

Broadband USA Applications Database

Applicant Name: CENTRAL VALLEY CABLE TV LLC

Project Title: MENDO-SONOMA BROADBAND EXPANSION

Project Type: Last Mile Remote

Executive Summary

The project restores broadband service to The City of Point Arena, the unincorporated areas of Manchester and the Indian Rancherias in rural Mendocino County. Broadband service to these areas was abandoned in July 2007 by Central Valley Cable TV due to the inability to extend certain tower leases. Households: 920, Population 1772, Businesses 23. The project assures reliable and affordable bandwidth for CVC's existing service area of Anchor Bay, Gualala, and The Sea Ranch in rural Mendocino and Sonoma Counties. Since 2007 the total data pipe available to CVC has been limited to 9 megabits(6 T-1's). The fiber backbone proposed will enable CVC to match its broadband pipe to future subscriber demand at costs significantly lower than acquiring individual T-1 circuits. Bandwidth available at AT&T's facility at 45001 Kinney Road and Level 3's facility at 19700 Highway One in Manchester exceeds a GIG E (1,000 megabits). The cost per meg of capacity currently over \$400/mth would be reduced to approx. \$25/Meg/mth allowing for retail rates to be significantly lowered increasing the affordability of broadband to all local residents, businesses, & governmental agencies. The project will enable CVC to offer broadband service to unserved businesses and critical community organizations in the unserved areas approximating 45 and to provide guaranteed speeds to all existing businesses and critical community organizations at reduced rates. The architecture of the project will be a hybrid Fiber/ Coaxial system consisting a fiber backbone from the AT&T and Level 3 facilities in Manchester to CVC's NOC at 44700 Fish Rock Road in Gualala extending south to CVC's HUB on The Sea Ranch at 495 Timber Ridge Road. The broadband services offered will be to DOCSIS (Data Over Cable Service Interface Specifications) 2.0 or above. Central Valley Cable TV (CVC) has been in business over a decade providing service to these rural areas since March of 2000. No one is more capable and has a better proven track record than CVC. CVC has existing franchises and encroachment agreements with both Mendocino and Sonoma Counties, has pole attachment and conduit occupancy agreements with all local utility companies. No one is better positioned to design and build out the project with fewer delays than CVC. CVC has several years financial history from which to project future subscriber levels. At present CVC employs 1 full time equivalent to every 156 broadband subscribers served. Based on its projections, CVC expects to more than double its employee base within two years of completion of the project.