

Broadband USA Applications Database

Applicant Name: ENGAGE COMMUNICATIONS CORPORATION

Project Title: ENGAGE COMMUNICATIONS LAST MILE APPLICATION

Project Type: Last Mile

Executive Summary

a) As a successful applicant for the 2008 Universal Cycle through the Florida Housing & Finance Corporation (FHFC), AIDS Help, a non-profit agency with 350+ clients throughout the Florida Keys, is completing construction on a \$14,000,000 housing complex known as Poinciana Royale. This complex will consist of 50 units, and will be located in the former Navy Base in Key West Florida, known as Poinciana Plaza. All units are designated for HIV/AIDS clients and their family members. In addition to construction, maintenance, and operational expenses AIDS Help will provide valuable supportive services to all clients and family members residing at the residential complex. At full occupancy, AIDS Help estimates that the agency will spend approximately \$415,000 per year for client supportive services such as medications, dental work, food vouchers, health insurance, mental health counseling, transportation, and a variety of specialty physician services. This figure does not include veterans benefits and elderly client services that AIDS Help will be able to obtain for those needy currently disassociated from any healthcare system. Overall medical costs for Poinciana Royale residents are an estimated \$1,500,000.00 per year. Of the cost of construction and care for AIDS Help clients, no funding has been put forth for broadband access to any of these units, and we see an opportunity for telepresence and telemedicine solutions which will expedite services via counseling or specialist referrals to the clients. AIDS Help currently employs 6 counselors to service the 350+ clients throughout the Keys, and by implementing a monitoring system, at least within the Poinciana Royale project, counselors may maintain a constant and simultaneous presence with at least 50 of these clients. The opportunity Engage Communications seeks to address for this last mile project is to provide fiber to the home via a splice point in Poinciana Plaza to every unit in Poinciana Royale. Our telepresence solutions themselves are addressed in our Sustainable Broadband Adoption Application. b) Our proposed funded service area is a designated affordable housing area located in Key West, Florida. It is the termination point of our Middle Mile Span. The census block designation is tract 9719, block group 3, blocks 3000, 3001, 3002, 3003, and 3004. Based on the last decennial census data gathered from this application's online mapping tool, there are 25 households in this proposed funded service area. Poinciana Royale, upon completion by a date no later than December 31, 2010 will add an additional 50 households to this proposed funded service area. c) 25 households are recognized based on the last decennial census. The total number of households passed is 25. As it is a residential area, no business will be passed. d) One community anchor institution is involved with this project, AIDS Help. This non-profit has been providing residential housing in Monroe County for nearly two decades. e) We will provide fiber to the home for each Poinciana Royale unit under this application, so telepresence solutions may be subsequently implemented. These solutions will allow counselors and specialists to monitor clients within HIPAA and

HOPWA guidelines, and substantially lower overall medical costs to the end-user. The service we will provide will be at low or no cost to the client, and low or no cost to the agency. We intend to provide the maximum amount of bandwidth to the end user for as little money as possible, while remaining sustainable. f) Engage Communications will exceed the minimum requirements for the nondiscrimination and interconnection obligations as required in Section VII.A.2.c of the NOFA. In accordance with the FCC Policy Statement FCC 05-151, we will not knowingly hinder consumer's access to lawful Internet content contained on systems or networks that it manages directly. For further details, please refer to Question 22 of this Application. g) Engage Communications will provide service utilizing Cisco edge and core routers connected to an Occam Fiber Optic infrastructure using both aerial and buried Fiber optic cabling. For further details on this system, please refer to Question 29 of this Application. h) Engage Communications is a State of Florida Certified Competitive Local Exchange Carrier (CLEC) headquartered in Key West, Florida, primarily servicing the Florida Keys in Monroe County. For details on our qualifications, please refer to our uploaded Management Team Resumes from Question 37 of this Application. i) The overall infrastructure cost of the broadband system is \$170,385.00, as detailed in the Project Budget section of this Application. j) Overall expected subscriber projections: 50 households: 50 subscribers k) AIDS Help will create two new jobs as the results of this project. They will be on site telepresence managers.