

## Enterprise Broadband Info Gathering

8/11/09

### Attendees:

**Bill Mueller, Tara Thronson, Monique Crossland, Trish Kelly, Matt Yancy, Tim Ray, Ryan Sharp, Dean Peckham, Barb Johnston, Mark Nava, Evelyn Milani, Lorraine Rinker, Nathan Woodward**

- 1) What are the current, or near term, opportunities for increasing BroadBand infrastructure and utilization in our communities?

TR: fund for anchor institutions; underserved areas; rural areas; close gaps between 60% - 90% of served Households; improve literacy; mapping of underserved areas to ensure funding is spent in appropriate areas

RS: ROI made for broadband infrastructure; competition among providers; subsidize broadband access for low-income households

DP: what is current capacity of telehealth network? what are policies surrounding access to telehealth network; does the region need a major fiber ring for redundancy? This would be a regional project (SACOG); Trish K response to this: the Central Coast project is proposing a fiber ring to link universities and rural underserved areas. Is wireless BroadBand a better option for rural areas? Development of smart business parks (similar to Verizon biz parks reconversion of old military bases in So Cal) having adequate fiber/infrastructure to support those businesses

BJ response to DP: look in CETF's RFP for vendor who will build infrastructure for some of the answers to Dean's questions

BJ: expansion of telemedicine in work/school/home; social networking across border of Mexico/CA for military families; virtual reality "games" simulation for children's health issues/choices; emergency response system that Sacramento can use/understand (Dean's response to this one: existing is Emergency Response Center so that's the forum for one); to spur the Mayor to tap into school systems to show kids that they can become a doctor/nurse via distance learning (Evelyn's comment to this one: place-based study on Lemon Hill area part of the CA Endowment); life coaching for work/life balance

MN: general comment on education & BroadBand: his personal experience is that current climate is that kids in all levels have access to internet/BroadBand to learn. Technologies are constantly changing and PG&E is currently evaluating technologies for SmartGrid (SG); SG home automated networks provide lots of alternatives; service improvements via remote access; redundancy for fiber present biz opportunities; specifically for rural areas, private/public partnerships might be the best route to serve these areas

EM: staying inline with innovators who can give ideas of future of scalability; considering existing infrastructures that can be leveraged; what are other states doing that can be mirrored since this is an aggressive timeline; ensure all stakeholders are involved (technology, service, customer, insurance

companies); campaign underserved groups to ensure their hesitations/fears are addressed/removed to show benefits & ease of use; must be scalable and easy to use; what will it look like in the future?

LR: utilization/education/training; include demo/info booths at local wellness fairs to campaign to the people (cover all audiences from children to seniors); open houses at doctor's offices to eliminate consumer fear and get more info on technology with doctor's present; leverage private local technology companies i.e. HP & Intel beyond their normal community involvement (Lorraine is engaged with non-profit SAGE (Sacramento Area Girl's Empowerment) to engage youth in areas of medicine/engineering/science.

MY: business retention; employee training; helping dislocated workers; marketing strategies; virtual workshops

General comments: recycled hardware from companies to help populate underserved areas with refurbished equipment. Dean P: Has CETF explored partnering with the State to reuse the State's old hardware to donate to locally instead of shipping them overseas? Barb J response: CETF partners with companies not the State directly. Matt Y: "Metropolis" 16 companies to deliver services to businesses with limited budgets; Dean P: develop virtual training facility to create opportunities for local communities allowing remote education; what about portal to allow remote education training (like colleges that have on demand education/training courses)

Main themes captured:

"HOW" : mapping, tech-how, be inclusive  
education/training, distance learning  
public access, economic development  
Grow uses  
Telehealth, funding, rural access

## 2) What would you focus on??

Telehealth (3 votes) ; delivery of business services/econ development (3 votes)

Creating awareness/training end-users and customers (2 votes) & special focus on marketing to doctor's who might be resistant to new technology. Focus on upcoming stimulus for seniors and access to gov't sources (access/use/comfort); start with First Responder and safety/emergency systems as a priority and proliferate programs to other areas from that; Sacramento region is a unique area poised to take advantage of EPIC systems that talk to each other (all local hospitals are on this except CHW).

## 3) Frame desired outcome statement; Sacramento region did something great re: regional Broadband. What 3 things stand out most about this great program:

TR: in last 3 yrs, increased broadband access and adoption has increased job creation, energy independence, health care delivery and education outcomes.

MN: all underserved schools now have access to BroadBand; all poor/elderly have access to medical care; emergency services can now be reached by anyone/anytime.

DP: free public access facilities and Telehealth networks serve communities in 6-county region; submitted application to have fiber ring created and it's half done by 2011

EM: Sustainable strategic plan up and running; successful pilot program in 3 rural areas where they are currently using telemedicine; 3 new Telehealth companies up and running with 75 new well paying jobs in Sac Region; e-learning for students in Yolo for preventive health programs.

MY: as a percentage of population, the Sac region has more residents accessing telehealth than rest of USA; leverage existing econ development partnerships to apply telehealth lessons to delivery of BRE services; now have value proposition for "underserved" populations (why they need access)

MN: target WebMD as pioneer of online medical info

RS: Built on health care strength for Sac region to become a state-wide example of telemedicine access; increased economic performance through broadband use; priorities have been identified for additional funding of projects

LR: all major Sacramento hospitals share EHRs effectively and accurately online; the "Digital divide" has been cut in half; "underserved" is becoming a term of the past

BJ: greening of health care; eliminated digital divide; increased health status of patients; significantly improved econ development vitality of State of CA;

AR's:

Trish to send Dean Peckham info on Central Coast fiber ring proposal for UCSC & CSUMB