CALIFORNIA ALL BROADBAND FOR ALL

Broadband for All Roundtable

Cities, Counties, Regional Broadband Consortia, Metropolitan Planning Organizations

April 28, 2022

AGENDA

- Welcome/Opening Comments
- Broadband for All Update
- Middle-Mile Broadband Initiative Update
- Last-Mile and Adoption Programs Update
- Affordable Connectivity Program Update & Panel
- Digital Equity Update
- Q & A

Welcome/Opening Comments

Amy Tong

Secretary

Government Operations Agency

Scott Adams

Deputy Director, Broadband & Digital Literacy

California Department of Technology

Access

Affordability

Adoption

Digital Equity and Inclusion

California Broadband Council

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Executive Order N-73-20

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2020 Broadband Action Plan

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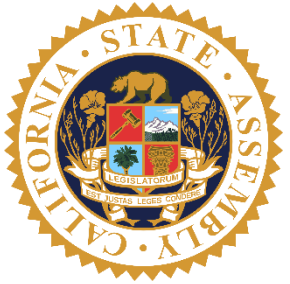
2021 Middle-Mile Broadband Initiative

Multi-agency collaboration



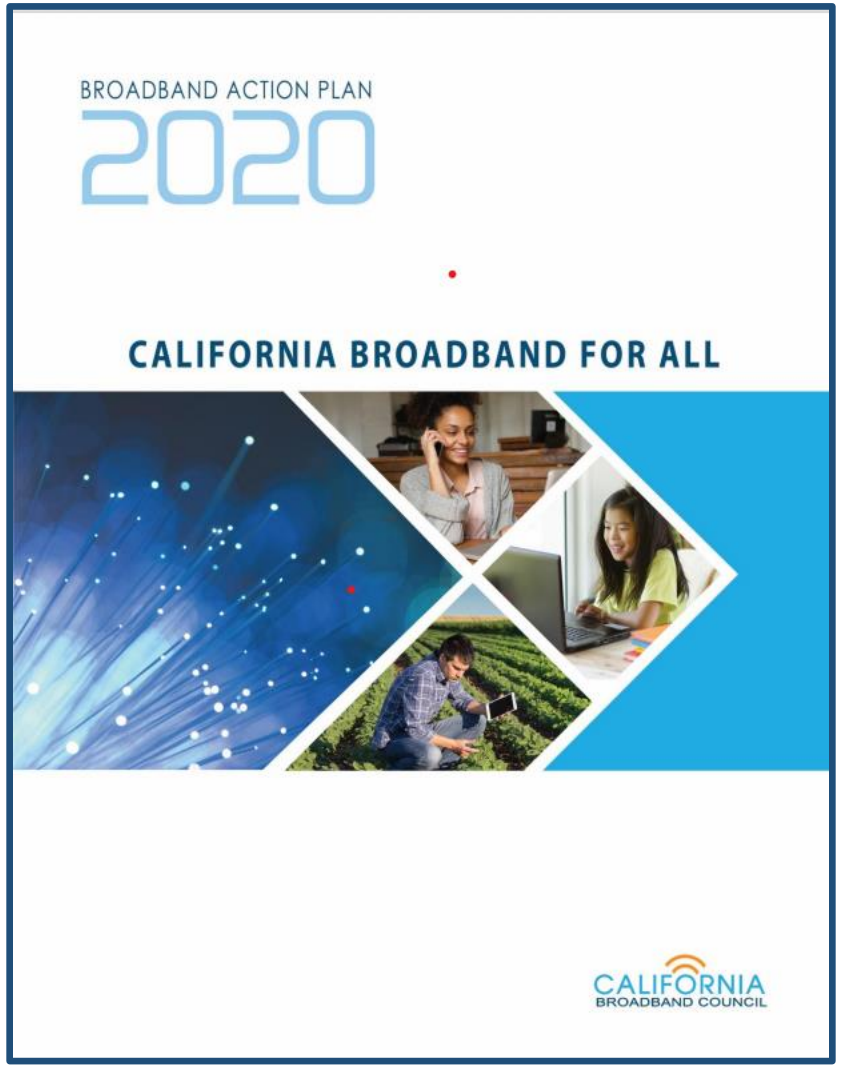
Executive Order N-73-20

Required development of a California State Broadband Action Plan.

Specific direction on 15 items:

- Data and Mapping
- Funding
- Deployment
- Adoption

Broadband for All Action Plan



Goal 1: All Californians have high-performance broadband available at home, schools, libraries, and businesses.

Goal 2: All Californians have access to affordable broadband and necessary devices.

Goal 3: All Californians can access training and support to enable digital inclusion.

CDT Action Items

CDT oversees implementation of the Action Plan overall and leads 6 of its 24 Action Items.

#6 Enhance permitting processes at all levels of government

#7 Identify state property for possible use for broadband infrastructure

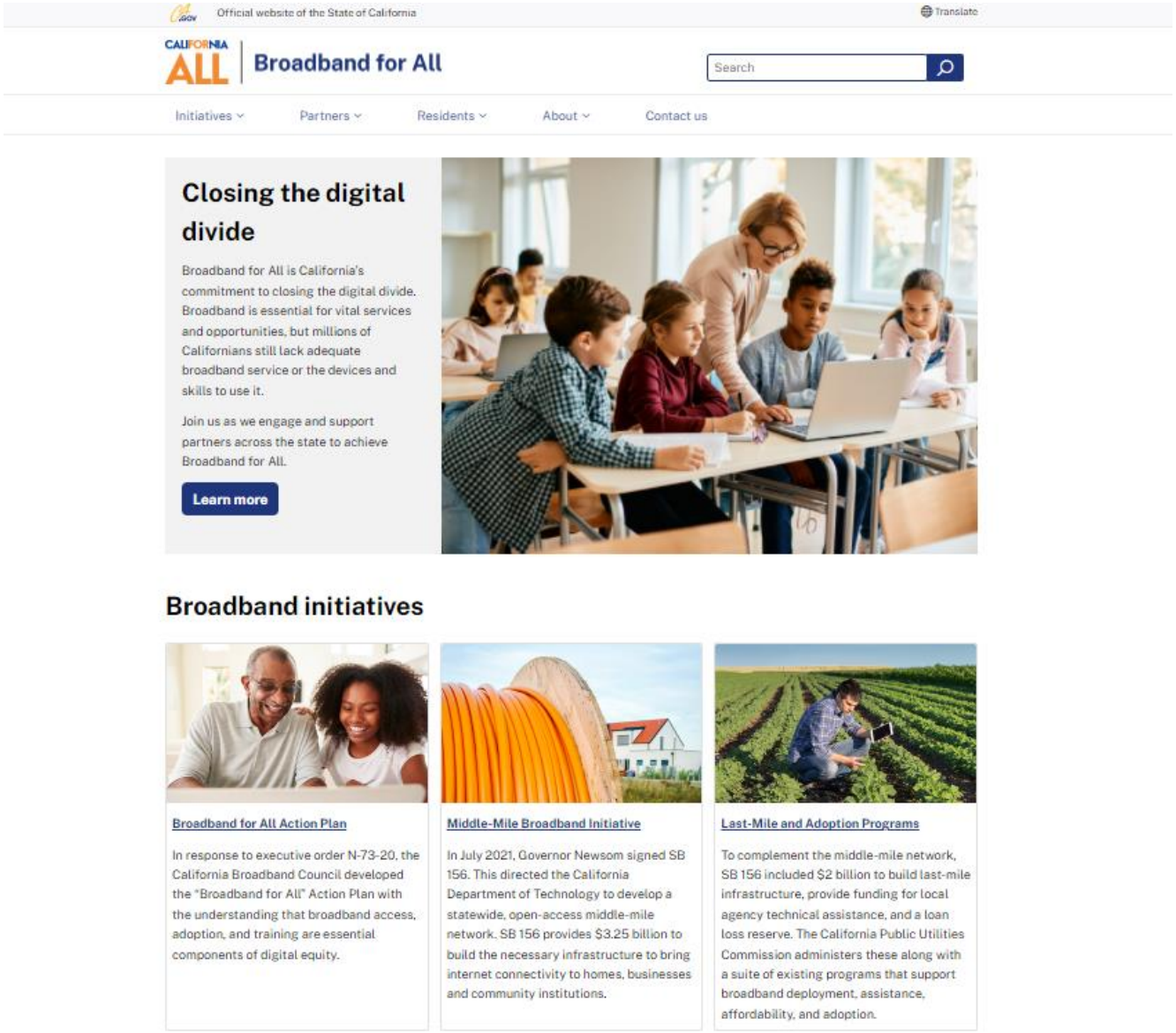
#14 Promote state contractual vehicles to support cost savings and efficient purchasing of broadband services and equipment.

#16 Promote, track, and publicly report the progress of adoption of affordable internet services and devices throughout the state.

#18 Develop multi-layer network of digital-inclusion stakeholders to discuss ongoing needs, share resources, and coordinate initiatives

#21 Establish Broadband For All portal to enable access to broadband information and tools and serve as a central repository.

Broadband for All Portal



Mark Monroe

Deputy Director, Middle-Mile Broadband Initiative
California Department of Technology

SB 156 (Chapter 112, Statutes of 2021)

- $6 billion investment over three years to:
  - Expand broadband infrastructure
  - Increase affordability
  - Enhance access to broadband for all Californians

- $3.25 billion to develop, acquire, construct, maintain and operate a statewide “open-access **middle-mile**” network (CDT)

- $2.75 billion for **last-mile** infrastructure grant programs (CPUC)

SB 156 (Chapter 112, Statutes of 2021)

- CDT oversees the acquisition and management of contracts for the development, acquisition, construction, maintenance, and operation of statewide open-access middle-mile broadband network
- Establish a Single Point of Contact: Deputy Director, Middle-Mile Broadband Initiative
- Establish Middle-Mile Advisory Committee to monitor project
- Retain Third-Party Administrator

Working together to achieve SB 156

California Department of Technology

- Program, fund management, reporting and oversight
- Retain TPA
- In collaboration with TPA and CPUC, facilitate high speed broadband access through last-mile connectivity

California Public Utilities Commission

- Provide data to identify unserved & underserved areas
- Facilitate public comment
- Recommend network placement

Third Party Administrator

- Manages the development, acquisition, construction, maintenance and operation of the statewide open-access middle-mile broadband network

Caltrans

- Leverage existing transportation projects
- Oversee acquisition and management of construction contracts for open-access middle-mile broadband network

Department of Finance

- Budget oversight and facilitation
- State and Local Fiscal Recovery Funds (SLFRF) quarterly reporting to the federal government

Leadership

Middle-Mile Advisory Committee

- CDT: Chair
- DoF
- Caltrans
- CPUC
- GovOps
- 2 Ex Officio – Senate
- 2 Ex Officio – Assembly

Business Partner Working Group

- CDT
- CPUC
- TPA
- Caltrans
- DoF

Program Oversight And SLFRF Reporting

- CDT
- DoF

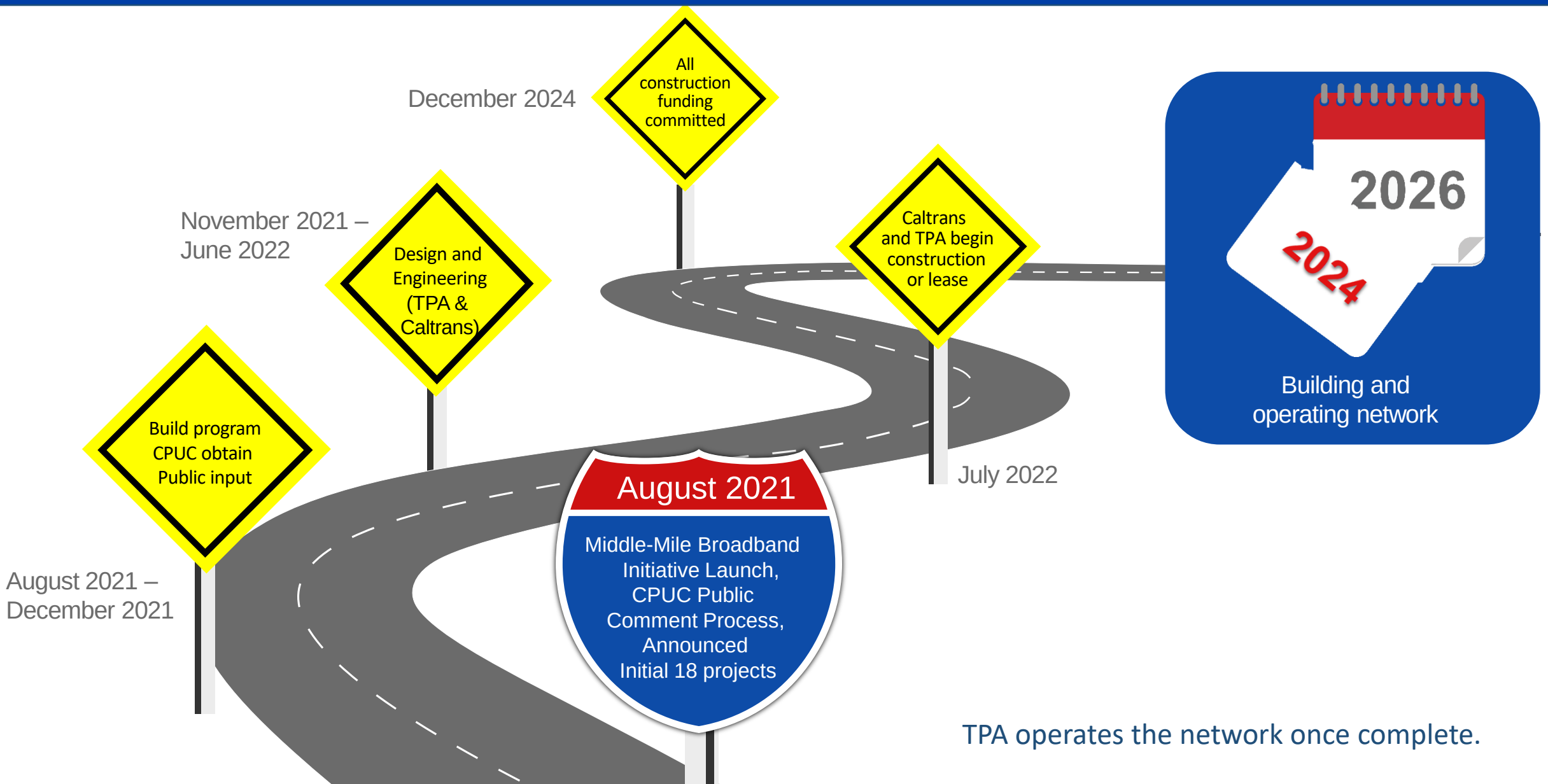
Guiding Principles

1. Provide affordable, open-access, middle-mile broadband infrastructure to enable last-mile network connectivity throughout the state.

2. Build the network expeditiously, leveraging existing infrastructure, networks, and construction projects, where feasible.

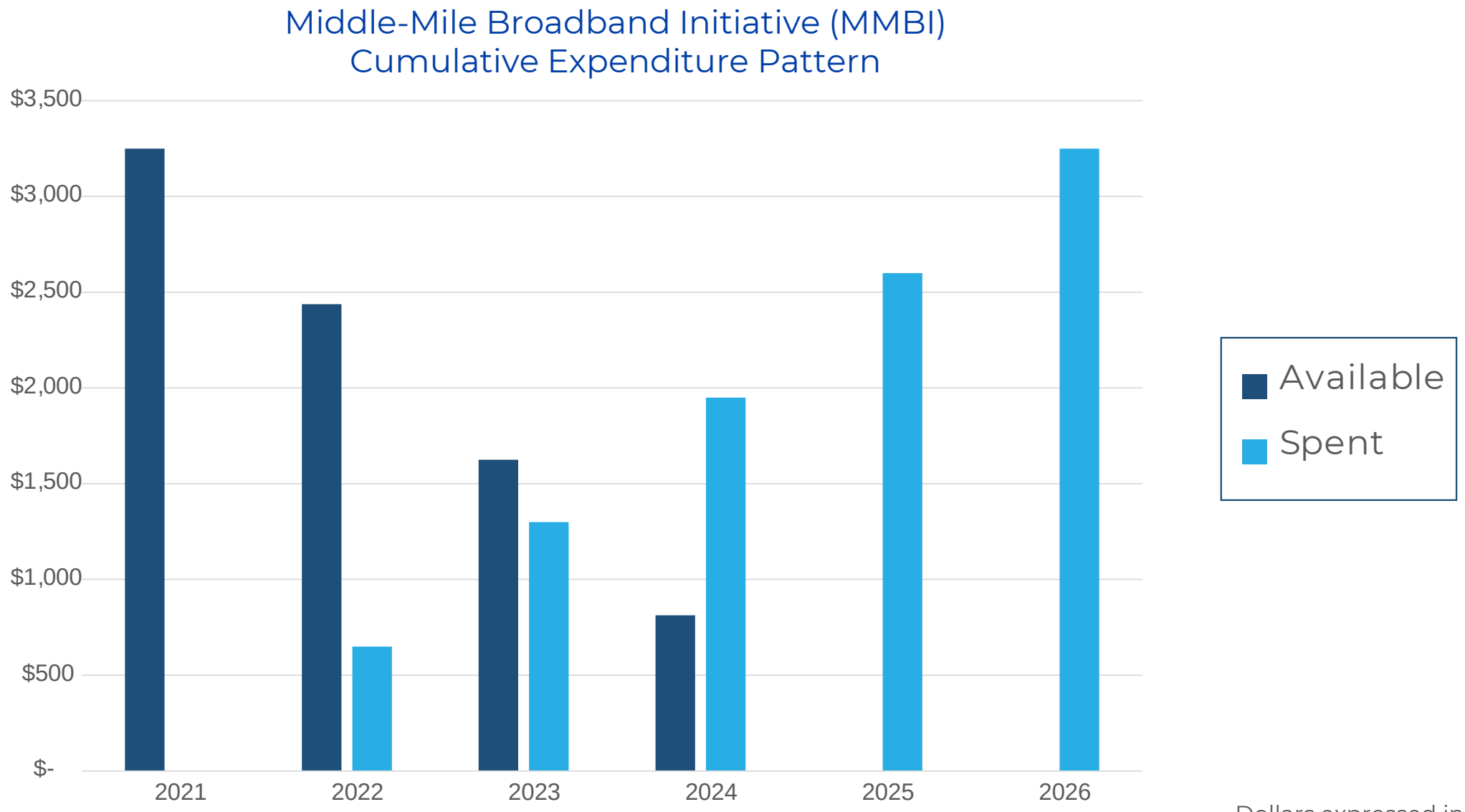
3. Prioritize connectivity to unserved and underserved communities, including community institutions.

Middle-Mile Broadband Initiative Timeline



TPA operates the network once complete.

Expenditure Plan



Dollars expressed in millions

Federal Funding Rules

The $3.25 billion MMBI project is funded entirely from American Rescue Plan Act (ARPA) funding.

- ARPA funds must be encumbered by December 2024.
- ARPA expenditures must be liquidated, and the MMBI project completed, by December 2026.
- The $3.25 billion in ARPA funding is estimated to be enough to build approximately 6,000 miles of the 8,000-mile system. SB 156 provides for the remainder of the system to be developed using leases of existing infrastructure.

Project Approach Updates – Third Party Administrator

Erik Hunsinger

Vice President of Infrastructure

GoldenStateNet

Presentation Overview

- Overview of Design Objectives, Factors, and Process
- Presentation of Statewide Middle-Mile Network Design
- State divided into 5 Development Regions
- Overview of topology and highlights for each Region
- Support for Optimization Process

Statewide Middle-Mile Network Design

April 28, 2022 (MMAC Abridged)

PROPRIETARY AND CONFIDENTIAL

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Design Process

- Analyzed extensive mapping resources to understand: existing technical and telecom assets, road and highway systems, topological factors, socioeconomic composition by region, broadband speeds (or lack thereof) by region, among other factors.
- Used CPUC middle-mile recommendation routes as anchors for most route solutions adding regional rings.
- Engaged with a diverse set of community groups to understand needs, requirements, existing assets, and potential opportunities.
- Engaged service providers (carriers, vendors, ISPs, etc) to examine potential solution sets.
- Integrated proposed 18 projects into the initial statewide network recommendation.
- Identified regions where the unserved population is >50 miles from current design to build fiber paths where feasible.
- Estimated the cost for building proposed routes in preparation for an optimization analysis.

Design Factors

- Primarily utilize new fiber-optic cable construction where feasible (Caltrans Right of Way).
- Seek joint build partnerships to reduce costs to the state and to partners.
- Use long-term Dark Fiber IRUs where appropriate to reduce cost, time to service, and to add resiliency.
- Align to organizations with existing regional, state, and federal broadband infrastructure funding to maximize investments, e.g. CASF-funded organizations.
- Aim for “early wins” to meet expectations of residents, policymakers, and other stakeholders.
- Utilize well-established best practices in network design principles, protocols, engineering, and operation.

Support for Optimization Process

Inform CDT to enable partner-based optimization and application of available budget. This includes:

- Providing comprehensive information to drive decision-making for Build vs. Buy vs. Joint Build
- Working with CDT to determine contingency reserve percentage against $3.2B budget (typically 10-20%)

Steps to achieving optimization:

- Show total routes, mileage, and projected cost of statewide Middle Mile Network that would be 100% newly-built fiber, including required equipment and facilities
- Determine newly-built routes that are *no regrets* and most *feasible* within available budget
- Determine routes for dark fiber IRUs within remaining budget
- In addition, determine joint-build portions of MM network within remaining budget

Final CDT decisions for all MM network segments within $3.2B budget (minus contingency):

- 18 Initial Projects
- Newly built fiber routes
- Dark Fiber IRU routes
- Joint build routes
- Equipment and facilities

STATEWIDE MAP

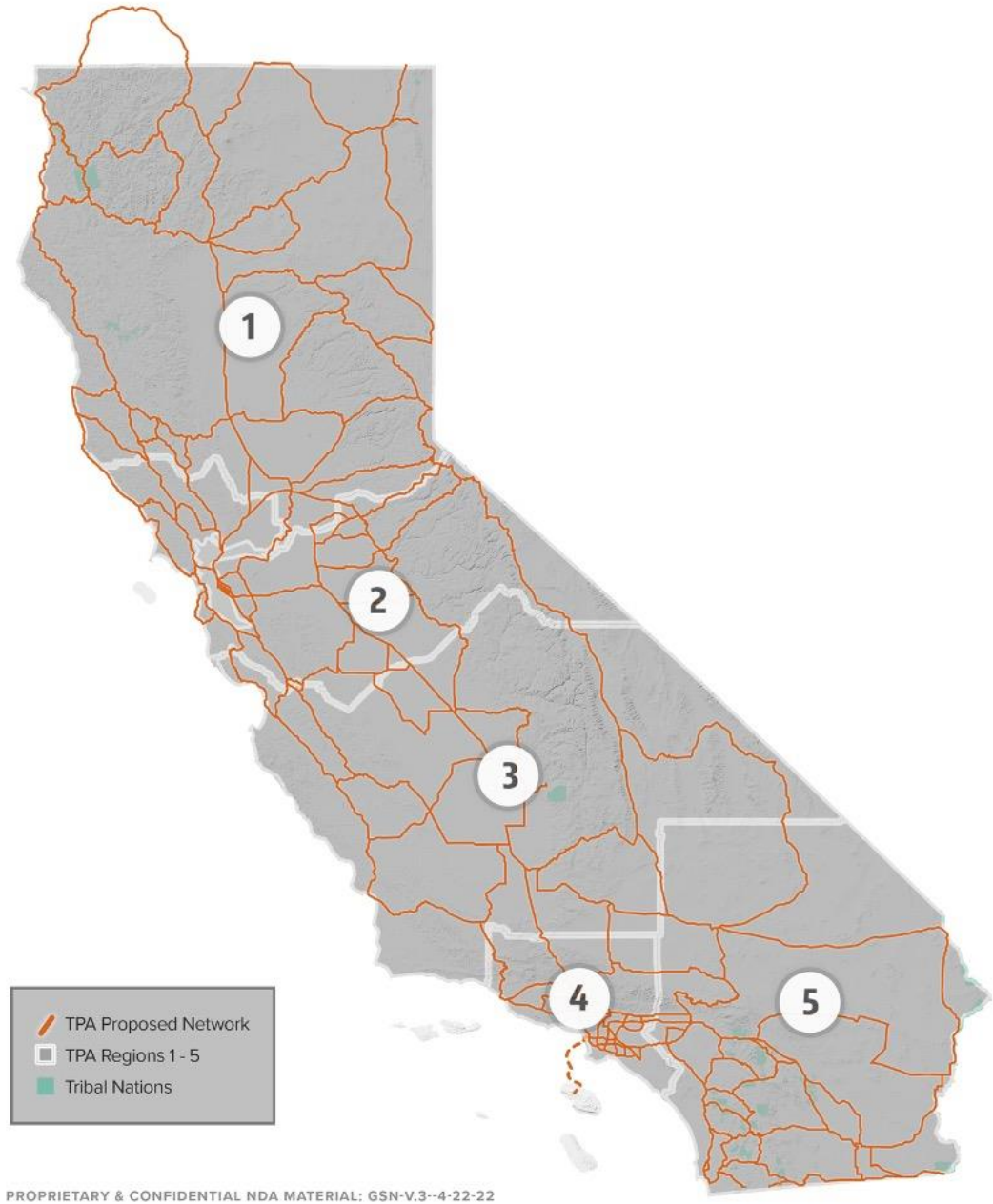
Region 1: Caltrans Districts 1, 2, 3

Region 2: Caltrans Districts 4, 9 (portion), 10

Region 3: Caltrans Districts 5, 6, 9 (portion)

Region 4: Caltrans Districts 7, 12

Region 5: Caltrans Districts 8, 11



PROPRIETARY & CONFIDENTIAL NDA MATERIAL: GSN-V.3--4-22-22

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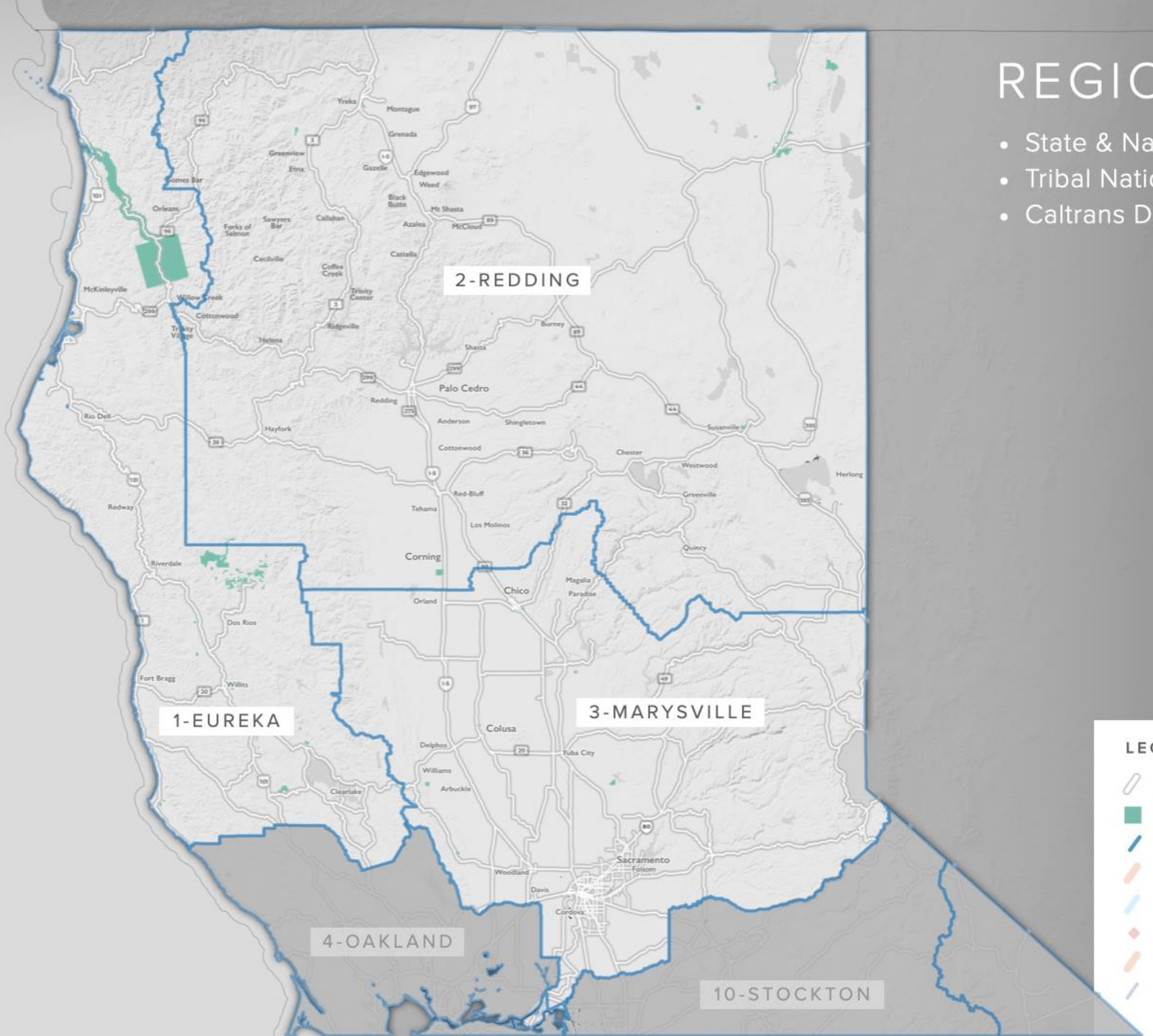
04/22/22

REGION 1

- State & National Highways
- Tribal Nations
- Caltrans Districts



LEGEND

- State & National Highways
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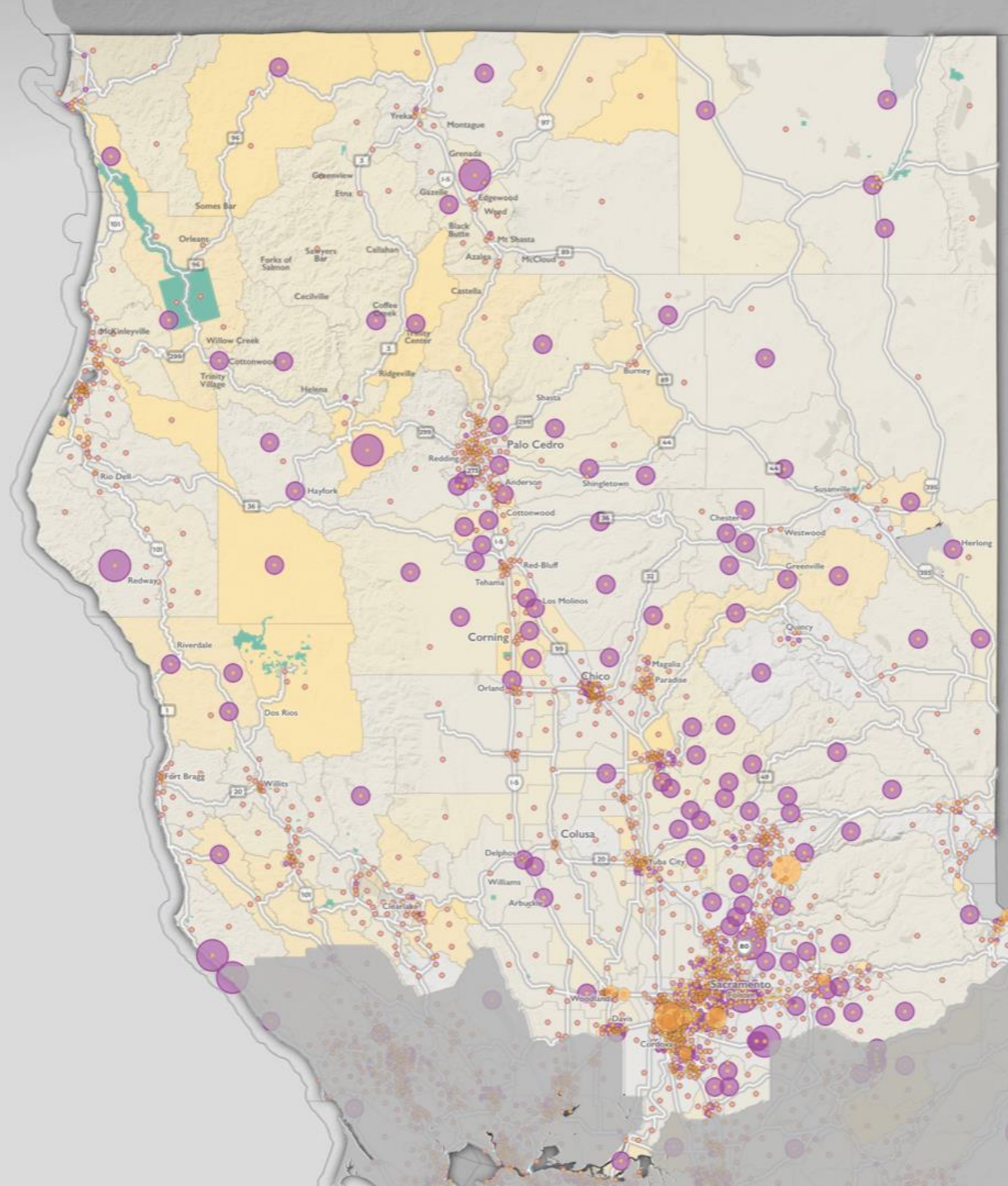
GOLDENSTATENET

04/22/22

REGION 1

- CPUC Unserved Residential & Non-Residential
- Percent Households Below Poverty Line



Unserved Residential & Unserved Non-Residential

- > 2,000 - 5,574
- > 1,500 - 2,000
- > 1,000 - 1,500
- > 500 - 1,000
- > 1 - 500

100-25 | 25-20 | 20-15 | 15-5 | 5-0

Percent Households Below Poverty Line

Census tract data from U.S. Census Bureau's American Community Survey (ACS) - 2015-2019 5-year estimates

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GOLDENSTATENET

04/22/22

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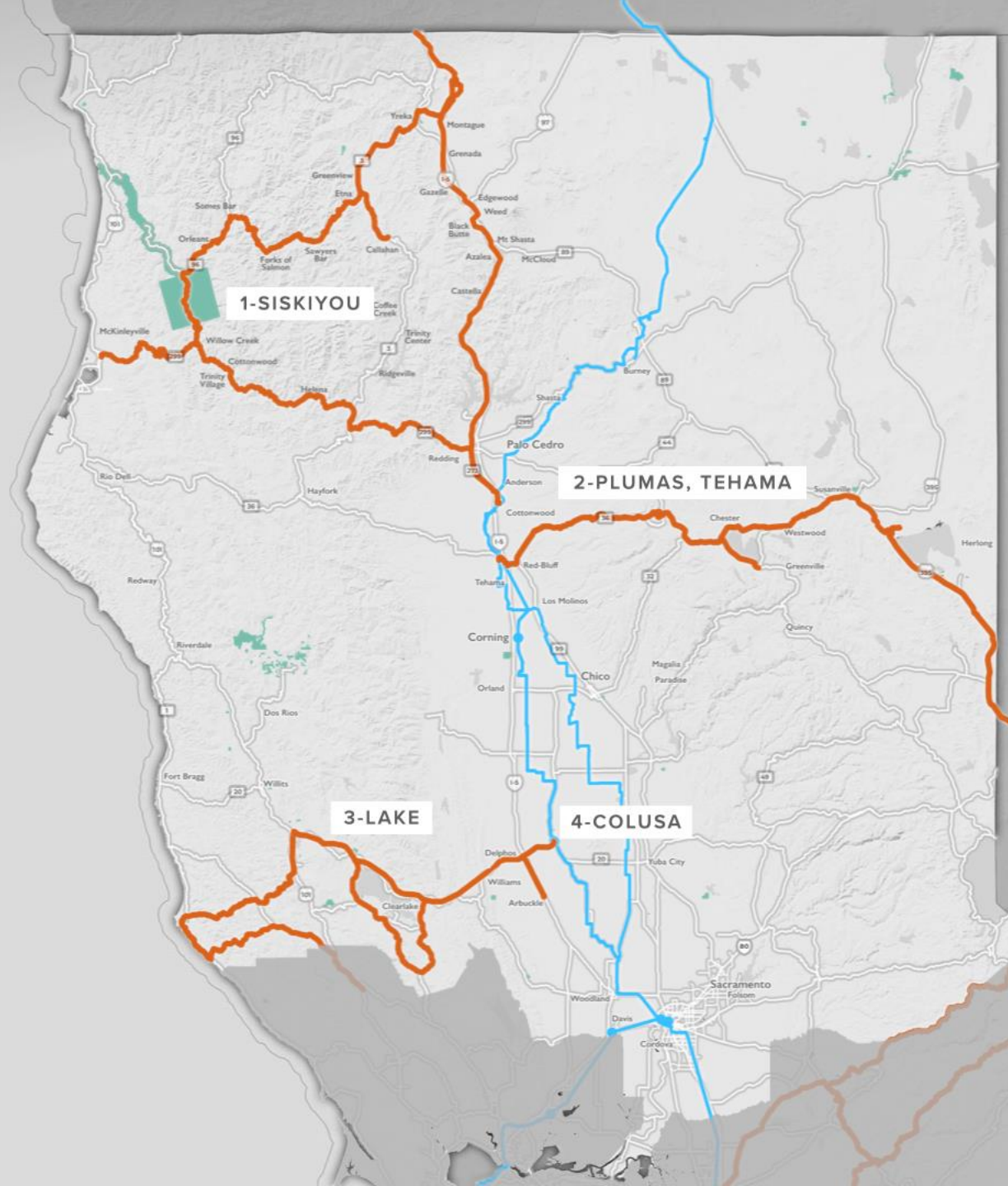
- Initial TPA Projects - 1/31/22
- CalREN Backbone



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04/22/22

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REGION 1: KEY HIGHLIGHTS

Geographic/Environmental:

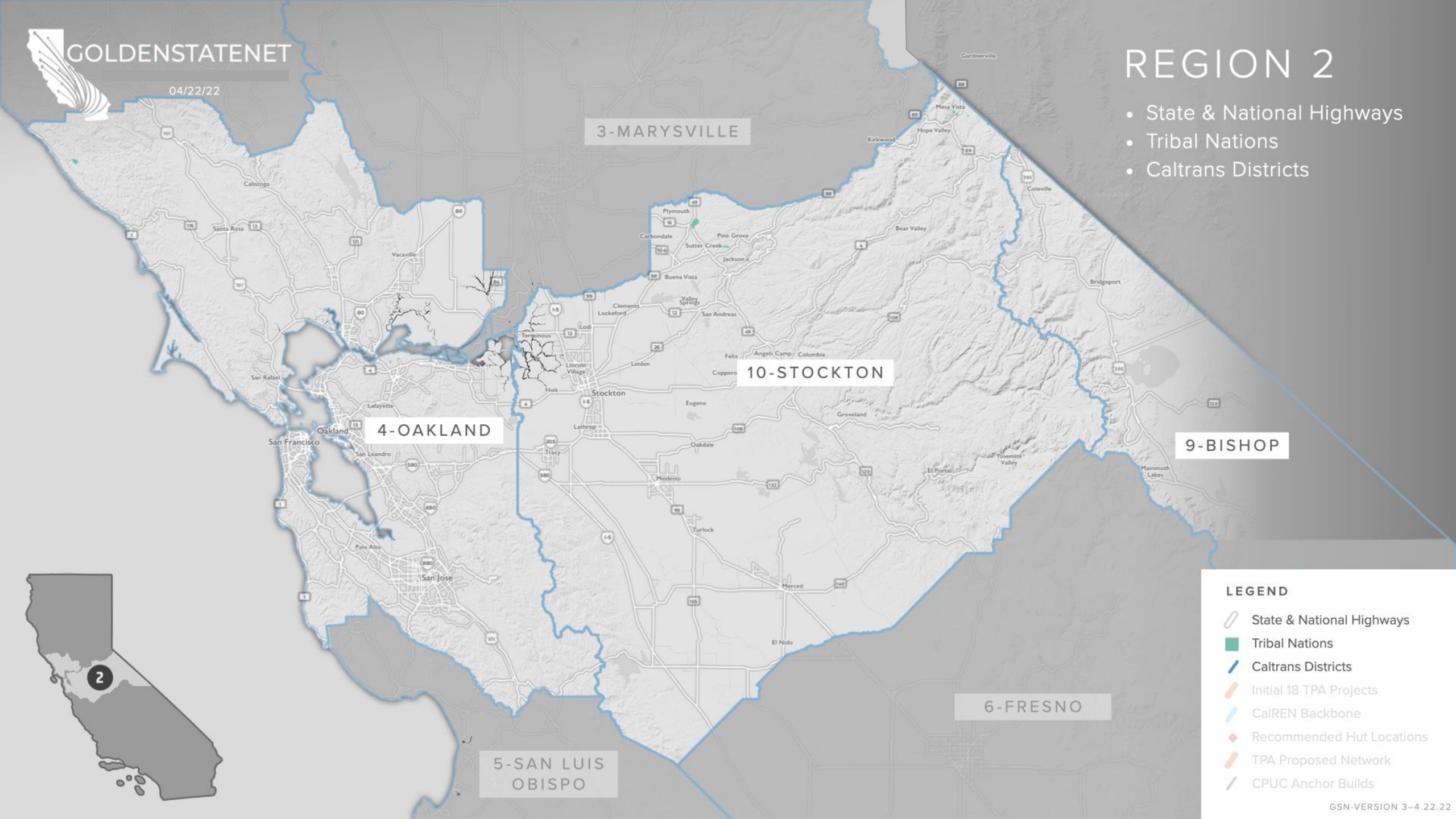
- Vastly underserved area of the state
- Prone to catastrophic outages, fire hazard zone

Population:

- Includes California's two largest Tribal Nations: Hoopa Valley Tribe and Yurok Tribe

Technical/Business-related:

- First collaborative effort with a small local exchange carrier - Siskiyou Telephone
- Opportunity for cooperation and collaboration with Tribal Nations to build resiliency and connectivity within the region.
- Minimal availability of existing fiber to support IRUs.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REGION 2
• State & National Highways
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3-MARYSVILLE
10-STOCKTON
4-OAKLAND
9-BISHOP
6-FRESNO
5-SAN LUIS OBISPO
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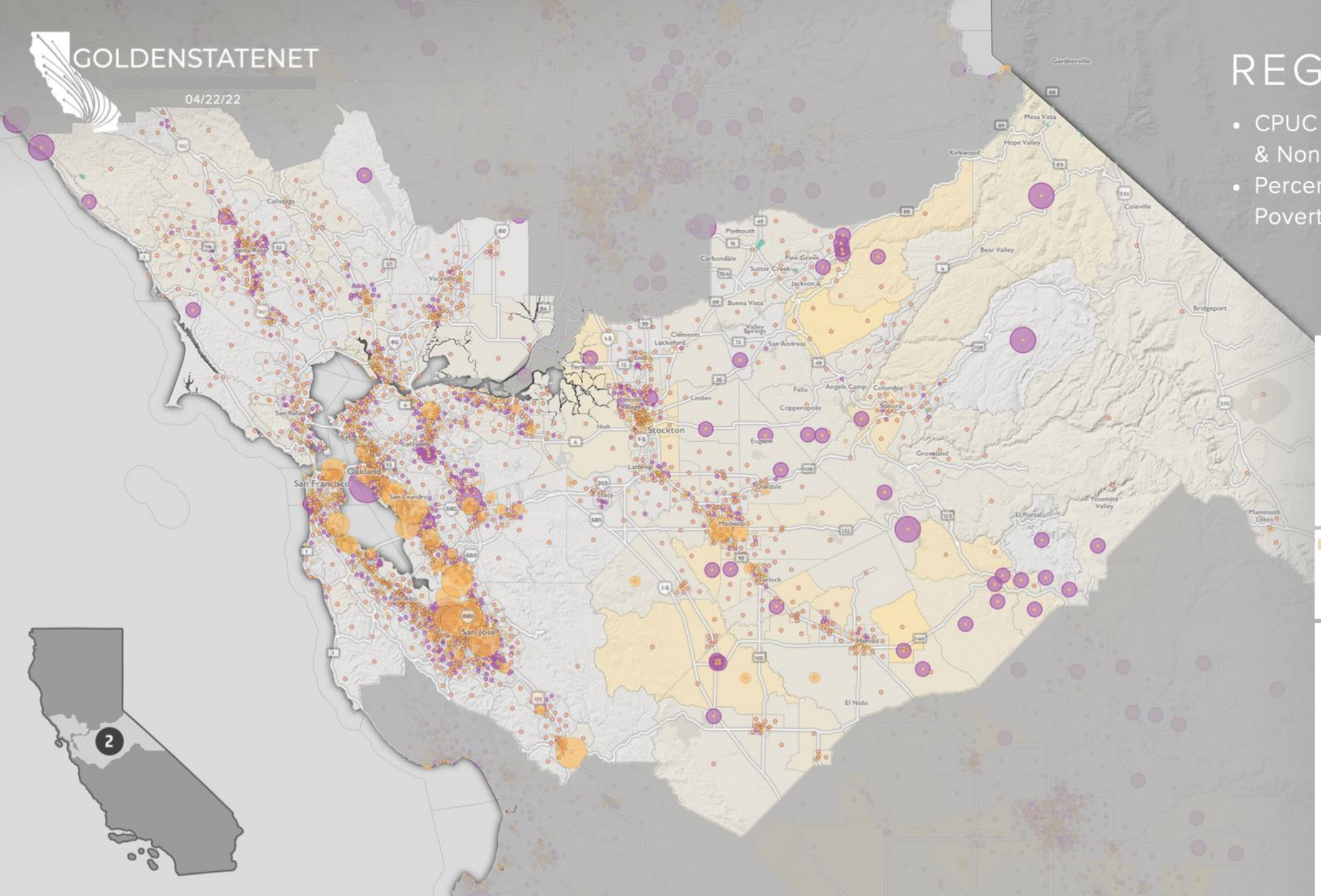

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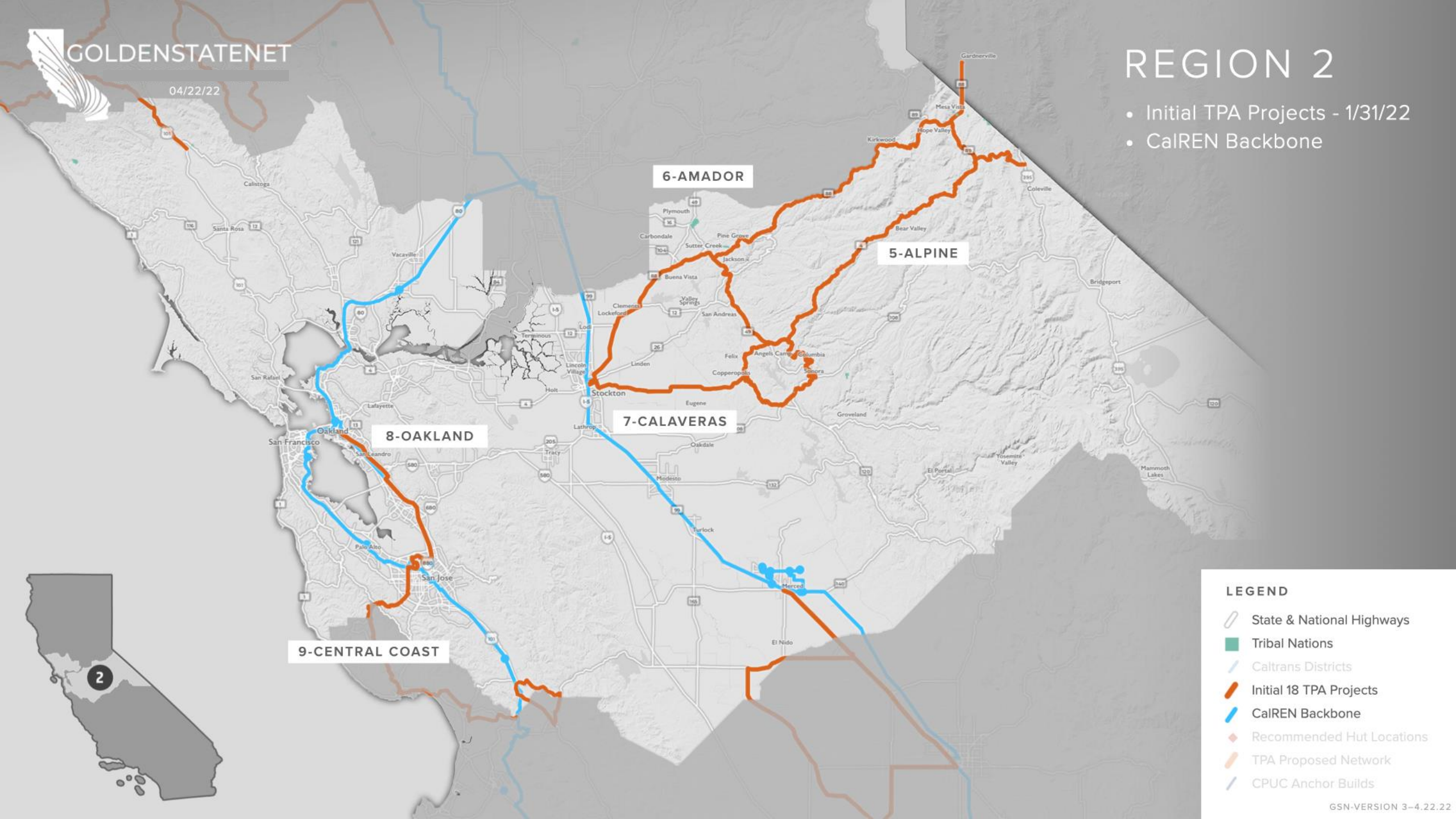
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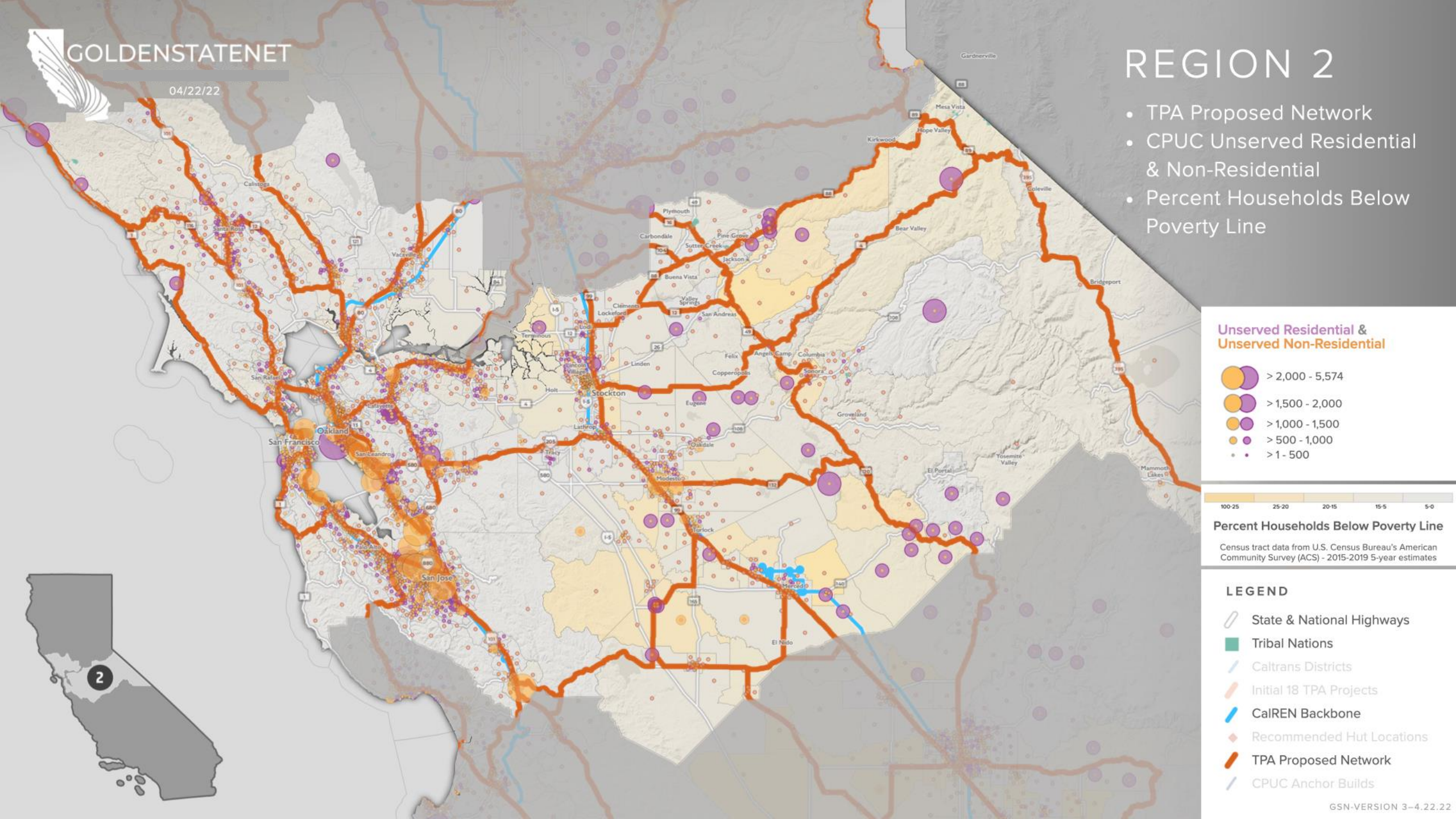
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San Francisco
San Jose
Sonora
Columbia
Angels Camp
Copperopolis
Felix
Linden
Lodi
Lockeford
Clements
Terminous
Holt
Lathrop
Tracy
Modesto
Turlock
Merced
El Nido
Groveland
Bear Valley
Coleville
Bridgeport
Mammoth Lakes
Yosemite Valley
El Portal
Mesa Vista
Hope Valley
Kirkwood
Gardnerville
Plymouth
Carbondale
Sutter Creek
Pine Grove
Jackson
Buena Vista
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San Rafael
Lafayette
San Leandro
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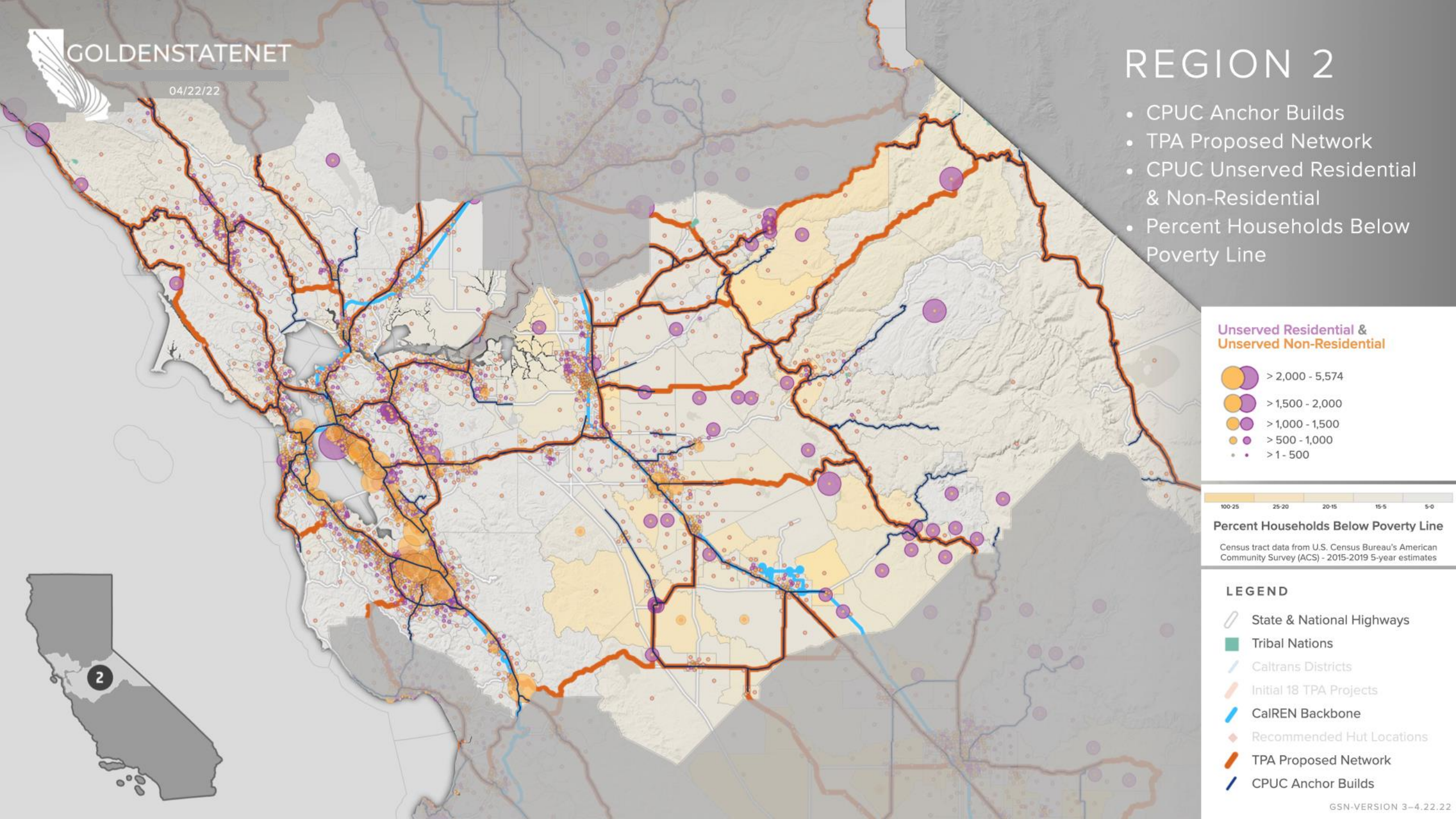
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REGION 2: KEY HIGHLIGHTS

Geographic/Environmental:

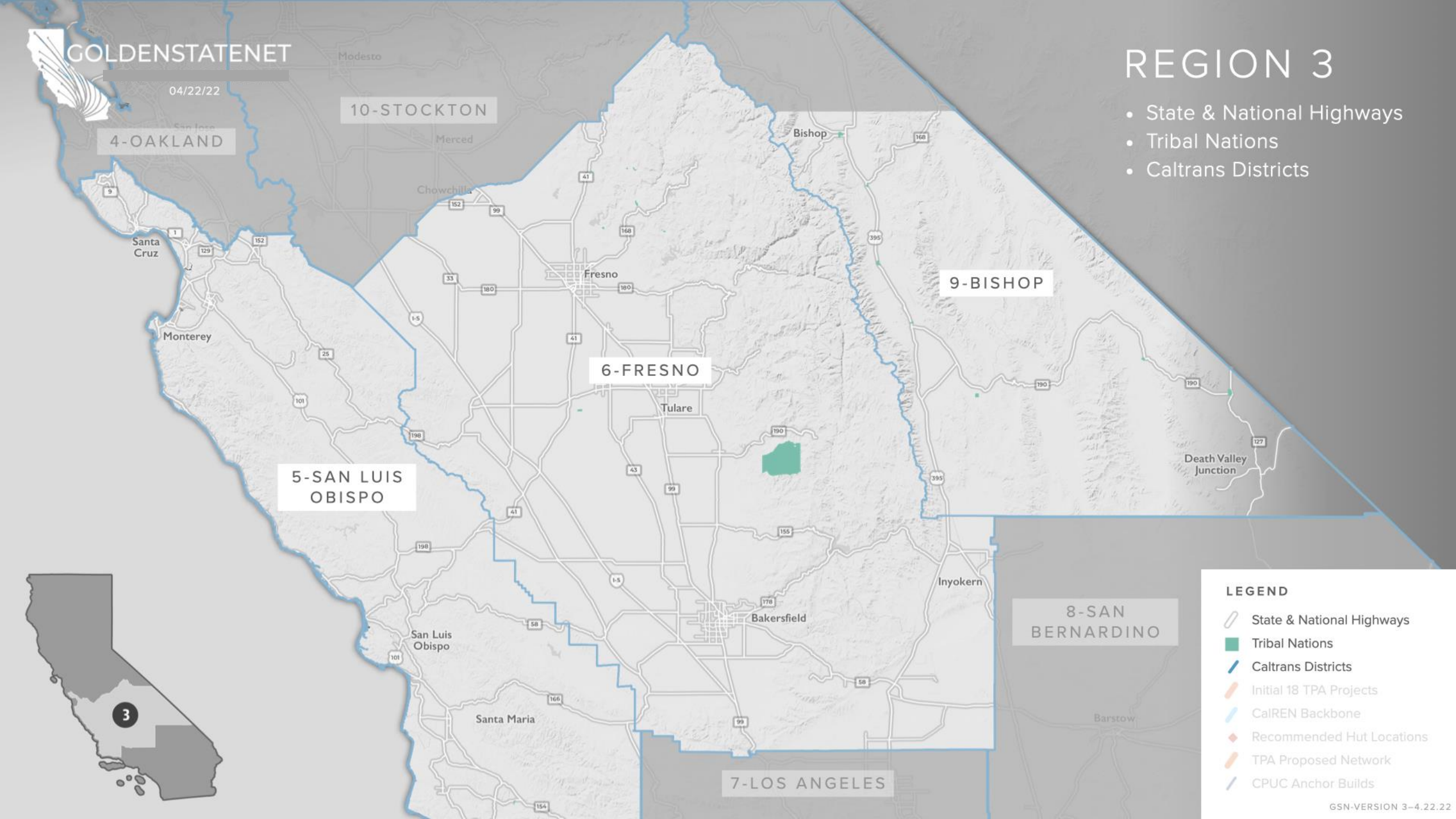
- Includes densely populated urban areas and sparsely populated mountainous regions.
- Certain areas considered high risk fire hazard zones.

Population:

- Service affordability will be key due to socioeconomic factors in parts of the region.

Technical/Business-related:

- Significant joint build opportunities.
- May require further analysis with federal partners on some routes.
- Varies from CPUC recommendations in a few locations.
- Eastern parts of the region lack Caltrans ROW and may require further evaluation.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8-SAN BERNARDINO
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Merced
Chowchilla
Fresno
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Tulare
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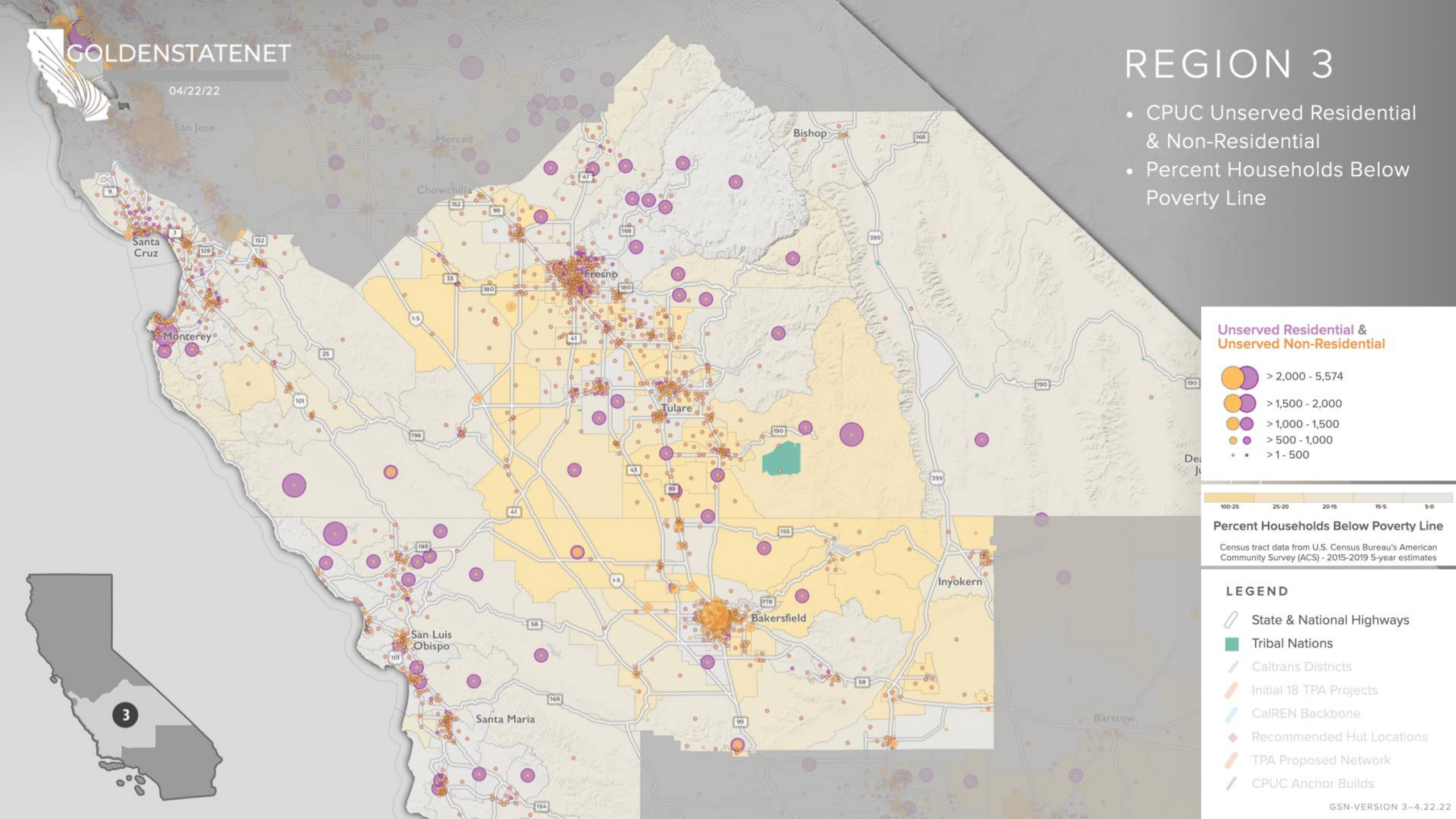
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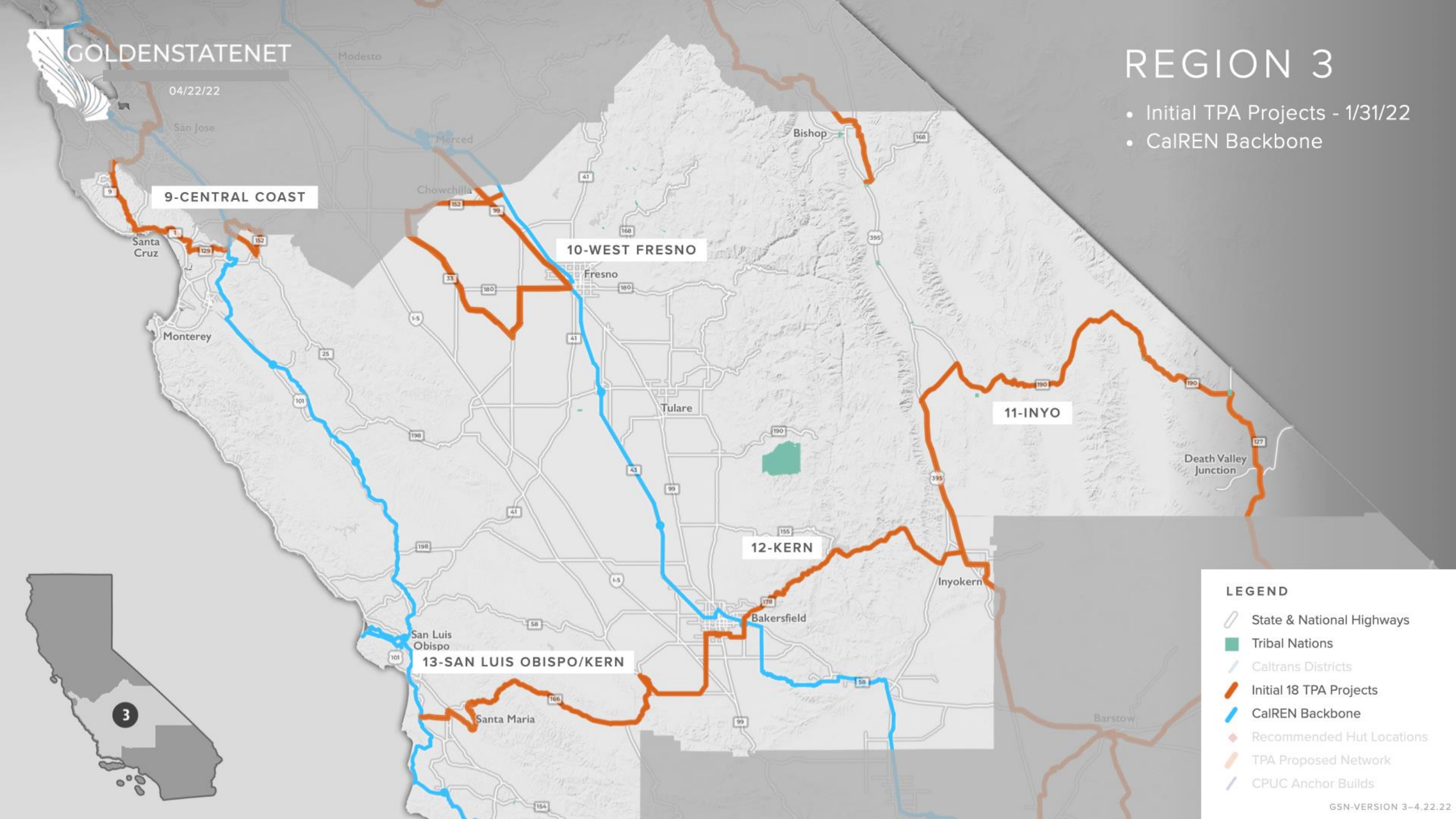
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11-INYO
12-KERN
13-SAN LUIS OBISPO/KERN
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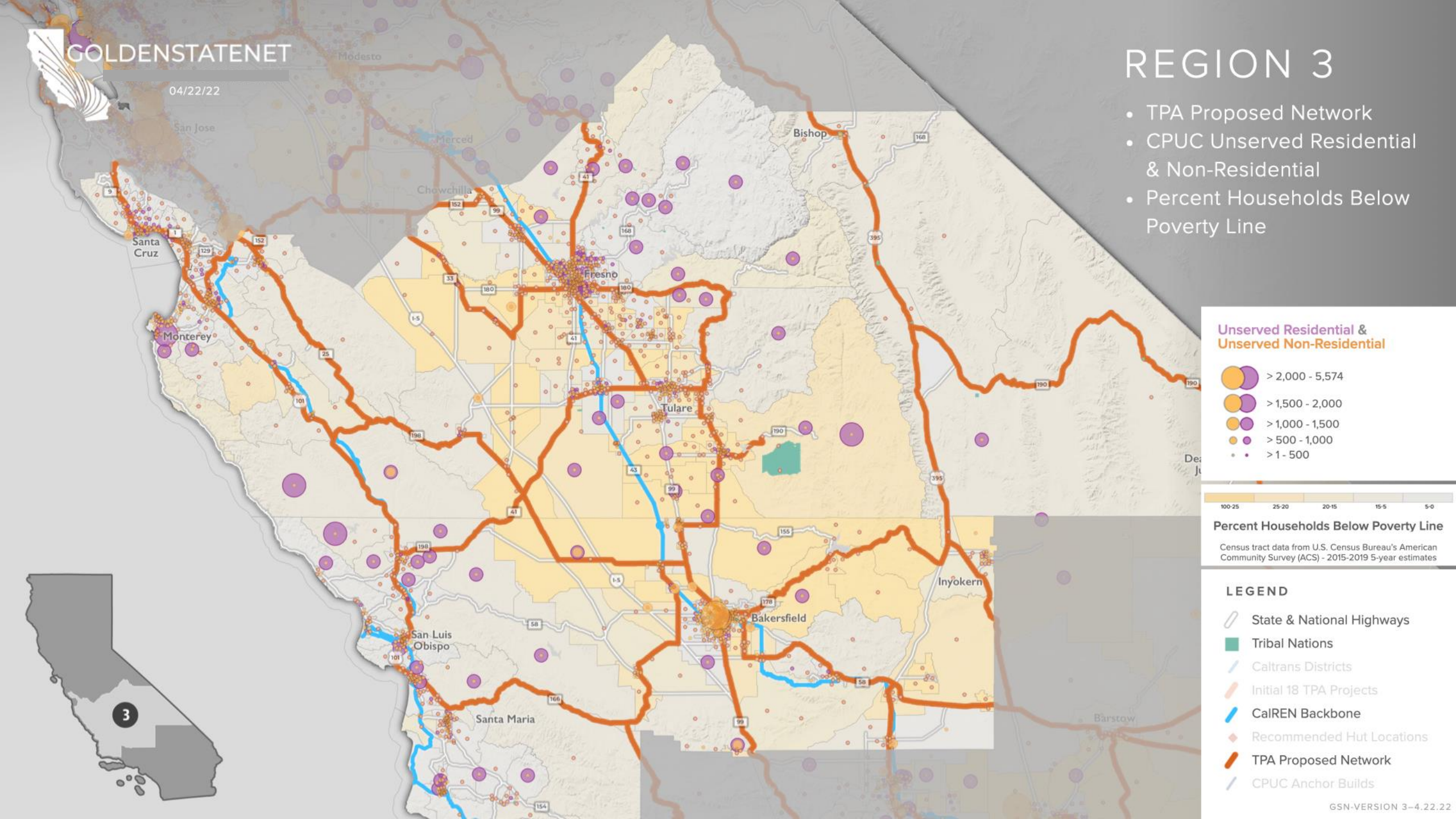
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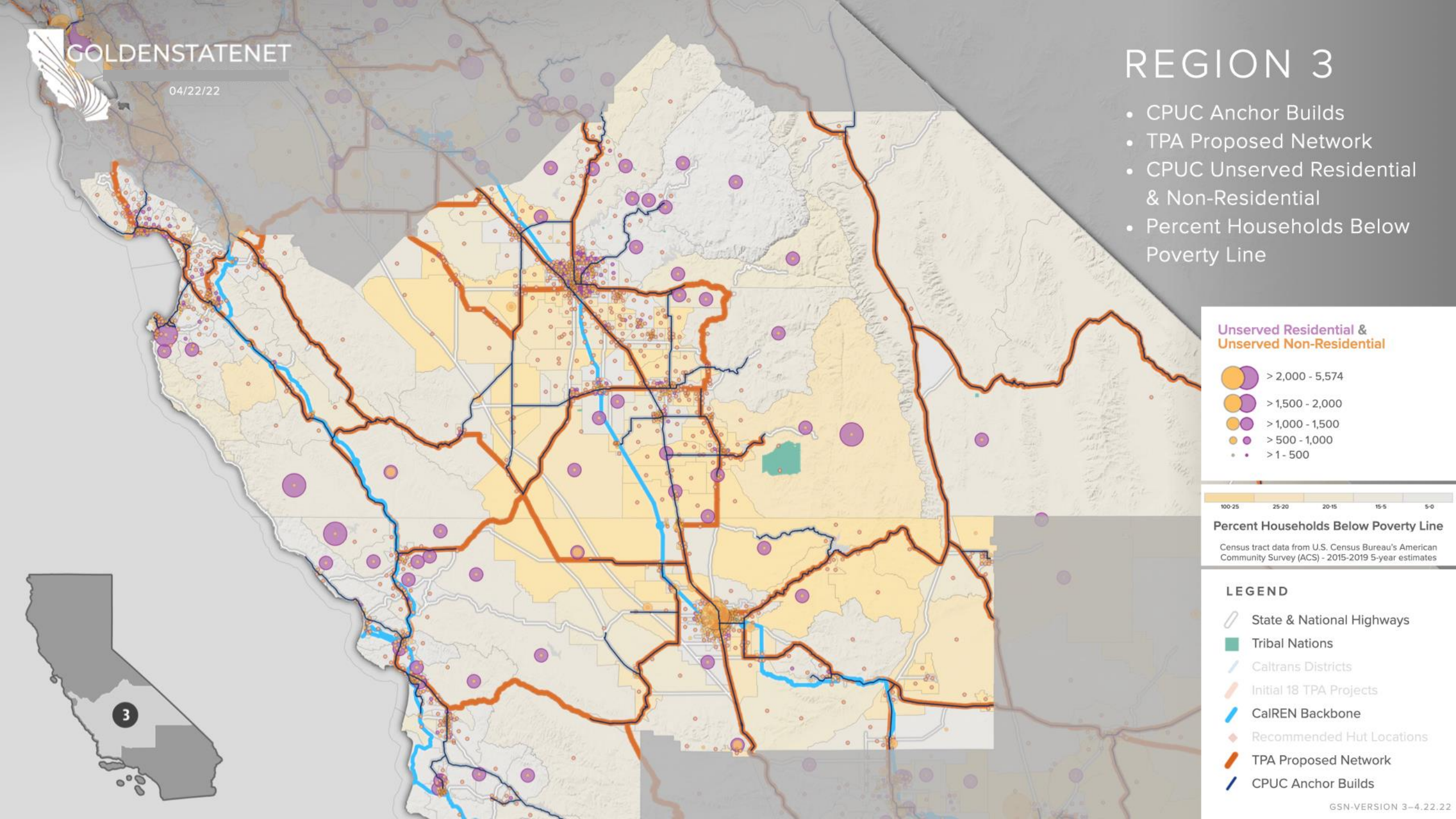
Bakersfield
San Luis Obispo
Santa Maria
Barstow
3


GOLDENSTATENET
04/22/22
REGION 3
• CPUC Anchor Builds
• TPA Proposed Network
• CPUC Unserved Residential & Non-Residential
• Percent Households Below Poverty Line
Unserved Residential & Unserved Non-Residential
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Percent Households Below Poverty Line
Census tract data from U.S. Census Bureau's American Community Survey (ACS) - 2015-2019 5-year estimates
LEGEND
State & National Highways
Tribal Nations
Caltrans Districts
Initial 18 TPA Projects
CalREN Backbone
Recommended Hut Locations
TPA Proposed Network
CPUC Anchor Builds
3
GSN-VERSION 3–4.22.22

REGION 3: KEY HIGHLIGHTS

Geographic/Environmental:

- Includes densely populated urban areas and sparsely populated mountainous regions.
- Certain areas considered high risk fire hazard zones.

Population:

- Forthcoming opportunities for Tule River Tribal Nation with ongoing engagement.
- Service affordability will be key due to socioeconomic factors in parts of the region.

Technical/Business-related:

- Significant joint build opportunities.
- Existing commercial infrastructure for IRU potential solutions.
- Eastern parts of the region lack Caltrans ROW and may require further evaluation.

GOLDENSTATENET
04/22/22
6-FRESNO
5-SAN LUIS OBISPO
7-LOS ANGELES
8-SAN BERNARDINO
12-IRVINE
11-SAN DIEGO
REGION 4
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• Tribal Nations
• Caltrans Districts
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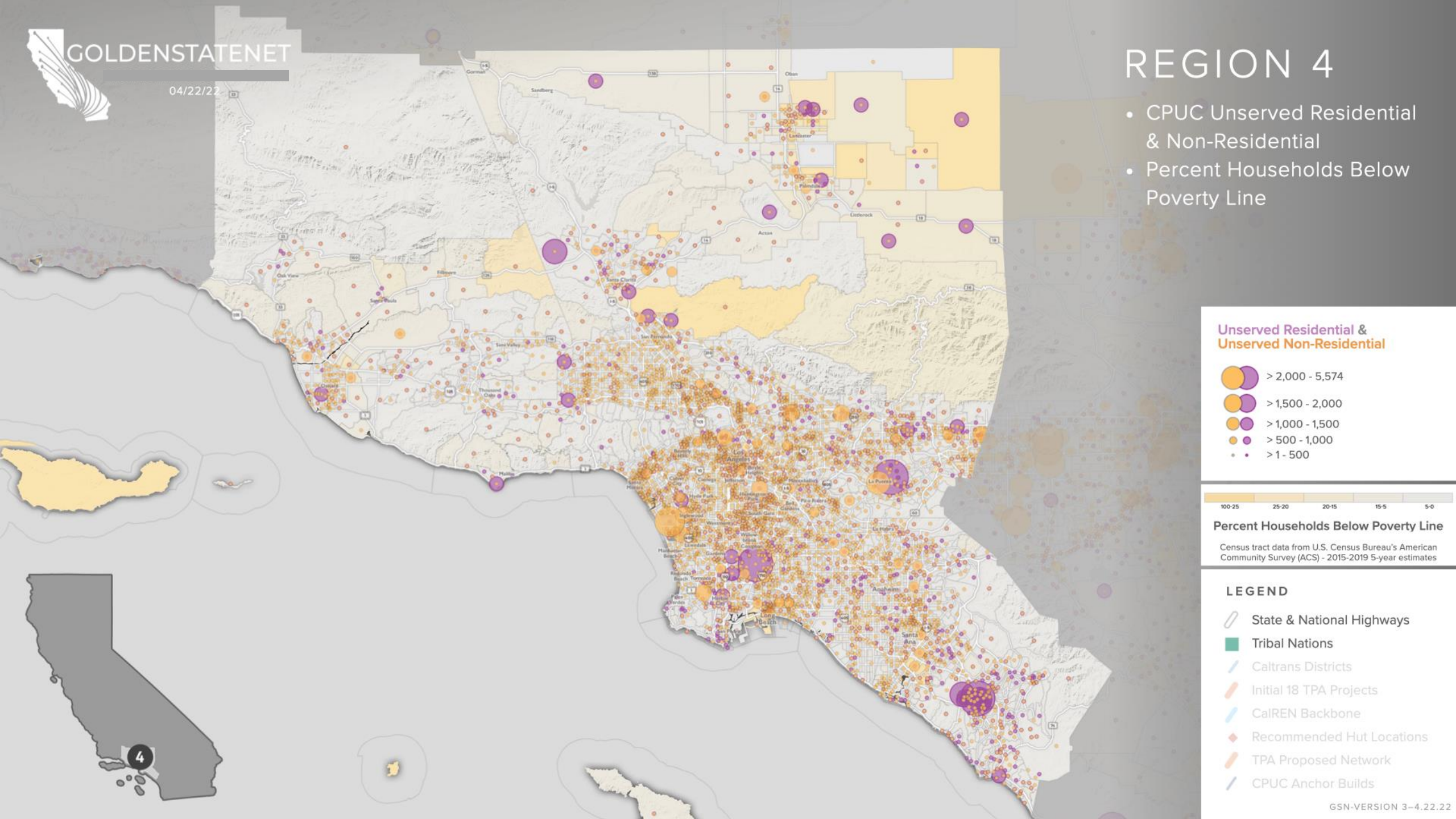
GOLDENSTATENET

04/22/22

REGION 4

- CPUC Unserved Residential & Non-Residential
- Percent Households Below Poverty Line



Unserved Residential & Unserved Non-Residential

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Percent Households Below Poverty Line

Census tract data from U.S. Census Bureau's American Community Survey (ACS) - 2015-2019 5-year estimates

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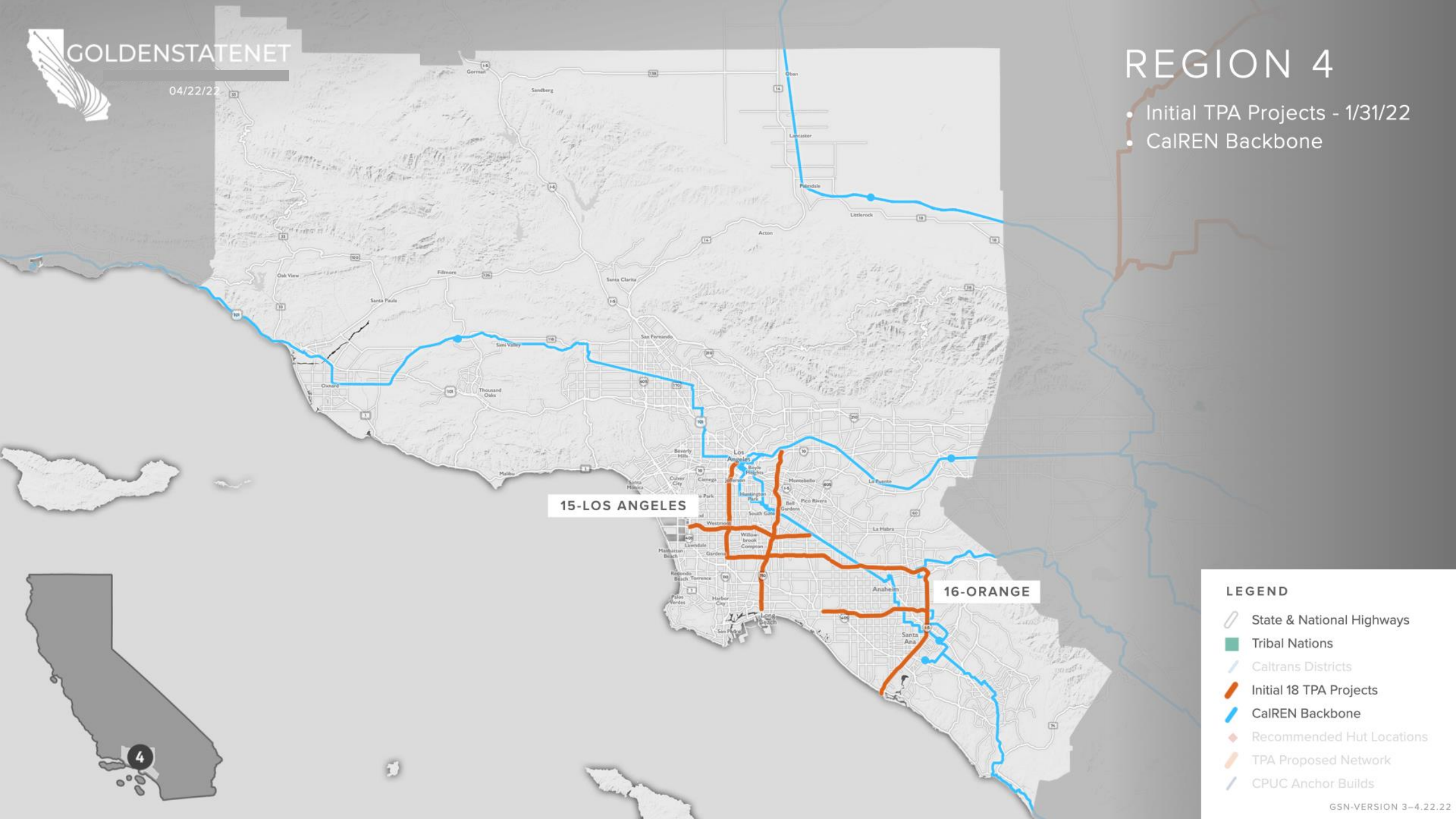
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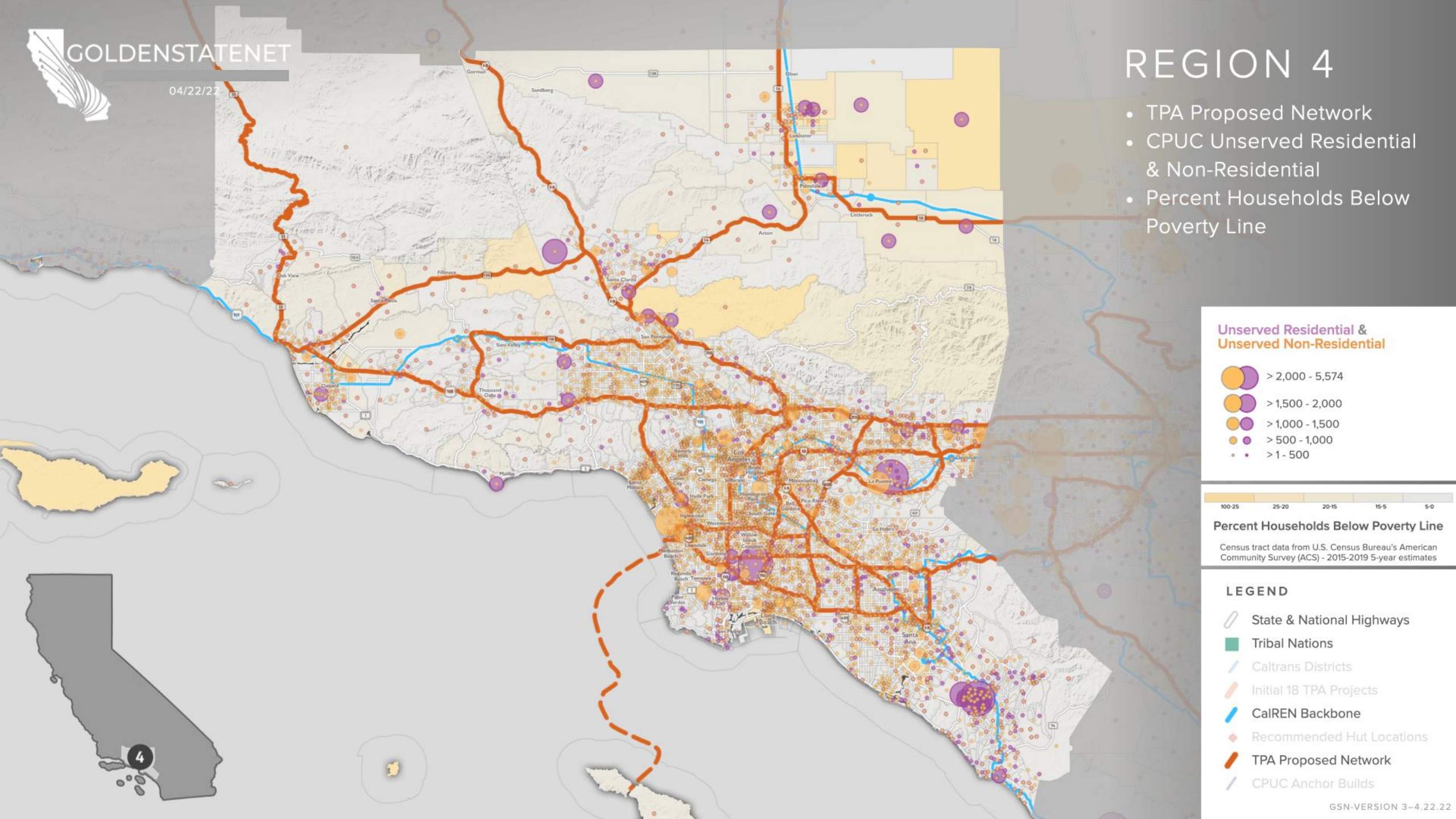
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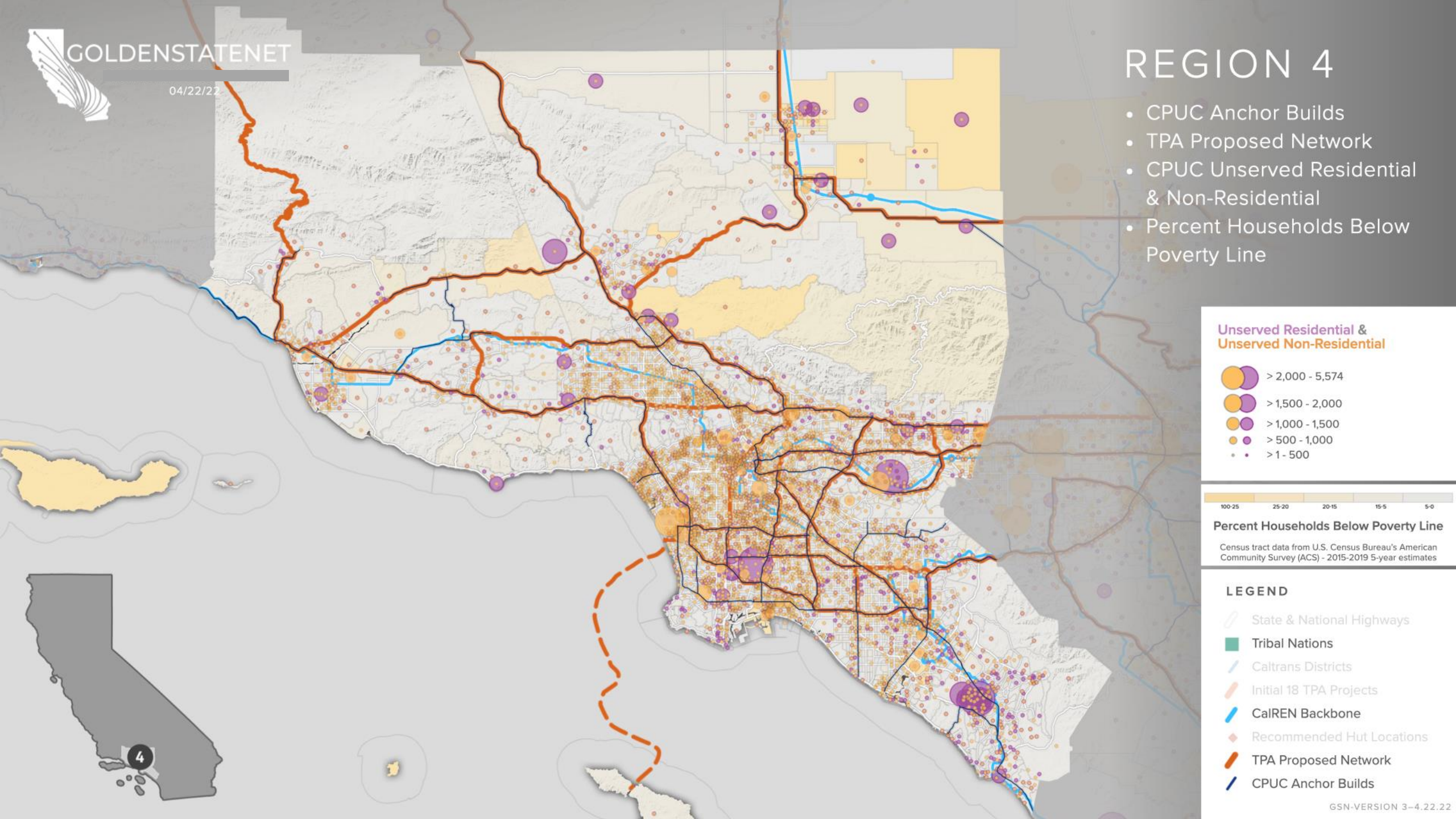
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GSN-VERSION 3–4.22.22

REGION 4: KEY HIGHLIGHTS

Geographic/Environmental:

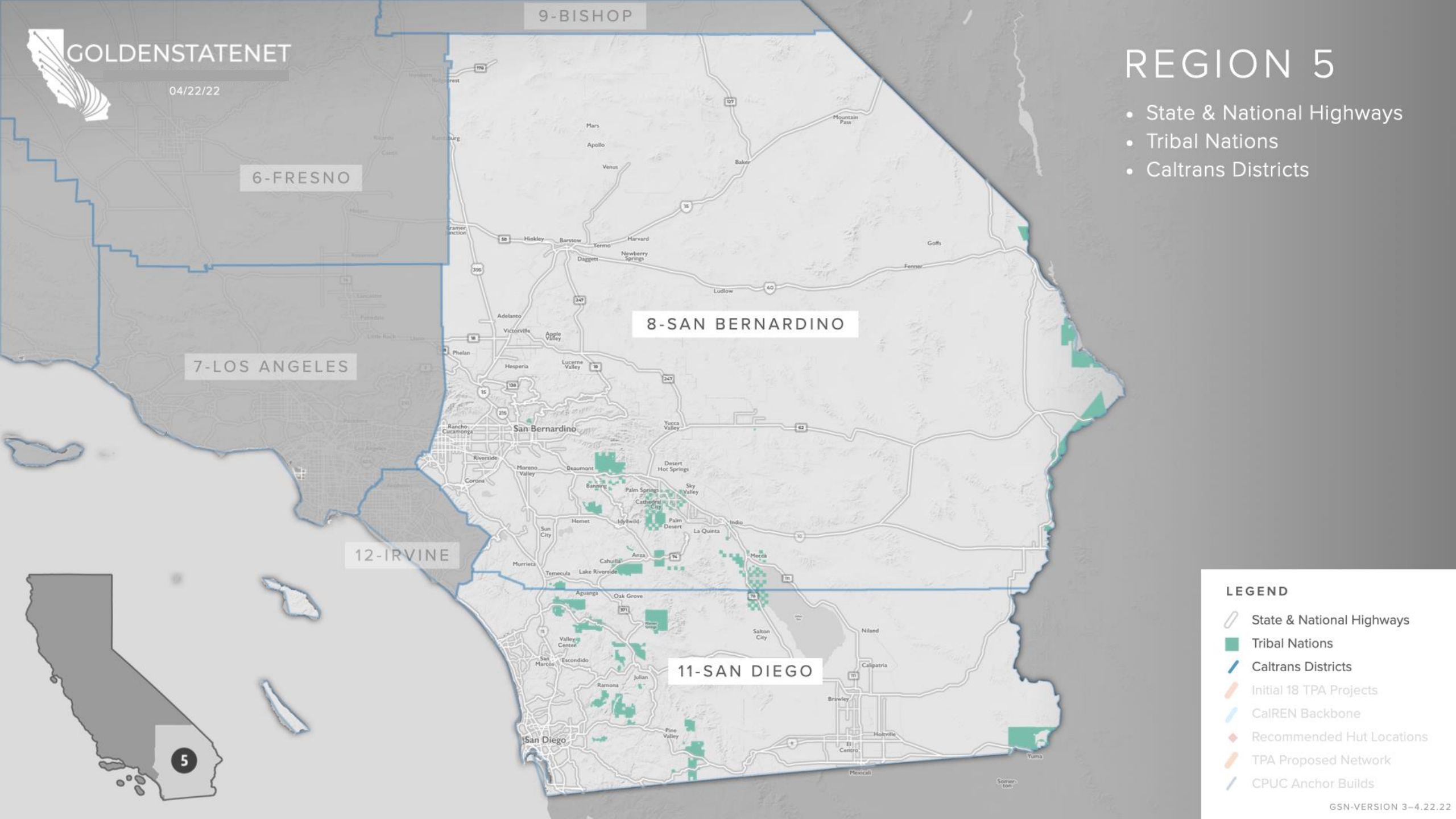
- Portions of region are densely populated urban areas.
- Further analysis required for Catalina Island.

Population:

- Service affordability will be key due to socioeconomic factors in parts of the region.

Technical/Business-related:

- Significant joint build opportunities.
- Multiple telecom carriers and considerable existing fiber in some areas create opportunities for IRU alternatives.
- Northeast area of the region lacks Caltrans ROW and may require further evaluation.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7-LOS ANGELES
12-IRVINE
11-SAN DIEGO
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GOLDENSTATENET

04/22/22

REGION 5

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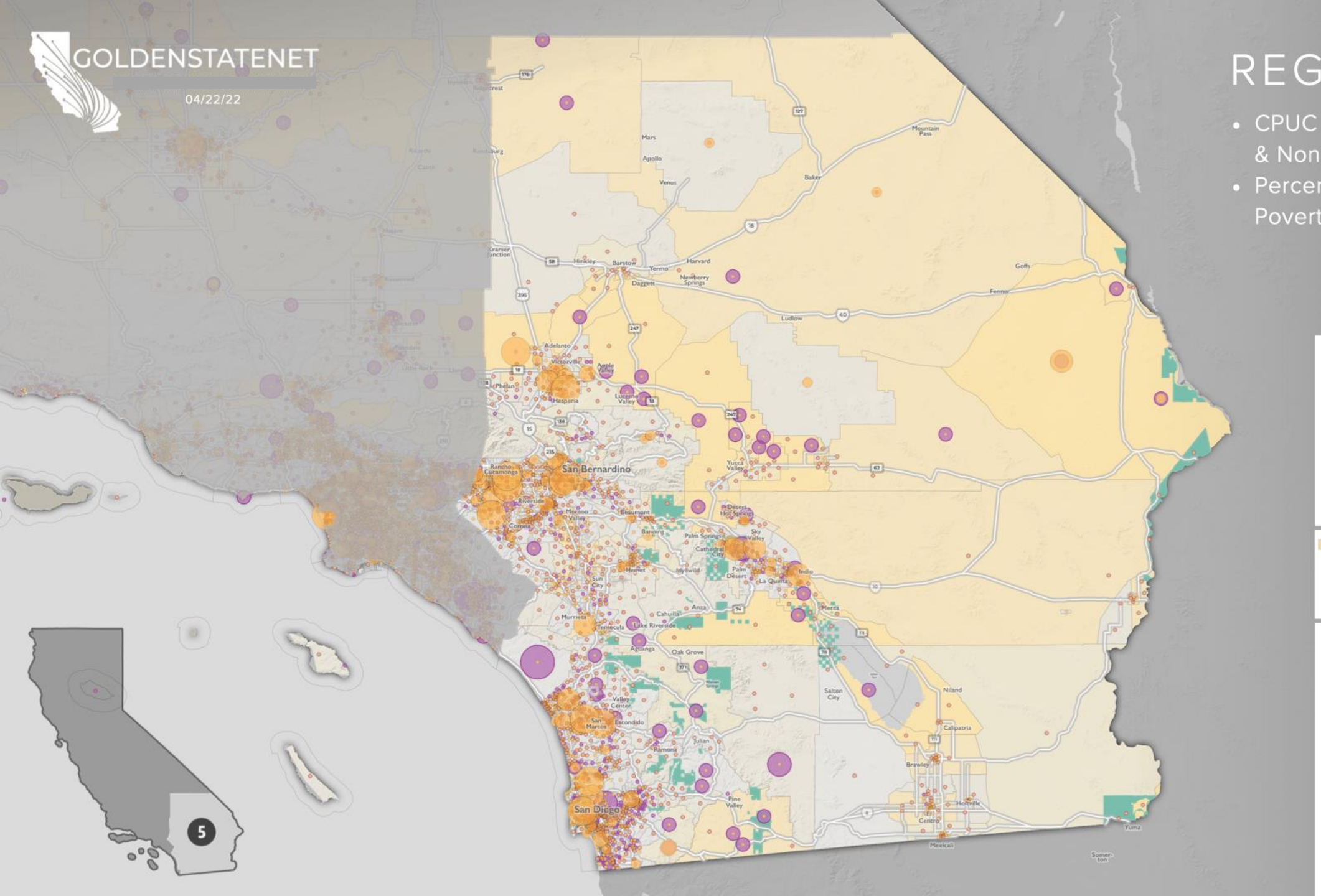

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Percent Households Below Poverty Line

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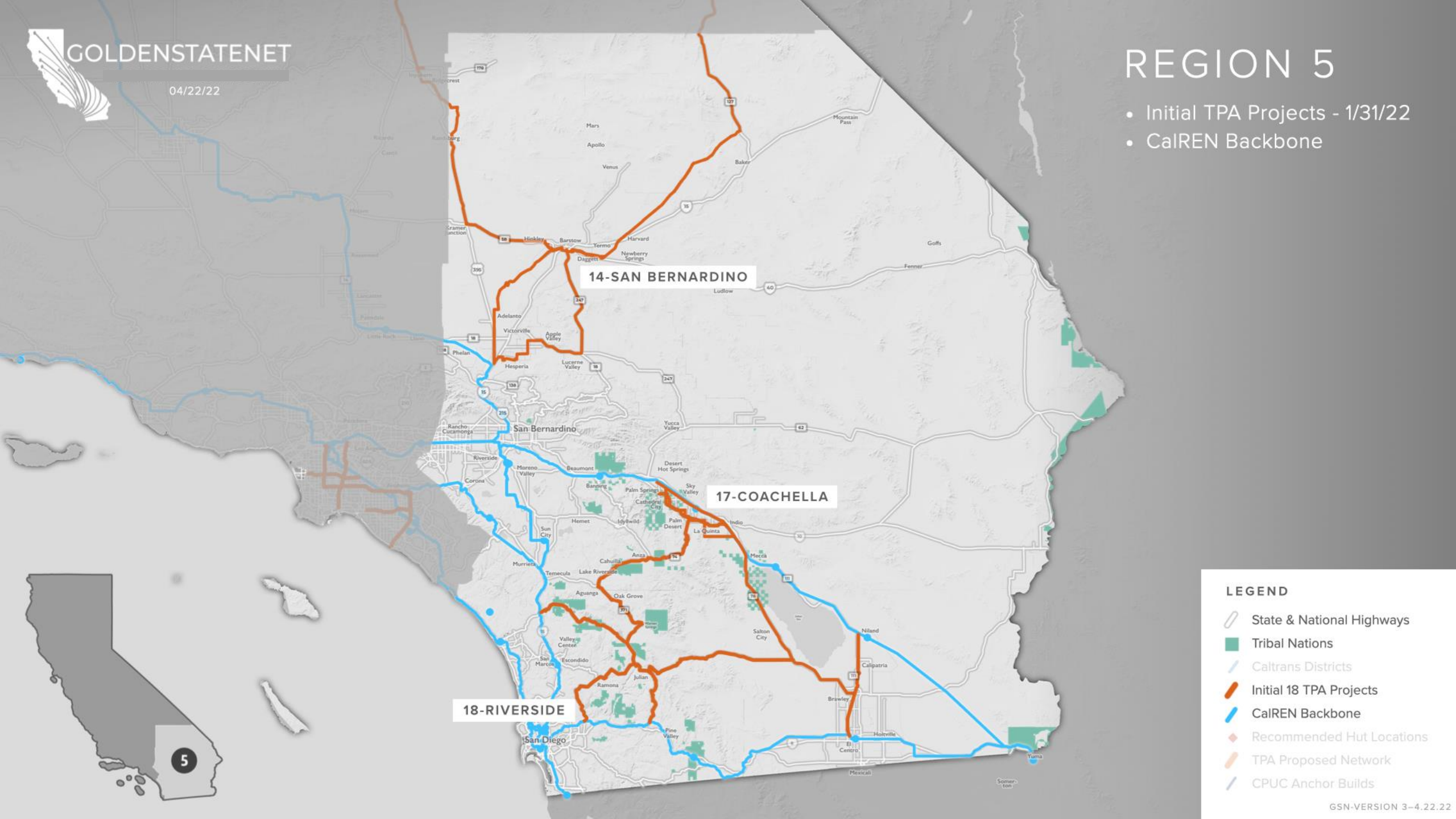
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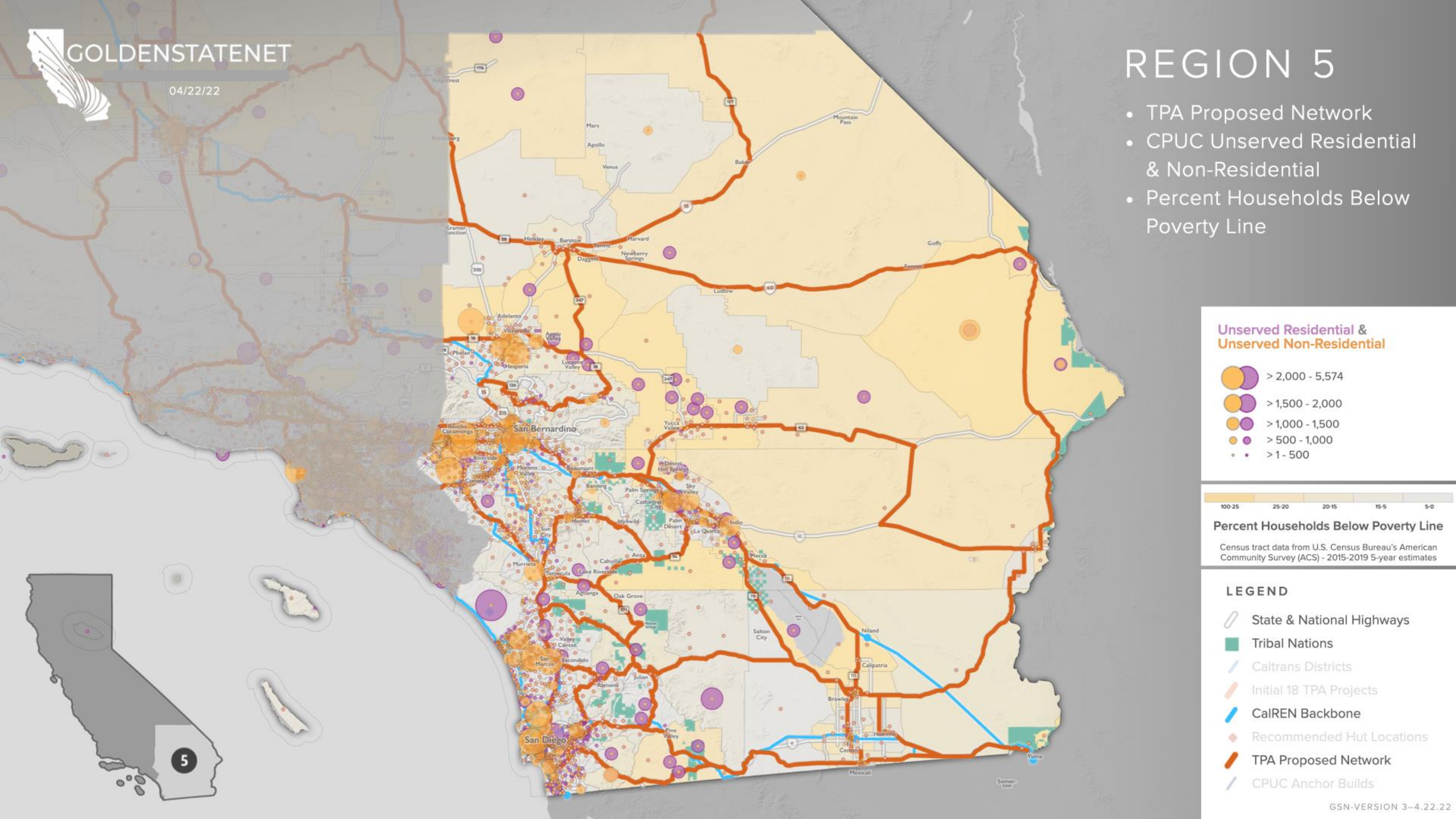
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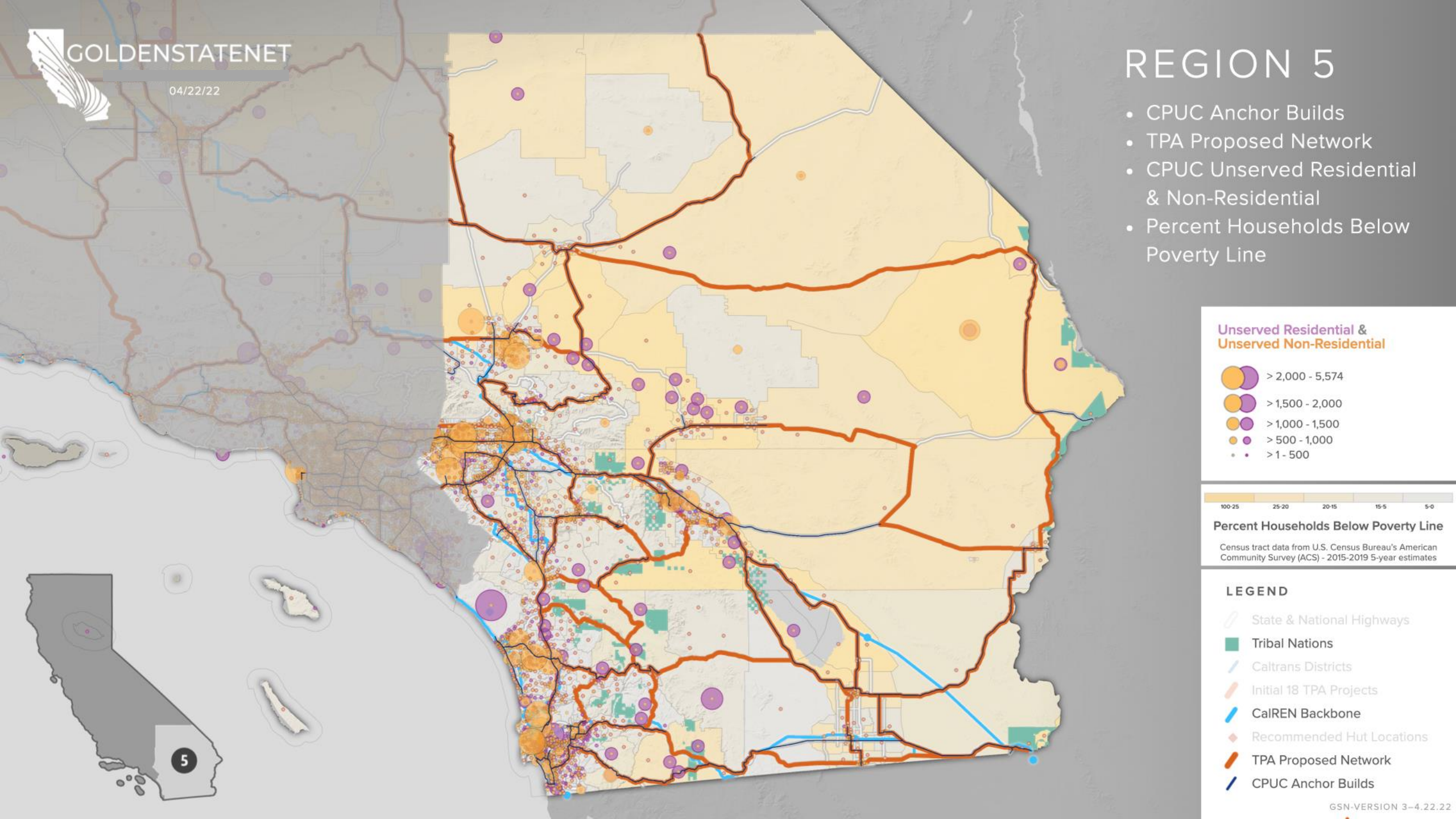
San Diego
Mars
Apollo
Venus
Mountain Pass
Baker
Hinkley
Barstow
Yermo
Daggett
Harvard
Newberry Springs
Ludlow
Goffs
Fenner
Adelanto
Victorville
Apple Valley
Hesperia
Lucerne Valley
Yucca Valley
Rancho Cucamonga
Riverside
Moreno Valley
Corona
Beaumont
Banning
Palm Springs
Cathedral City
Desert Hot Springs
Sky Valley
Idyllwild
Hemet
Sun City
Palm Desert
La Quinta
Indio
Murrieta
Temecula
Lake Elsinore
Cahuilla
Anza
Oak Grove
Aguanga
Valley Center
San Marcos
Escondido
Julian
Ramona
Pine Valley
Salton City
Niland
Calipatria
Brawley
Holtville
El Centro
Mexicali
Yuma
Somerton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GSN-VERSION 3–4.22.22

REGION 5: KEY HIGHLIGHTS

Geographic/Environmental:

- Includes densely populated urban areas as well as desert regions prone to extreme heat.

Population:

- Significant number of Tribal Nations in the region will be positively impacted by suggested routes.
- Service affordability will be key due to socioeconomic factors in parts of the region.

Technical/Business-related:

- Significant opportunities to connect to other major Internet hubs in the West.
- Multiple telecom carriers and considerable existing fiber in some areas create opportunities for IRU alternatives.

GOLDENSTATENET

04/22/22

OVERVIEW MAP

- TPA Proposed Network

Mark Monroe

Deputy Director, Middle-Mile Broadband Initiative

California Department of Technology

Caltrans Report

Important Next Step

- CDT plans to complete its review and analysis of this map.
- CDT will provide a final initial “build” map to Caltrans to begin its systemwide preconstruction work.

Benefits:

- Caltrans can start the clock on the 18-24 months of preconstruction work needed before construction can begin.
- Caltrans can develop and refine its cost estimates to inform build and lease decisions.

Going forward:

- GSN will continue developing a map of existing infrastructure that can be leased using IRUs.
- CDT will determine how much the state can afford to build and how much will need to be leased.

Eileen Odell

Advisor to Commissioner Darcie L. Houck
California Public Utilities Commission

Last Mile Initiatives and Supporting Programs

1. Broadband Technical Assistance - $50 million total**

- Purpose: Help prepare local governments & Tribes for broadband infrastructure investments.

2. Loan Loss Reserve - $750 million

- Purpose: enable local governments & nonprofits to secure financing for broadband infrastructure.

3. Federal Funding Account - $ 2 billion

- Purpose: Funding for last-mile broadband infrastructure projects.

4. California Advanced Services Fund (CASF) ~up to $150 million per year

- Purpose: assist with broadband infrastructure deployment & adoption in public housing, Tribes, & unserved areas.

Middle-Mile Locations

- Identify routes & priority areas using public process.
- Report mapping & analysis to the California Department of Technology for use in program implementation & project development.

* May be increased pursuant to Public Utilities Code Section 281(d)(4)
** Included in $2 billion Last-Mile Initiative

Public Broadband Models

City Main Business Model Options for Broadband Expansion

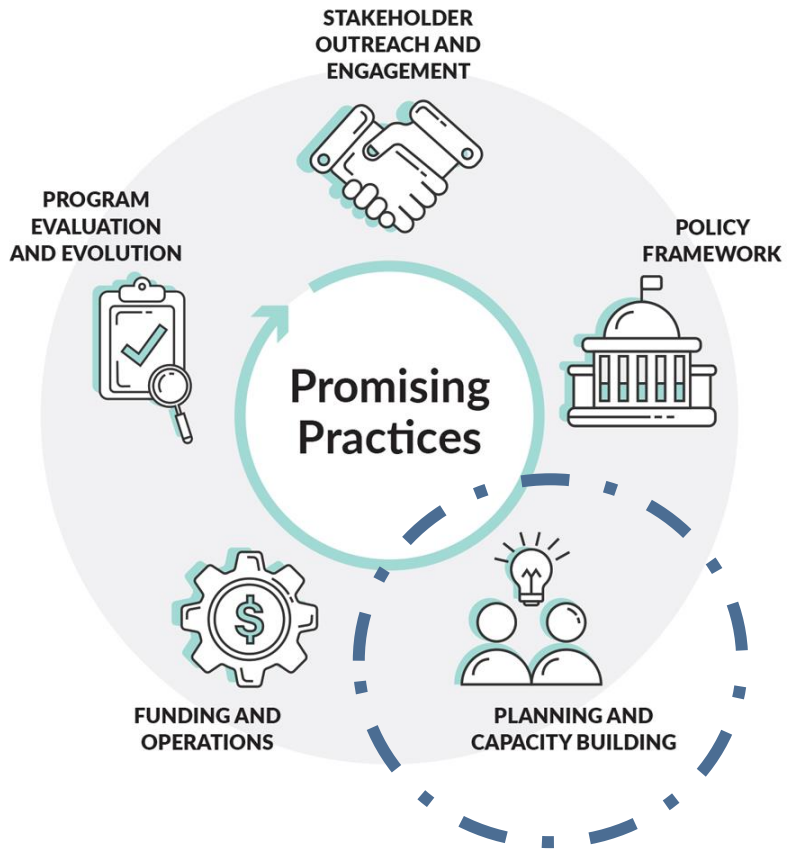
		Own Rights of Way, Utility Infra.	Own Middle Mile	Own Last Mile	Operate Infrastructure	Service Customer	Example City
1	Full Municipal Broadband	Public Entity (City or Utility)	Public Entity (City or Utility)	Public Entity (City or Utility)	Public Entity (City or Utility)	Public Entity (City or Utility)	Chattanooga
2	Publicly-owned, Privately-Serviced	Public Entity (City or Utility)	Public Entity (City or Utility)	Public Entity (City or Utility)	Public Entity / Service Provider	Service Providers (One or Several)	Westminster
3	Hybrid Ownership	Public Entity (City or Utility)	Public Entity (City or Utility)	Service Providers (One or Several)	Service Providers (One or Several)	Service Providers (One or Several)	Lincoln
4	Private Developer Open Access[1]	Public Entity (City or Utility)	Private Developer	Private Developer	Private Developer	Several Service Providers	Fullerton
5	Full Private Broadband	Public Entity (City or Utility)	Service Providers (One or Several)	Service Providers (One or Several)	Service Providers (One or Several)	Service Providers (One or Several)	Boston

Note: 1) Private Developer is defined as private company that builds, owns and operates the network infrastructure and offers open access to it to several retail SPs that provide service on the top

[US Ignite Whitepaper on Broadband Models (July 2020)]

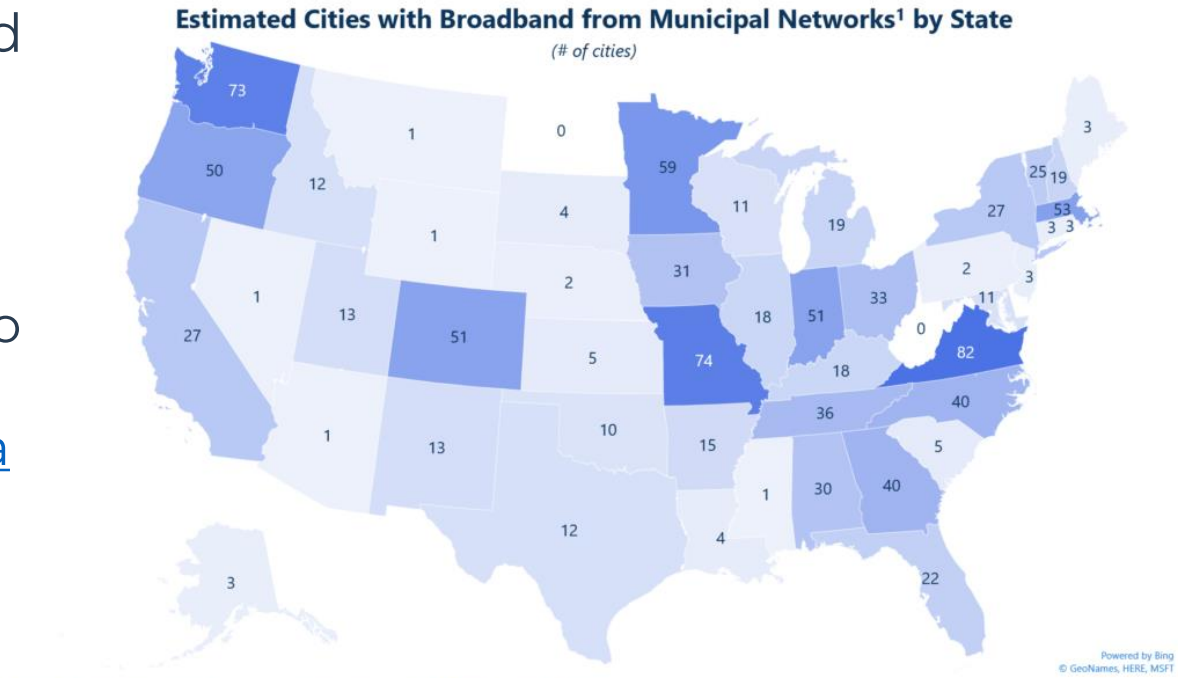
Local Agency Technical Assistance

- **$50 million** for **technical assistance grants** to local agencies and Tribes.
- Funding can be used for public entity or consultant costs to create **Joint Powers Authorities**, and for other costs to prepare to deploy broadband infrastructure, including for **environmental** permitting**, engineering, and design** activities.
- **Timing** - Applications June-July 2022.
- **Actions -** identify your needs and prepare to apply May through July 2022.
- More information



Loan Loss Reserve Fund

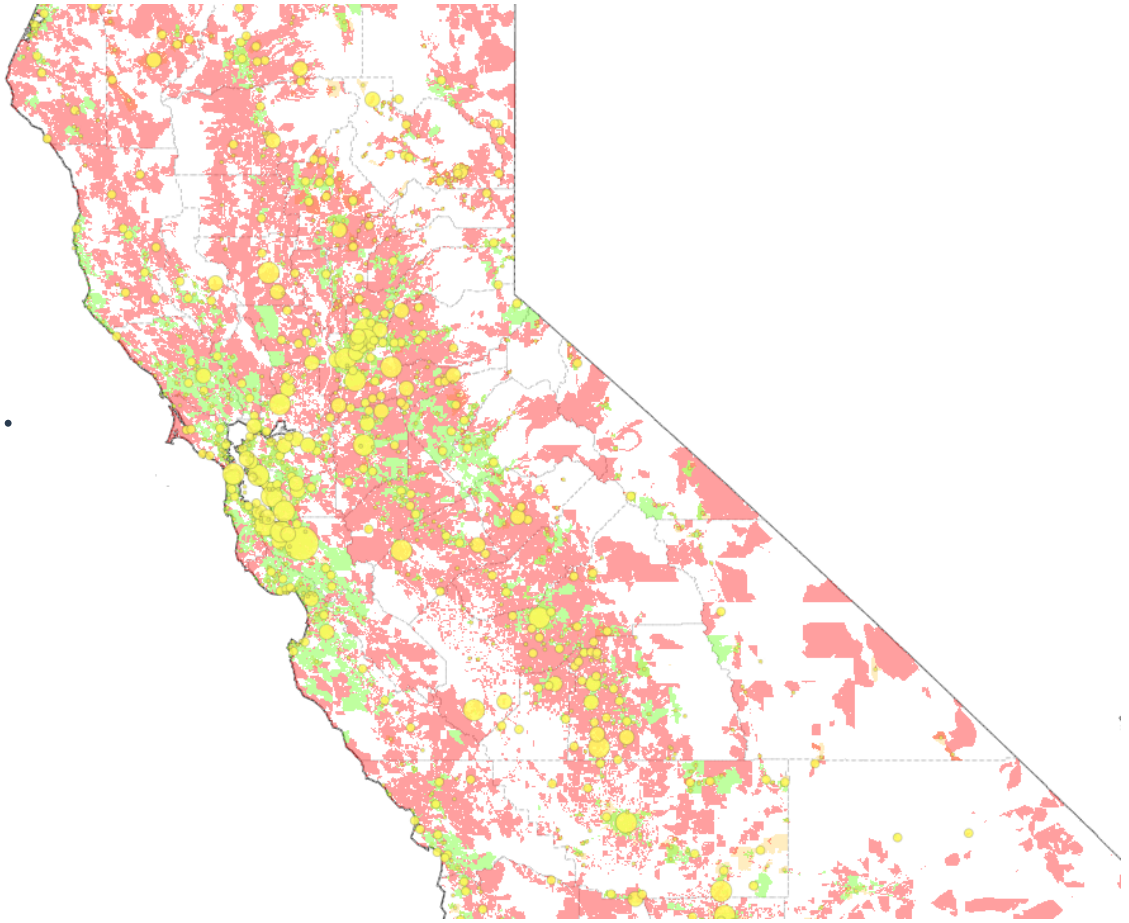
- **$750 million** Loan Loss Reserve Fund to support development of public broadband networks.
  - A form of **credit enhancement**, or a type of insurance, that helps lenders control for the risk that loans will not be repaid. This new funding will provide collateral to local governments for bond financing.
  - The US Department of Energy operates a similar loan loss reserve program.
- CPUC Rulemaking 20-08-021
- **Timing –** proposal for input by August 2022, comments and workshops to follow.
- **Actions –** engage in the implementation and consider becoming a party to the proceeding to inform program rules that meet your needs.



Source: Altman Solon

Last Mile Federal Funding Account

- The new $2 billion **Federal Funding Account** is for last-mile broadband infrastructure grants.
- These funds must be encumbered by the **2025** federal deadline, and spent (i.e., projects built) before **2027**.
- **Timing** – Targeting applications before July 2022.
- **Action** – get ready to apply or to support those who will apply to provide service to your constituencies.

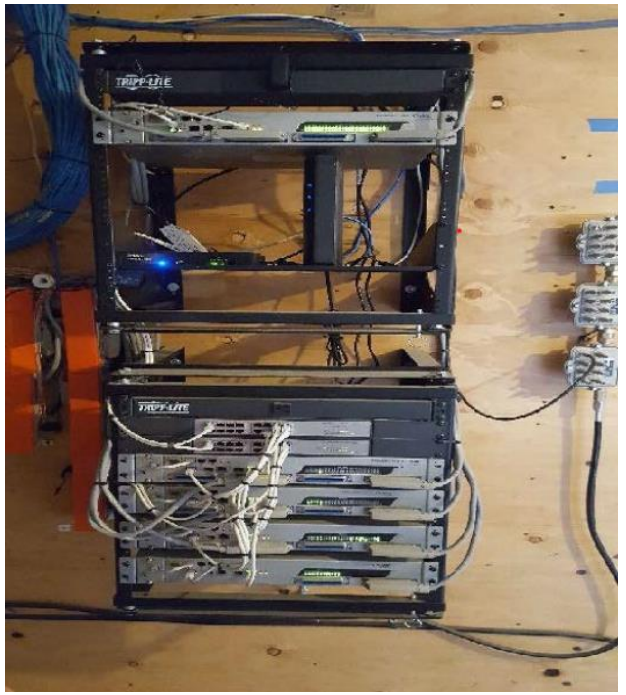


Adoption, Consortia, & Infrastructure Broadband Grants

- Broadband Adoption, Consortia, and Infrastructure grants are supported by the California Advanced Services Fund (CASF) broadband grant program. Up to **$150 million** a year funded by a surcharge on telephone bills
  - Broadband Adoption Grants
  - Broadband Consortia Grants
  - Broadband Infrastructure Grants
- **Timing** - updated rules for Adoption, Consortia, and Housing as soon as May 19; applications in June/July. Proposal on Infrastructure expected before end of second quarter 2022.
- **Action**
  - Engage on the implementation of the Broadband **Adoption**, **Consortia**, and **Public Housing** Program Updates in Rulemaking 20-08-021.
    - Become a party to the Rulemaking.
    - Join the mailing list for funding availability (email CASF_Adoption@cpuc.ca.gov)
  - Watch for the CASF budget allocation of amounts across the subaccounts (Adoption, Consortia, Infrastructure, and Public Housing)

Broadband Public Housing Account

- The revamped Broadband Public Housing Account Grants will provide grants to connect qualifying low-income housing, such as publicly supported housing communities, with infrastructure to provide free internet service.
- **Timing** – Targeting applications in June/July 2022.
- **Action** – Assess broadband needs of publicly support housing communities. Prepare applications or support entities that will apply.



CASF Public Housing Account project Housing Authority of the County of Kern – Green Gardens Main Distribution Frame room

Thank You

contact: statewidebroadband@cpuc.ca.gov

California Public Utilities Commission

Deployment of Anza Electric's CASF Connect Anza project, Riverside County

Affordable Connectivity Program Update

Sunne McPeak

President & CEO

Susan E. Walters

Senior Vice President

California Emerging Technology Fund

ACP Presentation

- Overview
- California Broadband Council Plan of Action
- Tracking Enrollment by County and Zip Code
- Call to Action

Affordable Connectivity Program Overview

Benefit: $30 per month,
Or $75 per month if the HH is on Tribal Land

Eligibility for a member of the Household: Lifeline, Medi-Cal, CalFresh, CEP/NSLP, Veterans Benefits, WIC, Tribal TANF, Pell Grant

Application: Everyone except Lifeline participants

California Broadband Council Plan of Action

Goal: 5 Million Households Enrolled

- 90% by 2025 4,500,000
- 95% by 2027 4,750,000

Households Enrolled As of 4/18: 1,407,718

Plan of Action

- Review Goals During Roundtables on the Broadband Plan
- Engage and Mobilize ISPs to Promote ACP in Ads (Raise Awareness)
- Enlist Qualifying State Agencies to Promote to Participants (Credible Source)
- Distribute ACP Info to Local Governments (Credible Source)
- Partner with CBOs (Trusted Messengers)
- Provide Information with Legislators to Share with Constituents

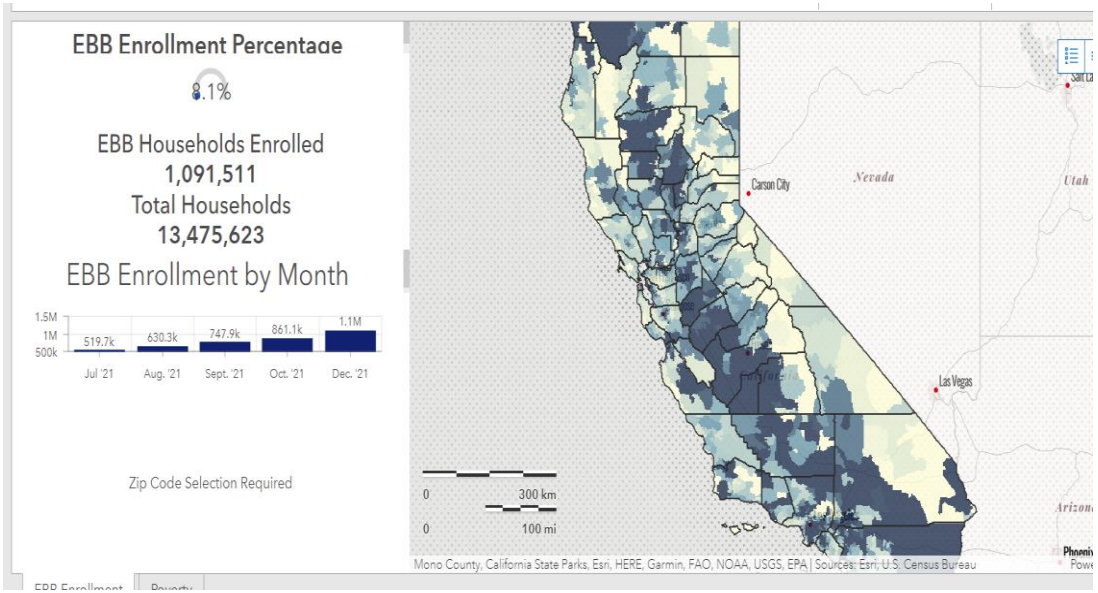
Performance for Emergency Broadband Benefit (EBB) and ACP

Key Observations

- 1M HHs enrolled in EBB December 2021
- 30% for Home Internet (estimate)
- More are eligible but paying market rate
- 5 months of EBB sign-ups equaled the number of people on Lifeline (subsidy for mobile Internet)

- US 11,587,052 April 18 Enrollment
- CA 1,407,718 April 18 Enrollment
  - 12% of U.S. Sign Ups
  - 28% of CA 5M Goal Set by CBC

California Enrollment Map from CSU Chico and CETF



Conduct Awareness Campaigns with a Call to Action

Speakers will Discuss ACP Promotion Options

- San Diego Organizing All Hands on Deck
- Oakland Undivided Connecting Everyone
- Fresno State's Call Center Supporting the State
- Los Angeles Boosted Enrollment by 44%

Themes

- Use Paid and Earned Media, Social Media, County Depts, Printed Collateral
- Engage Partners: CBOs and Local Government Partners
- Multiple Languages In All Media
- Virtual Training for Department Staff
- Call Center Support

Call to Action from Today

- Collaborate Regionally to Increase Awareness With a Concerted Plan (by all means)
- Advertise as Creditable Source (state/county agencies)
- Engage Community with Trusted Messengers

Affordable Connectivity Program Panelist

Krystal Ayala

Senior Partnerships Strategist

SANDAG

Get Connected Campaign

AFFORDABLE, RELIABLE INTERNET ACCESS CAN HELP YOU CONNECT WITH:

- Job opportunities
- Education resources
- Banking services
- Virtual healthcare appointments
- Community resources
- Transportation services
- Friends and family

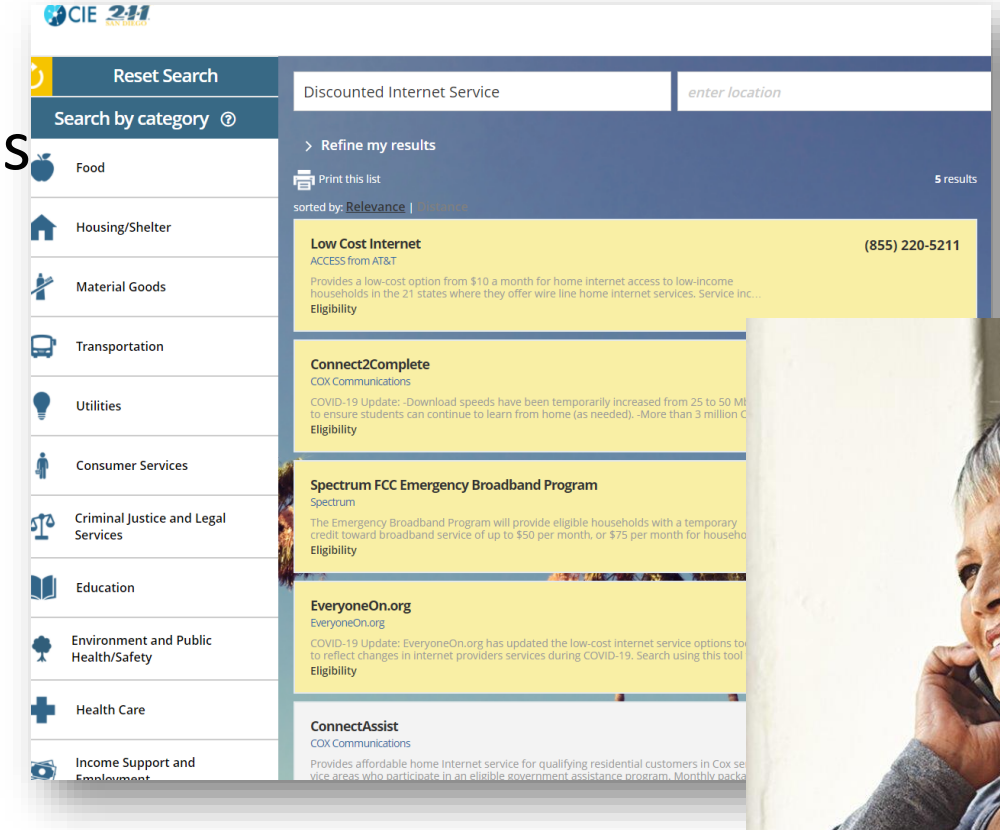
LEARN HOW TO CONNECT:

- Learn about a monthly internet discount through the federal Affordable Connectivity Program.
- Access free Wi-Fi at hundreds of locations across the region.
- Check out a laptop from your local library to get connected today.
- Purchase a low-cost computer or get free digital training from the San Diego Futures Foundation.
- Explore resources to connect to the internet by visiting GetConnected.SANDAG.org or calling 2-1-1.

2-1-1 SAN DIEGO

211 San Diego

- 211 San Diego is the region's trusted source for information and connections to community, health, and disaster resources
- Free, 24/7 service, 3-digit dialing code
- Provides referrals to specific resources
  - Internet services
  - Public WiFi sites
  - Discounted computers
  - Technology education and training



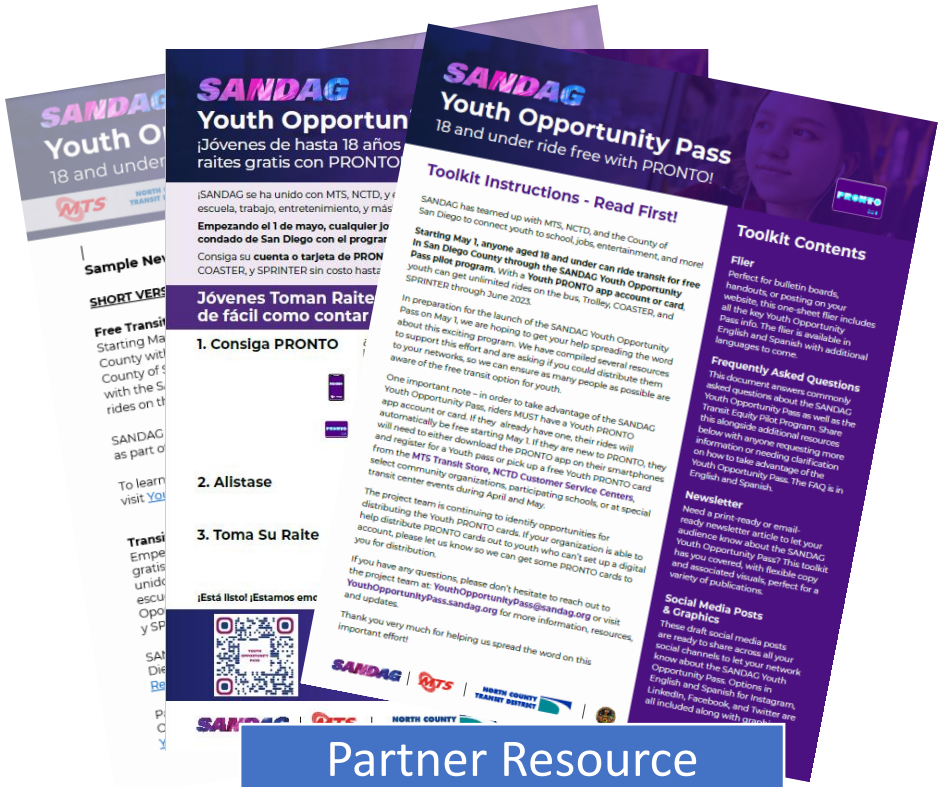
Outreach Strategy

Print Distribution

Community Event Participation

Direct Mail

Advertising



Partner Resource Toolkit

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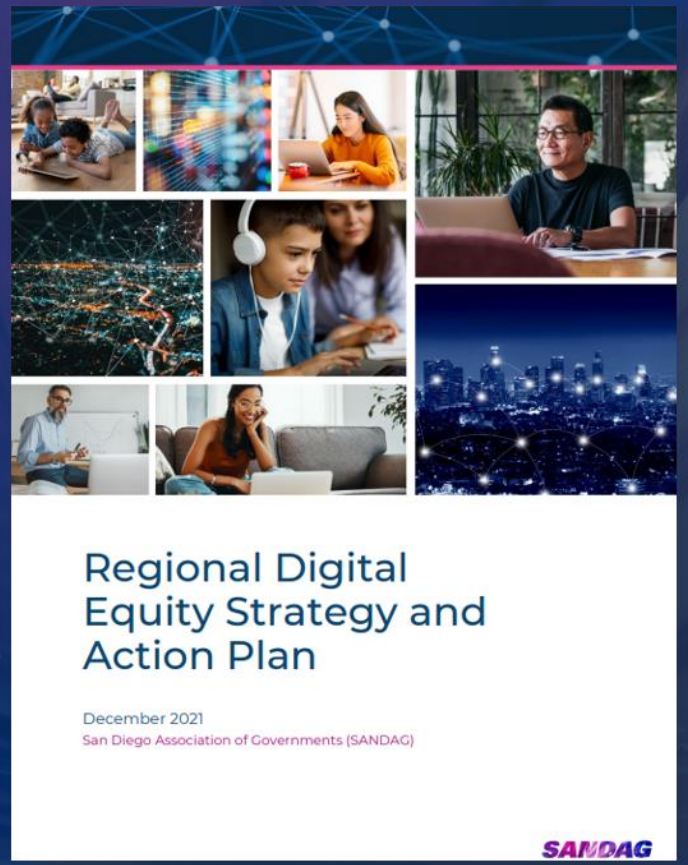
@SANDAGregion @SANDAG

Email: krystal.ayala@sandag.org



SANDAG

Patrick Messac

Project Director

#OaklandUndivided

#OaklandUndivided Founding Partners

OAKLAND UNIFIED SCHOOL DISTRICT
Community Schools, Thriving Students

Tech Exchange

CITY OF OAKLAND

OAKLAND PROMISE

OAKLAND PUBLIC EDUCATION FUND

Leadership Partners

All City Council • BlocPower • Clever • Common Sense Education • East Oakland Youth Development Center • Education for Change • EducationSuperHighway • Families in Action • Greenlining Institute • Homies Empowerment • Kapor Center • La Clínica de la Raza • Latino Education Network • Leadership Public Schools • Lighthouse Community Public Schools • NAACP • Oakland Housing Authority • OakWifi • OUSD Office of Equity • The Oakland REACH • Oakland Youth Advisory Commission • Scientific Adventures for Girls • Youth Uprising • 100 Black Men Bay Area

Community Endorsers

- **Elected Leaders:** Mayor Libby Schaaf, Council President Pro Tempore Sheng Thao, Councilmembers Loren Taylor, Treva Reid, Noel Gallo, and Dan Kalb, Alameda County Supervisor Nate Miley, OUSD School Board Directors Dr. Gary Yee and Dr. Cliff Thompson
- **Community Leaders:** Oakland Housing Authority Executive Director Patricia Wells, Former Student School Board Member Jessica Ramos, Unity Council CEO Chris Iglesias and Chief of Staff Karely Ordaz, Latino Education Network leader Jorge Lerma, Oakland NAACP President George Holland, Oakland Promise Senior Manager Dulce Torres-Petty, BlocPower CEO Donnel Baird, Homies Empowerment Co-Founder Dr. Cesar Cruz, The Oakland REACH Chief Program Officer Michael De Sousa, Tech Exchange Executive Director Seth Hubbert, Black Joy Parade CEO Elisha Greenwell, Nehanda Imara of the Black Cultural Zone, OUSD CTO Susan Beltz, and Kapor Center CTO Lili Gangas

#OaklandUndivided

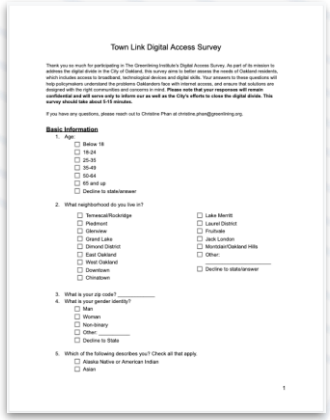
Leverage Data & Funding through Trusted Institutions

Tech Check Survey

Simple Survey (Aeries Compatible)

Home Technology Access	
Household Computer Does your household **own** a computer? *(This does **NOT** include tablets, iPads, readers, Kindles, smartphones, etc.)*	o Yes o No
Student Computer for Schoolwork Does your student always have access to a computer at home for schoolwork? "**Yes**" means your student has their **own** computer, or **always** has **access** to a home computer. "**No**" means your student does **not** have their own computer, or **does not always have access** to a home computer.	o Yes o No
Home Internet Access for Schoolwork Does your student have internet at home that is **fast** enough to attend Zoom meetings for parent conferences and stream educational videos **without interruption**?	o Yes o No

[Tech Check Link]



[TownLink Survey]

#Oakland Undivided

URGENT: Apply for ROUND 3 of the
Emergency Connectivity Fund (ECF)
Due: **Friday, May 13th**

What is the Emergency Connectivity Fund?
The Emergency Connectivity Fund provides funding for schools to bulk purchase

1. **laptops or tablets** for home use, and
2. reliable , at-home **internet connection**

for students who do not have sufficient access to learn from home. In Round 1 and 2, #OU supported Oakland charters gain access to **$632,777 in funding**, and we're here to help again!

IMPORTANT: TWO YEARS OF BENEFIT in ECF Round 3! Applying for ECF could allow you to secure computers and internet for all unmet needs for the 22'-23 AND '23-24 school year and fulfill the pledge for two more years!

When is the application due?
The third funding window will open from **Thursday, April 28, 2022**, through **Friday, May 13, 2022**. This might be the last round - don't delay!

[ECF Promotional Collateral Example]

#Oakland Undivided | Tech Exchange

CONGRATULATIONS! You have been selected to receive a FREE, family-owned, refurbished laptop from #OaklandUndivided and Tech Exchange.
This computer is for you to keep and use how you like!

¡Felicidades! Ha sido seleccionado para recibir una computadora portátil restaurada GRATIS de #Oakland Undivided y Tech Exchange. **¡Esta computadora es suya y la puede usar como guste!**

恭喜！ 您被选中获得由 *#Oakland Undivided* 和 *Tech Exchange* 提供的免费家用翻新笔记本电脑。**这台电脑将送给您，您想怎么用就怎么用。**

"Xin chúc mừng! *Quý vị đã được chọn để nhận một máy tính xách tay MIỄN PHÍ, do gia đình sở hữu, đã được tân trang lại từ #Oakland Undivided and Tech Exchange.* ***Quý vị có thể giữ máy tính này và tuỳ ý sử dụng!***

恭喜！ 您被選中獲得由 #Oakland Undivided 和 Tech Exchange 提供的免費家用翻新筆記型電腦。**這台電腦將是您的，您可隨意使用！**

تهانينا! لقد تم اختيارك لتلقي الآتي بشكل مجاني، كمبيوتر محمول مُجدد مملوك عائليًا من #OaklandUndivided. هذا الكمبيوتر مخصص لك لتحتفظ به وتستخدمه بالطريقة التي تريدها!

[Refurbished Devices]

Affordable Connectivity Plan - A Phased Approach

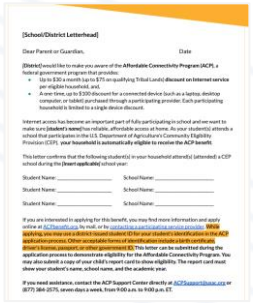
[Flyer Link]

AWARENESS | TRUST | ENROLLMENT

Increase Awareness through CBOs & Schools

Broadband Adoption Hubs:

- Oakland partnering with Education Superhighway & Greenlining to train CBO partners on ACP Enrollment
- Launching Outbound Call Center


[School/District Letterhead]

Dear Parent or Guardian, Date

[District] would like to make you aware of the Affordable Connectivity Program (ACP), a federal government program that provides:

- Up to $30 a month (up to $75 on qualifying Tribal Lands) discount on internet service for an eligible household, and
- A one-time, up to $100 discount for a connected device (such as a laptop, desktop computer, or tablet) purchased through a participating provider. Each participating household is limited to a single device discount.

Internet access has become an important part of fully participating in school and we want to make sure [student's name] has reliable, affordable access at home. As your student[s] attends a school that participates in the U.S. Department of Agriculture's Community Eligibility Provision (CEP), your household is automatically eligible to receive the ACP benefit.

This letter confirms that the following student[s] in your household attend[s] (attended) a CEP school during the [insert applicable] school year:

Student Name: _____ School Name: _____

Student Name: _____ School Name: _____

Student Name: _____ School Name: _____

If you are interested in applying for this benefit, you may find more information and apply online at ACPbenefit.org, by mail, or by contacting a participating service provider. While each household may receive a district-issued student ID for your student's identification in the ACP application process, [District] does not provide forms of identification, including birth certificates, social security cards, or other government ID. This letter can be submitted during the application process to demonstrate eligibility for the Affordable Connectivity Program. You may also submit a copy of your child's report card to show eligibility. The report card must show your student's name, school name, and the academic year.

If you need assistance, contact the ACP Support Center directly at ACPsupport@usac.org or (877) 384-2575, seven days a week, from 9:00 a.m. to 9:00 p.m. ET.

Streamline Eligibility:

- Stipend school-site staff for trusted outreach
- Provide digital student ID and CEP letter to streamline enrollment through dependent

Eduardo Gonzalez

Director

Fresno State University / SJV Regional Broadband Consortia

Affordable Connectivity Program Panelist

Selwyn Hollins

Director

County of Los Angeles, Internal Services Department

DELETE THE DIVIDE

Emergency Broadband Benefit Program

CAMPAIGN RECAP

Countywide Promotional Campaign

The CEO (LA County) identified **$3 million** in one-time funding to promote EBB and ACP adoption; phase one launched in December 2021 and included:

- Media buys
- Press releases
- Virtual training sessions
- Print and digital marketing
- Text messaging, telephone calls, and email marketing
- Call center

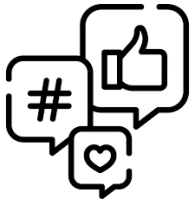
Multi-media and multi-language campaign to drive awareness and enrollment

- Advertisements and collateral materials were produced in multiple languages
  - English, Spanish, Chinese, Korean and Vietnamese
- Utilized a mix of broad scale awareness media, community publications, and digital media to reach the target audience
  - English, Spanish and Chinese TV
  - English and African American community Radio
  - Community Newspapers/Op-Ed placement
  - Social Media
- Incorporated highest density of target audience into media choices
  - Television programming that is local, and covers “need to know” community information
  - Radio stations with mass reach, playing music that appeals to the target
  - Social media with zip codes, look-a-like, and demographic targeting
  - Tailer Google Ad Network placements to coincide with high density of the target audience

Summary of Results

TV

1,630



Social Media

887

Radio

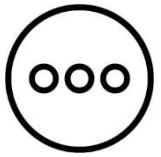
508

Print

133

Google Search

32



Other*

1,837

Total Calls/leads generated to CETF CBO Call Center = **5,018**

Calls are still coming in as a result of the campaign

*Collateral/Social Press kit/Press Releases

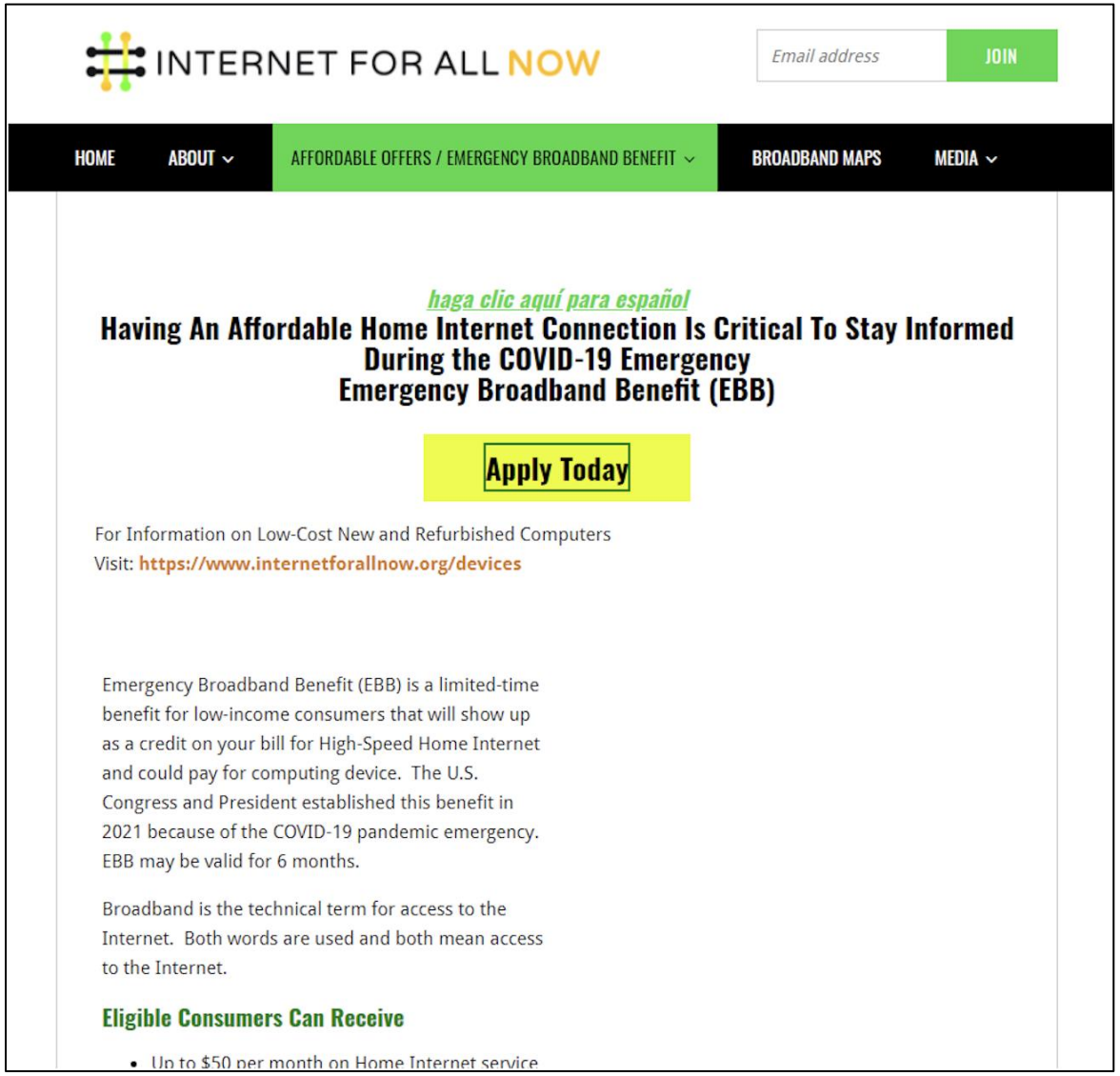
Summary of Results

Visits to IFAN EBB Application Landing page significantly increased in December

Visits increased **400%**

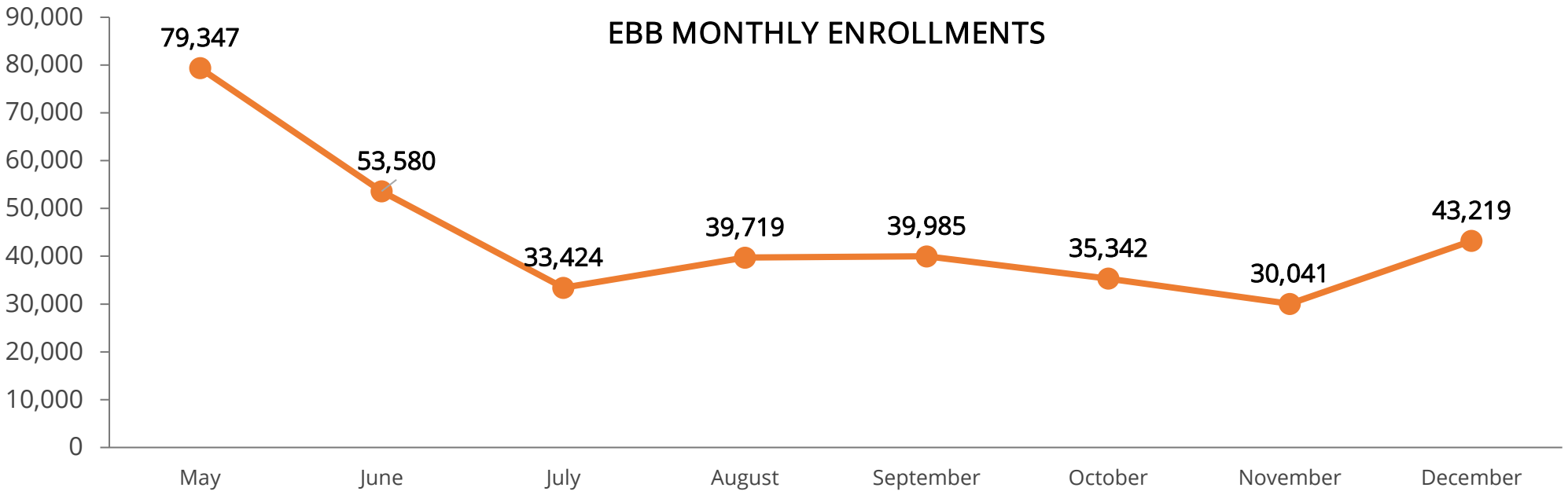
Nearly **50,000** **views** and

21,150 **applications**



December 2021 Results

The FCC reported a **44% increase** in EBB enrollments during the month of December. Los Angeles now has the most enrolled households among counties within California.



2021 LA County Total Enrollment: 354,657

Scott Adams

Deputy Director, Broadband & Digital Literacy
California Department of Technology

Digital Equity Look Ahead

The **Infrastructure Investment and Jobs Act (IIJA)** designates $65 billion to close the digital divide and invest in broadband.

Includes:

- **Broadband Equity, Access, and Deployment** Program to support broadband infrastructure and deployment.
- **State Digital Equity Planning and Capacity Grants** for states to promote the achievement of digital equity and inclusion.

Notice of Funding Opportunities to be released in May.

California's State Digital Equity Planning begins this summer. More to come soon!

Q&A

Closing and Next Steps

Post-Roundtable Follow-ups

- Post-event questionnaire
- Permitting survey
- Event recording, slides presentation, and transcript will be posted on the BB4All portal: broadbandforall.cdt.ca.gov/events/

Upcoming Events

- Middle-Mile Advisory Committee Meeting – May 20
- Broadband Council Meeting – May 25

THANK YOU!

CALIFORNIA ALL

BROADBAND FOR ALL