



September 5, 2014

The County of Santa Cruz deserves applause for their efforts to enhance the current, and future broadband infrastructure of the county. For years, community members have expressed concerns about the lack of requisite broadband service to both urbanized and rural areas. Due to our unique geographic layout, lack of population density and large number of home-based businesses, leadership is needed to champion a comprehensive plan that will usher in a modernized, reliable, far-reaching broadband infrastructure. That leadership is being provided by the County of Santa Cruz.

The Santa Cruz County Business Council (SCCBC) continues to closely follow the County's efforts and believes the work to date, and plans for the future, will provide established and fledgling local businesses with a key infrastructure component to allow their work to thrive. Highlights of the initiative that should be noted:

- *Collaboration* - The County is fostering an environment of cohesiveness in order to achieve their stated objectives. Internally, we have noted the Planning, Information Services and Public Works departments pooling their collective resources and knowledge in order to draft infrastructure-related ordinances. Externally, efforts continue to bring local ISPs to the table to discuss ways for them to work together to support the local economy.
- *Support for Local Business* - County officials are demonstrating their commitment to strengthening the local economy by listening to, and addressing the stated needs of the community. We have witnessed officials directly engaging with SCCBC members to ensure that current deficiencies are addressed, and opportunities for economic vitality are incorporated into future plans.
- *Communication* - An important part of the process to date has been the County's continued communication to the community about the efforts undertaken and their commitment for the future. Additionally, open dialogue with municipal officials from the four (4) municipalities within the county has enhanced the effectiveness and reach of the broadband initiative.

SCCBC whole heartedly supports the efforts undertaken/underway by County staff related to their broadband initiative. Due to the initiative's commitment to business growth and retention, its collaborative nature and forward-thinking approach, we believe that the County of Santa Cruz a very worthy candidate for an SVLG "Red Tape to Red Carpet" honor.

Sincerely,

Joe Foster
Executive Director