

OPERATION: INDUSTRY PIPELINE

Featured Speaker

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LEED Convergence Forum

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Linking Education and Economic Development Convergence Forum

- Capital investment generates jobs.
- Capital is attracted to competitive advantages.
- Regions are the scale of economic activity.
- Comparative-advantage industry clusters are key.
- Competitive clusters need a knowledge base.
- All employers need skilled workers.
- Education is essential for economic prosperity.
- Broadband enhances productivity and education.
- There is no substitute for civic leadership.
- LEED-Convergence is model governance.

BUILDING BLOCKS OF ECONOMIC COMPARATIVE ADVANTAGE

Effective Governance
and Civic Leadership
Stability for Economic Development

- Local Government Stable Funding
- Regional Collaboratives
- Public-Private Tax Credits
- Volunteer Corps
- e-Government

Efficient Government and
Regulations
Culture of Accountability

- Performance Improvement
- Budget Reform and Accountability
- Performance-Based Regulatory System
- CEQA Reform
- Self-Sufficiency

Infrastructure and Smart Growth
Quality of Life

- | | |
|------------|-------------------------|
| ➤ Land Use | ➤ Environment |
| ➤ Housing | ➤ Broadband |
| ➤ Mobility | ➤ Education K – 12 |
| ➤ Energy | ➤ Higher Education |
| ➤ Water | ➤ Workforce Development |

Competitive-Advantage Industry Clusters
Drivers of Economic Growth

- Economic Performance Report
- Industry-Research Consortia
- Employer-Education Partnerships
- International Trade
- Marketing

Research Excellence and Knowledge Base
Magnet for Innovation

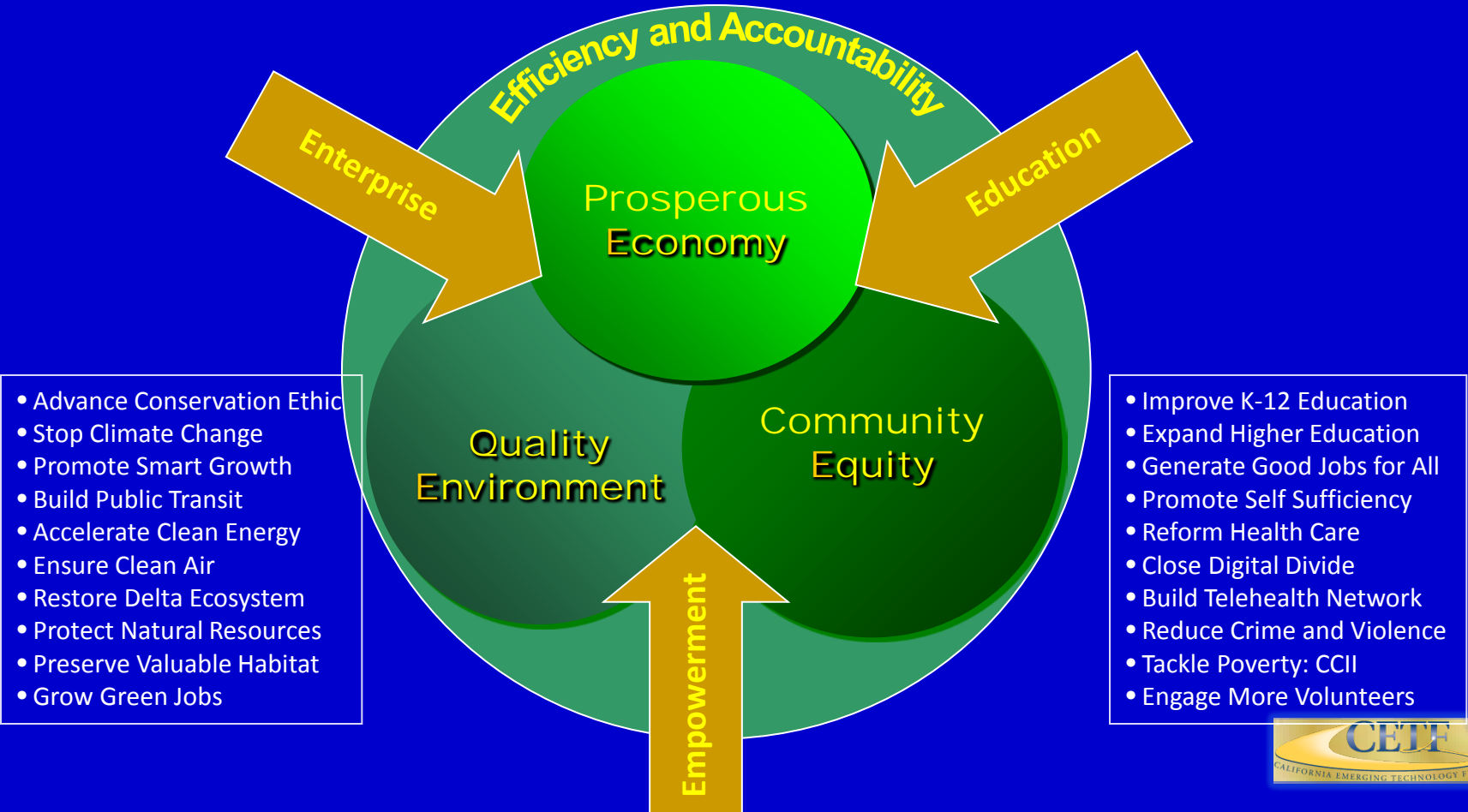
- Federal Research Funds
- Basic Research Collaboration
- Research and Development Tax Credits
- Annual Summit and Eureka Awards
- Peer Review

3 "ES" OF SUSTAINABLE GROWTH

Framework for Action

Grow the Economy, Clean Up the Environment, and Share Both Opportunities with More People

- Expand Research and Innovation
- Build World class Transportation System
- Ensure Housing Affordable for All
- Provide Reliable and Safe Water Supply
- Ensure Sufficient Energy Generation
- Achieve K-16 Education Excellence
- Prepare Workforce for 21st Century Skills
- Support Comparative-Advantage Industries
- Assist Small Business
- Reform Government and Empower People



Economic Benefits of Broadband Foundation for 21st Century Competitiveness

- California ranks 10th globally (OECD – U.S. 15th).
- U.S. economic productivity gains \$28B in 2005 (estimated \$860B over next decade).
- DOC found broadband increases employment by 1%-\$1.4% and rental value by 6%.
- Broadband could reduce GHG 1.1 B tons (10y).
- eCommerce generates 36% less air pollutants, 23% less hazardous waste, 9% less GHG.

Sacramento Regional Research Institute

- Broadband contributed 198,000 jobs and \$11.6B to California economy 2002-2005.
- California: \$1.8M jobs and \$132B payroll over next decade (strong growth scenario).
- Sacramento MSA: 114,000 jobs and \$8B payroll over next decade.
- Yuba MSA: 5,000 jobs and \$270M payroll over next decade .
- (Above Baseline)

CETF Mission

CONNECT ✦ COMMUNICATE ✦ COMPETE

Mobilize leadership statewide to close the Digital Divide by accelerating the deployment and adoption of broadband to unserved and underserved communities.

Ensure that California is a global leader in the availability and use of broadband technology.



CALIFORNIA EMERGING TECHNOLOGY FUND

Overall Goals and Metrics for Success by 2017

- **Supply – Deployment**
 - Access for >98% (>250,000 HH of 500,000 Unserved HH)
 - Robust California Telehealth Network (>2,000 Sites)
 - All Tribal Lands Connected and Part of CTN
- **Demand – Adoption**
 - 80% Statewide Adoption by 2015; 90% by 2020
 - All Regions and Groups within 10 Percentage Points
 - Increased Overall Accessibility and Universal Design
- **California a Global Leader**
 - Sufficient Speeds for Innovative Emerging Consumer Uses
 - Increased Economic Productivity and Job Generation
 - Reduced Environmental Impacts – Green Benefits



CATEGORIES OF STRATEGIC ACTION

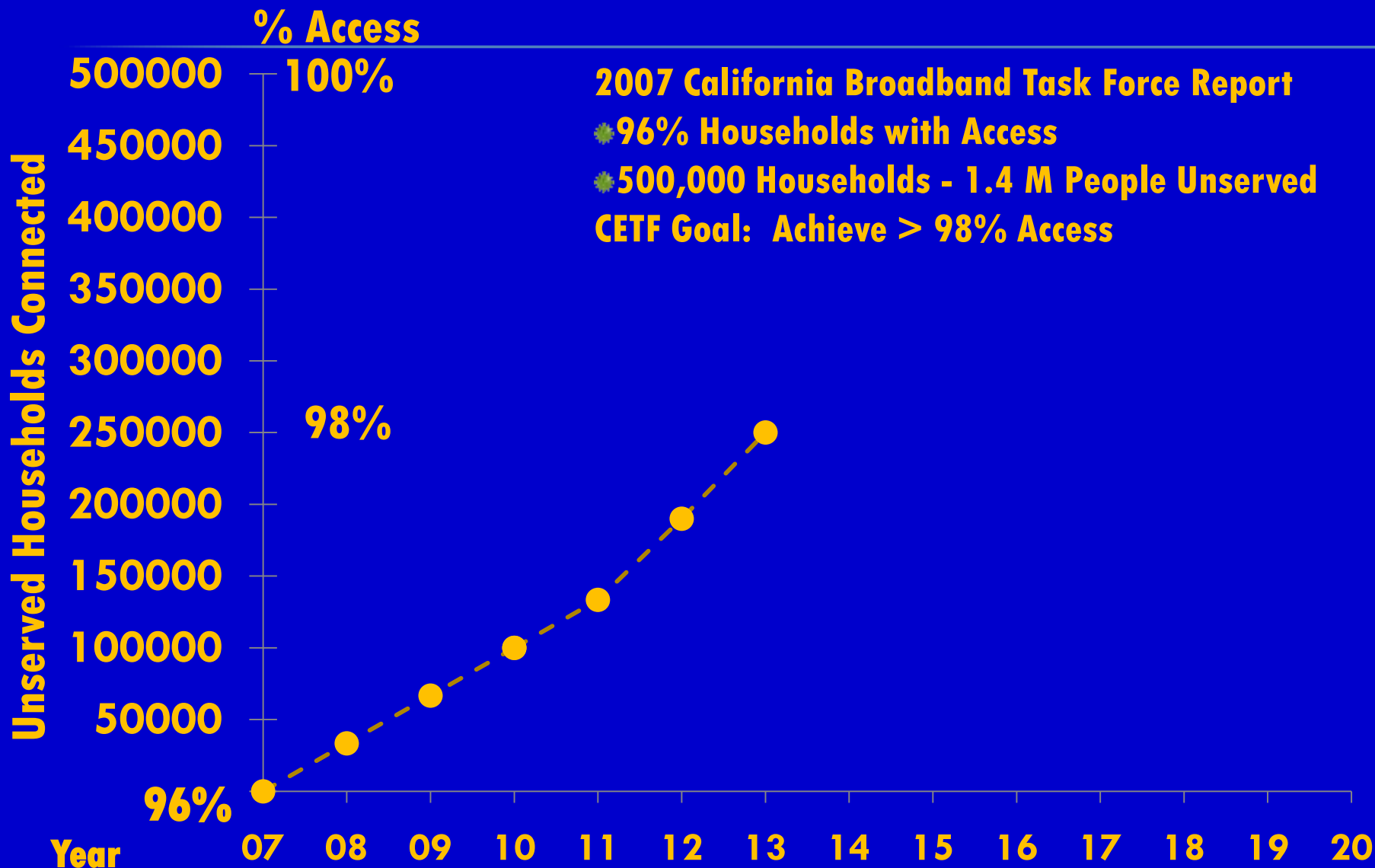
- **Civic Leadership Engagement**
 - Rural Regional Consortia and Urban Regional Collaboratives
 - Community Leader Engagement as Broadband Champions
- **Venture Philanthropy Grantmaking**
 - Partner with Trusted Messengers, Honest Brokers
 - Build Capacity, Promote Collaboration
- **Public Policy Promulgation**
 - Digital Literacy – School2Home
 - Telehealth – Telemedicine – Health IT
 - Smart Housing – Smart Infrastructure and Growth
- **Public Awareness and Education Program**
- **Strategic Partnerships**

CALIFORNIA'S DIGITAL DIVIDE

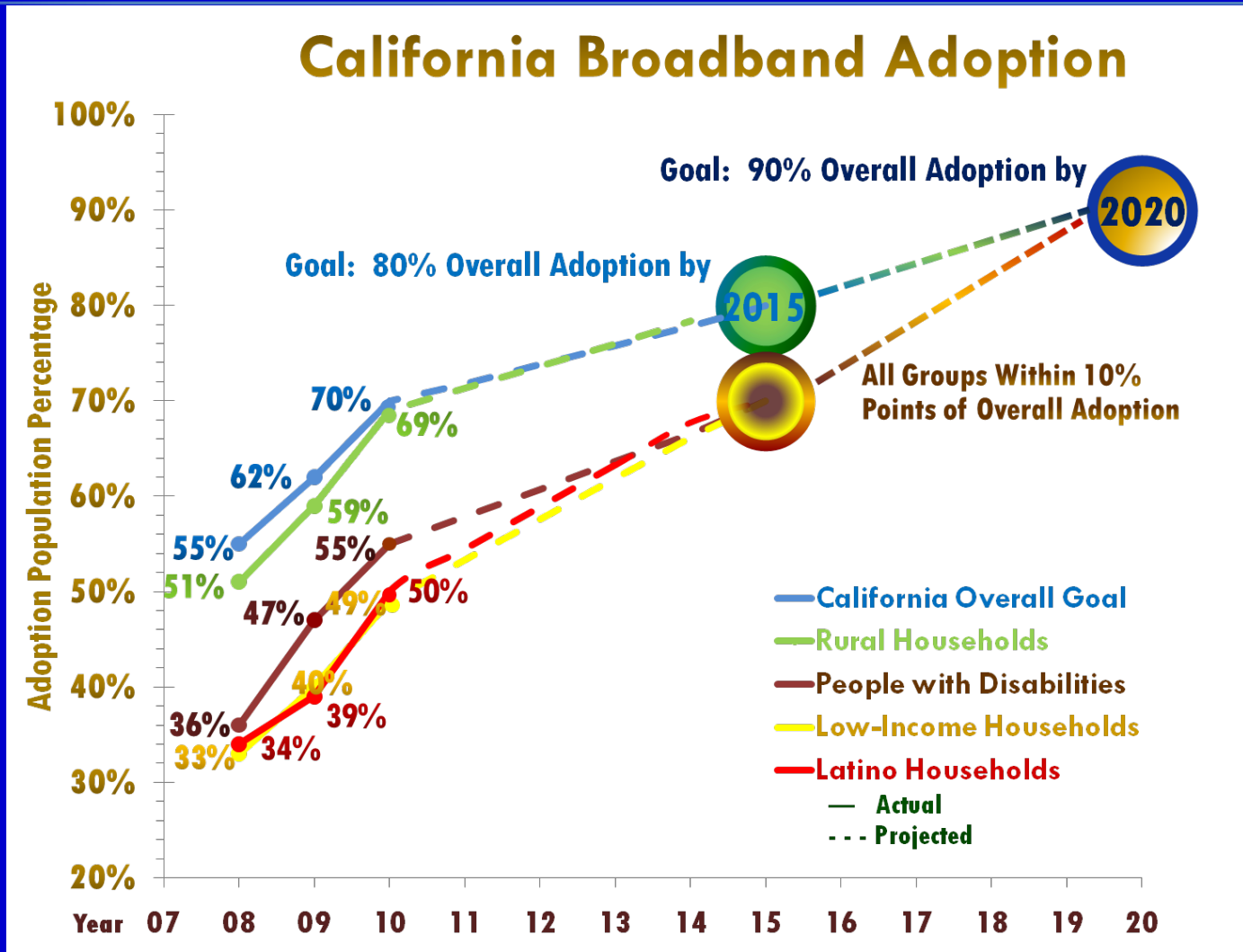
PPIC-CETF-ZeroDivide Statewide Survey

	Internet Use		Broadband at Home	
	2008	2010	2008	2010
All Californians	70%	81%	55%	70%
Under \$40,000 AHI	49%	66%	33%	49%
Latinos	48%	65%	34%	50%
With Disability	57%	68%	36%	55%
Los Angeles	61%	78%	48%	67%
Rural	63%	81%	51%	69%

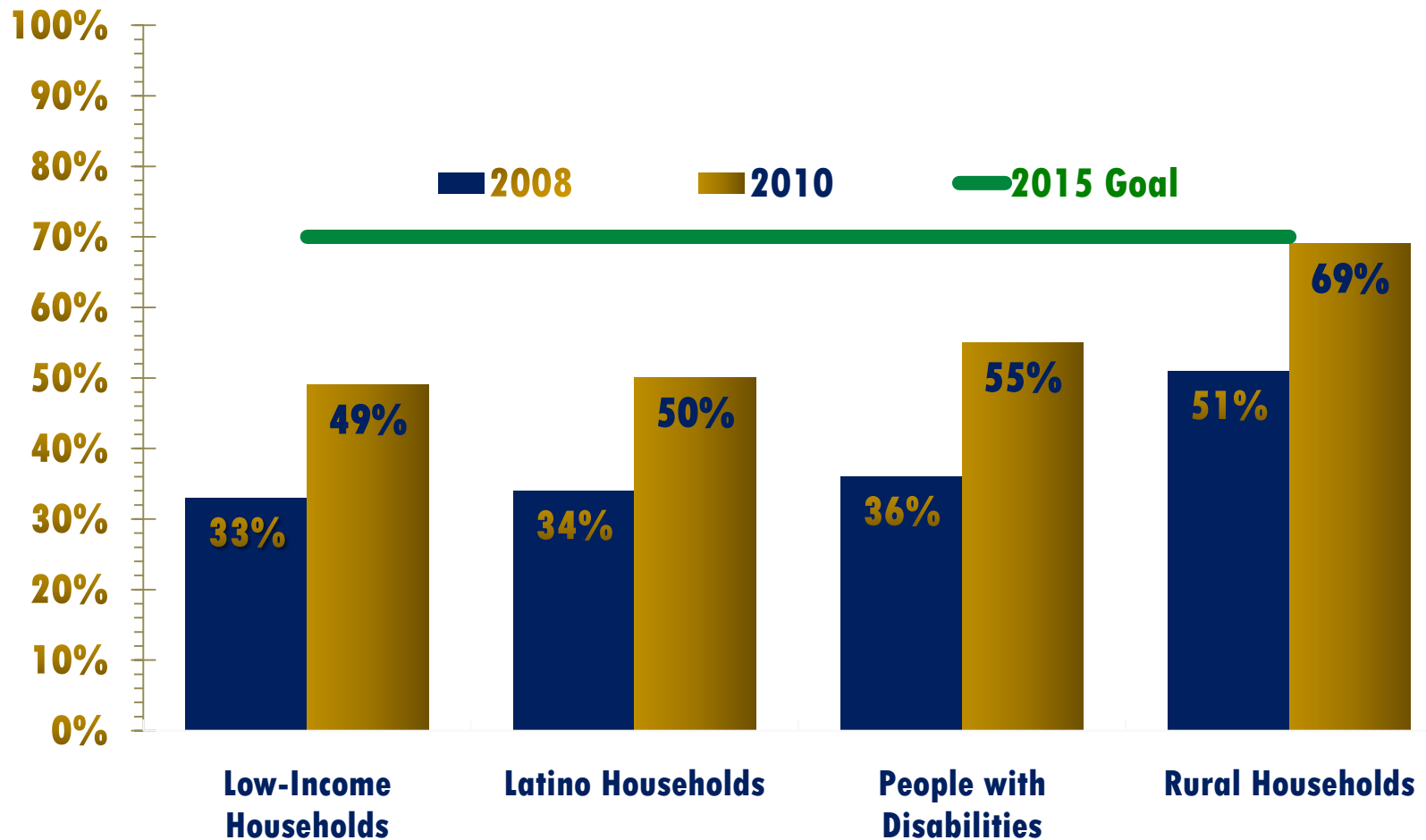
California Broadband Deployment



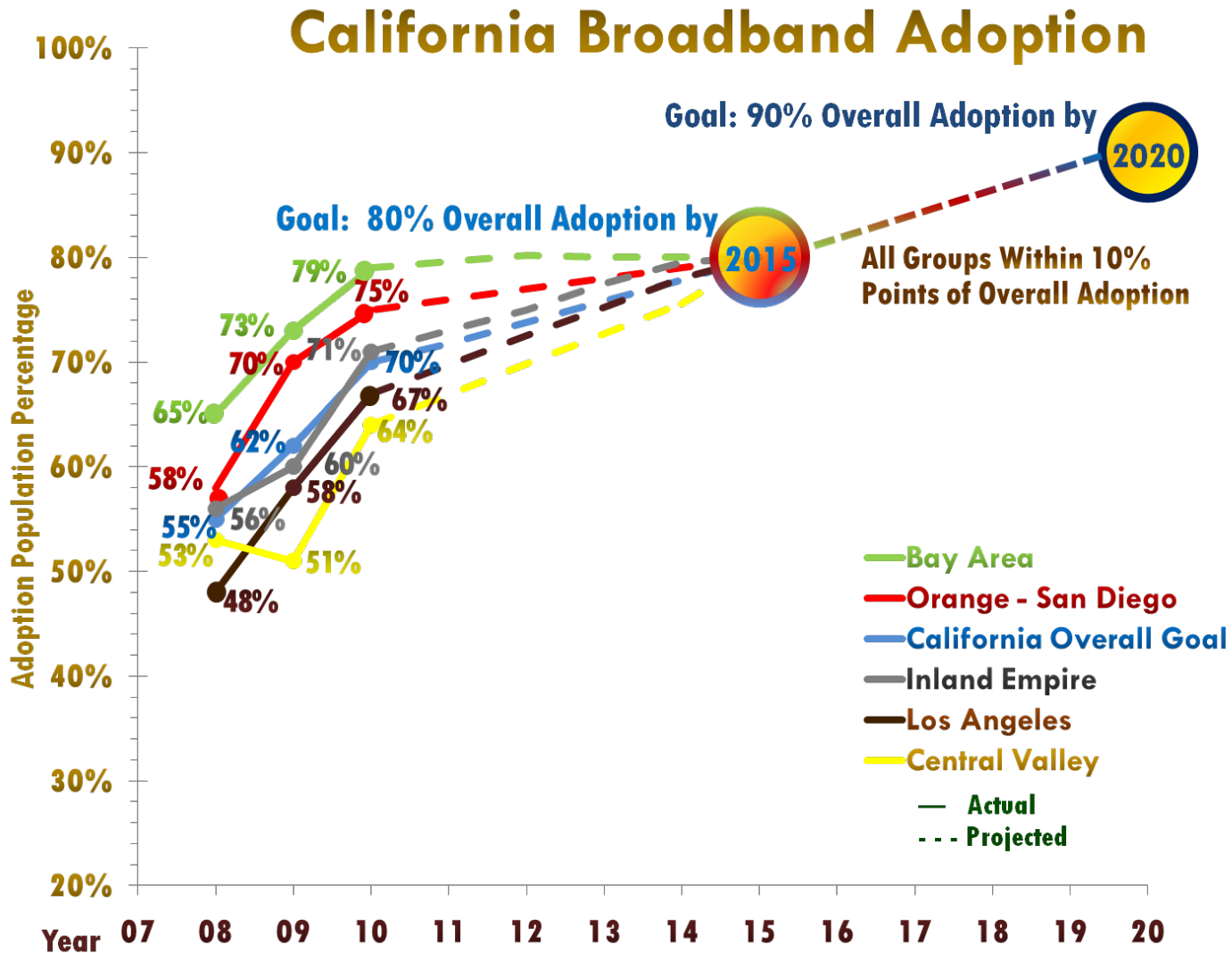
Progress on Broadband Adoption



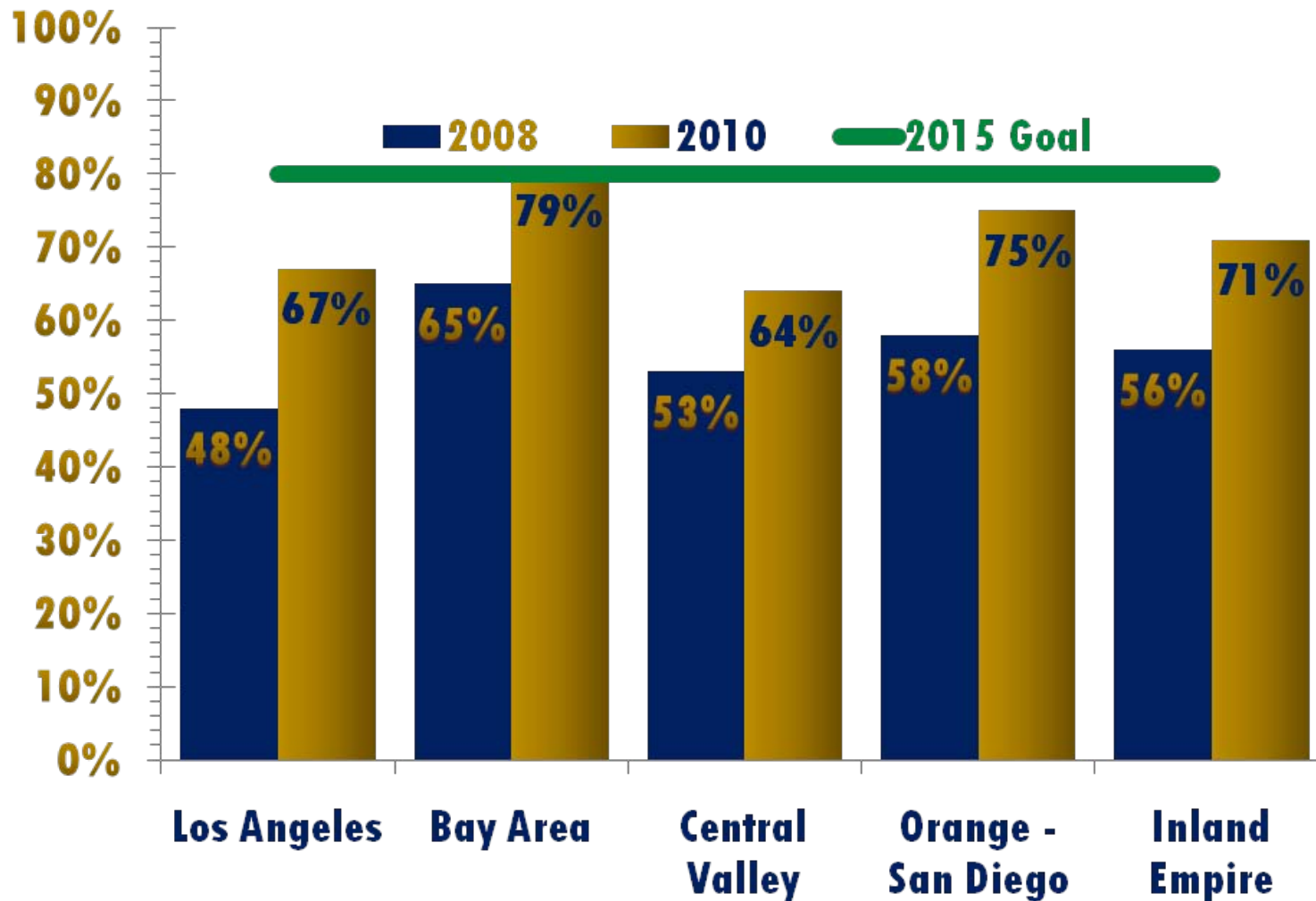
Progress on Broadband Adoption



Progress on Broadband Adoption



Progress on Broadband Adoption



Opportunities for LEED-Convergence

- Set quantifiable goals with tracked metrics for key industry clusters: publish report annually.
- Strengthen employer-education partnerships.
- Collaborate with Capital Region Broadband Initiative and Valley Vision.
- Incorporate Digital Literacy into all workforce preparation: Strategic Partnership with WIB.
- Integrate broadband and technology into strategies for key industry clusters.
- Interface with California Telehealth Network.
- Support and sustain LEED.



CALIFORNIA EMERGING TECHNOLOGY FUND



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