



# FLORIDA COMMERCE

## Broadband Public Workshop

Port St. Joe, Florida



# FLORIDA COMMERCE

**WELCOME**

FloridaCommerce Secretary J. Alex Kelly

# Our Mission



Faster Broadband  
Internet means more  
LEARNING



The mission of FloridaCommerce is to advance Florida's economy by championing the state's economic development vision and administering state and federal programs and initiatives to help visitors, citizens, businesses, and communities.

The Office of Broadband within FloridaCommerce works with local, state, and federal government agencies, community organizations, and private businesses to **increase the availability and accessibility of broadband Internet** throughout the state. Through these partnerships, the Office of Broadband **encourages investment in grant funding opportunities** that focus on the expansion of broadband.



# Our Vision – A Connected Economy



**BROADBAND**



**Faster Broadband  
Internet means more  
LEARNING**



## **Florida's Strategic Plan for Broadband:**

Provide guidance and implement programs for the provision of high-speed, reliable broadband Internet service access to all Florida communities in support of telemedicine, education opportunities, workforce development, business development, and community development.

## **Three Steps to a Connected Economy:**

Fully realize broadband Internet connectivity and reach the goal of a Connected Economy bolstering the central tenets of supporting a robust workforce, educational opportunities, and health care access:

- 1) Availability;
- 2) Adoption, and
- 3) Use of digital content.

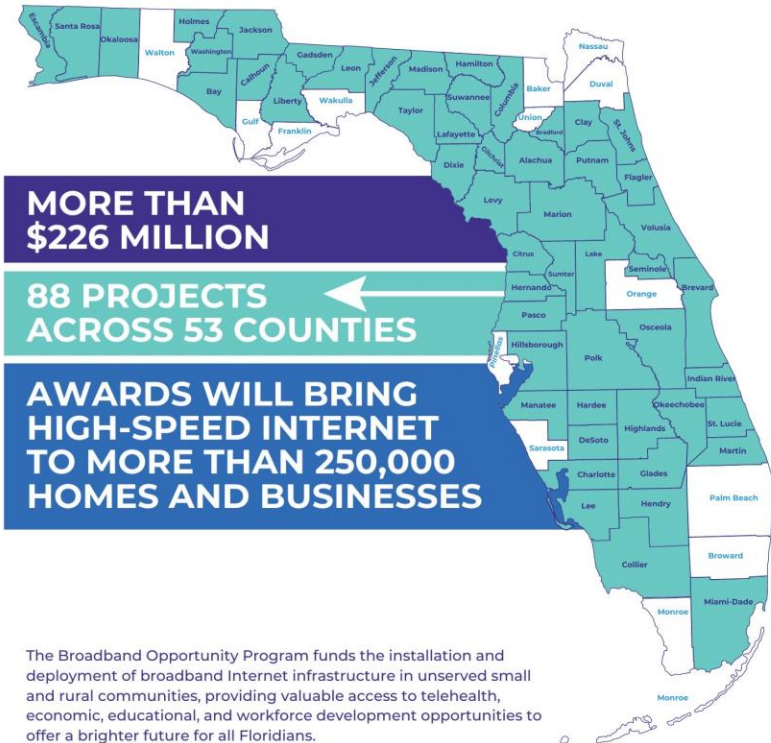


# Realizing a Connected Economy

- **Initiated Local Technology Planning Teams** in 67 counties.
- **The Florida Strategic Plan for Broadband** was delivered to the Governor, the President of the Florida Senate, and the Speaker of the Florida House of Representatives on June 30, 2022.
- Posted the **Faster Florida Broadband Map on June 30, 2022**.
- Hosted **Rule-Making Workshops** around the state for public input.
- Hosted **Technical Assistance Webinars** specific to the Broadband Opportunity Program.
- **Finalized Rule 73C-50, F.A.C.** pertaining to the Broadband Opportunity Program.
- Submitted the **Broadband Opportunity Program Annual Report 2022** to the Governor, the President of the Florida Senate, and the Speaker of the Florida House of Representatives on December 30, 2022.
- **Awarded more than \$226 million across 53 counties through Florida's state-administered Broadband Opportunity Program** launched in October 2022 bringing broadband Internet service to more than 250,000 unserved homes and businesses across the state.
- Launched the application cycle for the **Capital Projects Fund Broadband Infrastructure Program in February 2023 with \$247 million available** and we expect to fully award funding this summer.

## EXPANDING BROADBAND IN SMALL AND RURAL COMMUNITIES

FOR A CONNECTED ECONOMY



Updated May 2023





# Outreach and Initiatives

- Participate in the **NTIA State Broadband Leaders Network and BroadbandUSA**; Connected with **State Broadband Directors** across the country.
- Spoke with the **FCC leadership** regarding the National Broadband Maps and the Affordable Connectivity Program.
- Corresponded with **U.S. Congressional representatives and state legislative members**
- Partnered with the **Florida Regional Councils Association** to host 10 virtual workshops in 2021.
- Worked with the **DOT** on M-CORES, **DMS** on E-Rate and other broadband related programs, and **DOE** on the Career, Technical and Adult Education program for potential partnership opportunities.
- Participated in the **Florida Association of Counties Rural Caucus** discussion on broadband Internet expansion.
- Met with the **Communications Workers of America** to discuss union efforts.
- Worked with **Florida TaxWatch** for broadband conversations with legislators, industry representatives, partners, and associations.
- Met with over twenty-five (25) **Consultants and Internet Service Providers** around the nation on broadband best practices, grant program considerations, mapping, and strategic planning.
- Presented to the **Florida Rural Economic Development Association, U.S. Telecom- The Broadband Association, the Florida League of Cities, the National Rural Telecommunications Council, and the Florida Internet and Television Association.**



# Broadband Equity, Access & Deployment (BEAD)

The BEAD Program, part of the federal Infrastructure Investment and Jobs Act (IIJA), works to expand broadband infrastructure and connectivity programs, and includes federal funding for broadband planning, deployment, mapping, equity, and adoption activities.

The BEAD Five-Year Action Plan will complement Florida's Strategic Plan for broadband, building on Florida's efforts to champion Florida's vision to reduce the digital divide and strengthen the state's workforce, education, and health sectors through broadband Internet expansion.

Just last week, the state of Florida was informed by the National Telecommunications and Information Administration (NTIA) that Florida's allocation under the BEAD Program is **\$1,169,947,392.70**.



# Today's agenda

Time	Activity
10 min	Welcome and Introduction
10 min	Broadband 101
15 min	Overview of Federal Broadband Programs
15 min	Group Discussion
15 min	Interactive Activity
25 min	Q&A / Public Comments / Wrap Up





# Your facilitators for today's meeting



Katie Smith  
Director, Office of Broadband  
FloridaCommerce



Harrison Phelan  
Guidehouse



Sarah Beck  
Guidehouse



# Broadband is high-speed Internet that connects us with one another – and the world!



## Broadband Definition

Broadband is a type of telecommunications that can send data **over high speeds**. Broadband uses technologies like **DSL, cable, and fiber** to deliver internet access to homes and businesses.



## High-Speed Internet Definition

Traditionally, the way to determine if a connection is high-speed is to test its ability to connect multiple devices simultaneously to allow streaming and access to modern applications.



## Which Term to Use ?

The terms “Broadband” and “High-Speed Internet” **are often understood to mean the same thing** when internet speeds are at Federal Communications Commission (FCC) standards or higher (i.e., speeds of at least **25 megabits per second (Mbps) when downloading data and 3Mbps when uploading**).



# Broadband includes several technologies such as:

**Digital  
Subscriber  
Line (DSL)**

**Cable**

**Fiber**

**Wireless**

**Satellite**



# The benefits of broadband span a wide array of public and essential services

*Broadband generates wide-ranging benefits...*



**Health** (e.g., telehealth)



**Economic development** (e.g., job creation and e-commerce)



**Government services** (e.g., improved traffic lights)



**Public safety** (e.g., disaster/emergency response)



**Education** (e.g., remote learning)



**Quality of life** (e.g., entertainment)

*and enables people to participate fully in our modern economy*

**77% of all jobs require at least some technology skills**

**48% of hiring managers say that candidates lack the skills needed to fill open jobs**

**29% of students without basic digital skills say they won't consider post-secondary studies**

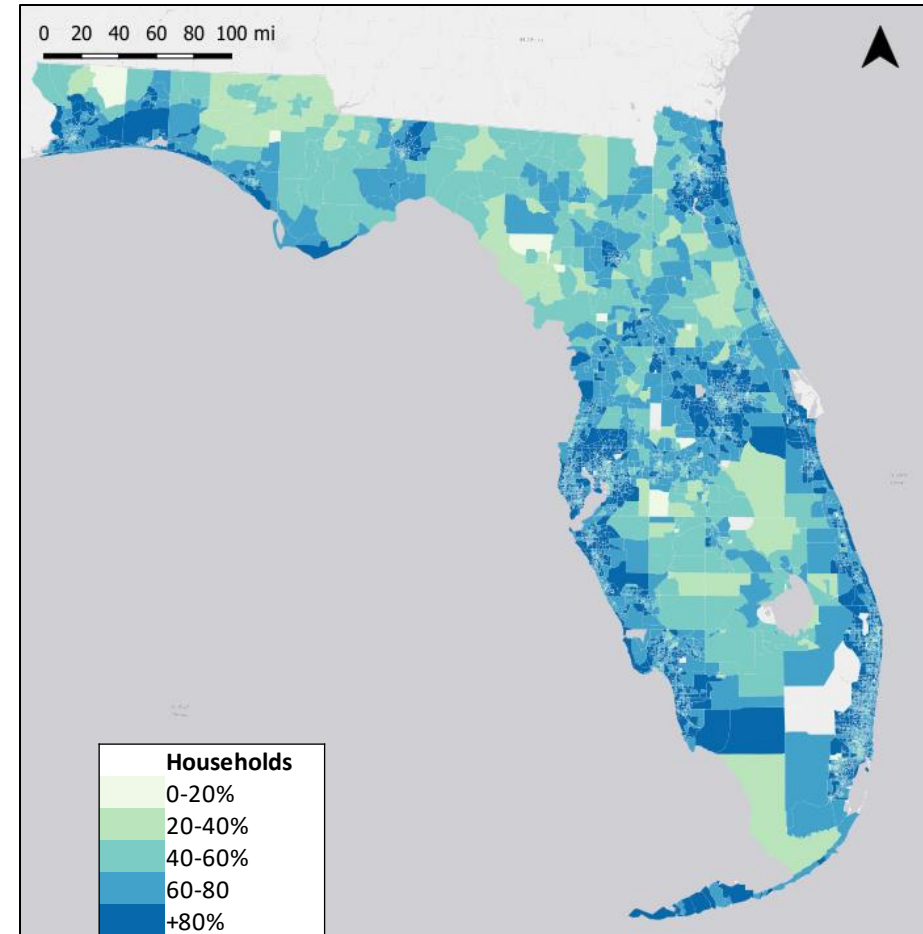
\*Source: American Community Survey Device Ownership data 2015-2019.



# Understanding current connectivity in the State of Florida

- The **2017-2021 American Community Survey (ACS)** conducted by the United States Census Bureau estimates that the State of Florida is home to around 8 million households. Among these households, the ACS finds that:
  - **74%** of households have a broadband Internet subscription through fiber, cable, or DSL. This translates to some **2 million** households that have not adopted broadband wireline services.\*
  - **94%** of households in Florida have a computer, suggesting that **490,000** households do not have access to this computing device.

\*Wireline technologies include fiber, cable, and DSL



**Percent of households with broadband Internet subscriptions by census tract in the State of Florida**  
Source: ACS 5-year estimates, 2021





# Local Technology Planning Teams (LTPTs) are county-level, statutorily\* created teams to enhance broadband access and digital adoption

LTPTs represent a cross-section of the community which may include representatives from the following organizations and industries:

- Libraries
- K-12 education
- Colleges and universities
- Local health care providers
- Private businesses
- Community organizations
- Economic development organizations
- Local governments
- Tourism
- Parks and recreation
- Agriculture

LTPTs perform a variety of functions, including:

- Work with rural communities to help understand their current broadband availability
- Locate unserved and underserved businesses and residents
- Identify assets relevant to broadband deployment
- Build partnerships with broadband service providers
- Identify opportunities to leverage assets and reduce barriers to the deployment of broadband Internet services in the community
- Proactively identify funding opportunities and assist with applying for federal grants for broadband Internet service

**Get involved in your county's LTPT!**

To identify your county's team leader, please email [Broadband@DEO.MyFlorida.com](mailto:Broadband@DEO.MyFlorida.com).



# Florida is participating in two Federal programs that aim to increase the availability and effectiveness of broadband

## Broadband Equity, Access and Deployment (BEAD) Program

**Objective: Achieve universal, high-speed coverage by building infrastructure and increasing adoption**

- ✓ \$42.45B nationally
- ✓ Funds the deployment of high-speed Internet in unserved and underserved locations

## Digital Equity Act Program

**Objective: Ensure all communities can participate and meaningfully use high-speed Internet**

- ✓ \$1.5B for states
- ✓ Funds activities that promote affordable access, digital skills, and devices




# The BEAD program supports the deployment of broadband infrastructure

Program Overview	Program Priorities	Eligible Uses of Funding	Subgrantee Selection Process
<ul style="list-style-type: none"> <li>• <b>\$42.5B</b> for states, D.C., Puerto Rico and U.S. Territories</li> <li>• Funding for <b>partnerships</b> between states/territories, communities, and stakeholders for building broadband infrastructure</li> <li>• Aims to get <b>all Americans online</b> and increase adoption of high-speed Internet</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Unserved locations</b> (those below 25/3 Mbps)</li> <li>• <b>Underserved locations</b> (those below 100/20 Mbps)</li> <li>• <b>Community anchor institutions</b> (Without gigabit connections) <i>Entities must also prioritize persistent high-poverty areas and offer a low-cost plan to all their subscribers</i></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Planning</b> for deployment of Internet</li> <li>• <b>Deploying/upgrading</b> Internet</li> <li>• <b>Installing</b> Internet in multi-tenant buildings</li> <li>• Implementing <b>digital adoption and use programs</b></li> <li>• Implementing <b>workforce and job training</b></li> </ul>	<ul style="list-style-type: none"> <li>• States create their own <b>challenge process</b> for FCC maps</li> <li>• Subgrantee selection process <b>must be competitive</b> and open to non-profits, cooperatives, P3s, private companies, and more</li> <li>• States <b>set selection criteria</b> using NTIA parameters</li> </ul>


## BEAD Plan Development Process

We are here




**BEAD 5-Year Action Plan**   
*Summer 2023*  
 Develop understanding of broadband needs and identify activities to achieve effective high-speed coverage.



**Initial Proposal**   
*Late 2023*  
 Submit a proposal elaborating on key activities described in the 5-Year Action Plan and use of BEAD grant funds.



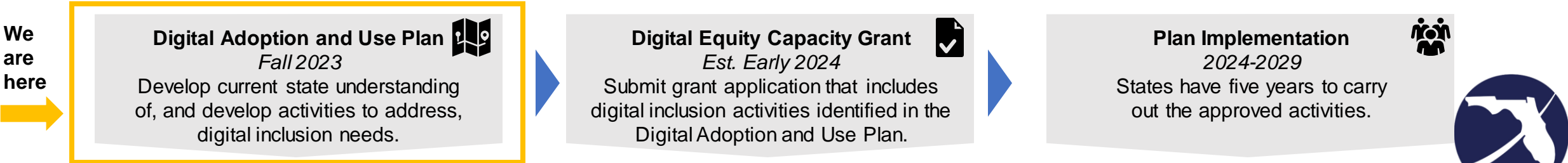
**Plan Implementation**   
*2024-2028*  
 States have four years to carry out the approved activities.



# The Digital Adoption and Use Program promotes access to high-speed Internet, digital skills, and devices

Overview	Program Descriptions	Eligible Uses of Funding	Covered Populations
<ul style="list-style-type: none"> <li>• <b>\$2.75B</b> across 3 programs</li> <li>• Provides funding to promote <b>digital inclusion</b> and advance <b>digital literacy</b></li> <li>• Aims to ensure that all communities can access and use <b>affordable, reliable, high-speed Internet</b> to meet their needs</li> </ul>	<ul style="list-style-type: none"> <li>• <b>State Planning:</b> \$60M formula funding program to develop digital adoption and use plans</li> <li>• <b>State Capacity:</b> \$1.44B formula funding program to implement plans &amp; promote digital inclusion</li> <li>• <b>Competitive:</b> \$1.25B to implement digital inclusion activities</li> </ul>	<ul style="list-style-type: none"> <li>• Developing &amp; implementing <b>digital adoption and use plans</b></li> <li>• <b>Awarding funds to other entities</b> for their digital adoption and use plans</li> <li>• Providing digital literacy and <b>digital skills education</b></li> <li>• Facilitating adoption of <b>high-speed Internet</b></li> </ul>	<p><i>Activities are focused on meeting the needs of specific populations, including:</i></p> <ul style="list-style-type: none"> <li>• <b>Low-income</b> households</li> <li>• <b>Aging</b> populations</li> <li>• <b>Veterans</b></li> <li>• People with <b>disabilities</b></li> <li>• People with <b>language barriers</b></li> <li>• <b>Racial/ethnic</b> minorities</li> <li>• <b>Rural</b> inhabitants</li> </ul>

## DAU Plan Development Process



\*The State of Florida will be using the term “Digital Adoption and Use Plan” in place of “Digital Equity Act Plan”



# Every stakeholder plays an integral role in the development and implementation of these programs

## **Community Organizations**

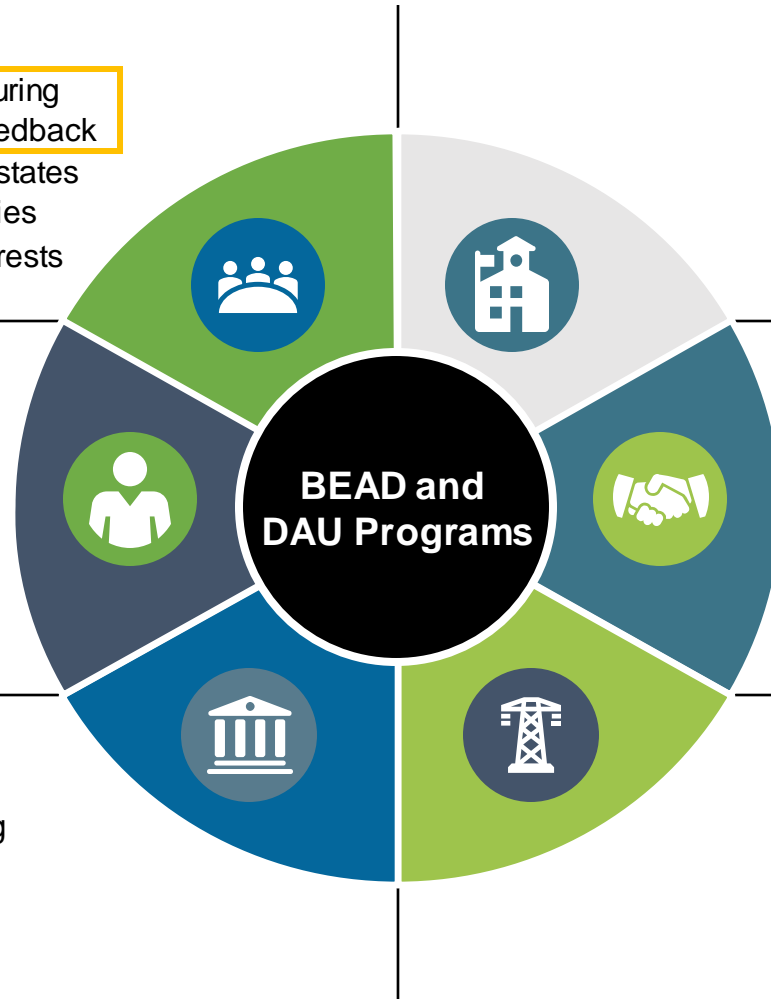
- Attend in-person meetings during planning phase to provide feedback
- Serve as thought partner as states design their outreach strategies
- Advocate for community interests across programs

## **Individuals**

- Attend in-person meetings during planning phase to provide feedback
- Participate in digital skill and literacy courses funded by programs

## **Local Governments**

- Collaborate with states to develop DAU plan and during BEAD planning
- Apply for federal Digital Equity Capacity and competitive grants



## **Community Anchor Institutions**

- Benefit from BEAD funding for faster Internet
- Apply for federal Digital Equity Competitive Grant
- Advocate for community interests across programs

## **Tribal Government**

- Coordinate, consult and partner with states during BEAD and DAU planning
- Apply for federal Digital Equity Capacity grants

## **Telecom Providers**

- Provide feedback on hurdles (regulatory, financial, etc.) to expanding broadband
- Apply to be a BEAD subgrantee

*Note: Telecom providers may include government-owned entities*





# Group Discussion



**What do members of your  
community use the Internet for?**



**What are the barriers your  
community members face when  
trying to access the Internet?**



**What kind of support or programs would help you connect and get the most benefit from Internet access and technology?**



# Let's dive deeper into how members of your community access the Internet and digital devices

## Linda



### Key Characteristics

<b>Age:</b> 72	<b>Race / Ethnicity:</b> Black / African American	<b>Household Size:</b> 1
<b>Income:</b> FPL >100%	<b>Language:</b> English	<b>Covered Population:</b> Rural; Aging

Linda is 72 years old and lives alone in a rural part of the state. She has a desktop computer in her home, but she knows only the very basics of how to use it. She has Internet, but the service is unreliable when she tries to have video calls with her daughter and grandchildren. She is not sure how to use many of the functions of the computer and she is not savvy when it comes to understanding all the services or benefits available to her by being digitally connected.

***What services or programs might help Linda get the most benefit from being digitally connected?***





# Let's dive deeper into how members of your community access the Internet and digital devices

## Diego



### Key Characteristics

<b>Age:</b> 31	<b>Race / Ethnicity:</b> Hispanic	<b>Household Size:</b> 3
<b>Income:</b> FPL <100%	<b>Language:</b> Spanish	<b>Covered Population:</b> Language barrier; Low-income

Diego is 31 years old and recently lost his job. He is seeking a new job as soon as possible because his wife stays at home to take care of their young child. They do not have any Internet at home, but Diego does own a smart phone. Diego needs to update his resume before he starts applying for new positions. However, because Diego has limited English proficiency, he will need assistance updating his resume – in addition to needing access to a computer with Word and reliable Internet service.

***Where can Diego go to get the device access and resume help that he needs?***



# Let's dive deeper into how members of your community access the Internet and digital devices

## Ellen



### Key Characteristics

<b>Age:</b> 24	<b>Race / Ethnicity:</b> White	<b>Household Size:</b> 2
<b>Income:</b> FPL <100%	<b>Language:</b> English	<b>Covered Population:</b> Disabled; Low-income

Ellen is 24 years old and lives with her mother. Ellen was born blind but is able to get help from her mother as she manages her disability. She and her mother do not have Internet at home and Ellen does not own a digital device of any kind. Ellen would like to apply for her first job as a customer service representative. However, she is not sure how to go about the job application process – researching jobs, submitting an application, or doing an interview.

***Where can Ellen get the digital devices and training she needs to apply for jobs?***





# Q&A and Public Comment (20 minutes)



# We are hosting public meetings and webinars across the State of Florida this summer

	 <b>Public Workshops</b> 
1	Collier County South Regional Library / July 10 @ 5:30PM EST
2	Miami Dade College / July 11 @ 11:00AMEST

	 <b>Webinars</b> 
1	Friday, July 14, 2023 @ 10:30AMEST
2	Monday, July 24, 2023 @ 2:00PMEST
3	Wednesday, July 26, 2023 @ 2:00PMEST

**Please contact**  
**[Broadband@deo.myflorida.com](mailto:Broadband@deo.myflorida.com)**  
**with any follow-up questions or**  
**information about your LTPT.**

**Scan the QR code or visit [floridajobs.org](http://floridajobs.org) for more information:**

