

## **B. COMMUNITY CABLE NEEDS AND INTERESTS QUESTIONNAIRE RESPONSES**

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### **OVERVIEW**

The goal of this section of the preliminary report on community needs is to describe and illustrate the current state of telecommunications in Davis as well as current and future telecommunications needs through qualitative and quantifiable measures. To that end, the City of Davis conducted two telecommunications surveys aimed at the two major community audiences: business and residential. A summary of the issues and problems cited by respondents of these surveys appears in Chart B1 on the page that follows.

The City was very pleased with the feedback received from both surveys and believes that the high response rates as well as the data reflects the relative importance the Davis community places on telecommunications and cable issues and efforts to improve the same. The data collected through these surveys demonstrates the fundamental and compelling argument that Davis citizens are making: the telecommunications infrastructure in Davis is inadequate and needs to be updated.

The Davis community has its eyes on the future, and is committed to innovation that will better accommodate the needs of its citizens and improve business development. The community's telecommunication objectives are important to understand because the features of an improved infrastructure can substantially impact quality of life and strengthen the local economy. To facilitate these positive impacts, the City of Davis is committed to ensuring the city has the best possible telecommunications infrastructure in place.

Today's global system operators and equipment suppliers operate in markets that are constantly changing as new technologies emerge and evolve. Rapidly converging capabilities that support integrated high-speed data networks are contributing to the growing complexities and intricacies of the new era. Market segments have become increasingly competitive and global, making it vastly important for businesses to stay in touch with what is going on in the rest of the world.

Just as citizens rely on the vehicular transportation infrastructure to get from place to place, today's information age requires its own investment in a telecommunications - "information highway" - infrastructure. With technology progressing so quickly, it is vital to the health and vitality of the Davis community to have an "up-to-date" and flexible information infrastructure to move ideas and knowledge across the street and to the rest of the community.

### **METHODOLOGY**

During December 2000 and January 2001, the City of Davis mailed a telecommunications survey to 2,121 local business owners to determine their opinions, needs and interests regarding current and future telecommunication services that could be offered by a cable operator. A total of 713

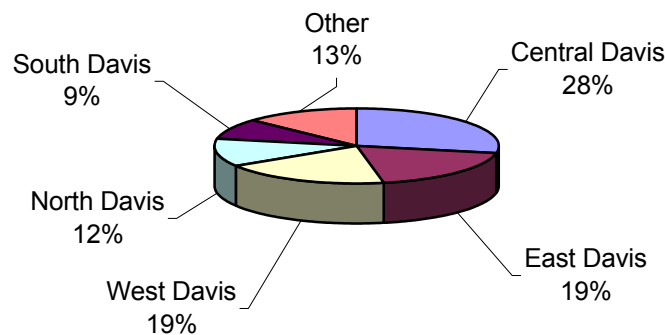
### Chart B1 Issues and Problems

<b>Issues</b>	<b>Problems</b>
<b>Access</b>	Limited access to communication tech
	Unequal access to modern technology among Davis residents
<b>Availability</b>	Cable services not available in all areas
<b>Bundled</b>	Customers not satisfied with the way services are handled
<b>Channels</b>	Poor selection of channels
<b>Choices</b>	Less than ideal cable service choices, especially for students
<b>Economic Development</b>	Commercial development (agency behind projections)
	Poor telecommunications infrastructure
	Downtown area struggles to maintain competitiveness without additional cable/telecom services
<b>Insufficient services</b>	Cable company offers insufficient services does not provide additional services
	Limited access to high speed broadband services
<b>Not willing to provide service</b>	Community perception that the company is not willing to modernize services to the community
<b>Nonprofit outreach</b>	Local nonprofits have problems executing public outreach for valuable community services
<b>PEG</b>	Equipment is aging
	PEG funding is uncertain from year to year
<b>PEG and schools</b>	Education is inadequate without technology education, access to broadband, and access to video resources
<b>Penetration</b>	Cable penetration rates are low in Davis compared with other communities
<b>Phone service problems</b>	Business community is at a competitive disadvantage due to inadequate phone service
<b>Poor communication</b>	Cable provider is perceived as a poor communicator to customers
<b>Poor customer service</b>	Cable company has poor reputation for customer service
	Technical service inadequate
	Deceptive advertising
<b>Quality</b>	Company failing to provide an adequate signal
	Poor quality picture and sound
<b>Reliability</b>	Residents experience poor cable and dsl reliability
<b>Staff communication with public</b>	City and school staff should communicate more with the public
<b>Telecom System</b>	Davis has inadequate telecom system
	Flow of information in the community is clumsy and slow
<b>Underserved internet</b>	The city is underserved by broadband providers

of these surveys were completed and returned to the city demonstrating the importance that the Davis business community places on telecommunications. That is a return rate of just under 34%, and represents more than one-third of all business owners. Inclusion of the business community is important in Davis because this sector of the community relies heavily on telecommunications to produce and distribute the goods and services they provide. Thus, these small businesses are a potentially fruitful market for high-speed cable modem and other technology services.

Business survey respondents were fairly representative of where businesses are located in Davis, with the highest concentration (28%) being in the downtown or Central Davis, as shown in Figure 1 below. (The City of Davis has a long-standing commitment to maintain the downtown as the city's primary retail and cultural center.) The remaining business owners were located in East Davis (19%), West Davis (19%), North Davis (12%), South Davis (9%) and Other (13%).

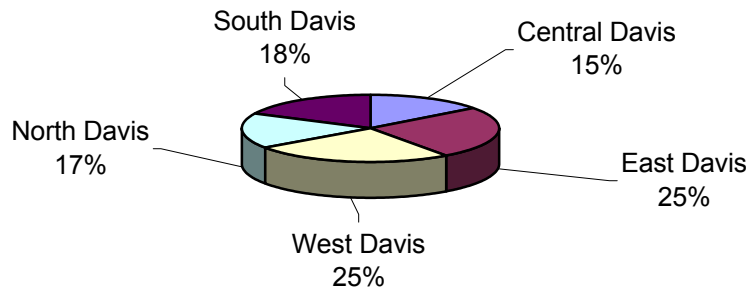
**FIGURE B1**  
**Business Owners by Geographical Location**



Another telecommunications survey was conducted over the City's web site through June 2002 that queried Davis residents on their telecommunications needs, interests and issues. In addition to a standard set of questions, the survey offered respondents a separate series of questions for those who receive television programming via antenna, dish/satellite, or cable. The survey was publicized on the City of Davis web site, the government channel, and advertisements in the local newspaper, a publicity photo and press release published by the local newspaper, announcements during City Council meetings, and other methods. This was a self-selecting survey to which 393 community members responded.

Similar to the geographical dissemination and dispersion of business owners above, residential survey respondents reside across all Davis areas. As seen in Figure 2 below, a quarter of survey respondents each were from West Davis (25%) and East Davis (25%), with the remaining half fairly evenly distributed among South Davis (18%), North Davis (17%), and Downtown/Central Davis (15%).

**FIGURE B2**  
**Resident Respondents by Geographical Location**



Together these two surveys represent the attitudes and values of the overall Davis community, its’ business owners and residents. See Appendix B for a copy of the two questionnaires.

## FINDINGS

This section presents measurements that reflect the citizens’ outlook on technology infrastructure, its impacts and social and economic benefits. The findings are broken down into three telecommunication infrastructure sub-categories: Internet, Cable Television, and Telephone Services. Together they demonstrate both the current state of information technology and how it impacts the social and economic health of Davis, and the demand for upgraded technology, additional services and more access.

### A. Cable Television

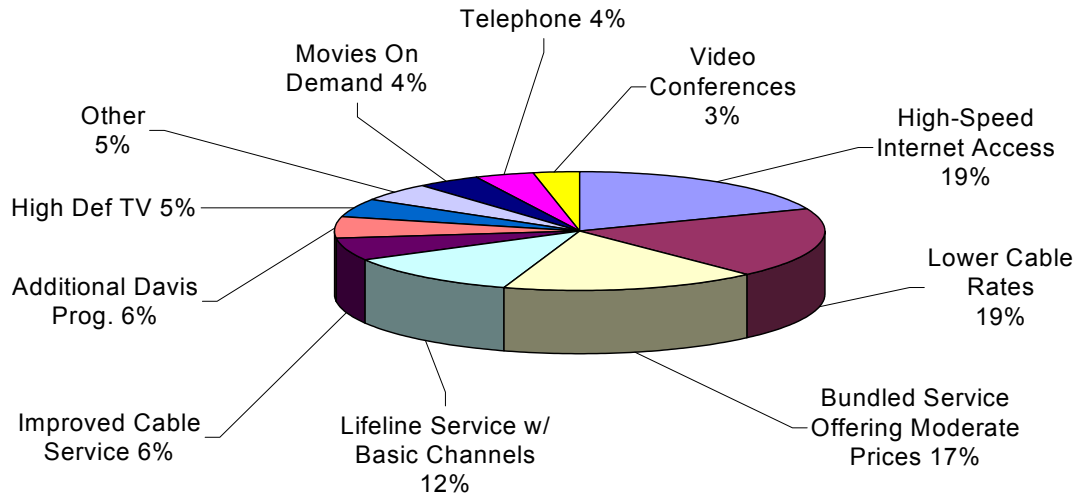
The majority of survey respondents, 62%, receive their television services via cable, followed by “antenna or other” at 20% and 18% use satellite for viewing television programs. This section looks at the issues and needs of viewers in these three service categories.

#### Antenna Users:

The top reasons for not subscribing to cable, stated by those receiving their television services via antenna, are that rates are too high (32%) or they do not watch much TV (26%). Typical comments about why they don’t subscribe to cable were *“Too many additional fees (installation, maintenance, taxes). AT&T customer service very poor. Tried connecting [to cable] and received no help.”*

A considerable number of respondents noted they would consider subscribing to cable if the company offered additional services. Figure 3 below shows that 19% would switch to cable for high-speed Internet access, 19% would switch for lower cable rates, 17% for bundled services offering a moderate price for cable, telephone, and Internet access, 12% for a basic ‘lifeline’ service including major networks and local channels. In sum, 67% of the antenna users would definitely consider switching to cable if all these services were provided in Davis.

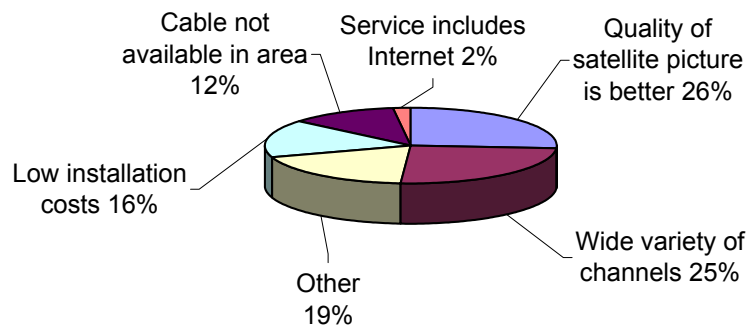
**FIGURE B3**  
**Services that Would Entice Antenna Users to Switch to Cable**



**Satellite Users:**

Of the 18% survey respondents who use satellite to view television programs, 26% noted that they chose a satellite/dish for the quality of the satellite picture and 25% noted it was for the variety of channels. Figure 4 below highlights the main reasons given for not subscribing to cable.

**FIGURE B4**  
**Reasons Why Satellite Users Chose Satellite Over Cable**



Satellite users who switched from cable to satellite/dish indicated they did so because they dislike the quality of the cable picture (21%), did not like the programming (20%), or because cable rates were too high (18%). Some of these respondents commented that, *“It [satellite service] was cheaper and had very good customer service. AT&T has the worst customer service (telephone operators) if and when you finally get through.”*

When satellite users were asked if they would consider subscribing to cable if the company offered numerous different services or packages, the responses were very similar to those of antenna users. The top three reasons that satellite users would consider switching to cable were high speed Internet access (19%), lower cable rates (17%) and a bundled service offering a moderate price for cable, telephone, and Internet access (11%).

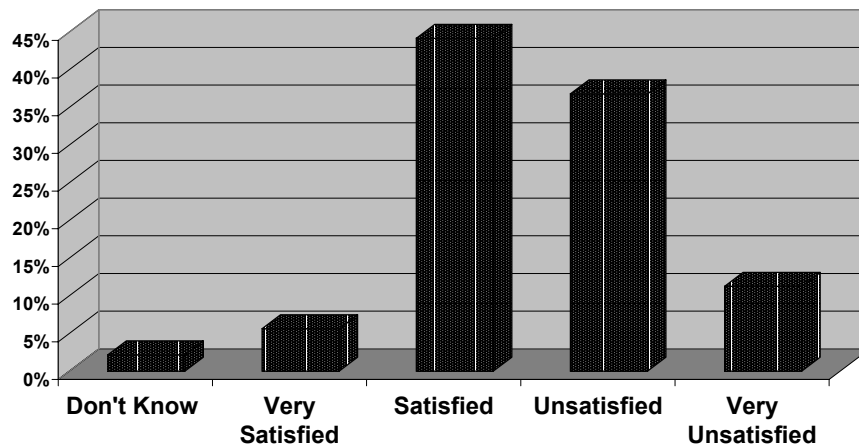
**Cable Users:**

Most survey respondents use cable for their television viewing (62%). A majority of cable respondents (55%) expressed an interest in High Definition Television (HDTV) with close to two-thirds desiring high-speed cable modem service for Internet access (65%). Cable user respondents generally stated they had little or no interest in interactive video, telephone service, or video conferencing.

**Channel Selection:**

Though 44% of those surveyed were satisfied with channel selection, almost half of the respondents (49%) indicated they are “unsatisfied” or “very unsatisfied” with the cable providers’ channel selection, demonstrating an insufficiency in the variety of programming channels offered. Figure 5 shows the breakdown of responses.

**Figure B5**  
**Satisfaction Rating of Channel Programming**



**Picture and Sound:**

When asked about the quality of the cable picture and sound, 9% indicated they are “very satisfied” with the picture and sound, 61% were “satisfied” with what was offered by the cable provider, but 22% indicated they are “unsatisfied” and 7% were “very unsatisfied”. While a majority of the community feels satisfied with the quality of the cable provider's service, nearly a third of cable television subscribers do not feel the service is good. The fact that about 1 out of 3 cable subscribers is not happy with the quality of the picture and sound is unacceptable.

**Channel Bundling and Programming:**

The cable community is almost equally divided on channel bundling and programming. About 36% of cable subscribers are “unsatisfied” with the way that channels are bundled together with approximately 36% “satisfied.” However 14% of respondents suggested they were “very unsatisfied.” This means 50 percent of respondents are not happy with the programming or channel bundling. This significant amount of dissatisfaction is unacceptable.

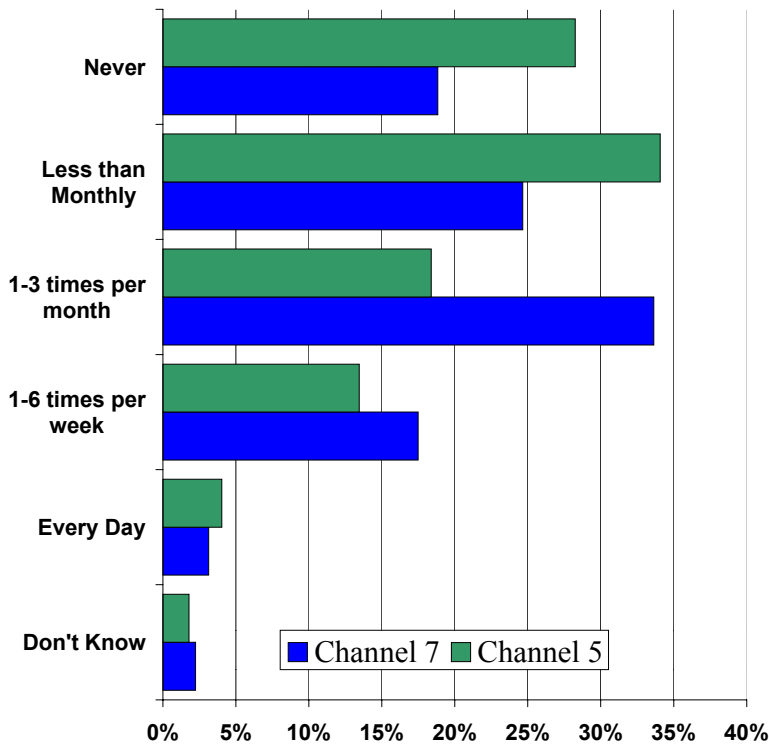
Cable subscribers would like to see more of these types of programming offered in the channel line-ups:

- Educational/History
- Natural/Environment
- Arts
- Local Davis channels
- News
- Movies
- Comedy

**Local Public, Educational, and Government Channels (PEG):**

The survey found a majority of Davis residents watch local public, education, and government channels. Figure 6 below shows viewer frequency for Public Access (Channel 5) and the Davis Government Channel (Channel 7).

**Figure B6  
Frequent Viewers of Channels 5 and 7**



Of the local Public, Educational, and Government channels (PEG), local Davis Government Channel 7 had the highest level of viewership. Of those surveyed, 54% indicated they are frequent viewers of the program channel. This percentage is inclusive of every day viewers (3%), those who view one to six times a week (17%), and those who view one to three times per month (34%).

Roughly 35% of respondents are frequent viewers of Public Access Channel 5 followed by 28% identified as frequent viewers of Educational Channel 14. One respondent expressed their opinion of the PEG channels as follows: *“I want to take a moment and reinforce how important I feel local community television (public access, government, and school channels) is to the health and vitality of the community. I think that these channels are a key way to learn more about people in the community.”*

More significant is the fact that many of the respondents indicated these channels are "very important" to them. Twenty-two percent of all those surveyed said that local Davis Government Channel 7 was "very important" to them with 13% indicating that the Educational Channel 14 and Public Access Channel 5 were "very important" to them. Combining "very important" and "important" responses, the channels are also highly rated: 49% government, 31% educational, and 33% public access. The respondents place a high community importance on local TV channels, which feature programs about Davis residents and organizations.

Davis residents are willing to pay to support development of local television programs that would highlight Davis residents, events, and organizations. When asked how much of their monthly cable bill should be set aside to support local programming, fully 73% of survey respondents indicated they would set aside at least \$1 of their monthly cable bill to support local programming. A majority of 55% would support at least \$2. More than two-thirds (34%) are willing to set aside at least \$3 for local programming. While close to one quarter (21%) would support \$4. Respondents gave a mean value of \$2.52 of their monthly cable bill to support local TV programs. These numbers clearly indicate community support for funding local programming.

### **Customer Service:**

Residents expressed concerns about the services they receive. Some displayed resentment toward the cable provider's technical support services. Many of the respondents feel that there is poor communication and that customer technical support is not welcoming:

*“The recent decision by AT&T Broadband to require us to replace set-top boxes (converters) was poorly explained in their letters to the customers. The letter made it sound like switching the converter would allow for digital cable.”*

*“AT&T requires you to bring a photo ID to the local office to change the billing name on your cable account. This is because this can be only handled at the local office and the local office does not take telephone calls.”*

*“Since AT&T took over TCI, the level of service has declined and the monthly charge has increased. I cannot call the local office. There is no telephone service to the local office.”*

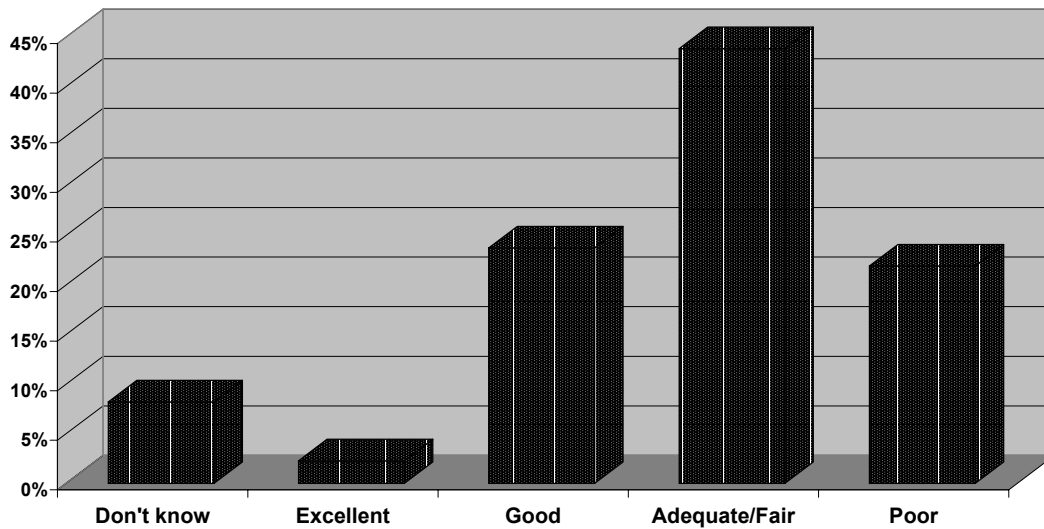
For cable subscribers, the majority answered either with an “I don’t know” or “adequate to fair” response when rating the cable provider’s flexibility in the services listed below.

- scheduling repairs
- getting a live person to help with problems
- length of time to answer and return phone calls
- overall quality of service
- promptness in keeping scheduled appointments
- repairing cable outages
- resolving cable reception/picture/sound quality problems

The higher number of “don’t know” responses on these customer services presumably is because respondents had not yet dealt with a problem with the cable company. For example, 42% of the respondents answered with “I don’t know” in rating the length of time it took to answer and return calls.

Respondents were more likely to say that the overall service quality is adequate or poor as depicted in Figure 7. Of all the cable subscriber respondents, 44% said that the quality of service was merely “adequate/fair” and an additional 21% rated it as “poor.” Very few respondents rated customer service to be “excellent”. Very similar ratings were given when the respondents were asked about getting a live person to help with subscriber problems, the helpfulness of cable company staff, informing subscribers about cable channel line-ups, and repairing cable outages.

**Figure B7**  
**Satisfaction Rating of Overall Service Quality**



## B. Internet

### Business Internet Access:

Overall, Davis businesses have a lower degree of Internet access than what would otherwise be expected. Nonetheless, Davis has a high percentage of business owners (79%) with at least one computer hooked up to the Internet. Davis also has a high percentage of business owners (78%) who view the Internet as important to some degree. Though on the surface these figures appear to demonstrate a high degree of Internet usage, the numbers are misleading in terms of service quality and accessibility. Of those who connect to the Internet, 54% of them do so using a dial-up modem and 30% connect through a DSL provider. What is more revealing is that 88% of survey respondents said Internet access is either "critical" or at least "important" to their organization. However, over half of the business community uses the oldest technology (modem) to connect to the Internet, placing them at a disadvantage to their competitors using high-speed broadband services.

The City of Davis recognizes the ramifications that limited access to the Internet can have on the economic health of the city. High-speed Internet accessibility prompts activity and can be a strong contributor to overall employment growth in Davis. There is a growing disparity between what Internet access is needed and desired versus what is available. One person said that *"DSL is unavailable in South Davis where I live. I own my own business and work from home. The type of clients I can attract is limited by the slow Internet connection. A faster Internet connection would allow me to send files electronically instead of using other means."*

Dial-up modem connections are becoming more and more marginal with today's web sites and advanced online services. Many residents have looked for local business information online, but satisfaction with the content is mixed. Community business owners are becoming increasingly frustrated with their inability to publish successful e-business web sites. One respondent said, *"I need high speed broadband access, but don't have it in my area. DSL seems to be the only hope, but no timeline and no information makes planning a little hard. Hope is all I have."*

Business owners see the Internet as a useful tool and indicate their demand and usage for Internet services will only increase within the next couple of years (Table 1). When asked how important the Internet would be to selling/buying services or products during the next three years, roughly 64% of respondents said it would be "critical" and another 30% said it would be "somewhat" to "very important" to them. Business owners demonstrated that the use of electronic mail would be imperative to their business operation with 73% of respondents indicating that e-mail would be "critical" to their organization's daily operations within the next three years. Online employee training will be "important" to 77% of respondents. Other written comments indicated they will become more and more reliant on the Internet for marketing and for providing information to their customers.

**Table B1  
Business Owner’s Ratings on How Important Internet Activities  
will be to Their Organizations During the Next Three Years**

Activity	Critical	Very Important	Somewhat Important	Not at all Important	Don’t Know
Selling Services or Products	62%	11%	18%	8%	1%
Buying Services or Products	66%	11%	23%	9%	1%
Providing Information to Customers	55%	17%	16%	11%	1%
Maintaining a Website	54%	10%	15%	20%	1%
Marketing	42%	20%	18%	20%	0%
Electronic Mail	73%	14%	5%	8%	0%
Internet and Video hosting and serving	46%	20%	21%	13%	0%
Online Employee Training	14%	13%	50%	20%	3%

Many of the business owners that currently have Internet access are dissatisfied with the services currently being provided. When asked about technical support, 36% said they are "not at all satisfied". Only 6% of respondents were "very satisfied" with their technical support. Most participants expressed dissatisfaction with other services of their Internet provider. When asked about the elements of costs, speed, reliability, and availability: 34%, 27%, 31%, and 32% respectively, say that they are "dissatisfied" with these services. Conversely, 9 to 11% were "very satisfied" these same elements. Taken as a whole, customers were dissatisfied with service at a rate of 3 to 1.

**Residential Internet Access:**

The greatest number of residential users access the Internet at home (51%), followed by access at work coming in at 37%. When connecting to the Internet at home, 56% of Davis customers use dial up modem and 32% connect using DSL. Many respondents were upset with DSL coverage in Davis. *“DSL coverage in Davis is spotty. I finally got DSL in West Davis last year, but I’m moving to east Davis at the end of July and am outside of PacBell’s [SBC’s] DSL range by 85 feet.”* Another person highlights his frustration in saying that there needs to be *“Better Internet access in more parts of Davis. Maybe expanded DSL coverage area and upgrading the local cable network using fiber so that we can get cable Internet. The lack of broadband Internet in my area (no DSL available) of West Davis is a major drawback.”*

When the residents were asked how interested they were in receiving special services from the cable provider in the form of high speed cable modem service for Internet usage, 51% were “very much interested” and an additional 22% were “interested”. One person stated that *“[I] Need DSL or cable modem service in New West Davis neighborhood. [I] need more choices in cable companies to promote price and service competition.”* Another respondent stated that *“One reason for moving (soon) from Davis is the lack of high speed Internet access where I live now.”*

Davis residents are involved in their community and use the Internet to help them further their activities. They participate in a wide range of community groups (i.e. youth and recreation groups, non-profit and human service groups, educational and cultural groups, etc.) and use email or the Internet daily to communicate with others in the organization. Respondents indicate that email is now the most common way group leaders contact other group members and keep the community informed and involved.

Neighborhood organizations are also using the web and email to advertise and promote organizational growth by attracting new members. More attention is being paid to web sites, and a number of groups said they want to be on-line in the immediate future. Non-profit organizations are increasingly dependent on information technology to accomplish their work. They use the Internet for its communicating effectiveness and value, but often face limited resources.

The Internet has become an effective way to communicate about issues that affect the public and the community. In general, local governments have made significant progress in the development of their web sites and the City of Davis is no exception. Use of the City of Davis web site has increased dramatically. Essentially, there has been roughly a 7,000% increase in visitors to the Davis web site since 1996. There were 4,401,499 hits on the City's web server over the past year (Dec.'01 - Nov. '02). The trend for hits, page views and visits doubled in November 2002 over December 2001 and megabytes served nearly quadrupled. These figures do not include the growing use of streaming video or automated email services. The Davis Community Network (DCN) has over 1 million hits a week on their server with the majority of these directed to local non-profit organizations. The DCN local page gets over 100,000 hits a week itself. Furthermore, during the last election year, the County Elections Office web site received nearly 6,000 hits a week. YoloLink, a Yolo County Library-maintained directory of community resources, receives about 2 million hits a year on their web site.

However, the community clearly expects and desires more progress, greater accessibility, and an improved flow of information to and from the community. One survey respondent summed up the predominant theme of comments from the community, *"[In Davis] I would like to see better equipment and facilities for local programming: to cover more local events, more local meetings, and coverage of campus available over the Internet."* This will make the government more accessible and make it easier for the community to communicate with elected officials and staff.

Many residents concerned about reliability commented that *"I would like to have high-speed cable modem or a reliable DSL service, we just cancelled our DSL because of poor transmission because we are too far away from the router. I would like to have choices in Internet access."* With limited choices, many respondents indicate that they are forced either to use the less-than-ideal service that they are provided or to not subscribe to a service at all.

There is a significant opportunity to expand the cable customer base in Davis with so many residents still using dial-up modems and the poor quality and spotty availability of DSL service in the community.

### C. Telephone Services

Business owners were asked numerous questions regarding their satisfaction with the telephone services they receive. Respondents were separated into three “size” categories to account for different levels of service needs based on the number of computers they own:

- 1) Businesses with 1 to 2 computers
- 2) Businesses with 3 to 8 computers
- 3) Businesses with 9 or more computers

When business owners were asked how satisfied they were by the cost of phone services, businesses with only 1 or 2 computers were predominately “somewhat satisfied” (79%) while those with 9 or more computers were more likely to indicate they are "dissatisfied" (75%). These responses (shown in detail in Table 2) demonstrate a correlation between size and cost. As the number of computers rises, so does dissatisfaction with the cost of the telephone service. This disparity signifies inadequate service to larger businesses that use relatively more computers.

**Table B2**  
**Satisfaction Rating of the Cost of Phone Service**

<b>Number of Computers</b>	<b>1 to 2</b>	<b>3 to 8</b>	<b>9 or more</b>
<b>Cost of Phone Service</b>			
Very Satisfied	7%	3%	12%
Somewhat Satisfied	79%	59%	15%
Not Satisfied	15%	30%	75%

A similar trend is reflected with respect to the cost of calls in California. Table 3 shows a correlation between size and satisfaction. Dissatisfaction increases with the size of the business, i.e., as they own more computers.

**Table B3**  
**Satisfaction Rating of the Cost of Calls in California**

<b>Number of Computers</b>	<b>1 to 2</b>	<b>3 to 8</b>	<b>9 or more</b>
<b>Cost of Calls in California</b>			
Very Satisfied	7%	3%	12%
Somewhat Satisfied	54%	44%	24%
Not Satisfied	39%	53%	64%

However, it was mid-sized businesses, i.e., those with 3 to 8 computers, who expressed the greatest dissatisfaction with the choice of providers. As seen in Table 4, businesses with 9 or more computers are more "satisfied" with their choices than are businesses in the other two groups. They are also more "satisfied" with their choices than they are with the cost of those services. Businesses with only 1 or 2 computers had roughly the same level of satisfaction with cost and choice.

**Table B4**  
**Satisfaction Rating of the Choice of Providers**

# of Computers	1 to 2	3 to 8	9 or more
<b>Choice of Providers</b>			
Very Satisfied	8%	1%	6%
Somewhat Satisfied	53%	32%	69%
Not Satisfied	38%	67%	25%

When asked to rate the level of customer service they receive, the results are similar across all business groups, regardless of the number of computers in the business. Table 5 demonstrates that roughly 50-60 % are “somewhat satisfied” while 30-42% are "dissatisfied." The percentage of people who are “very satisfied” with the quality of the customer service they receive is fairly small regardless of the number of computers in the business.

**Table B5**  
**Satisfaction Rating of Customer Service**

# of Computers	1 to 2	3 to 8	9 or more
<b>Customer Service</b>			
Very Satisfied	11%	3%	6%
Somewhat Satisfied	59%	57%	53%
Not Satisfied	30%	41%	42%

For the most part, survey participants expressed the greatest dissatisfaction on the availability of telephone lines, as depicted in Table 6. While the larger-sized businesses expressed the least satisfaction with phone line availability, generally speaking, most business owners are "not satisfied" with the availability of telephone lines.

**Table B6**  
**Satisfaction Rating of Availability of Phone Lines**

# of Computers	1 to 2	3 to 8	9 or more
<b>Available Phone Lines</b>			
Very Satisfied	4%	3%	9%
Somewhat Satisfied	40%	42%	26%
Not Satisfied	56%	55%	66%

Taking all the information together, a high percentage of business owners are "not satisfied" with the phone services provided. In fact, there were only a few respondents who said they are “very satisfied” with these services.

## CONCLUSIONS

Together, the business and residential surveys both provide an overall picture of a telecommunication system that is in significant need of updating. A recent survey conducted by Godbe and Associates reinforces these survey results. (The Godbe survey is captured in Section D of this preliminary report on community needs.) Business owners lack the services they need

or desire. They are already starting to face competitive challenges since the infrastructure is in such a state of lagging technology. It is also very clear from the survey responses that a majority of both business owners and residents are dissatisfied with their Internet access and service providers. Many of them have been seeking DSL or cable modem coverage and are frustrated with the current lack of service. It is important to note the degree of disparity between what residents need and what residents are receiving. The use of information technology in the Davis community is at a point where it can be applied in a wide range of arenas. An improved telecommunications infrastructure can only enhance economic activity and increase subscribers to cable as well as local revenues.

The following is a summary of the problems discussed in this Section and the needs indicated by each of the issues and problems:

(See Chart B2 on the following page.)

**Chart B2: Issues, Problems and Needs**

<b>Issues</b>	<b>Problems</b>	<b>Needs</b>
<b>Access</b>	Limited access to communication tech	PEG access capacity to be located on the lowest cost tier of cable service. Davis residents rely on live and rebroadcast local meetings and other community programming in the lowest tier of services. If PEG channels are offered only as a premium service, it limits local participation in government and community affairs.
	Unequal access to modern technology among Davis residents	High-speed internet and PEG channels throughout Davis.
		There is a need to ensure that public access television services are available to all.
		Interconnection between all cable operators serving the community; adjacent cable systems; open video systems. This facilitates program sharing and cooperative use of resources.
		Need easy access to DCN and open access to broadband Internet services. Substantial need for, and interest in, "open access" in this community.
		An interconnected bulletin board system used by all PEG entities to streamline the process of producing, maintaining and coordinating community outreach and information dissemination.
		There is need for an I-Net to provide access to the Internet and city systems from public facilities and other local community service locations for those who may not have access to these emerging technologies.
<b>Availability</b>	Cable services not available in all areas	Needs to be updated. Needs to be available citywide. Need cable service available throughout the community to businesses and to residences. Need service to be provided to any location requesting it on a timely basis, without the customer being charged for costs to extend the system to provide them service.
	Customers not satisfied with the way services are handled	Survey respondents identified a need for bundled services offering a moderate price for cable, telephone and Internet access.
<b>Bundled</b>	Poor selection of channels	Widespread demand for broadband Internet access.
<b>Channels</b>		Channel selections and bundling adequate to meet customer needs for service.
<b>Choices</b>	Less than ideal cable service choices, especially for students	Cable system with cable modem service adequate to meet student demands for speed reliability and upload download services.
	Commercial development (agency behind projections)	Revenue from sales tax needs to increase through economic development.
<b>Economic Development</b>	Poor telecommunications infrastructure	Residents need to be able to find local business websites and information on-line, and local businesses need to be able to post sufficient information on their websites.

	Downtown area struggles to maintain competitiveness without additional cable/telecom services	Businesses need email, high speed internet access in order to be competitive, to sell/buy services on-line, for on-line employee training, for marketing, to provide information to/for customers.
		Davis needs Internet capabilities that will foster commercial activity within Davis and between the city and other regions, and the world.
<b>Insufficient services</b>	Cable company offers insufficient services does not provide additional services	Strong interest in staying abreast of future technology advances, e.g., HDTV, ATV, and cable-based telephony. City needs robust systems that will stand the test of time without expensive upgrades. Need for system and equipment to be flexible and adaptive
	Limited access to high speed broadband services	Cable system with cable modem service adequate to meet student demands for speed reliability and upload download services.
<b>Not willing to provide service</b>	Community perception that the company is not willing to modernize services to the community	Davis needs an upgraded cable system with cable modem services, two-way communication for every user and upgradable, state-of-the-art technology.
<b>Nonprofit outreach</b>	Local nonprofits have problems executing public outreach for valuable community services	PEG access capacity to be located on the lowest cost tier of cable service. Davis residents rely on live and rebroadcast local meetings and other community programming in the lowest tier of service. If PEG channels are offered only as a premium service, it limits local participation in government and community affairs.
		Annual PEG support. Supporting the operational and staffing needs of PEG is critical to the ongoing viability of the services PEG provides.
		Peg system designed to be used by diverse audiences--using equip, technologies, accessible hours, accessible training, operation
		Telecom Infrastructure adequate to meet community needs
<b>PEG</b>	Equipment is aging	Initial equipment upgrades and replacements. Equipment will need to transition to digital formats. Enhanced digital storage for archival and streaming purposes is increasingly needed. PEG must increase its capacity for distance learning.
	PEG funding is uncertain from year to year	Annual PEG support. Supporting the operational and staffing needs of PEG is critical to the ongoing viability of the services PEG provides.
		There is a need to train more volunteers and to train city staff, and district staff and faculty to make training programs.
		Continued provision of downlink services for the PEG channels.
		Replacement facilities and equipment over the life of franchise. Ongoing maintenance of equipment and facilities, and replacement and upgrading as necessary, is essential.

<b>PEG and schools</b>	Education is inadequate without technology education, access to broadband, and access to video resources	Initial facilities expansion and upgrades. Facilities for PEG are not presently sufficient to meet demand; the education and public channels may require relocation. Community Chambers are in need of upgrades. Additional PEG studio facilities are needed, as well as the ability to televise events and meetings from additional locations. Flash and/or autopilot studios. Transport and on-location vehicles are also necessary.
		An I-Net is a critically need to connect local schools to other public institutions for educational, public safety and managerial purposes.
		Annual PEG support. Supporting the operational and staffing needs of PEG is critical to the ongoing viability of the services PEG provides.
		Replacement facilities and equipment over the life of franchise. Ongoing maintenance of equipment and facilities, and replacement and upgrading as necessary, is essential.
<b>Penetration</b>	Cable penetration rates are low in Davis compared with other communities	Davis needs an upgraded cable system with cable modem services, two-way communication for every user and upgradable, state-of-the-art technology.
<b>Phone service problems</b>	Business community is at a competitive disadvantage due to inadequate phone service	While some cable companies also provide phone services and phone service competition is good for Davis residents, phone services are not cable or cable-related services for purposes of negotiating the cable franchise agreement and thus specific needs are
<b>Poor communication</b>	Cable provider is perceived as a poor communicator to customers	A strong and responsive customer service system for Davis residents meeting or exceeding the standards set by the Davis Telecommunications Ordinance.
		Staffing adequate to monitor customer service requirements.
		Advertising in Davis limited to services offered in Davis.
<b>Poor customer service</b>	Cable company has poor reputation for customer service	A strong and responsive customer service system for Davis residents meeting or exceeding the standards set by the Davis Telecommunications Ordinance.
	Technical service inadequate	Staffing adequate to monitor customer service requirements.
	Deceptive advertising	Advertising in Davis limited to services offered in Davis.
<b>Quality</b>	Company failing to provide an adequate signal	Citizens desire improved picture and sound quality.
	Poor quality picture and sound	Davis needs an upgraded cable system with cable modem services, two-way communication for every user and upgradable, state-of-the-art technology.
<b>Reliability</b>	Residents experience poor cable and dsl reliability	Cable system with cable modem service adequate to meet student demands for speed reliability and upload download services.
<b>Staff communication with public</b>	City and school staff should communicate more with the public	Telecom Infrastructure adequate to meet community needs

		An interconnected bulletin board system used by all PEG entities to streamline the process of producing, maintaining and coordinating community outreach and information dissemination.
		Annual PEG support. Supporting the operational and staffing needs of PEG is critical to the ongoing viability of the services PEG provides.
		Initial facilities expansion and upgrades. Facilities for PEG are not presently sufficient to meet demand; the education and public channels may require relocation. Community Chambers are in need of upgrades. Additional PEG studio facilities are needed, as well as the ability to televise events and meetings from additional locations. Transport and on-location vehicles are also necessary.
		Mobile programming capability
		PEG access capacity to be located on the lowest cost tier of cable service. Davis residents rely on live and rebroadcast local meetings and other community programming in the lowest tier of service. If PEG channels are offered only as a premium service, it limits local participation in government and community affairs.
		Peg system designed to be used by diverse audiences--using equip, technologies, accessible hours, accessible training, operation
		Remote origination sites are needed at a broad range of community facilities in order to increase the variety of locations at which programming can originate. Key locations throughout Davis include: Veterans' Memorial Theater/Center; Davis High School; county library; Third and B; The Davis Joint Unified School District; the Davis Senior Center, among others.
<b>Telecom System</b>	Davis has inadequate telecom system	Need an improved flow of information to and from the community.
	Flow of information in the community is clumsy and slow	Davis needs a system with true two-way communication possible for every system user, for entertainment, shopping and commercial uses for marketing and selling goods and services.
		Based on past customer interests and needs, it is reasonable to expect that the system will have to be upgraded again in the future.
<b>Underserved internet</b>	The city is underserved by broadband providers	There is a clear need for high-speed broadband capability in Davis.