Transforming the East Bay with a 21st Century Broadband Infrastructure

EAST BAY BROADBAND CONSORTIUM

#ebbroadband

About the Consortium

Regional Initiative of Alameda, Contra Costa and Solano County leaders

Focused on improving broadband deployment, access and adoption in the East Bay

- East Bay Broadband Infrastructure Initiative
- East Bay Connects Campaign

41 Partners from Every Sector

Steering Committee

Funders

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What We've Done Already

- Broadband Technical Committee
- Three roundtable sessions
- Two region-wide summits
- Strategic plan for East Bay broadband infrastructure
- Maps and analysis of East Bay's current broadband infrastructure

What do we mean by broadband?

High Speed Internet you can access—

anytime & anywhere

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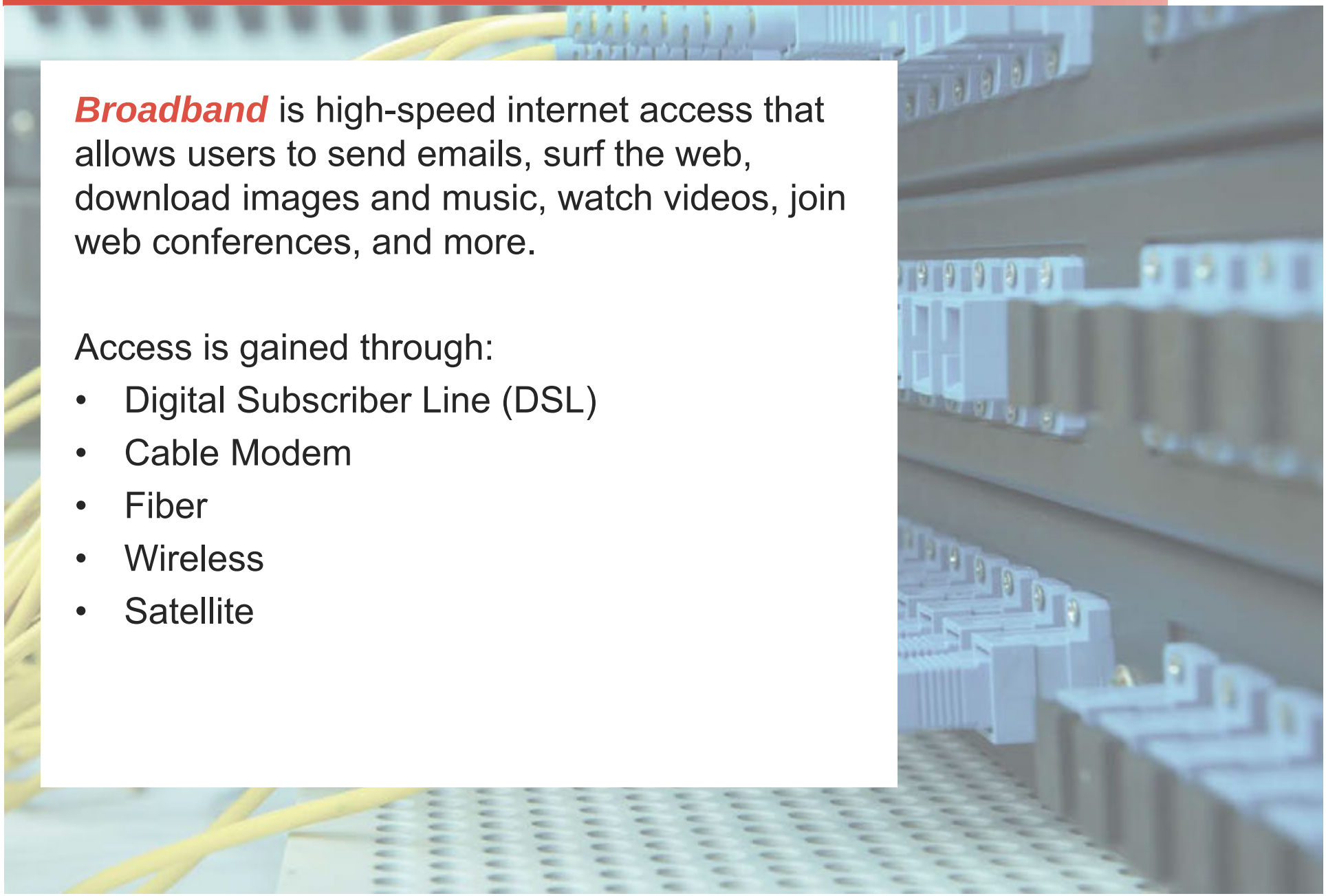
Broadband Defined

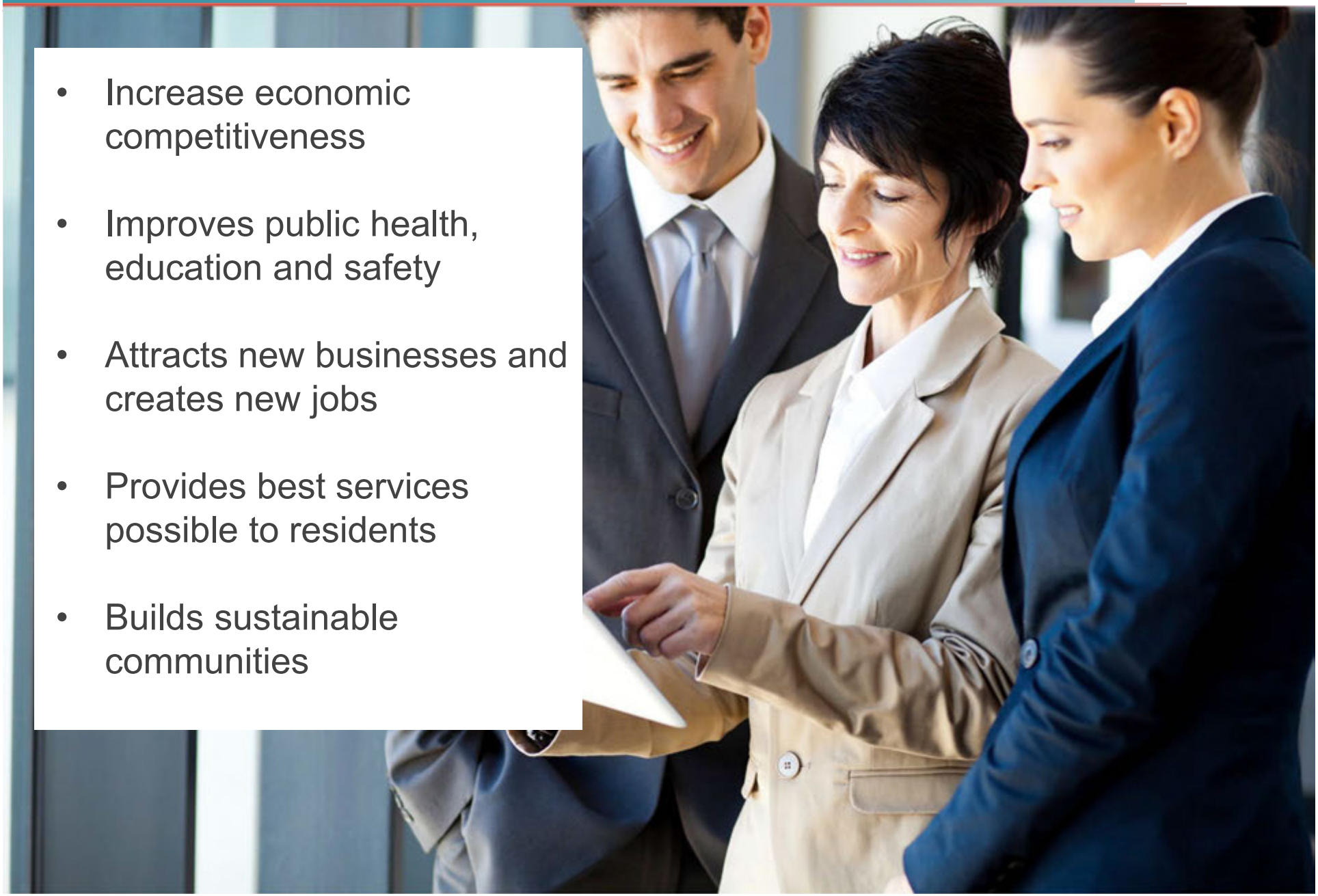


Broadband is high-speed internet access that allows users to send emails, surf the web, download images and music, watch videos, join web conferences, and more.

Access is gained through:

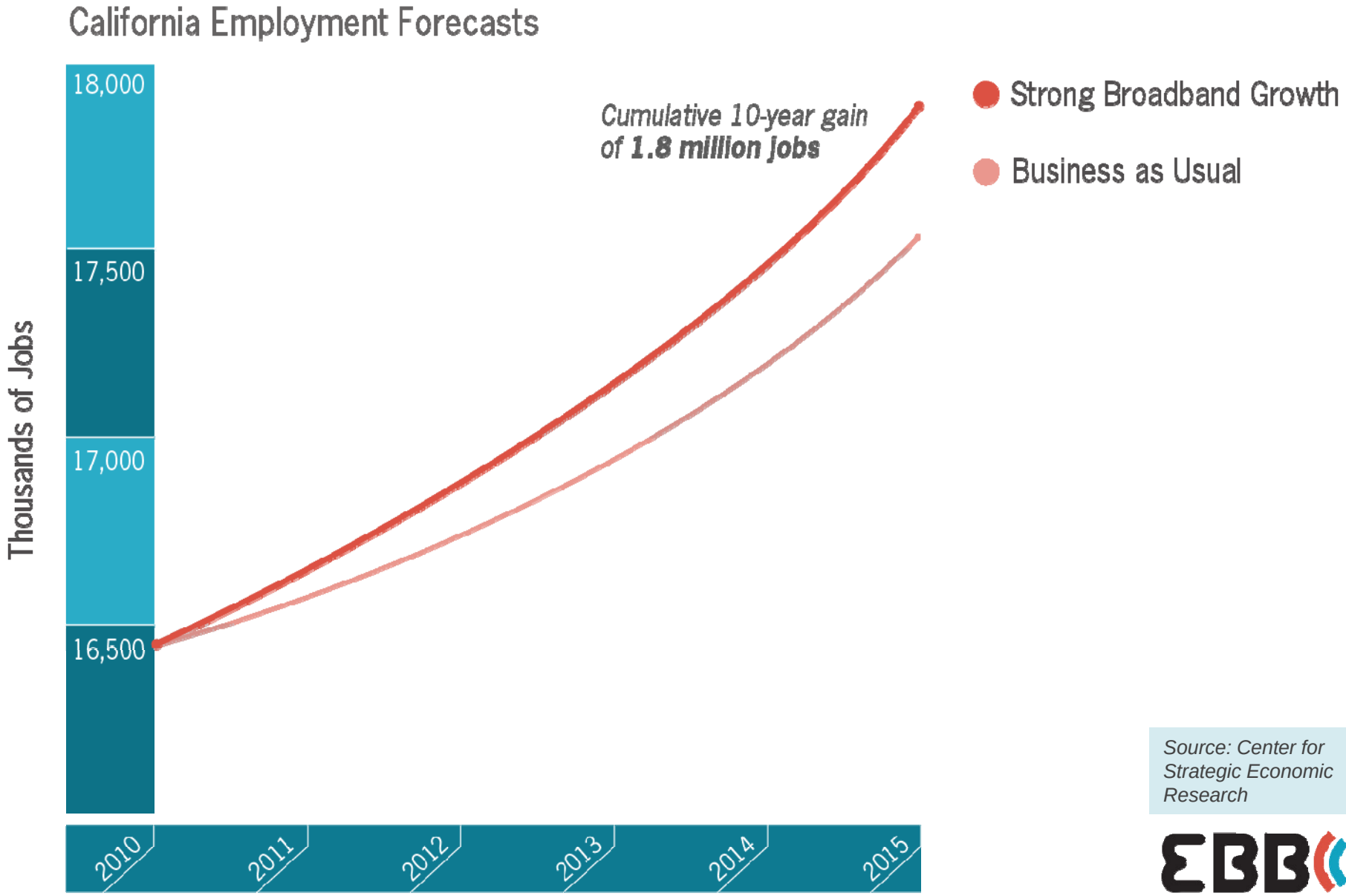
- Digital Subscriber Line (DSL)
- Cable Modem
- Fiber
- Wireless
- Satellite

Why Does Strong Broadband Matter?



- Increase economic competitiveness
- Improves public health, education and safety
- Attracts new businesses and creates new jobs
- Provides best services possible to residents
- Builds sustainable communities

Example: Broadband & Jobs



Source: Center for Strategic Economic Research

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The East Bay

How Are We Doing on Residential Broadband?

Residential Broadband Grading Criteria

A

Two competing providers, both advertising **maximum download speeds at least 25 Mbps** and maximum **upload speeds of 6 Mpbs**, or 3 or more competing providers offering that standard of service in combination.

B

Competing providers, both advertising **maximum download speeds of at least 10 Mbps** and maximum **upload speeds of 6 Mbps.**

C

Competing providers, one advertising max down/up speeds of at least **10/6 Mbps** and the remainder meeting CPUC's minimum 6 down/1.5 up standard.

D

At least one provider advertising speeds that **meet the CPUC's minimum standards** of 6 Mbps down and 1.5 Mbps up.

F

At least one provider offers service, but **no service is available that meets the CPUC's minimum standard** of 6 Mbps down and 1.5 Mbps up (underserved). Or no service at all (unserved).

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How Does a Community Get an “A”?

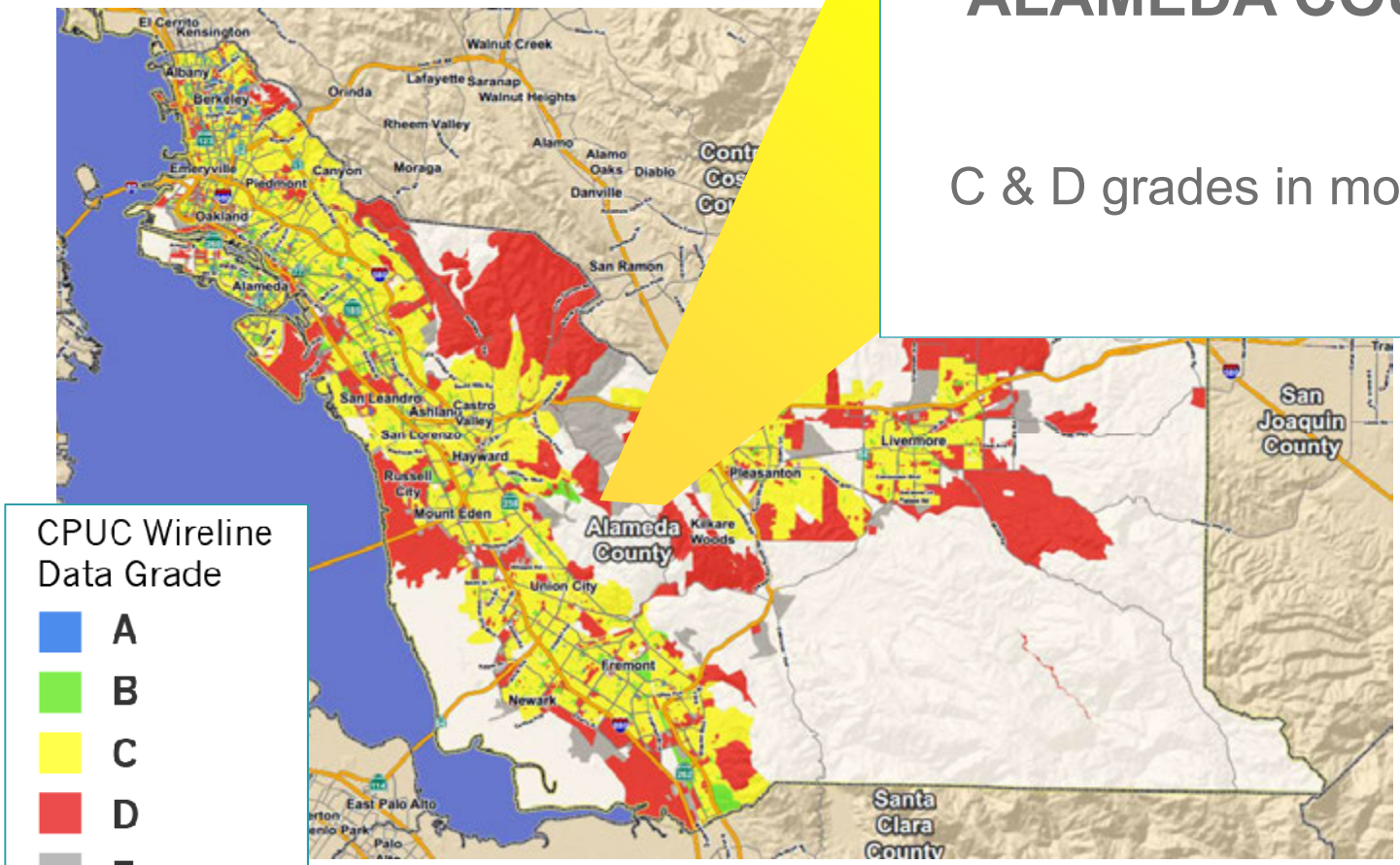
Features of a community with an “A” grade:

- Two or more providers
- Strong internet speed
- Large capacity

Top 5 Cities:

- Alameda
- Berkeley
- Concord
- Pleasant Hill
- Walnut Creek

Alameda County: Grades for Residential Broadband



CPUC Wireline Data Grade

- A
- B
- C
- D
- F

ALAMEDA COUNTY

C & D grades in most cities

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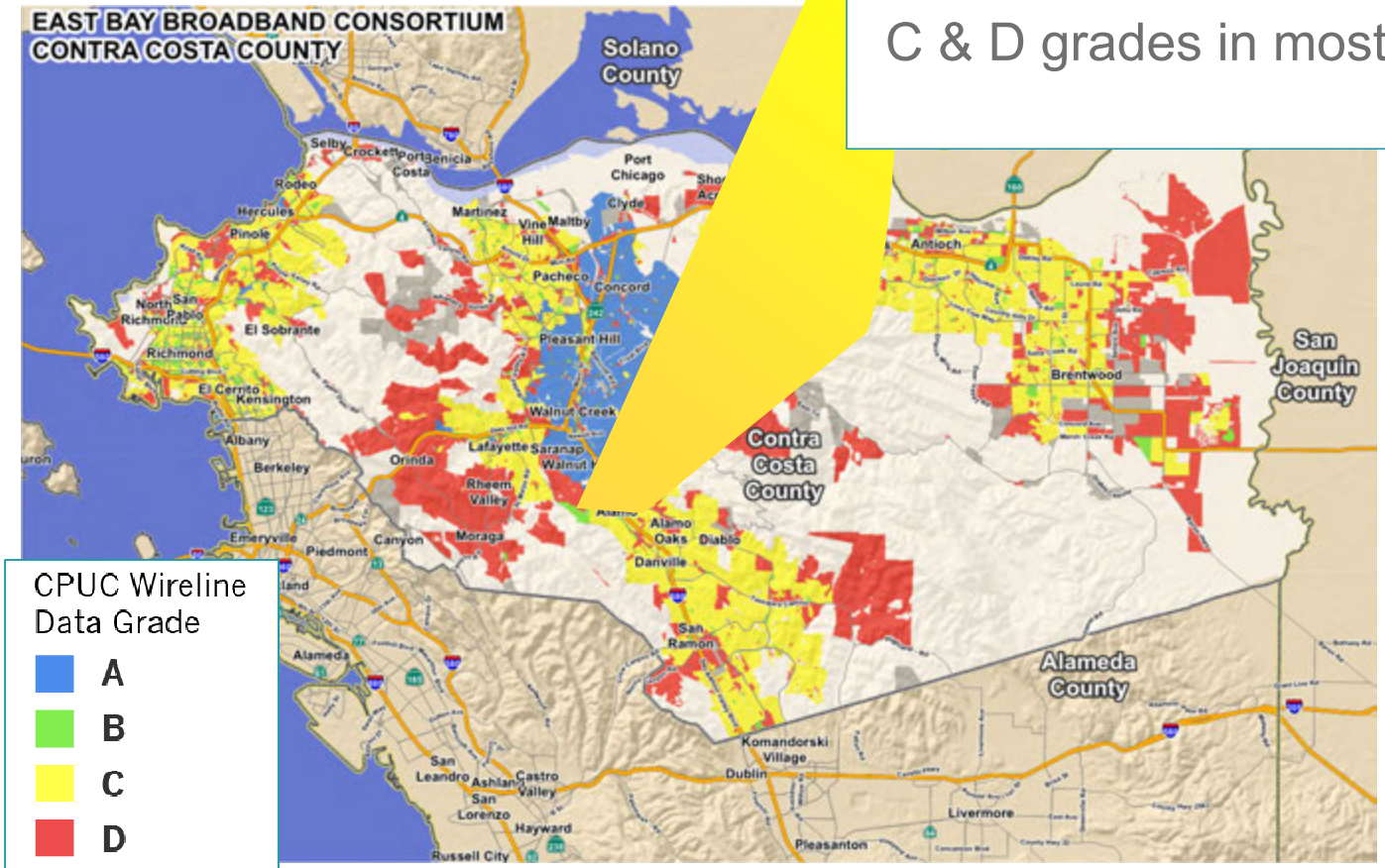
Contra Costa County: Grades for Residential Broadband

CONTRA COSTA COUNTY

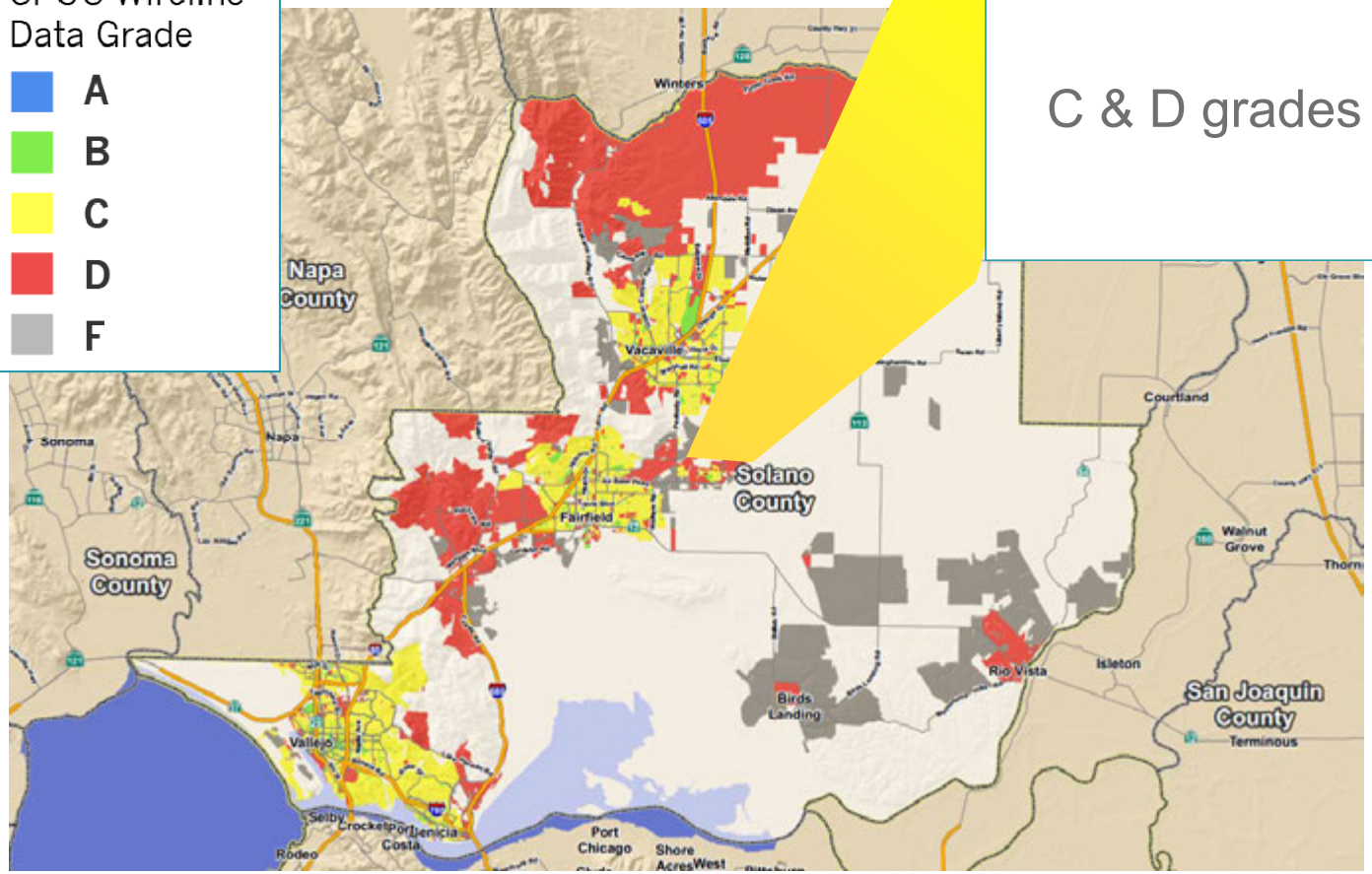
C & D grades in most cities



Solano County: Grades for Residential Broadband

CPUC Wireline Data Grade

- A
- B
- C
- D
- F



SOLANO COUNTY

C & D grades in most cities

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Overall, the East Bay Has a Passing Grade

Residential

Alameda County	**C**
Contra Costa County	**C+**
Solano County	**C–**
East Bay Region	**C**

Q

Is a passing grade good enough?

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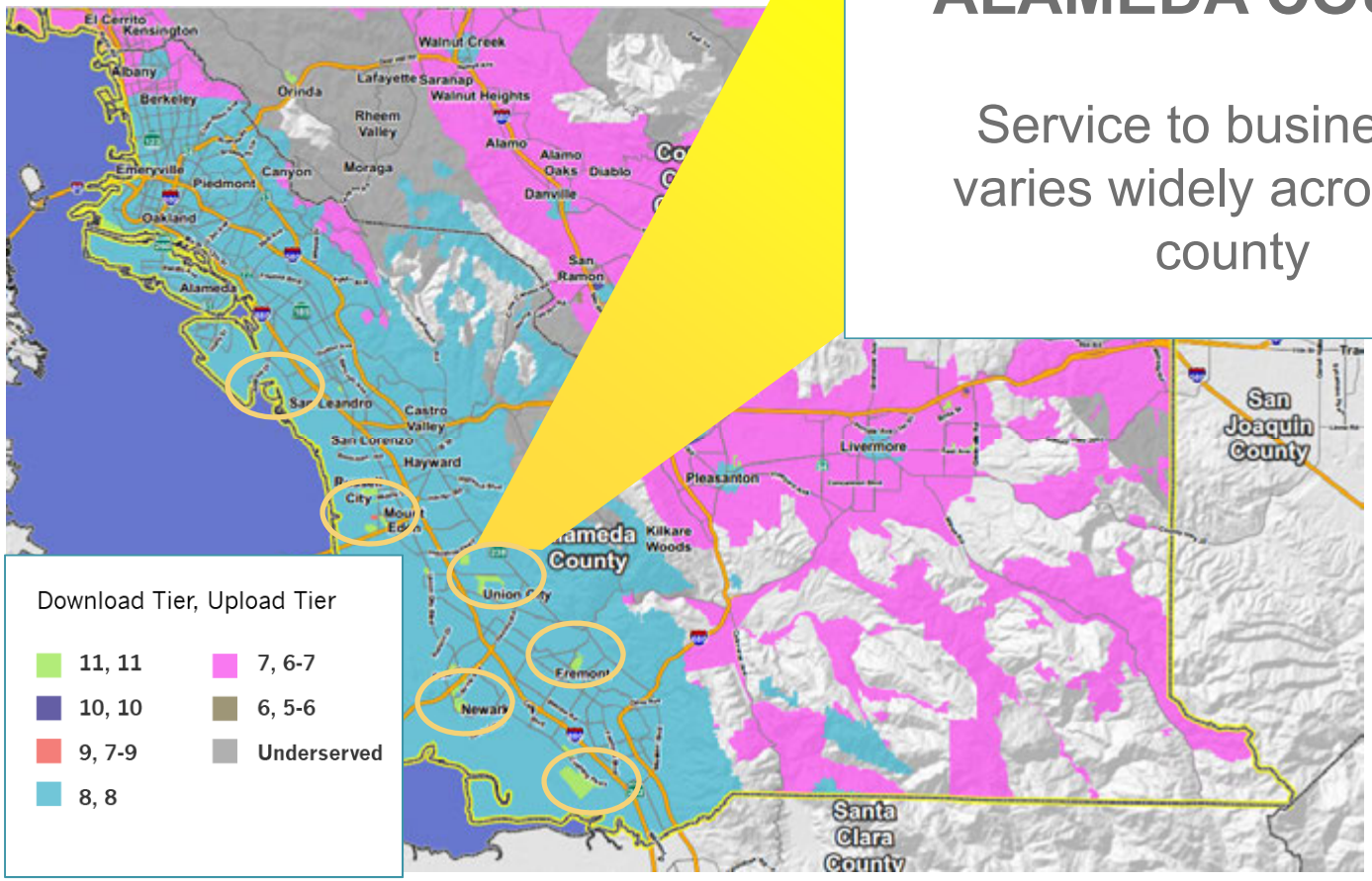
Alameda County: Map of Business Broadband Service



ALAMEDA COUNTY

Service to businesses varies widely across the county

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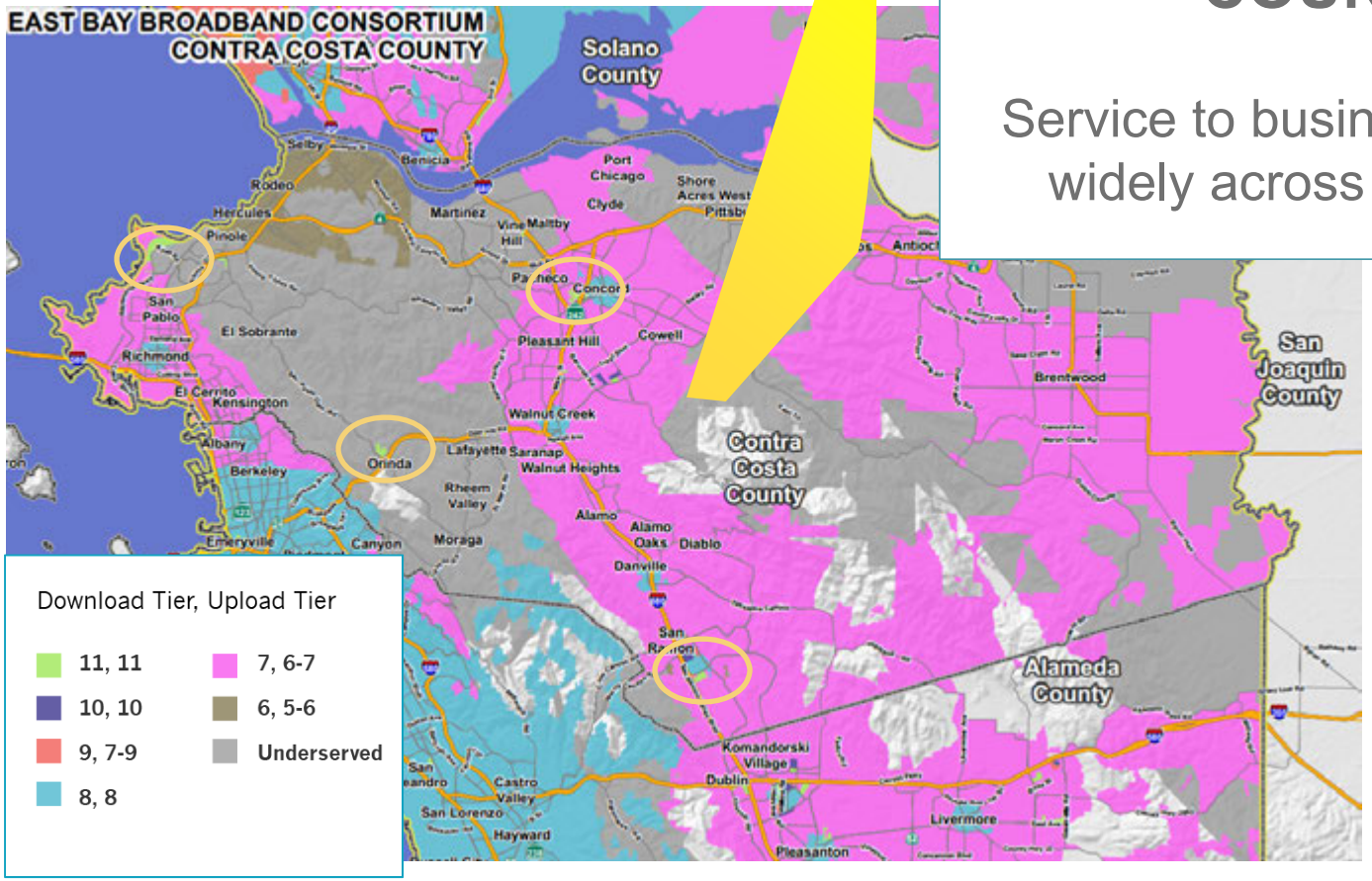
Contra Costa County: Map of Business Broadband S



CONTRA COSTA COUNTY

Service to businesses varies widely across the county

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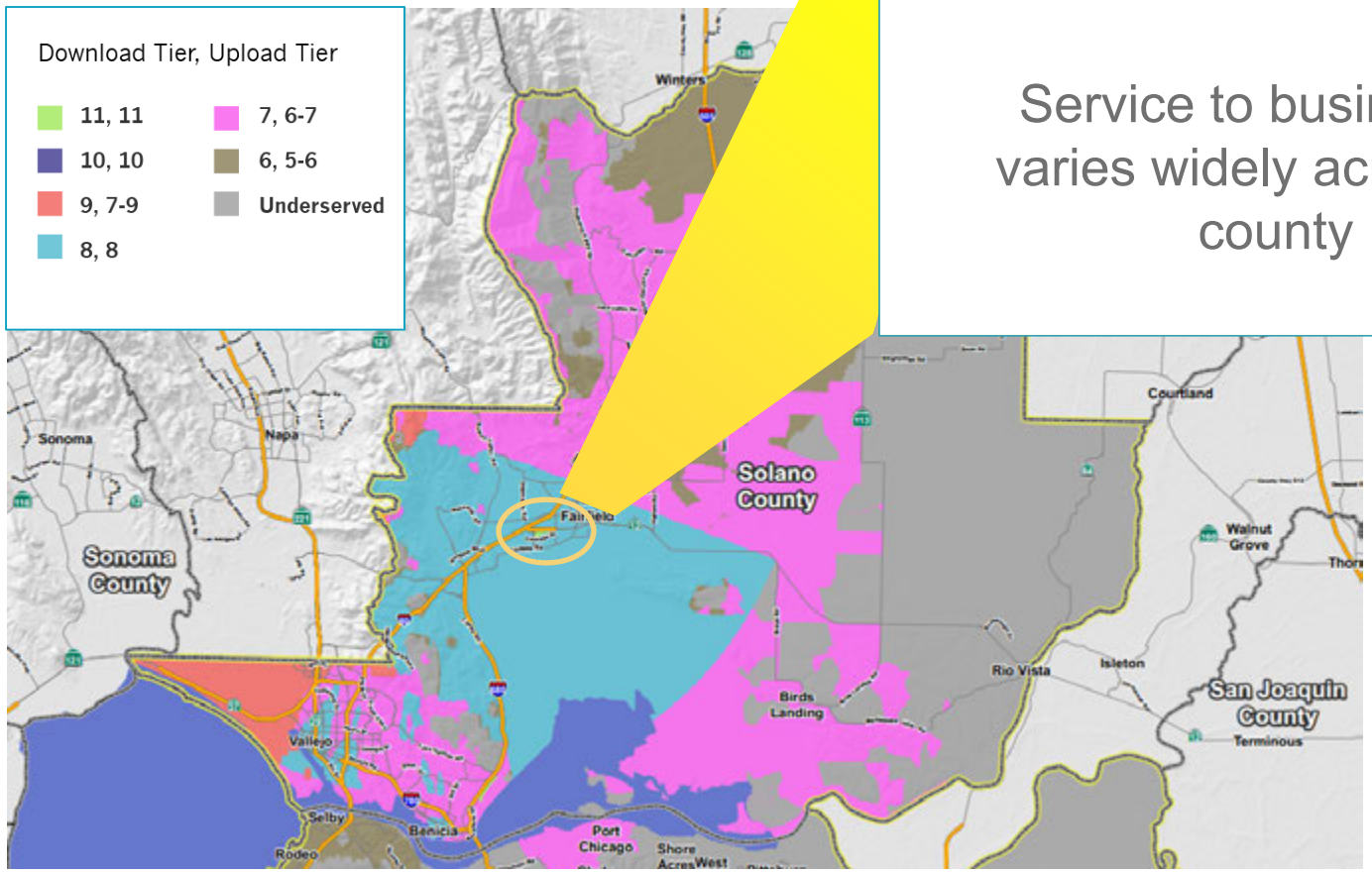
Solano County: Map of Business Broadband Service



SOLANO COUNTY

Service to businesses varies widely across the county

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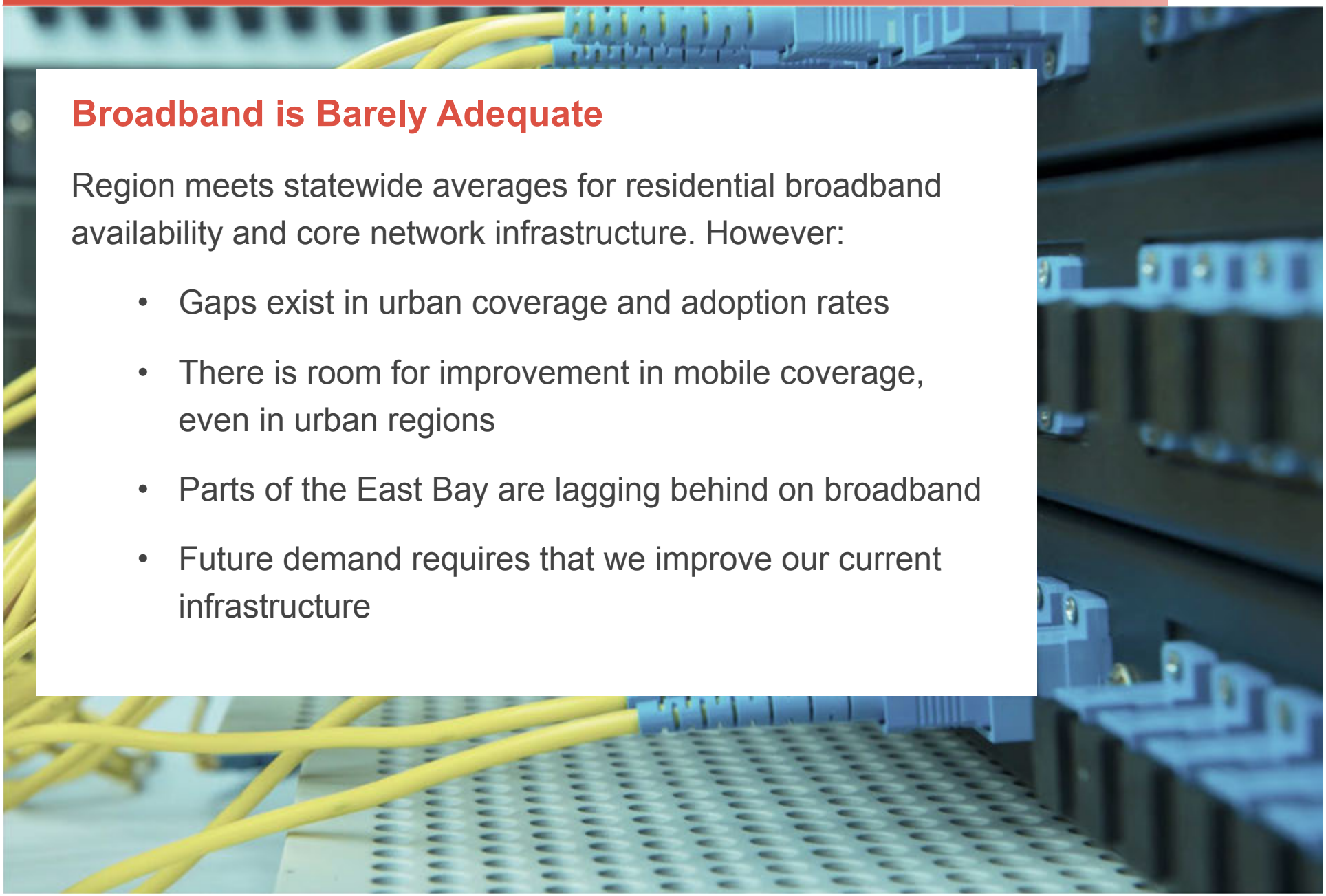
East Bay's Current Broadband Status



Broadband is Barely Adequate

Region meets statewide averages for residential broadband availability and core network infrastructure. However:

- Gaps exist in urban coverage and adoption rates
- There is room for improvement in mobile coverage, even in urban regions
- Parts of the East Bay are lagging behind on broadband
- Future demand requires that we improve our current infrastructure

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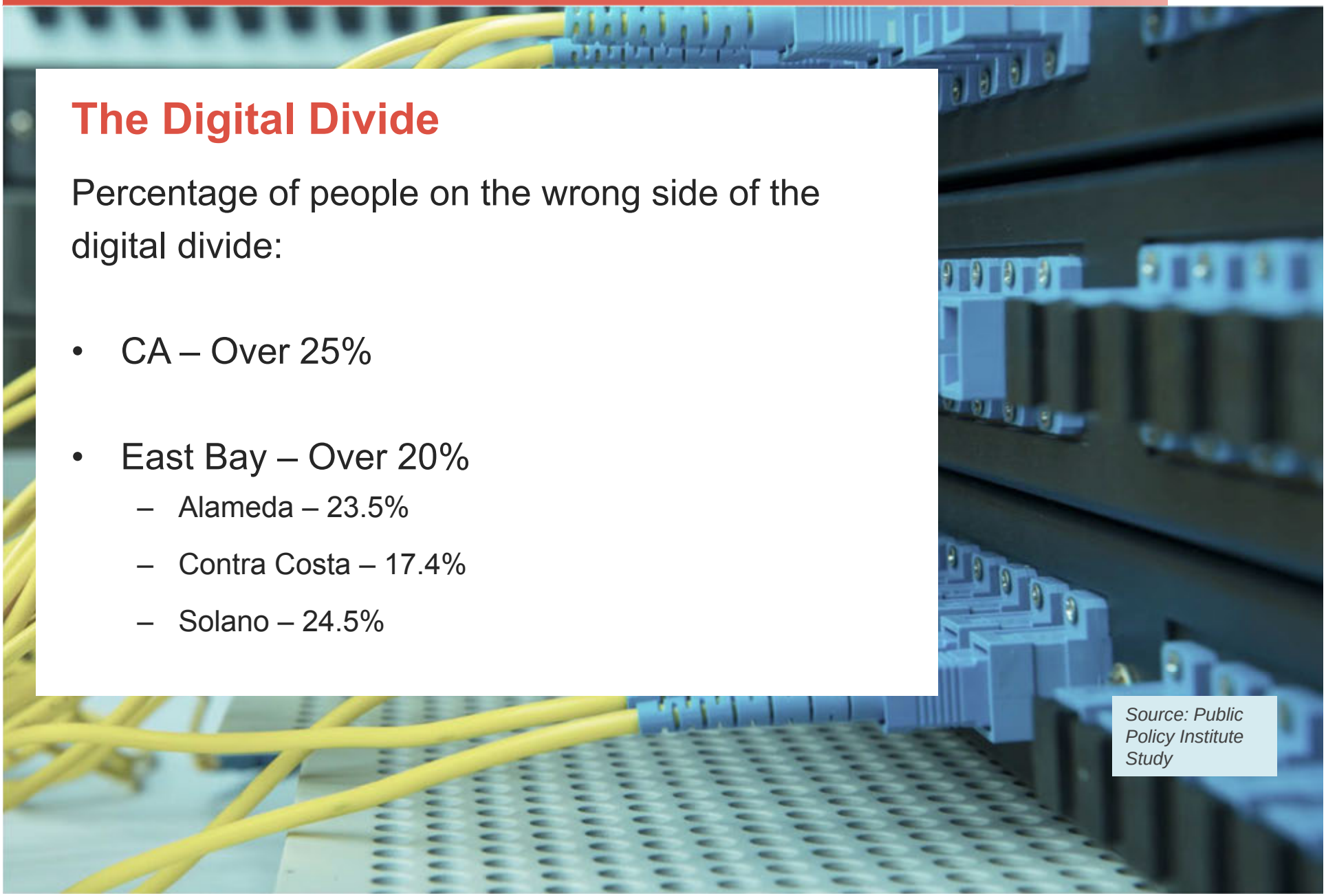


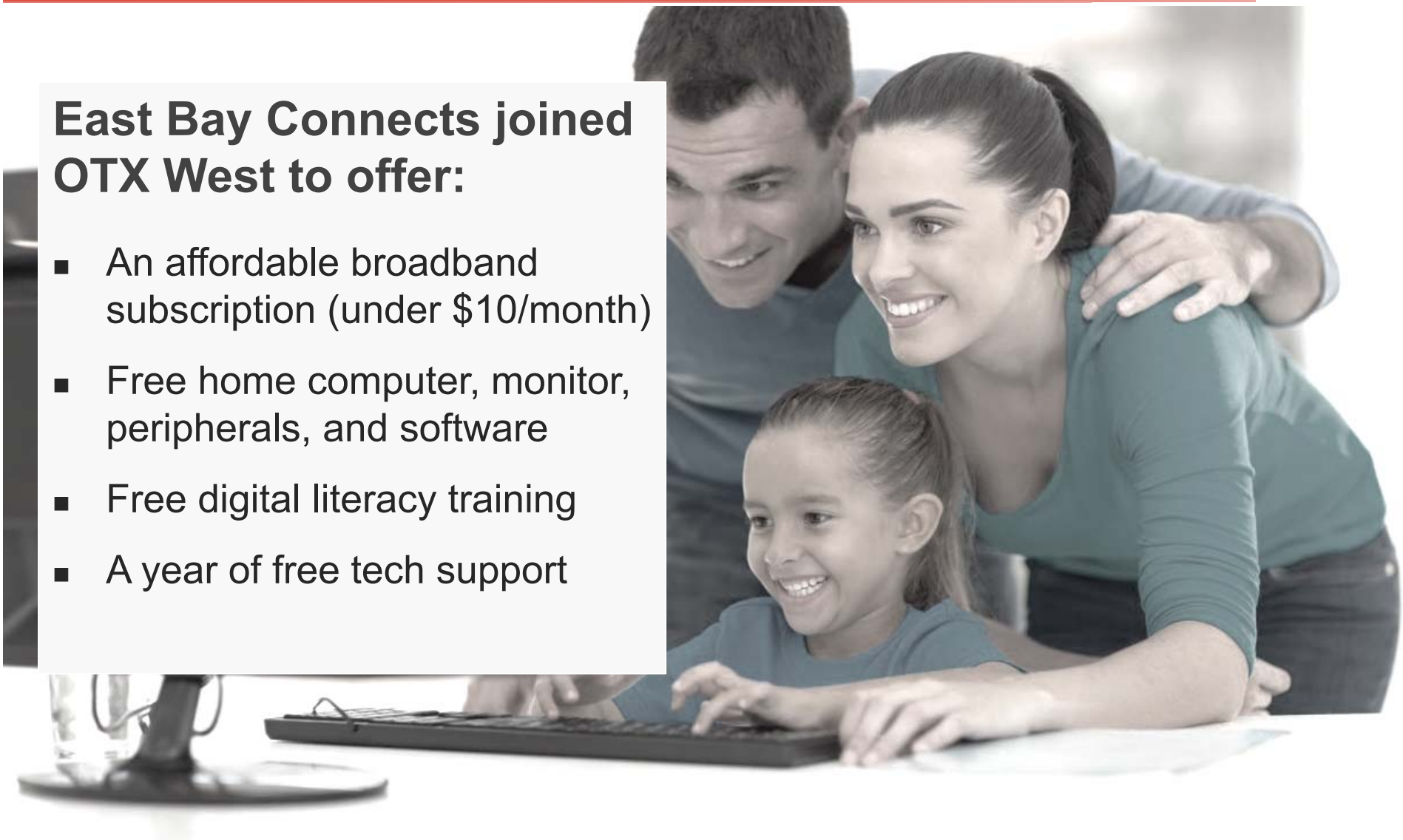
The Digital Divide

Percentage of people on the wrong side of the digital divide:

- CA – Over 25%
- East Bay – Over 20%
  - Alameda – 23.5%
  - Contra Costa – 17.4%
  - Solano – 24.5%

Source: Public Policy Institute Study

Digital Inclusion Solution



East Bay Connects joined OTX West to offer:

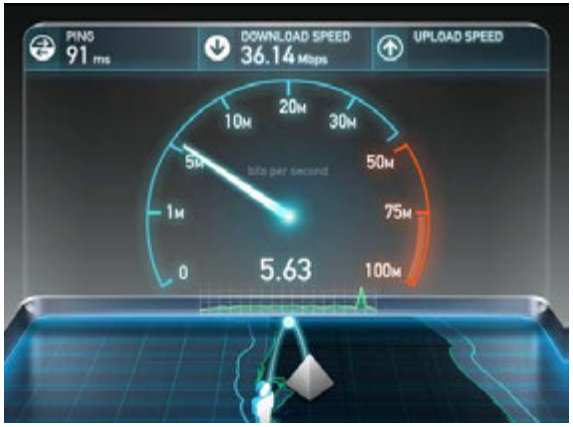
- An affordable broadband subscription (under $10/month)
- Free home computer, monitor, peripherals, and software
- Free digital literacy training
- A year of free tech support

Strong Broadband Models

Concord

Competition

Broadband Providers



Investment

Lit San Leandro

Partnership

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The Impact of Strong Broadband

Bishop Ranch

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What Local Government Can Do

- General Plan Element
- Policies
- Ordinances and permitting
- Provide information about East Bay Connects! & East Bay Broadband Consortium
- Donate used computers for East Bay Connects!

Adopt the Pledge

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"LET'S GET FAST" PLEDGE

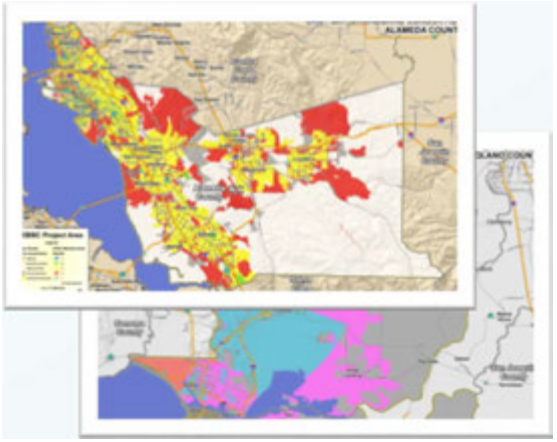
Because we recognize and understand the critical importance of a strong broadband – or high-speed wireless – infrastructure to our community and to businesses in the East Bay and because we recognize that our policies and practices have a direct impact on the East Bay's broadband infrastructure and the ability of companies in the region to create jobs, the City/County of_____ officially endorses the East Bay Broadband Consortium's *Let's Get Fast* Pledge.

We Pledge:

- *To acknowledge and support the importance of broadband infrastructure to economic development, efficient delivery of services, education, healthcare, public safety and civic participation;*
- *To develop broadband-friendly strategies and policies to the extent needed and feasible in our community;*
- *To support the work of the East Bay Broadband Consortium whenever possible; and,*
- *To share stories of our own broadband efforts with the East Bay Broadband Consortium so they can spotlight regional successes and share them with other communities across the East Bay.*

EBBC Can Help

- Maps of East Bay broadband capacity
- Maps with grades of East Bay's broadband infrastructure
- Draft broadband pledges, resolutions, policies and strategies
- Information on other successful broadband campaigns, models and resources
- Downloadable presentations and fact sheets
- Information about the East Bay Connects! Campaign



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How Can We Stay Connected?

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Questions?

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Let’s Invest in Our Future Today

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