

Developing Sustainable Broadband Adoption Strategies

Upstate California Connect

Workshop

July 23, 2009



The Overall Picture

Or

How We Got To Where We Are

With All Due Respect to William Shakespeare

As You Like It

January 2009

Broadband Demand Aggregation Study

California Emerging Technology Fund (CETF)

- Survey Community and Map Demand
- Collect Supply Coverage(s)
- Provide On-Line Resource
 - Interactive Map
 - Where Broadband Is and Isn't
 - Population and Demographic Data
 - Market Research Information – For All
- Push Market-driven Results

Much Ado About Nothing

February 2009

American Recovery and Reinvestment Act (ARRA)

- \$7.2 billion for Broadband Deployment
- Pushed Through Two Federal Agencies
 - Dept of Agriculture – Rural Utility Service (RUS)
 - Dept of Commerce – National Telecommunications and Information Agency (NTIA)
- Public Comment Taken on Ways to Approach
- Developing Rules On How to Release Money

Love's Labour's Lost

CETF – Don't Just Aggregate Demand – Aggregate Supply!

- Regional Consortia Approach – A Nice Neat Package
 - Internet Service Providers
 - Middle Mile Providers
 - Last Mile Providers
 - Broadband Adoption Projects

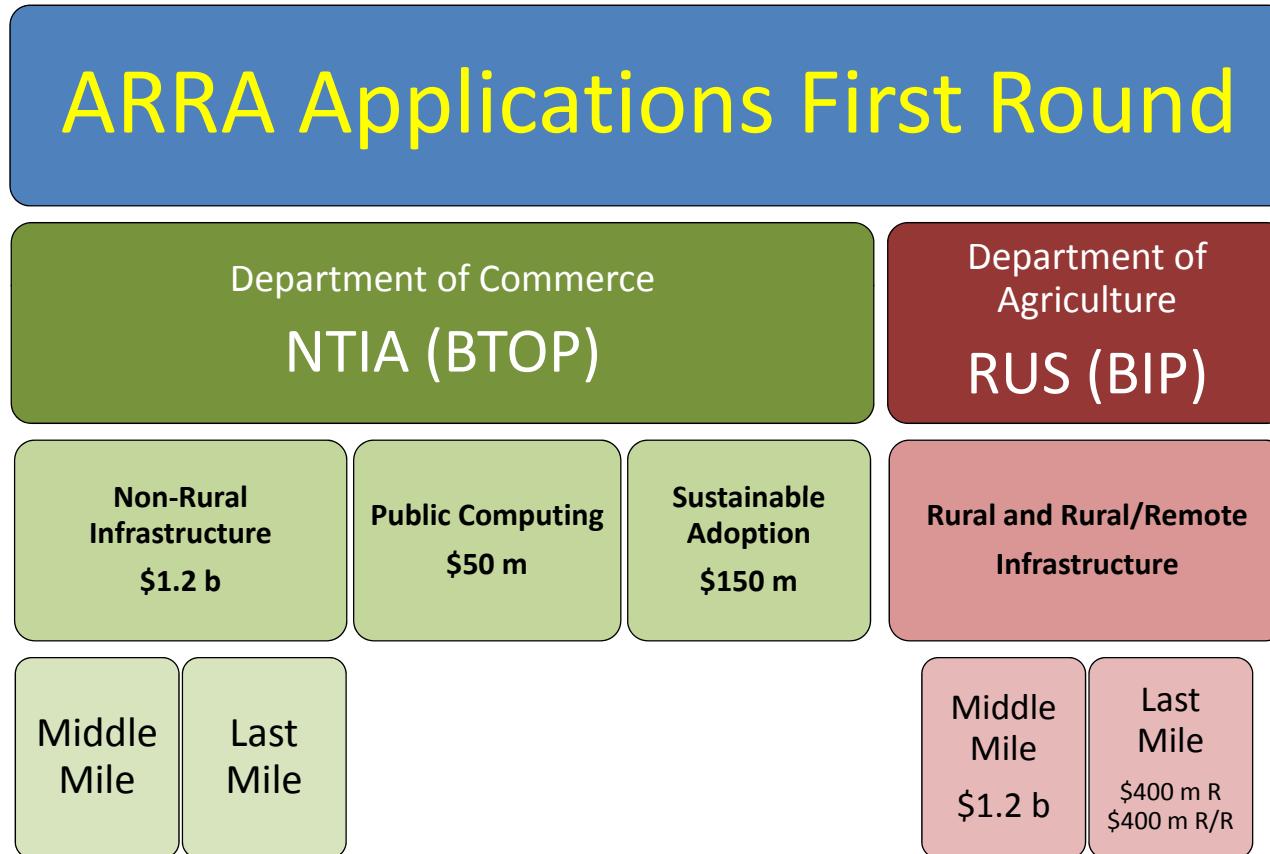
June 2009 – Federal Rules Released (NOFA) – First Round of Funding

Stop, Do Not Pass Go, Do Not Collect \$200 - Separate Proposals Required

- USDA, RUS: Broadband Infrastructure Program (BIP)
Infrastructure Only for Rural and Remote Census Blocks
- US DOC, NTIA: Broadband Technology Opportunities Program (BTOP)
 - Infrastructure for Non-Rural
 - Community Computing Facilities
 - Sustainable Broadband Adoption Programs
- Feds = 80% Funding (Applicants = 20% Funding)
- 1st Round of Funding Proposals Due 14 August
- 2nd Round of Funding Anticipated (Possibly with Updated Rules)

Measure for Measure

ARRA Applications First Round



Twelfth Night

- California Public Utility Commission (CPUC)
 - Controls California Advanced Services Fund (CASF)
 - Promote Rural CA Broadband Initiatives
 - Must Have a Certificate of Public Necessity and Convenience (CPCN) to Apply – Essentially a TELCO
 - Willing to Add Another 10% Match Contingent on ARRA Approval
 - (80% Fed, 10% Private, 10% CASF)
 - **Proposals Due (And Submitted) 17 July**
 - Infrastructure Providers Only Under Auspices of Broadband Associates
 - Maps of Proposed Coverage Areas (New Services)
 - Estimated Costs for Infrastructure
 - Aggregate Application for 5 ISPs
 - Middle Mile Providers
 - Last Mile Providers

The Taming of the Shrew

- Regional Consortium of Internet Service Providers
 - Joint Application Made for CASF Funding
 - Joint Middle Mile Application for ARRA Being Considered
 - Joint Last Mile Application for ARRA Being Considered
- On Target for 14 August Submission(s)
- Supported By CSU Chico Research Foundation
 - Project Management - CED
 - Mapping: Coverage, Rural, Remote, Census Blocks, Population and Demographics - GIC
 - Survey Research - PARE

A Midsummer Night's Dream

- Economic Stimulus = JOBS
 - Immediate and Direct (Shovels in the Ground)
 - Indirect and Long Term (Business Benefits)
- Project Benefits = Subscribers
 - New Home Subscribers
 - Total New Businesses / Institutional Subscribers

All's Well That End's Well

But....

If They (the ISP's) Build It...

**How Will You Use Broadband
and**

**How Can We Get People to Adopt
Broadband**

Community Connectivity



Acronyms

- ARRA – American Recovery and Reinvestment Act
- BIP – Broadband Infrastructure Program (RUS)
- BTOP – Broadband Technology Opportunities Program (NTIA)
- CASF – California Advanced Services Fund
- CED – Center for Economic Development, CSU Chico
- CETF – California Emerging Technology Fund
- CPUC – California Public Utilities Commission
- GIC – Geographical Information Center, CSU Chico
- NTIA – National Telecommunications and Information Agency, US Dept. of Commerce
- PARE – Project for Advanced Research and Evaluation, CSU Chico
- RUS – Rural Utility Service, US Dept. of Agriculture