

VALLEY VISION



*Connecting Citizens, Shaping Solutions*

# Case Study: Sacramento Region Broadband Project

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# Preview

1. Background situation
2. Our two-track approach: creating research for action and building a broad coalition
3. Project milestones and outcomes
4. What worked (and didn't)
5. What's next



# Valley Vision



**Initiative creation**



**Neutral convener**



**Group management**



**Expert facilitation**



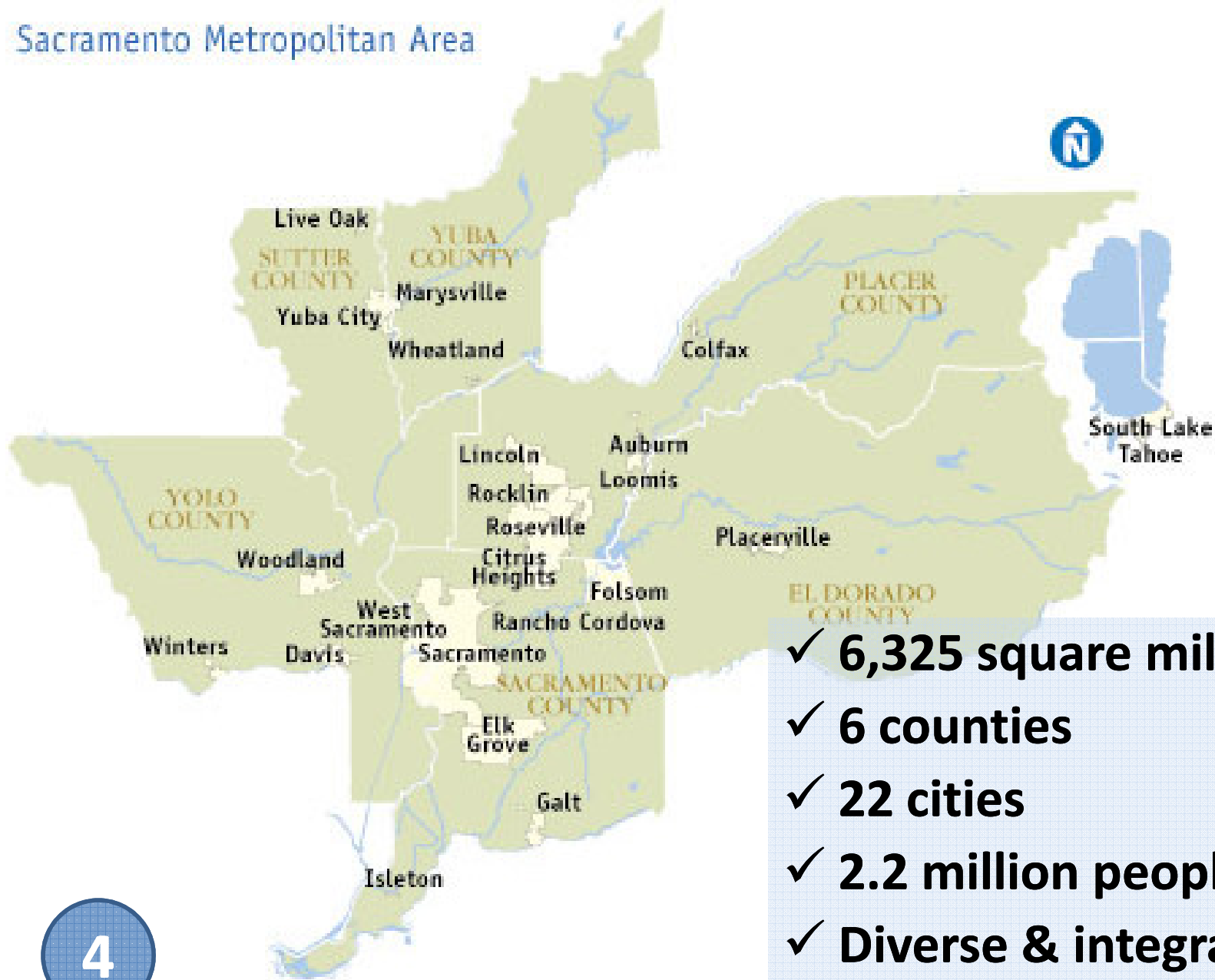
**Independent researcher**



**Trusted advisor**

**A Regional “Action Tank”**

## Sacramento Metropolitan Area



- ✓ 6,325 square miles
- ✓ 6 counties
- ✓ 22 cities
- ✓ 2.2 million people
- ✓ Diverse & integrated

# Background Situation

- The start: Policy roundtable held with diverse partners Feb. 4, 2009
- Findings:
  - Persistent access gaps
  - Potent economic opportunities
  - Partnership possible
- Valley Vision tapped to mobilize existing efforts for joint action

# Two-Track Approach

- Broadband Scoping Study conducted June through September 2009
- Two primary goals:
  1. Facilitate connections of existing and emerging assets to improve access and use, building base for larger effort; and
  2. Identify potential **opportunity** areas (vs. gap analysis).

# Scoping Study

- Three research group meetings in August 2009 focused on urban access, rural access and promising e-health and emerging technologies
- Carefully selected participants (a.k.a. “key informants) for public, private and community representation and sample diversity
- Cost sharing partner: Sacramento Regional Community Foundation

# Three Research Questions:

1. What are the current, or near term opportunities for increasing broadband infrastructure and utilization in your communities?
2. What initiatives would maximize the benefit of a collaborative regional partnership, if one were to be pursued
3. It's 2011, and you're giving a speech before a large crowd about the Broadband Partnership. You proudly cite three signature successes that a regional partnership has worked together to achieve. What are they?

# Potential Outcomes:

## Mapping, Public Outreach and Outreach:

“Public access points are mapped, there is a plan to help communities most in need, there is strong marketing awareness, and there are programs for both infrastructure and services. All underserved schools have access to broadband.”

# Potential Outcomes:

## Telehealth:

The California Telehealth Network will be complete by 2015; a sustainable telemedicine strategic plan is up and running; three new tele-med companies are operating with 75 new, well paying jobs; a greater percentage of people in the region have access to telemedicine services than anywhere in the United States....”

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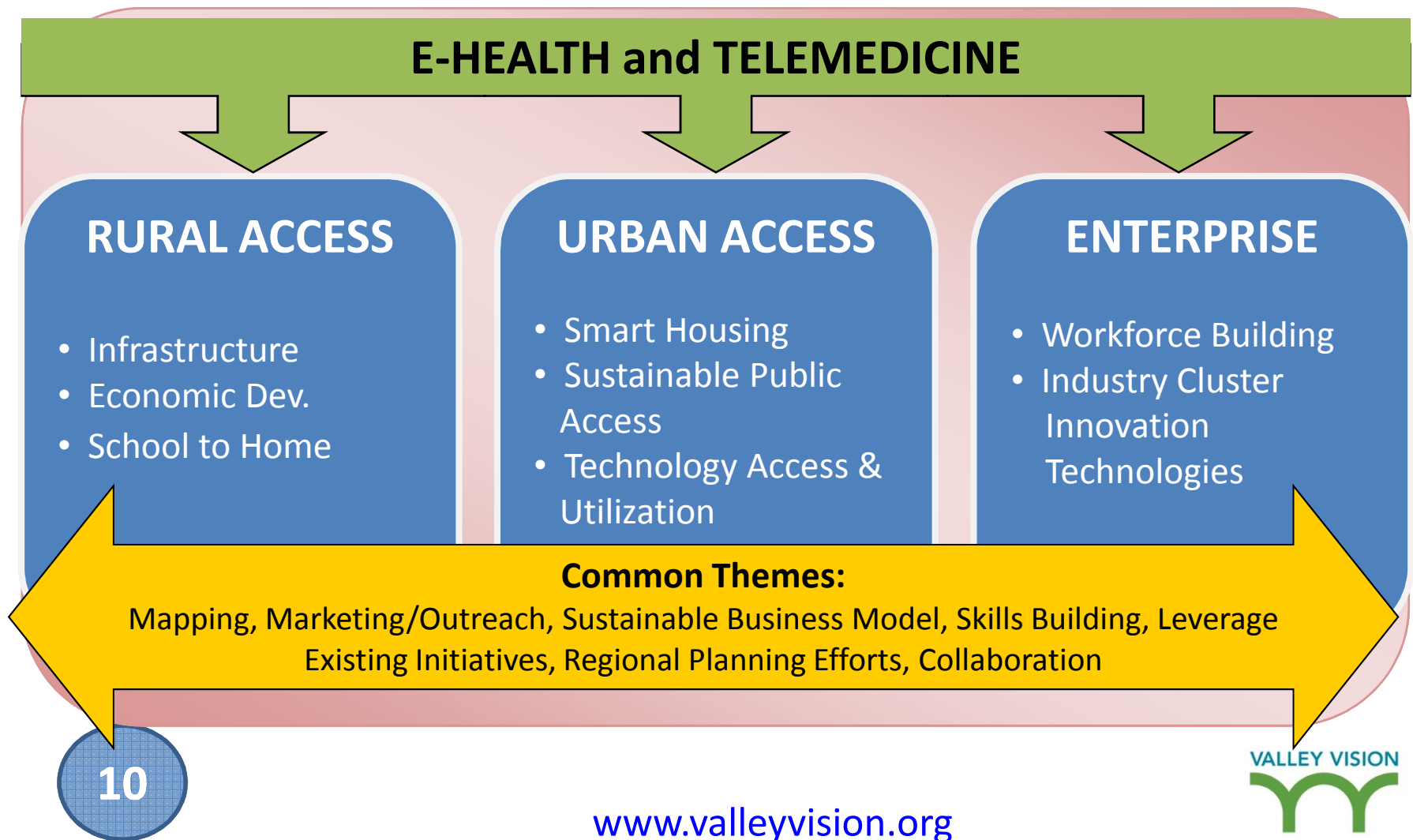
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# Potential Outcomes:

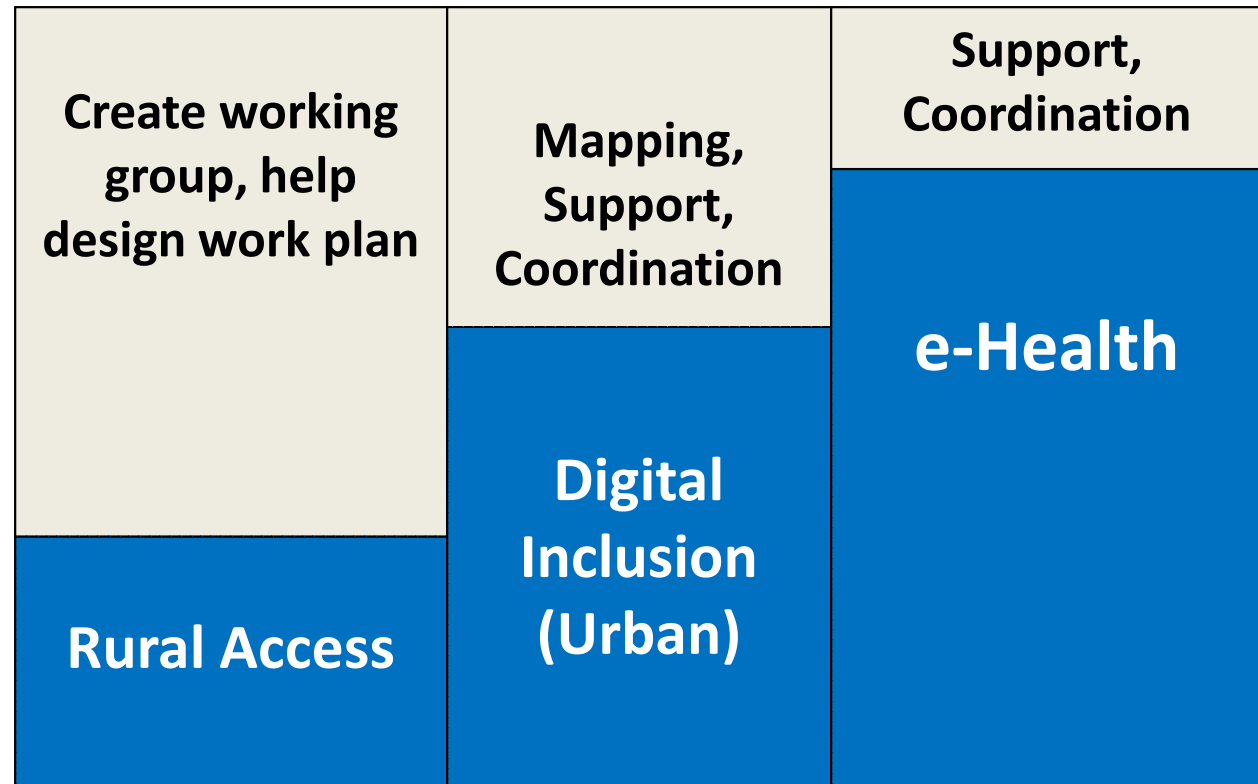
## Sustainability:

Management resources have been raised for ten years of operation. There are defined standards for public infrastructure projects. There is an umbrella organization to help oversee the broadband network and achieve economies of scale

# Broadband Needs and Opportunity Areas



# “Poverty of Action” Focus:



 Maturity Level  
 Required Action

# What worked (and didn't):

- Raised visibility, recognition of Broadband infrastructure importance with key thought-leaders, influencers
- Interest strong to join in a common effort that lifts all
- Tricky policy area and difficult to make efforts stick
- Major changes, movements now make navigating difficult

# What's next?

- Continue the “discovery” process
- Grow coalition numbers and reach
- Convene small and large conversations with various stakeholders and encourage cross-sector dialogue, especially in health and energy
- Take steps to inventory present broadband needs and forecast future needs at a regional scale as map for action
- Take action: look for early wins
- **Goal:** a “Digital Region Road-map”

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**For more information:**

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