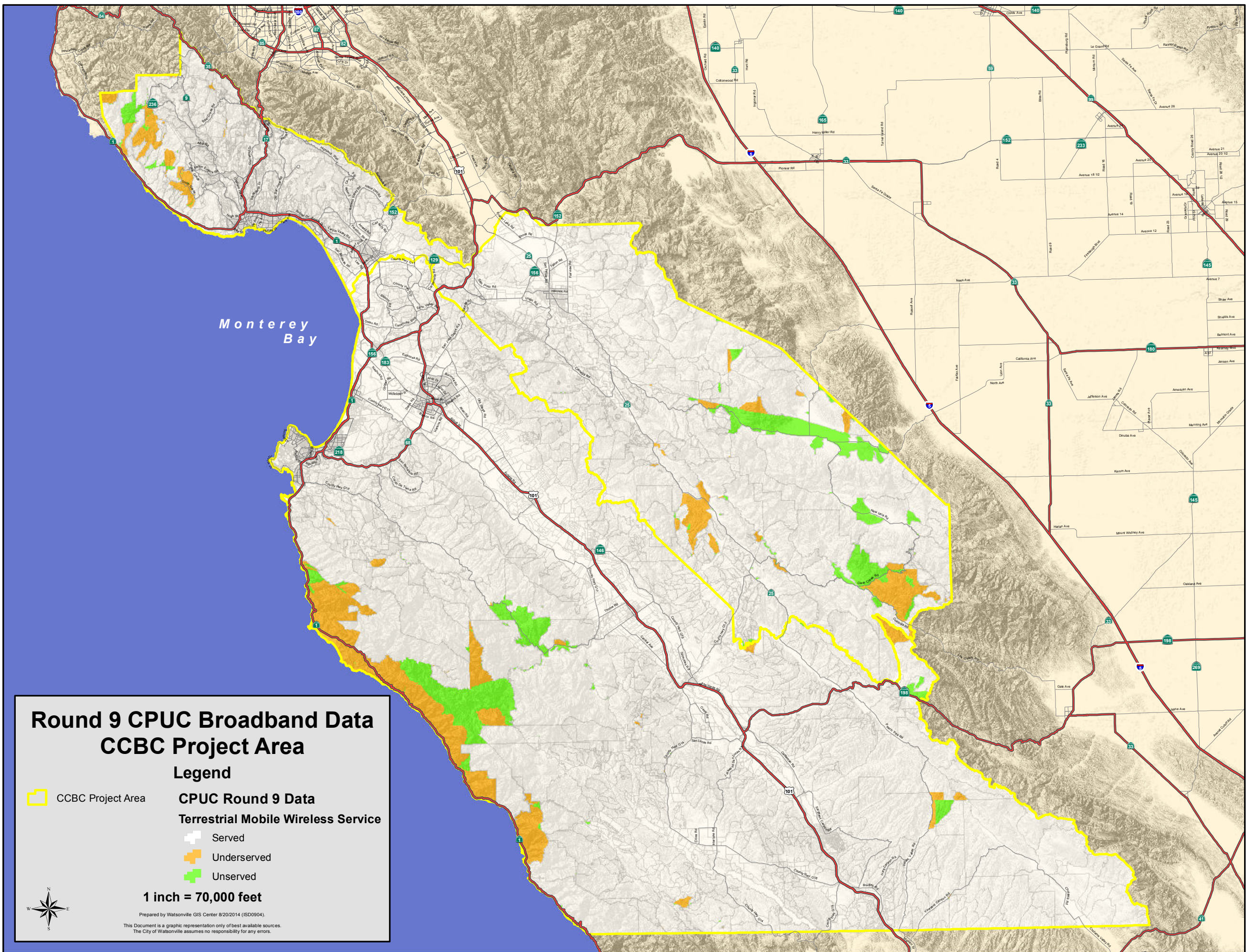**Terrestrial Mobile Wireless Service**

CCBC Project Area

Served

Underserved

Unserved

1 inch = 70,000 feet

Prepared by Watsonville GIS Center 8/20/2014 (ISD0904).

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Round 9 CPUC Broadband Data
CCBC Project Area
Legend

CCBC Project Area

CPUC Round 9 Data
Terrestrial Fixed Wireless Service

Served

Undererved

Unserved

1 inch = 70,000 feet

Prepared by Watsonville GIS Center 8/20/2014 (ISD0904).

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M o n t e r e y
B a y

Monterey Bay

Round 9 CPUC Broadband Data
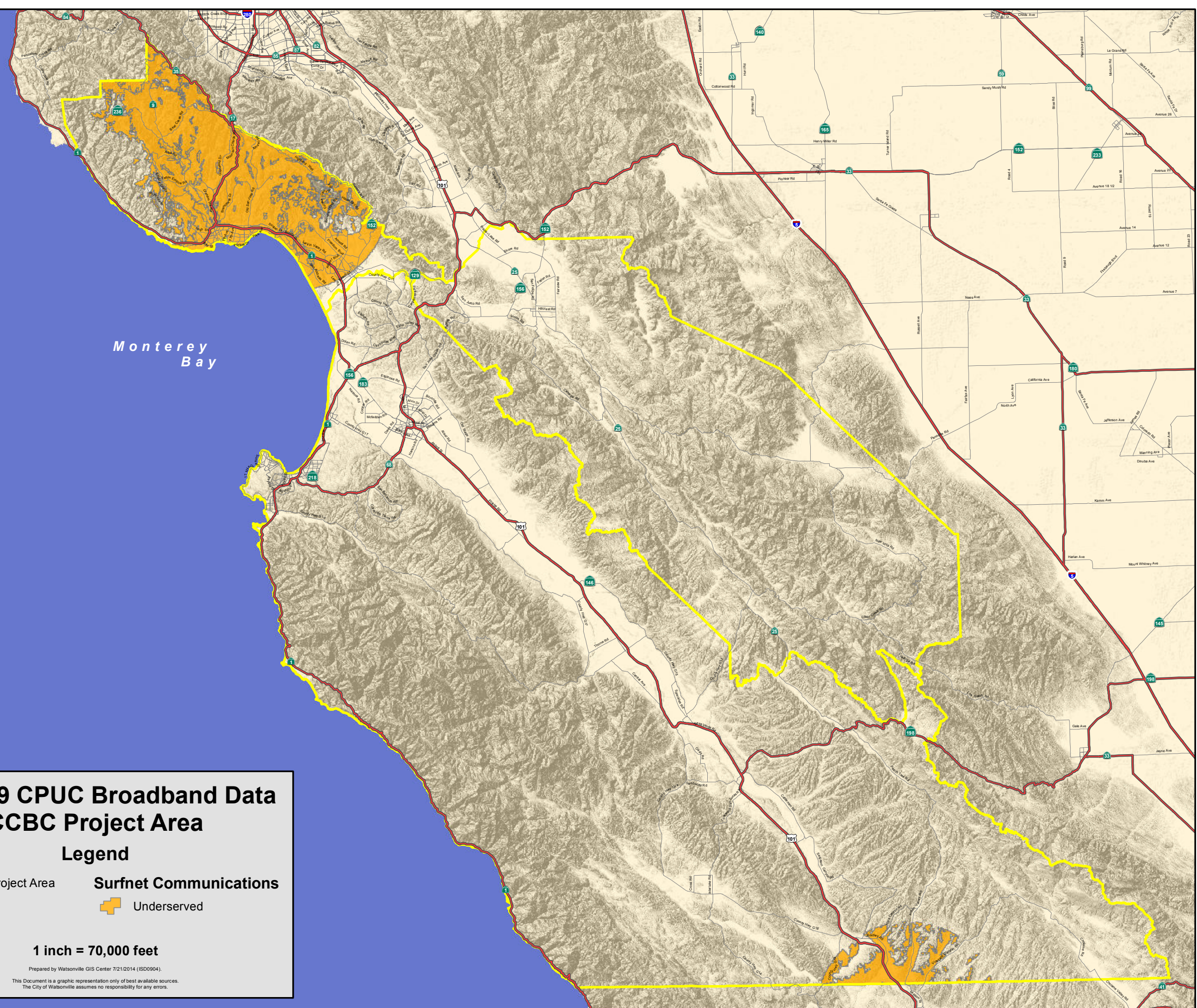## CCBC Project Area

Legend

CCBC Project Area

Surfnet Communications

Underserved

1 inch = 70,000 feet

Prepared by Watsonville GIS Center 7/21/2014 (ISD9904).

This Document is a graphic representation only of best available sources.
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Questions

http://www.Civinomics.com

Back-up Slides

Central Coast Broadband Consortium

Community	CASF-eligible population	Households	Housing units	Anchor institutions	Area (sq mi)	Household Income
Greenfield	16,330	3,460	3,752	14	2.1	$55,591
King City	12,874	3,008	3,218	19	4.0	$49,747
Gonzales	8,187	1,906	1,989	7	1.9	$55,251
Soledad	15,205	3,552	3,755	21	3.1	$50,265
Castroville CDP	5,928	1,364	1,431	6	0.9	$53,160
Aromas CDP & area	3,596	1,242	1,312	3	18.6	$62,446
Chualar CDP	1,190	245	251	1	0.6	$65,771
Pleasure Point CDP	1,043	485	603	0	1.5	$46,608
Twin Lakes CDP	450	245	371	1	0.6	$48,389
Airport/Northeast	2,768	895	954	2	38.7	$77,175
Soquel CDP	496	288	311	0	0.1	$76,639
Cienega Road area	173	58	59	0	1.5	$64,659
Brookdale CDP	413	154	187	0	0.5	$84,134
Total	68,653	16,902	18,193	74	74.0	

Rankings done by county and regionally

Broadband Priority Goals

1. Greatest good for the greatest number of people

2. Necessarily, identify feasible project areas

Give equal consideration to everyone

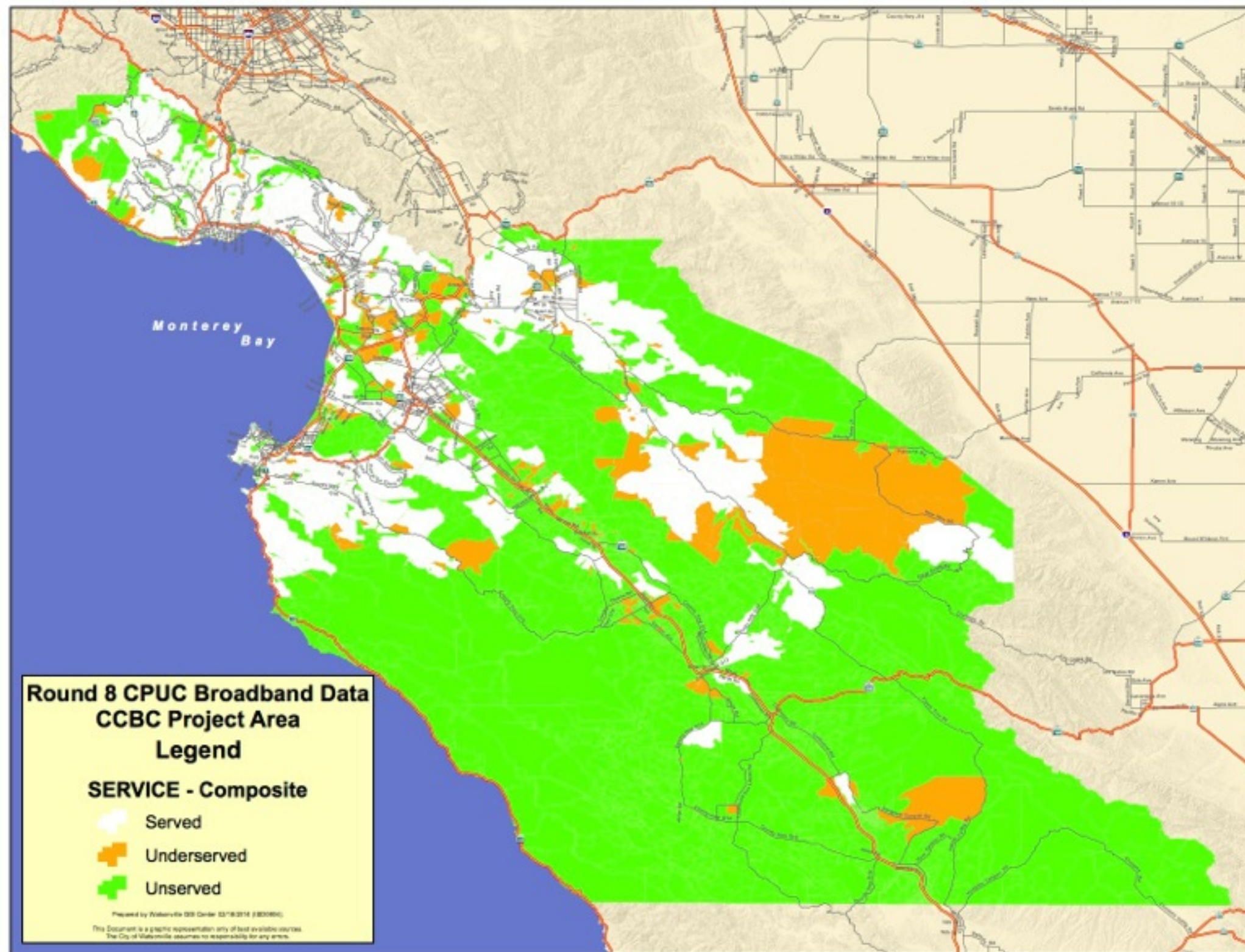Not a contest to see who's the loudest voice in the room

Analysis based on…

1. CASF eligibility

2. Social/economic impact and feasibility
- Number of people
- Eligible percentage of community
- Population density
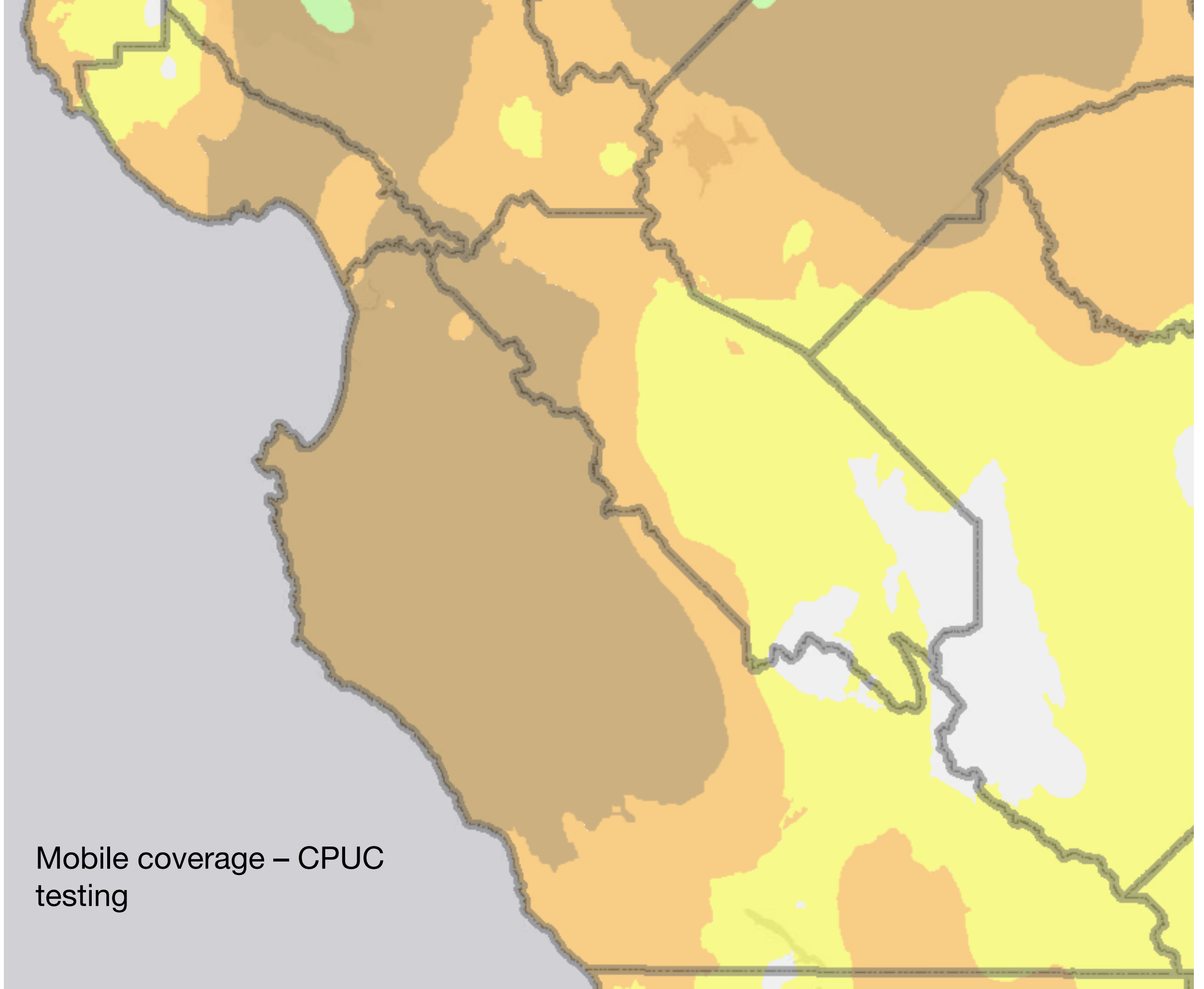- Anchor institutions
- Median income

CPUC and census data only | Lower household income ranked higher

Round 8 CPUC Broadband Data
CCBC Project Area
Legend

SERVICE - Composite

Served
Underserved
Unserved

Prepared by Watsonville GIS Center 03/18/2014 (1800954).

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City/CBD analysis captured
Monterey, Santa Cruz
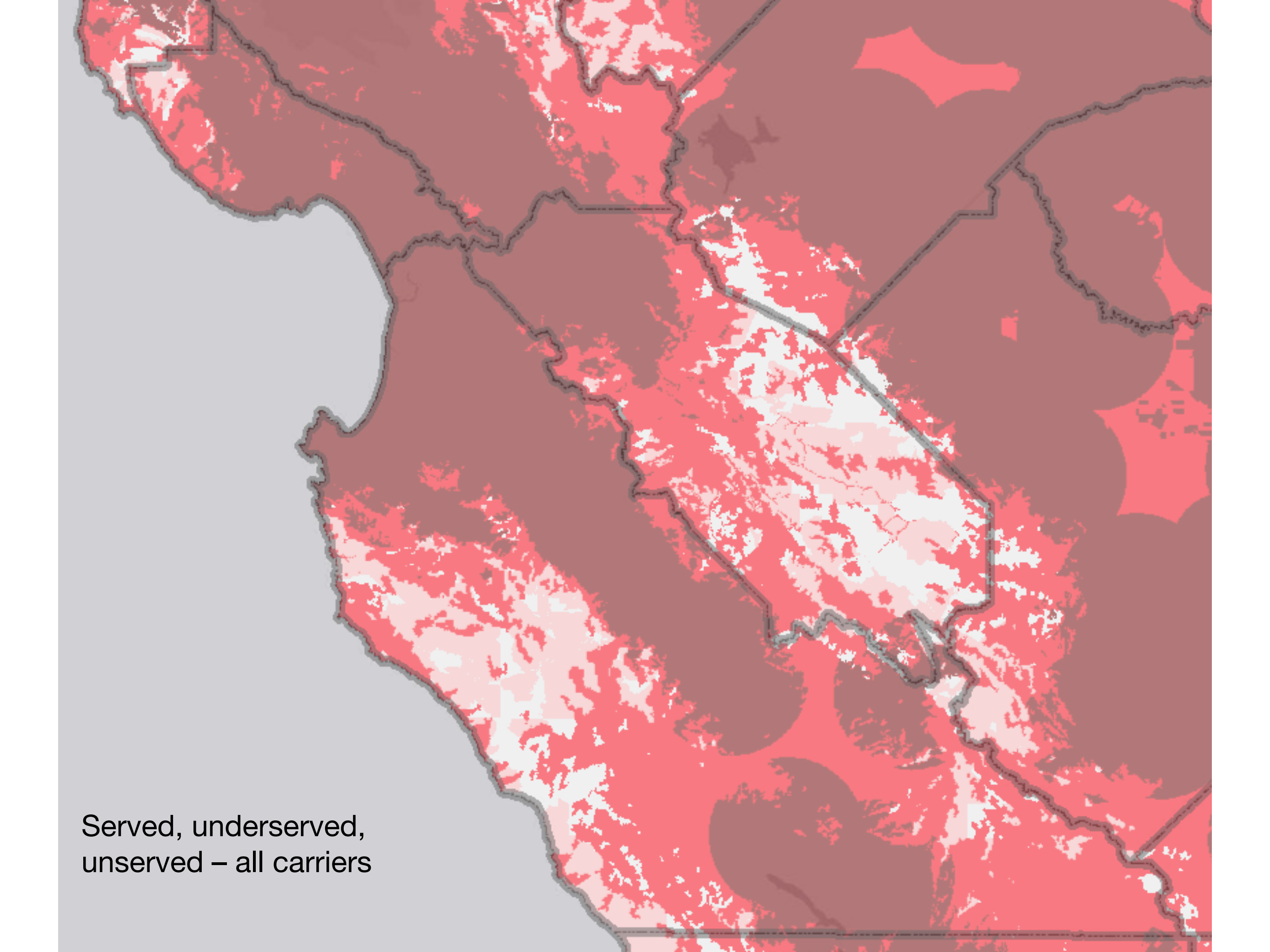
Unattached census blocks have few people, poor business potential

Mobile coverage – carrier
reports
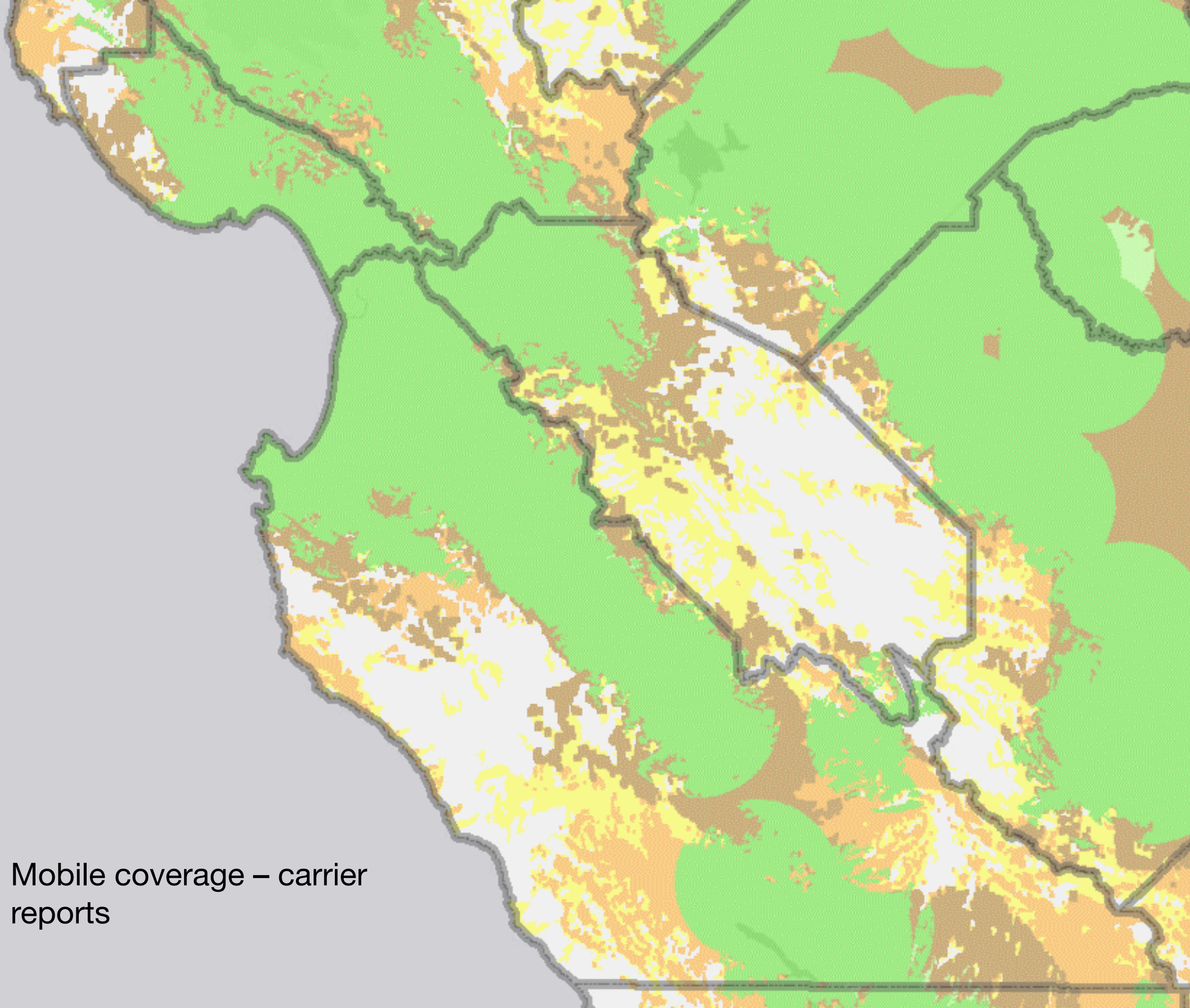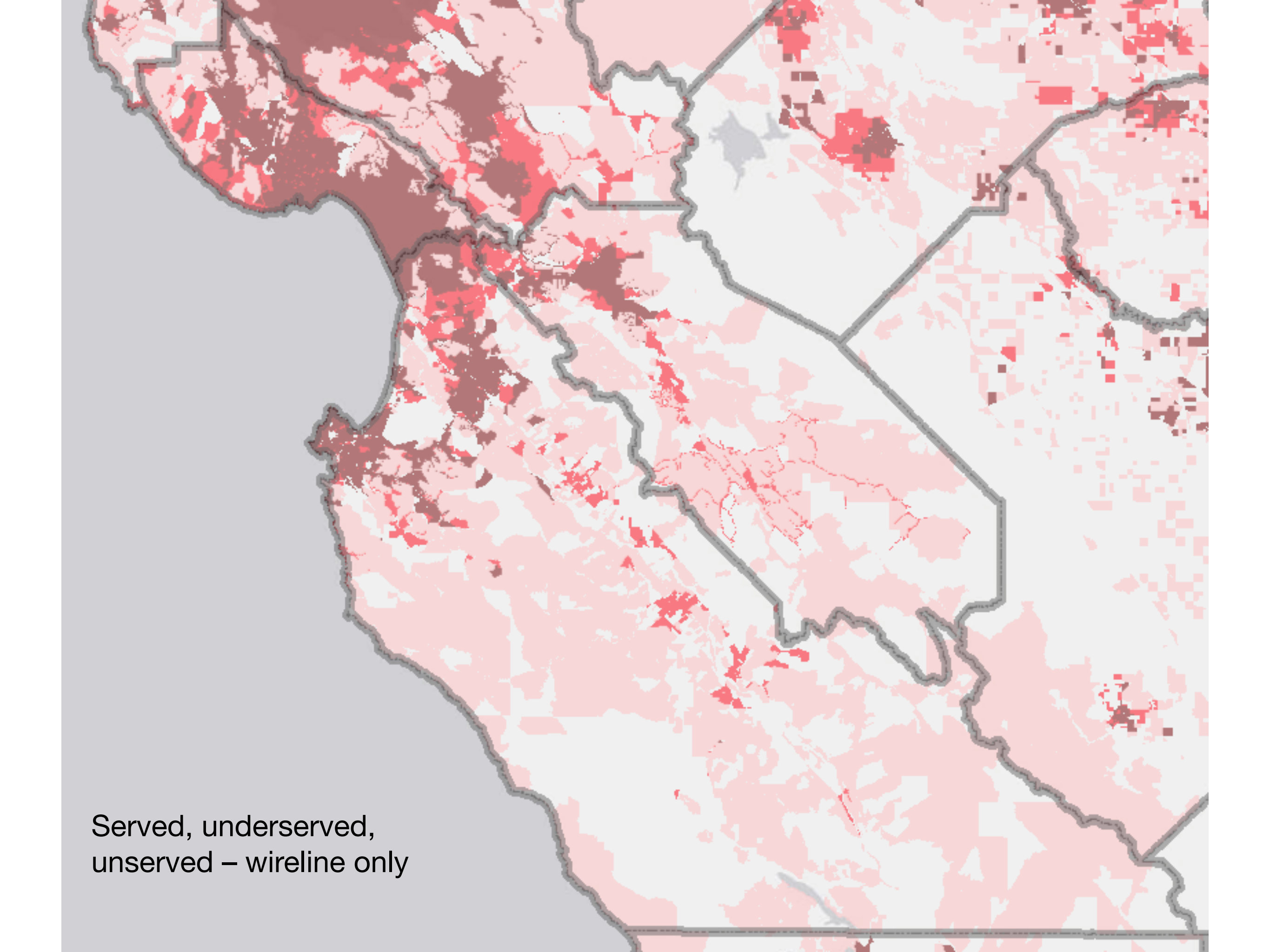
Mobile coverage – CPUC
testing

Served, underserved,
unserved – all carriers

Served, underserved,
unserved – wireline only

Fixed wireless coverage -
CPUC broadband map