



TO: Mayor and Councilmembers

FROM: Peter Imhof, Planning and Environmental Review Director

CONTACT: Anne Wells, Advance Planning Manager
Marjie Kim, SBCAG Executive Director

SUBJECT: Broadband Strategic Plan Memorandum of Understanding

RECOMMENDATION:

- A. Approve and authorize the City Manager to execute a Memorandum of Understanding with Santa Barbara County Association of Governments (SBCAG), County of Santa Barbara, and the Cities of Santa Barbara, Santa Maria, Lompoc, Carpinteria, Guadalupe, Solvang, and Buellton to prepare a regional broadband strategic plan and financially contribute \$21,011.56 toward this effort from the General Fund.
- B. Approve a budget appropriation of \$21,011.56 from the General Fund Unassigned Fund Balance into Advance Planning Fund 101-40-4300-51300 to support SBCAG's effort in preparing a Broadband Strategic Plan.

BACKGROUND:

Broadband and the lack of quality internet access has been a discussion point for many years. During the COVID-19 pandemic, this became an urgent issue as more residents relied on their internet service to continue to work, go to school and/or shop. The COVID-19 pandemic has made the digital divide in unserved and underserved communities, including communities of color, rural communities, and senior residents, more apparent as work, commerce, health and other economic services have moved online. Residents in unserved and underserved communities are struggling to participate in the digital landscape as broadband services are unavailable to them due to lack of affordability or infrastructure. As such, there is a need to expedite broadband infrastructure deployment and provide connectivity at an affordable rate to unserved and underserved communities. Providing better access to broadband contributes to creating more sustainable communities with lasting economic, education, and health benefits along with reducing greenhouse gas emissions that contribute to climate change.

In July 2021, SBCAG formed a broadband ad-hoc committee, comprised of the following members: Joan Hartmann (County Supervisor, Third District); Bob Nelson (County Supervisor, Fourth District); Jenelle Osborne (Mayor, City of Lompoc); Alice Patino (Mayor, City of Santa Maria); and Mayor Perotte. The ad-hoc committee recommended the SBCAG Board of Directors' support and encouragement to formalize a collaborative, regional approach to developing a broadband strategic plan between SBCAG, the County of Santa Barbara and the eight incorporated cities in the region.

DISCUSSION:

On October 21, 2021, the SBCAG Board of Directors directed their Executive Director, Marjie Kirn, to coordinate with the eight cities in the county to request participation in a regional broadband strategic planning process and seek financial contribution to that effort. The County of Santa Barbara committed \$200,000 of America Rescue Plan Act funding at their October 19 Board of Supervisors meeting. The SBCAG Board of Directors proposed dividing the remaining cost among the eight cities based on the 2021 Department of Finance (DOF) Population Estimate of the cities' population of 307,821 (see Table 1 of proposed jurisdiction contributions based on population).

The City of Goleta is being requested to support the regional broadband strategic plan with a financial contribution of \$21,011.56 in partnership with SBCAG, the County of Santa Barbara and participating incorporated cities in the region. The total estimated cost for this effort is \$400,000, which includes \$300,000 of direct costs with the Broadband Consortium Pacific Coast to develop the strategic plan. The strategic plan is anticipated to be completed in six to nine months and is estimated to begin early 2022.

Table 1: Proposed Jurisdiction Broadband Strategic Plan Financial Contribution

Jurisdiction	2021 DOF Population Estimate	%	Contribution
Buellton	5,435	1.77%	\$3,531.27
Carpinteria	13,196	4.29%	\$8,573.81
Goleta	32,339	10.51%	\$21,011.56
Guadalupe	8,346	2.71%	\$5,422.63
Lompoc	42,493	13.80%	\$27,608.90
Santa Barbara	93,055	30.23%	\$60,460.46
Santa Maria	107,445	34.91%	\$69,810.05
Solvang	5,512	1.79%	\$3,581.30
County	n/a	n/a	\$200,000.00
Total	307,821		\$400,000.00

SBCAG Board of Directors in coordination with the County of Santa Barbara, Broadband Consortium Pacific Coast, and the Santa Ynez Band of Chumash Indians have been working to help prepare Santa Barbara County for potential funding opportunities. Over the past couple of months, potential funding opportunities have been announced from

both the federal and state governments to provide better access to those who depend on broadband services. With available funding forthcoming, SBCAG would like to ensure that our region is prepared at a regional level to secure and implement funding to stakeholders in an effective and efficient manner.

FISCAL IMPACTS:

SBCAG requests that the City contribute \$21,011.56 towards the preparation of a Broadband Strategic Plan. Funds for this request are recommended from the General Fund Unassigned Fund Balance. The table below summarizes the FY 21/22 project budget request.

Broadband Strategic Plan, FY 21/22					
Fund Type	Account	FY 21/22 Current Budget	YTD Actual s	Recommended Appropriation	Total Available Budget
General Fund	101-40-4300- 51300	\$0	\$0	\$21,011.56	\$21,011.56
Total		\$0	\$0	\$21,011.56	\$21,011.56

There is approximately \$11.7 million available in the unassigned fund balance.


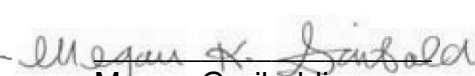
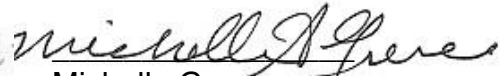
ALTERNATIVES:

City Council could choose to not authorize the City Manager to execute the MOU. In that case, the Broadband Strategic Plan would not be fully funded and SBCAG would need to seek funds elsewhere or discontinue the pursuit of the project.

Reviewed By:

Legal Review By:

Approved By:

 Kristine Schmidt Assistant City Manager	 Megan Garibaldi City Attorney	 Michelle Greene City Manager
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ATTACHMENTS:

1. Broadband Strategic Plan Memorandum of Understanding
2. Draft Broadband Consortium Pacific Coast Scope of Work
3. Broadband Strategic Plan PowerPoint

Attachment 1

Broadband Strategic Plan Memorandum of Understanding

MEMORANDUM OF UNDERSTANDING

BETWEEN THE:

SANTA BARBARA COUNTY ASSOCIATION OF GOVERNMENTS, COUNTY OF SANTA BARBARA, AND THE CITIES OF BUELLTON, CARPINTERIA, GOLETA, GUADALUPE, LOMPOC, SANTA BARBARA, SANTA MARIA AND SOLVANG
for

PREPARING A REGIONAL BROADBAND STRATEGIC PLAN FOR THE SANTA BARBARA COUNTY REGION

THIS Memorandum of Understanding (MOU) is hereby entered into by and between the Santa Barbara County Association of Governments referred to herein as "SBCAG", and the County of Santa Barbara as well as Cities of Buellton, Carpinteria, Goleta, Guadalupe, Lompoc, Santa Barbara, Santa Maria, and Solvang individually referred to herein as "AGENCY", or, collectively as the "AGENCIES."

R E C I T A L S:

WHEREAS, the AGENCIES form a Joint Powers Authority as SBCAG, which serves as the Metropolitan Planning Organization for the region;

WHEREAS, the AGENCIES agree to work together on the development of the Regional Broadband Strategic Plan;

WHEREAS, the AGENCIES agree to financially participate to cover the expenses of the Regional Broadband Strategic Planning effort;

WHEREAS, SBCAG shall be the administrative entity for the Regional Broadband Strategic Planning effort during the term of this MOU;

WHEREAS, SBCAG, as the administrative agency, will work with the Broadband Consortium of the Pacific Coast (BCPC) to assist the region with the development of the Regional Broadband Strategic Plan.

NOW, THEREFORE, the AGENCIES agree to the following:

1. **ROLES AND RESPONSIBILITIES.** Under this MOU, SBCAG and the AGENCIES agree to work together to:
 - A. Cooperate in developing a Regional Broadband Strategic Plan, including but not limited to, identifying improvement needs, funding options and strategies, economic impacts, and benefits.
 - B. Designate a technical contact person(s) to assist in planning for Broadband infrastructure and support the invoicing process;
 - C. Actively participate in the planning process by attending meetings and providing comments and input where appropriate;
 - D. Pay the invoice for the Broadband Strategic Plan.
 - E. The name for the working body under this mutual understanding will be known as the "BROADBAND ALLIANCE OF SANTA BARBARA COUNTY (ALLIANCE)."
 - F. SBCAG to serve as the administrative agent and secretary for the ALLIANCE.

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MOU for the term of January 1, 2022 to December 30, 2022

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2. **ADMINISTRATIVE ENTITY.** SBCAG shall serve as the administrative entity of the ALLIANCE , SBCAG shall:

- A. Upon approval by the SBCAG Board, enter into an agreement with BCPC, in compliance with SBCAG's purchasing policy to develop a Broadband Strategic Plan for the Santa Barbara County region and to provide oversight of the agreement with BCPC;
- B. Act as the fiscal agent, and serve as the custodian of the financial contributions by the AGENCIES and deposit contributions in a separate fund.
- C. Pay all invoices from the BCPC from the separate fund consisting of the single payments made by the AGENCIES.
- D. Liaison with the AGENCIES governing bodies on topics and issues related to the Broadband Strategic Plan.
- E. Conduct meetings with the AGENCIES' designee to solicit input and formulate Broadband Strategic Plan recommendations for the SBCAG Board.
- F. Provide opportunities to solicit stakeholder and public input in the development of the Broadband Strategic Plan;
- G. Conduct consultation and coordination with the Santa Ynez Band of Chumash Indians Tribal Government.
- H. In coordination with the BCPC, participate in federal and statewide meetings, and consortiums to inform the Broadband Strategic Plan development, engage in broader broadband discussions, and advocate for Santa Barbara County needs and priorities.
- I. Submit required reporting for America Recovery Protection Act funding;
- J. Conduct required audits.

3. **TERM & TERMINATION.** This MOU is effective as of January 1, 2022 and shall expire on December 31, 2022, unless the AGENCIES agree otherwise. Any AGENCY may terminate its participation from this MOU upon 30-days written notification to the other AGENCIES.

4. **FINANCIAL RESPONSIBILITIES.**

- A. Each AGENCY shall pay the following contribution based on a population formula:

2021 DOF Population Estimate			
Jurisdiction		%	Contribution
Buellton	5,435	1.77%	\$3,531.27
Carpinteria	13,196	4.29%	\$8,573.81
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Lompoc	42,493	13.80%	\$27,608.90
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Solvang	5,512	1.79%	\$3,581.30
County	n/a	n/a	\$200,000.00
Total	307,821		\$400,000.00

- B. Contributions shall be used for purposes of the to develop a Regional Broadband Strategic Plan for the Santa Barbara region.
- C. Financial contributions are payable by February 1, 2021.
5. **MUTUAL INDEMNIFICATION.** In lieu of and notwithstanding the pro rata risk allocation which might otherwise be imposed between the AGENCIES pursuant to California Government Code Section 895.6, the AGENCIES agree that all losses or liabilities incurred by a Party shall not be shared pro rata but instead all AGENCIES agree that pursuant to California Government Code Section 895.4, each of the AGENCIES hereto shall fully indemnify and hold each of the other AGENCIES, their officers, board members, employees and agents, harmless from any claim, expense or cost, damage or liability imposed for injury (as defined by California Government Code Section 810.8) occurring by reason of the negligent acts or omissions or willful misconduct of the indemnifying Party, its officers, board members, employees or agents, under or in connection with or arising out of any work, authority or jurisdiction delegated to such Party under this MOU. No AGENCY, nor any officer, board member, employee or agent thereof shall be responsible for any damage or liability occurring by reason of the negligent acts or omissions or willful misconduct of other AGENCIES hereto, their officers, board members, employees or agents, under or in connection with or arising out of any work, authority or jurisdiction delegated to such other AGENCIES under this MOU..
6. **GENERAL TERMS & CONDITIONS.**
- A. **Entire MOU and Amendment.** In conjunction with the matters considered herein, this MOU contains the entire understanding and agreement of the AGENCIES and there have been no promises, representations, agreements, warranties or undertakings by any of the AGENCIES, either oral or written, of any character or nature hereafter binding except as set forth herein. This MOU may be altered, amended or modified only by an instrument in writing, executed by the AGENCIES to this MOU and by no other means. Each AGENCY waives its future right to claim, contest or assert that this MOU was modified, canceled, superseded, or changed by any oral agreements, course of conduct, waiver or estoppel.
- B. **Nondiscrimination.** Each AGENCY shall comply with the Civil Rights Act of 1964, as amended, and shall not discriminate on the basis of race, color, national origin, or sex in the performance of this MOU.
- C. **Non-assignment.** AGENCIES shall not assign, transfer or subcontract this MOU or any of its rights or obligations without the prior written consent of each AGENCY and any attempt

to so assign, transfer, or subcontract without such consent shall be void and without legal effect.

- D. **Headings.** The headings of the several sections shall be solely for convenience of reference and shall not affect the meaning, construction or effect hereof.
- E. **Severability.** If any one or more of the provisions contained herein shall for any reason be held to be invalid, illegal or unenforceable in any respect, then such provision or provisions shall be deemed severable from the remaining provisions hereof, and such invalidity, illegality or unenforceability shall not affect any other provision hereof, and this MOU shall be construed as if such invalid, illegal or unenforceable provision had never been contained herein.
- F. **Compliance with Law.** Each AGENCY shall, at its sole cost and expense, comply with all State and federal ordinances and statutes, including regulations now in force or which may hereafter be in force with regard to this MOU. The judgment of any court of competent jurisdiction, or the admission of any AGENCY in any action or proceeding against an AGENCY, whether any other AGENCY is a party thereto or not, that an AGENCY has violated any such ordinance statute, or regulation, shall be conclusive of that fact.
- G. **Jurisdiction & Venue.** This MOU shall be governed by the laws of the State of California. Any litigation regarding this MOU or its contents shall be filed in the County of Santa Barbara, if in State court, or in the federal district court nearest to San Luis Obispo County, if in federal court.
- H. **Authority.** All signatories and AGENCIES to this MOU warrant and represent that they have the power and authority to enter into this MOU in the names, titles and capacities herein stated and on behalf of any entities, persons, or firms represented or purported to be represented by such entity(ies), person(s), or firm(s) and that all formal requirements necessary or required by any State and/or federal law in order to enter into this MOU have been fully complied with.
- I. **Execution of Counterparts.** This MOU may be executed in any number of counterparts and each of such counterparts shall for all purposes be deemed to be an original; and all such counterparts, or as many of them as the AGENCIES shall preserve undestroyed, shall together constitute one and the same instrument.
- J. **Survival.** All provisions of this MOU which by their nature are intended to survive the termination or expiration of this MOU shall survive such termination or expiration.
- K. **No Separate Legal Entity.** AGENCIES agree ALLIANCE is a multi-jurisdictional recommending agency that is not a separate legal entity and does not have powers of a decision making body. The ALLIANCE cannot enter contracts, employ staff, apply for grants or other funding, incur debts, sue or be sued.
- L. **Conflict of Interest.** Each AGENCY covenants that it presently has no employment or interest and shall not acquire any employment or interest, direct or indirect, including any interest in any business, property, or source of income, which would conflict in any manner or degree with the performance of services required to be performed under this MOU. CONTRACTOR further covenants that in the performance of this MOU, no person having any such interest shall be employed by any AGENCY. Each AGENCY must promptly disclose to SBCAG, in writing, any potential conflict of interest. SBCAG shall then

promptly notify the County of Santa Barbara. The County of Santa Barbara retains the right to waive a conflict of interest disclosed by and AGENCY if the County of Santa Barbara determines it to be immaterial, and such waiver is only effective if provided by the County of Santa Barbara to the AGENCY in writing.

- M. **Mandatory Disclosure.** Each AGENCY must disclose, in a timely manner, in writing to SBCAG all violations of Federal criminal law involving fraud, bribery, or gratuity violations potentially affecting the award. SBCAG shall promptly report any such violations to the County of Santa Barbara. Each AGENCY is required to report certain civil, criminal, or administrative proceedings to the System for Award Management (SAM) located at www.sam.gov. Failure to make required disclosures can result in any of the remedies described in 2 CFR §200.338 Remedies for noncompliance, including suspension or debarment. (See also 2 CFR part 180 and 31 U.S.C. 3321.)
- N. **Uniform Guidance.** Each AGENCY shall comply with the requirements of Title 2, Code of Federal Regulations, Part 200, which are hereby incorporated by reference in this award.
- O. **Federal Funding.** Table 1: Federal Award Information. The following Federal Award Information is provided in accordance with 2 CFR § 200.332.

Table 1: Federal Award Identification		
1	Subrecipient Name	
2	Subrecipient Unique Entity Number (DUNS; UEI Number)	
3	Federal Award Identification Number (FAIN)	
4	Federal Award Date	
5	Subaward Period of Performance & Budget Period- Start Date	
6	Subaward Period of Performance & Budget Period- End Date	
7	Amount of Federal Funds Obligated by this Action by Pass Through to Subrecipient	
8	Total Amount of Federal Funds Obligated to Subrecipient by Pass Through Including Current Financial Obligation	
9	Total Amount of Federal Award Committed to the Subrecipient by the Pass Through Entity	
10	Federal Award Project Description	
11	Federal Awarding Agency	
12	Pass Through Entity	
13	Contact Information for Awarding Official of Pass Through Entity	
14	CFDA Number	
15	CFDA Name	
16	Is Award for Research and Development?	
17	Indirect Cost Rate for Award	

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18	Requirements Imposed by Pass Through Entity	
19	Additional requirements- Financial and Performance Reports	
20	Access to Subrecipient Records	
21	Closeout Terms and Conditions	

(Signatures on following pages.)

IN WITNESS WHEREOF, the AGENCIES hereto have executed this MOU with the BROADBAND ALLIANCE.

Santa Barbara County Association of Governments

Holly Sierra, Chair
Date: _____

Approved as to Legal Form
SBCAG Counsel

Date: _____

County of Santa Barbara

Bob Nelson, Chair
Date: _____

Approved as to Legal Form
County of Santa Barbara Counsel

Date: _____

City of Buellton

Date: _____

Approved as to Legal Form
City of Buellton Counsel

Date: _____

City of Carpinteria

Date: _____

Approved as to Legal Form

Date: _____

City of Goleta

Date: _____

Approved as to Legal Form

Date: _____

City of Guadalupe

Date: _____

Approved as to Legal Form

Date: _____

City of Lompoc

Date: _____

Approved as to Legal Form

Date: _____

City of Santa Barbara

Date: _____

Approved as to Legal Form

Date: _____

City of Santa Maria

Date: _____

Approved as to Legal Form

Date: _____

City of Solvang

Date: _____

Approved as to Legal Form

Date: _____

Attachment 2

Draft Broadband Consortium Pacific Coast Scope of Work

ATTACHMENT B



Santa Barbara County | Broadband Strategy

Objective

The Broadband Consortium of the Pacific Coast (BCPC) will coordinate with REACH and the Northern Santa Barbara County EconAlliance, local jurisdictions, and other key stakeholders and bring together higher education institutions and telecom providers to develop a long-term strategic plan for broadband deployment throughout Santa Barbara County and then the tri-county region. The Consortium will work as the project manager to ensure that the development of the strategic plan will achieve the following:

- A plan for the design of broadband infrastructure that results in regional middle mile networks to interconnect our local cities, increase capacity, increase disaster preparedness, and encourage industry competition
- Utilize collaborative strategies to ensure digital inclusion and aligns with Broadband for All California Initiative
- Ensure a Smart City vision for the future which requires technological innovation.

Problem

As a region, our communities lack reliable connectivity to the internet to work and learn efficiently and effectively. While some areas of Santa Barbara County are well connected, including government and higher education, our businesses and our families have been affected by a lack of capacity, connection, at an affordable cost. We need to work to ensure final mile connectivity for our communities, including our schools, healthcare providers and our families.

Lack of broadband infrastructure makes it difficult for the Central Coast to compete for and attract companies. While expansion may take place over time, the region has historically not kept pace with evolving technology or service infrastructure.

Outcome

A comprehensive Santa Barbara Strategic Plan to be used as a guiding document and planning tool that will lead to increased fiber capacity throughout the county and connection to neighboring counties. Jurisdictions within the County can use the strategy to apply for infrastructure funding at the State and Federal levels.

Significant funding is anticipated from both the state and federal levels of government and a plan will be required to apply for funding. This strategy will provide the region with a “shovel ready” approach that aligns areas of needs, with both public and private interests to create a regional response that will maximize the collaborative potential of the stakeholders involved.

Throughout the process, the Consortium will work to ensure that there is ownership of the shared strategies by Santa Barbara County partners and stakeholders. The outcome will result in the building of infrastructure to create accessibility and the development of future of Smart Cities.

Short term tactics

- REACH assisted GoBiz with deployment of broadband survey to all municipalities and key private sector leadership and education – COMPLETED and waiting for results
- Convene stakeholders to create an awareness of the imperative to establish broadband as the 4th utility and deliver Internet 4 all. This requires the development of municipal stakeholder strategies integrated at the regional level.
- Assess existing levels of service throughout the region and identify areas of greatest need.
- Create an asset inventory of existing broadband assets and right of ways. Specifically, establish a GIS platform that can serve as a unique regional collaborative information sharing tool helpful to the development of initiatives based on gaps identified, areas requiring service, existing assets, and resources available.
- Convene a regional stakeholder group to inform review and advise existing initiatives and recommend initiatives to close the gaps – specifically in consideration of current initiatives and anticipated funding.
- Identify and support jurisdictions to get projects to shovel ready status
- Partner with local and state leadership to secure funding and investment

Ongoing tactics

- Work with task force and stakeholders that will result in a middle-mile regional network that interconnects municipalities and establishes communications resiliency and redundancy while providing access and capacity for the last mile private sector providers.

- Advocate and work towards the establishment of community networks to connect the anchor institutions to all municipalities.
- Develop collaborative partnerships for digital inclusion to close the digital divide.
- Work with grant writers to assist in securing funding and investment as needed for deployment of initiatives identified in the strategic plan
- Work with regional partners on governance strategy

Initial Investment Requirements

75% Public Sector; 25% Private Sector

≈ \$300,000

Grant funding from the following would offset need for long-term public-sector investment and increase ROI for the public partners:

- | | |
|--------|--------|
| • RCRC | • USDA |
| • RDOF | • ARPA |
| • CASF | • NTIA |

Other jurisdictions will be approached for funding support based on any broadband planning work completed.

Strategic Partners & Roles

All the partners are important to the development and deployment of a strategic plan. These key stakeholders help scope and shape the strategy and can sign on as applicants for grants or other funding opportunities.

The **Broadband Consortium of the Pacific Coast (BCPC)** has as its primary purpose the expansion and improvement of broadband deployment, access, and adoption through the development of collaborative, stakeholder-driven regional strategies throughout the central coastal region of California

Public Sector Jurisdictions are essential to the planning and deployment of broadband and specifically for adopting policies that support broadband installation, example would be a 'dig once' policy in coordination with all the jurisdictions. Policy check list attached.

Governor's Office of Business and Economic Development (GoBiz) has been tasked to regularly convene private-sector companies to understand and predict current and future demand for broadband. This important role is to help ensure that the proper allocation of resources and manage policies and programs that support broadband goals and initiatives that will support economic development and community wellbeing.

Anchor institutions are large organizations that tend to have access to build or connect reliably to broadband. Examples of these institutions are universities, medical centers, government entities and school districts. anchor institutions can be considered as part of the 'middle mile' and host jumping off points to serve the surrounding community. The role of the anchor institutions in the Central Coast region would play a critical role in broadband deployment in the Central Coast region. Representatives from institutions would need to participate in a regional stakeholder group.

Santa Ynez Band of Chumash Indians in Northern Santa Barbara County plays a very important role in broadband deployment in the region. Their ability to assist in the connection of infrastructure between Northern Santa Barbara County and Southern San Luis Obispo County opens opportunity for the surrounding jurisdictions.

Other partners, including Economic Development organizations and local experts have a significant role in broadband deployment. More specifically, they tend to understand the needs of the business community and hold the ear of the private sector. The private sector can voice need and demand in real time with real problems as well as real strategies and solutions.

Scope and Project Deliverables

The consortium proposes that the scope of the project include the following:

1. Broadband Analysis
 - a. Collateralize already developed studies with the help of partners and consultant to determine preferred scenarios, update data, create an educational packet of information of where we are and how to reach and align with the California for All Broadband Action Plan
 - b. Aggregate SB County assets and include anchor institutions, municipal, state, federal right of ways, and all other applicable assets to be determined as a beneficial resource for broadband deployment.
 - c. Identify gaps in local governmental policies -ordinances, general plans etc and recommend adoptable policies to support the streamlining, expediting and accelerating the deployment of broadband infrastructure.
 - d. Identify and tier top priorities for deployment within the county that will result in increased speeds and equitable access while keeping in mind future technology considerations until fiber can be installed in the ground for redundancy and resiliency.

- e. Identify and aggregate potential State/Federal funding for deployment investment for use by a public entity and same for private organization or business.
 - f. Address if and how the potential for a public/private partnership would benefit the County and the region.
- 2. Community Outreach
 - a. Host public forums that include businesses, education, the general public to assess digital equity.
 - b. Public outreach that includes the above and jurisdictions for speed test data
- 3. ISP Outreach
 - a. Work with ISP's to identify successes and hardships in deployment including permitting and process hindrances; help identify and create documentation of benefit for retaining their services in the County
 - b. Work to create the benefit for expanding ISP services to expand the middle mile for existing providers to leverage for business growth and opportunity for others ISP's to invest in the County and the Region
- 4. Future Planning
 - a. Consideration for the future
 - i. Cost estimate to deliver connectivity under the following scenarios
 - 1. Municipal networks
 - 2. Public/Private Partnership Model
 - 3. Connecting to underserved Residents
- 5. Economic Impacts
 - a. The BCPC will work to collate the economic analysis of the direct and indirect employment creation through existing economic development models to quantify potential economic impacts of broadband deployment. The job analysis should also address job-quality metrics, such as prevailing wages and other relevant labor standards.
 - b. This portion of the work product would be completed under a tri-county proposal and may come back to the board for consideration.
- 6. Deliverables
 - a. A Santa Barbara County Broadband Strategy in DRAFT for review and comment.
 - b. A FINAL Broadband Strategy to be utilized by the County and participating jurisdictions in hard copy and digital files
 - c. Presentation will be developed and delivered with relevant materials for the Board of Supervisors and any participating jurisdictions.

Attachment 3

Broadband Strategic Plan Presentation

A Broadband Strategy for the County of Santa Barbara



PROJECT LEAD



PROJECT COLLABORATORS



Agenda

Santa Barbara Board of Supervisors

September 21, 2021

Presentation Agenda

1. About the Broadband Consortium of the Pacific Coast
2. Broadband Status in the Tri-County Region
3. Broadband Strategic Planning Process
4. Catalyst Project Case Study
5. Wrap Up
6. Q&A

ABOUT BCPC

WHO WE ARE

What is the Broadband Consortium of the Pacific Coast?

- CPUC funded 16 statewide consortium to increase access to underserved and low-income communities
- The BCPC is the collaboration of Ventura, Santa Barbara, and San Luis Obispo in partnership with the Economic Development Collaborative (EDC), EconAlliance & REACH
- Assist government to streamline broadband infrastructure opportunities
- Stakeholders include the Cities, County, Education, and the Private Sector
- <http://pcbroadband.org>



2011-2014 CASF APPROVED CONSORTIA
Resolutions T-17349, T-17355 and T-17445



Tri-County Planning Model



Convening

Invite civic leaders to embrace the need; team up with community and external entities to develop a unique, local broadband strategy



Achieve!



Invite Include Integrate

Middle Mile Infrastructure

Integrate municipal middle mile investment to lower barriers to entry, foster industry competition, and drive affordable services

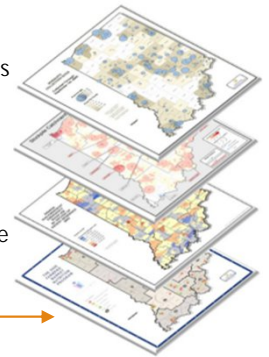


Literacy Skills

Future State

Current State

GIS



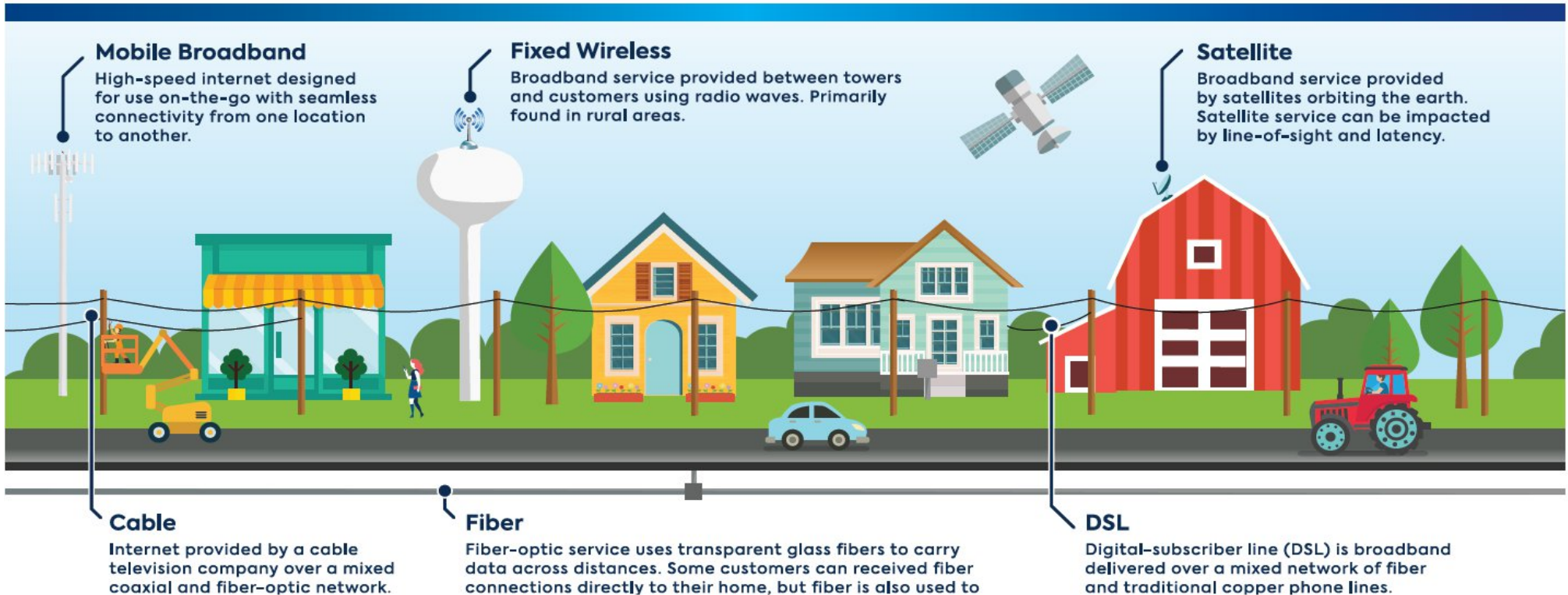
Last Mile Collaborative Outcomes

Include trusted agents and bridge builders working with neighborhood, infrastructure, and literacy partners to engage and enable communities

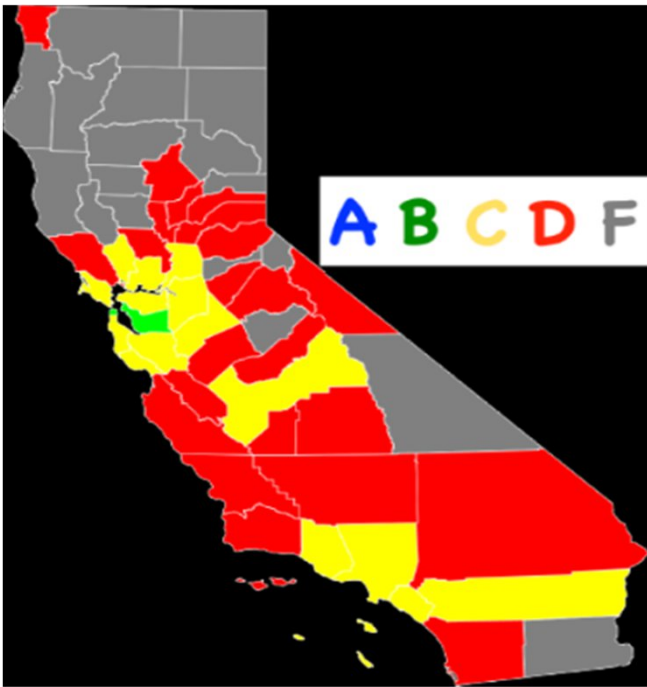


State of Tri-County Broadband

Broadband is High Speed Internet



Current State: Santa Barbara County Broadband

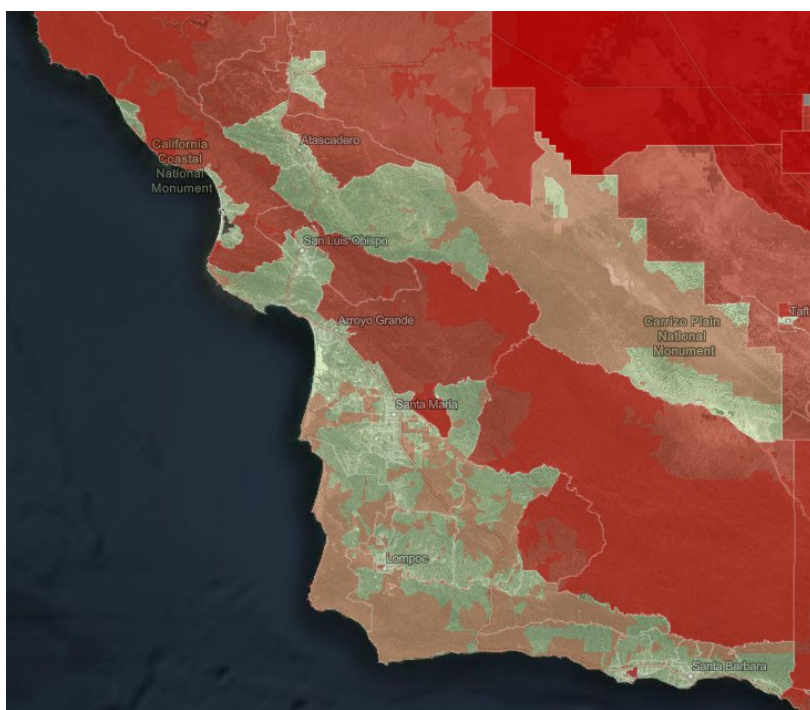


California Broadband Infrastructure
Report Card, Tellus Ventures, 2020

*John Wilczak was getting wireless high-speed Internet via (company's) cell towers **at his home in Santa Ynez, Calif., a town of about 4,400 near Santa Barbara.** Cable and phone companies sell high speed Internet downtown, but they hadn't built along his street. Mr. Wilczak's (company) service worked like a cellphone plan. Once when friends brought their children for a week-long visit, the children blew past his 50-gigabyte monthly cap and he was hit with a more than \$900 bill. Mr. Wilczak recently moved to a new house and dropped (company) in favor of a local wireless Internet company without data caps. He said at least half of the 40 people who considered buying his old house weren't interested in part because it lacked reliable Internet*

[How Fast Internet Affects Home Prices - WSJ](#)

COVID: Catalyst for Digital Inclusion



Source: <https://broadbandusa.ntia.doc.gov/resources/data-and-mapping>

Indicators of Broadband Need

- ✓ Speed Tests - Ookla Median Speeds Fixed Broadband Below 25/3 Mbps (Census Tract Level) ...
- ✓ American Community Survey - 25% or More of Households Report No Internet Access (Census Tract Level) ...
- ✓ American Community Survey - 25% or More of Households Report No Computer, Smartphone or Tablet (Census Tract Level) ...
- ✓ FCC Form 477 - No Provider Reports Consumer Fixed Broadband Services at 25/3 Mbps (Census Block Level) ...

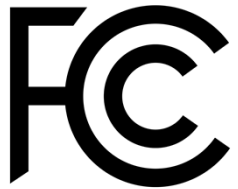
Broadband Strategic Planning Process

FOR SANTA BARBARA COUNTY

Process & Deliverable



Current Funding Opportunities



- American Rescue Plan Act (ARPA)
- California Advanced Services Fund (CASF)
- Connect America Fund (CAF)
- Coronavirus Aid Relief and Economic Security Act (CARES)
- Economic Development Administration (EDA)
- Emergency Broadband Benefit (EBB)
- Rural County Representatives of California (RCRC)
- Rural Digital Opportunity Fund (RDOF)
- National Telecommunications and Information Administration (NTIA)
- United States Department of Agriculture (USDA)



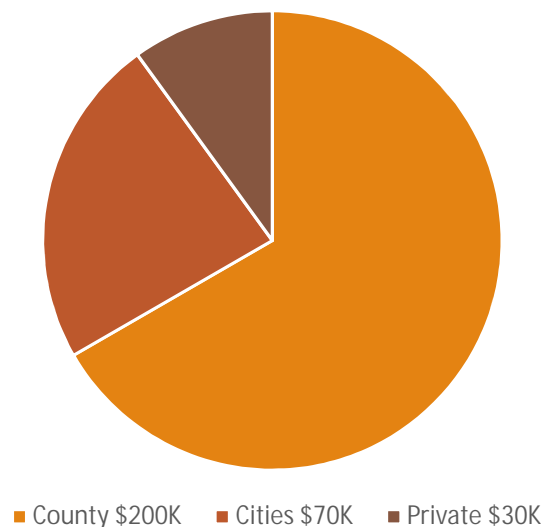
Catalyst Project Case Study & Next Steps for SB County

North County & Chumash Broadband



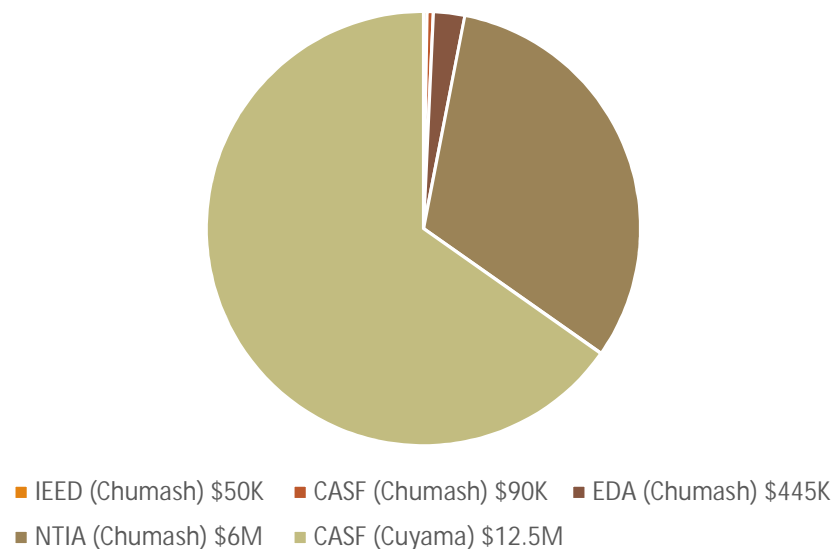
Leveraging Collaborative Resources

Local Investment



Broadband Strategy \$300K

Grant Funding



North County Initiatives Awarded/Proposed ~\$19M

What's Next for SB County

- BCPC – Leads strategic planning efforts with high intensity stakeholder engagement of partners and stakeholders to achieve the following:
 - Initiate and guide governance discussion
 - Ensure community resiliency & social equity
 - Provide municipalities with direction and means to acquire funding
- SB County – Provide leadership and direction for the County and support the middle mile network work efforts
- Jurisdictions – In partnership with BCPC, assist with planning for receiving resources and deployment for last mile networks
- Anchor institutions – Key stakeholders engage to support the work and to connect as the nodes of the community network:
 - Emergency services, public safety & fair grounds (OES partners)
 - Education – K-12, College, Universities
 - Libraries, hospitals & NGO's

THIS STRATEGY PROVIDES DIRECTION AND MEANS TO ACQUIRE FUNDING TO ACHIEVE BROADBAND FOR ALL

Wrap Up

Summary

The Strategy's Desired Outcomes...

- An equitable, integrated response to a broad cross-section of community needs
- An approach for connected deployment that focuses on digital inclusion & mechanisms for digital literacy while aligning and leveraging resources
- Lowered barriers to entry, fostering industry competition and affordability
- Redundancy during service failures / Critical connections to anchor institutions for emergency response
- A foundation for Distance Learning, Telemedicine, Social Services, Education, Public Safety, & Infrastructure Management
- Alignment with the efforts north and south (Tri-County)

Why the Consortium?

- Convening and collaboration is already occurring - simply a continuum of the last 6 years of effort
- Outcomes are stakeholder agreements rather than consultant recommendations
- Consortium awareness of both opportunities and existing activities can better guarantee leveraging

Q&A
