

Transforming the East Bay with a 21st Century Broadband Infrastructure



#ebbroadband

About the Consortium

Regional Initiative of Alameda, Contra Costa and Solano County leaders

Focused on improving broadband deployment, access and adoption in the East Bay

- East Bay Broadband Infrastructure Initiative
- East Bay Connects Campaign

41 Partners from Every Sector

Steering Committee



Funders



What We've Done Already

- Broadband Technical Committee
- Three roundtable sessions
- One Region-wide summit
- Strategic plan for East Bay broadband infrastructure
- Maps and analysis of East Bay's current broadband infrastructure

What do we mean by broadband?

High Speed Internet you can access—
anytime & anywhere

Broadband Defined

Broadband is high-speed internet access that allows users to send emails, surf the web, download images and music, watch videos, join web conferences, and more.

Access is gained through:

- Digital Subscriber Line (DSL)
- Cable Modem
- Fiber
- Wireless
- Satellite
- Broadband over Power lines (BPL)

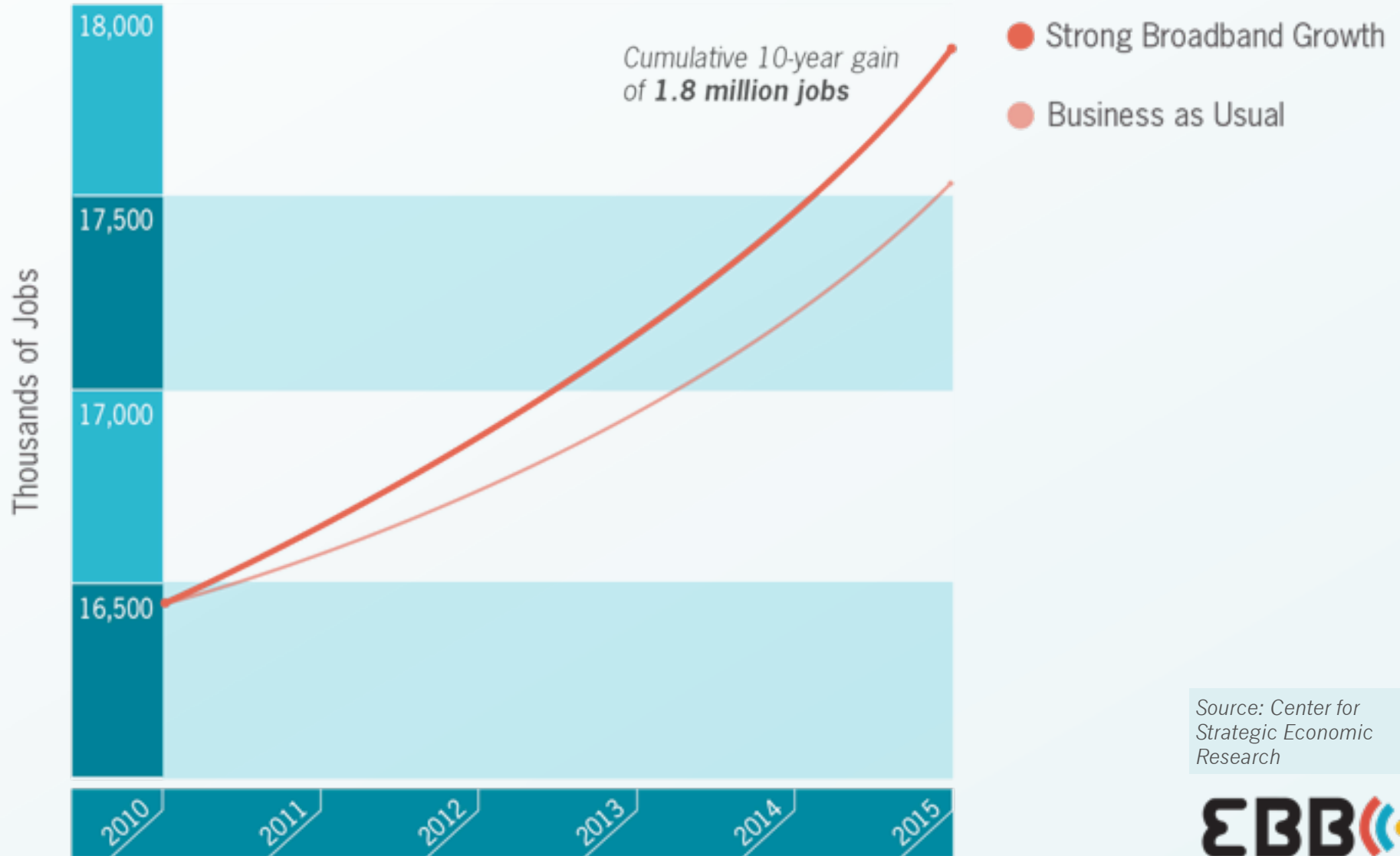
Why Does Strong Broadband Matter?

- Increases economic competitiveness
- Improves public health and safety
- Attracts new businesses
- Creates new jobs
- Improves education
- Builds sustainable communities



Example: Broadband & Jobs

California Employment Forecasts



Source: Center for
Strategic Economic
Research

The East Bay



30 October 2013

Preparing the East Bay for the 21st Century

Broadband is Barely Adequate

Region meets statewide averages for residential broadband availability and core network infrastructure. However:

- Gaps exist in urban coverage and adoption rates
- There is room for improvement in mobile coverage, even in urban regions
- Parts of the East Bay are lagging behind on broadband
- Future demand requires that we improve our current infrastructure

Preparing the East Bay for the 21st Century

How to Improve

Competition improves broadband availability.

- Areas that have (or have had) three or more wireline competitors have the best service.
- Overall, commercial/industrial service is very competitive

Preparing the East Bay for the 21st Century



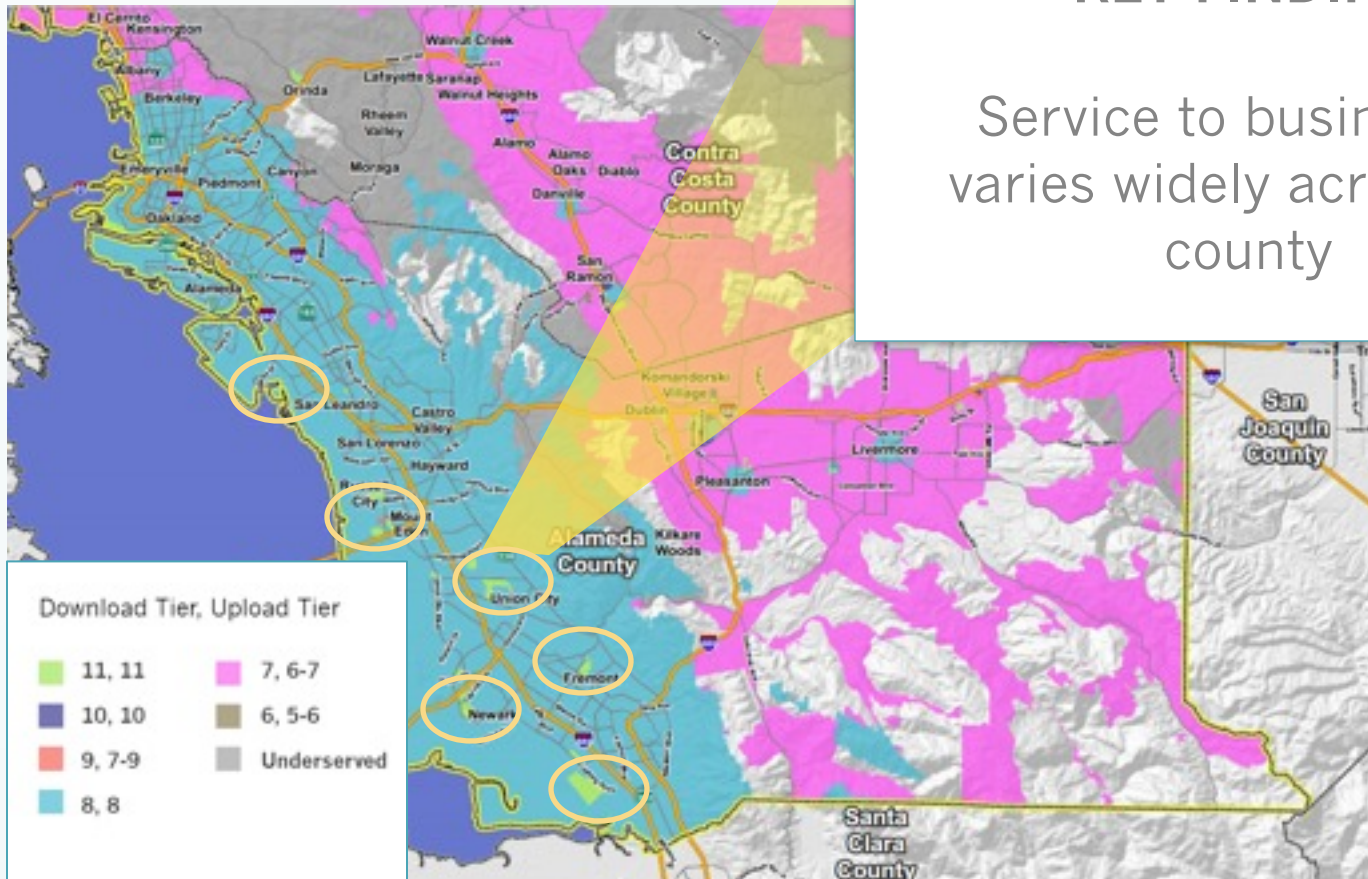
Leadership

Cities with high grades prove that excellent broadband is possible, and necessary, for all.

Alameda County: Map of Business Broadband Service

KEY FINDING

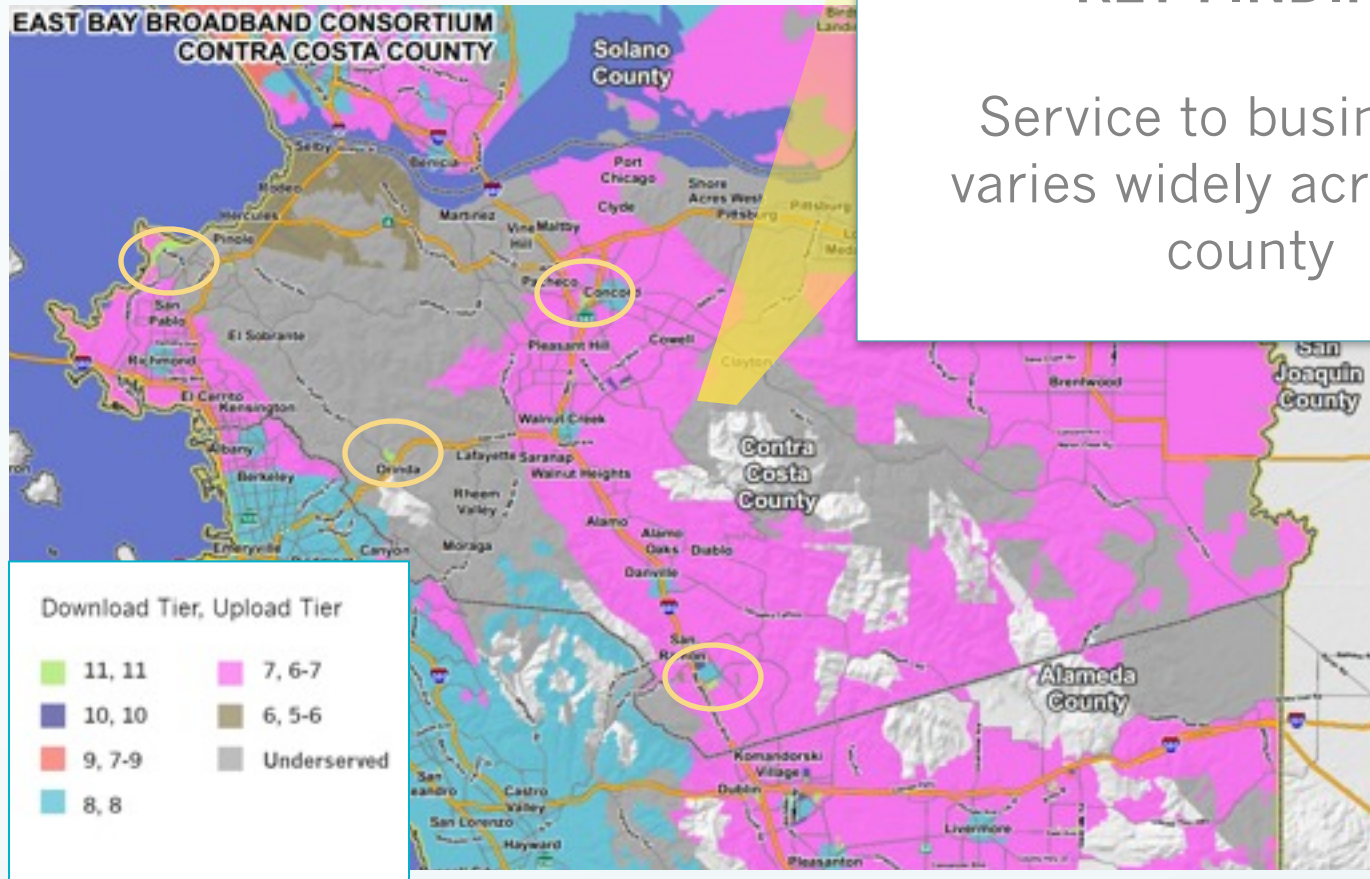
Service to businesses varies widely across the county



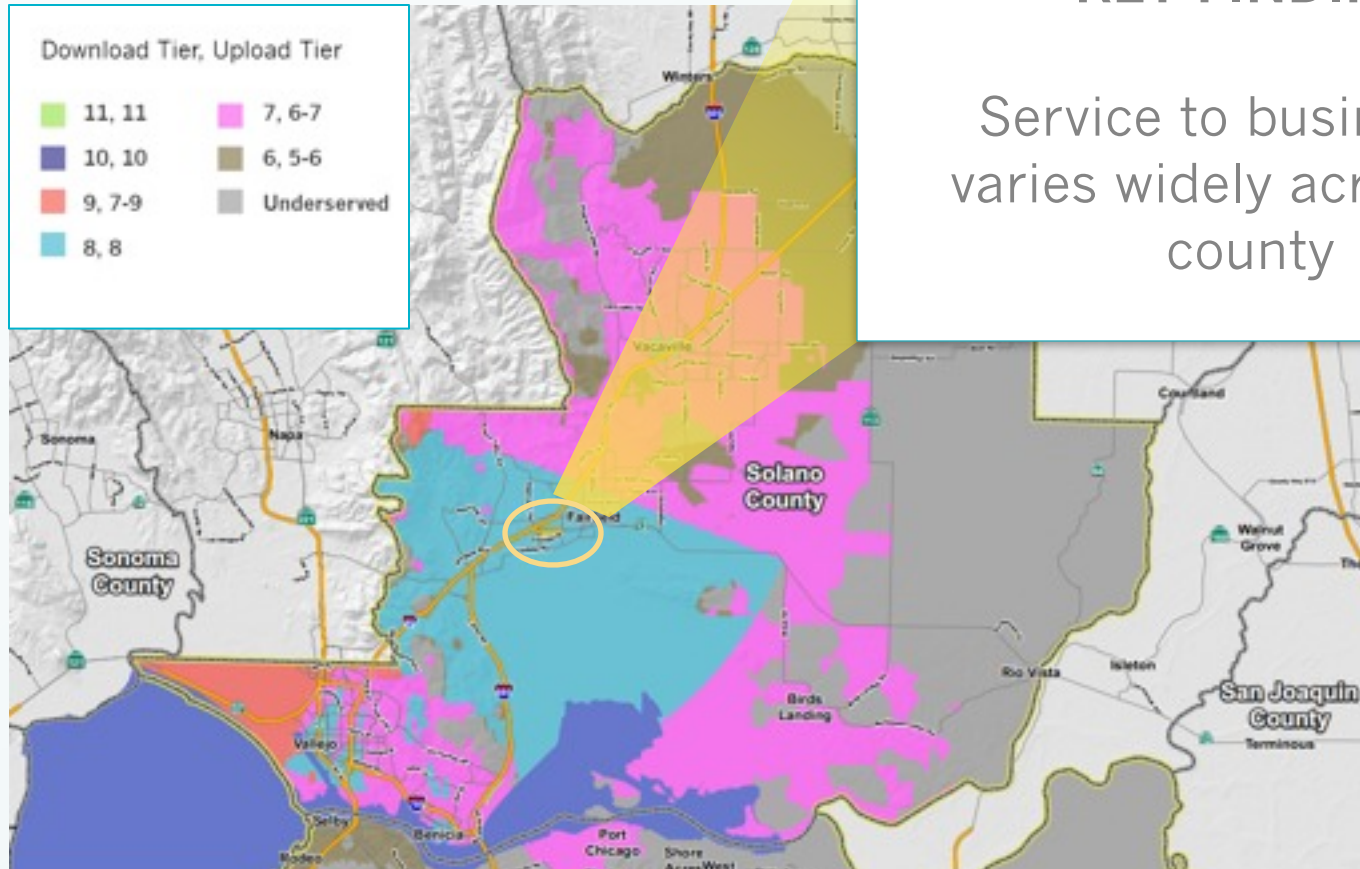
Contra Costa County: Map of Business Broadband Service

KEY FINDING

Service to businesses varies widely across the county



Solano County: Map of Business Broadband Service



KEY FINDING

Service to businesses varies widely across the county

The Impact of Poor Broadband on Businesses

- Reduced marketing capabilities
- Weakened social media presence
- Lack of access to strong analytics
- Poor customer experience
- Reduced employee efficiency



How Are We Doing on Residential Broadband?

Residential Broadband Grading Criteria

 A

Two competing providers, both advertising **maximum download speeds at least 25 Mbps** and maximum **upload speeds of 6 Mbps**, or 3 or more competing providers offering that standard of service in combination.

 B

Competing providers, both advertising **maximum download speeds of at least 10 Mbps** and maximum **upload speeds of 6 Mbps**.

 C

Competing providers, one advertising max down/up speeds of at least **10/6 Mbps** and the remainder meeting CPUC's minimum 6 down/1.5 up standard.

 D

At least one provider advertising speeds that **meet the CPUC's minimum standards** of 6 Mbps down and 1.5 Mbps up.

 F

At least one provider offers service, but **no service is available that meets the CPUC's minimum standard** of 6 Mbps down and 1.5 Mbps up (underserved). Or no service at all (unserved).

How Does a Community Get an “A”?

Features of a community with an “A” grade:

- Two or more providers
- Strong internet speed
- Large capacity

Top 5 Cities:

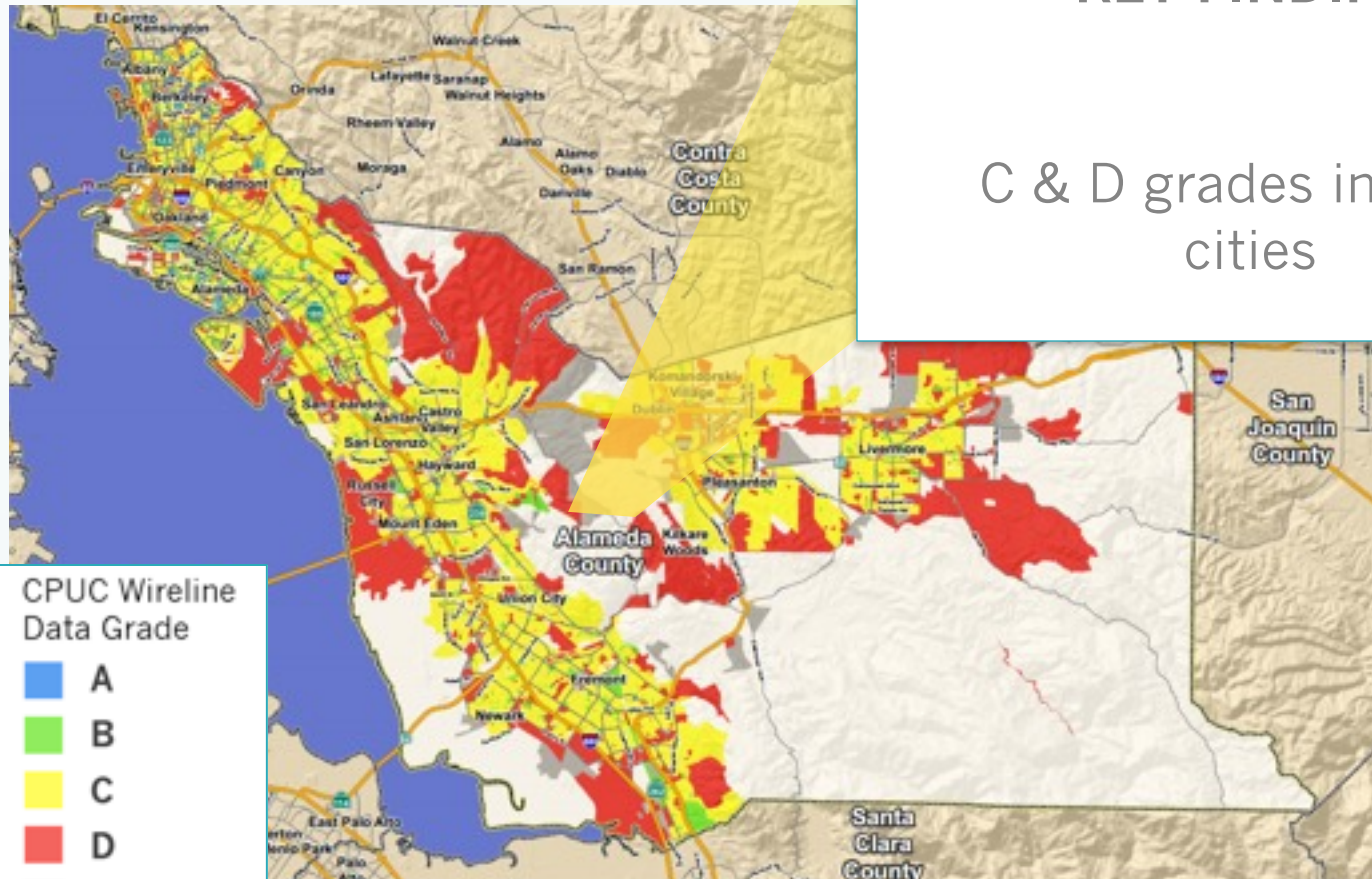
- Alameda
- Berkeley
- Concord
- Pleasant Hill
- Walnut Creek



Alameda County: Grades for Residential Broadband

KEY FINDING

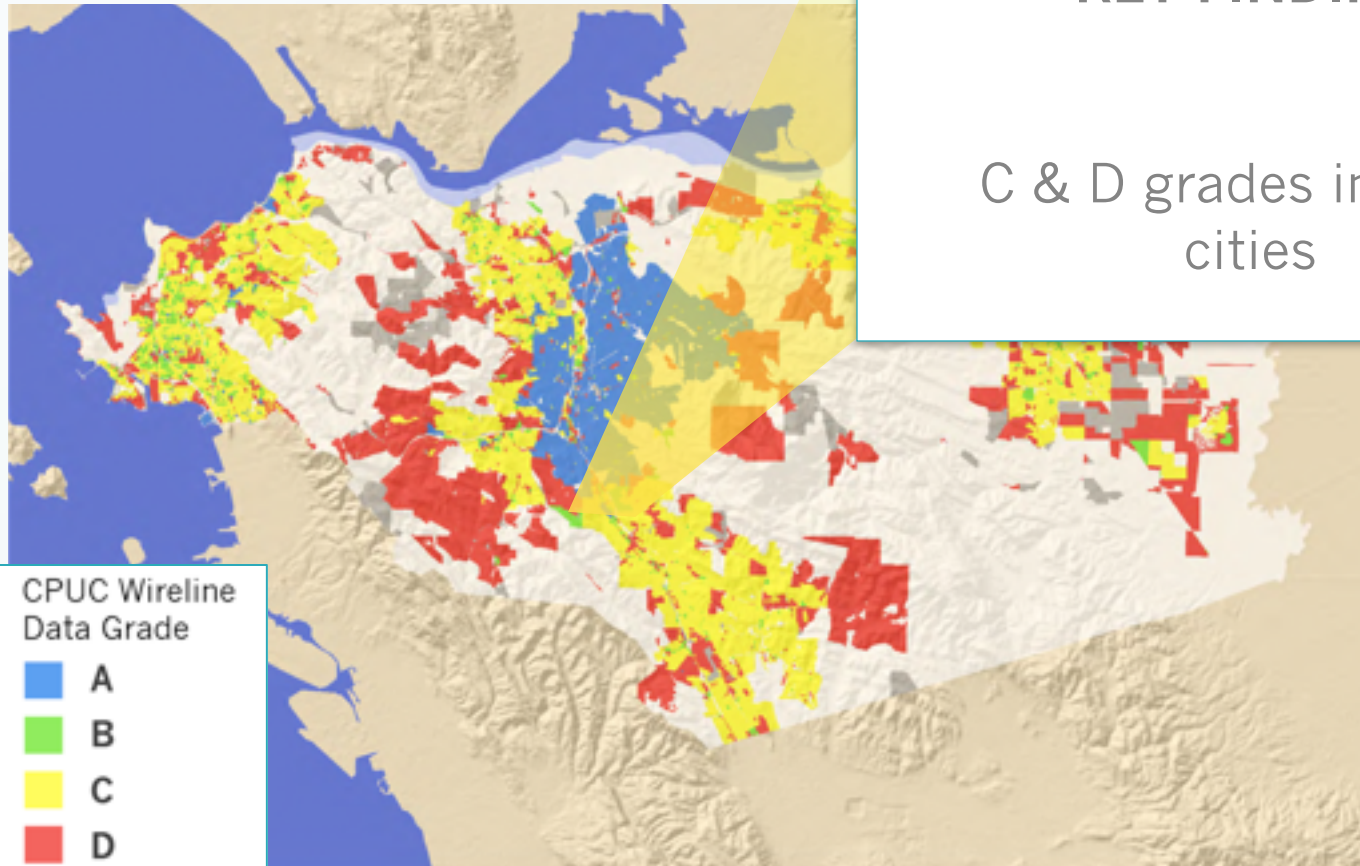
C & D grades in most cities



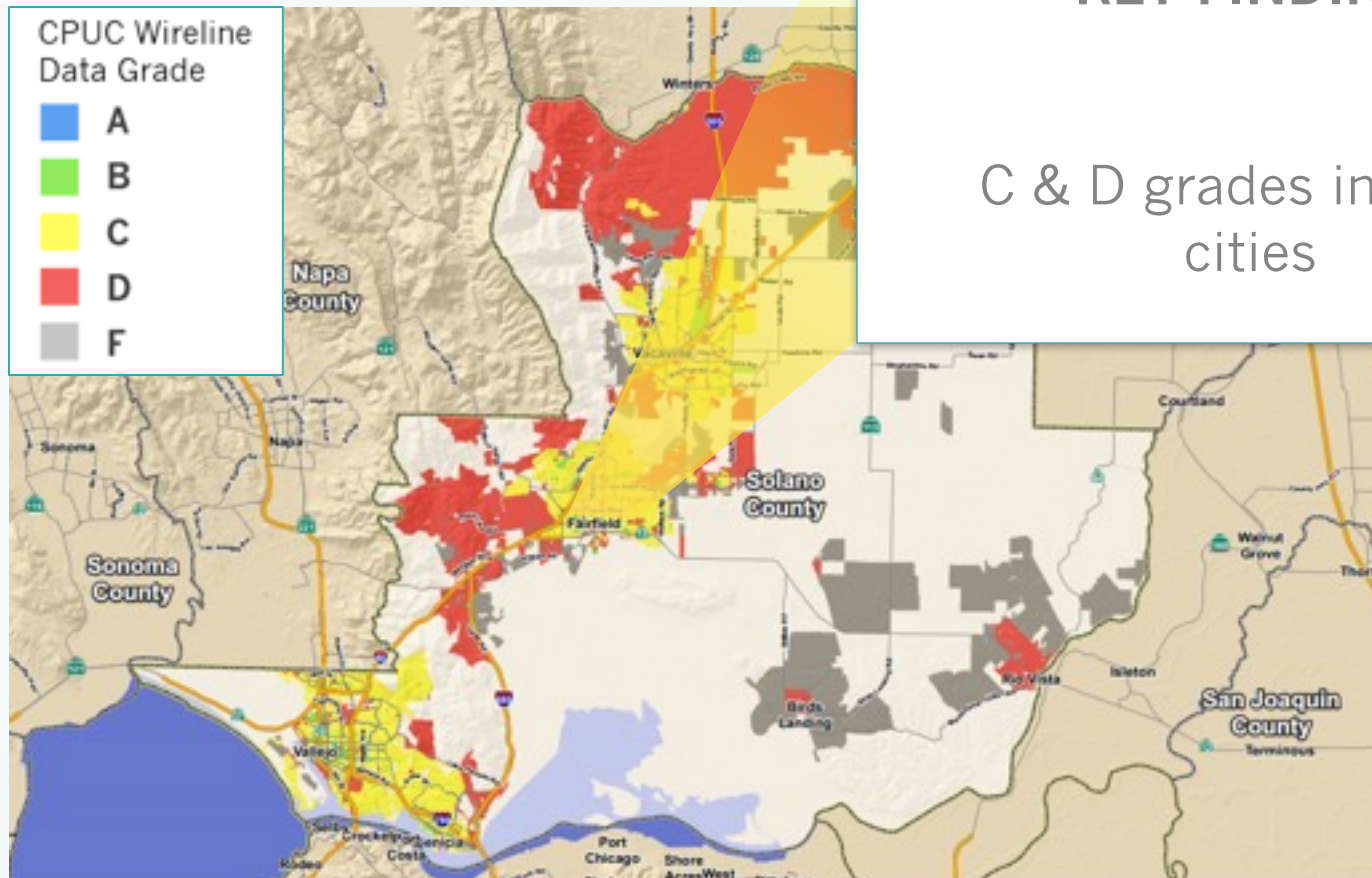
Contra Costa County: Grades for Residential Broadband

KEY FINDING

C & D grades in most cities



Solano County: Grades for Residential Broadband



KEY FINDING

C & D grades in most cities

Overall, the East Bay Has a Passing Grade

Residential

Alameda County	C
Contra Costa County	C+
Solano County	C-
East Bay Region	C

Q

**Is a passing grade good enough?
What are some consequences of less
than stellar broadband?**

Consequences of Poor Broadband to Our Community

- Reduced global competitiveness
- Reduced Productivity for our workers
- Cities and municipalities unable to provide the best services to residents
- Families unable to use their broadband services in the ways they desire
- Poor communications during disasters or emergencies
- Reduced innovation

Our Broadband Vision for the East Bay

- Go from 5 megabytes/second to 100 megabytes/second
- Grow availability and access to 4G broadband
- Stay ahead of broadband demand with a high-quality, cost-effective broadband infrastructure
- Build an informed and engaged East Bay community
- Open lines of communication between broadband providers and communities they serve

Our Community Vision for the East Bay

A Strong Broadband Infrastructure to Help:

- Increase access to quality healthcare, education, social services, public safety and emergency services
- Improve the way our companies do business by providing them with the tools they need to grow, hire and compete
- Improve quality of life in the region

Broadband Solutions

- More broadband providers
- Using the infrastructure already available to us
- Collaboration and action across communities and the region
- Open, informed dialogue on broadband solutions



Strong Broadband Models

Concord



Competition

Broadband Providers



Investment

Lit San Leandro



Partnership

The Impact of Strong Broadband

Bishop Ranch

See the video at...

<http://www.youtube.com/watch?v=KVLq6MLIAEs>

What Can We Do Starting Today?

- Share this information in our community
- Open a community dialogue with the Consortium's support
- Champion a PLEDGE in support of broadband
- Be part of the East Bay Broadband Consortium
- Support expanded state & federal funding for broadband infrastructure



How else can we take action?

What's Next for the Consortium?

CITIES

Pledge

Resolution

Policy

STRATEGY

BUSINESSES

Awareness

Leadership

Innovation

STRONG
ECONOMY

COMMUNITIES

Awareness

Advocacy

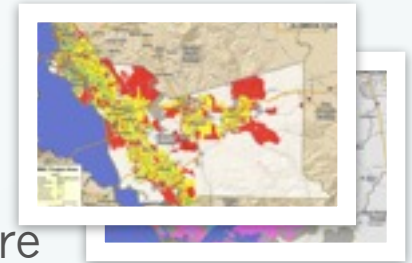
Strong
Broadband

STRONG
COMMUNITIES

How Can EBBC Help?

Decision-makers

- Maps of East Bay broadband capacity
- Maps with grades of East Bay's broadband infrastructure
- Draft broadband pledges, resolutions, policies and strategies
- Fact sheets



Advocates

- Information on other successful broadband campaigns, models and resources
- Downloadable presentations
- Information about the East Bay Connects Campaign

How Can We Stay Connected?

www.ebbroadband.org

Visit us on **Facebook**

Follow us on **Twitter**

Sign up to our **newsletter**

Attend our **January Summit**

Questions?



@eastbayconnects

Let's Invest in Our Future Today



www.ebbroadband.org