



Minutes March 8, 2011

Podcast available: A podcast of this meeting is available at <http://itunes.apple.com/us/podcast/city-seattle-citizens-telecommunications/id289756959>

- There are separate recordings for the meeting with the Mayor, meeting with Councilmember Harrell and the rest of the meeting.

Attending: CTTAB members: Ted Schmitt, (Chair), Will Pugh (Co-chair), Robert Dolin, Brian Hsi, Marina Martin, Daniel Carillo, Jr., Karen Manuel, Stacey Wedlake, Roni Ayalla

Absent: Eric Koester (excused),

Staff: Bill Schrier, David Keyes, Tony Perez

Public: Ken Meyer, Bill Alford, Stan Emert (Rainmakers TV, SCAN), Dorene Cornwell, John Klockner (Puget Sound Access), Eric Aker

Note: The meeting with the Mayor and Councilmember Harrell were not attended by all the above.

Meeting with Mayor McGinn (City Hall)

The Mayor shared technology priorities and how CTTAB could help. He pointed to his State of the City address. Issue discussion included:

1. Broadband - multi-year major agenda and effort, including fiber deployment and community education. Mayor needs help educating the public about what this means. He likened the capacity expansion to going from dial up modem to cable broadband. Need help laying groundwork on what a public fiber optic network really means. Working on what is the financing model, what public benefit will there be and clarifying what warrants the public investment. Need help to explain how the public benefits are worth the public investment. In some areas, there are legal and regulatory barriers that need to be addressed. A city goal is trials to clarify how this can be done.

Perhaps CTTAB could work with the City to bring in people from elsewhere who have done this and sponsor public forums. Telling stories of research institutions and business benefits. We want to connect everyone in the city up to next generation internet so we can all join in creating and participating in 21st century prosperity. The Mayor encouraged use of social media to deliver this message and pointed out CTTAB has benefit of saying this from a community perspective.

2. Engagement and transparency, including expansion of online city data. Note that Department Director performance agreements are online. Engaging people online is a strong goal. Working on apps and Code for America application project.
3. Rollout of new city web design.
4. Need help with tools that help cross city department silos and with the public. Need data coordination instead of a map here and a map there.
5. Culture change within the institution/entity and effective online engagement is a challenge. Creating an environment where people are more comfortable with change. Online tools don't really work unless there is a real face-to-face engagement - online is model for what happens in real life.
6. Digital divide and inclusion is an ongoing priority.
7. Public access TV debate and planning for RFP – CTTAB's role is valuable as we change level and approach to support.
8. Increase use of social media to expand messaging and education. The Mayor pointed to opportunity for him to retweet CTTAB messages and vice versa.

Meeting with Councilmember Harrell (City Hall)

He has five areas of interest:

1. The "Great Student Initiative"
 - a. High speed internet is expensive.
 - b. Comcast / NBC merger - CM Harrell has been pushing for cheaper Internet access. 39% of kids have reduced lunch and 60%+ are people of color. Comcast as part of their merger will offer \$9.95 per month Internet and computers for kids on reduced lunch. Microsoft working on a similar plan internationally.
 - c. Hope to have this in place for next school year.
2. Apps for Seattle / Open Data
 - a. 208 datasets on data.seattle.gov
 - b. CTTAB should track what data sets are being posted and what ones are ripe for the Apps contest and more deployment.
 - c. Which datasets would be best for an apps and an App contest.
 - d. Ready to pull the trigger on the Apps for Seattle contest. Leg Assistant Vinh Tang said the target for this is this summer, 2011.
 - e. Vinh has met with CTTAB committee to work through some of the logistics
3. Public engagement portal
 - a. Launched January 31st
 - b. Single-sign-on
 - c. My.seattle.gov
 - d. Seattle Speaks - CM Harrell is ready to see this launched, would like to CTTAB help to create a buzz around it and would like to use it to gain input from the public on, say, the proposed downtown sign ordinance.
4. Public access and SCAN-TV.
 - a. SCAN decision was a tough one, with history of public access as part of our culture and our interest in this vs. our concern based on performance and needs identification.
 - b. Raised the cable fee to 4.7%.

- c. Phasing out SCAN was a tough decision. SCAN advocated from a "moral" perspective but not with hard data. SCAN folks were very emotional.
 - d. CM Harrell is looking forward to hearing what CTTAB has to say next week. This is very critical.
5. Broadband
- a. Availability for residents and business at really high speed - 100 mbps - is important. Look at education. This network is essential to compete.
 - b. But how to pay for it? Seawall will go on the ballot as well as Family and Education Levy. Need a smartgrid which might cause a City Light rate increase. Is a \$750 million ask feasible right now?
 - c. Fiber to the node is lower cost; he is wondering if this is a feasible starting point with a goal of trying to get private entities to build the last mile.
 - d. Or a trial area (esp in Broadstripe covered areas currently with lower quality services or in Pioneer Square)
 - e. The business case is that private entities have not built it. But they still might litigate.
 - f. And then we have issues like homelessness and public safety. All people are not living well in Seattle. It is not just as easy as saying "let's just build it". There are other competing needs for the City.
6. CM Harrell was just appointed to the national board of One Economy.

CTTAB Reassembled at Seattle Municipal Tower, Room 2750

- 1. 5:00 Called to Order, Approval of Agenda and February minutes.**

- 2. Cable Franchising, PEG & Broadband Projects 101 by Tony Perez, Director of the Office of Cable Communications (See attached presentation – on web site)**
 Eventually will be some revisions in regulations
 What we can require: consumer protection (we passed legislation, have a Customer Bill of Rights and reference it in franchise). We have strongest consumer privacy rights in the country
 Buildout requirements: we can require this for cable tv, but can't for Internet, though the buildout of cable tv also increases the Internet capacity.
 PEG: Public Educational, Governmental Channels: Can require channel capacity, capital support. Cable operators are expressly prohibited from exercising any control over content. If City requires operating support, cable ops can deduct this from franchise fees and pass costs to subscribers.
 Comcast franchise expires 2016, Broadstripe in 2017. Refranchising process begins about 36 months prior to the expiration date. This includes a community assessment, which CTTAB has been very involved in during past processes.

 Number of channels negotiated: See slide.
 City can require up to 4 channels in HD. Past rule of thumb has been we want the same capacity as what they'd transmit the Super Bowl in.
 City would argue IPTV would fall under our oversight...There are several different kinds. As long as it's being delivered via closed system, it would fall under our regulatory

authority. TVW and King County doesn't count currently against our channels. CSPAN is also outside this. City channels are currently analog due to expense.

Broadband Policies and Interests:

Tony explained the interest of providers is increasingly diverging from the public interest in economic development and social benefits.

He cited the Task Force on Telecommunications Innovation report (<http://seattle.gov/archive/btt/docs/SeaBTF.pdf>)

Goal set in this report was 2015.

Will Pugh pointed out that both Mayor and Councilmember Harrell acknowledge need for Broadband today...there's been a lot of progress in recognizing need.

Goal is open access with as many providers as the system can handle. Also affordability and sufficient speed.

- Ted referenced the Mayor's areas of work needed on broadband:
Helping community to understand need
- Defining the business model
- Addressing policy and regulatory needs.

Accessibility: Rob Dolin asked about and Tony replied that the recommendations and broadband plan does not currently address accessibility.

Bill Schrier – He will typically provide a Chief Technology Officer's report at CTTAB meetings.

3. Digital Inclusion Initiatives 101, David Keyes, Community Technology Program Manager

See attached presentation. David covered definition of digital inclusion, barriers to adoption, an overview of public computing centers in Seattle, the initiatives of the community technology program, and limitations on the city programs.

4. Public Access Television recommendations

Tony and Ted reviewed the RFP timeline.

Reminder about the Council meeting March 16th at 2.

CTTAB worked with DoIT on RFP. They raised the concern that the RFP be flexible enough to encourage proposers and how they would address the community needs.

Second SLI – City Council Statement of Legislative Intent – asks for CTTAB to make recommendations about the Council designated funds (\$182,000). We reviewed the Technology Matching Fund grants from last year.

Will – San Francisco had two levels in their RFP, "keep the doors open" at \$175,000 and potential \$300,000.

Here, right now, the budget for public access tv is \$100,000. CTTAB is being asked for a recommendation

Tony expects that the revenue will be realized, but the decision on where these funds get allocated and if they get allocated at all to public access tv could be clarified that Discussion of options for recommendations: This included discussion of whether some or all could go into a grant program.

Comments from Board members and community members included concern over the need for a central facility, for the organization to not have to work extra piecemelaing smaller grants together, need to retain staff.

How do we encourage PATV service to leverage other community resources (eg Marina cited a community facility on Hwy 99). Will stated that the first goal is get past this initial round so that it survives, then work on longer picture of assisting in the evolution.

Rob made a motion: Move that rec is for allocation of 75,000 to TMF and 50 k to public access tv with request from CTTAB for options for the balance.

No second. Motion failed.

Will made a motion that 1st priority is 75k additional 70k to fund it at rate of SF and 3rd priority is to add the additional 37k to attach to the RFP for support of new media part of public access. Rob second for discussion purposes.

Discussion: Rob – not sure if you asked public where to spend money that it would go to Brian Hsi, Ted – discussion about whether this is for digital inclusion. Point made about emphasis on creating local content .

John – made a point about difference in saying the funding is only going to public access instead of saying it is going to community media.

Vote: Unanimous approval of parts 1 & 2.

Another motion made by Ted to recommend \$75,000 to restore TMF to prior level and put the remainder of funds into public access tv, Second by Stacy.

Vote: 4 in favor, 5 against

Motion: Rob made a motion that \$75,000 be used to restore the Technology Matching Fund to 2010 level. Use \$70,000 to allow the public access operator to provide additional services beyond the core \$100,000 budgeted, and that any funds available above \$145,000 be split more or less evenly between these two with an additional \$20,000 for TMF as this would provide funding for one additional project at the maximum funding level and the balance go to public access tv.

Vote: Motion approved - 6 for and 3 against

Discussion of Committees:

Rob on CTTAB web site committee

Brian – Look at whether the committees are more strategic or tactically oriented.

CTTAB wants to have more discussion about this next time.

Will – apply a gauge of whether this will be of interest to CTTAB.

7:30 pm

Meeting Adjourned