

PLACER COUNTY

ADMINISTRATIVE SERVICES DEPARTMENT

MEMORANDUM

TO: Honorable Board of Supervisors

FROM: Jerry Gamez, Director of Administrative Services

DATE: March 27, 2012

SUBJECT: Recommendation to Approve a Resolution Authorizing the Director of Administrative Services to serve as the County's Liaison to Promote the Deployment of Broadband Services in the Unserved and Underserved Communities Located within the Unincorporated Areas of Placer County.

ACTION REQUESTED

It is recommended that your Board adopt a Resolution authorizing the Director of Administrative Services, or his designee, to serve as the County's Liaison to promote the deployment of Broadband services in the unserved and underserved communities located within the unincorporated areas of Placer County with the following actions:

- 1.) Authorize the Director of the Administrative Services Department to engage eligible Broadband service providers to invest in infrastructure that will expand high-speed Internet services;
- 2.) Authorize the Director of Administrative Services, or his designee, to execute grant services agreements and take such other actions as are necessary for the purpose of obtaining grant funding provided by the California Emerging Technology and the California Advance Services Funds on behalf of eligible service providers;
- 3.) Support the Gold Country Broadband Consortium and the California Emerging Technology Fund's "Get Connected!" program, which encourages the adoption of Broadband services, through the use of the County of Placer's name and logo on the websites of the California Emerging Technology Fund and in printed materials pertaining to the "Get Connected!" program.

BACKGROUND:

During the past several years the Administrative Services Department (Department) has successfully promoted to its private sector service providers including AT&T, Surewest, Verizon of California, Sebastian Telephone Company, Wave Broadband, Suddenlink and Charter Communications the need to invest in the necessary infrastructure for the deployment of high-speed Internet services (Broadband) into unserved and underserved communities within Placer County.

An unserved community is defined as any service area in which no facilities-based provider offers any level of Broadband service such that Internet connectivity can only be achieved through dial-up service. Underserved communities are defined as an area in which no facilities-based provider offers Broadband service at the benchmark transmission speeds of at least 6Mbps upload and 1.5 Mbps download.

To date the Department's efforts promote the deployment of Broadband services include the extension of such services into the communities of Lake Tahoe, North Auburn, Monte Verde Estates, Iowa Hill and the City of Colfax. Recent trends, attributed to a down economy, has resulted in many service

providers having to reevaluate their commitment to continue to invest in rural communities due to the low Return on Investment (ROI) projections associated with projects of this nature.

Today the Department is seeking your Board's approval to continue to advocate for the deployment of Broadband services and authorization to utilize professional grant writing service providers to assist with obtaining grant funding on behalf of eligible Broadband service providers. It is anticipated that between one and two grants per year would be submitted for local projects during a two year period serving over 3,000 new rural homes in Placer County.

Grant writing engagements, depending on the complexity of the grant submittal, are projected between \$3,000 and \$5,000 per grant application and may be funded by the cable franchise fee revenues appropriated within the FY11/12 Telecommunications Budget or reimbursed through a qualifying grant program. Currently the County is paid five percent of the cable television franchisee's gross revenues by cable television service providers operating in the unincorporated areas of Placer County and each year approximately \$25,844 are appropriated within the Telecommunications Budget. Projects funded under this program would focus primarily on the deployment of Broadband services but constructed in such a manner that other services may be offered to the new homes being serviced including cable television services resulting in new cable franchise fees to be generated to offset any costs incurred by the County.

In order to move forward with the continued promotion of the deployment of Broadband services in the unserved and underserved communities located within the unincorporated areas of Placer County your Board's adoption of a Resolution authorizing the Director of Administrative Services, or his designee, to serve as the County's Liaison to promote the deployment of Broadband services is required with the following actions:

- 1.) Authorize the Director of the Administrative Services Department to engage eligible Broadband service providers to invest in infrastructure that will expand high-speed Internet services;
- 2.) Authorize the Director of Administrative Services, or his designee, to execute grant services agreements and take such other actions as are necessary for the purpose of obtaining grant funding provided by the California Emerging Technology and the California Advance Services Funds on behalf of eligible service providers;
- 3.) Support the Gold Country Broadband Consortium and the California Emerging Technology Fund's "Get Connected!" program, which encourages the adoption of Broadband services, through the use of the County of Placer's name and logo on the websites of the California Emerging Technology Fund and in printed materials pertaining to the "Get Connected!" program.

FISCAL IMPACT

Grant writing engagements resulting from this recommendation, depending on the complexity of the grant submittal, are projected between \$3,000 and \$5,000 per grant application and may be funded by the cable franchise fee revenues appropriated within the FY11/12 Telecommunications Budget or reimbursed through a qualifying grant program. The Department is projecting new Cable Franchise Fees to be generated to offset any costs incurred by the County.

Cc: Linda Oakman, Principal Management Analyst
Ron Baker, Senior Administrative Services Officer
David Snyder, Director of Economic Development
Sandy Hammock, Senior Administrative Services Officer
Brett Wood, Purchasing Manager

**BEFORE THE BOARD OF SUPERVISORS
COUNTY OF PLACER, STATE OF CALIFORNIA**

In the matter of:

Resol. : _____

**A RESOLUTION AUTHORIZING THE
DIRECTOR OF ADMINISTRATIVE SERVICES
TO SERVE AS THE COUNTY'S LIAISON TO
PROMOTE THE DEPLOYMENT OF BROADBAND
SERVICES IN THE UNSERVED AND UNDERSERVED
COMMUNITIES LOCATED WITHIN THE UNINCORPORATED
AREAS OF PLACER COUNTY.**

Ord. No: _____

First Reading: _____

The following Resolution was duly passed by the Board of Supervisors
of the County of Placer at a regular meeting held _____, 2012,
by the following vote on roll call:

Ayes:

Noes:

Absent:

Signed and approved by me after its passage.

Chair, Board of Supervisors

Attest:
Clerk of said Board

WHEREAS, the Board of Supervisors, County of Placer, State of California, finds and supports that high-speed Internet access, referred to generically as "Broadband" and including both wireline and wireless technologies, is essential 21st Century infrastructure in a digital and global economy.

WHEREAS, the County of Placer is committed to Digital Inclusion and increasing citizen participation in the public process through expanded engagement utilizing Broadband services.

WHEREAS, the County of Placer recognizes that is in the interest of the regional, state, and national economy to stimulate the economy; create jobs; reduce fossil fuel emissions; and improve e-government opportunities through the use of online "Broadband" services.

WHEREAS, the California Emerging Technology Fund and the California Advance Services Fund are two grant programs intended to promote universal “Broadband” services in unserved and underserved areas in the State of California.

WHEREAS, the Gold Country Broadband Consortium is one of 14 regional consortia in the State, funded by the California Advanced Services Fund Rural and Urban Regional Broadband Consortia grant program, working to advance Broadband deployment, access, and adoption in unserved and underserved areas.

WHEREAS, the Director of Administrative Services is authorized to engage eligible service providers to invest in infrastructure that will expand “Broadband” services in unserved and underserved communities located within the unincorporated areas of Placer County.

WHEREAS, the County of Placer welcomes the opportunity to partner with the Gold Country Broadband Consortium and the California Emerging Technology Fund’s “Get Connected!” Program along with the Governor, Legislature and Local Governments to encourage the adoption of “Broadband” technologies.

NOW, THEREFORE, BE IT HEREBY RESOLVED BY THE Placer County Board of Supervisors authorizes the use of their names as champions of “Get Connected!” on the websites of the California Emerging Technology Fund and in printed materials pertaining to the “Get Connected!” Program.

BE IT FURTHER RESOLVED that the Director of Administrative Services, or his designee, is authorized to execute grant services agreements and take such other actions as are necessary for the purpose of obtaining grant funding provided by the California Emerging Technology and the California Advance Services Funds on behalf of eligible service providers.