



CALIFORNIA
BROADBAND COUNCIL

The logo features two orange curved lines above the word "CALIFORNIA". The word "CALIFORNIA" is in a light blue, sans-serif font, and "BROADBAND COUNCIL" is in a darker blue, sans-serif font. The background is a gradient of light blue to white, with a pattern of glowing fiber optic lines and bokeh light spots.

Creating California's first Broadband Action Plan!

PLEASE NOTE

- The following slides are DRAFT and intended to provoke DISCUSSION amongst CBC Members.
- We will capture and vote on the principal adjustments to these slides at the end of this section.

What question does the Action Plan seek to answer?

What tangible, evidence-based actions will the State of California in partnership with key stakeholders take in the next year to stay on track to achieve California's broadband goals by 2025?

What would you propose adding or changing?

What criteria must a “great” Action Plan meet? (1/2)

Explicitly mentioned in EO

- Articulates an **aspirational and specific target vision with specific time-stamped goals** (e.g., 99% 100mbps download access by 2025).
- Articulates **tangible actions and responsible parties for the next year to ensure California is on track to achieve its goals by a specific date** as part of a **roadmap to accelerate the deployment and adoption of broadband** in collaboration with partners and stakeholders.
- Highlights **information about all federal and state funding opportunities** and eligibility requirements.
- Incorporates **provisions to maximize the inclusion of tribal lands in all broadband access and adoption opportunities developed in consultation with tribal governments.**

What criteria must a “great” Action Plan meet? (2/2)

- Provides **evidence and data about what works** from research, modeling and mapping that informs actions.
- **Informs state and federal action** to achieve California’s broadband vision.
- **Creates transparency** about where California is today against its vision (i.e., number of Californians without access to target download speed broadband), and tracks key results to assess progress over time.
- **Incorporates private sector and partnership commitments and holds them accountable.**
- **Written in accessible English** (e.g., minimal jargon) **with compelling visuals that simplify the problem and actions we are taking for the public.**

What is in scope for the Action Plan? (1/2)

Organizations

- Actions committed to by the **California state government, local and federal governments, the private sector, and non-profits**

Types of Actions

- **Developing and deploying new broadband infrastructure** from key actions to build the pipeline (i.e., RFP) through construction to completion, broken down by type of infrastructure (e.g., last mile, middle mile), technology, and accessibility (e.g., open access)
- **Building better data, maps and evidence about the current state**, which could include:
 - Developing a learning plan to begin systematically filling in knowledge gaps with partners
 - Building out forecast model for broadband demand, and overlaying it with current infrastructure and existing supply pipeline model
 - Creating visualizations of quality of service and cost available statewide
 - Monitoring progress
- **Driving adoption in target populations**, including developing evidence about drivers of adoption, successful interventions to increase adoption, and collaborating with local governments and non-profits to accelerate adoption
- **Allocating additional funding**

What is in scope for the Action Plan? (2/2)

Types of Actions Cont'd

- **Creating new partnerships or consortia to improve the State's ability to meet its broadband vision.**
- **Improving deployment planning with local government entities**, e.g., common standards.
- **Communicating with and engaging stakeholders.**
- **Maximizing the inclusion of tribal lands** in all broadband access and adoption opportunities developed in consultation with tribal government.
- **Identifying other opportunities for action to achieve the State's broadband vision**, and highlighting options to act for consideration by the Executive and Legislative branches.

What constraints exist?

- Actions require:
 - Agreement from the responsible party.
 - Existing budget allocations OR an explicit proposal to receive funding in the relevant time frame.
- The Action Plan must be made public by December 31, 2020.
- Adherence to Bagley-Keene in developing the Action Plan.
- Coordination with other broadband related working groups (e.g., Closing the Digital Divide Taskforce, Governor's Task Force on Business and Jobs Recovery's Digital Divide Subcommittee)

How will we develop the Action Plan?

Proposed Approach

1. **Develop a detailed outline** of the Action Plan, including proposed analysis, visuals and actions.
2. **Articulate a succinct and urgent vision with SMART goals**, and align with CBC.
3. **Compile a fact base** on the current state of broadband, gaps to the vision, and an integrated demand and supply model.
4. **Develop a timing and cost model** to fill the gaps.
5. **Map out existing landscape of funding and actions for the next year** and categorize for visualizations.
6. **Review the literature and conduct primary user research on adoption gaps**, and highlight evidence-based actions.
7. **Facilitate stakeholder sessions with private sector and local governments to generate excitement and commitments for 2021.**

Proposed Responsibilities & Cadence

- **Responsibilities.**
 - CDT's Office of Broadband to drive the development of the action plan and the implementation of the EO, working directly with relevant organizations and people.
 - CBC Members to identify and dedicate points of contact and team(s) to work with Office of Broadband to complete EO and Action Plan tasks.
- **Cadence.** Drafts will be shared for input and discussion on a monthly basis at CBC meetings.

Questions?

Then voting.