City of Cambridge
Broadband Task Force Update

September 16, 2015
Status Updates

- City Data Requests
- Existing Broadband Service Inventory
- Physical Asset Inspection
- Telephone Survey Status
- Community Outreach Meeting Plan
- Project Goals Review
### Coming Up Next Meeting: Defining the Service Gap

<table>
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<th>What you have</th>
<th>What you want</th>
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<td>Infrastructure Assessment</td>
<td>Community Outreach</td>
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<td>Service Levels/Carrier Offerings</td>
<td>Resident and Business Survey</td>
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<td>Broadband Standard</td>
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What you have + What you want = GAP
City Data Delivered

- City Fiber Network Data
- Key Physical Environment Data
  - Poles
  - Building locations
  - Public facilities
  - CHA Buildings
- Selected Community Data
  - School population characteristics
  - CHA resident population
  - Employment data
  - Land Use (residential, commercial, etc.)
Documenting Existing Broadband

Broadband Service Inventory
- Scheduled for completion by late October

Physical Asset Inspection
- Targeted for completion by late October
Survey

**Telephone Survey**
- Vendor selected: Opinion Dynamics of Waltham, MA
- Survey instrument now in development
- Survey administration targeted for early October
- Analysis by late October

**Online Survey**
- City to supplement with on-line survey
Survey Topics Can Include:

• Current broadband service provider
• Price & price sensitivity
• Satisfaction with current service
• Interest in new/improved service
• Other subjects?
Community Outreach Meetings
Two Meetings, Multiple Stakeholders

“Meeting 1”: Oct. 14
- Public housing residents
- K-12 community
- General small business community
- Neighborhood organizations and the general community

“Meeting 2”: Oct. 15
- Major employers
- Key higher education institutions
- Technology firms and start-ups
Other Stakeholders?
Meeting Overview

“Meeting 1”: Oct. 14

- Broad community focus
- “What about broadband service in the City of Cambridge do we want to see improved?”
- Brainstorm, narrow, and prioritize issues

“Meeting 2”: Oct. 15

- Focus on large anchor and technology orgs.
- Emphasis on the relationship to the broader community
How the Task Force Can Help

- Help publicize the events
- Attend and help introduce this initiative
- Volunteer as a small-group facilitator
- Listen and observe what people are saying
Project Goals
Themes from July Meeting

- Affordability
- Choice
- Supporting employers and small businesses
- Innovation and excellence
Themes from July Meeting

• Affordability
  • “Internet regardless of ability to pay”
  • High speed without necessarily the high price
  • Affordable / low-income housing is scattered throughout the city—not just CHA owned facilities.
  • Not limited to low-income families with children
  • Affordable services for a population who wants to age in place
  • Leveraging opportunities to cross-subsidize—people who are able to pay more supporting people who are not
  • $70/month price point is a lot for low income households to pay

• Choice
  • Many residents and businesses (outside the “top tier”) lack a choice of fast broadband connections—choice is limited to Comcast
Themes from July Meeting

• Supporting employers and small businesses
  • Small businesses are not necessarily getting the same good options for fast internet that major companies in the city are
  • Creating an infrastructure that supports start-ups and entrepreneurs
  • Employers that have a business interest in their employees’ home internet

• Innovation and excellence
  • Experimentation—doing something different and unique
  • Cambridge as a natural testbed for new applications
  • “Can we do something amazing?”
Next Steps for Goals

• Complete survey and community outreach meetings
• Review public input with Task Force and City staff
• Consider any additional Task Force guidance
• Set priorities among goals with City as necessary to select alternatives examined
Any Key Goals Missed?
Additional Discussion