Transforming the East Bay with a 21st Century Broadband Infrastructure
About the Consortium

Regional Initiative of Alameda, Contra Costa and Solano County leaders

Focused on improving broadband deployment, access and adoption in the East Bay

- East Bay Broadband Infrastructure Initiative
- East Bay Connects Campaign
41 Partners from Every Sector

Steering Committee

Funders
What We’ve Done Already

• Broadband Technical Committee
• Three roundtable sessions
• One Region-wide summit
• Strategic plan for East Bay broadband infrastructure
• Maps and analysis of East Bay’s current broadband infrastructure
What do we mean by broadband?

High Speed Internet you can access—anytime & anywhere
Broadband is high-speed internet access that allows users to send emails, surf the web, download images and music, watch videos, join web conferences, and more.

Access is gained through:

- Digital Subscriber Line (DSL)
- Cable Modem
- Fiber
- Wireless
- Satellite
- Broadband over Power lines (BPL)
Why Does Strong Broadband Matter?

- Increases economic competitiveness
- Improves public health and safety
- Attracts new businesses
- Creates new jobs
- Improves education
- Builds sustainable communities
Example: Broadband & Jobs

California Employment Forecasts

Cumulative 10-year gain of 1.8 million jobs

- Strong Broadband Growth
- Business as Usual

Source: Center for Strategic Economic Research
The East Bay
Preparing the East Bay for the 21st Century

**Broadband is Barely Adequate**

Region meets statewide averages for residential broadband availability and core network infrastructure. However:

- Gaps exist in urban coverage and adoption rates
- There is room for improvement in mobile coverage, even in urban regions
- Parts of the East Bay are lagging behind on broadband
- Future demand requires that we improve our current infrastructure
Preparing the East Bay for the 21st Century

How to Improve

Competition improves broadband availability.

• Areas that have (or have had) three or more wireline competitors have the best service.

• Overall, commercial/industrial service is very competitive
Leadership

Cities with high grades prove that excellent broadband is possible, and necessary, for all.
KEY FINDING

Service to businesses varies widely across the county
Contra Costa County: Map of Business Broadband Service

KEY FINDING
Service to businesses varies widely across the county

Download Tier, Upload Tier
- 11, 11  
- 10, 10  
- 9, 7-9  
- 8, 8  
- 7, 6-7  
- 6, 5-6  
- Underserved
Solano County: Map of Business Broadband Service

KEY FINDING

Service to businesses varies widely across the county
The Impact of Poor Broadband on Businesses

- Reduced marketing capabilities
- Weakened social media presence
- Lack of access to strong analytics
- Poor customer experience
- Reduced employee efficiency
How Are We Doing on Residential Broadband?

Residential Broadband Grading Criteria

A
Two competing providers, both advertising maximum download speeds at least 25 Mbps and maximum upload speeds of 6 Mbps, or 3 or more competing providers offering that standard of service in combination.

B
Competing providers, both advertising maximum download speeds of at least 10 Mbps and maximum upload speeds of 6 Mbps.

C
Competing providers, one advertising max down/up speeds of at least 10/6 Mbps and the remainder meeting CPUC’s minimum 6 down/1.5 up standard.

D
At least one provider advertising speeds that meet the CPUC’s minimum standards of 6 Mbps down and 1.5 Mbps up.

F
At least one provider offers service, but no service is available that meets the CPUC’s minimum standard of 6 Mbps down and 1.5 Mbps up (underserved). Or no service at all (unserved).
Features of a community with an “A” grade:

- Two or more providers
- Strong internet speed
- Large capacity

Top 5 Cities:

- Alameda
- Berkeley
- Concord
- Pleasant Hill
- Walnut Creek
Alameda County: Grades for Residential Broadband

KEY FINDING

C & D grades in most cities
Contra Costa County: Grades for Residential Broadband

KEY FINDING

C & D grades in most cities
Solano County: Grades for Residential Broadband

KEY FINDING

C & D grades in most cities
Overall, the East Bay Has a Passing Grade

**Residential**

- Alameda County: C
- Contra Costa County: C+
- Solano County: C–
- East Bay Region: C

What are some consequences of less than stellar broadband?
Consequences of Poor Broadband to Our Community

- Reduced global competitiveness
- Reduced Productivity for our workers
- Cities and municipalities unable to provide the best services to residents
- Families unable to use their broadband services in the ways they desire
- Poor communications during disasters or emergencies
- Reduced innovation
Our Broadband Vision for the East Bay

- Go from 5 megabytes/second to 100 megabytes/second
- Grow availability and access to 4G broadband
- Stay ahead of broadband demand with a high-quality, cost-effective broadband infrastructure
- Build an informed and engaged East Bay community
- Open lines of communication between broadband providers and communities they serve
Our Community Vision for the East Bay

A Strong Broadband Infrastructure to Help:

• Increase access to quality healthcare, education, social services, public safety and emergency services

• Improve the way our companies do business by providing them with the tools they need to grow, hire and compete

• Improve quality of life in the region
• More broadband providers
• Using the infrastructure already available to us
• Collaboration and action across communities and the region
• Open, informed dialogue on broadband solutions
Strong Broadband Models

Concord

Broadband Providers

Lit San Leandro

Competition

Investment

Partnership
The Impact of Strong Broadband

Bishop Ranch
What Can We Do Starting Today?

• Share this information in our community

• Open a community dialogue with the Consortium’s support

• Champion a PLEDGE in support of broadband

• Be part of the East Bay Broadband Consortium

• Support expanded state & federal funding for broadband infrastructure

How else can we take action?
What’s Next for the Consortium?

CITIES
- Pledge
- Resolution
- Policy

BUSINESSES
- Awareness
- Leadership
- Innovation

COMMUNITIES
- Awareness
- Advocacy
- Strong Broadband

STRATEGY

STRONG ECONOMY

STRONG COMMUNITIES
How Can EBBC Help?

**Decision-makers**

- Maps of East Bay broadband capacity
- Maps with grades of East Bay’s broadband infrastructure
- Draft broadband pledges, resolutions, policies and strategies
- Fact sheets

**Advocates**

- Information on other successful broadband campaigns, models and resources
- Downloadable presentations
- Information about the East Bay Connects Campaign
How Can We Stay Connected?

www.ebbroadband.org
Visit us on Facebook
Follow us on Twitter
Sign up to our newsletter
Attend our January Summit
Questions?

@eastbayconnects
Let’s Invest in Our Future Today

www.ebbroadband.org