

# Broadband

## September 2023

### Team Members

- Brad Johnson, Department Analyst
- Kate Fosburgh, Digital Access Project Coordinator
- Lauren Cartwright, Interim Deputy Director

### Infrastructure & Deployment

- 1) The Sonoma County Economic Development Board's broadband team is actively engaged with Golden State Connect Authority in developing a Federal Funding Account application that would fund fiber infrastructure deployment to four of the identified priority project areas:
  1. Jenner – approximately 4.87 miles
  2. East Santa Rosa – approximately 24.96 miles
  3. Walsh Landing – approximately 12.18 miles
  4. East Cloverdale / Preston – approximately 44.42 miles



The application for the federal funding account closes on September 29<sup>th</sup>, 2023. From our meetings with the CPUC we anticipate the awards will be announced by the end of the year. The exact date is uncertain.

- 2) Ordinance resolution unanimously approved by the Sonoma County Board of Supervisors on September 12<sup>th</sup>, 2023.
  - a. The ordinance authorizes the Director of Public Infrastructure to grant licenses and permits to the state, or to any county, city, district, or public agency or corporation, or to any public utility corporation, for use of any County real property for purposes of any broadband infrastructure network or project. This ordinance gives Golden State Connect Authority the official recognition it needs to be able to be permitted use of County right of ways to deploy broadband infrastructure.
- 3) City outreach
  - a. The broadband team is engaging Sonoma County cities and towns to better inform them of the County's current plans with GSCA, engagements with private internet service providers, and broadband resources

available. Thus far, the team has met with the City of Cloverdale and connected them to Golden State Connect Authority. During the meeting they identified key pieces of public infrastructure, such as a fire watchtower and water treatment plant, that they are keen on having connected. Opportunities to connect are still being explored.

### **Advanced Adoption**

- 4) Affordable Connectivity Program (ACP)
  - a. Approximately 38% (71,600) of all households (189,374) in Sonoma County are eligible for the ACP program. Currently 17% (11,968) of eligible households are enrolled in ACP (as of July 31, 2023).
  - b. Radio and digital marketing campaigns have both started within the last month.
    - i. Wine Country Radio
      1. Advertisements on Latino 100.9, Exitos 98.7, and Krush 96.9 began 8/23.
    - ii. Amaturio Sonoma Media
      1. Digital campaign using search engine marketing and geofencing began 9/15.
    - iii. Social Media
      1. EDB will run a social media campaign on Facebook and Instagram to begin within the next few weeks.
  - c. Upcoming Events
    - i. South Park Day and Night Festival, Martin Luther King Jr. Memorial Park, 9/23
- 5) CA Emerging Technology Fund Regional Broadband Consortia Leadership Grant
  - a. Preparing materials for a “map of needs and opportunities” for outreach to cities in all four counties.
  - b. Exploring strategies to promote ACP across all four counties utilizing database of anchor institutions and Community Eligibility Provision school districts.
  - c. Preparing a presentation to all California Regional Broadband Consortia Leadership Grantees with North Bay North Coast Broadband Consortium (NBNCBC) county updates and lessons learned from efforts around digital equity and broadband infrastructure deployment planning.