

Organizations for Goals/Strategies Endorsements - as of June 26, 2017

Organization	Representative	Title	
Broadband Alliance of Mendocino County	Trish Steel	Chair of Executive Committee	Broadband is essential for economic development, and we are happy to see the county take a leadership role in helping businesses and residents obtain the broadband they need to succeed in today's business environment.
City of Fort Bragg	Lindy Peters	Mayor	See Resolution # 4007-2017
City of Ukiah	Jim Brown	Mayor	See letter dated May 17th, 2017
City of Willits	Geraldo Gonzalez	Mayor	See Resolution # 2017-12
Community Foundation of Mendocino County	Jim Little Megan Barber Allende	Board Chair President and CEO	The Community Foundation supports the Broadband Alliance of Mendocino County in working to ensure that the county's population has affordable universal broadband access in their homes, businesses, and public places to support economic viability, ensure health and safety, and access educational opportunities. From the United Nations to France to Finland, broadband is now recognized as a basic human right, yet many areas of our county remain underserved.
Economic Development and Financing Corporation	John Goldsmith	Chair, Board of Directors	EDFC believes that the Mendocino County Broadband Goals and Strategies are an extremely important and integral part of the economic development of the County.
Hopland Municipal Advisory Committee	Julie Golden	Chair	The Hopland MAC endorses the goals and strategies of the Mendocino County Broadband initiative
Laytonville Municipal Advisory Council	Alison Pernel	Vice-Chair	The LAMAC voted unanimously to endorse the Mendocino County Broadband Goals and Strategies at its May 24, 2017 meeting. There was overwhelming support for the goals and strategies expressed by members of the public who were in attendance
Mendocino Coast Broadband Alliance	Shirley Freriks	President	This document was well thought out by many who care, and are knowledgeable. This is a complicated topic that needs constant pressure so rural Mendocino residents can be served. Without broadband, they cannot thrive in the USA or world. I stress that all the cities need to get in on this with vigor. It is at their level where the need is most obvious. They need to do their part to support the County
Mendocino Coast District Hospital	Jeff Fox	Director, Information Systems	Broadband has become a critical component of the Healthcare Industry. Not only is hi-capacity, reliable broadband needed for increasing our efficiency as a facility, the increasing use of electronic communications with patients, such as patient portals, necessitate bandwidth availability for all residents, especially rural residents.
Mendocino County Office of Education	Warren Galletti	Superinten dent	Broadband is important for a student's education, both at school and in their homes as Internet-based curriculum increases. Without broadband at home, students face barriers completing assignments which puts them at a disadvantage.
SeaKay Broadband	Harold Galicer	CEO	
Sheriff's Office	Tom Alman	Sheriff	From an email from his office: The Sheriff said he supports the goals. Good Luck!
South Coast Fire Protection District	Greg Warner	Fire Chief	The South Coast Fire Protection District supports the Goals
Westport Municipal Advisory Council	Bill Knapp	Secratary	Westport Municipal Advisory Council endorses these Broadband Goals and Strategies for Mendocino County. The Westport MAC serves the coastal area from Ten Mile River north to Rockport, an underserved area as related to Telecommunications in general and Internet based digital service specifically. There are two economic realities facing our area. First, broadband service is necessary to both attract and keep residents. Lack of service restricts residents ability to interact with the private sector, services, and government agencies. Second, our area is economically unattractive to larger established providers of broadband service. The Goals are good. To have any chance of reaching them for areas like the Westport vicinity, the strategies and tactics will have to remove barriers and add incentives, especially to smaller more entrepreneurial providers of true broadband service. The future of communities like Westport will be positively impacted by availability of quality broadband service as de- scribed in the Mendocino County Broadband GOALS and STRATEGIES document. Lack of quality broadband services will have a chilling effect on the communities future.

# **Endorsement of Mendocino County's Broadband GOALS and STRATEGIES**

**THE CITY OF UKIAH** endorses these Broadband Goals and Strategies for Mendocino County.

Affordable high-speed broadband, telecommunication services, and broadband infrastructure are essential for public safety, and for bringing in economic growth and related revenues, which in turn affects every resident in the City of Ukiah.

The Broadband goals and strategies as identified by the Broadband Working Group, directly address three of four strategic planning areas that the Ukiah City Council has recognized as critical for guiding their direction and decisions:

- Develop a prioritized plan for maintaining and improving public infrastructure.
- Planning Valley-wide takes place based on sound planning principles.
- Facilitate the development of a sound local economy that attracts investment, promotes economic diversity, supports businesses, creates employment opportunities, and generates public revenues.

As technology develops throughout the world, cities and counties must keep up with the current practices and speed, which now rely on access to an affordable high-speed broadband for essential public services, businesses, and individual homes.

For these and all the reasons listed within the Broadband Working Group goals, the Ukiah City Council supports the Broadband Goals and Strategies for Mendocino County.



**JIM O. BROWN**  
**MAYOR**

**MAY 17, 2017**

**GOAL #1:** Essential telecommunication services for all residents, businesses, Anchor Institutions, and local government agencies (especially Public Safety and Emergency Services) are reliable and redundant/diverse.

**GOAL #2:** All County residents have affordable high-speed broadband access in their homes.

**GOAL #3:** Competitively-priced high-speed broadband infrastructure throughout the county is developed to attract, retain, and develop Internet-reliant businesses.

**GOAL #4:** County and Cities takes leadership in broadband issues---adopts policies to facilitate broadband deployment, and finds ways to leverage existing assets.

**GOAL #5:** Mendocino County develops a county-wide comprehensive Broadband Plan by 2019.

## **RESOLUTION NO. 4007-2017**

### **RESOLUTION OF THE FORT BRAGG CITY COUNCIL SUPPORTING THE MENDOCINO COUNTY BROADBAND GOALS AND STRATEGIES**

**WHEREAS**, the California legislative broadband goal of connecting 98% of households to broadband by 2015 has been met for urban households, however only an estimated 47% of rural households are connected at served speeds (speeds of 6 Mbps downstream and 1.5 Mbps upstream or greater); and

**WHEREAS**, Mendocino County is 30.8% short of this 98% goal, and is not, at present, prepared to keep up with future bandwidth demands which are increasing every year; and

**WHEREAS**, in order for Mendocino County to thrive in the 21st century economy, and to be a place where our children can have decent jobs and want to raise their families, affordable and reliable high-speed broadband for businesses and residents is essential; and

**WHEREAS**, high-speed Internet can provide transformative benefits to communities, allowing:

- Businesses to be producers of content and information, and not merely users of such content;
- Rural health clinics/hospitals improved access to quality healthcare via tele-medicine and access to critical care experts;
- Enhanced educational opportunities for students and continuing job training for workers;
- Improved public safety through Inter-operability of all services, and the development of Intelligent Traffic Systems (ITS) and SmartGrid technologies;
- Online access to all levels of government;
- An opportunity for all citizens to avail themselves of a wide range of information resources and services they deem appropriate to improve their personal quality of life;

**WHEREAS**, these county Broadband Goals and Strategies to reach these goals were developed with input from various county organizations;

**WHEREAS**, these goals serve as a useful guide for both city and County officials alike;

**NOW, THEREFORE, BE IT RESOLVED** that the City Council of the City of Fort Bragg does hereby support the following goals and strategies for the County's broadband efforts and encourage their adoption by the Mendocino County Board of Supervisors:

**GOAL #1:** Essential telecommunication services for all Residents, Businesses, Anchor Institutions, and Local Government Agencies (especially Public Safety and Emergency Services) are reliable and redundant/diverse.

Strategies:

1. Engage telecom providers in direct dialog to address telecom reliability and diversity/redundancy issues.
2. Engage with the California Public Utilities Commission (CPUC) in proceedings on relevant telecommunication issues.
3. Request Incumbent Providers to share critical information with high-level county public safety officials on points of vulnerability in county networks, such as communities where facilities are non-redundant/diverse.
4. Document any major telecommunication outages, and use such documentation to engage providers, CPUC and policy-makers at the local, state, and national level for corrective action.
5. Work with willing providers, the CPUC, and other entities to develop method to document and correct on-going individual landline outages which lead to loss of 911 services for residents.

**GOAL #2:** All county residents have affordable high-speed broadband access in their homes. "Affordable high-speed broadband" is defined as meeting the current speed standards as set by the California Public Utilities Commission; usage is not restricted by data caps; and at a cost of no more than 2% of average monthly income."

Strategies:

1. Work with all willing providers to identify barriers and solutions to deployment.
2. Work with all willing providers to expand broadband and mobile networks.
3. Support and work with all willing communities to organize and develop last mile connectivity plans.
4. Leverage any opportunities to provide home access for K-12 students (as promoted by the Mendocino County Office of Education to unlock 24/7 educational opportunities), and for college students to enable online educational opportunities.
5. Assess ground truth broadband availability for the number of unserved and underserved households in the county.
6. Share federal and state grant information for deployment opportunities with providers and organizations. Encourage and support appropriate pilot projects and applications.
7. Advocate locally, regionally, and nationally for appropriate policies and programs for expanded last mile broadband deployment.
8. Increase the number of public-access computers and wi-fi hotspots in county libraries and other public spaces throughout the county.
9. Reduce economic barriers for access through support for low-income access programs.
10. Increase broadband adoption through promotion of digital literacy programs in schools, libraries, and non-profits.

**GOAL #3:** Competitively-priced high-speed broadband infrastructure throughout the county is developed to attract, retain, and develop Internet-reliant businesses.

Strategies:

1. Cities and county research and consider alternative models for broadband investment and infrastructure development, such as Public-Private- Partnership models (using

resources such as Next Century Cities, Coalition for Local Internet Choice and Institute for Local Self-Reliance).

2. Collaborate with the other North Bay North Coast Broadband Consortium (NBNCBC) counties and our elected representatives to find resources to launch the implementation of the Route 101 Middle-Mile Infrastructure project.
3. Break down broadband funding silos by cooperative relationships and enhanced communications between Anchor Institutions (schools, colleges, libraries, and Health Care Facilities), communities, local governments, public safety, and providers.
4. Coordinate planning efforts for broadband deployment involving programs such as The California Advanced Service Fund (CASF), the Connect America Fund (CAF), The Corporation for Education Network Initiatives in California (CENIC), FirstNet, E-rate, and California Tele-Health Network (CTN) and other grant programs for the development of infrastructure.
5. Support appropriate state and federal legislation for funding of broadband programs and projects. Oppose detrimental state “pre-emption” legislation that takes away local control.
6. Encourage high-speed work centers until this necessary infrastructure is fully developed for economic development.

**GOAL #4:** County and Cities take leadership in broadband issues---adopt policies to facilitate broadband deployment, and find ways to leverage existing assets.

Strategies:

1. County identifies and considers adopting policies that facilitate broadband deployment, such as appropriate streamlined project permitting, a county “dig-once” policy, or master lease agreements that allow the installation of broadband infrastructure on utility poles and light standards.
2. County uses its leadership position to elevate the broadband conversation at local level (city government, Municipal Advisory Councils, Service Districts, Board of Supervisors, North Bay-North Coast Broadband Consortium), state level (California State Association of Counties, Rural County Representatives of California, California Public Utilities Commission), and national level (Federal Communications Commission).
3. County and Cities advocate for open-access broadband infrastructure whenever feasible.
4. County and City governments improve how goods and services are delivered by aspiring to offer all government services as web-based.
5. County encourages other groups (Economic Development and Financing Corporation, Non-Profits, Chambers of Commerce, Farm Bureau, etc.) to elevate the broadband conversation and highlight broadband challenges and successes in their outreach.
6. County encourages all departments to include broadband access as a priority, in replication of the national effort of the Broadband Opportunity Council, where federal agencies were directed to incorporate broadband into their missions since broadband is now essential infrastructure. Departments identify ways in which they can facilitate deployment of broadband, reduce barriers, or possibly even make funding available for broadband.

7. An inventory of existing county assets which could be leveraged for broadband deployment inventory (such as buildings and Rights of Way) is maintained within respective departments, and cross-communication facilitated between broadband stakeholders.
8. County website includes broadband resources and information, and/or links to other websites.

**GOAL #5:** Mendocino County develops a county-wide comprehensive Broadband Plan by 2019.

Strategies:

1. A County Broadband Plan is developed from the most current Broadband Goals and Strategies endorsed by the Board of Supervisors.
2. Cities are encouraged to develop and adopt their own broadband plan, tailored to their own needs and jurisdiction, for incorporation into the larger county broadband plan. Cities are encouraged to develop cost-savings analysis for services from an alternative network (see Goal #3, Strategy 1) for incorporation into their plan.
3. The County plan should address how to best get all residents and all businesses online, so that the network can be used to drive economic growth and social progress.
4. The plan should be adaptable and reviewed regularly to consider changing needs, broadband metrics and consumer usages.
5. The County Plan should be a model plan for other counties to adopt.

**The above and foregoing Resolution was introduced by Councilmember Lee, seconded by Councilmember Turner, and passed and adopted at a regular meeting of the City Council of the City of Fort Bragg held on the 12<sup>th</sup> day of June, 2017, by the following vote:**

**AYES:** Councilmembers Cimolino, Lee, Norvell, Turner and Mayor Peters.  
**NOES:** None.  
**ABSENT:** None.  
**ABSTAIN:** None.  
**RECUSED:** None.



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**LINDY PETERS**  
Mayor

**ATTEST:**



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**June Lemos, CMC**  
City Clerk



## RESOLUTION NO. 2017-12

### RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WILLITS SUPPORTING THE COUNTYWIDE BROADBAND GOALS AND STRATEGIES

WHEREAS, the California legislative broadband goal of connecting 98% of households to broadband by 2015 has been met for urban households. However, only an estimated 47% of rural households are connected at served speeds; and

WHEREAS, Mendocino county is 30.8% short of this 98% goal, and are not, at present, prepared to keep up with future bandwidth demands which are increasing every year; and

WHEREAS, in order for Mendocino County to thrive in the 21<sup>st</sup> century economy, and to be a place where our kids have decent jobs and want to raise their families, affordable and reliable high-speed broadband for businesses and residents is essential; and

WHEREAS, high-speed Internet can provide transformative benefits to communities, allowing:

- Businesses to be producers of content and information, and not merely users of such content;
- Rural health clinics/hospitals improved access to quality healthcare via tele-medicine and access to critical care experts;
- Enhanced educational opportunities for students and continuing job training for workers;
- Improved public safety through Inter-operability of all services, and the development of Intelligent Traffic Systems (ITS) and SmartGrid technologies;
- Online access to all levels of government;
- An opportunity for each citizen to avail themselves to a wide range of information resources and services they deem appropriate to improve their personal quality of life;

WHEREAS, these countywide Broadband Goals and strategies to reach these goals were developed with input from various county organizations;

WHEREAS, these goals would be a useful guide for both city and county officials alike and to encourage broadband leadership;

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Fort Bragg does hereby support the following goals and strategies for the county's broadband efforts and encourage their adoption by the Mendocino County Board of Supervisors:

GOAL NO. 1: Essential telecommunication services for all Residents, Businesses, Anchor Institutions, and Local Government Agencies (especially Public Safety and Emergency Services) are reliable and redundant/diverse.

#### Strategies:

1. Engage telecom providers in direct dialog to address telecom reliability and diversity/redundancy issues.
2. Engage with the California Public Utilities Commission (CPUC) in proceedings on relevant telecommunication issues.
3. Request Incumbent Providers to share critical information with high-level county public safety officials on points of vulnerability in county networks, such as communities where facilities are non-redundant/diverse.



4. Document any major telecommunication outages, and use such documentation to engage providers, CPUC and policy-makers at the local, state, and national level for corrective action.
5. Work with willing providers, the CPUC, and other entities to develop method to document and correct on-going individual landline outages which lead to loss of 911 services for residents.

GOAL NO. 2: All county residents have affordable high-speed broadband access in their homes. "Affordable high-speed broadband" is defined as meeting the current speed standards as set by the California Public Utilities Commission; usage is not restricted by data caps; and at a cost of no more than 2% of average monthly income."

Strategies:

1. Work with all willing providers to identify barriers and solutions to deployment.
2. Work with all willing providers to expand broadband and mobile networks.
3. Support and work with all willing communities to organize and develop last mile connectivity plans.
4. Leverage any opportunities to provide home access for K-12 students (as promoted by the Mendocino County Office of Education to unlock 24/7 educational opportunities), and for college students to enable online educational opportunities.
5. Assess ground truth broadband availability for the number of unserved and underserved households in the county.
6. Share federal and state grant information for deployment opportunities with providers and organizations. Encourage and support appropriate pilot projects and applications.
7. Advocate locally, regionally, and nationally for appropriate policies and programs for expanded last mile broadband deployment.
8. Increase the number of public-access computers and wi-fi hotspots in county libraries and other public spaces throughout the county.
9. Reduce economic barriers for access through support for low-income access programs.
10. Increase broadband adoption through promotion of digital literacy programs in schools, libraries, and non-profits.

GOAL NO. 3: Competitively-priced high-speed broadband infrastructure throughout the county is developed to attract, retain, and develop Internet-reliant businesses.

Strategies:

1. Cities and county research and consider alternative models for broadband investment and infrastructure development, such as Public-Private- Partnership models (using resources such as Next Century Cities, Coalition for Local Internet Choice and Institute for Local Self-Reliance).
2. Collaborate with the other North Bay North Coast Broadband Consortium (NBNCBC) counties and our elected representatives to find resources to launch the implementation of the Route 101 Middle-Mile Infrastructure project.
3. Break down broadband funding silos by cooperative relationships and enhanced communications between Anchor Institutions (schools, colleges, libraries, and Health Care Facilities), communities, local governments, public safety, and providers.
4. Coordinate planning efforts for broadband deployment involving programs such as the California Advanced Service Fund (CASF), the Connect America Fund (CAF), the Corporation for Education Network Initiatives in California (CENIC), FirstNet, E-rate, and California Tele-Health Network (CTN) and other grant programs for the development of infrastructure.



5. Support appropriate state and federal legislation for funding of broadband programs and projects. Oppose detrimental state "pre-emption" legislation that takes away local control.
6. Encourage high-speed work centers until this necessary infrastructure is fully developed for economic development.

GOAL NO. 4: County and Cities takes leadership in broadband issues – adopts policies to facilitate broadband deployment, and finds ways to leverage existing assets.

Strategies:

1. County identifies and considers adopting policies that facilitate broadband deployment, such as appropriate streamlined project permitting, a county "dig-once" policy, or master lease agreements that allow the installation of broadband infrastructure on utility poles and light standards.
2. County uses its leadership position to elevate the broadband conversation at local level (city government, Municipal Advisory Councils, Service Districts, Board of Supervisors, North Bay-North Coast Broadband Consortium), state level (California State Association of Counties, Rural County Representatives of California, California Public Utilities Commission), and national level (Federal Communications Commission).
3. County and Cities advocate for open-access broadband infrastructure whenever feasible.
4. County and city governments improve how goods and services are delivered by aspiring to offer all government services as web-based.
5. County encourages other groups (Economic Development and Financing Corporation, Non-Profits, Chambers of Commerce, Farm Bureau, etc) to elevate the broadband conversation and highlight broadband challenges and successes in their outreach.
6. County encourages all departments to include broadband access as a priority, in replication of the national effort of the Broadband Opportunity Council, where federal agencies were directed to incorporate broadband into their missions since broadband is now essential infrastructure. Departments identify ways in which they can facilitate deployment of broadband, reduce barriers, or possibly even make funding available for broadband.
7. An inventory of existing county assets which could be leveraged for broadband deployment inventory (such as buildings and Rights of Way) is maintained within respective departments, and cross-communication facilitated between broadband stakeholders.
8. County website includes broadband resources and information, and/or links to other websites

GOAL NO. 5: Mendocino County develops a countywide comprehensive Broadband Plan by 2019.

Strategies:

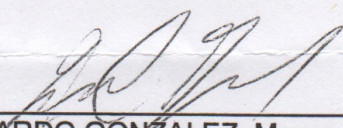
1. A County Broadband Plan is developed from the most current Broadband Goals and Strategies endorsed by the Board of Supervisors.
2. Cities are encouraged to develop and adopt their own broadband plan, tailored to their own needs and jurisdiction, for incorporation into the larger county broadband plan. Cities are encouraged to develop cost-savings analysis for services from an alternative network (see Goal 3, Strategy 1) for incorporation into their plan.



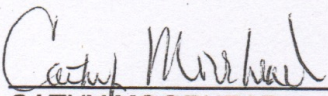
3. The county plan should address how to best get all residents and all businesses online, so that the network can be used to drive economic growth and social progress.
4. The plan should be adaptable and reviewed regularly to consider changing needs, broadband metrics and consumer usages.
5. The County Plan should be a model plan for other counties to adopt.

The above and foregoing Resolution was introduced by Councilmember Stranske, seconded by Councilmember Strong, and passed and adopted at a regular meeting of the City Council of the City of Willits held on the 24<sup>th</sup> day of May, 2017, by the following vote:

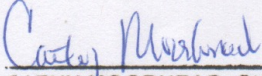
AYES: Rodriguez, Strong, Orenstein, Stranske, and Gonzalez  
NOES: None  
ABSENT: None

  
GERARDO GONZALEZ, Mayor  
City Council of the City of Willits

ATTEST:

  
CATHY MOORHEAD  
City Clerk

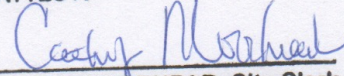
ATTEST:

  
CATHY MOORHEAD, City Clerk



The foregoing instruction is a  
correct copy of the original on file  
at City Hall, Willits, California

ATTEST:

  
CATHY MOORHEAD, City Clerk