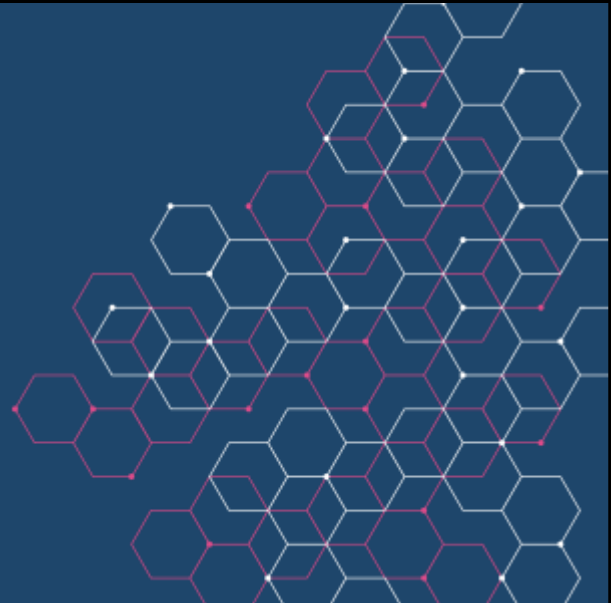


# Digital Divide Taskforce

September 23, 2021



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## Welcome!

- *Please add your Organization next to your name to help us track attendance and promote members to Panelists*
- *When prompted by Zoom, please “accept” the Panelist invitation*

Thank you!

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## Agenda

*Welcome new Taskforce members!*

- Jerry Sheehan, Vice President for Information Technology, San Diego State University
- Maureen Phillips, President, Library Friends of San Diego County

### Meeting Agenda:

1. Draft Regional Digital Equity Strategy and Story Map Discussion (30 minutes)
2. Government Relations and Legislative Update (30 minutes)
3. Southern Border Broadband Consortium Update, Tim Kelley, President/CEO of Imperial Valley EDC (15 minutes)
4. Digital Equity Updates (15 minutes)

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## Digital Equity Story Map – now live!

[www.sandag.org/digitalequity](http://www.sandag.org/digitalequity)



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# Draft Digital Equity Strategy



**1. Build consensus that broadband is an essential public service that contributes toward greater equity.**

Standardize the definition of broadband to the state mandated 100/20 Mbps  
Support policy and legislative initiatives that mandate service performance and affordability standards.



**2. Incorporate broadband into regional and local plans.**

Standardize the incorporation of broadband into regional and local development projects.  
Develop and encourage local adoption of regionally consistent broadband supportive policies and streamlined permitting practices with priority to unserved, underserved, tribal, and low-income communities.



**3. Drive the expansion of a resilient, open access middle-mile fiber network.**

Leverage existing public infrastructure through public and private partnerships (state, county, and local agencies, SDG&E, Transportation Agencies, ISPs)  
Develop policies and standardized agreements for sharing conduit, fiber, and infrastructure assets.



**4. Build collaborative partnerships with ISPs to connect middle-mile expansion with last mile deployment in hard-to-reach areas.**

Ensure accountability and transparency in delivering affordable and high-quality broadband.



**5. Strengthen partnerships with and between community-based organizations.**

Coordinate initiatives and share best practices to expand digital literacy and adoption.  
Expand and implement coordinated outreach and public education activities that raise awareness and build support for digital equity.  
Develop technical assistance, shared resources, and software applications to advance digital equity and inclusion, including accessible content.



**6. Advocate for better public data and greater transparency around household-level service availability, performance, and cost.**

Expand and improve public broadband data availability and mapping resources.



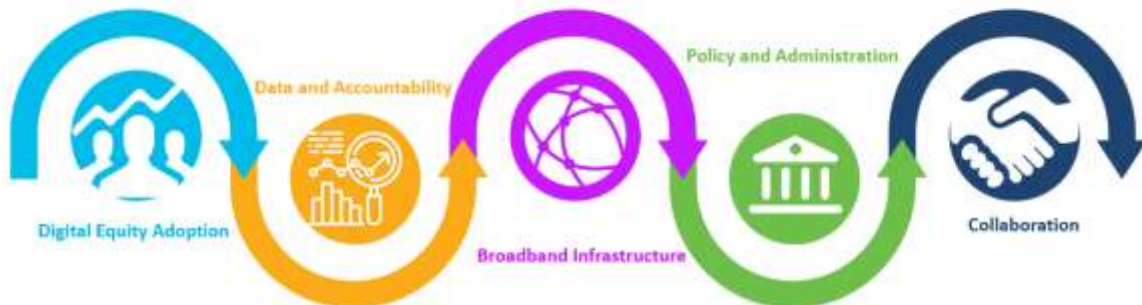
**7. Advocate for and seek sustainable funding for digital equity programming.**

Increase broadband availability in underserved areas, broadband affordability in low-income households, and advance digital literacy and broadband adoption.

[Read the Draft Strategy here!](#)

Send feedback or edits to Krystal Ayala or Jackie Tovar, [jackie.tovar@sandag.org](mailto:jackie.tovar@sandag.org) by Thursday, September 30<sup>th</sup>

# Cisco Community Success Roadmap - Priorities



## Strategy to Action Plan

- Digital Equity Strategy to go to SANDAG Board of Directors on 10/22/21 at 9:00 am
- Action Plan to be finalized in mid-November to go to SANDAG Board on 12/17/21
- Save the Date for Action Plan Workshop on 10/25 from 1 - 2:30 pm:
  - Interactive workshop with taskforce members to develop near-term and mid-term Actions for each strategy
  - Each taskforce member will be assigned to a strategy break out session
  - If you would like to work on specific strategies, ***please email Jackie Tovar with your top 3 choices*** at [jackie.tovar@sandag.org](mailto:jackie.tovar@sandag.org)

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## Government Relations and Legislative Update

- Regional
  - Southern California Digital Divide Coalition (SoCal Transformation)
- State
  - California Advanced Services Fund (CASF)
  - Southern Border Broadband Consortium
  - SB 4 & AB 14
  - SB 156 – Budget Trailer Bill
- Federal
  - Federal Infrastructure Package
- CPUC Middle Mile Rulemaking

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## CPUC Middle Mile Rulemaking (20-09-001) Comments

- Acquire granular, accurate data to inform decision-making
- Prioritize public investment in areas of greatest need
- Strategic and coordinated deployment with state and regional stakeholders (MPOs, tribal nations, Caltrans, local jurisdictions, ISPs)
- Future-proof the network to meet future broadband demands, beyond 100/20 Mbps

*[Proposed Open Access Middle Mile Network Segments](#)*



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# Regional Update:

SOUTHERN BORDER BROADBAND CONSORTIUM

September 23, 2021



[www.ivedc.com](http://www.ivedc.com)



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## ABOUT US

The **Imperial Valley Economic Development Corporation (IVEDC)** is a partnership of private enterprise and local government that is united by the common vision of expanding and diversifying our economy.

IVEDC's Mission is to help grow the regional economy by aggressively marketing the region to attract business.

IVEDC has a Commitment to enhance the quality of life experienced in Imperial Valley by engaging in initiatives that contribute to the diversification of the regional economy. In 2016, IVEDC formed the **Southern Border Broadband Consortium (SBBC)** utilizing an initiative from the California Advanced Services Fund (CASF) along with representatives from all economic sectors to improve the availability and adoption of affordable broadband technology for unserved and underserved areas of Imperial and San Diego counties.

## CONSORTIUM UPDATES

- In 2020, SBBC was approved for a new 3-year term with the CPUC and **California Advanced Services Fund** as the regional consortia for San Diego and Imperial to close the digital divide.
  - Ongoing Efforts: SBBC continues to work with regional ISPs to identify funding opportunities and project locations in San Diego and Imperial.
- 2020-2021: SBBC has an ongoing partnership project facilitated by Caltrans to identify possible **Broadband Impacts on Vehicle Miles Traveled (VMT) and Greenhouse Gas (GHG) Emissions**. Project Partners include:
  - Southern California Association of Governments (SCAG)
  - California Emerging Technology Fund (CETF)
  - Inland Empire Regional Broadband Consortium (IERBC)
  - Broadband Consortium of the Pacific Coast (BCPC)

## CONSORTIUM UPDATES

- 2021: SBBC is working with CETF to identify possible locations for a **Wi-Fi Benefit Program** with Charter Communications that will provide no-cost service to community organizations and public use for 4 years.
- In 2020, SBBC participated in the development of a **Preferred Scenario** for 98% broadband deployment in the region to be submitted to the CPUC, in partnership with CETF.

▪ Identify unserved and underserved commercial and residential areas

▪ Survey of local city ordinances and dig-once or dig-smart policies

▪ Address infrastructure needs and demand based on economic growth

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## CONSORTIUM UPDATES

- 2021: SBBC will continue to expand efforts to identify and relate broadband and environmental solutions, as well as optimize "broadband as a green strategy."
- Background: In response to CA AB-617, California Air Resources Board (CARB) established the **Community Air Protection Program** to reduce exposure in communities most impacted by air pollution.

Imperial County:



• Heber, Calexico and El Centro

San Diego County:



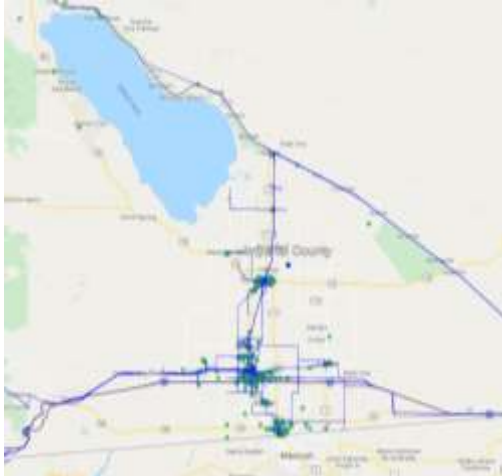
• Portside - Barrio Logan, West National City, Logan Heights and Sherman Heights

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## REGIONAL OPPORTUNITIES

### Existing Fiber in Imperial County:

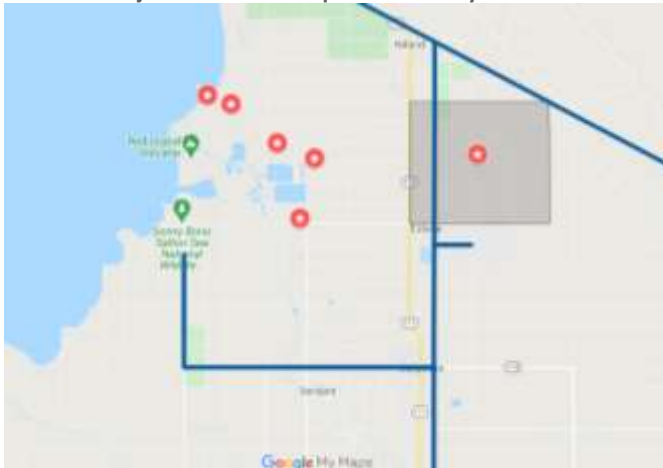


### Economic Growth Projections:

- As an EDO, IVEDC continues to work with developers to assist with site selection and project development in Imperial County.
- As part of the Preferred Scenario reporting, SBBC identified cities, communities and transportation corridors that will be affected by projected industry growth to determine priority areas for broadband infrastructure projects, based on both residential and commercial needs.

## REGIONAL OPPORTUNITIES

### Fiber & Projects - North Imperial County:



### About the Area:

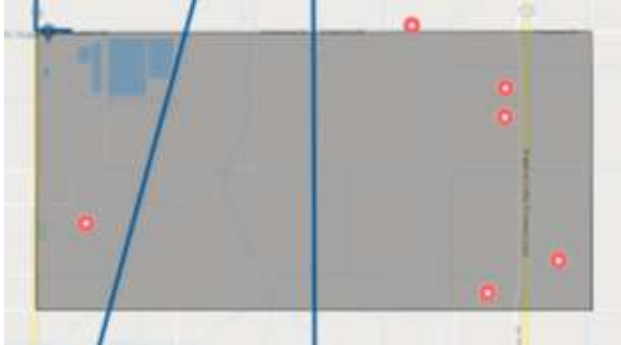
- Fiber in the north end of Imperial County is not sufficient for the scale of these existing and expanding projects.
- Industries:
  - Transportation/Logistics
  - Renewable Energy
    - Geothermal
    - Lithium Extraction
    - Hydrogen
    - Bio-fuels

[Interactive Map](#)



## REGIONAL OPPORTUNITIES

### Fiber & Projects - Mesquite Lake:



### About the Area:

- Mesquite Lake is a 5,000 acre industrial park located north of Imperial, south of Brawley.
- Industries:
  - Bio-fuels
  - Ethanol
  - Jet Fuel
  - Energy Generation
  - Logistics

[Interactive Map](#)

## REGIONAL OPPORTUNITIES

### Fiber & Projects – Gateway Industrial Park:



### About the Area:

- The Gateway Industrial Park is located east of Calexico and includes the U.S.-Mexicali East Port of Entry.
- 22 million sq. ft. of commercial and industrial development capacity
- Industry:
  - Immigration/Detention
  - Cold Storage
  - Logistics
  - Manufacturing

[Interactive Map](#)

# COVID-19 RESPONSE

## Identifying Challenges & Solutions

The COVID-19 pandemic has fundamentally affected how we communicate. The fast transition of healthcare, education and business to remote activity and online resources has been a reminder of the vital role broadband plays in many aspects of our lives.

DISTANCE  
LEARNING



FINANCING  
OPTIONS



JOB  
E-COMMERCE



HEALTH/  
TELEMEDICINE



## CONTACT US

**Southern Border Broadband Consortium  
Imperial Valley Economic Development Corporation**

(760) 353-8332

2415 Imperial Business Park Dr. Suite A

Imperial, CA 92251

Find Us on Social:

@ImperialValleyEDC @IVEconDev



[WWW.IVEDC.COM](http://WWW.IVEDC.COM)

## Desktop Donations to San Diego Futures Foundation

- To date, Sdff have donated computers to 1,500+ nonprofits indirectly assisting over **1 million** San Diegans
- Computer donations received from the County of San Diego, Peraton, City of San Diego, public and private entities – **and now SANDAG!**
- To donate your computers, contact Brady Bishop, [brady@sdfutures.org](mailto:brady@sdfutures.org), or Irina Prokhorova, [iprokhorova@sdfutures.org](mailto:iprokhorova@sdfutures.org).



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## Statewide Rural Connectivity Project (RCP)

- California State Parks and California Department of Technology (CDT) established statewide contract for rural broadband services with 4 ISPs:
  - Special Order Systems, Inc
  - AccessParks LLC
  - Technology Crest Corporation
  - Wi-Fiber LLC
- Available for use by local government entities (e.g., city, county, tribal government, educational agency)
- Borrego Springs pilot in partnership with SANDAG & Anza Borrego State Parks Department



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## Next Steps

- Economic analysis work group kick-off scheduled **September 29th 10 – 11 am**
  - Contact Krystal Ayala, [krystal.ayala@sandag.org](mailto:krystal.ayala@sandag.org), if you'd like to join.
- Presentation of the Regional Digital Equity Strategy to **SANDAG Board of Directors Meeting on 10/22/21**
- Interactive workshop with Digital Divide Taskforce on **Monday, October 25th** to develop actions
- Develop Draft Action Plan mid-November to go to **SANDAG Board of Directors on 12/17/21**

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## Help us get the word out!

- Do you have ideas for public speaking opportunities?
  - [Presentation Form](#)
- SANDAG can provide slide deck and speaking point templates, or attend upcoming meetings



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