Mobilize leadership statewide to close the Digital Divide by accelerating the deployment and adoption of broadband to unserved and underserved communities. Ensure that California is a global leader in the availability and use of broadband technology.
Economic Benefits of Broadband Foundation for 21st Century Competitiveness

- DOC found broadband increases employment by 1%-1.4% and rental value by 6%.
- Broadband could reduce GHG 1.1 B tons (10y).
- eCommerce generates 36% less air pollutants, 23% less hazardous waste, 9% less GHG.
Sacramento Regional Research Institute

- Broadband contributed 198,000 jobs and $11.6B to California economy 2002-2005.
- California: $1.8M jobs and $132B payroll over next decade (strong growth scenario).
- Sacramento MSA: 114,000 jobs and $8B payroll over next decade.
- Yuba MSA: 5,000 jobs and $270M payroll over next decade.
- (Above Baseline)
CATEGORIES OF STRATEGIC ACTION

- Civic Leadership Engagement
  - Rural Regional Consortia and Urban Regional Collaboratives
  - Community Leader Engagement as Broadband Champions

- Venture Philanthropy Grantmaking
  - Partner with Trusted Messengers, Honest Brokers
  - Build Capacity, Promote Collaboration

- Public Policy Promulgation
  - Digital Literacy – School2Home
  - Telehealth – Telemedicine – Health IT
  - Smart Housing – Smart Infrastructure and Growth

- Public Awareness and Education Program
- Strategic Partnerships
MAJOR POLICY INITIATIVES

- Digital Literacy
  - Official State Policy
  - School2Home

- Telehealth and Telemedicine
  - California Telehealth Network (CTN)

- Smart Housing

- Smart Infrastructure
  - Integrated Infrastructure Construction
  - Wireless Comparative Analysis and Education Project

- Smart Land Use Policies
  - Model Land use Policies and Ordinances
  - Green Benefits of Broadband
California Emerging Technology Fund
Overall Goals and Metrics for Success by 2017

Supply – Deployment
- Access for 98% (>250,000 HH of 500,000 Unserved HH)
- Robust California Telehealth Network (>2,000 Sites)
- All Tribal Lands Connected and Part of CTN

Demand – Adoption
- California Ahead of Nation - Goal 80%
- All Regions and Groups within 10 Percentage Points
- Low-Income and Latino HH and PWD >70%

California Among Top 3 in World
- Access (Supply), Adoption (Demand), Sufficient Speed
- Increased Economic Productivity and Green Benefits
- Major Initiatives Completed: Digital Literacy, S2H, Housing
- Increased Subscription (beyond current trends)
## CALIFORNIA’S DIGITAL DIVIDE

PPIC-CETF-ZeroDivide Statewide Survey

<table>
<thead>
<tr>
<th></th>
<th>Internet Use</th>
<th>Broadband at Home</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2008</td>
<td>2009</td>
</tr>
<tr>
<td>All Californians</td>
<td>70%</td>
<td>76%</td>
</tr>
<tr>
<td>Under $40,000 AHI</td>
<td>49%</td>
<td>58%</td>
</tr>
<tr>
<td>Latinos</td>
<td>48%</td>
<td>53%</td>
</tr>
<tr>
<td>With Disability</td>
<td>57%</td>
<td>60%</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>61%</td>
<td>71%</td>
</tr>
<tr>
<td>Rural</td>
<td>63%</td>
<td>77%</td>
</tr>
</tbody>
</table>
The Digital Divide in California is the equivalent of having an Illinois, New Mexico, Maine, Kentucky and Alaska all inside the state.
CETF Civic Leadership Engagement
Rural Regional Consortia and Urban Collaboratives

Rural Regional Consortia
- Redwood Coast Connect
- Northeastern California Connect
- Upstate California Connect
- Gold Country Connect
- Central Sierra Connect
- Eastern Sierra Connect
- San Joaquin Valley Partnership

Grant Impact

Urban Regional Broadband Roundtables
1. Sacramento Metro
2. North - East Bay
3. Tri-County Monterey Bay
4. Los Angeles Metro
5. Inland Empire
6. San Diego - Imperial Border
Broadband Deployment in California

2007 96% Households with Access
500,000 Households · 1.4 M People
Goal: Achieve > 98% Access

Goal
> 98% Access
> 250,000
Unserved Households
Connected
Relationship of CETF Rural Regional Consortia to CASF-ARRA Deployment Projects

Approved CPUC CASF Proposal Summary

* Applicant was a CETF Regional Rural Consortium participant or had direct CETF guidance.

Cost per Household by CASF Proposal

% of Overall CASF Households Connected by Proposal
Relationship of CETF Rural Regional Consortia to CASF-ARRA Deployment Projects

CPUC CASF Funded Awards by Dollars

- Rural Consortia, $54,079,471, 79%
- Non-Rural Consortia, $14,689,973, 21%

CPUC CASF Funded Awards by Households

- Rural Consortia, 197,023, 83%
- Non-Rural Consortia, 39,534, 17%
California Broadband Deployment Job Impacts

- For every $524,000 in federal government funding requested (grant + loan), 1 direct full-time job is generated.
- Assuming all pending applications are approved, of 6,160 jobs for all projects with work in state, about 1,915 jobs will be located in California.

(Based on average of a sample of 25 California and multi-state projects.)
Broadband Adoption in California

Goal 80% Overall
10% Points Ahead of Nation
Within 10% Points of Overall Adoption

- California Overall Goal
- Rural Households
- People with Disabilities
- Low-Income Households
- Latino Households

Year 07 08 09 10 11 12 13 14 15 16 17

Adoption Population Percentage

20% 30% 40% 50% 60% 70% 80% 90%

- 33% 34% 36% 40% 47% 59% 62%
- 33% 34% 36% 40% 47% 59% 62%
- 33% 34% 36% 40% 47% 59% 62%
- 33% 34% 36% 40% 47% 59% 62%
- 33% 34% 36% 40% 47% 59% 62%
Broadband Adoption in California Regions

- Bay Area
- Orange - San Diego
- California Overall Goal
- Inland Empire
- Los Angeles
- Central Valley

Year:
- 2007 (07)
- 2008 (08)
- 2009 (09)
- 2010 (10)
- 2011 (11)
- 2012 (12)
- 2013 (13)
- 2014 (14)
- 2015 (15)
- 2016 (16)
- 2017 (17)
MOST CALIFORNIA RESIDENTS HAVE SLOW SPEED

<table>
<thead>
<tr>
<th>DOWNLOAD SPEED RANGE</th>
<th>% OF CALIFORNIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 768 kbps</td>
<td>14%</td>
</tr>
<tr>
<td>768 kbps to 6 mbps</td>
<td>55%</td>
</tr>
<tr>
<td>6 to 10 mbps</td>
<td>10%</td>
</tr>
<tr>
<td>10 to 25 mbps</td>
<td>17%</td>
</tr>
<tr>
<td>Greater than 25 mbps</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: CWA Speedmatters.org
The **Average** Upload Speed in California is 1.3 mbps.

Source: CWA Speedmatters.org
3 “ES” of Sustainable Growth
Framework for Action
Grow the Economy, Clean Up the Environment, and Share Both Opportunities with More People

- Build World class Transportation System
- Expand Research and Innovation
- Ensure Housing Affordable for All
- Provide Reliable and Safe Water Supply
- Ensure Sufficient Energy Generation

- Prepare Workforce for 21st Century Skills
- Achieve K-16 Education Excellence
- Support Comparative-Advantage Industries
- Assist Small Business
- Reform Government and Empower People

Efficiency and Accountability
Enterprise

Prosperous Economy

Quality Environment

Social Equity

Empowerment

- Advance Conservation Ethic
- Stop Climate Change
- Promote Smart Growth
- Build Public Transit
- Accelerate Clean Energy
- Ensure Clean Air
- Restore Delta Ecosystem
- Protect Natural Resources
- Preserve Valuable Habitat
- Grow Green Jobs

- Improve K-12 Education
- Expand Higher Education
- Generate Good Jobs for All
- Promote Self Sufficiency
- Reform Health Care
- Close Digital Divide
- Build Telehealth Network
- Reduce Crime and Violence
- Tackle Poverty: CCII
- Engage More Volunteers
Broadband: Essential 21st Infrastructure

- Broadband increases economic productivity and attracts capital investment to generate jobs.
- State leadership and focus has advanced broadband deployment and adoption.
- Broadband is a green strategy that saves time and money for consumers.
- CETF welcomes the opportunity to work with the Legislature and Administration to meet the goals to close the Digital Divide in California.