

# A Broadband Strategy for the County of Santa Barbara



PROJECT LEAD



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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

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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

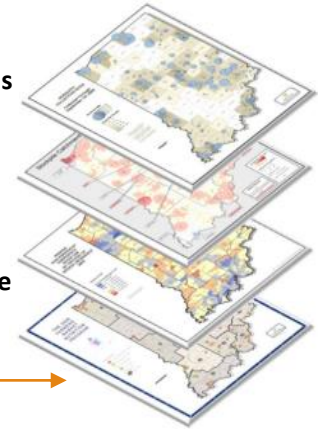


Literacy Skills

Future State

Current State

GIS



Last Mile Collaborative Outcomes

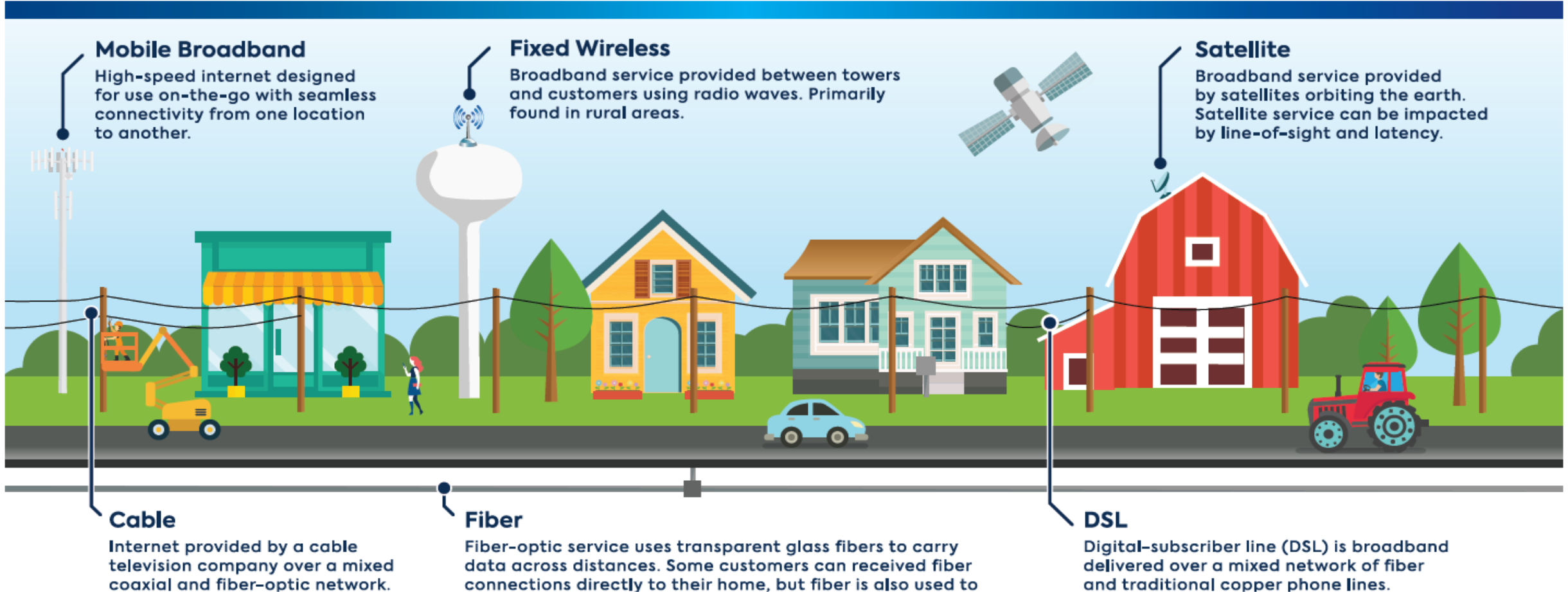
**Include** trusted agents and bridge builders working with neighborhood, infrastructure, and literacy partners to engage and enable communities



# State of Tri-County Broadband

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# Broadband is High Speed Internet



# Current State: Santa Barbara County Broadband



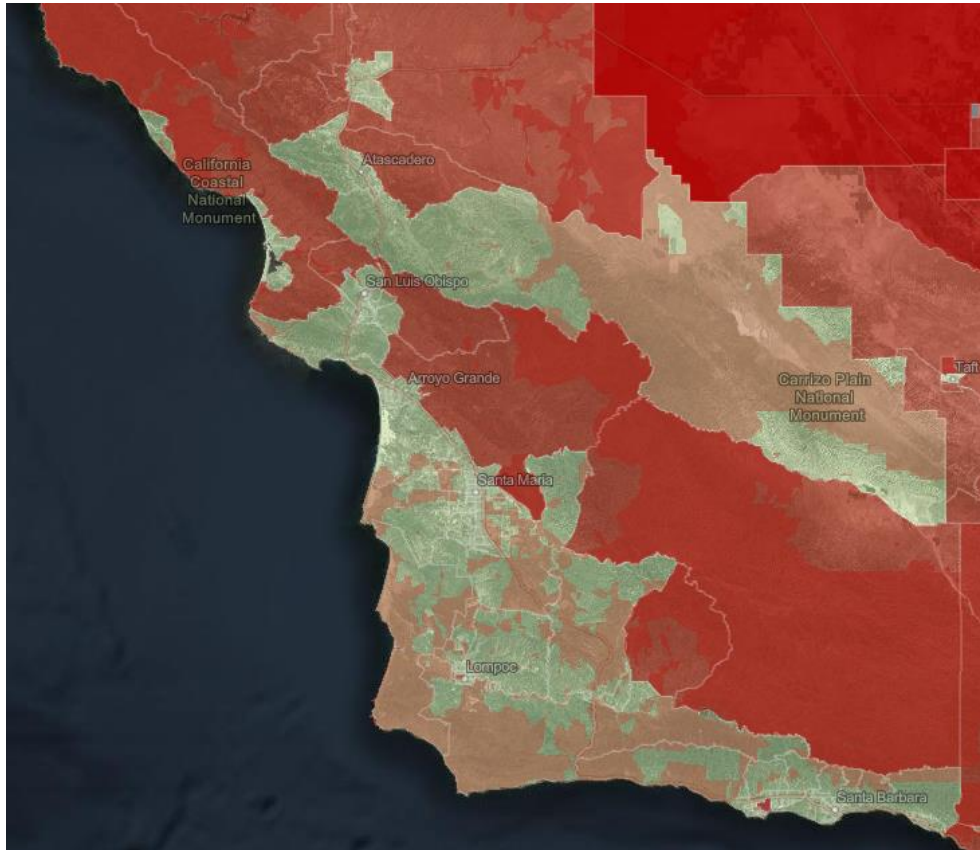
California Broadband Infrastructure Report Card, Tellus Ventures, 2020

*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

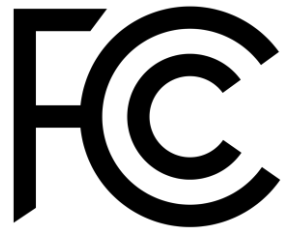
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FOR SANTA BARBARA COUNTY

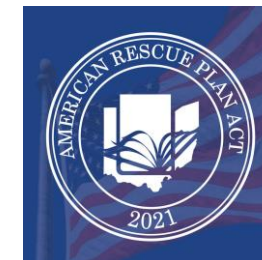
# Process & Deliverable



# 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

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# North County & Chumash Broadband

Local Strategy  
& Feasibility



- Local Needs
- Regional Opportunities
- Tribal Assets
  - 2.5 GHZ Spectrum

**Initial Planning**



Awarded

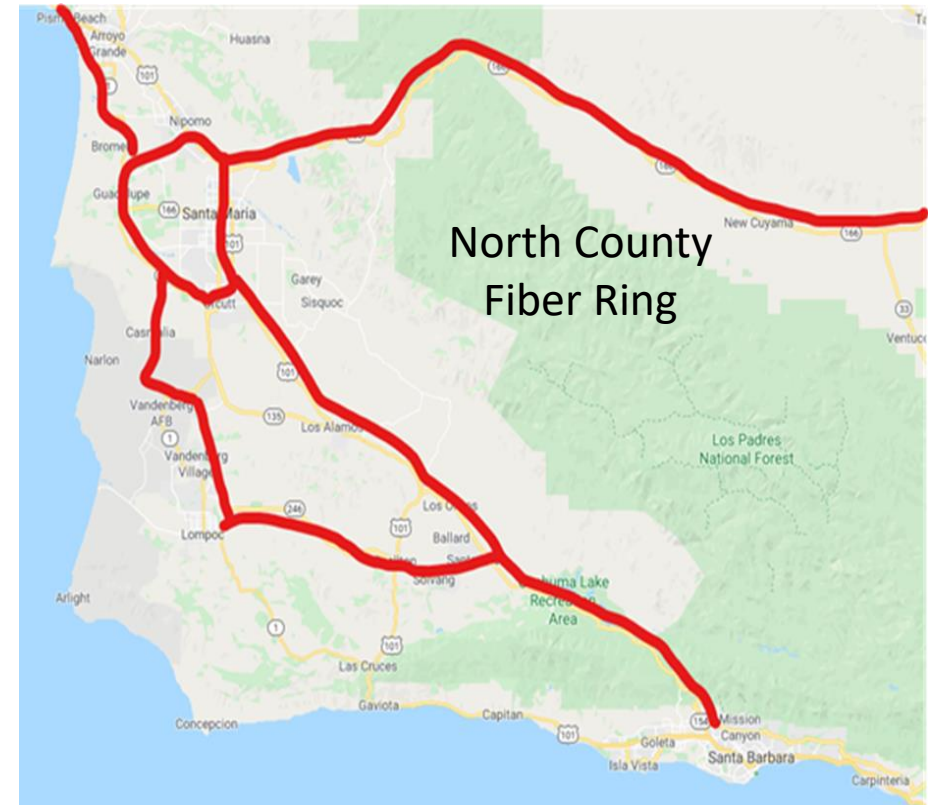


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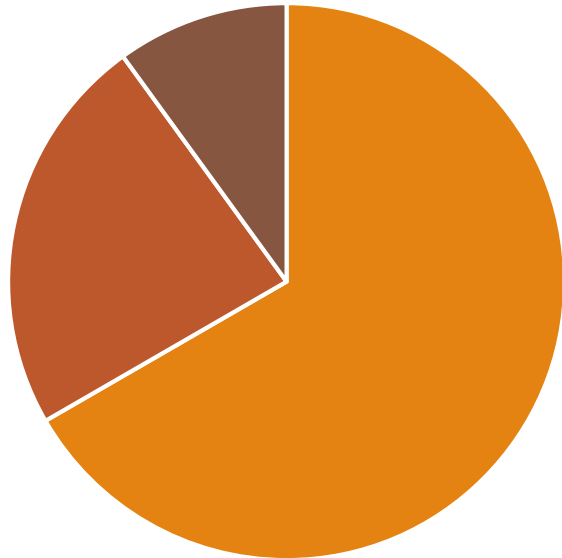
**Concept Development**



**Construction, Deployment & Adoption**

# Leveraging Collaborative Resources

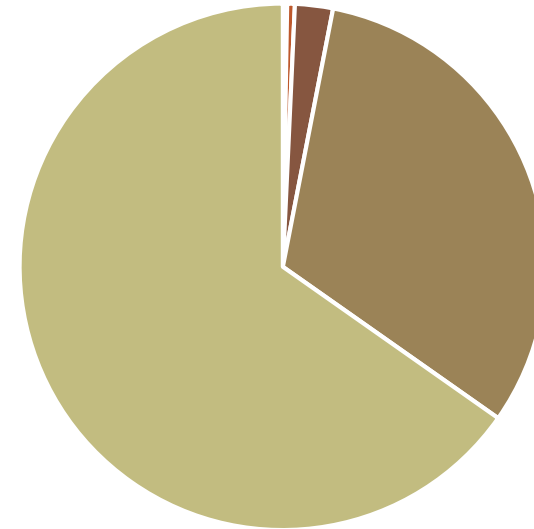
## Local Investment



■ County \$200K ■ Cities \$70K ■ Private \$30K

Broadband Strategy \$300K

## Grant Funding



■ IEED (Chumash) \$50K ■ CASF (Chumash) \$90K ■ EDA (Chumash) \$445K  
■ NTIA (Chumash) \$6M ■ CASF (Cuyama) \$12.5M

North County Initiatives Awarded/Proposed ~\$19M

# What's Next for SB County

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- 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



# Wrap Up

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# Summary

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## **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

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