

City of Cambridge

Broadband Task Force Update

September 16, 2015



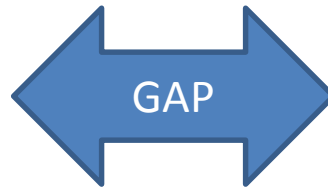
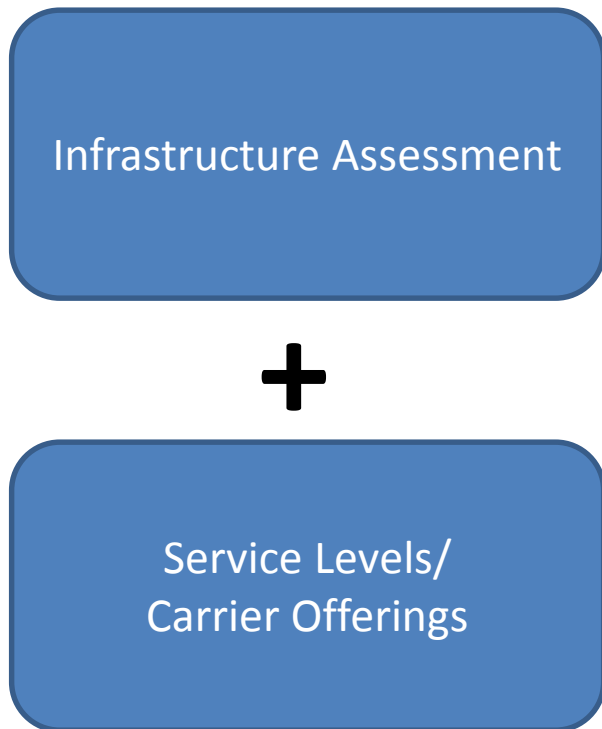
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Status Updates

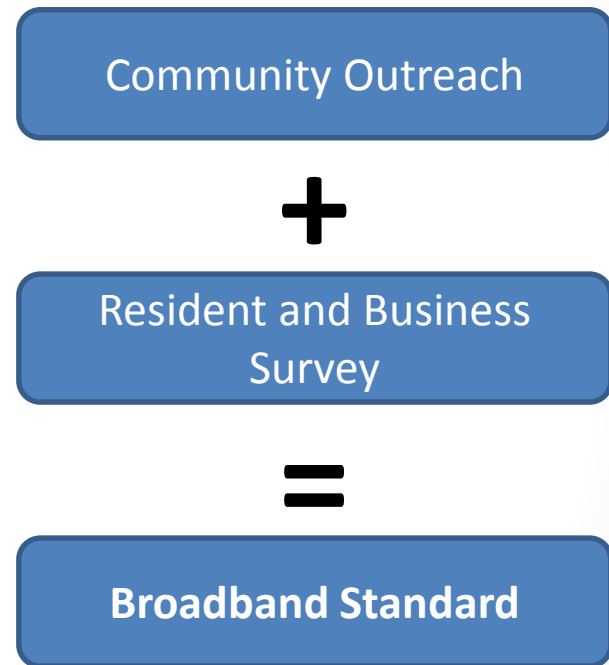
- City Data Requests
- Existing Broadband Service Inventory
- Physical Asset Inspection
- Telephone Survey Status
- Community Outreach Meeting Plan
- Project Goals Review

Coming Up Next Meeting: Defining the Service Gap

What you have



What you want



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



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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



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Survey Topics Can Include:

- Current broadband service provider
- Price & price sensitivity
- Satisfaction with current service
- Interest in new/improved service
- Other subjects?



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Community Outreach Meetings



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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



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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



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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



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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



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Any Key Goals Missed?



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Additional Discussion



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