
Broadband Florida Q2 2014 PPR Report Details
Project Attachment – Broadband Mapping**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 second quarter of 2014 the mapping project manager focused on analysis of the April submission data, provider participation, and obtaining further details on the Community Anchor Institutions broadband coverage and speeds. The Department also continued work on identifying additional broadband service providers, outreach and update of provider contact information, refinement and design of the Broadband Florida map viewer, and data verification.

Provider Participation

Provider participation analysis occurred during the second quarter of 2014. The Department and BroadMap prepared the Florida Provider Participation Plan, a working document to implement steps to increase provider participation for each data submission. The plan's goal is to find new providers, increase interaction with existing providers, and maintain solid working relationships with all providers. Outreach plans identified for responsive, non-responsive, and new providers are:

Outreach plan for existing responsive providers:

- Call the providers on the process of the data submission to determine what they liked about it and if there is room for improvement. Determine if they would like further training on the Provider Portal. Also, personally thank them for their participation.
- If Provider Portal training is requested, set up WebEx's and one-on-ones with the provider(s).
- Promote provider validation through the Provider Portal.

Outreach plan for existing non-responsive providers:

- Outreach to the non-responsive providers and determine how we can help them respond to the data submittals (i.e. what are the issues they have).
- Determine how we can overcome the issues the providers have.
- Work with the providers on NDAs with the State.
- Work with the providers on saving them time for data submittals; provide various options for data submittal such as Excel, pdf, kml, shapefiles, etc.
- Promote provider validation through the Provider Portal and responses to images sent by email. If Provider Portal training is requested, set up WebEx's and one-on-ones with the provider(s).

Outreach plan for new providers:

- Obtain contact information.
- Once contact information is obtained call the provider and discuss the Florida Broadband Mapping Program and their participation. Discuss why their participation is important. Discuss advertising and use of the mapping and printing capabilities of the Provider Portal.
- Determine how we can overcome any issues the providers have.
- Work with the providers on NDAs with the State.
- Work with the providers on saving them time for data submittals; provide various options for data submittal such as Excel, pdf, kml, shapefiles, etc.

- Promote provider validation through the Provider Portal. If Provider Portal training is requested, set up one on ones with the provider(s).

Data Verification

Per the contract agreement with BroadMap LLC., Florida requires verification elements that it implemented and will be implementing 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 the online mapping tool will also be collected. These inquiries will represent any type of communications received from the public regarding broadband service. The online mapping site also includes a speed test application that will collect data from consumers. The application will collect provider identification data which will aid in the identification of new and previously unknown providers as well as verification of known provider broadband availability.

Other Activities during this Quarter

The state of Florida identified an error in our road segment data for the October 2013 and April 2014 submissions. The road segment methodology overestimated the coverage showing an increase in the road segment count and road segment coverage. During our analysis of past submissions it appears that the road segment error only affected submissions for October 2013 and April 2014. Florida submitted a formal report that includes the findings of the analysis of the October 2013 and April 2014 data and provided the National Telecommunications and Information Administration with the corrected data for the October 2013 and April 2014 submissions.

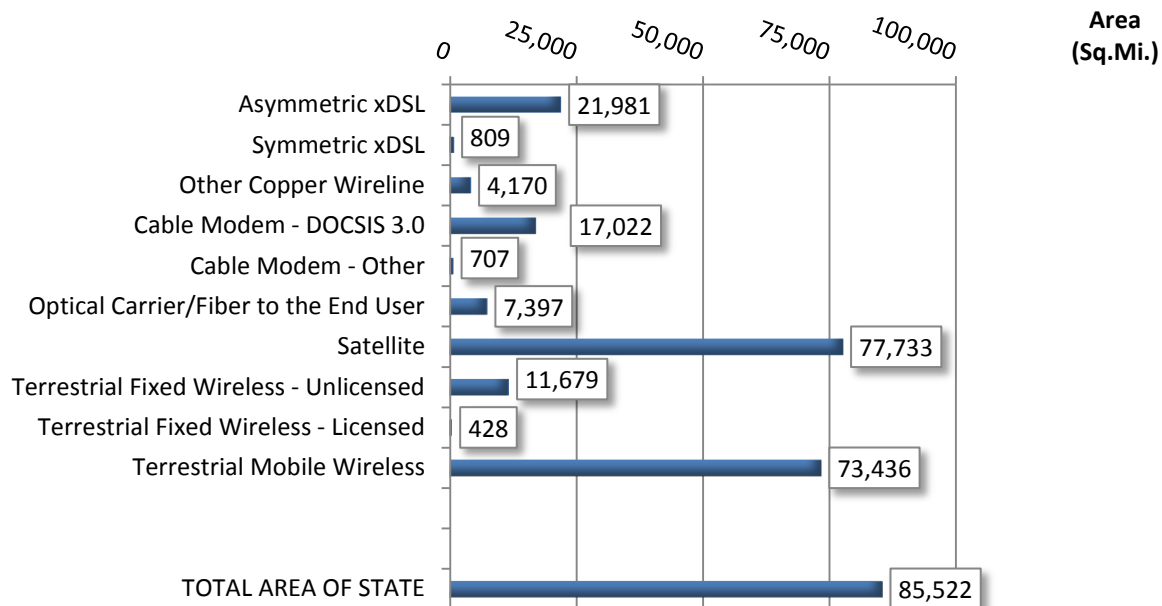
Data Analysis

New data is collected and analyzed every 6 months, to determine the needs and availability of both transmission technology and broadband speed in the state. The Department and BroadMap compiled graphs and charts of to compare the data between the last two submissions to NTIA: April 2014 and October 2013.

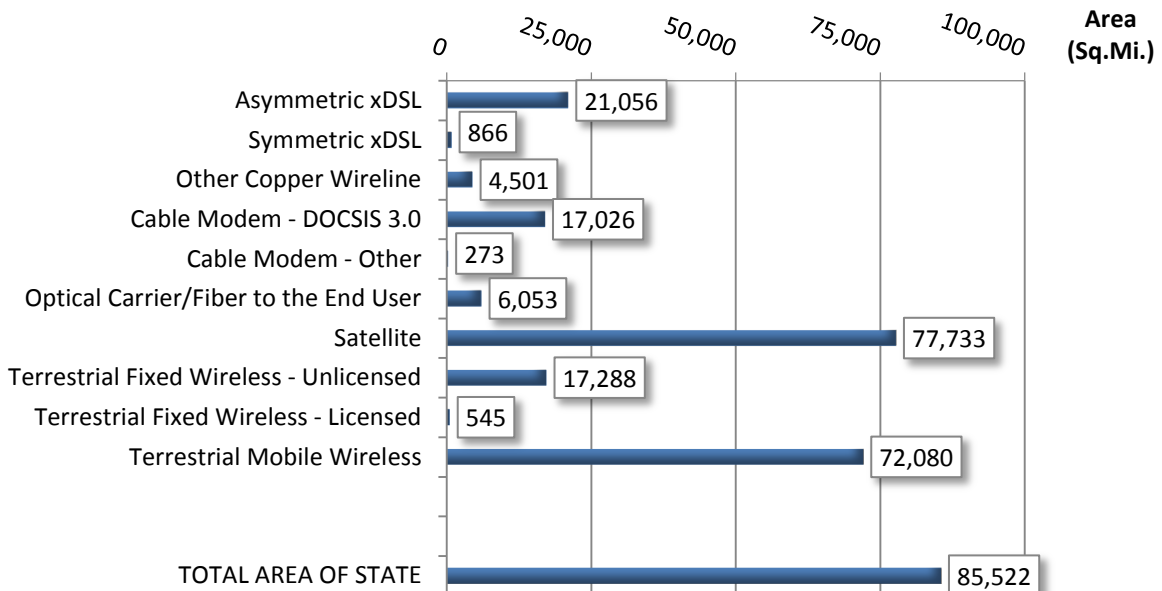
Coverage Area by Transmission Technology

The graphs below represent the area in square miles that broadband coverage is available for by transmission technology.

Amount of Coverage by Technology - October 2013



Amount of Coverage by Technology - April 2014

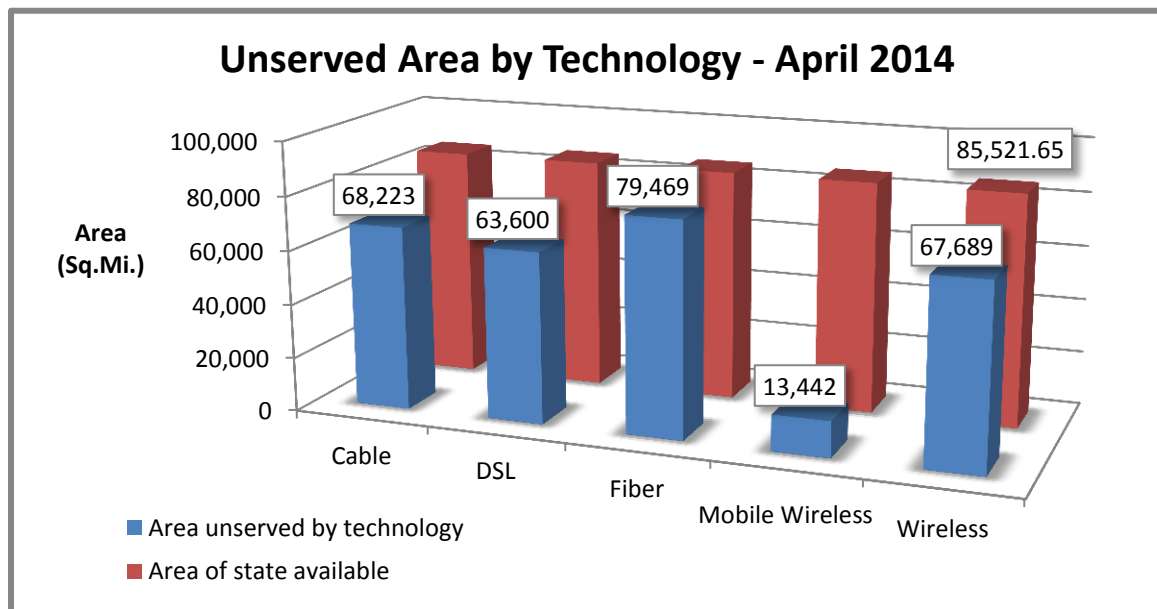
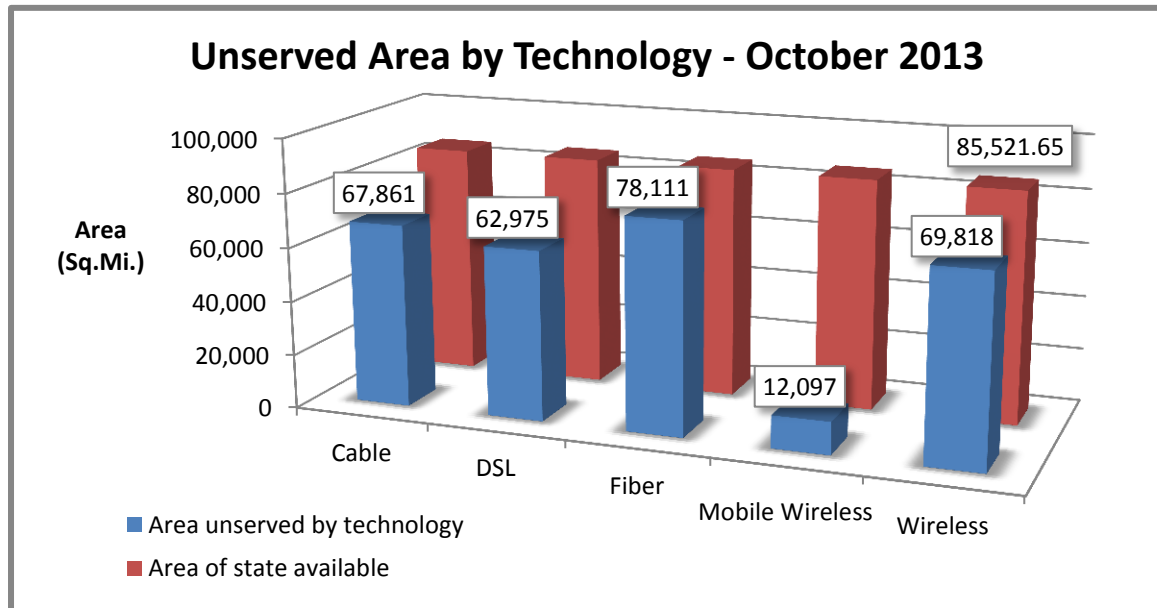


From our data, we can see that aDSL, Fiber and Mobile Wireless was refined between the submissions, while terrestrial fixed wireless broadband service increased. As for wireline transmissions, there are increases in asymmetrical DSL and DOCSIS cable modem as well.

Coverage Area Unserved by Technology Type

The graphs below depict unserved area in square miles by each technology type in the state. This data is from the October 2013 and April 2014 submission, and can be compared to the overall area

of the state. From this data, new markets of growth can be determined for different broadband providers by Technology.



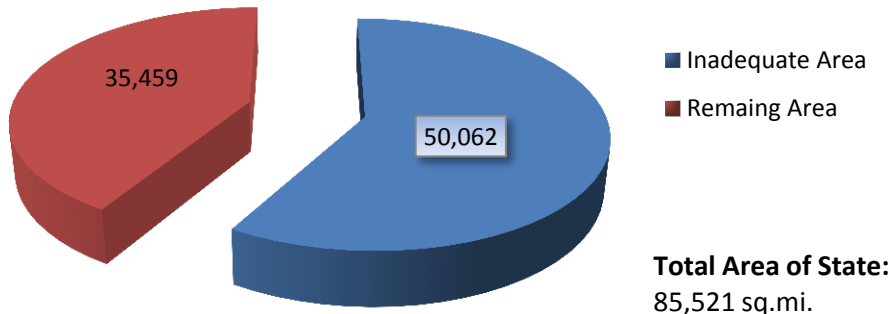
While mobile wireless is highly available across the state as depicted with the low amount of unserved area, all other types of broadband technology have plenty of room for growth.

Area of Inadequate Broadband Coverage

The charts below depict the area in square miles of inadequate wireline broadband coverage in the state. This data is from the October 2013 and April 2014 data submissions. The Department defined Inadequate Broadband Coverage as areas with less than 3Mbps maximum average download speeds available for wireline broadband coverage.

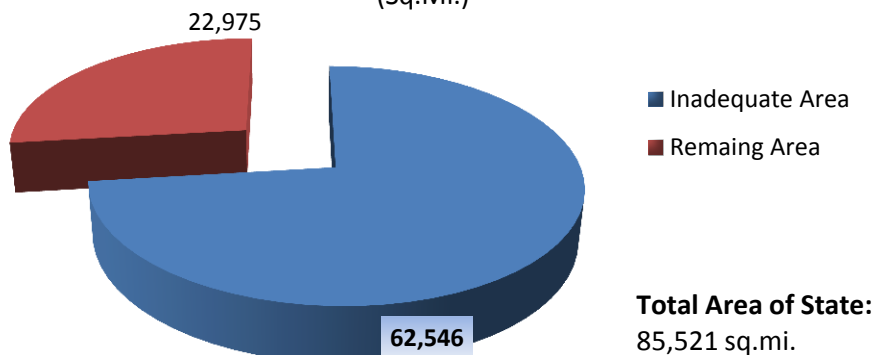
Area of Inadequate Broadband Coverage - October 2013

(Sq.Mi.)



Area of Inadequate Broadband Coverage - April 2014

(Sq.Mi.)

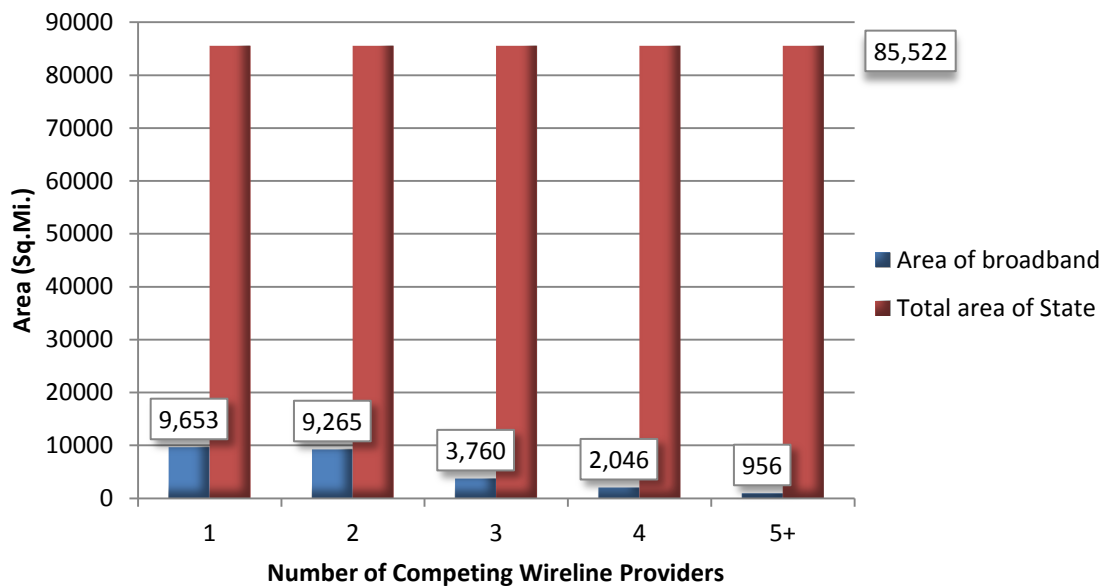


The area of inadequate wireline broadband across the state has increased significantly over the last 6 months due to the refinement of the wireline coverages.

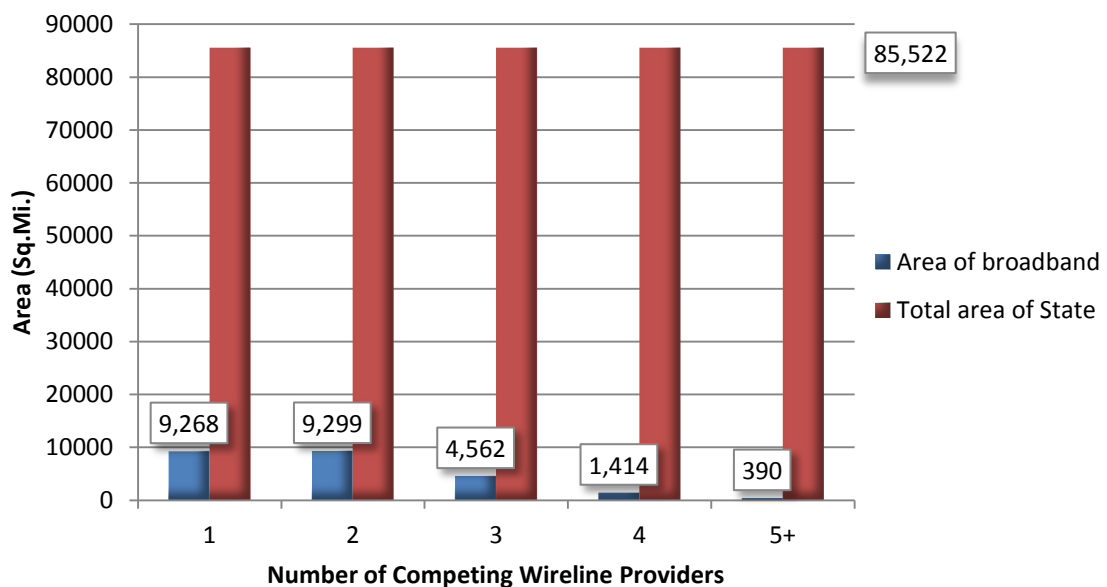
Coverage Area by Number of Wireline Providers

Below are charts of the different areas of broadband coverage by number of competing wireline providers in the state. This data is from October 2013 and April 2014 submissions with area in square miles. Each competing area is compared to the total area of the state. From this information, one can decipher the level of competition in this market.

Areas of Competing Wireline Providers - October 2013



Areas of Competing Wireline Providers - April 2014

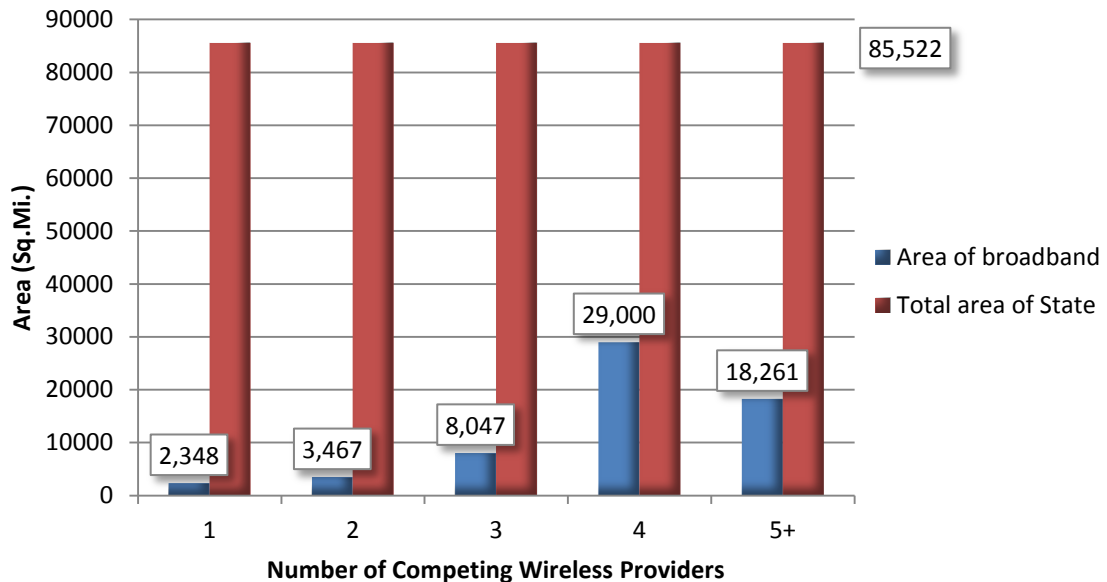


From this data, it appears there is an increase in areas with three providers indicating a slight growth in competition.

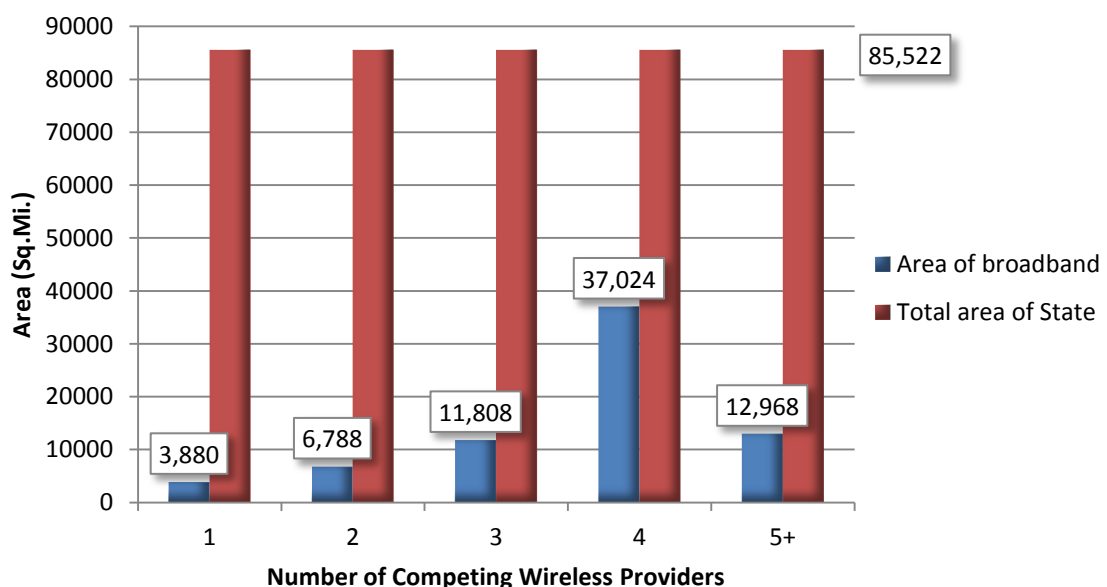
Coverage Area by Number of Wireless Providers

Below are charts of the different areas of broadband coverage by number of competing wireless providers in the state. This data is from October 2013 April 2014 with area in square miles. Each competing area is compared to the total area of the state. From this information, one can decipher the level of competition in this market.

Areas of Competing Wireless Providers - October 2013



Areas of Competing Wireless Providers - April 2014

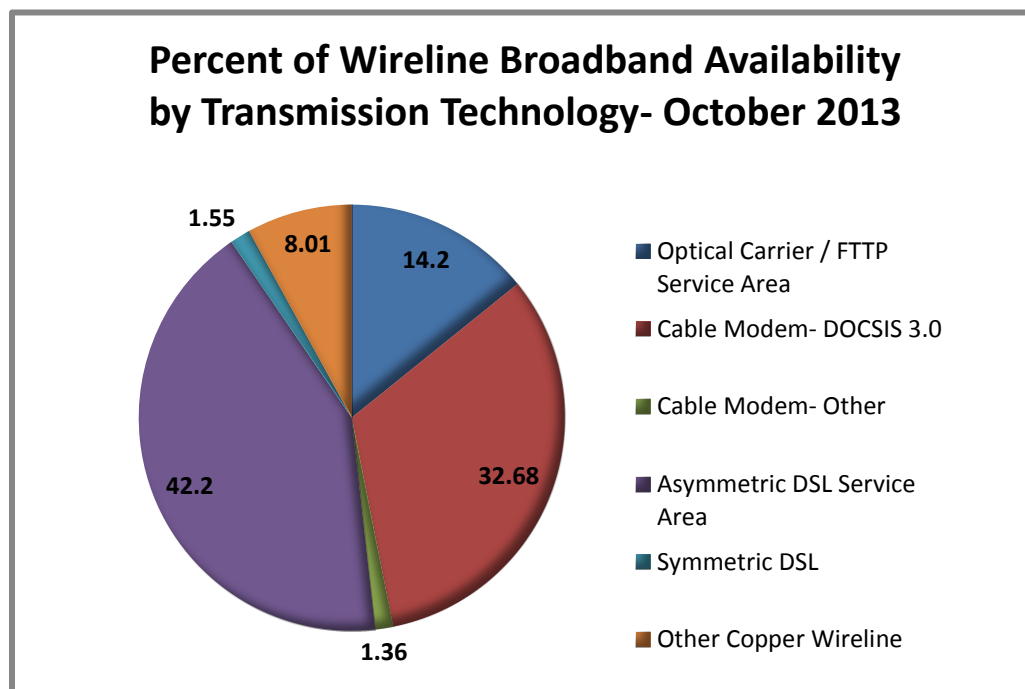


From this data it is apparent that competition takes a large part in the wireless market.

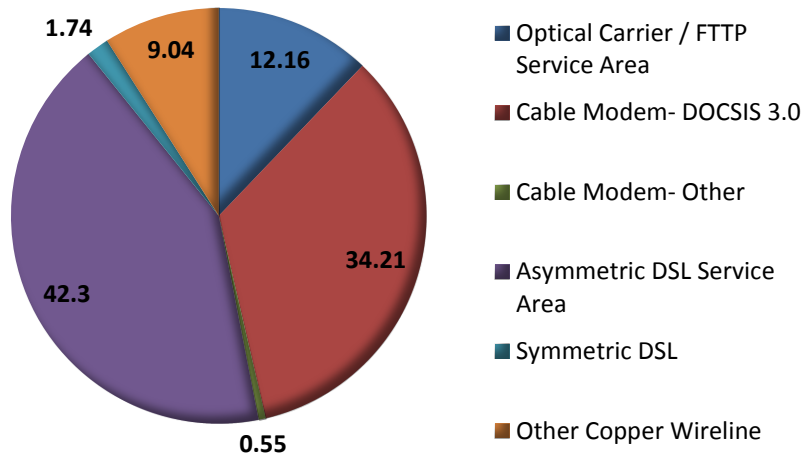
Percent of Broadband Availability by Transmission Technology

The graphs below represent the percent of the overall wireline broadband availability by transmission technology in each block area of the state. The percentage areas are determined by the level of technology infrastructure and possible speed capacity potential by the hierarchy of technology as follows:

1. Optical Carrier/FTTP Service Area
2. Cable Modem – DOCSIS 3.0
3. Cable Modem – Other
4. Asymmetric DSL
5. Symmetric DSL
6. Other Copper Wireline



Percent of Wireline Broadband Availability by Transmission Technology- April 2014



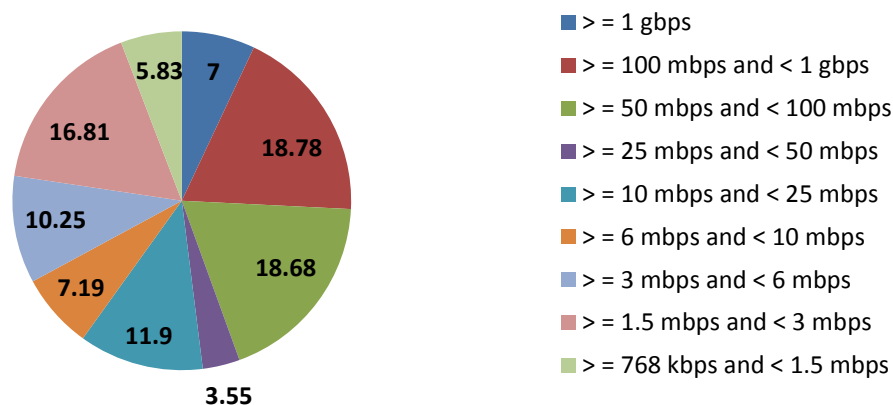
From this data, there have not been any major shifts in technology proportions over the last 6 months. Some have seen slight increases or decreases, but only by a few percentage points.

Percent of Broadband Availability by Highest Speed Available

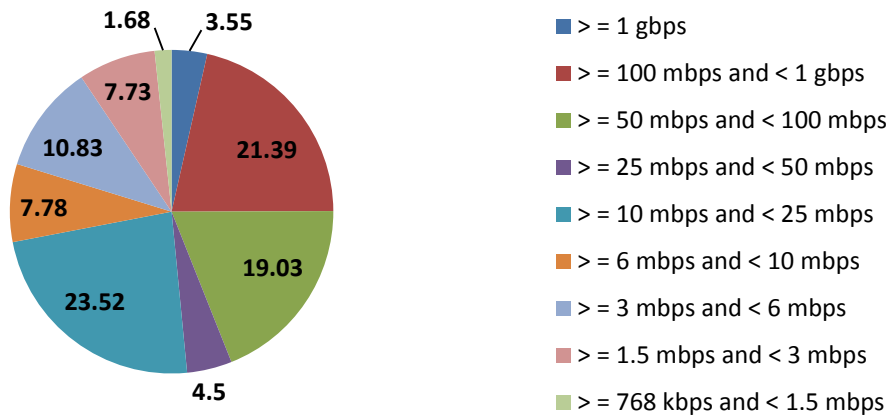
The graphs below represent the percent of the overall wireline broadband availability by greatest available broadband speeds in each block area of the state. This data is being compared between the October 2013 and April 2014 data submissions.

Without taking into account which technology customers are using, there is a great variation in speeds available for use. While speeds of 768 kbps and above have been available to almost all areas in the state, these speeds do not cover the necessities by most customers to be able to send and receive emails, as well as businesses that require the highest available speeds to perform teleconferencing and other broadband capabilities. For this reason, it is important to gain an understanding of the availability for these greater speeds across the state.

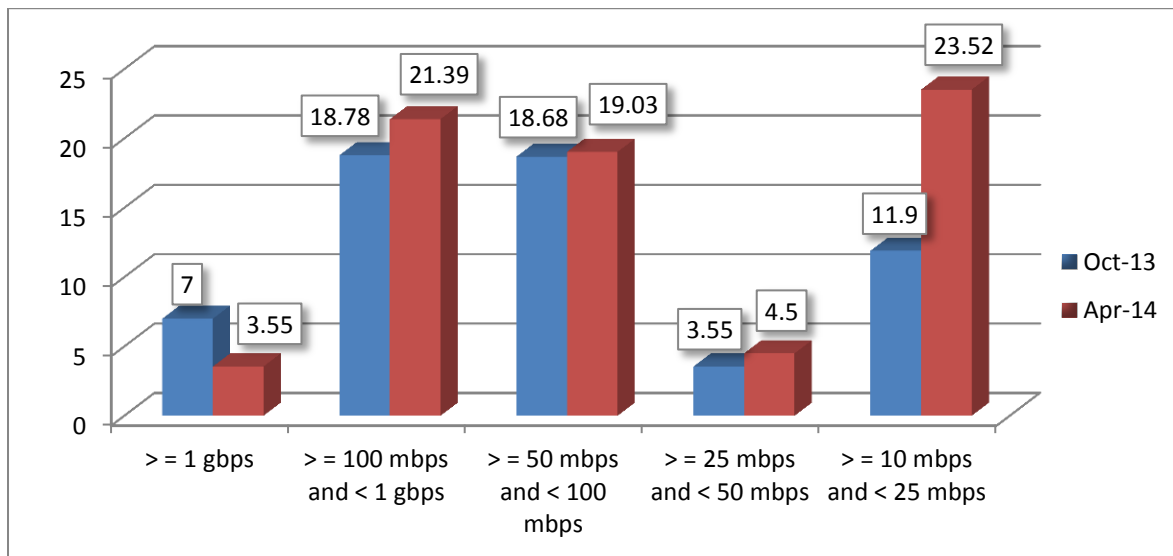
Percent of Wireline Broadband Availability by Highest Speed Available - October 2013



Percent of Wireline Broadband Availability by Highest Speed Available - April 2014



There has been a major decrease in the areas with only the lowest speeds available. In the following chart, you can see how much the highest speeds have changed in proportion over a 6 month period.



From this analysis, we can see that the state of Florida is increasing the availability of faster technology.