



Connected Capital Area Broadband Consortium (CCABC)

Wednesday, November 10th, 2010

9:30 -11:30 AM at SACOG, 1415 L ST, Sacramento CA 95814

Attendees: Philip Arndt, Tom Bates, John Broughton, Eric Brown, Penny Cobarrubia, Ron Cooper, Cathy Emerson, Harold Galizer, Ken Garnett, Rick Guidara, Jeff Hendy, John Hinkley, Taurus Jackson, Barb Johnston, Trish Kelly, Bill Mueller (*facilitator*), Carol Anne Ogdin, Peter Oliver, Chuck Parker, Dean Peckham, Tim Ray, Ryan Sharp, Julia Sway (*facilitator*), Tara Thronson (*facilitator*), Sabrina Tefft, David Villanueva, Michael Ward, Amy Williamson.

I. Introductions and overview of the agenda

Tara Thronson, *Project Manager of Valley Vision*, welcomed everyone and reviewed the agenda and meetings objectives which were to:

- Inform participants of the California Emerging Technologies Fund (CETF) activities;
- Provide an overview the Broadband Business Plan for the Connected Capital Area Broadband Consortium (CCABC);
- Review the status of SB 1040 and its next steps;
- Network and connect with other broadband activities in the region; and
- Identify the commitment level to the CCABC.

II. Guest Speaker: Barb Johnston CEO of Health Link Now and CETF board member

Barb Johnston reviewed the history of CETF, which was founded in 2006 when broadband was identified as an economic vitality for California by the Governor. It was seen as a stepping stone for businesses and underserved communities. CETF's mission is to close the digital divide and create an opportunity for California to be a leader in technology. Due to California's large geographical composition, CETF has divided the state into regions to conquer the gaps. CETF has had many successes since its creation, including its program Get Connected! which has enabled thousands of children and their parents to learn digital skills. CETF's ultimate goal for 2020 is to have California reach a 90% broadband adoption rate.

Barb also shared that her personal expertise in broadband technology was telemedicine. She currently is working with organizations that focus on technology which connects doctors and hospitals enabling real time interactive diagnostics, and teleradiology to patients for immediate treatment. Eric Brown, President & CEO of California Telehealth Network, mentioned that his organization had received 1200 letters of engagement requesting to link their medical facilities to the network, and 850 were deemed eligible to be connected.

Barb's take home message was that through this Consortium there is a huge opportunity to network and brainstorm about what can be accomplished for broadband access in the Capital area. CETF is depending on the regional players to push California to obtain total digital inclusion.

III. Review of the Connected Capital Area Broadband Business Plan Overview

Tara Thronson described how Valley Vision is acting as a container for this broadband Consortium process to connect people and make a bigger impact for the region. After completing an initial CETF-funded scoping study in 2009, the Capital Area Consortium has developed a business plan that identifies the first steps for the region before creating a detailed implementation plan. The plan outlines an action strategy and positions the CCABC to receive SB 1040 funding. The business plan is designed to be a public-private partnership. Core funding for the first 3 years will be from the SB 1040 funds in addition to private funders. In order to receive the funding there needs to be regional strategy and coalition building of business, government and private funders.

The first four steps of the plan are:

1. Building a coalition and determining a mapping strategy;
2. Compiling existing information and analyzing critical connection gaps to identify solutions and an implementation plan;
3. Promoting advocacy and system change by educating policy makers to support the effort; and
4. Educating and conducting outreach to the public about the benefits of being connected.

Tara recognized **Tim Ray**, *Executive Director, External Affairs Northeast of AT&T*, who has donated \$7,500.00 to bridge the Consortium funding until SB 1040 and other funding comes through. She also recognized **Philip Arndt**, *Director of Government Affairs of Comcast*, who is also engaged and in talks regarding funding for the Consortium.

Carol Anne Ogdin, *President of Deep Woods Technology*, voiced concern about joining the Consortium because El Dorado County already has a plan that is being implemented, and wanted clarity on what the value would be for groups like hers to join. **Michael Ward**, *Senior Consultant for HighBar Consulting Group*, suggested that she think about how funding is increasingly being distributed to collaborative projects because they create leverage and momentum. **Bill Mueller**, *CEO & Managing Partner of Valley Vision*, added that the vision of the Consortium is to bring regional organization to a center point to comprehensively organize the entire region. The more collaboration there is, the more likely the Consortium will receive monetary funds. **Cathy Emerson**, *Project Manager for Broadband Deployment of CSU Chico*, also noted that what El Dorado County has achieved is many steps ahead of other projects in the area, and it can help jump start other regions.

IV. Summary of CETF and the status of SB 1040

Bill Mueller reported on a CETF conference call led by **Sunne Wright- McPeak**, *President & CEO of CETF*, who reflected that with the passing of SB 1040, the state government was acknowledging that supporting regional collaboration was an effective agent of change. The CETF board is committed to getting SB 1040 implemented, but it is not clear how it will roll out.

The time frame for the implementation to roll out is approximated early 2011 through the 2nd quarter. CETF is pushing the PUC to clearly define how consortia should organize to receive funds. Sunne suggested that funding cycles will be paid in 2 installments based on progress. Additionally, more than one region will be able to apply together and there is a possibility that proposals will go through CETF which, in return, would then solidify procedures on how the consortia would proceed. There may be an advantage for groups that have other resources to match the \$150k SB 1040 funds.

When asked what parties interested in the funds should be doing now, Sunne advised to think of a work plan, base budget, implementation strategy, and process to reach out to local government. There will be another CETF teleconference in December providing an update.

V. Group Discussion: Why are you here? What do you want people in the room to know? And, what are the emerging broadband trends?

Key Highlights

- i. Why are you here?*
 - To learn the benefits of collaboration and think outside the box;
 - To create partnerships to apply for grants for the region;
 - To work on increasing digital inclusion among underserved communities and youth;
 - To learn strategies of collaboration that can apply to other regions to enhance their broadband consortia;
 - The providers want access to low income and rural clients;
 - To explore the connection with the micro and macro components of broadband; and
 - Figure out a way to engage the 40% of the California population that is not connected.
- ii. What do you want people in this room to know?*
 - That grant money is being given to collaboration projects;
 - Education and training engagement in underserved communities is crucial for job growth;
 - Broadband is the critical 21st century infrastructure;
 - Energy SmartGrids can be used as broadband infrastructure;
- iii. What are the emerging broadband trends?*
 - The term 'infrastructure' needs to be redefined, as it is perpetually shifting;
 - Telehealth /Home health care access is growing rapidly;
 - De-ruralization is raising the demand for remote broadband access for people who work remotely and older baby-boomers who want telehealth access;
 - Broadband is being used to enhance public safety;
 - 4G wireless handheld devices are fast becoming the new infrastructure;
 - Providers are seeing consumers shift their mentality regarding broadband as a necessity instead of a luxury;
 - County government systems need to streamline rules and regulations so that private providers can come in and install tower; and
 - Smaller ISPs are working hard to survive and be sustainable next to larger providers.

VI. Presentation: Carol Anne Ogdin, President of Deep Woods Technology

Carol Anne Ogdin presented the El Dorado Broadband Business Plan, which intends to double the household income with the implementation of broadband access to every home in the county. Additionally, through doing this, El Dorado can diversify its income, and stop exporting ½ of its workforce.

Broadband is not being viewed as a returned investment by providers. A business model needs to be created that emphasizes the lucrative potential. As of now, population density drives the implementation, and this is what is preventing El Dorado's digital inclusion.

The next steps for the El Dorado Broadband Business plan are to:

1. Get their message to County residents and create demand;
2. Build advisory council of citizens;
3. Recruit funding and a management team to raise the capital needs to get this implemented.

VII. Wrap-Up

Tara Thronson thanked everyone for attending the meeting. She asked the group to note that there was a commitment form at the back of the day's packet asking members to indicate their level of commitment to support this consortium. As the Consortium becomes more formalized and prepares to apply for funds, it be beneficial to have a clear list of organizations supportive of the regional effort. Tara also announced that if people had feedback or suggestions for additional Consortium members, they could contact her or any of the Valley Vision Team members at 916-325-1630.

With no other business, the meeting was adjourned.

VIII. Key themes of the meeting

- Broadband is multi-layered issue - there is a great diversity of needs and interest;
- There is a need for the consortia to tell their story, educating the public and government about the benefits of broadband and the connections that can come from it. Things to emphasize are: the benefits for jobs (economic development) and residents (workforce development, education, health). These applications are important and will make a difference in people's lives;
- Broadband is both a global and local issue, which is why a diverse consortium is beneficial for total implementation;
- The Consortia needs to prepare for the future, especially for wireless technologies;
- There is a need to reach the underserved and disadvantaged population. Increase adoption by increasing demand (though demonstrating the usefulness of broadband);
- As a group, we should focus on the low hanging fruit: surface the opportunities such as the California Telehealth Network, Smart Grid, public safety networks, rural health, etc.
- There is a great need for funding and organizational development support; and
- There must be sustainability for critical broadband systems, which will be supported by increased adoption and applications.

IX. Follow up and next Steps

- Advise the Consortium of the next CETF teleconference;
- Follow up with Cathy Emerson to obtain maps of the Sacramento Area's infrastructure; and
- Send out the CCABC commitment form to the group.