

NFEDP Community Outreach Services Report to North Florida Broadband Authority
Quarterly Report
(June 15-September 14, 2011)

Update on Previous Work

The period covering June 15, 2011 through September 14, 2011 of the NFEDP Community Outreach Services Agreement with the NFBA was hindered significantly due to the refocusing of team efforts to respond to and address questions initiated by NTIA and the OIG. From approximately mid-July through September, the NFEDP responded to numerous requests for information from the NFBA team and the OIG. In addition, the NFEDP was asked to participate in multiple team meetings and make presentations where NTIA, OIG, and subject matter experts and officials were in attendance (e.g., July 27, August 23, 24, and 25, 2011). In each case, most of the information requested and presented focused on the NFEDP's roles and responsibilities as they relate to the Community Outreach and contractual deliverables associated with those responsibilities.

However, during this quarter, the NFEDP was still able to make significant progress in its efforts to generate additional prospective beta customers and provide contacts to the NFBA for additional in-kind assets and resources. Numerous presentations were made throughout the region (please see Attachment A for specific visits) to various target groups and customers. The forums have yielded significant results in terms of anchor institutions interested in being part of the beta testing, as well as additional in-kind resources for the NFBA.

The Well Florida Regional Health Care Coalition was awarded a \$300,000 federal grant to implement electronic records management business practices throughout the region. The NFEDP and NFBA provided Letters of Support for this effort and the Well Florida Grant Proposal specifically identified the NFBA network and the Broadband capacity it will provide. This effort will enable prospective beta testing involving most if not all of the Well Florida agencies through a dedicated network for the 11 County service area and assisting Well Florida in participating in Florida's Statewide Health Information Exchange (HIE), a 22 million dollar federal effort. Also, it should enhance efforts in securing additional resources for these agencies to seek additional grant resources to purchase Broadband, equipment, and other infrastructure to further enable these agencies. These efforts will certainly benefit Well Florida (and the many facilities they serve), the NFBA, and the communities at-large throughout the region.

Over the quarter period, NFEDP communicated consistently with NFBA staff and subcontractors, and served as a central entry point for inquiries from prospective vendors, prospective anchor institutions/customers, and individual residents from the region. Suffice it to say that numerous phone inquiries were fielded and either addressed directly or forwarded to NFBA staff for response.

Partnerships, Beta Customers, and In-Kind Resources for NFBA

During this past quarter, NFEDP and NFBA staffs have furthered previous discussions and partnerships that have led to an extensive list of agencies and organizations that are extremely interested in participating as beta customers for the NFBA. Of particular note were **continued and targeted discussions** with: (1) Northeast Florida Education Consortium (NEFEC)—a consortium representing educational leaders and school districts covering an 11 County region; (2) Well-Florida Coalition (discussed above); (3) North Florida Community College, Florida Gateway, and St. Johns River State College, (4) multiple Regional Workforce Boards in the region through the Florida Eight Initiative, (5) multiple agencies, departments, constitutional officers, and private businesses in Baker, Bradford, Columbia, Jefferson, Hamilton, Lafayette, Levy, Madison, and Putnam counties; (6) the cities of Bronson, Madison, Live Oak, Starke, and White Springs (among others); and, St. Johns River and Suwannee River Water Management Districts. These are a sampling of the major discussion and partnerships that are being established (please see more detailed list in Attachment B).

The beta customers are being identified based on the fluid "roll-out" plan of the NFBA network and customers continue to be contacted based on meetings with NFEDP and NFBA staff. In addition, NFEDP staff has been working closely with NFBA staff on the process and implementation for securing additional in-kind assets for the NFBA.

In summary, while many Community Outreach and Education efforts were limited due to the priority of responding to NTIA and OIG requests, it was still a productive and active quarter for the NFEDP and NFBA. It is anticipated with the reinstatement and release of grant funds, along with the accelerated deployment, beta testing, and customer acquisition phases the next quarter will be extremely active. In addition, continued and diligent work on the partnership with DMS and prospective last mile providers will be critical.

Appendix A

Monthly Breakdown of Meetings and Aggregate List of Prospective Partners

June 2011


- 6/17: Presentation/Beta Customer Meeting with Camp Blanding military training/driving facility;
- 6/17: Presentation/Beta Customer Meeting private business in Jefferson County;
- 6/21: Update/Beta Customer Meeting with Suwannee County representatives;
- 6/23: Presentation/NFBA Update at FEDC Conference in Orlando;
- 6/23: NFBA Executive Team/Outreach meeting in Orlando;
- 6/29: Meeting with NFBA Community Outreach Team;
- 6/30: Presentation/Update to NFEDP Executive Committee (via teleconference);



This represents \$9,0000
of federal money paid by
the NFBA

July 2011

- 7/6: Meeting with GSG Executive Team;
- 7/11: Presentation/input at NFBA Operations Committee meeting (Gainesville);
- 7/13: Attendance and presentation at NFBA Board of Directors meeting (Live Oak);
- 7/14: Presentation and NFBA Update to Suwannee River League of Cities Membership (Live Oak)
- 7/15: Presentation/Update at Annual NFEDP Board of Directors and General Membership meeting (Live Oak).
- 7/18-19: EFI Site Developer/Consultant Visit—Chicago
- 7/22: Presentation about NFBA at Local Governmental Association Summit—St. Petersburg
- 7/25: Presentation/Input at Florida Eight Initiative meeting-Lake City
- 7/27: Presentation at NFBA special meeting with NTIA staff—Live Oak



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of federal money paid by the NFBA

August 2011

- 8/1: NFBA network update, beta customer, and in-kind resource meeting in Madison
- 8/2-3: Presentation and input at Enterprise Florida Stakeholders Council—Tampa
- 8/11-12: NFBA presentation and input at FLC conference (regional ED roundtable session)—Orlando
- 8/17-18: EFI Site Developer/Consultant Visit-Atlanta

- 8/22: Meeting with Senator Nelson's Office
- 8/23-25: Team meetings with NTIA officials and Subject Matter experts
- 8/25: Presentation and Update to NFEDP Executive Committee

This represents \$9,0000 of federal money paid by the NFBA

September 2011

- 9/13: Presentation at Palatka Rotary Club
- 9/14: NFBA Broadband Board of Directors meeting

This represents \$9,0000 of federal money paid by the NFBA

Appendix B

Aggregate List of Regional Contacts/Prospective Partners/Customers for NFBA

The following represents an aggregate listing of state, regional, and local prospective partners/customers/users for the NFBA; the NFEDP has had a direct role in facilitating a possible strategic relationship:

Mainstreet Broadband (Last Mile)

CenturyLink (Last Mile)

Hewlett Packard (prospective last mile, system integration)

[Madison Memorial Hospital \(Community Anchor Institution\)](#)

Tri-County Electric Cooperative (CAI)

Lake Butler/Union County Hospital (CAI)

Florida Department of Management Services/Division of Telecommunications
(MyFlorida.net)

Agency for Health Care Administration (Multiple Rural Health Care Facilities and Health
Care Exchanges)

Florida Association of Rural Emergency Management Association (multiple Rural EMS
users)

[Florida Gateway College \(FGC\)fCAI\)](#)

[North Florida Community College \(CAI\)](#)

[St. Johns State College](#)

Doctors Memorial Hospital/Taylor County (CAI)

[Well-Florida Rural Health Care Consortium](#)

Verizon Wireless

Fairpoint Communications

Windstream

[Shands Starke Hospital](#)

[North Florida Regional Workforce Board](#)

FPL Fiber

Allied Fiber

NEFCOM

Nature Coast Economic Development, Inc.

[Suwannee River Water Management District](#)

Tallahassee-Leon County Economic Development Council

Putnam County Economic Development Council

Putnam County Chamber of Commerce

Madison County Development Council

[Jefferson County EDC](#)

Hamilton County IDA/EDC

Baker County Chamber of Commerce

North Florida Regional Chamber of Commerce

Suwannee Valley Electric Cooperative

Capital City Banking Group
Mercantile /TD Bank, Inc.
Progress Energy
Executive Office of the Governor
University of Florida Public Utility Research Center (PURC)
Suwannee County Economic Alliance
Taylor County Development Authority
Columbia Count IDA
Florida League of Cities
Florida Association of Counties
Florida City County Management Association
Gilchrist County Chamber of Commerce

County Governments (these include various Constitutional Officers such as Sheriffs, EMS, Clerks of Court, Supervisors of Elections, Property Appraisers, Tax Collectors): Baker, [Bradford](#), Columbia, [Dixie](#), [Gilchrist](#) [Hamilton](#), [Jefferson](#), [Lafayette](#), [Levy](#), [Madison](#), [Putnam](#), Suwannee, Taylor and Union Counties.

Cities (these include multiple agencies including police, fire, administration, public works/utilities, etc.): Town of Bell, Town of Branford, [Town of Bronson](#), [City of Cedar Key](#), City of Chiefland, [City of Crescent City](#), Town of Cross City, City of Fanning Springs, Town of Fort White, City of Jasper, Town of Jennings, [Keystone Heights Airport](#), City of Lake City, Town of Lee, [City of Live Oak](#), [City of Madison](#), [City of Starke](#), [City of Palatka](#), Town of Mayo, [City of Macclenny](#), [Town of White Springs](#), City of Williston.

Schools/Northeast Florida Education Consortium (NEFEC)—including all school districts and schools from: Baker, [Bradford](#), Columbia, [Jefferson](#), [Levy](#), Nassau, [Putnam](#), Dixie, Flagler, Gilchrist, Hamilton, [Lafayette](#), Suwannee, Union; also, [Aucilla Christian Academy](#), P.K. Young DRS and Florida School for the Deaf and the Blind.

Water Management Districts: [Suwannee River Water Management District](#), [St. Johns River Water Management District](#).

Well Florida Coalition Members including: [Bradford County Health Department](#), [Dixie County Health Department](#), [Hamilton County Health Department](#), [Levy County Health Department](#), [Union County Health Department](#), [Trenton Medical Center](#), [Lake Butler Hospital Hand Surgery Center](#), [Nature Coast Regional Hospital](#), [North Florida Regional Medical Center](#), [Shands at Live Oak](#), [Shands at Lake Shore](#), [Shands at Starke](#), [ACORN Clinic](#), [Haven Hospice](#), [Dixie County EMS](#),