



United States Department of Agriculture
Office of Partnerships & Public Engagement

**CENTERS OF
COMMUNITY
PROSPERITY**



Community Prosperity Summit

May 28-29, 2020

Hosted Virtually by Hancock College
Santa Maria, CA

Thursday, May 28, 2020



8:30 a.m. – 10:45 a.m.

Summit Introductory Presentations
and Keynote

11:00 a.m. – 12:30 p.m.

Business and Community
Opportunities – Agency Presentations
with Q & A

1:30 p.m. – 3:30 p.m.

Housing: Needs; Infrastructure and
Other Challenges; Potential Models
and Solutions

Friday, May 29, 2020



9:00 a.m. – 10:30 a.m.

Wellness and Quality of Life

11:00 a.m. – 12:30 p.m.

Regional Broadband Enhancement

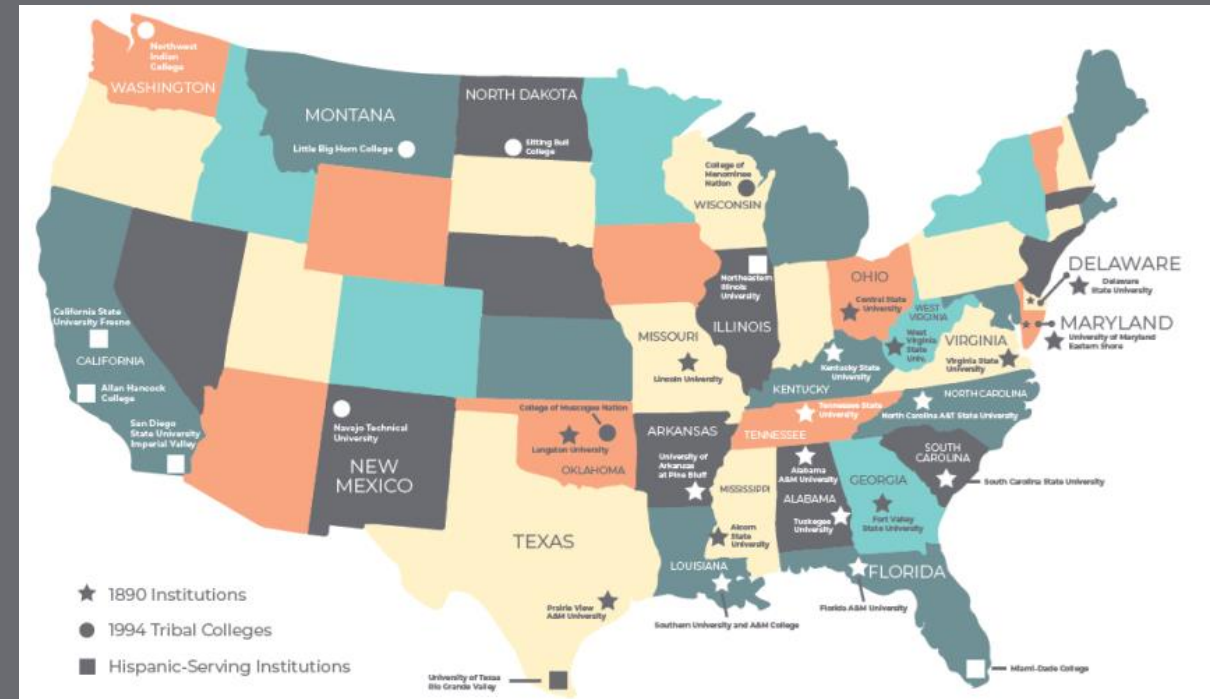
1:30 p.m. – 3:30 p.m.

Economic and Workforce
Development and Innovation

USDA Centers of Community Prosperity, Faith and Opportunity



The Rural Prosperity Initiative is a multi-agency effort established by Executive Order to ensure that more federal resources reach rural areas. USDA-led implementation is designed around five priority focus areas through nationwide designated “Centers of Community Prosperity” – geographical regions often anchored by land-grant institutions. This region is the “Allan Hancock College Center of Community Prosperity” and is comprised of Northern Santa Barbara County, Southern San Luis Obispo County and western Kern County cities and communities. Regional “Councils of Faith and Opportunity” support the Centers with key stakeholder collaboration and coordination. EconAlliance is the USDA-designated coordination lead for the Allan Hancock College Center of Community Prosperity Council of Faith and Opportunity.



Priority Focus Areas of Community Prosperity Centers:

- E-connectivity
- Innovation/Technology
- Economic Development
- Workforce
- Quality of Life

Summit Welcome



The Honorable Alice Patino
Mayor, City of Santa Maria



Kevin Walthers, PhD
*President / Superintendent,
Allan Hancock College*



Introductory Presentations



Introduction of USDA Office of Partnerships and Public Engagement Director

Joe Halsell, *President, EconAlliance Board of Directors; CEO/Owner, Halsell Builders*

Introduction of USDA State Food and Agriculture Council

Mike Beatty, *Director, USDA OPPE*

Opening Remarks

Connie Conway, *State Executive Director, Farm Service Agency*

Carlos Suarez, *State Conservationist, Natural Resources Conservation Service*

Kim Vann, *State Director, Rural Development (RD)*

Keynote Presentation



Glenda Humiston
*Vice President, UC Agriculture
& Natural Resources*



Business and Community Opportunities – Agency Presentations with Q & A



Facilitator: Brenda F. Estrada, *County Executive Director, Farm Service Agency*

Rocky Chenelle, *General Field Representative Rural Utilities*
USDA Rural Development

Malinda Matson, *Economic Development Rep, Northern / Coastal California*
U.S. Department of Commerce, Economic Development Administration

Terri L. Billups, *Assistant District Director, Economic Development*
U.S. Small Business Administration

Erica Romero, *Assistant Vice President for State Advocacy*
Hispanic Association of Colleges and Universities (HACU)

Jamika Lopez, *Community Outreach, Resources and Planning*
Specialist
U.S. Department of Labor

Ray Bowman, *Director*
Ventura / Santa Barbara Counties Small Business Development Center

Pauline Louie, *Operations Specialist*
Housing & Urban Development (HUD)

Scott Hillis, *Advisor*
San Luis Obispo SCORE

Greg Loosvelt, *Vice Chair*
Santa Barbara SCORE

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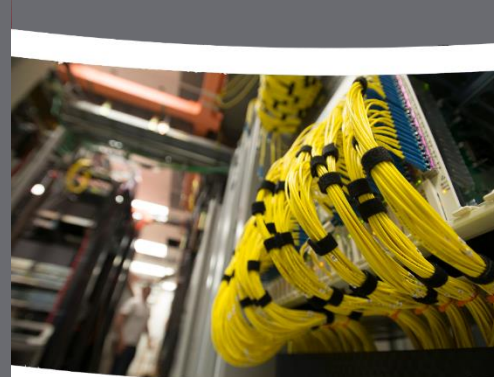
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San Luis Obispo SCORE

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Santa Barbara SCORE

USDA Rural Utilities Service Loan and Grant Programs



- Infrastructure Loans
- Rural Broadband Loans
- ReConnect Loans and Grants
- Community Connect Grants
- Distance Learning / Telemedicine Grants





Rocky W. Chenelle
General Field Representative
Telecommunications, Rural Utilities Service
United States Department of Agriculture Rural Development
Email: rocky.chenelle@usda.gov
Phone: (530) 379-5032
Website: www.rd.usda.gov



Terri Billups
**Assistant District Director, Economic
Development**
Los Angeles District Office

lado@sba.gov
213-634-3855
@SBA_LosAngeles



Jamika Lopez
Community Outreach Resources & Planning Specialist
U.S. Department of Labor
Email: Lopez.Jamika@dol.gov
Phone: (559) 790-7293



Pauline Louie

Senior Analyst

U.S. Housing and Urban Development

Email: Pauline.K.Louie@hud.gov

Phone: (323) 547-0606



Malinda Matson
Economic Development Representative
US Economic Development Administration
(Department of Commerce)
mmatson1@eda.gov
916-235-0088



Erica Romero
Assistant Vice President of State Advocacy
(916) 442-0392
Erica.Romero@hacu.net
[@hacuwro](#) (on Twitter)



Ray Bowman

Director

Ventura/Santa Barbara Counties Small Business
Development Center

Email: ray.bowman@edcsbdc.org



Ray Bowman
Director Small Business Development Center

Ray Bowman, M.S., CGBP, is the director of the Small Business Development Center of Ventura and Santa Barbara counties. Ray has a Green Belt in Lean Six Sigma and is the program chair for the District Export Council of Southern California.

Business Resource Hotline 805.409.9159

www.edcollaborative.com/covid19





Scott Hillis
Certified Mentor
San Luis Obispo SCORE

<https://sanluisobispo.score.org/>

(805) 547-0779

help@score.org



Greg Loosvelt
Vice Chair
Santa Barbara SCORE

<https://santabarbara.score.org/>

(805) 367-3292

info.sb@scorevolunteer.org

Housing: Needs; Infrastructure and Other Challenges; Potential Models and Solutions



Facilitator: Eddie Taylor, CEO, United Way of Northern Santa Barbara County

1:30 p.m. Housing Needs Panel and Roundtable

Sandra Dickerson, *CEO, Your People Professionals*

John Fowler, *CEO, Peoples Self-Help Housing*

Bob Havlicek, *Executive Director, Housing Authority Santa Barbara County*

Claire Wineman, *President, Grower-Shipper Association Santa Barbara / San Luis Obispo Counties*

Hon. Jenelle Osborne, *Mayor, City of Lompoc*

2:00 p.m. Infrastructure and Other Challenges

Morgan Benevedo, *Director, Multi-Family Housing Development, Peoples' Self-Help Housing*

Joe Halsell, *CEO, Halsell Builders*

Derek Hansen, *Executive Vice President, Towbes Group*

2:30 p.m. Panel & Roundtable: Potential Models and Solutions, Model Projects

Cruz Avila, *Executive Director, Homebound Services*

Eddie Taylor, *Director, Home for Good Santa Barbara County*

Frank Thompson, *Principal, Frank Thompson Housing Consultants*

3:00 p.m. Matching Opportunities with Resources

Pauline Louie, *Senior Analyst, Housing & Urban Development (HUD)*

2 Major Near-Term Issues:

- Project Cost
- Capital/ Increased Equity – Reduced Debt

Learn to Use Government Cash Equity Sources, including grants, low interest loans, tax provisions and tax credits

Use Government Loan Guarantees and Tax Exempt Debt

Seek Partnerships for Increased Knowledge, Experience, and Capability to Access Government Resources



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Economic and Workforce
Development and Innovation

Wellness and Quality of Life



Facilitator and Opening Remarks: Hilda Zacarias, *CPA/MPA*

What are the key elements of a good quality of life?

Vilma Contreras, *CPA/MPA; Executive Director*
Community Partners in Caring

Michelle Graham, *CEO*
Children's Resource & Referral, Santa Barbara County

Alma Hernandez
Third District Representative for Supervisor Joan Hartmann and Co-Founder, Culture and Creative Arts Center of the Santa Maria Valley

Luke Viscusi, *Rural Community Designer*
Blue Sky Center, Cuyama

What are the key health and wellness needs/gaps in our area?

Ashley Costa, *Executive Director*
Lompoc Valley Community Health Organization

Sue Andersen, *President / CEO*
Dignity Health / Marian RMC

How do we improve those elements for all area residents?

All Participants



Regional Broadband Enhancement

Facilitator: Chris Chirgwin, *Chairman, Broadband Consortium Pacific Coast – North; CEO, Lanspeed*

11:00 a.m.

Broadband Needs Now in Greater Focus

Chris Chirgwin

Overview: Broadband Consortium Pacific Coast (BCPC)

Bill Simmons, PhD, *Executive Director, BCPC*

Northern Santa Barbara County Fiber Ring Network Concept

Chris Chirgwin

11:30 a.m.

Local and Regional Broadband Efforts in Development or Proposal Stage

Paul Chounet

Vicki Conner, *Director of Initiatives, EconAlliance*

Bill Simmons

Agency Participants Angela Huang, *Management Analyst, US Housing and Urban Development*

Malinda Matson, *Rep, Northern and Coastal California, US DOC/EDA*

Community Prosperity Summit: Regional Broadband Enhancement

MAY 29, 2020

Broadband a.k.a. High Speed Internet

Broadband has far reaching implications for improving the quality of life...



A MORE ROBUST ECONOMY



SAFER, HEALTHIER
COMMUNITIES



SMARTER, MORE ENGAGED
INDIVIDUALS



GREENER ENVIRONMENT



2011-2014 CASF APPROVED CONSORTIA
Resolutions T-17349, T-17355 and T-17445



What is the Broadband Consortium of the Pacific Coast?

- ❖ CPUC funded: currently 11 established statewide
- ❖ The collaboration of 3 counties – Ventura, Santa Barbara and San Luis Obispo
- ❖ Commenced July 2014
- ❖ Public-private partnership: EconAlliance, Cities, County, Education, Private Companies

<http://pcbroadband.org>

A “Points of Light” Imperative

Digital Literacy Programs – Provides a means to have 100% of residents able to connect and use the Internet.

Distance Learning – Today’s schools are now online, and the best schools are now available virtually.

Economic Development Accelerators – The Central Coast is ideal for the establishment of an entrepreneurial ecosystem of risktakers and resources.

Redundant Fiber Community Network– Integral for linking community anchors and provides the fastest of connections and the ability to backhaul traffic on wireless connections.

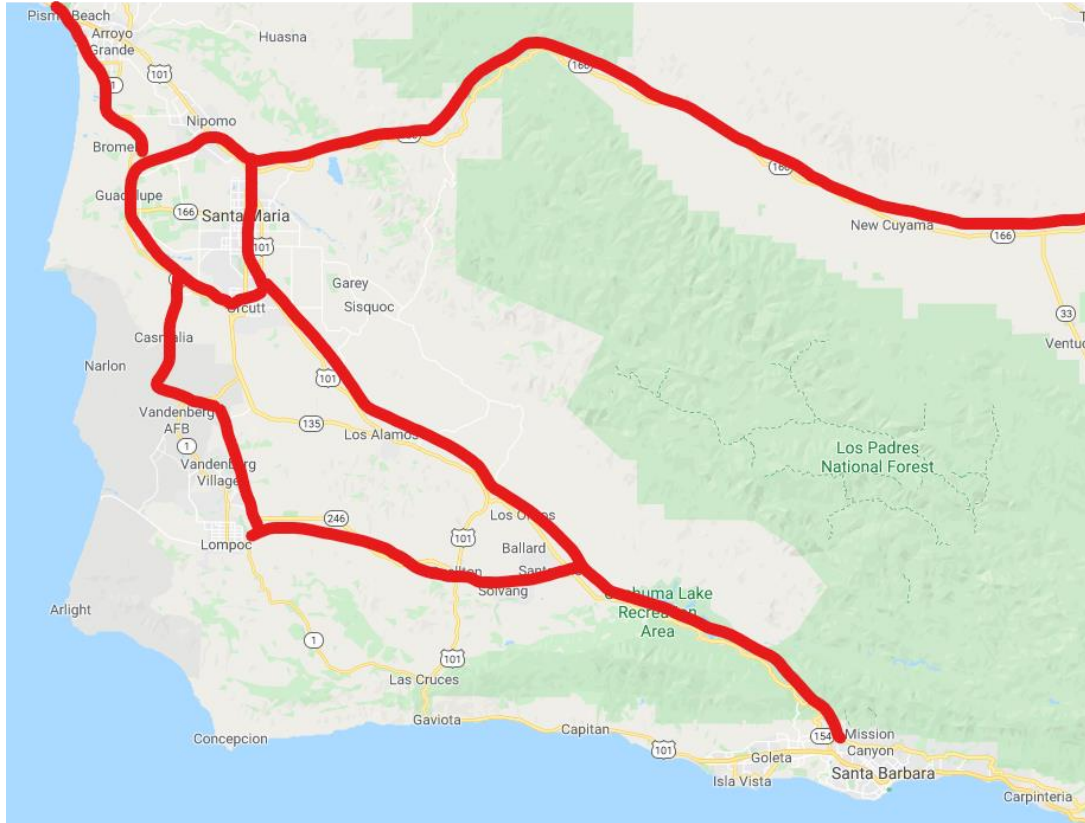
Telemedicine Services – Either at home or in a neighborhood clinic, access to the best care is always available.

Telework Nodes – Corporate cultures are changing as well as organizational approaches to employees working from home, wherever it may be.

Smart City Applications – With the infrastructure arrives capabilities in transportation, public safety, environmental stewardship, and other areas.

Wireless Connectivity – Enables 100% access to online information and services regardless of location.

Workforce Education – The imperative for “just-in-time” learning crosses all occupations and industries. The only way to keep up is having mechanisms to go directly to a knowledge source.



Strategy

Vision

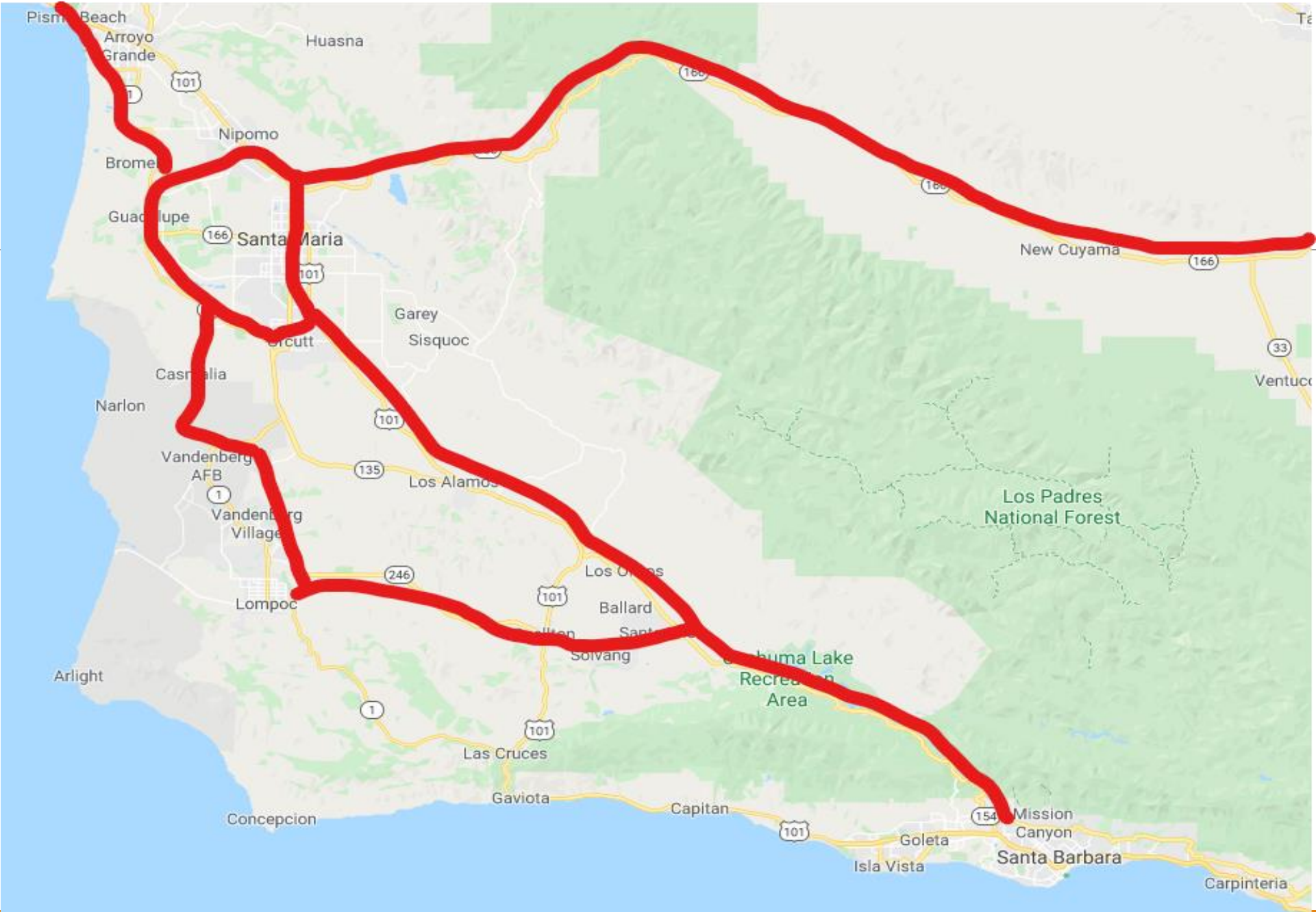
- A connected region
- Gigabit communities
- Smart cities & valleys

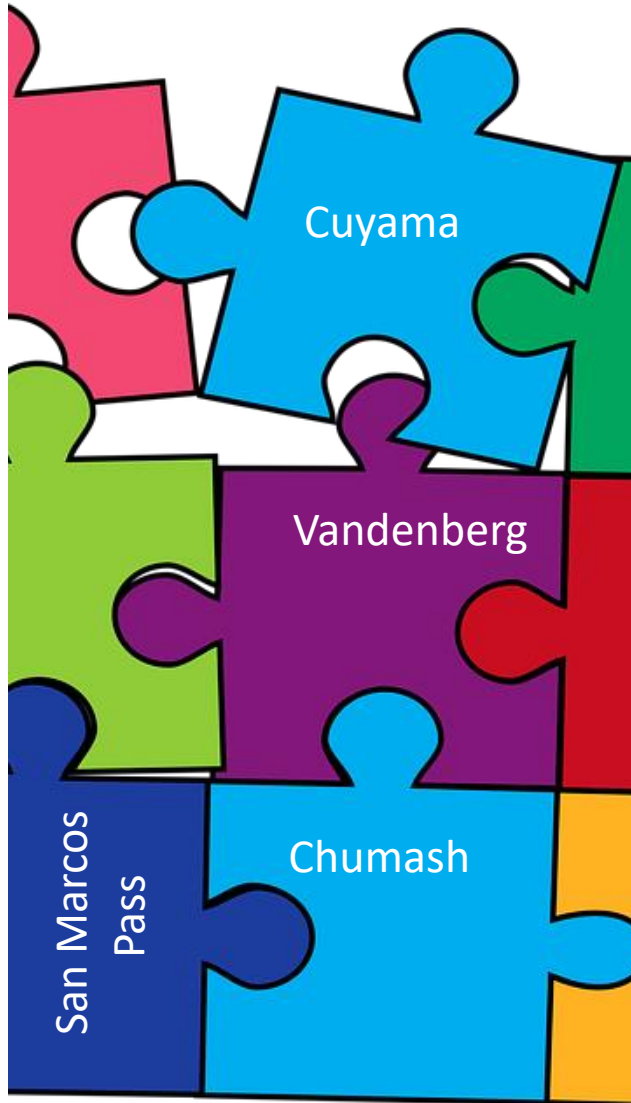
Roadmap

- Plan of action
- Message

Leadership

- Organization
- Resources (Sustainability)
- Commitment





Strategic Objectives

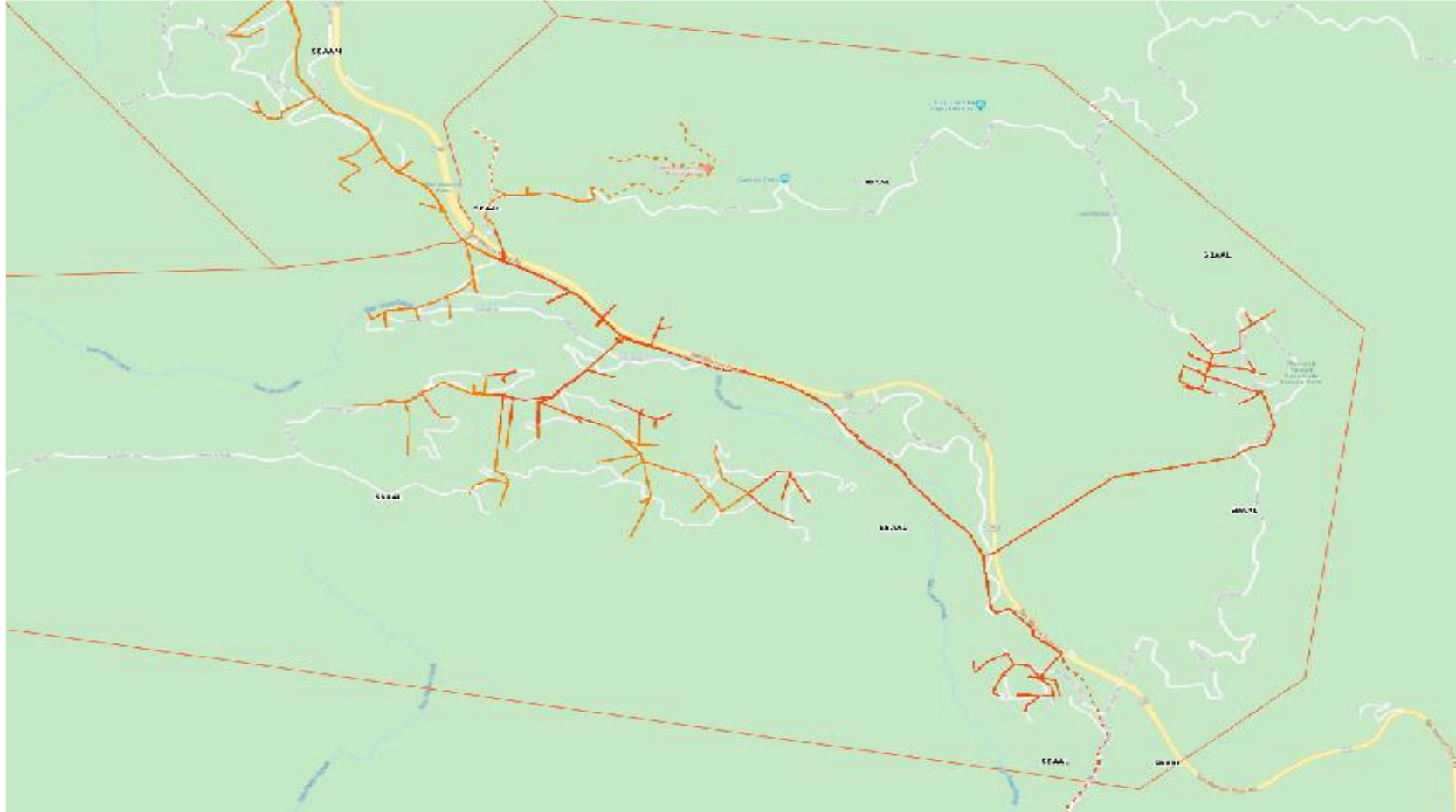
Collect data, map the region's current broadband assets, identify needs and opportunities

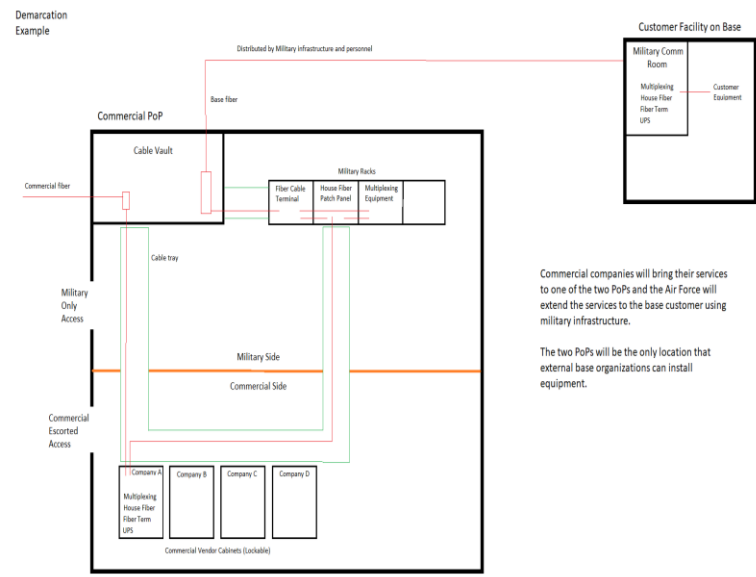
Enable the power of broadband as a catalyst for economic vitality

Address and resolve issues of disproportionality and increase access to broadband among underserved and low-income communities

First Piece: Cox proposal to USDA

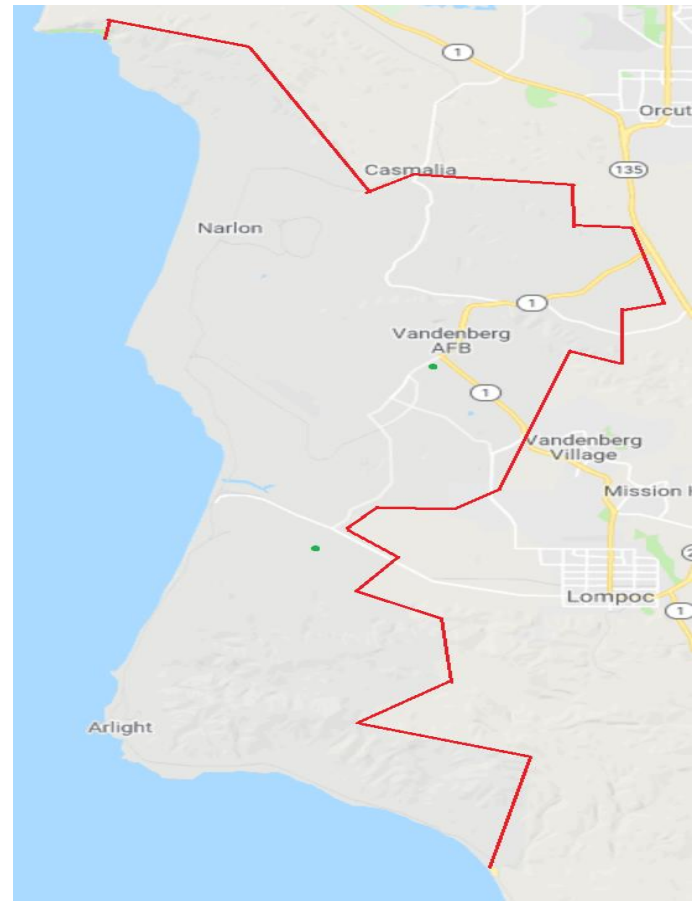
154/San Marcos Pass (Trout Club, Painted Cave, Camino Cielo, and Paradise Rd)





Commercial companies will bring their services to one of the two PoPs and the Air Force will extend the services to the base customer using military infrastructure.

The two PoPs will be the only location that external base organizations can install equipment.

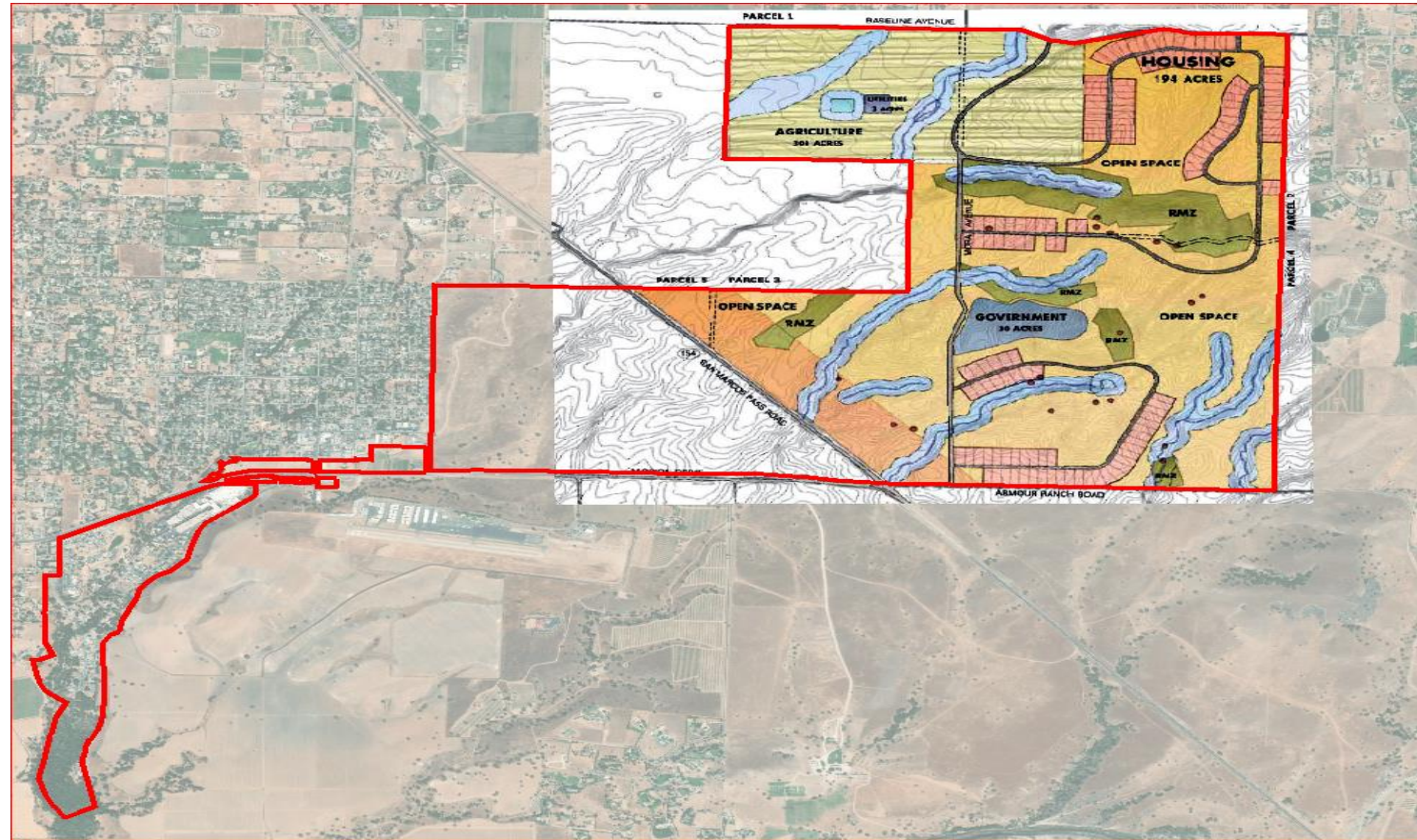


Second Piece: Vandenberg AFB

2 on-base Points of Presence (POPs) for interested Internet Providers

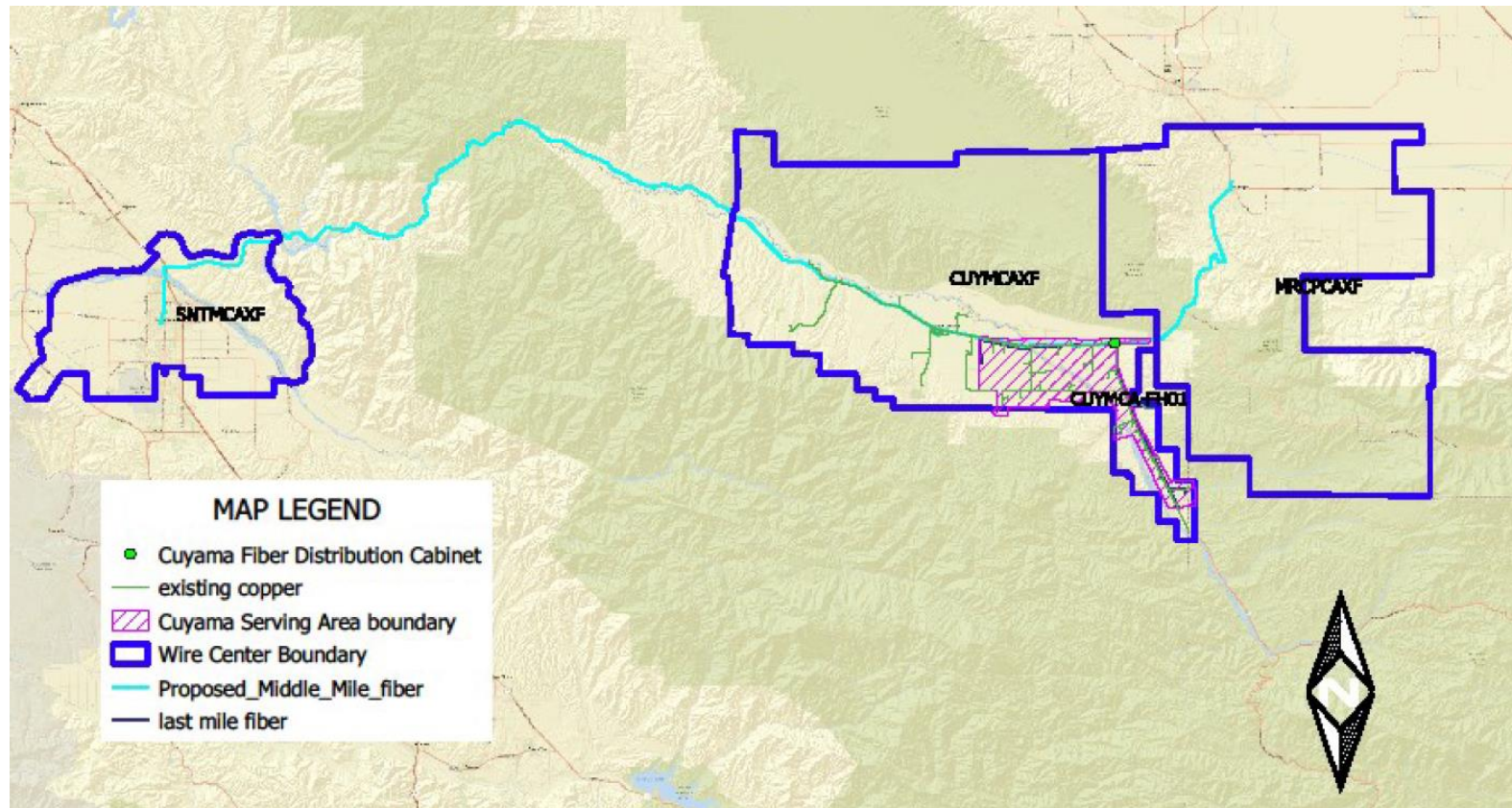
Third Piece: Santa Ynez Band of Chumash Mission Indians

Collaborative Broadband Strategy



Fourth Piece: Cuyama

Frontier CASF proposal to connect Cuyama and neighboring communities



The Process to Convene

I. Convene stakeholders and interested parties

II. Identify what fiber already exists

III. Subtract current assets from vision to identify the gaps which currently exist

IV. Submit proposals to complete the north county fiber ring.

Questions

Action Items



CUYAMA VALLEY BROADBAND

- Short History of Cuyama Valley Telecommunications
- Recent accomplishments
- Current Status



CONTACT INFORMATION

F. Paul Chounet, Ed.D.

(805) 616-0470

paul@chounet.net

Economic and Workforce Development & Innovation



Facilitator: **Victoria Conner**, *Summit Co-Coordinator & Director of Initiatives, EconAlliance*

Chamber Participants

Tracy Beard, *Executive Director, Solvang Chamber*

Jocelyn Brennan, *President/CEO, South County Chambers, San Luis Obispo County*

Sam Cohen, *President, Santa Ynez Chamber; VP Governance & Operations, SY Band Chumash*

Glenn Morris, *CEO, Santa Maria Valley Chamber*

Kathy Vreeland, *Executive Director, Buellton Chamber*

Amber Wilson, *President/CEO, Lompoc Chamber*

Federal Guests

Terri Billips, *US SBA/Economic Development Asst. Dist. Director*

Jamika Lopez, *US DOL/Outreach, Resources, Planning Specialist*

Erica Romero, *Hispanic Assn. Colleges & Universities Asst. VP, State Advocacy*

Malinda Matson, *US DOC/EDA Rep, Northern & Coastal California*

- ***How closely aligned are your local economic development priorities with the Rural Prosperity focus areas?***
- ***What are the economic and workforce opportunities to be highlighted?***
- ***What are the barriers or obstacles to addressing those opportunities?***
- ***What immediate actions could leverage our ability to prosper from our opportunities?***



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<https://www.usda.gov/topics/rural/rural-prosperity>



Missed a Session? Need an E-Mail Contact? Have a comment or question?

- Recordings of all sessions will be posted on the EconAlliance Vimeo site after June 1st: www.vimeo.com/econalliance
- All panelists and participants will be e-mailed a spreadsheet with panelist contact information after June 1st
- Please leave us your thoughts, feedback, and remaining questions from this event on the EconAlliance Facebook page:
<https://www.facebook.com/EconAlliance-349806265077902>