

The Polk Perspective

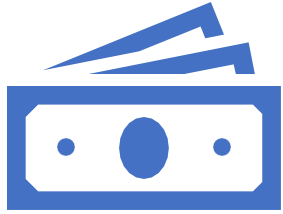
Marybeth Soderstrom

Central Florida Regional Planning Council

Polk Vision Smart Communities Co-Chair



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



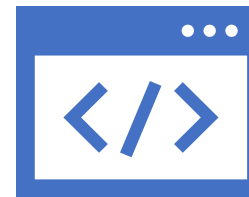
Education

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



Increased Adoption and Utilization

- Digital Inclusion
- Digital Literacy



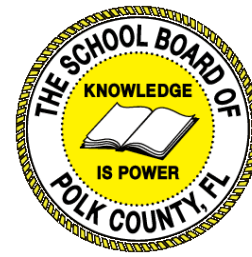
Improved Infrastructure and Technology

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

POLK COUNTY BROADBAND PLAN



BROADBAND
Opportunity • Innovation • Efficiency
Polk



CFRPC



Educate
and
convene

Address
the digital
divide

Conduct
research

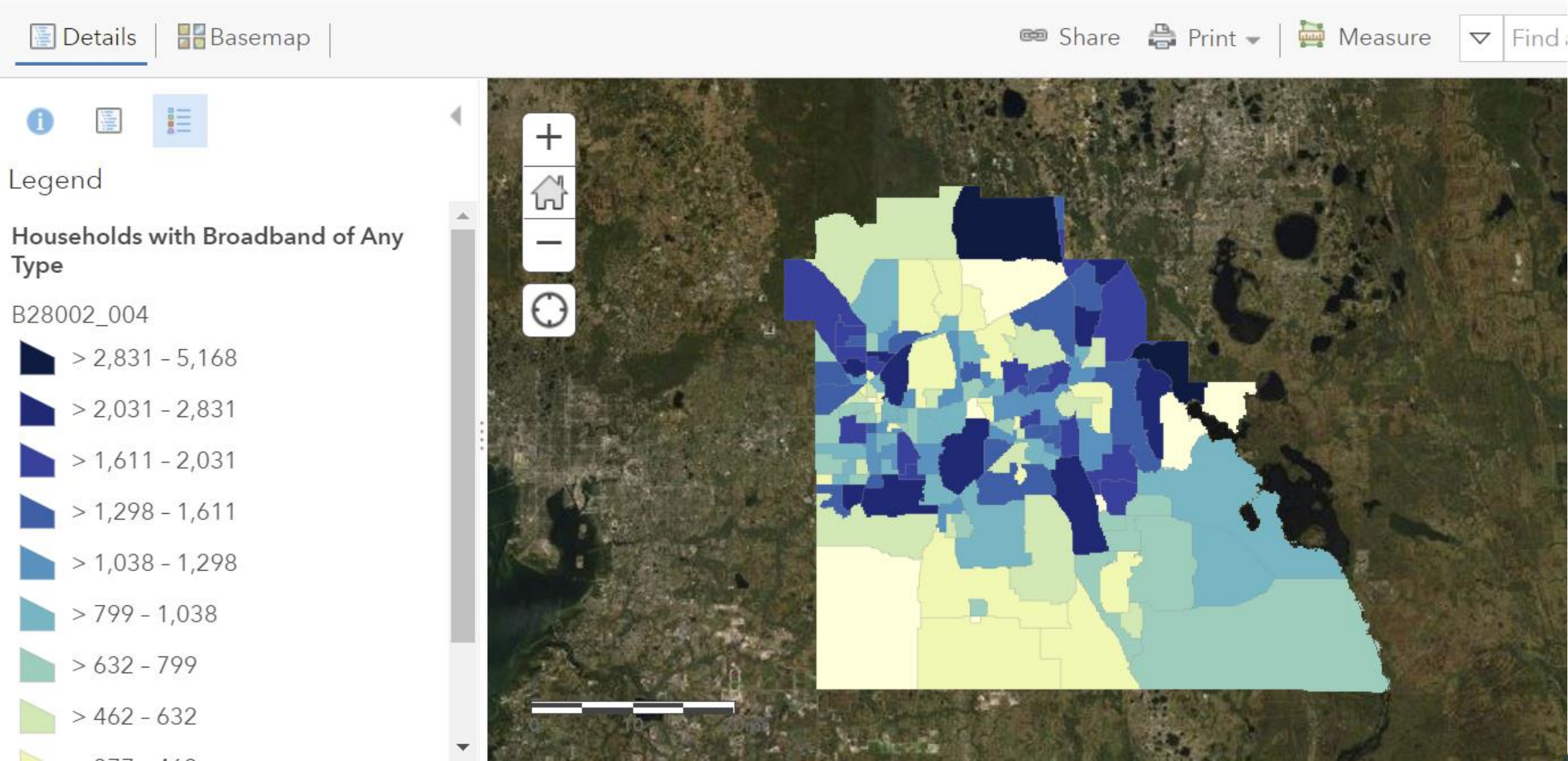
Smart Communities Team Successes

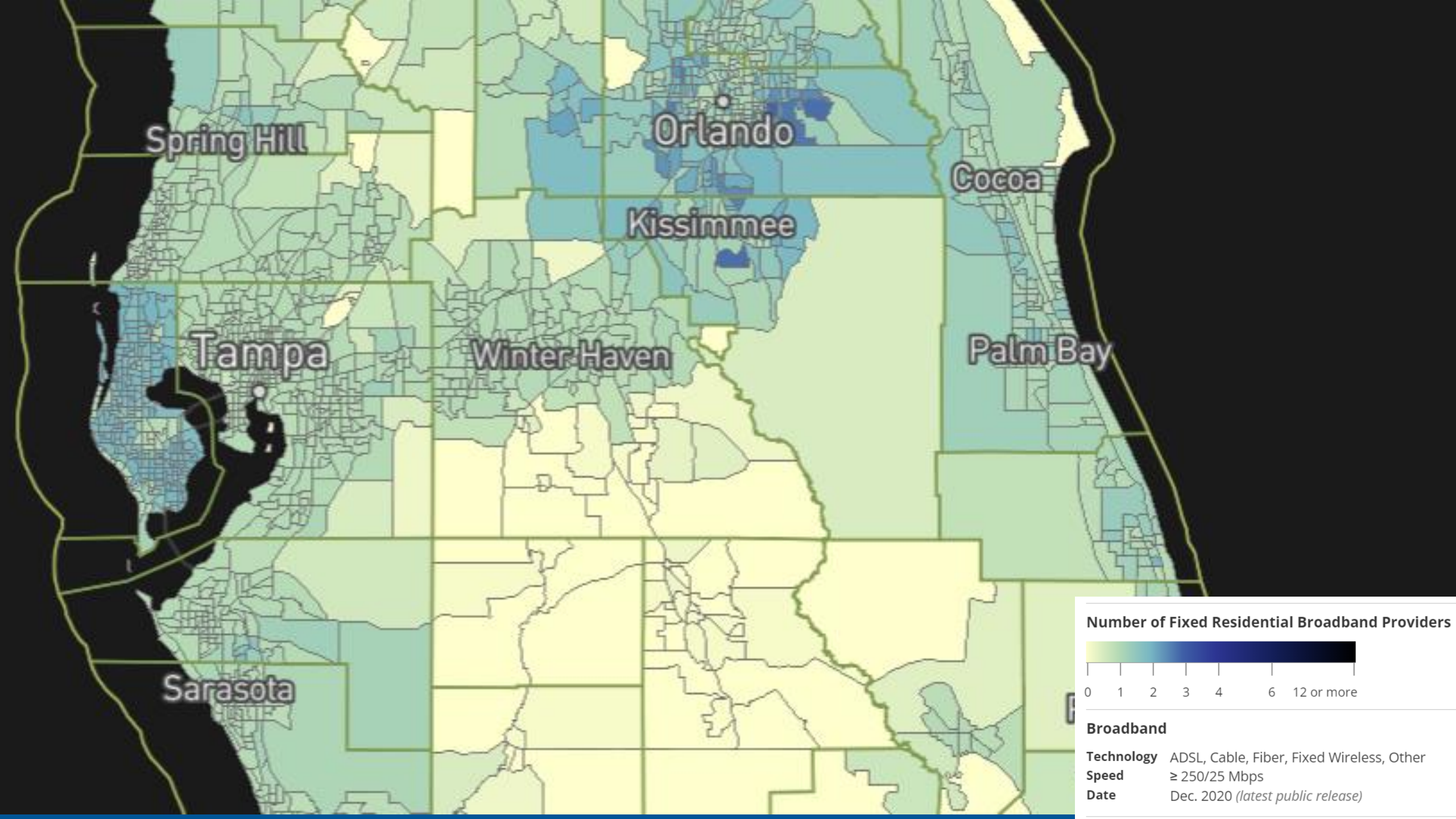
Ongoing
Coordination

Connecting
Public
Schools

PPP for free
Wifi in
Communities

Resolutions
of Support





Smart Communities Team Challenges

Middle-Mile

Choice for
Consumers

Cost of
Services

Expansive
Rural Areas

Digital
Divide

Office of Broadband and Local Technology Planning Teams

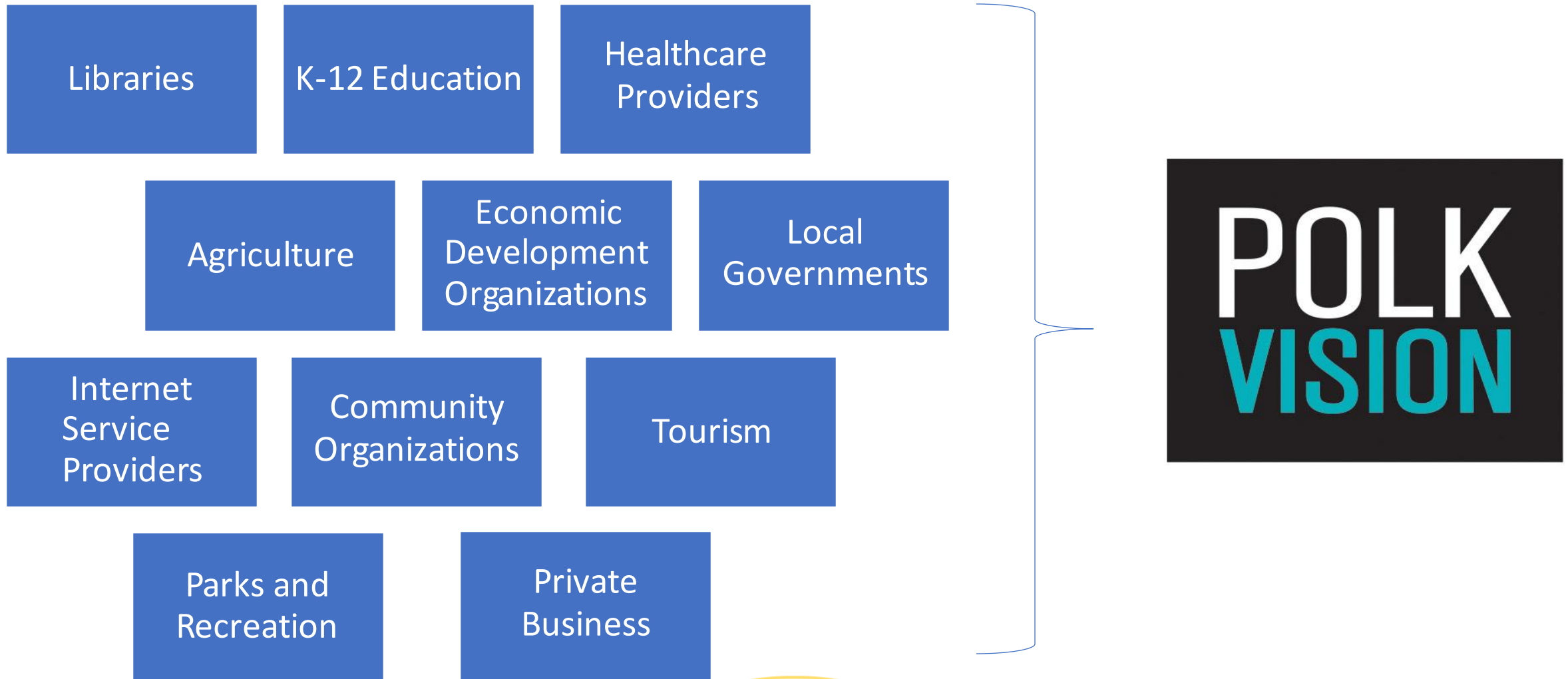


Florida Department of Economic Opportunity
BROADBAND PLANNING TOOLKIT
A Guide to Establishing Local Technology Planning Teams

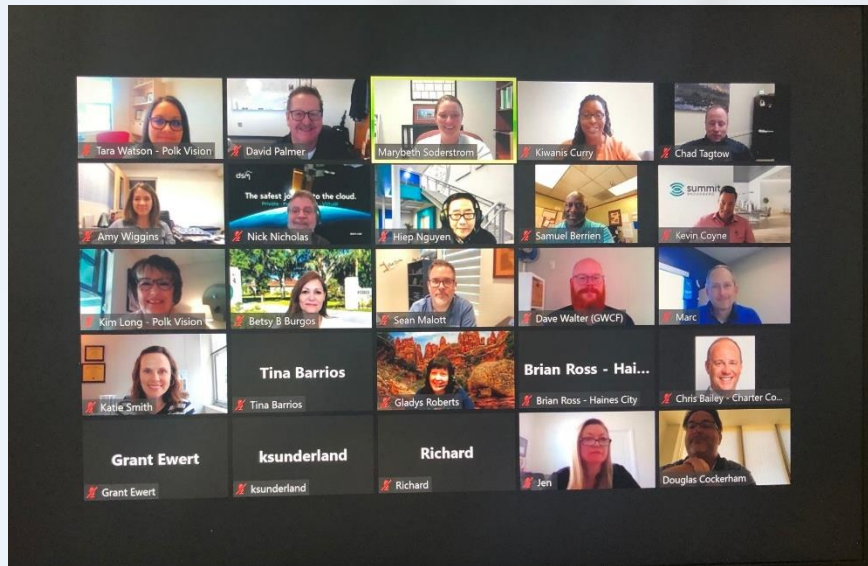
To Do List:

- ✓ Form team
- ✓ SWOC Analysis
- ✓ Community and Business Survey
- ✓ Inventory
- ✓ Report

Industry Sector Participation



Strengths, Weaknesses, Opportunities and Challenges Analysis




4 Breakout Groups

- Rural and Small Communities
- Intergovernmental Coordination (Middle mile issues)
- Individual User/End User (Last mile issues, Business use, Entrepreneurship)
- Digital Divide

Survey

- Community
- Business



Welcome Learn Discover Mission

How's your internet?

Mattis amet handrerit dolor, quisque lorem pharetra. Pellentesque lacus nisi urna, arcu sociis eu. Orci vel lectus nisi eget eget ut consectetur. Sit justo viverra non adipiscing elit distinctio.

Do you currently have internet access at home?

☒ Yes, I pay a monthly subscription for internet

☐ Yes, I have access but do not pay for a subscription

☐ No, I do not have access

How satisfied are you with your current internet access?

☐ Unsatisfied

☐ Somewhat Unsatisfied

☐ Not Sure

☒ Somewhat Satisfied

☐ Satisfied

Please identify the digital devices you could use to access the internet from your home.
Check all that apply.

☒ Smart Phone

☒ Desktop

☒ Laptop

☒ Tablet/E-reader (e.g., Kindle, iPad, etc.)

☐ Smart TV

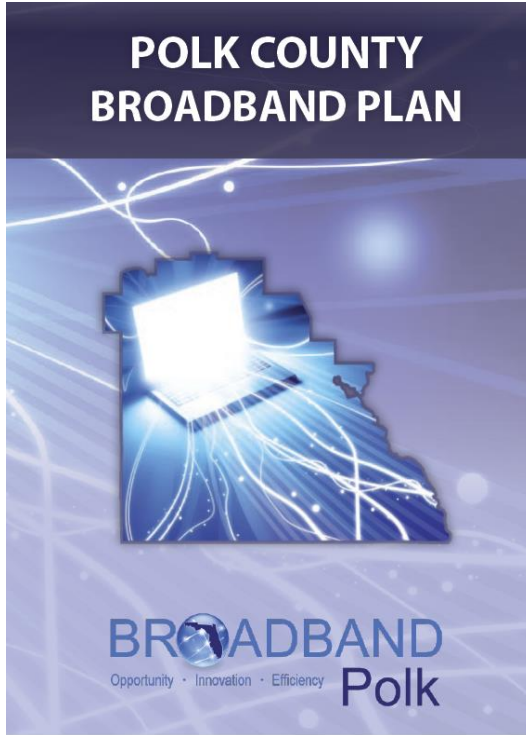
☒ Streaming Device (e.g., Chromecast, Apple TV, etc.)

☒ Gaming System (e.g., Xbox, PlayStation, Wii, etc.)

☐ Other

Submit

	A	B	C	
1	CITY OF AUBURNDALE			
2	Physical Facilities and Community Resources			
3	<i>(Take inventory of Physical Facilities and Community Resources across both the private and public sector that are available to support broadband deployment)</i>			
4	Asset Description	Physical Location	Quantity	Notes
5	Railroad Routes	Follows US 92		1 ACTIVE CSXT MAIN
6		CSX SX Line from near I-95 in Palm Beach County to CSX A Line in Polk County		1 ACTIVE CSXT MAIN
7	Water Towers Owned by the City or other entity	Near I-4 and SR 559		1
8	Existing Cell Towers	885 LK Myrtle Rd		1
9		127 Glenn Road		1
10		100 Thornhill Road		1
11		McKean Street		1
<div> ◀ ▶ Auburndale Bartow Davenport Dundee Eagle Lake Fort Meade Frostproof ... </div>				



Goals, Strategies, and Action Items

*Poll Everywhere Review of Goals,
Strategies, and Action Items*

Our Results:

Vision

Every person, institution, business, and non-profit in Polk County will have access to broadband services that meet their needs and can utilize it.

Strategies

- Increase Service
- Convene and Coordinate
- Close the Digital Divide
- Build Demand

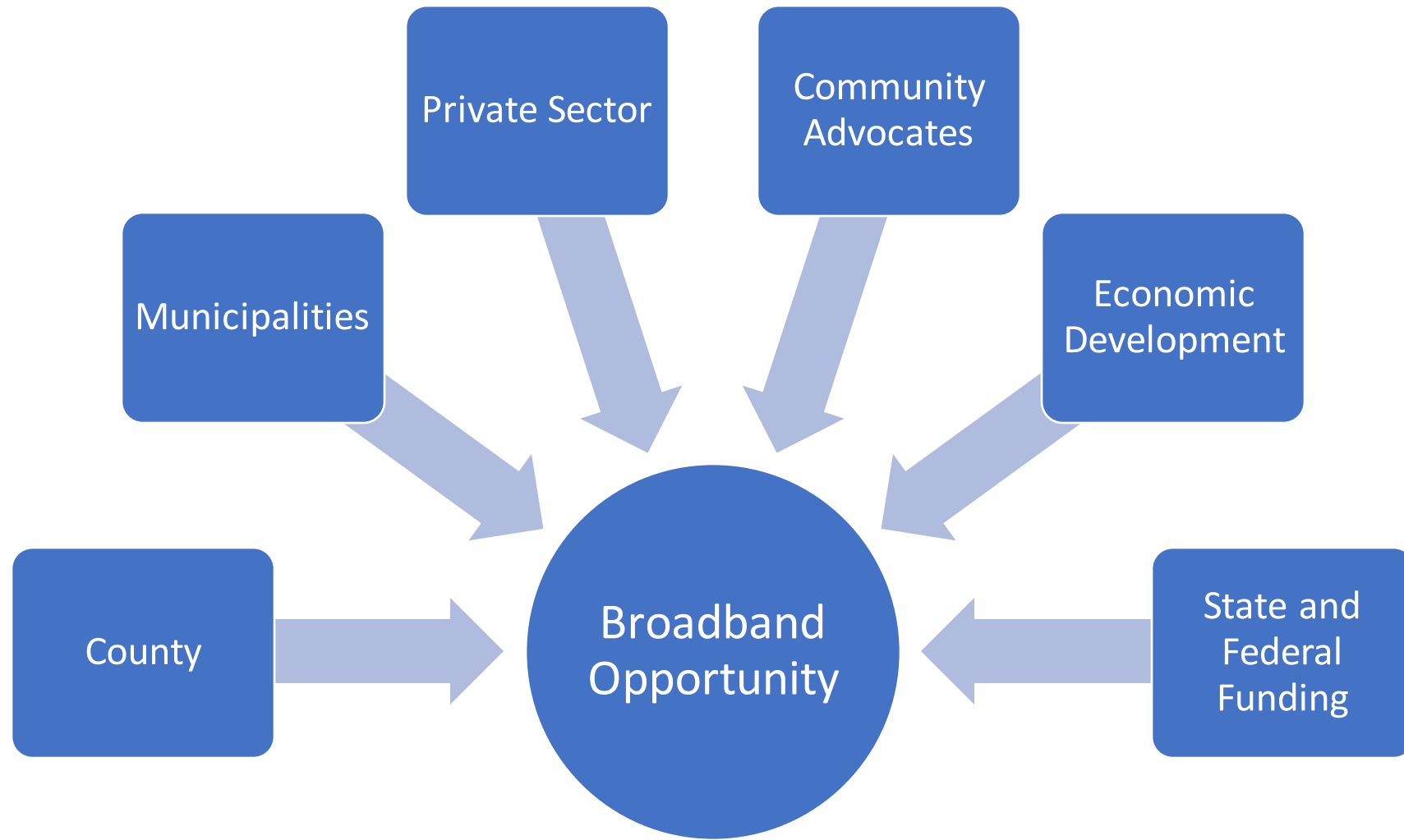
Next Steps:

County

- Feasibility Study with Florida Polytechnic University
- Apply for grant funding opportunities

Team

- Sub-Committees
- Coordination
- Education



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