Transforming the East Bay with a 21st Century Broadband Infrastructure
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

- EastBay EDA
- Solano EDC
- Contra Costa Economic Partnership
- East Bay Community Foundation

Funders

- Public Utilities Commission (Eureka)
- East Bay Community Foundation
- Lesher Foundation
- California Emerging Technology Fund
- East Bay Broadband Consortium
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
**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

California Employment Forecasts

Cumulative 10-year gain of 1.8 million jobs

- Strong Broadband Growth
- Business as Usual

Source: Center for Strategic Economic Research
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 Mbps, 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).
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

ALAMEDA COUNTY

C & D grades in most cities
Contra Costa County: Grades for Residential Broadband

CONTRA COSTA COUNTY

C & D grades in most cities

CPUC Wireline Data Grade
- A
- B
- C
- D
- F
Solano County: Grades for Residential Broadband

C & D grades in most cities
Overall, the East Bay Has a Passing Grade

<table>
<thead>
<tr>
<th>Residential</th>
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<tbody>
<tr>
<td>Alameda County</td>
<td>C</td>
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<td>Contra Costa County</td>
<td>C+</td>
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<tr>
<td>Solano County</td>
<td>C–</td>
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<tr>
<td>East Bay Region</td>
<td>C</td>
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Is a passing grade good enough?
ALAMEDA COUNTY

Service to businesses varies widely across the county

Download Tier, Upload Tier

- 11, 11
- 7, 6-7
- 10, 10
- 6, 5-6
- 9, 7-9
- Underserved
- 8, 8
Service to businesses varies widely across the county.
Service to businesses varies widely across the county.
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
East Bay’s Current Broadband Status

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

Broadband Providers

Lit San Leandro

Competition

Investment

Partnership
The Impact of Strong Broadband

Bishop Ranch

Bishop Ranch: the impact of strong broadband

www.ebbroadband.org

Click to watch video in a new window
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

“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 ______________________ formally 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
How Can We Stay Connected?

www.ebbroadband.org
Visit us on Facebook
Follow us on Twitter
Sign up to our newsletter
Join the East Bay Broadband Consortium
Questions?

@eastbayconnects
Let’s Invest in Our Future Today

www.ebbroadband.org