

# Broadband Planning Toolkit

## A Guide to Establishing Local Technology Planning Teams

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# Office of Broadband and Local Technology Planning Teams Overview

**Established:** July 2020

**Statutory Authority:** Sections 288.9961, 288.9962, and 288.9963, Florida Statutes.

**Mission:** The Office of Broadband works with local and state government agencies, community organizations, and private businesses to increase the availability and effectiveness of broadband internet throughout the state, specifically in small and rural communities. Through these partnerships, the Department encourages investment in grant funding opportunities for the broadband program that focus on the expansion of broadband.

## Florida Department of Economic Opportunity **BROADBAND PLANNING TOOLKIT** A Guide to Establishing Local Technology Planning Teams



# Office of Broadband Directives

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**Section 288.9961, Florida Statutes, directs the Office of Broadband to build and facilitate Local Technology Planning Teams, which shall work with communities to:**

- Understand their current broadband availability;
- Locate unserved and underserved businesses and residents;
- Identify assets relevant to broadband deployment;
- Build partnerships with broadband service providers; and
- Identify opportunities to leverage assets and reduce barriers to the deployment of broadband Internet services in the community.

*\*The teams or partnerships must be proactive in fiscally constrained counties with identifying grant opportunities and applying for federal grants for broadband internet service.*

# Broadband Planning Process

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1  
  
Engage Stakeholders

2  
  
Assemble a Team

3  
  
Identify Community Priorities

4  
  
Harness the Data

5  
  
Consider Digital Inclusion

6  
  
Assess Resources & Infrastructure

7  
  
Engage Local Providers

8  
  
Evaluate Solutions

9  
  
Develop & Execute Solutions

# Step 1: Engage Stakeholders

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Initial community outreach and engagement includes:

- Identifying Community Stakeholders & Industry Sector Leaders;
- Recruiting Team Members; and
- Strengthening Community Relationships & Trust.

Continued community outreach and engagement includes:

- Building Partnerships;
- Identifying Community Priorities; and
- Sharing Survey and Analysis Findings.

## Step 2: Assemble a Team

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**Facilitating Agency:** Department of Economic Opportunity.

**Implementation Level:** County, Region, or DEO Approved Partnerships.

**Establishing Parties:** County Administrator, County Manager, or a Designee.

**Number of Members:** At least one representative from each industry sector listed in section 288.9961, Florida Statutes.

**Direct Contact:** Florida Office of Broadband.



# Industry Sector Participation

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Each **county administrator, county manager, or a selected designee**, will recommend members for the DEO to vet and appoint to their Local Technology Planning Team by November 30, 2021, to ensure its membership represents local stakeholders in broadband expansion.

**Below is a list of industry sectors that must be represented on each Local Technology Planning Team, as noted in section 288.9961, Florida Statutes:**

Libraries

K-12 Education

Healthcare  
Providers

Private  
Business

Tourism

Community  
Organizations

Agriculture

Economic  
Development  
Organizations

Local  
Governments

Parks and  
Recreation

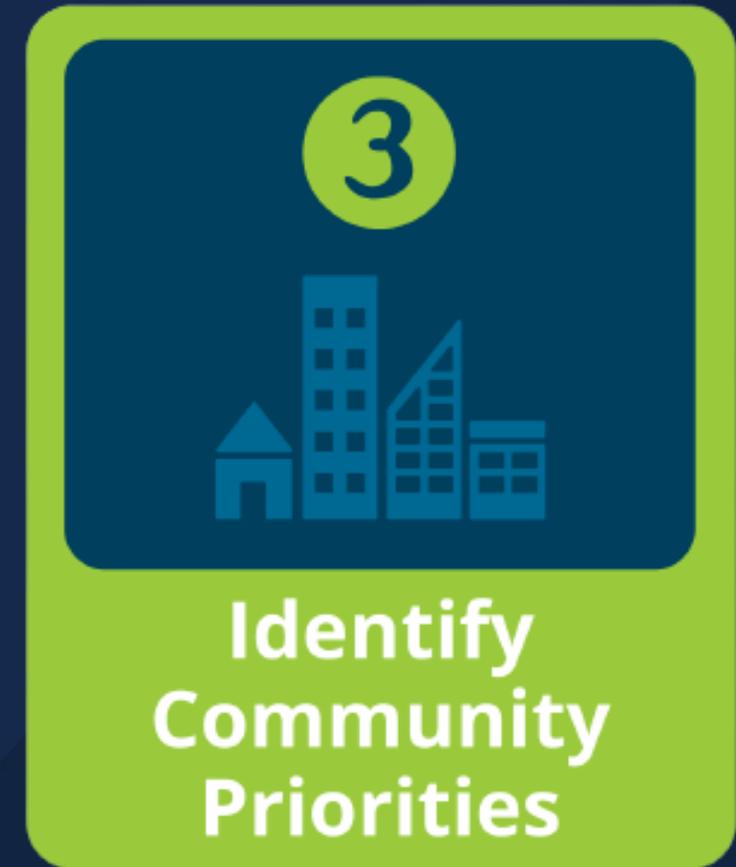
Internet  
Service  
Providers

# Step 3: Identify Community Priorities

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Teams will identify and assess the following:

- Goals for the State of Florida's Broadband Efforts;
- The Current Status of Broadband Availability Within the County or Region;
- The County or Region's Role in meeting Florida's Broadband Expansion Goals; and
- Existing Public and Private Maps of the Federal Communications Commission, Internet Service Providers, and Services Offered in the Area.



# Step 4: Harness the Data

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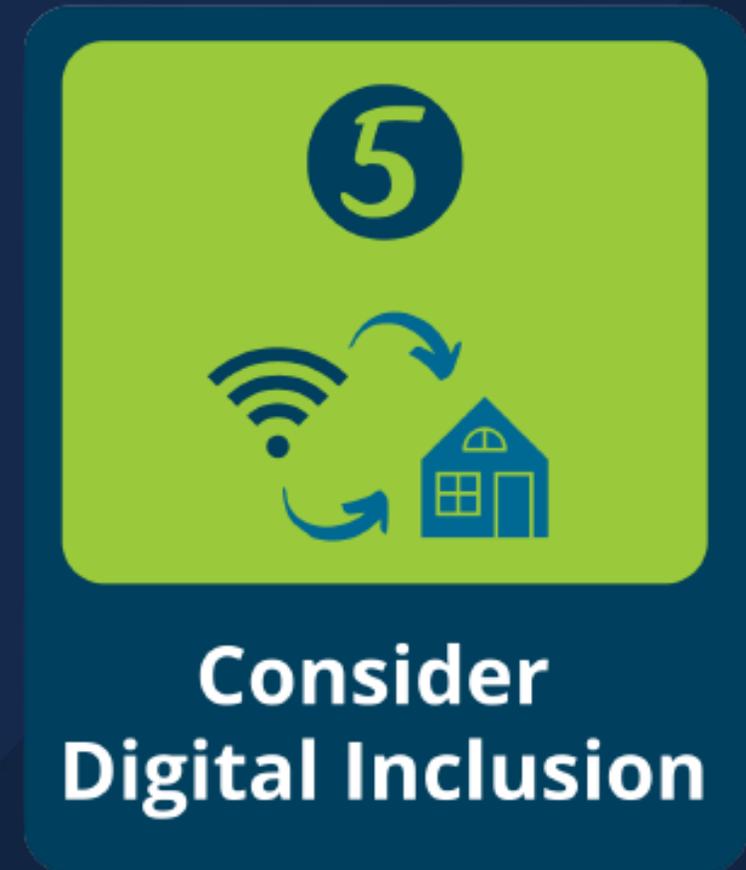
It is essential to identify the public's opinion on the topics of community needs, broadband consumption or utilization, and expansion efforts using surveys.



## Step 5: Consider Digital Inclusion

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Local Technology Planning Teams will identify aspects of digital inclusion that require attention in their county or region. This effort will allow the teams to develop programs and policies to mitigate their area's challenges surrounding digital inclusion and literacy.



# Step 6: Assess Resources and Infrastructure

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Local Technology Planning Teams will identify and assess resources and infrastructure that can be utilized during broadband planning and expansion efforts using the following strategies:

- Strengths, Weaknesses, Opportunities, and Challenges Analysis; and
- Broadband Planning Inventories.



# Step 7: Engage Local Internet Service Providers

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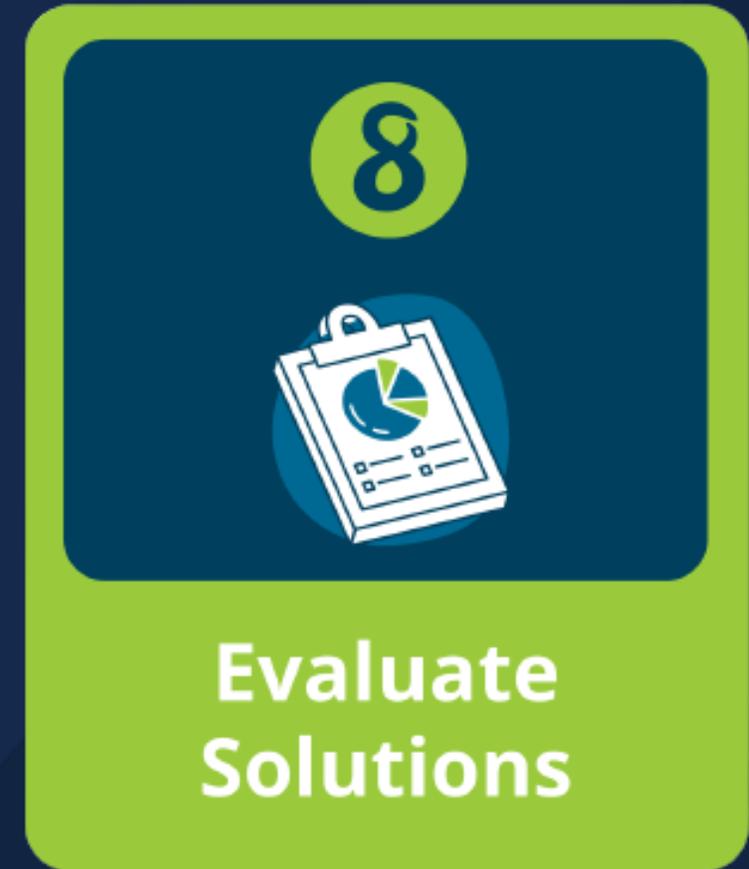
Local Technology Planning Teams will collaborate with internet service providers to identify and assess broadband enabled solutions that may increase the accessibility and availability of internet services within their county or region.



# Step 8: Evaluate Solutions

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Local Technology Planning Teams will assess all the information and feedback collected during the Broadband Planning Process to evaluate technology and service options.



# Step 9: Evaluate Solutions

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Local Technology Planning Teams will develop a summary of all the feedback received, information identified, and solutions selected to address accessibility and availability of internet services in their county or region.

# Additional Resources Available

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DEO developed the following resources to familiarize Local Technology Planning Team members with the broadband planning process and industry terminology:

Broadband 101

Broadband Planning  
Processes

Broadband Planning  
Inventories

Strengths,  
Weaknesses,  
Opportunities, and  
Challenges Analysis

Sample Questions for  
Meetings and  
Discussions

Community  
(Residential) and  
Business Survey  
Distribution Practices

# Impacts of Broadband



## Enhanced Economic Development

- Statewide Employment Growth
- Local Employment Growth
- Industry Recruitment; Relocation to Florida



## Disaster Resilience

- Improvements to Technologies that Enable Situational Awareness Before, During, and Following Disaster
- Enhanced Capacity to Support Emergency Broadband Deployment Following Disaster

## Enhanced Healthcare

- Improved Access to Telehealth
- Increased Capability to Support Collaboration-Based Healthcare Systems



## Education

- Reduction in the “Homework Gap”
- Improved Distance Learning Capabilities



## Increased Adoption and Utilization

- Digital Inclusion
- Digital Literacy



## Improved Infrastructure and Technology

- Smart City Capabilities
- Access to Broadband Enabled Applications
- Enhanced E-Government

# Contact

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## Thank You.

If you have questions or comments about this presentation, please contact our office.

## Acknowledgements.

- West Virginia Department of Economic Development
- National Telecommunications and Information Administration – BroadbandUSA
- North Carolina Department of Information Technology, Broadband Infrastructure Office



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