



SACRAMENTO METRO BROADBAND REGIONAL ROUNDTABLE

Summary of February 4, 2009 Discussion

At SACOG, Sacramento, California

Introduction

This document summarizes the proceedings of a policy roundtable held on February 4, 2009 to discuss broadband issues, opportunities and strategies for the six county Sacramento region. The term “broadband access” refers to high speed Internet access.¹ The Roundtable was convened by the Sacramento Area Council of Governments (SACOG) and Valley Vision on behalf of the California Emerging Technology Fund (CETF). Illustrating the collaborative approach that typifies the leadership of this region, the Roundtable was held in partnership with California State University, Sacramento; the Community Services Planning Council; Sacramento Area Commerce and Trade Organization (SACTO); Sacramento Metropolitan Chamber of Commerce; Sacramento Region Community Foundation; Sacramento Regional Research Institute (SRRI); the Sierra Health Foundation; and the University of California, Davis – Center for Regional Change, and the Information Center for the Environment. A diverse cross-section of participants was in attendance, representing urban, rural and suburban areas and the public, private, educational and philanthropic sectors.

The mission of CETF is to close the Digital Divide and ensure that California is a global leader in the deployment and adoption of broadband (www.cetfund.org). High-speed Internet networks are essential 21st Century infrastructure, vital to commerce, economic competitiveness and quality of life. CETF was established in 2006 by direction of the California Public Utilities Commission in approving the mergers of SBC-AT&T and Verizon-MCI. CETF has three priority communities for grantmaking: rural and remote areas, disadvantaged urban neighborhoods, and people with disabilities. CETF pursues promising strategic investments based on identified best practices that leverage partnerships and resources, and identify the most cost-effective strategies that can be scaled up to achieve the mission of closing the Digital Divide.

As part of this process, CETF is partnering with leaders in several of the State’s regions to identify initiatives, gaps, barriers, opportunities and strategies to connect all Californians; inform CETF grantmaking initiatives; and explore the potential for a collaborative effort to plan and implement a regional broadband strategy. The Sacramento Metro Broadband Regional Roundtable is the fifth such forum held by CETF, which is committed to supporting each region in overcoming its Digital

¹ The Federal Communications Commission has recently revised its definition of “broadband” access to mean: bidirectional network access speeds of 700 kilobits per second or greater.

Divide. This paper provides an overview of the region as the context for the proceedings, a description of several significant initiatives that are underway, challenges to accelerating broadband infrastructure and use, opportunities for increasing broadband adoption, and consensus on priority strategies and next steps. A list of meeting participants is included.

“Increasing broadband access offers many benefits to our region and our communities. Our rural areas are underserved. By extending broadband connectivity, we can link our rural areas to services provided in urban areas and create more economic connections and equity between these areas.”

Darryl Clare, Vice Chair, SACOG and Councilmember, City of Galt

Overview of the Region

The Sacramento Region consists of six counties (El Dorado, Placer, Sacramento, Sutter, Yolo, and Yuba) and 23 cities with a total estimated population of more than 2,304,000 in 2008.² This is an increase of almost 370,000 persons since 2000, or 19%. Home to the State’s Capitol, the region is extremely diverse geographically, economically, culturally, ethnically, and politically. The region runs eastward from the Delta and western edges of the Central Valley across the Valley floor and into the foothills and mountains of the Sierra (note: the SACOG planning region does not include the Tahoe basin). It includes the core cities of Sacramento and West Sacramento, fast growing smaller and mid-sized cities and suburbs, and rural communities. Some of the State’s fastest growing counties and cities are in this region, as of the richest farmlands in the State. Agriculture-related industries constitute a major economic sector and land use. Other important features include the American and Sacramento watersheds and the system of aging levees which have elevated the region as high need for flood control improvements and attention to long-term development patterns.

The region is projected to grow to a population of 3,276,000 by 2035, an addition of more than 970,000 persons.³ The Blueprint Program was developed by SACOG leaders to address the impacts of rapid growth and demographic and economic change on land use and development patterns, transportation and air quality, as the region is not in compliance with federal air quality attainment standards. This long-term planning process has led to policies and planning decisions focused on more compact and efficient development patterns and infrastructure investments to reduce commutes and vehicle miles traveled, place housing closer to jobs and services, and use information technologies to improve mobility, air quality and quality of life.

While the region is a government and education center, the economy has become more diversified over the past several years, especially with regard to emerging technologies such as healthcare, biotechnology, clean energy and alternative transportation. The economic downturn has had a severe impact on the construction industry and financial services sectors, both major economic engines during this decade driven by strong population and business growth. There are pronounced disparities throughout the region, especially between the more urbanized and more rural counties. Unemployment rates in March 2009 (not seasonally adjusted) ranged from 10.9%

² California Department of Finance, www.dof.ca.gov

³ SACOG Projection Data, Demographics, 2007, www.sacog.org/demographics/projections/

in Placer County, one of the State's more affluent counties, to 19.1% in Yuba County and 19.7% in Sutter County.⁴ Other indicators such as median income and educational attainment show similar patterns. The region is ethnically diverse in the aggregate, but has many concentrations of underserved and economically disadvantaged communities. (Visit www.sacog.org for additional information).

A 2007 study by the Sacramento Regional Research Institute found a strong economic impact through increased use of broadband in both the region and the State. Between 2001 and 2006, broadband use increased from 14% to 54% in the Sacramento MSA (El Dorado, Placer, Sacramento and Yolo counties), and from no use to 30% in the Yuba City MSA (Sutter and Yuba counties).⁵

Research by the Public Policy Institute has documented the continuing digital divides in both broadband availability and broadband adoption. For example, Latino broadband use in 2008 was estimated at 34% compared to 55% for all adults and 68% for Whites. Use for those with incomes under \$40,000 was 34% compared to 64% between \$40,000 and 79,999 and 85% with income \$80,000 and more. In addition to Latinos and less affluent residents, sharply lower rates of broadband use are evident among older adults, non-college-educated adults, renters, those with disabilities, and immigrants.⁶ According to the Governor's Broadband Task Force (CBTF), wireline broadband is available to 96% of the Region's residents, although speed varies greatly. There are an estimated 215 communities without broadband spread throughout the region.⁷

“Our region’s competitive strength is in working together. These are challenging times but we have an unprecedented opportunity to step forward in a meaningful way, to integrate resources for a transformative regional broadband strategy, so that everyone can participate and benefit.”
Bill Mueller, CEO and Managing Partner, Valley Vision

Significant Initiatives in the Sacramento Region

This section describes many key initiatives that are underway in the region within and across communities and issues, that either have a direct linkage to telecommunications infrastructure and applications, or could provide an avenue for broadband deployment and acceleration. This list is by no means exhaustive but is a good inventory.

- The Sacramento Region Blueprint project, started in 2002 by SACOG, has led to a new approach in long-range planning for land use, transportation and air quality issues, through a strong civic engagement effort in partnership with Valley Vision. The Blueprint Principles are the underpinning for the Region's Metropolitan Transportation Plan for 2035. In 2008, SACOG initiated the Rural-Urban Connections Strategy (RUCS) to expand on the Blueprint, looking at the region's growth and sustainability objectives from a rural perspective, for both economic and environmental considerations. Compared to recent building trends, the Blueprint showed

⁴ California Employment Development Dept., Labor Market Information Division, www.labormarketinfo.edd.ca.gov

⁵ “Economic Effects of Increased Broadband Use in California – Summary Report, November 2007,” Sacramento Region Research Institute, Dr. Kristen Van Gaasbeck, Ryan Sharp, Helen Schaubmeyer, et al., p.4.

⁶ “Just the Facts: California's Digital Divide,” Public Policy Institute of California, June 2008, www.ppic.org

⁷ “The State of Connectivity: Building Innovation Through Broadband,” Governor's Task Force on Broadband, 2008.

how the region could save nearly 230,000 acres of farmland and other resource land over the next 45 years, highlighting a key urban-rural connection. This has implications for many aspects of the RUCS, including the development of a regional food system which would link urban and rural communities, and help maintain the land base for a viable agricultural sector.

- SACOG operates the regional 511 Comprehensive Traveler Information System and will manage the STARNET. The 511 System provides access to information about all modes of travel; traffic conditions for commuters, bus and light rail information for more than twenty transit agencies, paratransit services for the elderly and disabled, ridesharing information and information on commuting by bike. STARNET will assist in the coordination of transit, traffic and emergency response operations, as well as deliver real-time transportation information to the public through 511, the Internet and media.
- The Valley Vision Partnership for Prosperity is a regional coalition of 34 public, private and non-profit leadership organizations delivering on cross-cutting economic strategies benefitting the region. Valley Vision is also the project manager for the Green Capital Alliance, a collaboration of community, business, local government and academic and research institutions to grow the clean technology sector and as a defining feature of the economy and making the region a leader in sustainability. Valley Vision is a civic engagement partner for SACOG, including on the Blueprint and the RUCS projects (www.valleyvision.org).
- The Sacramento Regional Research Institute has conducted research documenting the positive economic effects and benefits of increased broadband access and use and forecasts of broadband effects, including in the “Economic Effects of Increased Broadband use in California – Summary Report, November 2007.” The Sacramento Regional Research Institute (SRRI) is an economic research and consulting group affiliated with the Sacramento Area Commerce and Trade Organization (SACTO), a partner in the Partnership for Prosperity (www.srri.net).
- The Sacramento Metropolitan Chamber is a founding member of the Partnership for Prosperity and serves as the managing partner for Metro Pulse, the region’s collaborative approach to business retention and expansion. Metro Pulse brings together economic development agencies, utilities and companies throughout the region to increase the number of businesses that the region’s economic developers can work with one-on-one. The Chamber, SRRI, SACTO and SARTA (see below) all bring deep networks with economic development leaders and businesses in the fields of telecommunications, information technology solutions, healthcare technologies, emerging technologies, suppliers and investors (www.metrochamber.org).
- California State University Sacramento (CSUS) is a center for education, research and policy analysis on political communication and telecommunications policy and applications, communications studies including digital media, and education technology. The Institute for the Study of Politics and the Media is the focal point for research and policy analysis. Grant funds support the National Public Radio affiliate (Capital Public Radio) to train minority graduate students in telecom policy, train K-12 teachers to use the Internet for instruction, and conduct policy seminars. Prospective research would lead to development of new policies for Universal Service of broadband services for Californians. The Center has developed a framework for Information Communication Technology Literacy and is working on a junior level ICT literacy test for CSUS students. The CSUS Teaching Institute has programs to mentor faculty in the use of technology for instruction. CSUS also is the home of the K-12 Brokers of

Expertise portal for teachers in joint development with California Department of Education (www.csus.edu).

- The Sacramento Region Community Foundation launched a Digital Inclusion Initiative in 2006 to address the lack of broadband access in low-income communities. The Foundation along with the Sacramento Mutual Housing Association instituted one of the city of Sacramento's first community wireless (WiFi) projects at Victory Townhomes and Evergreen Estates. The Community Connect Project installed a wireless network, bringing broadband, wireless Internet services, and computers, to the residents of the project sites as well as ongoing classes in computer usage and other programs. Relevant courses in basic computer use, use of digital media, training on job search, and opportunities for youth to network and learn were provided. The Foundation is playing a leadership and advocacy role with the city of Sacramento to promote wireless solutions for all residents, building upon the City's previous effort to establish a wireless municipal network. The partners are working on additional efforts including training and technology for digital media activities targeted at youth. They are working with ReliaTech, a nonprofit enterprise of the Stride Center, to bring low cost technology training and other services to the community, thereby creating a permanent asset in the community that fosters both entrepreneurial training and jobs (www.sacregcf.org).
- The Community Services Planning Council (CSPC) is a region-wide nonprofit providing health and human services information and referral services for the public. CSPC engages people and organizations in collaborative planning, conducts policy analysis, builds coalitions to respond to emerging community needs, and provides training and technical assistance. The Council operates the Beehive, a website with an easy to use searchable data base of 2,400 programs and agencies serving the Sacramento region. The Council has trained agencies to empower clients to use this new tool to find resources for themselves and for their families. CSPC is funded by several organizations to provide 2-1-1, the national dialing code for information and referral to health and human services programs. 2-1-1 and the Beehive are complementary services that inform people and coordinate access to services (www.communitycouncil.org).
- The Sierra Health Foundation promotes improved health and quality of life in 26 northern California counties through responsive grant making focused on health coverage, access, and promotion in addition to its youth, dental and health leadership programs. The Foundation, an early funder of telemedicine at U.C. Davis' Medical School, is currently assessing the potential of health information technology as a tool for improving access to primary and specialty care in rural and disadvantaged communities and to control health care cost. In March 2009 the Foundation opened a new Nonprofit Innovation Center for nonprofits working to improve the health and wellbeing of the region (www.sierrahealth.org).
- The California Telehealth Network (CTN) is a new statewide project to provide broadband connectivity for rural telehealth and telemedicine, funded by a \$22.1 million grant from the FCC's Rural Health Care Pilot Program with \$3.6 million in matching funds provided by CETF. On behalf of a consortium of statewide partners, state agencies and associations, the project is managed by the UC Davis Health System and the University of California Office of the President. Goals are to create a statewide broadband healthcare network, link the CTN to a national backbone, leverage and build upon recent investments in telehealth, and use CTN for ongoing disaster preparedness training. The project will extend connections to at least 300+ rural health care providers over the next three years, connecting the sites with a network of

specialty providers at academic medical centers and nonprofit and for-profit health providers. More than 730 sites have been qualified to participate, including several in the Sacramento region, and close to 200 additional sites have applied are currently under review.

- The California Center for Connected Health located in Sacramento and newly created to lead and coordinate telehealth adoption throughout the State. The California HealthCare Foundation is providing start-up funding of \$5.5 million, to improve specialty care access by connecting primary care clinics serving low income Californians with specialists at the University of California medical centers. In addition to the funding for telehealth infrastructure for the CTN, \$200 million from the 2006 Education Facilities infrastructure bond will be used to expand telehealth and medical education through U.C. Davis, of which \$10 million is earmarked for a “community investment fund” to assist with the cost of equipment to expand telehealth services at community sites increasing access to health services in underserved areas.
- The Center for Regional Change, U.C. Davis, connects faculty, students, and communities through innovative research for just, sustainable, and healthy regional change in California's Central Valley and Sierra Nevada. The Center works with planners, land managers, non-profits, environmentalists, communities and social service providers, and links with state and local governments. One project is Healthy Youth Healthy Regions (HY/HR), a social/spatial analysis of the connections between improvements in youth well-being and regional prosperity and equity in this region. Another is the California Community and Regional Mapping Laboratory, to provide currently unavailable spatial analysis for projects assessing the region's dramatic growth and change. The Laboratory will provide technology instruction for communities throughout the region through a mobile GIS lab. Expanded broadband access in the region will greatly enhance the Center's ability to offer its interactive information systems (<http://regionalchange.ucdavis.edu/>).
- Access Sacramento is the public access media center for Sacramento County through cable television, audio-visual, video and related new media arts, and radio and internet programming. Through its MediaLab, Access Sacramento provides computer training to nonprofits under the aegis of the Nonprofit Resource Center of Sacramento. Training is provided in radio, television and new media utilization (www.AccessSacramento.org).
- The Sacramento Regional Technology Alliance (SARTA), a member of the Partnership for Prosperity and Green Capital Alliance, fosters entrepreneurial and start-up growth and attracting investment to the region in emerging and growing technologies including telecommunications, health information technologies, and clean technology. SARTA has launched MedStart, a new initiative to build a strong medical technology and device industry in the region and serve as a repository of information and expertise. SARTA is partnering with the region's educational institutions and hospitals, and will be a resource for the California Telehealth Network. Sponsors include the UC Davis Health System, Sacramento State University, the city of Sacramento, the Sierra Health Foundation and others (www.sarta.org).
- The California Emerging Technology Fund is supporting three rural broadband Aggregation of Demand Projects in three regions that are part of or contiguous to the SACOG region – Gold Country Connect (Sierra, Nevada, Placer, El Dorado and Alpine Counties), Central Sierra Connect (Amador, Calaveras, Tuolumne, Mariposa and Alpine counties), and the just initiated Upstate California Connect (Lake, Glenn, Colusa, Sutter, and Yuba counties). These projects

can provide information on resources, strategies, providers and potential cross-regional partnerships and networks (www.cetfund.org).

- California Telemedicine and eHealth Center (CTEC) is a leading source of expertise on the development and operation of telemedicine and telehealth programs. CTEC works with providers, hospitals, government agencies, universities and equipment developers to identify best practices, and emerging technologies and trends that influence the practice of telemedicine, including reimbursement and other policies (Telehealth Optimization Initiative). The Center's work supports networks that connect rural areas with expertise at universities and hospitals, including U.C. Davis, and will be a resource for the California Telehealth Network. The 2006 CTEC report on the need for ubiquitous broadband for rural economic vitality and health applications guided the formation of the Broadband Task Force and the mission of CETF (www.cteonline.org).
- The California Endowment is a major funder of initiatives to improve health care access and quality of services, especially to underserved communities, through the development and application of information technologies. On behalf of the Business, Transportation and Housing Agency, The California Endowment sponsored the Rural Economic and Health Vitality project which elevated the need for broadband as a high priority and led to the CTEC policy report (above) and implementation of rural broadband initiatives statewide. The California Endowment's new place-based initiative *Building Health Communities* has selected the southern neighborhoods of Sacramento (Lemon Hill area) as one of its project areas for a long-term investment.

Challenges to Accelerating Broadband Infrastructure and Use

A large and complex region such as Sacramento's has a diverse range of challenges in accelerating broadband infrastructure and access and deployment of telecommunications technologies. This section summarizes several of the key challenges that were discussed at the meeting.

- Many areas in the region, especially rural areas, are still unserved (use dial-up for Internet access). The network infrastructure does not exist and private telecom providers are not providing services due to cost of serving dispersed populations, geographic challenges, and other factors; thus, large gaps exist. Some areas do not even have phone service. Some want Internet but not power, wanting to be off the grid. There are also many underserved urban areas.
- Barriers regarding access to public rights-of-way with state, federal and local government agencies make it difficult to include publicly accessible broadband in transportation and other infrastructure investment projects. Broadband infrastructure deployment and access is affected by land use planning and infrastructure decisionmaking.
- Existing Governmental agency communication infrastructure is not being leveraged as part of the solution options for various reasons including telecommunication regulations and public policy limitations.
- Technical and cost constraints will need to be addressed for the California Telehealth Network sites in order for them to become fully operational providing telemedicine services.

- The area is the most flood prone region in the U.S. and requires an emergency response and evacuation strategy which is only possible with broadband. Transportation and emergency response systems must be coordinated.
- Public safety departments have large service areas and some fire departments don't have broadband. Police have data systems in cars but are not communicating across the region; there is not enough bandwidth for many departments. Health systems need to be regionalized and coordinated with fire and safety networks, and collaboration on technologies and data systems is needed to improve the safety of the community. A lot of infrastructure is in place but not being maximized—other areas are perceived to be farther ahead.
- Many people don't have e-mail addresses and websites; many are underserved and need the help of umbrella organizations. Many people don't use technology even when they have access—they must be shown a reason to want and use it—to see the value and benefit of applications and how to connect (digital literacy). The relevancy of the content is what will engage the users. Meaningful applications will drive adoption, in turn driving deployment or upgrades in speed.
- Undocumented immigrants tend to limit their use of the Internet due to concerns about exposure to immigration and naturalization enforcement. Culturally appropriate and politically sensitive programs are needed to engage this under-served population. The creation of mobile health and school records would be one application of these technologies.
- There needs to be widespread access for web-based applications to be relevant and useful.
- The technology is available but the human element is needed to help people understand and access it. Training is needed for the non-profit community on how to provide access and content, and how to use the technology (as well as people). If used properly, the technology can affect efficiencies which would leave more time for services.
- Private-sector providers need assistance in navigating the regulatory and policy arena to deploy infrastructure.
- New technologies bring new challenges for public safety, such as cyber bullying, electronic fund transfer fraud.
- Rural economies need to be strengthened, particularly to help balance rural housing with more jobs. Growth in rural areas generates traffic to urban areas for jobs and services which impacts farming operations, causes safety issues, and impacts air quality. Farmers lack Internet connectivity which would provide better access to urban markets.
- The City of Sacramento tried twice to implement a plan for free and subscriber municipal wireless Internet access through a consortium of private-sector technology firms and non-profits. The consortium was unable to raise the capital funding needed to build the system, underscoring the challenges of financing and operating municipal wireless systems.

Opportunities for Increasing Broadband Adoption

Although the region faces many challenges, there are also many institutional resources and new policy and planning initiatives, including at the state and federal levels, that can be leveraged to increase broadband adoption. An important opportunity is to build from existing networks, especially to reach underserved rural areas of the region and underserved populations across the region. Using a strong rate of economic growth model, SRRI's 2007 report on the economic impacts of increased broadband use estimated that the Sacramento MSA would place among the top third of regions with possible cumulative growth over the next decade of 114,000 jobs and almost \$8 billion in payroll, with the Region's high-value industry sectors and small business in general seeing some of the greatest benefits.⁸ With even a small increase in broadband use projected to contribute to significant economic gains, this finding underscores the importance of a concerted effort to expand broadband infrastructure and use in the region, especially in the underserved rural areas.

- Several initiatives provide an immediate opportunity to develop the region's broadband networks and connect rural and urban areas for rural economic vitality, improved access to health care and other services, transportation planning and outcomes (more telecommuting and local job creation), emergencies services, and education and workforce. Bringing services to people will reduce car trips and greenhouse gas emissions, and improve air quality ("Let's move bits, not bodies."). Initiatives include the RUCS, 511 and STARNET programs, the California Telehealth Network, MedStart, numerous community-based and educational efforts, private-sector infrastructure investments, and the CETF regional rural Demand Aggregation "Connect" Projects.
- The Partnership for Prosperity provides a framework for integrating a regional broadband strategy as an element of economic development and quality of life initiatives and supporting green technology solutions.
- The California Center for Connected Health will look systematically at what it will take to get telemedicine and eHealth integrated into broad health practices, to bring the promise of these technologies and applications to underserved and low income areas. There are several potential sites in the region for the California Telehealth Network (CTN). CTN and state infrastructure bond funds could be an opportunity to expand community networks. Telemedicine can be incorporated into economic development strategies. Information technologies will play an important part in healthcare reform.
- Several organizations have WiFi networks and can help with extending broader community access.
- CSUC has many initiatives underway which could be leveraged for digital access and literacy.

⁸ SRRI's strong economic growth model used a 3.8 percentage point increase per year in proportion of adult population using broadband.

- Broadband is essential for communications systems that will serve the community, and the non-profit sector is a core partner to increase access and use.
- There are small-scale projects in El Dorado County that are building a fiber network which could be expanded incrementally.
- Other CETF projects, including the Digital Literacy Initiative and School2Home, development of model policies and ordinances for local governments and regional agencies, and advocacy for “smart housing” and “smart infrastructure” policies, are a resource for the region. Smart infrastructure will facilitate the deployment of broadband through use of rights-of-way and public facilities owned by the State and other government agencies.
- The business and venture capital communities can identify emerging technologies and financing strategies to provide solutions at a small and large scale.
- Joint marketing efforts with private providers in partnership with local governments and nonprofits could assist with adoption of broadband, leveraging the existing resource investment of the private sector.
- A promising application is a “virtual clearinghouse” to connect consumers with food producers and suppliers, and to provide assistance for routing and logistics solutions, including labor force recruitment.
- CETF will provide a matching grant of \$5,000 to assist the region in developing a plan for a regional broadband strategy. The process is underway in the Central Coast Region and its Collaborative would be a technical resource for a Sacramento Metro Region planning process.
- The federal American Recovery and Reinvestment Act (ARRA) economic stimulus package includes funding for broadband infrastructure and adoption. California’s “fair share” of funding will be significant amount.
- Carol Ann Ogdin of El Dorado County presented a proposal to consider a public-private solution for providing broadband access to residences and businesses in El Dorado County, for both core and local loop (“last mile”) infrastructure, using a variety of technologies and financing strategies. The project could be tested with a pilot. Input is solicited on the viability of the concept.
- On-line mapping and information access systems (e.g., including census, health, economic, environmental and other data) could provide a vital civic resource for a well-informed citizenry (see, for example, www.healthycity.org).

“Given the magnitude of the state and the size of the Digital Divide, we all need to partner. Your being here today can make all the difference in the region and for California.”

Sunne Wright McPeak, President and CEO, California Emerging Technology Fund

Consensus on Priority Strategies and Next Steps

Roundtable participants agreed on several priority strategies for follow up. This section summarizes the areas of agreement and describes next steps for regional partners and stakeholders.

- **Regional Broadband Collaborative:** Continue working together to build on and connect existing efforts. This is important for the region, the environment, and for equity, so that everyone can participate in the economic benefits. Partners will follow up on CETF’s offer of a matching grant to develop a planning process for a Regional Broadband Technology Collaborative structure and framework for a regional action strategy. Matching funds, fiscal agent and convening partners need to be identified.
- **Regional Broadband Strategy:** A regional broadband strategy is needed and should include: Identification of ways to fill the gaps in broadband connectivity and access and connect networks; collaboration with telecom providers to provide equality of service to underserved areas, and with non-profit partners, municipalities and networks to increase access and adoption; a focus on both infrastructure and development of content; ensuring adequate bandwidth for multiple uses and benefits; joint marketing strategies to accelerate adoption of broadband; and education of local elected officials. The STARNET can be utilized as a network similar to the telehealth network.
- **Health Network Coordination:** Coordinate with the California Telehealth Network, California Center for Connected Health, Hospital Council of Northern and Central California, California State Rural Health Association, foundations and other partners to leverage the new telehealth network and connect with partners across the region to expand community networks. Health systems should be coordinated with public safety networks.
- **Civic Engagement:** Coordinate with the Community Services Planning Council, AccessSacramento, Nonprofit Resource Center, Valley Vision, LEED (Linking Education and Economic Development), educational and workforce partners, and foundations to identify network resources, provide training and support in the use of technology for community access, and bring in non-profit organizations that don’t have website access. Trainers need to train residents for self-empowerment. Engage with the faith-based community to reach and engage underserved communities. Youth are also key constituents and partners for Web 2.0 technologies (pull technologies). Kids will educate the parents. Providing computers will increase access; expand programs to refurbish and provide to non-profits and residents. Partners need to address generational differences and ensure access in multiple languages. The RUCS project has a Wiki site which is a model for engagement.
- **Emerging Technologies:** Collaborate on technologies within the region and work with the State on how to deploy the next generation of technologies. Support and enable providers (public and private) to deliver services.

- **Assistance for Telecom Providers:** Work with broadband service providers to navigate regulatory and permit processes. A high priority is rights-of-way issues with local, state and federal government agencies in rural areas, especially for wireless solutions. Key agencies include the U.S. Forest Service, the California Department of Forestry and Fire Protection, and the Department of General Services, for joint use of existing infrastructure such as communications towers, look out stations and other state facilities. A clear point of contact is needed as well as a common policy position. Other areas for assistance include CPUC and other regulatory agencies rules and requirements, and community planning and permitting issues. Facilitate collaboration among providers, government, and service agencies. Proactive assistance with program participation may assist with the adoption of broadband. Joint marketing efforts can leverage the marketing plans of telecom providers aimed at signing up users, and can help educate consumers about the benefits of broadband applications and services.
- **Collaboration with Telecom Providers.** Joint marketing efforts can leverage the marketing plans of telecom providers aimed at signing up users, and can help educate consumers about the benefits of broadband applications and services.
- **CETF Rural Regional Demand Aggregation Projects:** Coordinate with the three CETF Connect Projects to identify collaboration and deployment opportunities. Track other CETF projects for resource information, model policies and technical resources.
- **Transportation and Other Infrastructure Plans:** Integrate broadband connectivity into transportation plans. Caltrans is the lead prototype agency and model for joint planning and deployment on infrastructure and for rights of way access.
- **Federal ARRA Funds:** The Sacramento Metropolitan Chamber, SACOG, Valley Vision and other partners have collected information on regional infrastructure priorities. The State (Governor's Office, CIO, CPUC) is collecting information on shovel-ready infrastructure and deployment projects and CETF is assisting. Regional partners should identify priority broadband projects.
- **The California Endowment Project:** Work with the new South Sacramento community project as anchor for urban/rural work and a test bed as a community access and engagement.

- Sacramento Metro Broadband Regional Roundtable Participant List -

First	Last	Title	Organization
Gil	Alvarado	Chief Financial Officer	Sierra Health Foundation
Luis	Arteaga	Director, Emerging Markets	California Emerging Technology Fund
Alison	Bermudez	Jr. Planner	City of Citrus Heights
Ruth	Blank	Chief Executive Officer	Sacramento Region Community Foundation
Tempra	Board	Development Director	California State Rural Health Association
Diego	Bonilla	Associate Professor, Communication Studies	California State University, Sacramento
Mike	Bowler	Systems Administrator	Yolo Emergency Communications Agency
Donna	Burke	Executive Director - External Affairs	AT&T California
Andrew	Cardin	V.P. Wireless Infrastructure	Digital Path, Inc.
Stacey	Cole	Assistant Director of Operations	California Telehealth Network
Ron	Cooper	Executive Director	Access Sacramento
Sharon	Crost	Principal	Sierra Tec Web
Steve	Czarnecki	Executive Director	Elk Grove Economic Development Corporation
Ben	Delaney	Chief Executive Officer	ReliaTech
Woodrow	Deloria	Assistant Transportation Planner	El Dorado County Transportation Commission
Priscilla	Enriquez	Chief Giving Officer	Sacramento Region Community Foundation
Nancy	Findeisen	President & CEO	Community Services Planning Council
Mario	Gutierrez	Director of Rural and Agricultural Worker Health Programs,	The California Endowment
Tura	Hallblade	Vice President Sales	Integra Telecom
Jason	Harm	Director, Information Services	El Dorado County Office of Education
David	Harry	Director of Operations	CA Telehealth Network
Mark	Heiman	ITS/511 Manager	Sacramento Area Council of Governments
Erik	Johnson	Public Information and Media Coordinator	Sacramento Area Council of Governments
Barbara	Johnston	Executive Director	Medical Board of California
Ed	Kawahara	Principal Consultant	California Economic Strategy Panel
Trish	Kelly	Consultant	California Emerging Technology Fund
Dave	Klem	Director of Communications Resources	University of California, Davis
Arlene	Krebs	Director, Wireless Education and Technology Center (WeTEC)	California State University, Monterey Bay
Jonathan	London	Director, Center for Regional Change	University of California, Davis
Annette	Lucas	Executive Director	Nonprofit Resource Center
Kathy	McKim	VP- External Affairs North/Central	AT&T California
Steve	McMahon	Chair, Telecommunication Task Force	City of Davis
Sunne	McPeak	President & CEO	California Emerging Technology Fund

Carl	Moots	Director, Administrative Services	Placer County
Bill	Mueller	CEO and Managing Partner	Valley Vision
Bruce	Muramoto	Chief of Police	City of Winters
Barbara	O'Connor	Professor, Director	Institute for the Studies of Politics and Media, Sacramento State University
Carol Anne	Ogdin	President, Deep Woods Technology	Representative, Supervisor Nutting, El Dorado County
Gladys	Palpallatoc	Associate Vice President	California Emerging Technology Fund
Darby	Patterson	Consultant	Digital Inclusion Project, Sacramento Region Community Foundation
Dean	Peckham	Economic Development Specialist	City of Sacramento
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David	Shabazian	Senior Planner	Sacramento Area Council of Governments
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Sandra	Smith	Sales Engineer	Integra Telecom
Manuel	Soto	Technology Services Manager	City of Woodland
Tom	Straling	Technology Officer	El Dorado County
Susan	Wheeler	Director, Educational Development	Linking Education and Economic Development (LEED)
Patricia	Williams	Executive Director	Yolo Emergency Communications Agency
Barbara	Winn	Area Director of External Affairs	AT&T Services, Inc.
Marianne	Wolf	Support Services Manager	Yolo Emergency Communications Agency

