



Georgia Broadband Deployment Initiative

 Georgia[®] Department of
Community Affairs

October 2, 2019

GMA Rural Broadband Summit

Georgia Broadband Deployment Initiative

What is the mission of GBDI?

- To promote the deployment of broadband services to unserved areas.

Why is it important?

- 1.6 million Georgians lack access to high-speed internet.
- Critical infrastructure for the 21st Century.
- Essential to business, healthcare, education, agriculture, and quality of life.

What are the Barriers to Deployment?

- High cost of investment due to:
 - low population densities
 - rugged terrain

Importance of High-Speed Broadband

Fast, reliable internet has become an essential utility for promoting economic, educational, and social opportunities



Healthcare: 1 Gbps+

- Sharing medical records
- Connecting first responders
- Virtual appointments



Small Business: 50 Mbps+

- Managing inventory
- Coordinating shipping
- Operating point-of-sale terminals



Education: 100 Mbps - 1 Gbps+

- Online testing
- Accessing databases
- Sharing educational material



Home: 25 Mbps+

- Completing homework
- Streaming video
- Web browsing

Access to broadband is vital for communities to fully participate in the economy.

Broadband as a State Priority

INFRASTRUCTURE

BRING RURAL GEORGIA INTO THE 21ST CENTURY WITH HIGH SPEED INTERNET

With 25% of rural residents without access to high speed internet, bringing this access to ALL of Georgia is a fundamental component of our plan to strengthen rural Georgia.

By expanding access to high speed internet, we can improve access to quality healthcare, enhance educational outcomes, support small businesses, connect communities, and bolster opportunities for economic development.

Harness Existing Technology - and Explore Future Advancements - to Bring High Speed Internet to All of Georgia:

- Wireless over existing power lines
- Fixed wireless
- TV "white spaces"

Incentivize the Private Sector Instead of Expanding Government

- Eliminate the sales tax on high speed internet equipment for rural counties
- Eliminate state fees for use of right of way
- Explore tax incentives for tech companies and entrepreneurs who are committed to high speed internet expansion in rural Georgia
- Identify and eliminate government red tape that slows expansion
- Explore low interest loans to incentivize public/private partnerships
- Prioritize pro-active communities that are "expansion ready"



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“With 25% of rural residents without access to high speed internet, bringing this access to ALL of Georgia is a fundamental component of our plan to strengthen rural Georgia”

- Governor Brian Kemp

Legislative Background

- **Legislative Session 2018**
 - **SB402- created as the framework for the Georgia Broadband Deployment Initiative (GBDI)**
- Rural study committees 2017
 - Senate Rural Georgia Study Committee was created
- House Rural Development Council created in 2017
- Senate Resolution 876 in 2016
 - Joint High-speed Broadband Communications Access for all Georgians Study Committee

2019 Legislation

- SB2: allows for electric utilities providers to provide broadband services
- SB17: authorizes telephone cooperatives and their broadband affiliates to provide broadband services
- SB66: provides for process to streamline deployment of wireless services in ROW

Broadband Mapping

FCC Mapping Lacks Accuracy

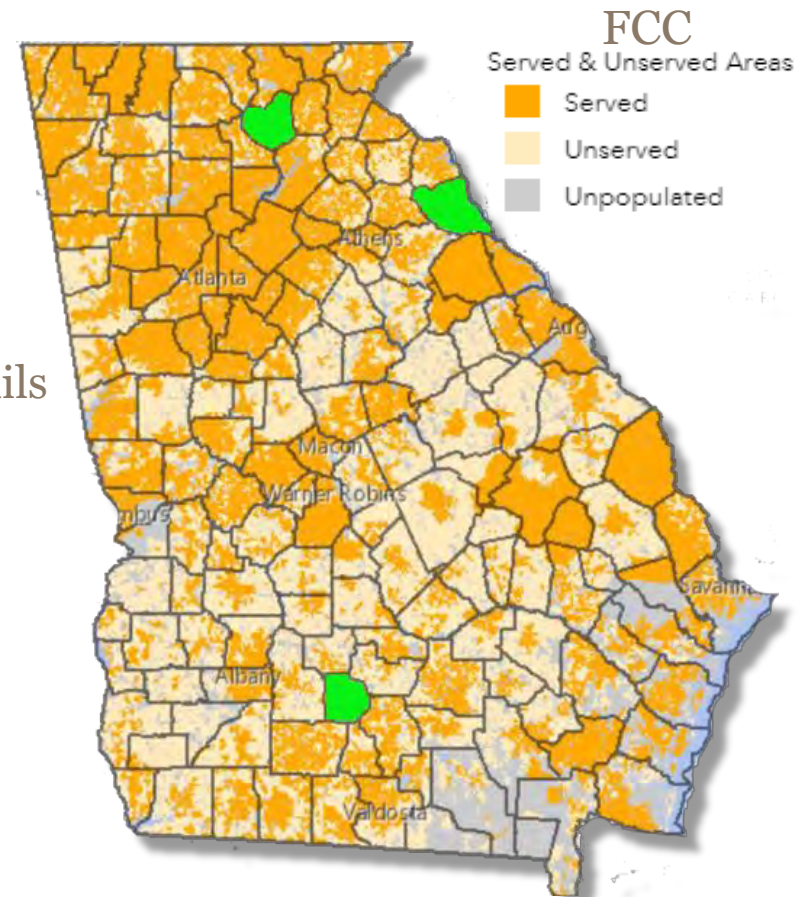
- 1 location per census block = served
- Uses 2010 census location counts

Georgia Mapping Accuracy for 25/3

- For each location (5-6 million) with location details
- Using 2019 location counts
- Determine unserved locations and census blocks
- Determine investment requirement

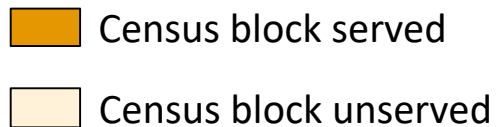
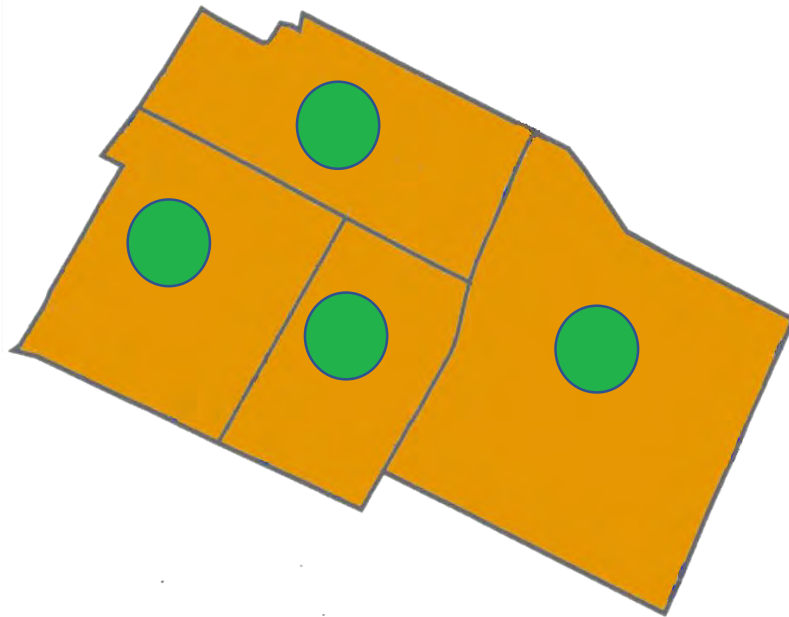
Mapping Pilot

- 3 counties; Lumpkin, Elbert and Tift
- 7 providers; Cable, EMC, Telco and City
- Completed in March: 44,443 locations
- Statewide mapping in progress for 156 counties, 46 providers

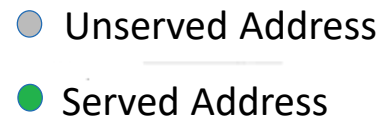
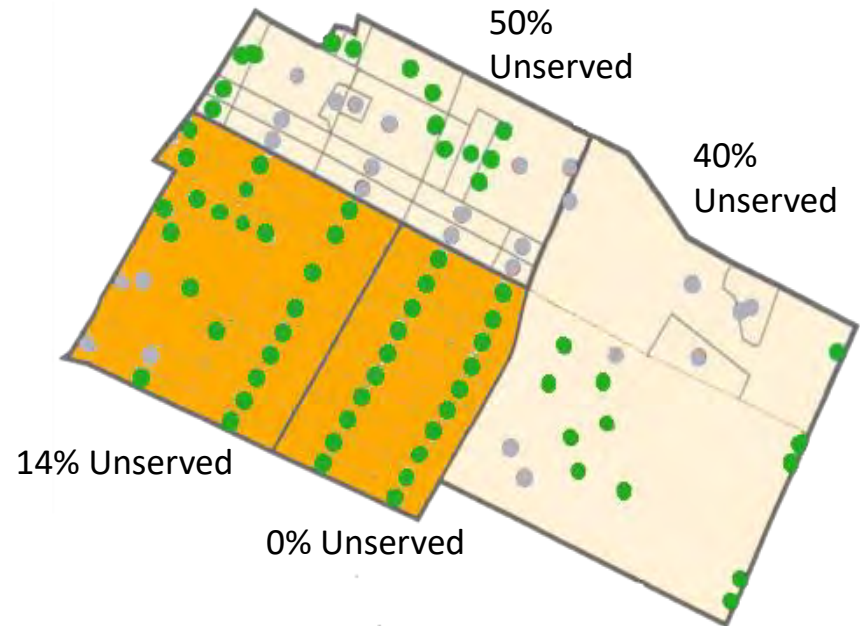


Mapping Methodology

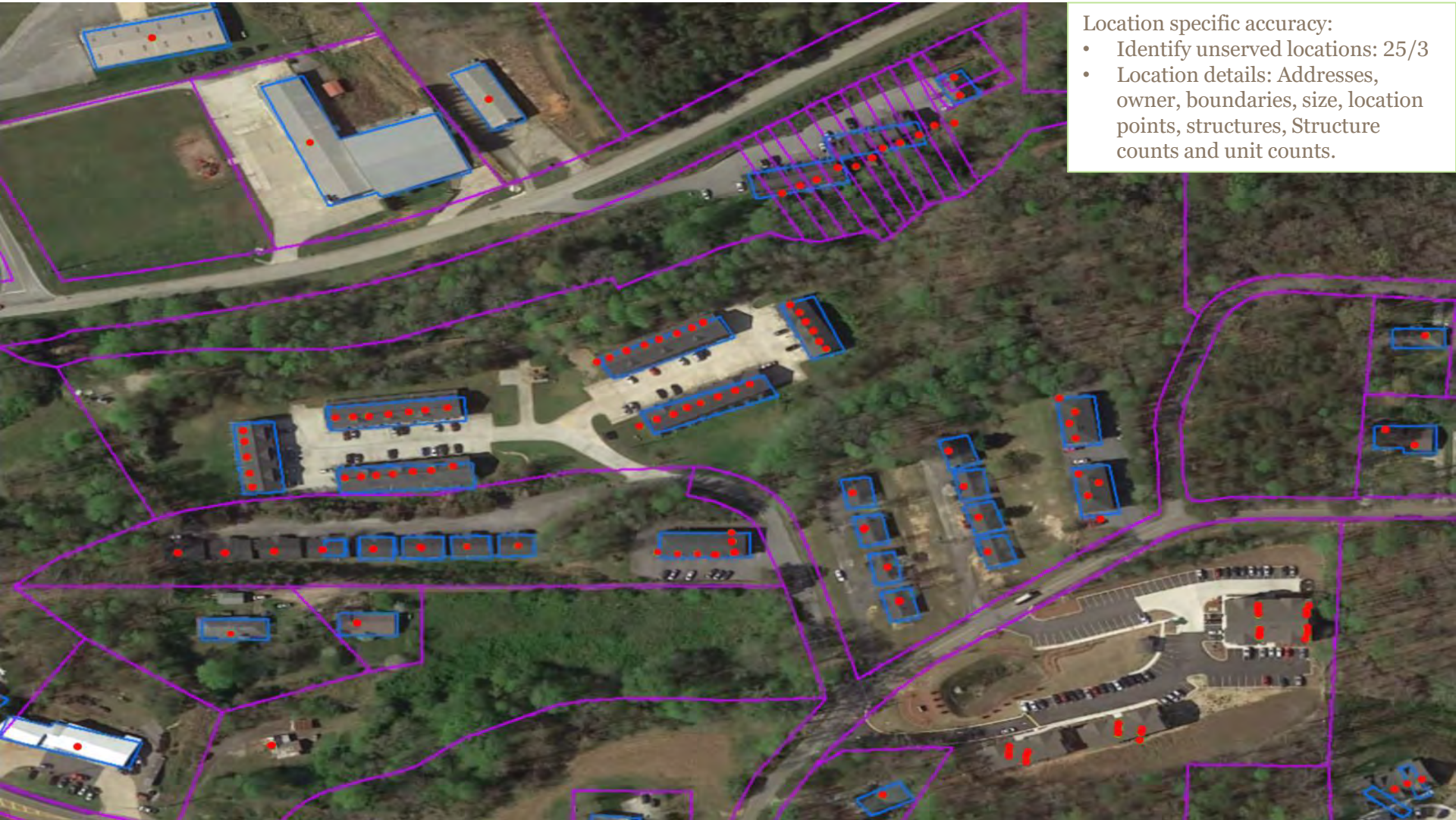
Federal Communications
Commission (FCC)



Georgia Broadband
Deployment Initiative (GBDI)



Illustration



Location specific accuracy:

- Identify unserved locations: 25/3
- Location details: Addresses, owner, boundaries, size, location points, structures, Structure counts and unit counts.

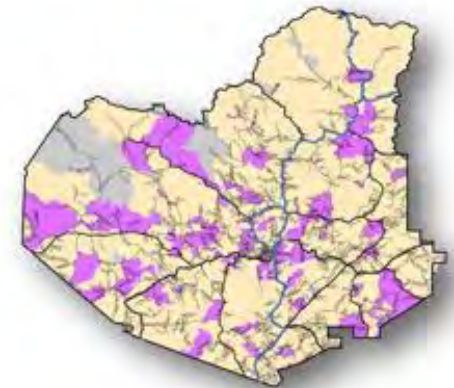
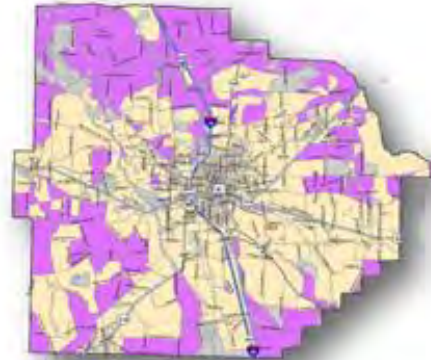
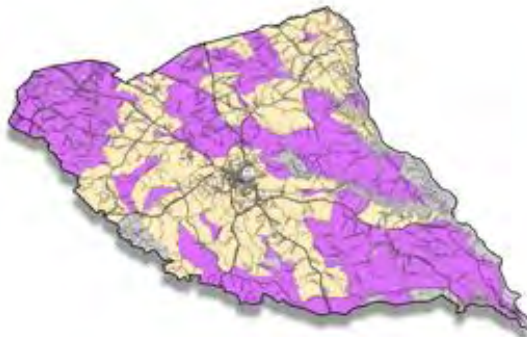
Pilot Results

Elbert Co.

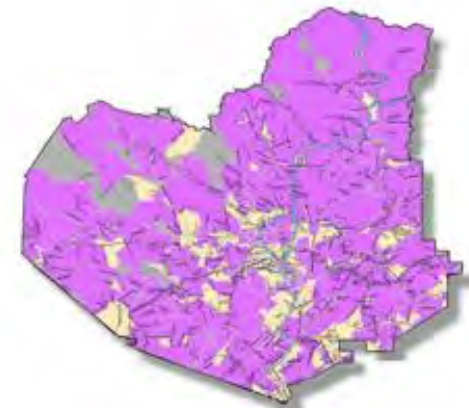
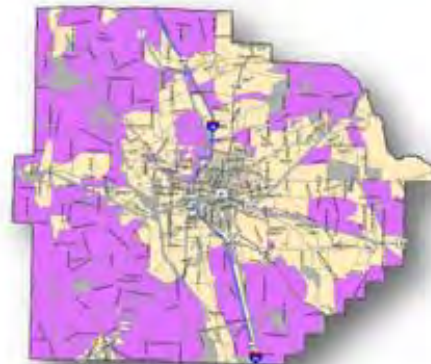
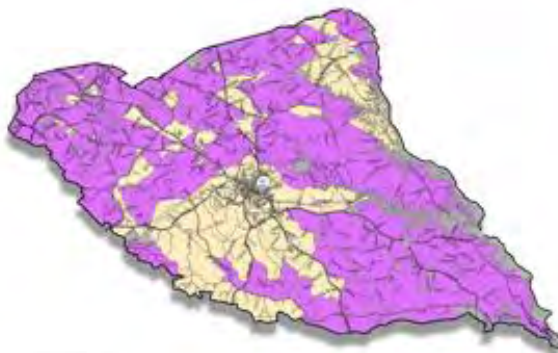
Tift Co.

Lumpkin Co.

FCC
Map



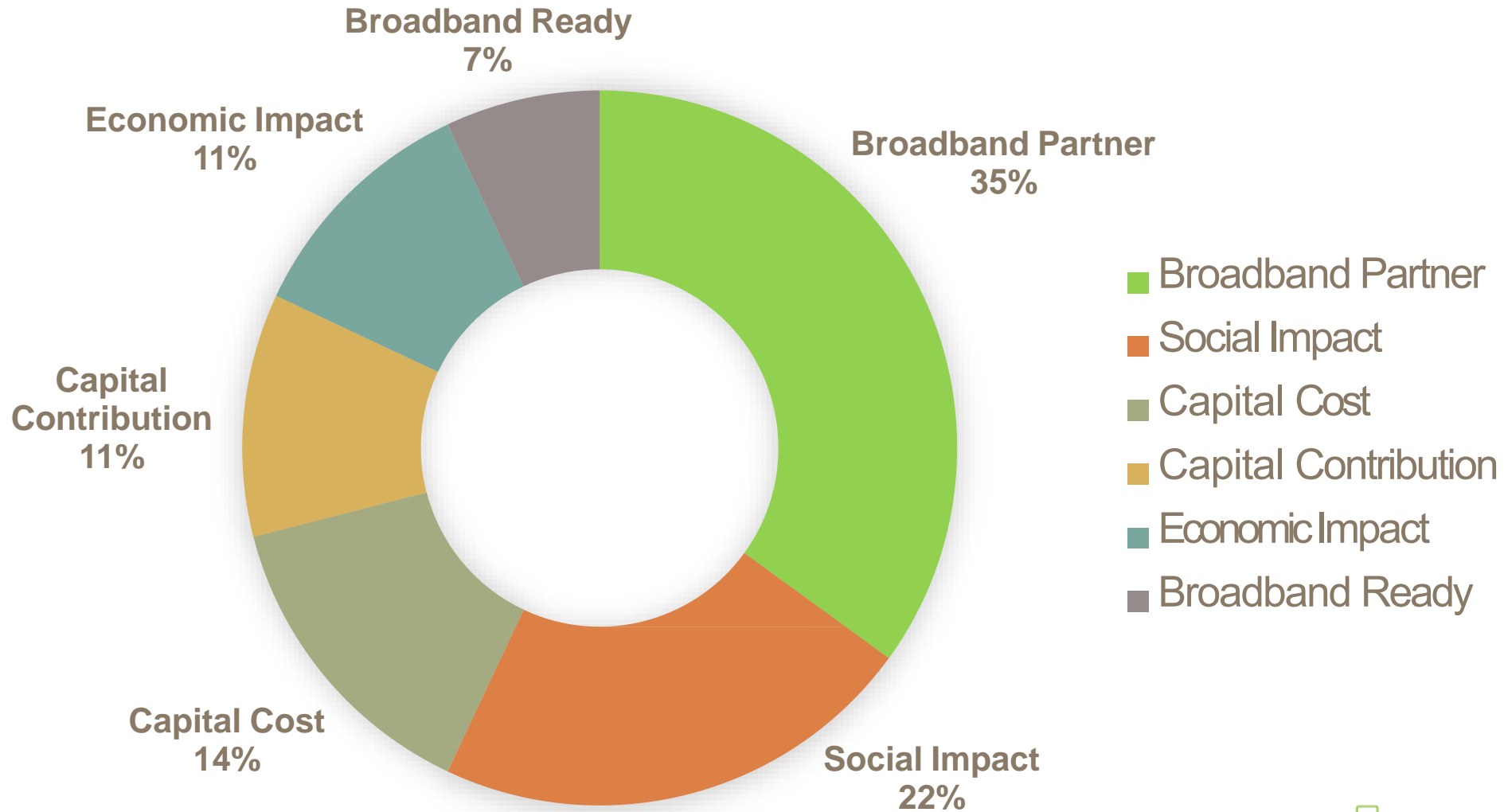
Georgia
Map



Identifying Funding Sources

- **Federal Funding**
 - FCC Rural Digital Opportunity Fund (CAF III)
 - USDA ReConnect Round 2
- **Other Funding Sources**
- **Local Funding**
 - Bonds
 - SPLOST
- **Private Funding**
- **State Funding**
 - GBDI Grant Rules & Regulations approved June 17, 2019
 - Currently no funding appropriated

Grant Program



Technical Assistance

1. Social Impact
2. Economic Impact

Mapping

3. Project Capital Cost
4. Capital Contribution

Cost Model

5. Broadband Partner
6. Local Government

Identifying
Partner

Site Designation Benefits

- Encourages economic development and assists in attracting technology.
- Demonstrates data capacity available at the site.
- Facilities and developments are designated as local community assets by the Department of Economic Development.
- Standardized graphics and materials will be provided to the owner(s) and the county or municipal corporation in which the facility or development is located to assist in promoting the status as a Georgia Broadband Ready Site.

Site Designation Application

Designates facilities and development properties with a minimum of 1 gigabit service at premise.

- Notify GDEcD of intent to apply,
- Documentation that a minimum of 1 gigabit of broadband services is available at the facility; and
- <https://broadband.georgia.gov/designations/broadband-ready-site-application-information>

Community Designation Benefits

- Demonstrates that a local unit of government has taken steps to reduce obstacles to broadband infrastructure investment.
- Signals community readiness to partner with broadband providers.
- Promotes community planning for the present and future.
- Provides an opportunity to receive additional points in the event that GDBI should have a funded grant program.

Community Designation Application

- Updated and **approved** local comprehensive plan
- Adoption of a model ordinance
- <https://broadband.georgia.gov/designations/broadband-community-application-information>

Updating Local Comprehensive Plan:

Broadband Services Element

Effective October 1, 2018 a Broadband Services Element is required for all Local Comprehensive Plans.

Examples (“Baby Steps”)

- Goal: Our citizens will have ready, reliable, and affordable access to broadband internet service.
- Need/Opportunity: Citizens in a number of areas in our community are unable to take advantage of a variety of goods, services, and information due to lack of access to broadband internet service.
- Project/Activity: Review our development regulations to identify (and eliminate) unnecessary obstacles to the expansion of broadband internet infrastructure.

Model Ordinance

In order to be considered a **broadband ready community**, a political body must enact an ordinance for reviewing applications and issuing permits that includes:

- Single point of contact for all matters related to broadband:
 - (i) **Position & Title**
 - (ii) **First & Last Name**
 - (iii) **Organization** (municipality, county, or authority with participating entities involved in the designation)
 - (iv) **Phone Number(s)** (work and mobile if applicable)
 - (v) **Email(s)** (preferred email that can be directed to point of contact or acceptable official work email)
 - (vi) **Website URL to Contacts Page** (required if applicable)
- Application completeness review
- Notification of an incomplete application
- Approval or denial notification
- Related fees
- Other information.

Congratulations Oglethorpe County!

Brian P. Kemp
Governor



Christopher Nunn
Commissioner

FOR IMMEDIATE RELEASE
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Oglethorpe County designated as Georgia's first certified Broadband Ready Community

ATLANTA (July 31, 2019) – The Georgia Broadband Deployment Initiative is geared toward providing access to high-speed internet across the state, and Oglethorpe County has completed a major step in the process as Georgia's first certified Broadband Ready Community.

Any political subdivision in Georgia pursuing improved Broadband service is eligible to apply. The path to certification involves completing the online application form and demonstrating compliance with the adoption of both a Comprehensive Plan inclusive of the promotion of Broadband service deployment and a Broadband Ordinance Model.

High-speed internet remains out of reach for many residents in rural Georgia. Broadband legislation, passed in the 2018 session, is intended to promote deployment of these services. The Georgia Department of Community Affairs (DCA) selected Deana Perry to lead the Broadband program. As Executive Director, Deana brings more than 20 years of industry experience.

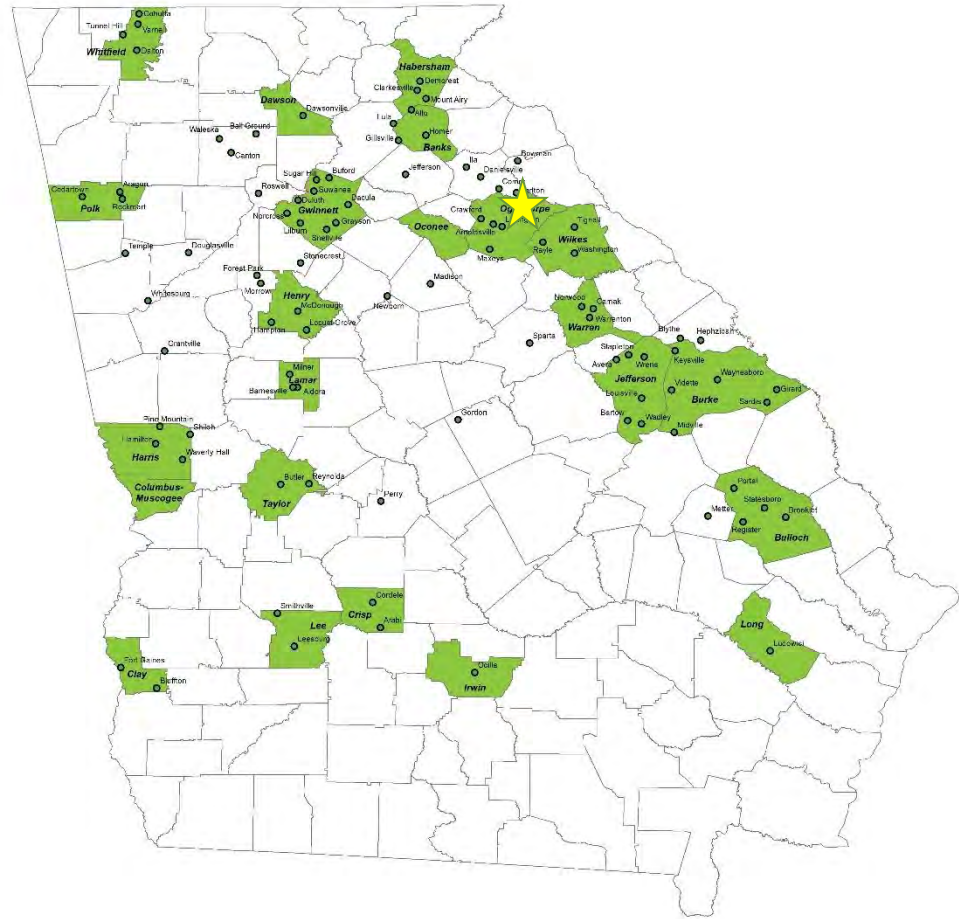
"Broadband supports education, healthcare, workforce training, small businesses, Agribusiness and overall quality of life," Perry said. "It closes gaps in areas of access, disparities and advancement."

Oglethorpe County's Planning Development Director Amy Stone was familiar with Broadband but said DCA Regional Rep Beth Eavenson was instrumental in providing more insight at a regional roundtable meeting. Stone said, "Beth presented the model legislation and the application link and encouraged us to apply."

According to Stone, Oglethorpe County is 99% rural with less than 15,000 people in a 441-square-mile area. She said, "Although our population is mostly concentrated in the northwestern part of the county, their access to reliable Broadband speeds varies significantly. We have folks with great internet access right across the road from folks with dial-up. We completed a Broadband survey last year and found that while 90% of our residents have access to some form of internet either from DSL, wireless or satellite, 80% of them are dissatisfied with their service, primarily because of reliability and speed."

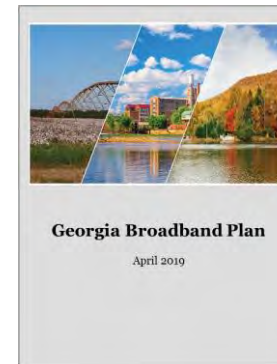
Local Comprehensive Plan Update

118
jurisdictions
have adopted
plans that
include a
Broadband
Planning
Element



Resources Available Online

- State Broadband Plan
- Broadband Ready Community Designation information and application
- Broadband Ready Site Designation information and application
- Mapping
- Additional Resources



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Georgia Broadband Office
Broadband Ready Site Designation

Any applicant in Georgia pursuing the Broadband Ready Site Designation must apply through the Georgia Department of Community Affairs. Applicants will be certified as a Broadband Ready Site by meeting the following requirements:

- Contacting the Georgia Department of Economic Development with notification of the intention of an application.
- Providing documentation to the Georgia Department of Community Affairs of notification to the Georgia Department of Economic Development.
- Completing the online application form, and
- Demonstrating compliance with O.C.G.A. § 30-40-40 by including documentation that at least 1 gigabit of broadband services at a rate of not less than 1 gigabit per second in the download stream to end users is available at the facility.

(d) The Department of Community Affairs or its designated agents shall evaluate the information submitted by applicants for designation as a Georgia Broadband Ready Community Site to confirm, based on the best available local, state, and federal broadband information, that at least 1 gigabit of broadband services is available within the facility or development.

(e) The Department of Economic Development shall promote the Georgia Broadband Ready Community Site Designation Program and shall promote the facilities and developments so designated as local community assets. Upon certification of a facility or development as a Georgia Broadband Ready Community Site, the Department of Community Affairs shall notify the Department of Economic Development so that the Department of Economic Development may provide broadband profiles and materials to the owner or owners of such facility or development and the county or municipal corporation in which such facility or development is located in order to promote the status of the site as a Georgia Broadband Ready Community Site.

Georgia Broadband Office
Broadband Ready Community Designation

Any political subdivision in Georgia pursuing improved broadband access is eligible for the Broadband Ready Community Certification and may apply through the Georgia Department of Community Affairs. A unit will be certified as a Broadband Ready Community if it meets the following requirements:

- Completion of the online application form below;
- Upload supporting documentation necessary to demonstrate compliance with the statutory requirements under O.C.G.A. § 30-40-40.

(a) A political subdivision that has a comprehensive plan that includes the promotion of the deployment of broadband services, as required pursuant to Code Section 30-70-6 and 30-70-7, may apply to the Department of Community Affairs for certification as a broadband ready community. The department shall by rules and regulations prescribe the form and manner for making an application. The department shall promulgate by rules and regulations a process for public notice and comment on an application for a period of at least 30 days after early application is received, except that such process shall not apply to an application by a political subdivision that enacts a model ordinance developed by the department under Code Section 30-40-41.

(b) The department shall approve an application and certify a political subdivision as a broadband ready community if the department determines that such political subdivision has enacted an ordinance that complies with Code Section 30-40-41. If the process for public notice and comment applies to an application, the department shall, before approving such application, consider any public comment made regarding such application.

Political Subdivision Information:

Political Subdivision (Choose One) *

1) The single point of contact documentation shall include:
A. Position & Title
B. Name (first, last)
C. Organization (municipality, county, or authority with participating entities involved in the plan)
D. Contact (phone, email, or other contact information)
E. Email(s) (preferred email also that can be directed to point of contact or acceptable official work email)

<https://broadband.georgia.gov/>

Contacts

Broadband Department email: broadband@dca.ga.gov

Mapping Information: broadband@itos.uga.edu or 706-542-5308

Local and Regional Planning information: planning@dca.ga.gov

