

**Broadband Florida Q4 2012 PPR Report Details**  
**Broadband Florida Programs Office**

**Question 2: Describe any additional project milestones that have been accomplished over this reporting period (Ex. Updates to state broadband maps and websites, map outreach activities)**

During the fourth quarter of 2012 the mapping team focused on the transition to the new GIS vendor, assessing the process used in the October 2012 submission, identifying additional broadband service providers, outreach and update of provider contact information, refinement and design of the Broadband Florida map viewer, and data verification.

Our interactive online mapping tool ([www.map.broadbandfla.com](http://www.map.broadbandfla.com)) was transitioned to the new vendor and underwent a facelift and was given additional functionalities that are standard in BroadMap's platform. The October 2012 submission data was also uploaded to the Broadband Florida map. We also worked with BroadMap to transfer all provider data to enable the use of a provider portal. BroadMap is fully prepared to engage and deliver the necessary information for the April 2013 data submission.

The Department also hired a new mapping project manager who underwent training and transition in the fourth quarter of 2012. The new project manager is also fully engaged and ready to manage the submission cycle.

Provider Outreach

The Department made every effort to contact the providers and sent each non-responsive company an individual coverage map requesting that the provider either confirm or correct the information. Broadband Florida believes that all commercially reasonable efforts were made to account for 100 percent of the known Florida broadband provider community, pursuant to this semi-annual data update submission.

Broadband Florida continued to develop our state mapping tool, which can be found at <http://map.broadbandfla.com>. This tool includes additional datasets not required by NTIA such as: map bookmarks, search functionality, a street level view widget, capability to identify broadband coverage and providers by address, provider footprints, various speed layer views, layer selection capability, and layer transparency capability. Broadband Florida will also have a functional Provider Portal with secure login by providers for viewing and editing of their coverage areas.

Data Verification

Per the new contract agreement with BroadMap LLC., Florida has new verification elements that it will implement going forward. These elements include:

- Sourcing Quality Control (QC)
- Internal Data Consistency Check - Internal Model QC
- Carrier Confirmation - Provider Validation
- NTIA Model Consistency
- Public Review - Crowd Sourcing

- Anchor Institution Review
- Expert Review - Subject Matter Expert Review
- Submission Receipt
- Purchasing Datasets - 3rd Party Dataset Comparison
- Web Surveys - Web Scraping
- Confidence Value

Consumer feedback in the form of broadband inquiries via a web portal will also be collected. The Department is currently working on the development of a Broadband Florida Initiative web portal that will include consumer feedback functionality. These inquiries will represent any type of communications received from the public regarding broadband service. Once broadband inquiries are received across the state, this information is overlaid with the broadband availability information which was collected through the State Broadband Initiative (SBI) program. This will allow for a real-world comparison of the broadband landscape to the information received from broadband inquiries. Broadband inquiries are able to provide three types of information: 1) residents who do not have broadband but want it; 2) residents who have broadband but want a different provider; and 3) residents who do not have broadband, but the broadband inventory maps indicate that they do. If residents within a region state that they are without broadband, but the broadband inventory maps show otherwise, this allows our vendor to approach the providers within that area in an effort to trim down their coverage to more accurately represent real-world availability on the ground.

The web portal will also include a speed test application that will collect data from the consumer. The speed itself will most likely not be usable information, however, the identification of the consumer's service provider and location, using a reverse IP lookup protocol, will yield results that can be used to verify collected data and may identify new broadband providers within the state.

#### Upcoming Mapping Activities

The Department is currently exploring ways in which to improve the accuracy and usability of the data collected through the program. Possible ideas include:

- Purchase of Wi-Fi hotspots to display on the Florida map.
- A state technology innovation challenge that would identify ways to utilize the data for different purposes and produce an application for mobile devices.
- Coordinate with Florida Virtual Schools to survey students that participate in distance learning programs.
- Coordinate with the Florida Local Government Information Systems Association to collect connectivity data from community anchor institutions.
- Purchase of GeoTel data that provides additional infrastructure and provides data that can be used for verification purposes.
- Using school certification surveys to gather connectivity information about schools throughout the state.