



San Joaquin Valley Regional Broadband Consortium

The San Joaquin Valley Regional Broadband Consortium (SJVRC) recently received funding from the California Public Utilities Commission (CPUC) to bring broadband infrastructure to unserved and underserved communities in the region.

The SJVRC is an initiative of the California Partnership for the San Joaquin Valley and is being administered by the Office of Community and Economic Development at Fresno State, with assistance from the Great Valley Center. They will receive \$150,000 a year for up to three years. The SJVRC will be dedicated to accelerating the deployment, accessibility, and adoption of broadband within the eight counties of the San Joaquin Valley: Fresno, Kern, Kings, Madera, Merced, San Joaquin, Stanislaus and Tulare counties.

The SJVRC comprises members of the public and private sectors, including government; telecommunications providers and industry associations; economic development corporations and business development centers; local educational agencies and institutions of higher education; health delivery organizations; community-based and nonprofit organizations; and accessibility advocates.

The consortium membership brings years of experience in a variety of areas that will enhance the ability of the SJVRC to meet its goals to expedite the provision of broadband access in all areas of the San Joaquin Valley, while promoting accessibility and adoption of broadband in targeted underserved communities and populations and accelerating deployment of broadband infrastructure through Telemedicine and Telehealth technology.

The major goals of the grant include:

- *Expediting the provision of Broadband access in all areas of the San Joaquin Valley*
- *Promoting accessibility and utilization of Broadband in targeted underserved and unserved communities and populations*
- *Expanding and replicating successful model programs to increase access to Broadband and Information Technology in order to bridge the digital divide*
- *Accelerating deployment of Broadband infrastructure through Telemedicine and Telehealth technology*

As we move forward, the work of the SJVRC for the year will be planned in a full day monthly meeting with breakout sessions focused on Infrastructure, Telehealth, and Digital Literacy. Meetings will be rotated among the region's eight counties.

How Do I Get Involved?

- Attend or host a regional meeting
- Join a work group (WG) or task team (TT)
 - WG: 1) Infrastructure, 2) Telehealth, and 3) Digital Literacy
 - TT: 1) Underserved / Unserved Communities and 2) Communications
- Forward information that will help us to expand the resource inventory
 - Lists of best practices, projects under way we may be unaware of, or funding opportunities
- Join our distribution list by sending a request to Christine at cnutting@csufresno.edu

For more information on the SJVRC and its work plan, contact:

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SJVRBC GOALS (3 YEARS)

GOAL I: EXPEDITE THE PROVISION OF BROADBAND ACCESS IN ALL AREAS OF THE VALLEY

Activity A: Create an organizational infrastructure with a goal to "Facilitate the deployment and utilization of advanced communications services and information technology throughout the region"

Deliverables / Performance Measures

1. Secure commitment by stakeholders to participate in creating the SJV Broadband Deployment Plan (Plan).
2. Through the Consortium, convene stakeholders and experts to develop the Plan.
3. Create advisory governing committee (Consortium), 3 work groups and 2 task teams to drive Plan Components.
4. Conduct at least two semi-annual Consortium briefing meetings to review the Plan progress.
5. Through quarterly Partnership Board meetings, communicate Plan progress and secure support of the 10 Partnership Work Groups for cross collaboration opportunities and resource sharing.
6. Distribute bi-annual newsletter and quarterly email updates for the region.
7. Issue special reports as necessary.
8. Maintain section of Partnership web site to host overall Consortium and broadband information.

Activity B: Develop strategic plan for broadband infrastructure aimed at increasing access to broadband.

Deliverables / Performance Measures

1. Identify barriers to statewide and regionwide deployment.
2. Conduct a broadband inventory of necessary and potential projects (Inventory) that will further deployment goals in the Valley.
3. Develop process to evaluate and identify top priorities including last and middle mile.
4. Working through the Smart Valley Places (SVP) leadership team, ensure priority infrastructure action items are incorporated into the Regional Plan for Sustainable Development.
5. Conduct meetings with major telecom providers wireless ISP and cellular providers to learn of current middle and last mile services and future plans for expansion, and incorporate their information into infrastructure plans.
6. As part of the Partnership Annual Summit, convene a session of the summit around Broadband activities to educate and build relationships across political jurisdictions.
7. Develop this component of the SJV Broadband Deployment Plan.
8. Implement this component of the SJV Broadband Deployment Plan.
9. Evaluate results of the entire process and determine longer-term actions.

Activity C: Inform over 300 elected officials from the 8-county region about the benefits of ubiquitous access to broadband and provide model policies and other tools to help facilitate deployment.

Deliverables / Performance Measures

1. Develop a primer on information about the benefits of access of Broadband and IT and the elimination of the digital divide.
2. Distribute the primer to at least 300 local government elected officials, 8 federal elected officials, and 16 state elected officials along with supporting staff.
3. Conduct 3 presentations to elected officials from throughout the 8-county region to discuss the importance and value of Broadband for all residents.
4. Update the primer as appropriate and distribute.
5. Develop policies supportive of Broadband deployment and adoption.
6. Explore requisite amendments to existing statutes, regulations, and funding programs.



Activity D: Identify communities and neighborhoods without affordable connections to delivery of Broadband.

Deliverables / Performance Measures

1. Assist with any State efforts and provide input into the base regional map of Broadband infrastructure availability and costs using existing information.
2. Develop and implement a survey to obtain additional information about availability and costs.
3. Provide all updated maps and survey information to anchor institutions, through Partnership Work Groups, and Smart Valley Places and Rural Development Center leadership teams, to guide in fact based decision making on infrastructure projects.
4. Assist with any State efforts and provide input into mapping Broadband availability, affordability throughout the region and provide information to policy makers.

Activity E: Increase deployment of broadband, at minimum broadband speeds, by current and prospective service providers.

Deliverables / Performance Measures

1. Through all 3 work groups, 2 task teams, and one-on-one conversations with anchor institutions and providers, convene providers and stakeholders to identify barriers.
2. Incorporate these strategies, action items, and implementation steps into this Plan component.
3. Develop a Plan identifying availability of adoption / training programs and disseminate to anchor institutions for use by residents.
4. Implement this component of the SJV Broadband Deployment Plan.
5. Evaluate results and determine longer-term actions.

Activity F: Identify and seek available funding for broadband expansion in the San Joaquin Valley.

Deliverables / Performance Measures

1. Identify at least 5 funding opportunities (if available) that support the efforts of the SJVRBC and its partners.
2. Communicate the availability of funding opportunities to the SJVRBC and its partners.
3. Establish an SJVRBC-specific protocol for the pursuit of funding that identifies responsible parties for the research, submission and administration of funding.
4. Foster collaborative public-private partnerships for funding proposals related to the activities of the SJVRBC and its partners.
5. Outreach to at least 5 local, regional, state and national funding agents (i.e. private foundations and public government agencies) to encourage investment in activities related to the SJVRBC and its partners.
6. Obtain letters of support for SJV elected officials for all funding proposal submitted by the SJVRBC and its partners; with a minimum of 5 per proposal.

Activity G: Leverage unused bandwidth for the benefit of the greatest number of users.

Deliverables / Performance Measures

1. Work with CPUC, CENIC, and other providers and stakeholders to interface with the FCC to develop strategies to leverage unused bandwidth.
2. Incorporate these strategies, action items, and implementation steps into this Plan Component.
3. Implement this component of the SJV Broadband Deployment Plan.
4. Establish 5 guidelines for evaluation.
5. Evaluate results and determine 5 longer-term actions.



Activity H: Increase utilization of Broadband by all residents.

Deliverables / Performance Measures

1. Work with CPUC, state agencies and the California Emerging Technology Fund (CETF) to explore opportunities for cooperation and joint-ventures to expand accessibility and availability of Broadband to underserved communities and populations.
2. Incorporate these strategies, action items, and implementation steps into this Plan Component.
3. Implement this component of the SJV Broadband Deployment Plan.
4. Establish 5 guidelines for evaluation.
5. Evaluate results and determine 5 longer-term actions.

GOAL II: PROMOTE ACCESSIBILITY AND UTILIZATION OF BROADBAND IN TARGETED UNDERSERVED COMMUNITIES AND POPULATIONS

Activity A: Increase availability of affordable broadband in unserved and underserved areas of the San Joaquin Valley, including rural communities.

Deliverables / Performance Measures

1. Develop strategies to increase the availability of affordable broadband in unserved and underserved areas of the SJV, including rural communities, by soliciting the input of at least 5 local stakeholders from these communities in planning process.
2. Incorporate strategies, action items and implementation procedures for affordable broadband expansion in unserved and underserved areas of the San Joaquin Valley, including rural communities, into the Plan.
3. Implement the identified measures for expanding affordable broadband to unserved and underserved areas of the San Joaquin Valley, including rural communities.
4. Include the input and assistance of at least 5 local community stakeholders during the implementation of the Plan that intend to expand affordable broadband to at least 5 unserved and underserved areas of the San Joaquin Valley, including rural communities.
5. Establish 5 guidelines for evaluation.
6. Evaluate results and determine 5 longer-term actions.

Activity B: Foster demand for Broadband access and adoption in unserved and underserved communities in the San Joaquin Valley, with a focus on rural areas.

Deliverables / Performance Measures

1. Establish one strategic rural pilot site that will demonstrate replicable best practices for accelerating the deployment of affordable, accessible and adoptable broadband services in unserved and underserved communities, particularly rural areas.
2. Include the input and assistance of at least 5 local community stakeholders, particularly from rural communities, during the development of a strategic rural pilot site.
3. Launch rural pilot site and document process for the purposes of replication.
4. Develop an evaluation process that includes input from at least 5 local community stakeholders, to identify communication gaps in public awareness of broadband availability and benefits.
5. Incorporate communication strategies, action items, and implementation steps into this Plan Component. Implement initial outreach campaign on broadband awareness at rural pilot site.
6. Evaluate and analyze the rural pilot site at the end of first trial. Make necessary adjustments for the purposes of replication.
7. Publish a report of the rural pilot site to serve as a blueprint for implementing the model as a best practice in at least 2 other unserved and underserved communities.
8. Identify and seek at least 2 funding opportunities for development of 2 additional pilot sites.



Activity C: Develop and implement plan to ensure high school students graduate with the basic computer literacy skills.

Deliverables / Performance Measures

1. Identify 5 stakeholders and convene a digital literacy ad hoc group to develop high school computer literacy standards consistent with community college curriculum and strategies to deploy this Plan Component.
2. Explore opportunities to work with educational institutions to accelerate deployment.
3. Define 10 literacy standards of the plan consistent with community college curriculum.
4. Partner with Education Work Group to discuss opportunities to speak at conferences or utilize their communication networks to incorporate literacy standards.
5. Incorporate these strategies, action items, and implementation steps into this Plan component.
6. Implement this component of the SJV Broadband Deployment Plan.
7. Establish 5 guidelines for evaluation.
8. Evaluate results and determine 5 longer-term actions.

Activity D: Assist in the expansion of public locations for access to broadband to help disadvantaged residents and businesses to bridge the digital divide.

Deliverables / Performance Measures

1. Work with public and private communications companies to develop 5 strategies to provide affordable services to rural and underserved areas.
2. Conduct survey to determine resident satisfaction with broadband access and availability and re-measure at the end of the year.
3. Conduct survey to determine business satisfaction with broadband access and availability and re-measure at the end of the last year.
4. Incorporate these strategies, action items, and implementation steps into this Plan Component.
5. Implement this component of the SJV Broadband Deployment Plan.
6. Establish 5 guidelines for evaluation.
7. Evaluate results and determine 5 longer-term actions.

GOAL III: EXPAND AND REPLICATE SUCCESSFUL MODEL PROGRAMS THROUGH 2 REGIONAL FORUMS TO INCREASE ACCESS TO BROADBAND AND INFORMATION TECHNOLOGY TO BRIDGE THE DIGITAL DIVIDE

Activity A: Develop and implement a plan to expand and replicate the most successful strategies and programs to bridge the digital divide.

Deliverables / Performance Measures

1. Document projects already in existence in the SJV that can be replicated elsewhere in the region.
2. Identify successful strategies and programs for replication.
3. Create a final report of all best practice and activities for distribution.
4. Sponsor 2 regional forums to review results, highlight and share best practices, and identify opportunities for expanding regionwide Broadband deployment.



GOAL IV: ACCELERATE DEPLOYMENT OF BROADBAND INFRASTRUCTURE THROUGH TELEMEDICINE AND TELEHEALTH TECHNOLOGY

Activity A: Develop and implement a telemedicine and telehealth plan to connect health clinics with medical centers.

Deliverables / Performance Measures

1. Identify 5 stakeholders or anchor institutions.
2. Identify 1 model project
3. Work with the California Telehealth Network, CETF, BTH, HHS, providers and stakeholders to develop a specific plan for implementation of a model project for telemedicine and telehealth, including Electronic Health Records (EHRs).
4. Partner with the Partnership's Health and Human Services Work Group to discuss opportunities to utilize their communication networks to drive this Plan Component.
5. Incorporate these strategies, action items, and implementation steps into this Plan Component.
6. Implement this component of the SJV Broadband Deployment Plan.
7. Identify 5 opportunities to utilize partner communication networks.
8. Establish 5 guidelines for evaluation.
9. Evaluate results and determine 5 longer-term actions.

Activity B: Build upon infrastructure for telemedicine and telehealth to promote other applications for education and economic development to increase access and affordability.

Deliverables / Performance Measures

1. Consult with CVIN, CENIC, and economic development organizations (EDCs) to explore opportunities.
2. Identify 4 opportunities for collaboration.

GOAL V: WORK WITH THE NEIGHBORING REGIONAL CONSORTIA, SUCH AS VALLEY VISION AND THE EASTERN SIERRA CONNECT, TO ENSURE THE DEVELOPMENT OF A COHESIVE INFRASTRUCTURE

Activity A: Share plans among neighboring Regional Consortia as developed.

Deliverables / Performance Measures

1. Conduct 4 quarterly conference calls or in-person meetings.
2. Conduct in-person meetings as needed.

Activity B: Discuss priority issues affecting neighboring Regional Consortia.

Deliverables / Performance Measures

1. Incorporate infrastructure interconnection strategies, action items, and implementation steps into this Plan Component.
2. Incorporate transit of traffic strategies, action items, and implementation steps into this Plan Component.
3. Incorporate major policy issues and strategies, action items, and implementation steps into this component of Plan.