Agenda

• Introductions
• Project Process
• Schedule
• Alignment of Goals
• Guidance on Early Steps
  • Community Engagement
  • Survey Method
  • Survey of Infrastructure.
  • Internal Analysis
Project Process

Review of what we promised in the proposal
Assist City Staff

- Our goal is to assist the City staff in successfully delivering on this project.
- This task includes briefings at bimonthly task force meetings
- Ad Hoc support throughout the project
Community Outreach

Whether in a Boston neighborhood or in an Appalachian City, community outreach for broadband projects has consistently shown:

- Residents and small businesses are well-aware of the potential for broadband and are able to leverage access when available and affordable
- Some government or institutional jump-start is generally required, but
- Sustainability must be assured and built-in from the start
- Successful projects have a vision, a strategy, and a way of promoting them

Three Goals

Inform
Ensure the broader community is aware of the current effort and what the vision is.

Be Informed
Learn of needs and priorities. Assess interest and capacity

Gain Support
Outreach Strategy

• Program must be planned to ensure the outreach goals are met in a timely and efficient manner.
• We will work with the city and the task force to develop the outreach strategy while leveraging our experience, lessons learned and best practices.
• While the broad outlines on outreach are known a number of details will need to finalized.

Plan Components

Key Stakeholders
Potential anchors
Communities of Interest
Documentation
Web Portal
Meeting types, number, locations, schedule, agendas
Four Step Process

• Outreach Strategy
  • Who, what, where
• Outreach Content
  • Brief, FAQs
• Execute
  • i.e. hold the meetings
• Analysis and Report
Potential Meeting Locations
Outreach Next Steps

• Integrate today’s input and:
  • Complete the strategy
  • Complete the content
  • Identify locations and dates
  • Execute
Document Existing Service

- Step 1 - Conduct a randomized survey of City residents and businesses to determine:
  - Internet usage stats (provider, cost)
  - Satisfaction level
  - Interest in a new service provider
  - Shift from TV provider to “over the top” content
- Step 2 - Conduct desktop analysis independently of survey
  - Identify service providers
  - Determine offerings
  - Validate service offerings through interviews
City Infrastructure Assessment

Existing City telecommunications infrastructure and services provide a foundation for future initiatives.

Data Collection Targets

- Municipal Networks
- Leased Services
- Fiber and Conduit
- Contextual Data
Assessment Process

- Understand the networks the city has now
- Understand how these are currently serving city needs
- Targeted inspection physical of underground fiber and conduit facilities

Objective
Assess available capacity available for leveraging to provide a broader public benefit
Defining the Service Gap

What you have
- Infrastructure Assessment
- Service Levels/CARRIER Offerings

What you want
- Community Outreach
- Resident and Business Survey

GAP

Broadband Standard
Network Engineering and Cost Estimates

Example – Block Island, Rhode Island

- **Capital Cost**: $4.3M
- **Operational Cost**: $355k-$652k
- **Speeds**: 1 Gbps
- **Who Pays**: Private, Public or Hybrid

The high level design contemplates the following.

1. Strand mileage
2. Strand count
3. Head end gear and electronics
4. Premise installation
5. Make ready (if aerial)
6. Engineering and Design Costs
7. Professional services including legal and site acquisition
Business Models: Options

Municipal Ownership

- Whole Network Lease
- Hired ISP/Network Operator
- Municipal ISP
- Partial Network Lease

Low Municipal Operating Responsibility

- Grant to ISP

Private Ownership

High Municipal Operating Responsibility
Regulatory and Public Policy Analysis

• Analysis of:
  • Viability of financing sources
  • Structural limitations
  • Barriers to network deployment
  • Assessment of operational risk to the network owner
Schedule
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Goal Alignment
Goals for the Study

We plan to produce strategies that accomplish the following

• Bridging the “Digital Divide” serving housing authority locations
• Broadband for home educational purposes
• Improved small businesses access to high quality broadband

What else should we consider

• ?
Guidance on Next Steps
# Immediate Steps

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| **Community Engagement** | Conduct two successful public meetings to understand community attitudes toward broadband. Conduct in September. | 1) Set dates  
2) Meeting locations  
3) List of stakeholders and points of contact |
| **Survey Method**        | Conduct randomized survey of Cambridge businesses and residents to determine service providers, satisfaction levels, broadband usage trends, and willingness to pay for new services. Compile results in three months | 1) Committee to review script and survey questions.  
2) Data set of 4000 phone numbers including cell phone numbers  
3) Decision on survey audience |
| **Infrastructure Survey**| Assess fiber optic capacity into target regions and determine costs of bridging service gap. | 1) Any data on City fiber networks  
2) City IT manager and point of contact for fiber data  
3) If possible Verizon and National Grid contacts for accessing manholes |
| **Internal Analysis**    | Determine service offerings, pricing, and speeds from public, private, and residential customers | 1) Contacts for outreach including representatives from:  
2) Business  
3) Government / Education  
4) Universities |
Onward!