

## California Emerging Technology Fund and Center for New Orange County

### Broadband Example Policies Project – Request for Input from Local and Regional Officials

June 1, 2009

The California Emerging Technology Fund (CETF) recognizes that local and regional governments can have substantial impact on the deployment and adoption of broadband (high-speed Internet access and use) through their many leadership roles. The purpose of the Example Policies Project is to:

(a) compile an inventory of what local jurisdictions already have adopted with respect to broadband; and (b) provide examples of policies that local and regional government officials could consider for facilitation of broadband deployment and adoption within their jurisdictions (if they determine that it is important for their own local communities). This Project is intended to support voluntary leadership of local and regional governments. The matrix below sets forth proposed key components that could be included in examples of policies (with appropriate implementing ordinance provisions) as a framework to invite and organize input and feedback. One way to consider the differences between policies and ordinances is to think of a policy as setting forth the “what and why” and an ordinance delineates the “how, when and who” of a governmental law or regulation. Of course, a local government may rely solely upon policies to guide the jurisdiction’s actions without an accompanying ordinance(s). CETF is grateful to the California League of Cities and the California State Association of Counties for their assistance in seek participation in this Project from their members. Comments should be submitted to: [alana.obrien@cetfund.org](mailto:alana.obrien@cetfund.org)

#### **Policy Component**

(What, Why)

##### *Preface*

State Importance of Broadband Connectivity to Global Competitiveness (Economic Prosperity, Environmental Quality and Quality of Life)  
Delineate Roles and Responsibilities of Local (or Regional) Government: Policy Leader; Planner; Regulator; Consumer; and Service Provider

#### **Ordinance Implementing Provision**

(How, When, Who)

##### *Introduction*

Reaffirm Importance of Broadband Connectivity to Global Competitiveness (Economic Prosperity, Environmental Quality and Quality of Life)  
Acknowledge the inter-relationships of the Roles and Responsibilities and a description of the context and focus of the ordinance.

## **Roles of Local and Regional Governments**

Local and regional governments have several roles in broadband deployment and adoption as: (1) policy leaders; (2) planners; (3) regulators (particularly of land use); (4) consumers; and (5) service providers. These roles are embedded in the elected governing city councils and boards of supervisors, whether or not the jurisdictions appoint specific staff to function in these roles. As policy leaders, local and regional governments drive the promulgation of policies and ordinances, responding to and protecting the public interest as expressed by constituents. They also implement the laws adopted by state and national governments, thus, defining the mindset regarding whether or not a local jurisdiction welcomes and facilitates investment in broadband. As planners, they prepare land use and other related plans that guide the development in their communities, thus determining “how smart” growth will be and defining the quality of life for the future. As regulators, they study and approve land uses and are in a pivotal position to require “smart” infrastructure and facilities as they approve land use projects. As consumers, local and regional governments purchase technology which, in turn, drives demand for broadband technology and services. And, as service providers, they direct whether or not broadband is integrated into government functions and used to provide information and access to public services online, thus encouraging broadband adoption. Local and regional governments in each of these roles have significant impacts on the deployment and adoption of broadband technology; each role presents an opportunity to encourage or inhibit consumer behavior regarding broadband and private-sector investment in the technology. The actions in each role determine whether or not their local community, region and California as a whole will be a global leader.

### **Prospective Roles of Local Government Related to Broadband Deployment and Adoption**

The following are examples of local government actions in each of the prospective roles.