

beyond  
*blue*



TAHOE PROSPERITY CENTER

*Uniting Tahoe's communities to  
strengthen regional prosperity*

# Fragmented Governing Structure

1  
Lake

2  
states

6  
govt's



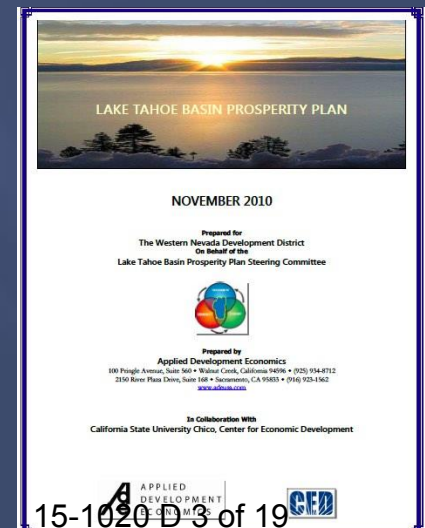
18  
regional  
authorities

198  
Plan  
Areas



# 2010 Tahoe Prosperity Plan

- The Prosperity Plan was an unprecedented regional collaborative to develop a Basin-wide economic prosperity strategy.
- The central recommendation was to create the Tahoe Prosperity Center – made up of jurisdictions, agencies, private businesses, education and non-profits.
- Using a regional stewardship model, the TPC is bridging the fragmented governing system and speaking in one voice to support the long-term economic health of the Basin.



# Foundational Need

## Broadband and Wireless Infrastructure

- ❑ Critical to the ability of local businesses and agencies to function.
- ❑ Identified as a high priority by the Tourism and Visitor Services cluster as an essential part of the visitor experience
- ❑ Critical to the Health and Wellness cluster's ability to implement telemedicine on a broader scale.
- ❑ Endemic to the ability of technology companies and others to thrive in today's economy



# Connected Tahoe



## Two Projects Underway

- ❑ Expanded High-Speed Internet Service
- ❑ Expanded Cell Coverage



# Connected Tahoe



## Funding – Critical First Step

- ❑ Applied to the California Public Utilities Commission for a grant to expand high speed internet services into underserved communities. (Jan 2014)
- ❑ Awarded a two year grant in May 2014, for a total of \$167k
- ❑ Modified grant in Oct 2014 to include Cell Expansion project



# Connected Tahoe: Cell



A collaborative pilot project between Cell Network Providers, US Forest Service, TRPA and the TPC to conduct a feasibility analysis of the Providers' three to five year expansion plans.



# Connected Tahoe: Cell



## Goals

- Maximize cell coverage and capacity for Tahoe Basin residents, businesses and visitors
- Minimize the cell tower/communication site footprint
- Make the permitting process more predictable and efficient
- Explore opportunities for expanding public safety and environmental monitoring capabilities Basin-wide





# Connected Tahoe: Cell



# Update



# Connected Tahoe: High-Speed Internet

## Grant Goal:

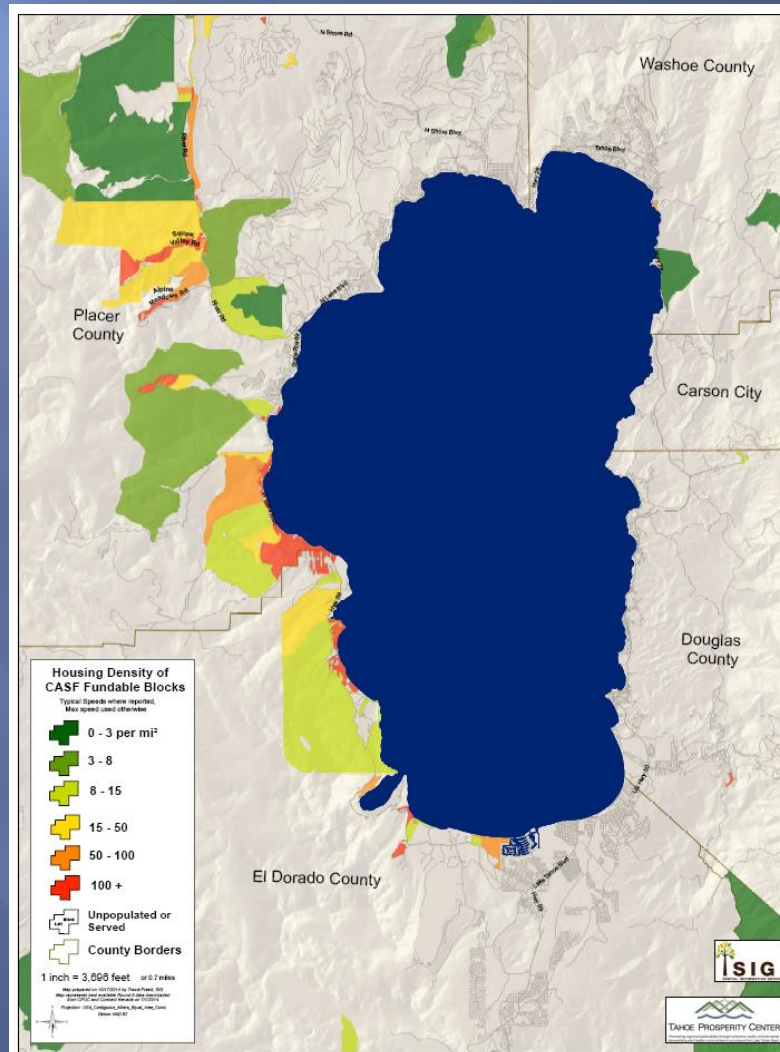
To expand high-speed internet into underserved communities  
(*<6mbs down & <1.5mbs up*)

## Steps to Success:

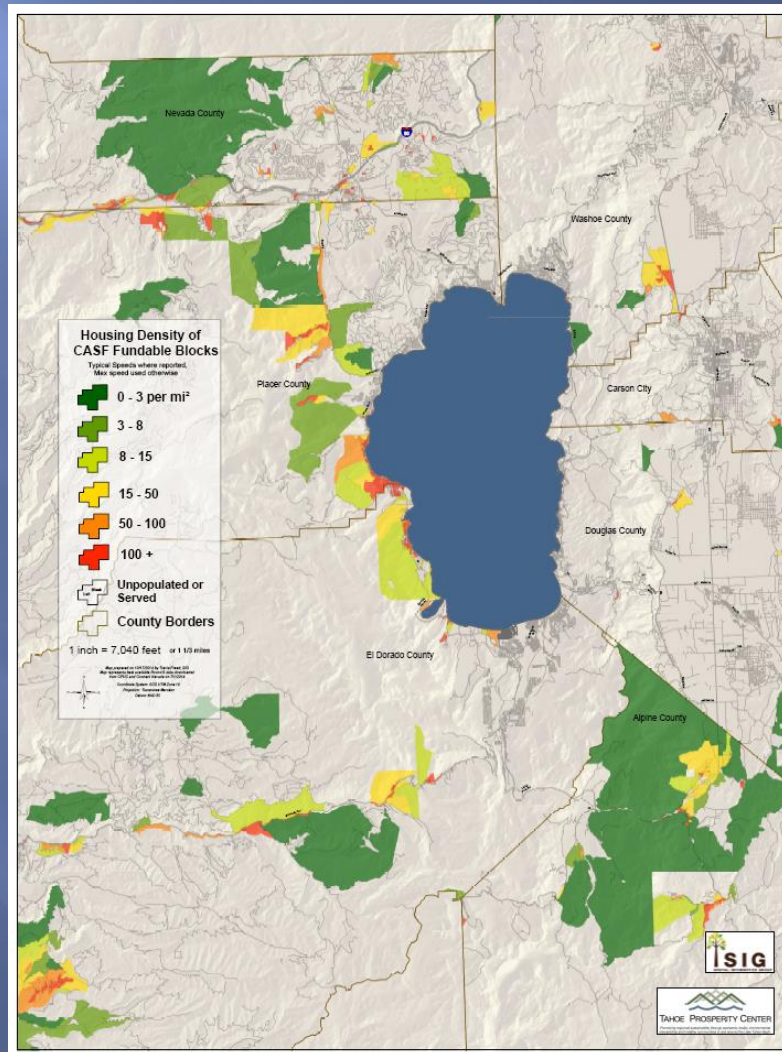
- ▣ Map current broadband infrastructure within the Tahoe Basin, including Nevada (*completed*)
- ▣ Determine the underserved areas within the project area (*completed*)
- ▣ Recruit and assist ISPs in applying for infrastructure grants to expand service in the underserved communities (*in process*)
- ▣ Conduct a community-wide broadband survey and speed test to overlay with above data (*initial phase completed*)



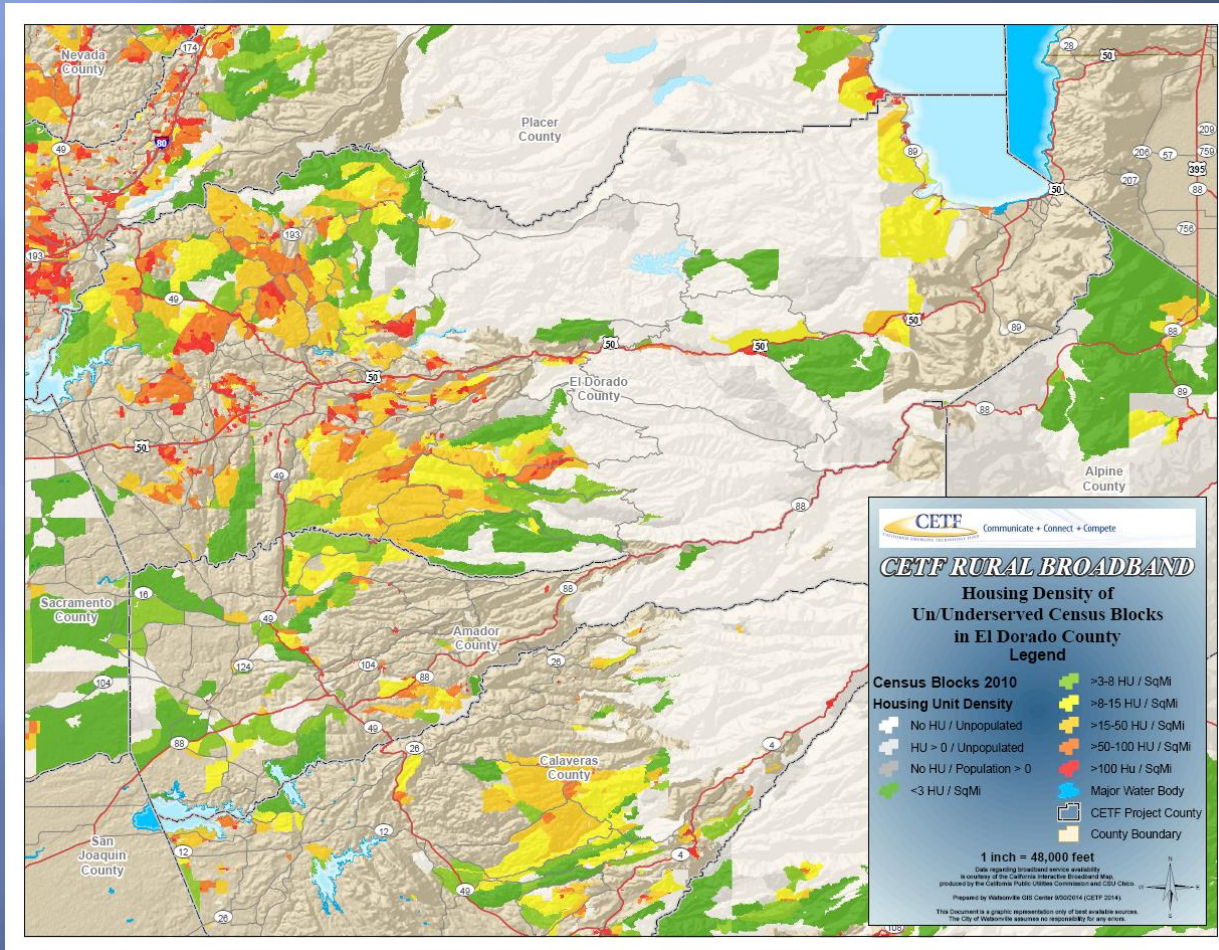
# Lake Tahoe Basin Heat Map



# Broader Tahoe Basin



# El Dorado County



# Connected Tahoe: High-Speed Internet

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# Connected Tahoe: High-Speed Internet

## Recruit and Assist ISPs

- ▣ First choice – incumbent providers (were not interested)
- ▣ Next – outreach to potential new providers (ROI matters)
- ▣ Obstacle – Tahoe is an expensive place for infrastructure projects
- ▣ Solutions
  - Piggy back on existing projects
  - Allow homeowners to share in the cost
  - Patience, creativity and partnerships
- ▣ Results to date
  - One grant submitted (piggy back); One in process (homeowner supported)



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# Connected Tahoe: High-Speed Internet

## Community Outreach

- ▣ Created survey and speed test tool on our website
- ▣ Launch a public awareness campaign to promote the site
- ▣ Offered an iPad mini as an incentive
- ▣ Had over 500 surveys and 1,110 speed tests completed
- ▣ We learned that even reported high-speed areas were anything but.....
- ▣ Bottom line: Tahoe has URBAN Level demand with RURAL level infrastructure, which brings our speeds to a grinding halt
- ▣ We must find a solution beyond what the CPUC grant can provide



# Learnings to Date

- ▣ Hire independent experts (*I have the best*)
- ▣ Choose partners that share your values
- ▣ Patience is essential
  - *Solutions will take time; start now*
- ▣ Partnerships are key
  - *Jurisdictions, utility companies, agencies, businesses, residents – it will be a multi-faceted solution*
- ▣ Piggy back on existing projects (public & private)
  - *Need “Dig Once” policies – Y to Y project – missed opportunity*
  - *Expand projects to meet multiple needs – Incline Bike Trail*
  - *Expanded uses, allows multiple funding sources*
- ▣ Inventory and map all potential solutions to obtain a roadmap to full build-out
  - *Identify gaps and solve for those answers*
- ▣ Look outside your own region for solutions – people stand ready to help – *as witnessed here tonight*



# Thank you



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