



---

A Presentation to the  
Fort Bragg City Council  
on County Broadband Goals and Strategies  
May 8th, 2017  
Trish Steel, BAMC and NBNCBC

---

# Broadband Alliance of Mendocino County

- Formed in 2008 as a collaborative partnership between the MCBA, EDFC, CF, and EO
- The Alliance advocates for affordable universal broadband access for residents
- Strong Public Outreach
- [www.MendocinoBroadband.org](http://www.MendocinoBroadband.org)



---

# North Bay-North Coast Broadband Alliance

- Four county broadband planning consortium of Marin, Mendocino, Napa, and Sonoma County. Tom West is manager.
- Funded by the CPUC in 2014 and 2015; now again in 2017 and 2018
- Workplans, Quarterly Reports, Newsletters all posted
- [www.MendocinoBroadband.org/NBNCBC](http://www.MendocinoBroadband.org/NBNCBC)
- <http://www.mendocinobroadband.org/workplans/>
- <http://www.mendocinobroadband.org/nbncbc-oversight-committee-meetings/>

---

# Broadband Working Group

- Formed in 2016 to represent important county interests - education, public safety, county and city governments, providers, and businesses
- Three goals:
  - 1) Draft Broadband Goals and Strategies document
  - 2) Draft a conceptual infrastructure map
  - 3) Draft a Broadband Plan
- Plan is to get the Goals & Strategies, and Broadband Plan adopted by the county Board of Supervisors

[www.MendocinoBroadband.org/projects/Broadband](http://www.MendocinoBroadband.org/projects/Broadband)

---

# **Broadband Goals and Strategies Document - purpose**

- Elevate the Broadband Conversation
- Useful as a county guide and to encourage broadband leadership
- Foundational work in developing the county Infrastructure design and Broadband Plan



---

# Broadband Goals and Strategies

- Five (5) Big Goals (non-controversial, vendor-neutral)
- Each goal has various strategies to help reach that goal
- Draft document until adopted by the Board of Supervisors
- In accordance with current county legislative platform
- Seeking widespread endorsement including from City Councils, Municipal Advisory Councils, and others
- Opportunity to comment while still endorsing document as a whole

---

## **GOAL #1:**

**Essential telecommunication services for all Residents, Businesses, Anchor Institutions, and Local Government Agencies (especially Public Safety and Emergency Services) are reliable and redundant/diverse.**

[www.MendocinoBroadband.org/california-Public-utilities-Commission-cpuc](http://www.MendocinoBroadband.org/california-Public-utilities-Commission-cpuc)

[www.MendocinoBroadband.org/data-and-reports/](http://www.MendocinoBroadband.org/data-and-reports/)

---

## **GOAL #2:**

**All county residents have affordable high-speed broadband access in their homes.**

**“Affordable high-speed broadband” is defined as meeting the current speed standards as set by the California Public Utilities Commission; usage is not restricted by data caps; and at a cost of no more than 2% of average monthly income.”**

**<http://www.mendocinobroadband.org/providers-in-mendocino-county/>**

**<http://www.mendocinobroadband.org/topics/consumer-education/>**



---

## GOAL #3:

Competitively-priced high-speed broadband infrastructure throughout the county is developed to attract, retain, and develop Internet- reliant businesses.

- <http://www.mendocinobroadband.org/fiber-networks-and-gigabit-connectivity/>
- <http://www.mendocinobroadband.org/current-broadband-legislation/>

---

## GOAL #4:

County and Cities takes leadership in broadband issues--- adopts policies to facilitate broadband deployment, and finds ways to leverage existing assets.

- <http://www.mendocinobroadband.org/correspondence-with-government-agencies/>
- <http://www.co.mendocino.ca.us/bos/incidentreport.htm>

---

## **GOAL #5:**

**Mendocino County develops a county-wide comprehensive Broadband Plan by 2019.**

- <http://www.mendocinobroadband.org/mcbp/>



---

## Summary

- There is a strong link between Economic Development and Broadband
- I hope to get these Goals endorsed at the county level, and am asking for endorsements from city councils, MACs and other important groups.
- It would be of benefit for County CEO and city managers and others to have clear broadband goals for the county, cities and Communities
- Asking for the endorsement of the Fort Bragg City Council

---

*“Broadband is the Great  
Infrastructure  
Challenge of the early 21st  
Century”*

-From the FCC Broadband Plan of 2011