Executive Summary

Fifty years ago, Palm Coast to some, was 'lotsa trees and swamp land'. To others, it was a potential paradise. The latter were pioneers that had a vision. The ITT Corporation acted on that vision in 1969, by purchasing thousands of acres (60 square miles!) of those trees and swamp land and turned it into Palm Coast. ITT's little secret got out and Palm Coast soon became more than just a dot on the map of northeast Florida. Developed as a retirement community, this paradise boasted 16,000 residents by 1990. With weather gentler than south Florida, this near perfect location (nestled equally between Jacksonville and Orlando) attracted active retirees that enjoyed golf, tennis, and boating. But things changed in the late 90's, as the children of those retirees, who had first come to visit, saw the potential and decided to stay. This younger group created a new demographic for Palm Coast that in turn created a need for more housing and more schools. Home builders and real estate agents enjoyed a wonderful decade as they met the demand of a population that doubled. In 1999, Palm Coast's 32,000 citizens felt a need to spread their wings and voted to incorporate and become a city. In the next ten years, Palm Coast's population doubled again, to 75,000. That magic number was to help bring in bigger commercial projects, but the economic downturn in 2008 stalled the momentum Palm Coast was enjoying. The circus of home builders and real estate agents packed their tents and headed elsewhere taking all of their jobs with them. In 2009, Palm Coast, once proud of its title of ‘fastest growing city in the US’, now was crowned with a title that no city wanted' 'highest unemployment rate in the state'. The City of Palm Coast has defined and developed a much needed plan to build, upgrade, extend, and deliver high-speed broadband connectivity to community anchor locations throughout the City and surrounding areas. As a coastal Florida community, the importance of critical communications infrastructure to ensure hurricane preparedness is one of the many benefits the City of Palm Coast and surrounding public entities will receive from this network, justly named the Palm Coast Critical Community Network, or 'PCCC Network'. It will allow for remote monitoring of key evacuation routes, such as Interstate 95 and will have the capability to interface with State and Federal agencies to share public safety and first responder information. It will also allow interconnection with the Emergency Operations Center in Flagler County and among the various municipalities in Flagler. Consistent with the FCC's newly released position emphasizing the importance of gigabit connectivity to community anchor institutions, the PCCC Network will offer line-rate Gigabit Ethernet services to all community anchor institutions, with options for tiered services where necessary. The core of this network will be equipped to handle multiple 10 Gigabit Ethernet connections and have the scalability to support 100 Gigabit Ethernet when required. This will create one of the only full Gigabit community networks with multiple public, private and non-profit partners in the State of Florida. Further, it will provide added benefit to healthcare organizations in
Flagler County, connecting Florida Hospital, Flagler County a non-profit healthcare provider that will have direct broadband access to the PCCC Network. Affiliate doctors offices will also benefit from the network, and PCCC Network's Steering Committee has identified over 10 of these affiliate offices that will be able to receive enhanced broadband to support healthcare applications such as radiological imaging, virtual medicine and connection into hospital information systems. At a minimum, The City of Palm Coast's community broadband network will pass 31 municipal sites, 12 Flagler County schools, including Daytona State College, 13 public safety sites, 13 healthcare facilities, 1 library, and 3 community support organizations. This will allow community anchor institutions in Flagler County to share resources to improve services and at the same time reduce cost. There is strong potential to develop educational programs between institutions on the network, with Palm Coast having a high concentration of schools, community colleges and higher education. Some of these benefits will include: Audio and video distance learning between institutions Adult education/training programs with access to information and research Joint development of online programs between institutions in the local area and strong reach into research and education networks, such as Internet2 and LambdaRail To bolster the growth of broadband in the area, the City has planned key middle-mile routes penetrating through specific areas of economic and social need within the City. The network will provide the required middle-mile infrastructure to allow third-party, last-mile and other middle-mile service providers to deliver advanced telecommunications services into these currently underserved areas. The PCCC network will be built from the ground up as an open-access network, founded on the principles of neutrality, interconnection and nondiscrimination. The PCCC Steering Committee, composed of public, private and non-profit partners, understand the direct link between broadband growth and open access. PCCC has already begun negotiations with last-mile service providers to deliver advanced broadband services across the network. The project will enable delivery of broadband telecommunications services, including: Gigabit and multi-Gigabit interconnect services between municipal sites Gigabit and multi-Gigabit interconnect services between schools Gigabit and multi-Gigabit interconnect services between County facilities Gigabit and multi-Gigabit interconnect services between Healthcare facilities Scalability of services to enable 10-Gigabit connectivity when required Interconnection with Internet2, Florida Lambda Rail and National Lambda Rail, directly or through interconnection with Flagler County Public Schools and other anchor institutions Gigabit and multi-Gigabit interconnection services on City of Palm Coast's open-access network for broadband service providers Full capabilities to meet NTIA's definitions of broadband for business and residential services, through City of Palm Coast's open-access network Public access at specific points in the network to Internet and government-to-citizen applications Disaster recovery/Emergency Operations Center applications for hurricane preparedness, through interconnection with remote data centers Enhanced public safety applications through deployment of a municipal camera system and interconnection with Florida Department of Transportation camera systems Enhanced public safety services and data sharing with Florida Department of Law Enforcement and other public safety agencies Open access for additional community anchors such as schools, community colleges, healthcare organizations and higher education. We believe that the City of Palm Coast's plan and grant application has been developed in the true spirit of the requirements for funding under the BTOP grant program. We respectfully request your favorable consideration of the grant funding requested to assist in the implementation of our community broadband network. The City of Palm Coast City Council has approved and will provide a
20.27% cash match as well as an in-kind match of 3.77% (from private partners and the City of Palm Coast) of the total project cost needed to build the middle mile fiber and wireless infrastructure. The City of Palm Coast has garnered support from the local community in the form of partnership letters from the City of Bunnell, Flagler County Schools, Flagler County, Daytona State College, Flagler Hospital, Magellan Advisors LLC, and Danella Construction Corp. to ensure the success of this project. The participation of these key organizations in each of their capacities, will contribute to the development of the Palm Coast Critical Community Network in effort to promote accelerated deployment of broadband in effort to serve the local community, promote economic development, and have a positive impact on job creation.