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Monday, Dec. 02, 2024

# City of San Diego's Broadband Master Plan Aims to Address Internet Access and Digital Equity

## PLAN ANALYZES SAN DIEGO'S DIGITAL DIVIDE TO MAKE RECOMMENDATIONS ON EXPANDING ACCESS AND AFFORDABILITY

SAN DIEGO – The City of San Diego has taken the first steps to create a new [Broadband Master Plan](#), an initiative that aims to provide an analysis of current broadband access and make recommendations to increase access, adoption and affordability in identified locations.

In historically under resourced areas such as San Ysidro, data show that over 40% of households do not have a wireline broadband subscription.

**"It's important that all San Diegans and San Diego communities have reliable and affordable access to the internet,"** said Jonathan Behnke, Chief Information Officer for the Department of IT. **"With the Broadband Master Plan initiative, we look forward to learning how to better serve San Diego and eliminate the digital equity divide."**

A series of focus groups will be held in the coming weeks to gather input and shape the City's guiding principles for internet access. Residents are encouraged to take an [internet speed test](#) and an [internet access survey](#) to help the City understand the current landscape.

The primary goal of the Broadband Master Plan is to increase the availability and affordability of broadband in the City with a focus on underserved communities, low-income housing residents, and public-serving City facilities. The plan will also ensure that San Diego meets state of California standards for broadband speeds.

Additionally, it will position the City to coordinate, leverage and implement state and federal broadband infrastructure investments and policy, and identify how City and public resources can be used to increase broadband access and affordability.

Through the development of the plan, the City will explore public-private partnerships and how they can be leveraged to increase broadband access and affordability. Collaborations have already been identified with six community-based organizations to engage community members and small businesses to better understand their experiences with internet access and those impacted by the digital divide. Those organizations include Casa Familiar, the City Heights Community Development Corporation, the San Diego Housing Commission, the Urban Collaborative Project, the Sherman Heights Community Center, Somali Family Service of San Diego and the County of San Diego Black Chamber of Commerce.

**“Access to reliable broadband is no longer a luxury; it’s a necessity for education, employment, healthcare, and daily life. The Broadband Master Plan is a transformative initiative that addresses a critical community need, bridging the digital divide for underserved populations,” said Mustafa Sahid, Somali Family Service Director of Operations. “Somali Family Service is proud to support efforts that ensure equitable access to technology, empowering our communities to thrive in an increasingly digital world.”**

The Broadband Master Plan is funded by a \$500,000 State of California Local Agency Technical Assistance Grant. CTC Technology and Energy has been selected to lead the planning process. All work on the plan development will align with the City’s commitments to equity, sustainability and the City of San Diego Strategic Plan.

For more information, including how to get involved, visit [sandiego.gov/it/broadband-master-plan](https://sandiego.gov/it/broadband-master-plan).



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