



# Getting Connected:

## A Broadband Deployment and Adoption Resource Guide

*for Local and Regional Government Leaders*

***California State Association of Counties (CSAC)***

*August 26th, 2021*

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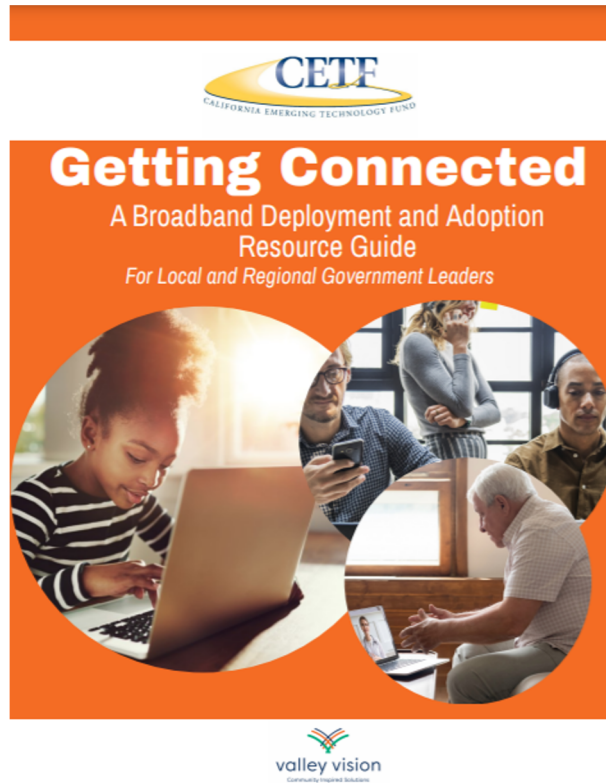
# Valley Vision: Role in Digital Inclusion

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A ***civic leadership organization*** dedicated to improving the livability of the six-County Sacramento region: Sacramento, Sutter, Yolo, Yuba, Placer, and El Dorado counties:

- Manager of the Connected Capital Area Broadband Consortium (CCABC)
- Manager of the Sacramento Coalition for Digital Inclusion
- Partner in the region's Prosperity Strategy (CEDDS)
- Regional Coordinator for workforce development system/digital skills
- Statewide leadership role in broadband access and adoption, collaboration with CSAC on major state legislative initiatives

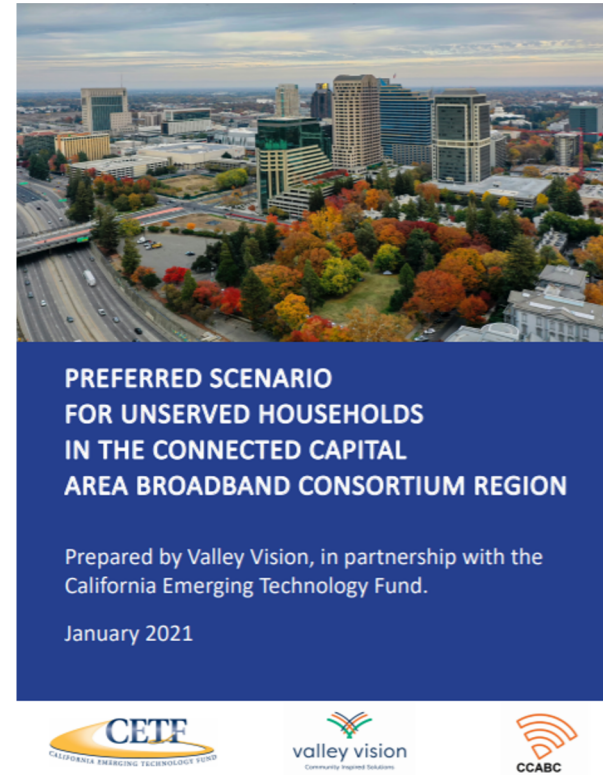
# Digital Inclusion Initiatives



The Resource Guide provides information and resources on innovative policies and practices to **accelerate broadband investment** at the local and regional levels.



The roadmap to advance the SCDI's goals in three core areas: **broadband access and adoption, hardware devices, and digital literacy and skills.**



The Preferred Scenario **identifies gaps** in broadband deployment and access in the Region, and **cost estimations and strategies** to bridge the Digital Divide.



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# The Roles of Local and Regional Government

Local and regional government officials can have substantial impact on the deployment and adoption of broadband through their leadership roles. These ***roles are embedded in the elected governing city councils and boards of supervisors***, whether or not the jurisdictions appoint specific staff to function in these roles.

Role	Definition
<b>Policy Leader</b>	Promulgate policies that determine the jurisdiction's attention and attitude toward broadband technology; define the approach to facilitating capital investment.
<b>Planner</b>	Prepare land use and other related plans that guide the development in their jurisdiction, determining "smart" growth and defining quality of life for residents.
<b>Regulator</b>	Adopt implementing ordinances for policies and plans that promote "smart" infrastructure and facilities.
<b>Consumer</b>	Purchase and utilize technology that enables residents to access information and services, encouraging innovation and competition.
<b>Service Provider</b>	Provide information and services online that increases the relevance of the technology to consumers, encouraging adoption.

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# How to use this Resource Guide

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***For local and regional government leaders looking to advance deployment and adoption of broadband through their many leadership roles. It includes:***

- An overview of select broadband plans, policies and ordinances across the state
- Case studies for broadband deployment & adoption, including municipal broadband Resource listing from national and state broadband agencies and organizations

The broadband landscape is constantly evolving with new innovations in technology, policy, and new federal, state and other funding resources. ***Local and regional government leaders should plan for accessing and deploying these resources,*** as well as working with their respective regional broadband consortia.

# Methodology: How this Resource Guide was put together

**Data gathering** from national & statewide organizations that do research, disseminate information, convene experts and stakeholders around broadband, and advocate for good public policy (e.g., Next Century Cities, National Digital Inclusion Alliance, the National Telecommunications and Information Administration, etc.).

**Getting Connected Roundtable** (local government leaders, Internet Service Providers)

**Input from consultants** assisting jurisdictions with advancing broadband infrastructure, deployment, and adoption.

**Outreach to California's regional broadband consortia** which work with their jurisdictions to identify & implement broadband-friendly policies and practices.

**Outreach to jurisdictions** (counties and cities) working to close the Digital Divide in their communities.

# Broadband Masterplans

Broadband masterplans are comprehensive plans that outline a jurisdiction's priorities and policies, and set forth an implementation strategy.

***Often includes:***

1. An in-depth assessment of the community's broadband capability and accessibility
2. An asset inventory (rights of way, poles, antennas, lighting, etc.)
3. Regulations with respect to leasing and permitting, among others
4. Funding strategies

Broadband masterplans can be incorporated into a jurisdiction's General Plan or exist as a separate document; sometimes conducted through economic development.



County or City	Broadband Masterplan	Summary
<p><b>El Dorado County</b></p> <p>Population: 192,843</p> <p>Households: 70,794</p>	<p>Broadband Feasibility Study and Funding Strategies</p>	<p>El Dorado County received a grant from the United States Economic Development Administration (EDA) in 2017 to conduct a broadband feasibility study and associated financial modeling and project planning activities. The County has been working with a consultant and is currently in the implementation phase. It is proactively seeking funding from EDA and other agencies for priority projects. The Project is led by the Board of Supervisors and the Broadband Ad Hoc Committee, along with the County Chief Administrative Office.</p> <p><b>Notable Elements:</b></p> <ol style="list-style-type: none"> <li>1. Conducts financial modeling and route verification for priority projects.</li> <li>2. Evaluates financial implications, explores investment models and strategies, and suggests several implementation options.</li> <li>3. Details funding needs for a middle mile fiber project for three community areas, to be built within the County's or the California Department of Transportation public right-of-way. It will address lack of Internet and broadband access, as well as cell phone coverage.</li> </ol>
<p><b>Humboldt County</b></p> <p>Population: 135, 768</p> <p>Households: 54, 267</p>	<p>Chapter 6, General Plan</p>	<p>Deals with <i>all</i> telecommunications; lists the benefits of broadband to the community; provides an overview of broadband availability in the county; Identifies broadband goals and policies, priorities, standards, and implementation measures.</p> <p><b>Key elements:</b></p> <ul style="list-style-type: none"> <li>• Encourages service providers to size underground and overhead facilities to accommodate future expansion;</li> <li>• Provides for utilizing permit processes that vary depending upon the physical characteristics of the facility, etc.; and</li> <li>• Provides for seeking grant funding for outlying rural areas and other underserved communities.</li> </ul>



# Broadband Connectivity Case Study

## A Recap of the approach taken by El Dorado County

June, 2021

# 2015-2019 Activities

**2015:** Economic Development Department applied for a technical assistance grant from the EDA to fund a Broadband Feasibility and Needs Assessment. County received a Grant from the EDA of \$150,000 with a 50% county match of \$75,000

**2017:** An RFP was conducted to chose a consultant to perform the Feasibility Study and NEO Fiber, dba NEOConnect was chosen.

**2018:** Technology Advisory Group (TAG) was established, approved by BOS to become the Broadband Ad Hoc Committee, The goal of this committee was to work through the Feasibility Study results and address follow-on activities as a result of the Feasibility Study

**2018-19:** The Feasibility Study was conducted by NEOConnect. This effort included the following:

# 2020-2021

**September 2020:** The County applied for an EDA grant, addressing questions regarding design and engineering and environmental issues.

**November 2020:** The County received a conditional grant award from the EDA for \$3,782,433 with a county match of \$420,270 (10%), for a total amount of \$4,202,703. The conditions are around soil maps, historical preservation communication and NEPA environmental results.

**Summer 2021:** Awaiting final award.

# Dig Once, “Dig Smart” Policies

- Encourages the placement of fiber or conduit in the ground any time the road is dug up for a public works project; more important than ever with new state funding on middle-mile open access network
- A commonsense method of reducing the cost of infrastructure deployment
- Breaks down barriers of entry for new market entrants, creating a competitive marketplace that ultimately can result in more options, lower prices, and higher quality of service
- Can also greatly reduce strain on a community by minimizing traffic, noise, and safety concerns of constant construction work.

COUNTY OR CITY	ORDINANCE OR BEST PRACTICE	SUMMARY
<p><b>Calaveras and Tuolumne Counties</b></p> <p><b>Population:</b> 45,905</p> <p><b>Households:</b> 28,181</p>	<p>General Permit Conditions and Specifications for Trench Cuts and Street Resurfacing</p>	<p>The Calaveras and Tuolumne Counties Trench Restoration Policy are directed at all contractors and utility companies who perform excavation work within the public Right-of-Way. The Policy focuses on trench restoration, resurfacing, and maintenance, including detailed road resurfacing requirements in an attempt to protect county roads and road infrastructure from the effects of trench installation. The Policy recognizes that a “one size fits all” approach may not be appropriate, and includes the following scenarios: roads repaved or resurfaced within the last 3 year; roads with a Pavement Condition Index (PCI) above 80; and roads in good or fair condition (PCI between 45 and 80), etc.</p> <p>It includes exceptions to trenching prohibitions (e.g., service for buildings where no other reasonable means of providing service exists) and opportunities for alternative solutions that may benefit the county, contractors, and utility companies.</p>

# Municipal FTTP (“Fiber to the Premises”)

- Used to specify telecommunications that use fiber to connect the subscriber.
- May be more expensive to install but offers significant savings in terms of maintenance when compared to copper alternatives.

County or City	Ordinance or Best Practice	Summary
<b>City of Santa Cruz</b>  Population: 162, 204  Households:22, 363	Santa Cruz Fiber Public-Private Partnership Approval	<ul style="list-style-type: none"><li>• The public-private partnership with Cruzio Internet was entered into in line with the City Council’s approval of a broadband master plan focused on developing an FTTP network.</li><li>• The partnership provides for the analysis and negotiation of a model to develop a municipally owned, but privately-operated fiber optic network to provide affordable, world-class gigabit-speed, ubiquitous internet service to City of Santa Cruz residents and businesses.</li></ul>

# Master License Agreement

- Made between the Licensor (i.e., the jurisdiction, such as a county or city) and Licensee (i.e., the internet service or infrastructure provider).
- Allows the Licensee to use and make attachments to certain structures, according to the terms set forth in the Agreement.
- The Licensor commits to accommodating the Licensee's use and attachment to the structures.

County or City	Agreement	Summary
<b>City of Salinas</b>  Population: 156,550  Households: 40,623	License Agreement for Wireless Installations on Public Structures	Under this Agreement, the City of Salinas grants Extenet Systems California the non-exclusive revocable right to use certain sites throughout the city to replace or upgrade structures and infrastructure, including making wireless installations (i.e., small wireless facilities).



# Additional Models and Case Studies

- Consortium-wide Dig-Once, Dig-Smart Ordinances and Broadband Roadmaps (Central Sierra)
- County-wide Environmental Impact Report (EIR) (Nevada County)
- Municipal Fiber Broadband Networks (Santa Monica)
- 5G Deployment in San José
- Councils of Government (South Bay Fiber Network, Strategic Broadband Corridors, Digital Equity Plans)
- Regional Economic Development (Joint Venture: Silicon Valley Community Broadband Initiative)


# Additional Resources

- Feedback from Internet Services Providers and Infrastructure Providers (October Roundtable)
- Digital Equity Bill of Rights (CETF)
- Sample Resolutions for Broadband Access and Sample Model Policies to bring Broadband to Underserved Communities, for use by local government (SCAG and SANDAG)
- State and federal agencies, nonprofits, foundations, leadership organizations

## **Getting Connected Resource Guide:**

<https://www.valleyvision.org/resources/getting-connected-a-broadband-resource-guide/>

# Are you Ready?

- Do you have a broadband strategic plan?
  - Have you reviewed your policies and ordinances to promote and accelerate broadband infrastructure investment?
  - Have you inventoried your public assets (i.e., towers, conduit, poles, buildings, land, etc.) that could be used for broadband deployments, including 5g?
  - Are you coordinating with Caltrans and councils of government on local transportation and infrastructure projects, including joint use dig once?
  - Are you planning on how to use economic recovery funding for broadband infrastructure projects?
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# What's on the Horizon

- Tracking state legislation – Trailer Bill SB 156 (\$6 billion), SB 4 and AB 14 (for California Advanced Services Fund) for implementation
- PUC input sessions for deployment of statewide middle-mile open access network and funding, reaching last-mile unserved, rule-making; Caltrans will build – 8,000 miles of fiber network
- Implementation of California BB for All Action Plan (California BB Council, CA Dept. of Technology and Agencies)
- Tracking new federal recovery programs, legislation including Infrastructure bill (infrastructure and digital inclusion)
- Supporting local governments to identify bb priorities for local recovery funding/strategies
- Working with ISPs to increase investment/projects