

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE: Comcast Cable Franchise Needs Assessment
DEPARTMENT: City Manager's Office
PRESENTED BY: John Norris, Management Analyst

PROBLEM/ISSUE STATEMENT:

The City's current franchise agreement with Comcast Cable expires on July 8, 2010. As a prerequisite to negotiating a renewed cable franchise with Comcast, the City must commence a future cable-related community needs assessment to help identify what the community's interests are as they relate to cable television service provided by Comcast over the renewed franchise term. To implement the needs assessment, a work plan was provided to Comcast which identified three primary actions the City would engage in: a Comcast Cable web-survey, a cable-related stakeholder meeting, and a public hearing convened by the City Council on the current and future cable-related needs of the community. This staff report provides background for the public hearing as well as the results of the cable web-survey and the stakeholder meeting.

FINANCIAL IMPACT:

There is no financial impact to the City to conduct the Comcast Cable Needs Assessment.

RECOMMENDATION:

No action is required. This public hearing is being conducted so that the City Council and staff can receive public comment on future cable-related community needs and interests as they pertain to a renewed Comcast Cable franchise. This public hearing also serves as part of the procedural requirements to comply with the federal Cable Act, which governs cable franchising procedures.

Approved By: City Manager  City Attorney _____

BACKGROUND:

Shoreline is currently served by two "land line" cable TV providers, Comcast Cable and Verizon Cable. Comcast Cable has been providing cable service in the City of Shoreline under the Comcast name and other names (Chambers Cable, TCI Cable and AT&T Cable) since before the City of Shoreline incorporated. Verizon Cable just entered the Shoreline cable market recently when their cable franchise was approved by the City Council in October of last year.

In order for Comcast and Verizon to make use of City streets and rights-of-way for the purposes of construction, operation and maintenance of their cable communication system, they must have a cable franchise with the City. Shoreline Municipal Code Section 5.20, the section of our code that governs cable franchising, states that it is unlawful for any operator to engage in or commence construction, operation or maintenance of a cable television system without a franchise. Under the terms of our current Comcast franchise (and the City's franchise with Verizon), the City collects a 5% franchise fee for their use of right-of way. This franchise fee for Comcast provided just over \$658,000 in revenue to the City in 2008.

The current franchise with Comcast Cable - Shoreline Ordinance No. 158 - will expire on July 8, 2010. This franchise was initially adopted by the City Council on June 8, 1998 with a five year term. The franchise was automatically extended for another four years until July 8, 2007, as Comcast met specified future obligations outlined in the franchise, and then extended again for an additional three years by Council action on May 23, 2005. As per Ordinance No. 158, the current three year extension on the Comcast franchise is the "concluding" extension of the franchise. Thus, the franchise must be renewed via a new ordinance rather than extended for an additional period of time.

To negotiate the terms of a renewed Comcast franchise, the City has joined a consortium of cities similar to the North Puget Sound Cable Consortium that the City joined to collectively negotiate the Verizon Cable Franchise. The Comcast cable consortium includes the following cities and counties: Bothell, Carnation, Edmonds, Kenmore, Lake Forest Park, Mercer Island, Shoreline, Snohomish County, Woodinville, and Woodway. All of these jurisdictions have a collective interest in obtaining the most favorable franchise terms with Comcast and want to make sure that the franchise terms are equitable across jurisdictional boundaries. Currently, the Comcast consortium is in the beginning stages of the franchise negotiation, and continues to meet with Comcast representatives to discuss franchise terms.

REGULATORY AUTHORITY:

With few exceptions, the cable television franchise renewal process has remained unchanged since it was enacted into law in 1984. The renewal process under the Federal Cable Act (47 U.S.C. § 546) provides cable operators with a high presumption in favor of renewal. The Cable Act does not permit a franchising authority (local government) to deny a cable operator's request for franchise renewal because another operator may be willing to agree to more favorable franchise terms. Under the formal franchise renewal process, an operator can only be denied franchise renewal for one of the following four reasons:

- 1) Operator's failure to comply with existing franchise.
- 2) Quality of operator's service.

- 3) Operator's legal, technical and financial qualifications.
- 4) Reasonableness of operator's proposal in relation to costs.

Thus, unless a franchising authority can support denial based on one of the above four reasons, the cable operator is entitled to continue to provide cable service in the community.

As well, many residents often feel that the franchising authority has broad regulatory authority over how the cable operator can operate in their community. However, this is generally not the case. Rate control, for instance, is one area that the franchise authority does not have authority over. Although cable operators remain subject to rate regulation for the Basic Service Tier of cable, all other service tiers including expanded basic (what many residents consider as "basic" cable), digital and premium channels are free from rate regulation. Moreover, the Basic Service Tier can only be regulated by a franchising authority if they have been certified to do so by the Federal Communications Commission (FCC), which Shoreline has not.

It is also often thought that the franchising authority can require operators to change their programming lineup to include programming services not currently available on the system, or delete programming services they believe should not be on the system. This assumption is incorrect, as cable operators have broad discretion to make editorial decisions regarding the programming to be carried on the cable system. While the franchising authority is entitled at the time of franchise renewal to make known the needs and interests of the community, which this staff report highlights, the franchising authority can only require broad categories of programming as a specific requirement in the franchise. In other words, it is acceptable to identify sports, entertainment, music and movies as categories of programming. However, a city cannot mandate that a particular programming service must be offered on the system.

Although franchising authorities are limited in what they can regulate, they do have the ability to:

- regulate the use of City streets and rights-of-way used by cable operators to operate and maintain their cable systems,
- collect franchise fee payments for the right of cable operators to access City streets and rights-of-way,
- require that Government and Education Access Channels be broadcast on the cable systems and regulate their use,
- enforce customer service standards outlined in the cable franchise or adopted by the FCC, and
- enforce certain technical and signal quality standards.

NEEDS ASSESSMENT:

The Cable Act provides for both a formal and an informal process for cable franchise renewal. Comcast notified the City in August of 2007 that they are interested in commencing negotiations for a renewed cable franchise with the City utilizing the informal renewal process. However, although Comcast prefers to negotiate the franchise renewal informally, their letter served as formal notice of their intent to pursue franchise renewal consistent with the Cable Act. This "two track" process, which is recognized by the Cable Act, permits the City and cable consortium to continue informal

negotiations but requires that we follow the formal procedural requirements in the Cable Act.

The first procedural requirement that the City must commence as part of the formal renewal process are proceedings to identify future cable-related community needs and interests (needs assessment). Although the Cable Act does not specifically define what actions a City must take to fulfill the needs assessment requirement, a needs assessment work plan was provided to Comcast that describes what actions would be taken by staff to perform the assessment. The needs assessment work plan, which is attached to this staff report as *Attachment A*, was shared with Comcast on February 12, 2009. As the City has not heard concerns from Comcast by the identified date on the work plan, the proceedings identified in the plan are assumed to be acceptable to Comcast.

The needs assessment is made up of three actions in addition to a review of Comcast's performance during the current franchise term. These actions include a Comcast Cable survey, which was posted on the City's website from February 8 to May 19, 2008, a cable-related stakeholder meeting conducted on March 11, 2009, and a public hearing convened by the City Council on the current and future cable related needs of the community, which will be held on April 27, 2009. Information about the public hearing and the results of the cable web-survey, stakeholder meeting and performance review are provided below.

Needs Assessment Public Hearing:

The purpose of this public hearing is to gather input from the community on their current and future cable-related needs and interests. Community needs and interests may relate to current concerns regarding Comcast Cable content/programming, customer service, affordability of rates/price, Government or Educational Access programming, or technical issues, among others, or may relate future needs or desires of the community regarding these or other issues. All public comments received will be shared with Comcast, along with other needs assessment data, and will be considered when negotiating the terms of the renewed cable franchise.

Comcast Cable Web-Survey:

The Comcast Cable Needs Assessment Web-Survey was posted on the City's website from February 8 to May 19, 2008. During this time, there were 372 respondents to the survey. The questions and tabulated response data for this survey, not including individual comments, are attached to this staff report as *Attachment B*. Please note that this survey was not scientific, as the survey respondents were self selecting as opposed to being randomly selected. However, the sample size the survey represents a healthy cross section of cable television consumers, and the survey answers given do provide insight into the community's needs and interests as it relates to cable television and cable internet service.

The following section provides a few highlights of the survey:

- The majority of the survey respondents were Comcast Cable subscribers, and felt that what mattered the most with regard to their cable TV service was affordability/price, a combination of factors, picture/sound quality, availability of quality programming, customer service and choice of channel packages (in that order). However, all of these issues received some interest (at least 26% of

respondents voted affirmatively for all of these issues), including the response, "all are equally important", which received a 42.5% response rate. Generally, although the survey respondents were very interested in controlling the price of the service, all of the other issues regarding quality service provision and customer service were also very important. This is also corroborated by respondent comments throughout the survey. Thus, staff have concluded that consumers seem to be looking for the highest quality cable service at the most reasonable price it can be offered at.

- For those respondents who were not Comcast Cable subscribers or were former Comcast subscribers, the reasons for not currently subscribing to Comcast included affordability/price, lack of choice of channel packages, "other", customer service issues, lack of availability of quality programming, "didn't want more channels", picture/sound quality issues and too much objectionable programming for children (in that order).
- 43.4% of survey respondents were either very satisfied or satisfied with Comcast's Cable TV service, while 30.1% were neither satisfied nor dissatisfied (neutral). 26.6% were either dissatisfied or very dissatisfied.
- The vast majority (81%) of respondents were at least neutral (neither satisfied nor dissatisfied) about the customer service Comcast provided, while 51% of respondents were either very satisfied or satisfied with Comcast's customer service.
- 66% of respondents had watched the City's government access channel on Comcast Channel 21, while 50% of respondents had watched a City Council meeting on Channel 21.

Cable-Related Stakeholder Meeting:

On Wednesday, March 11, 2009, Shoreline, in collaboration with the City of Lake Forest Park, held a stakeholder meeting (agenda attached as *Attachment C*) to discuss cable-related issues and needs, including future needs as they relate to the Education Access Channel broadcast on Comcast Cable. Stakeholders from the Shoreline School District, Shoreline Community College, Shoreline Fire District, and the King County Library District were invited, with Shoreline School District and Community College representatives in attendance.

Shoreline Fire District representatives explained that they were satisfied with the free cable service that they are currently receiving at their fire stations, and would like to have this service continued in the next franchise term. However, they did not feel that they needed to attend this stakeholder meeting. King County Library District staff stated they were not interested in cable television being provided in local libraries, and also declined the invitation.

Shoreline School District and Community College representatives generated many interests and needs as they relate to the Education Access Channel, as well as for other cablecasting issues. Some of these identified interests include:

- A dedicated fiber line from the Shoreline Center to the Comcast broadcast center that would serve as a direct content upload link.

- Cablecasting equipment and a dedicated fiber line to Comcast (or to the Shoreline Center video room) for Shoreline Community College; similar to the interests of the Shoreline School District.
- Continued use of a dedicated Education Access Channel and triggers for an additional channel if enough content is generated between the two organizations to warrant an additional channel. Shoreline Community College would potentially like their own Education Access Channel if there is enough content that they exceed current capacity on Comcast Channel 26. This would allow them to build up their presence in the community.
- Free cable television service to all television-equipped classrooms and conference rooms at Shoreline Community College, similar to the free service currently provided to all Shoreline School District schools.
- Notation in the franchise's section of the listing of public buildings receiving free cable service for all Shoreline School District schools.
- Education Access Channel origination equipment for the Shoreline Center (and potentially for the community college) that would generate content in a digital format, and digital modulators for the Education Access Channel signal.

Franchise Performance Review:

As part of Comcast's current franchise with the City, they provide a quarterly summary report with performance standard data from their call centers which handle Shoreline customer service issues. The performance standards that are identified in the summary reports are:

- 90% of Call Answered Within 30 Seconds
- 3% of Calls or Less Receive a Busy Signal
- Number of Calls Received
- Average Speed of Answer
- Average Handle Time of Call (includes talk and wrap-up)
- Number of Calls Abandoned by Caller
- 7-day Installation (average days out)
- Service Call Responsiveness (no picture resolved in 24 hours)

In reviewing the quarterly summary reports between 1st quarter of 2004 and the 4th quarter of 2008, Comcast has consistently met the standards they have set, or provided service at a consistent level where no standard is identified.

In January of 2008, staff requested a 2007 Annual Report from Comcast, which includes information that is outlined in the current franchise. This information includes the total number of subscribers, the number of subscribers who connected and disconnected throughout the year, the number of pay-per-view purchases, the addition of any new technology or facility in the cable system, major reports or information sent to any federal regulatory agency, and data regarding "escalated customer complaints", which totaled 17 throughout the year. Upon staff review, all of the 2007 annual report data is satisfactory.

In March of 2009, staff also requested that Comcast provide annual report data for 2008, which was provided to staff in April of this year. Similar to the data provided in the 2007 annual report, the 2008 data seemed satisfactory to the staff. Much of the

data for 2008 was very similar to 2007, although the number "escalated customer complaints", doubled to 34. However, given the estimated total number of customer calls to Comcast customer service representatives from Shoreline residents, 34 escalated complaints is a relatively small number.

This level of performance and subscriber satisfaction is corroborated by staff's anecdotal information in that staff receives few concerns from Shoreline residents regarding Comcast cable-related issues. Although some citizen concerns are voiced to City staff, many of these issues are able to be resolved by staff acting as a liaison between the citizen and Comcast. As well, when citizens voice others issues that the City has no regulatory authority over, such as complaints about cable package prices, City staff are able to provide explanations of what the franchise allows the City to regulate and what it does not.

FINANCIAL IMPACT:

There is no financial impact to the City to conduct the Comcast Cable Needs Assessment.

RECOMMENDATION:

No action is required. This public hearing is being conducted so that the City Council and staff can receive public comment on future cable-related community needs and interests as they pertain to a renewed Comcast Cable franchise. This public hearing is also serving as a procedural requirement to comply with the federal Cable Act, which governs cable franchising procedures



**City of Shoreline
Comcast Cable Franchise Needs Assessment Plan
February 12, 2009**

- **Capital Equipment Needs:**

Under the City's current franchise term (July 8, 1998 - July 2010), the City has never utilized EG fees charged to Comcast subscribers to fund capital cablecasting equipment. As the City is now constructing a new City Hall facility that will open in September/October 2009, the City is currently working with Comcast to utilize EG fees for cablecasting equipment in this new facility. The equipment that is being requested is: sound system equipment, video system equipment, control system equipment and video production suite equipment and facilities. Comcast has already been provided a detailed list of this capital equipment request.

Upon Council approval, it is the City's intention to use EG fees for this cablecasting equipment for our new City Hall facility under the guidelines of our current Comcast franchise. Although it is possible that some EG fees will need to be recovered by Comcast under the guidelines of a newly negotiated franchise, it is anticipated that the initial outlay of capital cablecasting equipment will be funded under the purview of the existing franchise.

Additional capital equipment/facility needs that may need to be funded throughout the upcoming franchise term include replacement of the Shoreline Education and Government Access Origination Equipment so that content can be generated in a digital format, digital modulators for Shoreline Education and Government Access signals, and fiber optic links between the Shoreline Center Video Studio (where the Education Access content is generated) and the Comcast Headend, and between the Shoreline Community College Video Studio and the Shoreline Center Video Studio.

- **General Plans for EG Channels:**

Currently, Shoreline has one Education Access Channel (Channel 26) and one Government Access Channel (Channel 21). In our current Comcast franchise, we also have the option of initiating one Public Access Channel and up to four additional channels for PEG when certain programming triggers are achieved.

Over the course of the new franchise term, we will continue to need one Education Access Channel and one Government Access Channel. At this time, we are not interested in utilizing our option for a Public Access Channel, so we would request that this option not be included in the new franchise. We are interested however in setting aside additional EG Channels for the potential of expanded Government and Education Access programming.

We would continue to be interested in identifying triggers for when the use of these additional channels would be authorized. The number of additional EG channels would have to be negotiated.

- **Needs Assessment Work Plan:**

The Shoreline Needs Assessment will be made up of the following four activities:

- Comcast Cable Television Survey – this survey was conducted on the City's Website from February 8, 2008 to May 19, 2008.
 - There were 372 respondents to the survey during the three and half month time frame that the survey was on our website.
 - The questions and tabulated response data for this survey are attached to this work plan.
- Cable-related Stakeholder Meeting - Shoreline will hold a stakeholder meeting/focus group in combination with the City of Lake Forest Park to discuss cable-related issues including EG issues. Stakeholders from the Shoreline School District, Fire District, local libraries, etc. will be invited. This meeting is scheduled to take place in the March 2009 timeframe.
- City Council Public Hearing - Shoreline will hold a public hearing on April 27, 2009 at a City Council meeting to gather public input on the current and future cable related needs of the community.
 - Staff will also present the purpose of the Needs Assessment process and findings from the needs assessment web survey.

The City of Shoreline requests a response from Comcast within two weeks of receipt of this proposal or the City of Shoreline will presume that Comcast is satisfied with the proposed Needs Assessment Plan.

Shoreline Cable Television & Internet Survey Results

1. How do you currently receive your television signal?

Answer Options	Response Frequency	Response Count
Cable TV	81.3%	300
Satellite (Dish Network; DirecTV)	8.7%	32
Antenna	7.9%	29
Don't own a TV / don't watch TV	1.9%	7
Don't know	0.3%	1
<i>answered question</i>		369
<i>skipped question</i>		3

2. If you receive your television signal via cable, are you a Comcast Cable TV subscriber?

Answer Options	Response Frequency	Response Count
Yes	80.1%	298
No	8.3%	31
No, but I am a former Comcast Cable TV subscriber	11.6%	43
<i>answered question</i>		372
<i>skipped question</i>		0

3. For those respondents who answered 'no' or 'no, but I am a former Comcast Cable TV subscriber' to Question 2, they were asked: Please choose from the following reasons for not subscribing to cable television. Please choose all that apply.

Answer Options	Response Frequency	Response Count
Affordability / price	76.1%	54
Customer service issues / can't get service	23.9%	17
Picture / sound quality issues	9.9%	7
Lack of availability of quality programs	16.9%	12
Lack of choice of channel packages	42.3%	30
Too much objectionable programming for children / don't want children to watch more television	8.5%	6
Don't want more channels	14.1%	10
Other; please specify:	33.8%	24
<i>answered question</i>		71
<i>skipped question</i>		301

4. For those respondents who answered 'no' or 'no, but I am a former Comcast Cable TV subscriber' to Question 2, they were also asked: Please check the boxes that would matter most, in your opinion, in a future decision to subscribe to cable television. Please check all that apply.

Answer Options	Response Frequency	Response Count
Affordability / price	68.1%	49
Customer service	33.3%	24
Picture / sound quality	20.8%	15
Availability of quality programming	26.4%	19
Choice of channel packages	47.2%	34
All are equally important	25.0%	18
Other; please specify:	18.1%	13
<i>answered question</i>		72
<i>skipped question</i>		300

5. For those respondents who answered 'yes' to Question 2, they were asked: Please select which Comcast cable service tier that you currently receive.

Answer Options	Response Frequency	Response Count
Limited Basic Cable (priced at about \$15 per month)	12.9%	36
Expanded Basic Cable (priced at about \$53 per month)	40.6%	113
Digital Preferred Cable (priced at about \$85 per month)	24.1%	67
Digital Preferred Plus / Premium Cable (priced at about \$100-\$120 per month)	13.3%	37
Don't know	1.4%	4
Other; please specify:	7.6%	21
<i>answered question</i>		278
<i>skipped question</i>		94

6. For those respondents who answered 'yes' to Question 2, they were also asked: In your opinion, which of the following matters the most with regard to your cable TV service. Please check all that apply.

Answer Options	Response Frequency	Response Count
Affordability / price	57.9%	162
Customer service	26.1%	73
Picture / sound quality	32.5%	91
Availability of quality programming	26.4%	74
Choice of channel packages	26.1%	73
All are equally important	42.5%	119
Other; please specify:	11.4%	32
<i>answered question</i>		280
<i>skipped question</i>		92

7. For those respondents who answered 'yes' to Question 2, they were also asked: How do you feel about the variety of programs and channels on your cable service?

Answer Options	Response Frequency	Response Count
Very satisfied	12.9%	36
Satisfied	40.3%	112
Neither satisfied nor dissatisfied	23.0%	64
Dissatisfied	18.7%	52
Very dissatisfied	5.0%	14
<i>answered question</i>		278
<i>skipped question</i>		94

8. For those respondents who answered 'yes' to Question 2, they were also asked: Do you receive audio programming, including FM radio as part of your cable service?

Answer Options	Response Frequency	Response Count
Yes	36.9%	103
No	45.5%	127
Don't know for sure	16.8%	47
Not applicable	0.7%	2
<i>answered question</i>		279
<i>skipped question</i>		93

9. For those respondents who answered 'yes' to Question 2, they were also asked: Which types of programs would you like to see more of? Please check all that apply.

Answer Options	Response Frequency	Response Count
Public and civic affairs	16.8%	46
Arts and culture	34.7%	95
Sports	22.3%	61
Recreation and leisure	16.4%	45
Religion	2.2%	6
Environment	18.2%	50
Weather	8.4%	23
Audio programming (including a selection of local FM radio stations)	9.5%	26
Business news	13.1%	36
General entertainment (including but not limited to movies)	43.4%	119
Children's programming	13.1%	36
Family programming	24.5%	67
Science / documentary	54.4%	149
Educational programming	28.5%	78
International programming	22.3%	61
None of the above	1.1%	3
No opinion	10.6%	29
Other; please specify:	16.1%	44
<i>answered question</i>		274
<i>skipped question</i>		98

**10. For those respondents who answered 'yes' to Question 2, they were also asked:
Overall, how satisfied are you with Comcast's cable TV service?**

Answer Options	Response Frequency	Response Count
Very satisfied	15.1%	42
Satisfied	28.3%	79
Neither satisfied nor dissatisfied	30.1%	84
Dissatisfied	20.1%	56
Very dissatisfied	6.5%	18
<i>answered question</i>		279
<i>skipped question</i>		93

**11. For those respondents who answered 'yes' to Question 2, they were also asked:
How satisfied are you with Comcast's customer service for your cable television?**

Answer Options	Response Frequency	Response Count
Very satisfied	16.5%	46
Satisfied	34.5%	96
Neither satisfied nor dissatisfied	30.2%	84
Dissatisfied	14.0%	39
Very dissatisfied	4.7%	13
<i>answered question</i>		278
<i>skipped question</i>		94

**12. For those respondents who answered 'yes' to Question 2, they were also asked:
Have you experienced any of the following problems with the cable television service
provided by Comcast? Please check all that apply.**

Answer Options	Response Frequency	Response Count
Cable service issues (loss of picture or sound; poor picture or poor sound quality)	54.2%	150
Customer service issues (long wait time to reach the company on the phone; long wait to receive a return message from an email or telephone call; long wait for installation or service visits, including not keeping scheduled appointments; lack of courtesy; etc.)	28.2%	78
Billing issues (billing errors; unclear bill)	11.9%	33
Quality of work on installation of service visits	12.3%	34
Returning equipment or paying bills in person	7.9%	22
None of the above	30.0%	83
Other; please specify:	18.4%	51
<i>answered question</i>		277
<i>skipped question</i>		95

13. For those respondents who answered 'yes' to Question 2, they were also asked: Did you contact Comcast to resolve any of these problems?

Answer Options	Response Frequency	Response Count
Yes	73.2%	175
No	19.7%	47
Don't remember	7.1%	17
<i>answered question</i>		239
<i>skipped question</i>		133

14. For those respondents who answered 'yes' to Question 2, they were also asked: Overall, how satisfied were you with Comcast's resolution of your problem(s)?

Answer Options	Response Frequency	Response Count
Very satisfied	15.2%	36
Satisfied	26.6%	63
Neither satisfied nor dissatisfied	29.1%	69
Dissatisfied	15.6%	37
Very dissatisfied	8.4%	20
Don't know / don't remember	5.1%	12
<i>answered question</i>		237
<i>skipped question</i>		135

15. For those respondents who answered 'yes' to Question 2, they were also asked: Please let us know if you have any suggestions regarding how Comcast could serve you better.

Answer Options	Response Count
All individual comments	118
<i>answered question</i>	118
<i>skipped question</i>	254

16. Have you ever watched the City's government channel on Channel 21?

Answer Options	Response Frequency	Response Count
Yes	66.0%	227
No	33.1%	114
Don't know for sure	0.9%	3
<i>answered question</i>		344
<i>skipped question</i>		28

17. How often do you typically watch Channel 21?

Answer Options	Response Frequency	Response Count
Never	28.0%	96
Occasionally (less than once a month)	35.6%	122
Once a month	10.8%	37
Once a week	15.7%	54
Daily	0.6%	2
Don't know	1.5%	5
Not applicable	7.9%	27
<i>answered question</i>		343
<i>skipped question</i>		29

18. Have you ever watched a City Council meeting on Channel 21?

Answer Options	Response Frequency	Response Count
Yes	50.0%	172
No	47.1%	162
Don't know for sure	2.9%	10
<i>answered question</i>		344
<i>skipped question</i>		28

19. When do you watch City Council meetings on Channel 21?

Answer Options	Response Frequency	Response Count
Not applicable	64.4%	197
Day / Time of the Week:	35.6%	109
<i>answered question</i>		306
<i>skipped question</i>		66

20. Which of the following Internet capabilities do you use now or see yourself using in the next five years? Choose as many as apply.

Answer Options	Response Frequency	Response Count
Information search / search engine (Google, Yahoo)	96.8%	331
Sharing photos, music, or videos	77.5%	265
Email	95.9%	328
Conducting financial transactions online, including purchases, managing investments, and paying bills	84.8%	290
Telecommuting / getting school assignments	56.7%	194
Creating content for the Internet	44.4%	152
Interactive participation with community groups	42.4%	145
Video games over the internet	28.4%	97
Online video conferencing	27.2%	93
None of the above	3.2%	11
Other; please specify:	5.6%	19
<i>answered question</i>		342
<i>skipped question</i>		30

21. Do you have a residential connection to the Internet through any of the following?

Answer Options	Response Frequency	Response Count
Cable (from Comcast)	61.1%	212
Dial up modem	4.3%	15
Digital Subscriber Line (DSL)	25.4%	88
Wireless (Clearwire)	3.7%	13
No, but I do have access to the Internet through school or work	0.6%	2
Don't own a computer / don't have an Internet connection	0.6%	2
Don't know	0.6%	2
Other; please specify:	3.7%	13
<i>answered question</i>		347
<i>skipped question</i>		25

22. For those respondents who answered 'Cable (from Comcast)' to Question 21, they were also asked: If you are a Comcast Cable Internet subscriber, how satisfied are you with Comcast's customer service for you Internet service?

Answer Options	Response Frequency	Response Count
Very satisfied	23.4%	48
Satisfied	40.5%	83
Neither satisfied nor dissatisfied	19.5%	40
Dissatisfied	13.7%	28
Very dissatisfied	2.9%	6
<i>answered question</i>		205
<i>skipped question</i>		167



Shoreline/LFP Comcast Stakeholder Needs Assessment Meeting &
Education Access Channel Discussion
March 11, 2009
Shoreline City Hall, Room 305

I. Cable Franchising Overview/Timeline

1. Shoreline Comcast franchise expiring July 2010
 - a. City of Shoreline gathered public input on community needs regarding the franchise in Spring of 2008
 - b. Continuation of this needs assessment process currently ongoing
2. LFP Comcast franchise expiring August 2009 (short franchise extension forthcoming).
3. Consortium of cities including Shoreline and LFP negotiating with Comcast on new cable franchise throughout 2009
4. Verizon Cable Franchise approved by Shoreline City Council in October 2008

II. Education Access Channel (Channel 26)

1. Does the Education Access Channel Infrastructure need to be improved? If so, how?
2. Are the School District and Community College interested in similar franchise "EG" language as what was written into the Verizon franchise?
3. Other issues/needs/recommendations?

III. Cable Service at Public Buildings

1. Current listing of cable drops at public listings
2. Should the school district facilities receiving free cable service be written into the franchise? School District is currently provided free cable service via "Cable in the Classroom".
3. Would the Community College like to receive a free cable drop from Comcast?
4. Transition to DTV

IV. Other Stakeholder Cable-Related Needs?

V. Questions, Comments, Other Issues

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