

# Broadband Advisory Committee

January 2022  
Regular Meeting



January 21, 2022

# Broadband Advisory Committee Meeting

Friday, January 21, 2022 at 2:00pm  
Town Hall Conference Room & Zoom

ZOOM LINK - <https://us02web.zoom.us/j/82574840609>

Dial in info +1 929 205 6099 US (New York)

Meeting ID: 825 7484 0609

1. Call to order – Welcome new member to the committee
2. Review / adopt minutes from December 20, 2021 special meeting including presentation
3. New business
  1. Discussion with CT Broadband Policy Coordinator in the Office of Consumer Council
  2. Updated direct connect information for the Town of Goshen for fiber network deployment feasibility.
  3. Discussion with Matrix Design Group/Millennium Communications & Fiber Connect of Berkshires
  4. Update from AlticeUSA re: deployment of FTTH to 9 towns in NW Connecticut including Goshen
4. Old business:
  1. Review / edit mission statement of committee (page 14 of the presentation)
  2. Review draft survey and town email lists available to the committee (page 16 of the presentation)
5. Review any modification to 2022 near term or full year objectives (page 14 of the presentation)
6. Recommend regular meeting schedule (attached, page 19 of the presentation)
7. Public Comment / Questions & Answers
8. Adjournment

# What we've learned since our last meeting

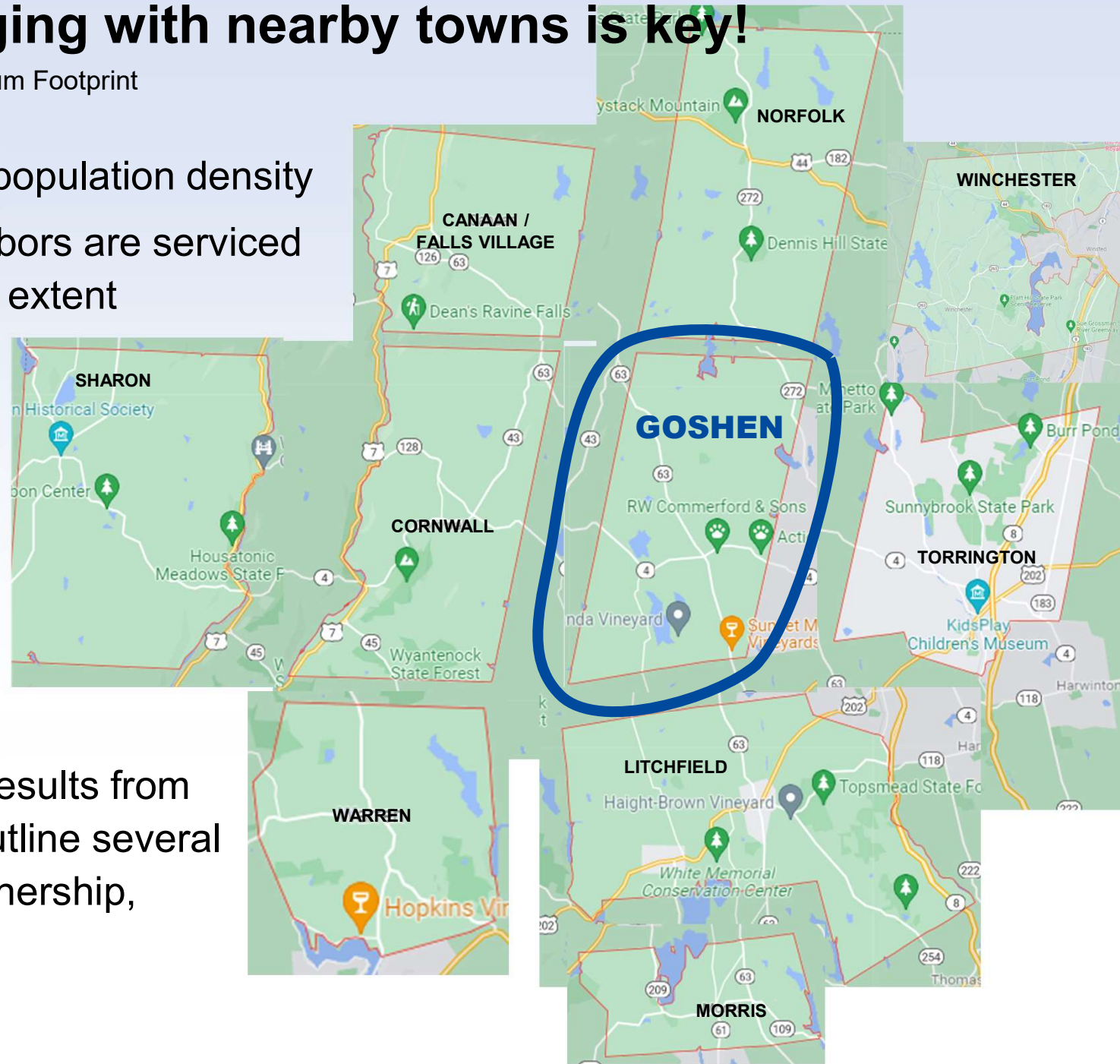
Goshen is a typical rural broadband case with existing cable coverage, good wireless coverage with few options

- Evaluated / confirmed limited federal or state money for CT rural broadband given CT is not defined as “underserved” given existing broadband coverage offering greater than 25Mbps
  - Goshen would not qualify for USDA funding, ReConnect Programs or use of ARPA money for fiber
  - ARPA can be used for WiFi which is what Litchfield is doing under the framework to enhance town – Their experience spending \$100,000 to mesh 3 large zones of town will be model for others.
- Engaged with several broadband construction companies to evaluate Goshen demographics, current costs (now typically ~\$25,000/mile to string fiber, ex direct home connects) with big range dependent on “make ready” costs (i.e. access to poles)
- Created proforma financial model for a muni-owned fiber network which underscores the leverage, take-rate, marketing challenges of any new entrant competing with an existing HFC network provider such as Optimum
- Reviewed last 12 quarters of regional Speedtest data from Ookla via ArcGIS generally confirming Goshen and its immediate area has download speeds >100Mbps on an avg basis
- AlticeUSA (Optimum) has completed their work and contacted 9 towns regarding installation of 20 communications cabinets (i.e. headends) for deployment of FTTH in Litchfield county.
- Need to refocus resources and efforts of Committee on communication and advocacy

# Learning & Engaging with nearby towns is key!

Goshen is at the center of the Optimum Footprint

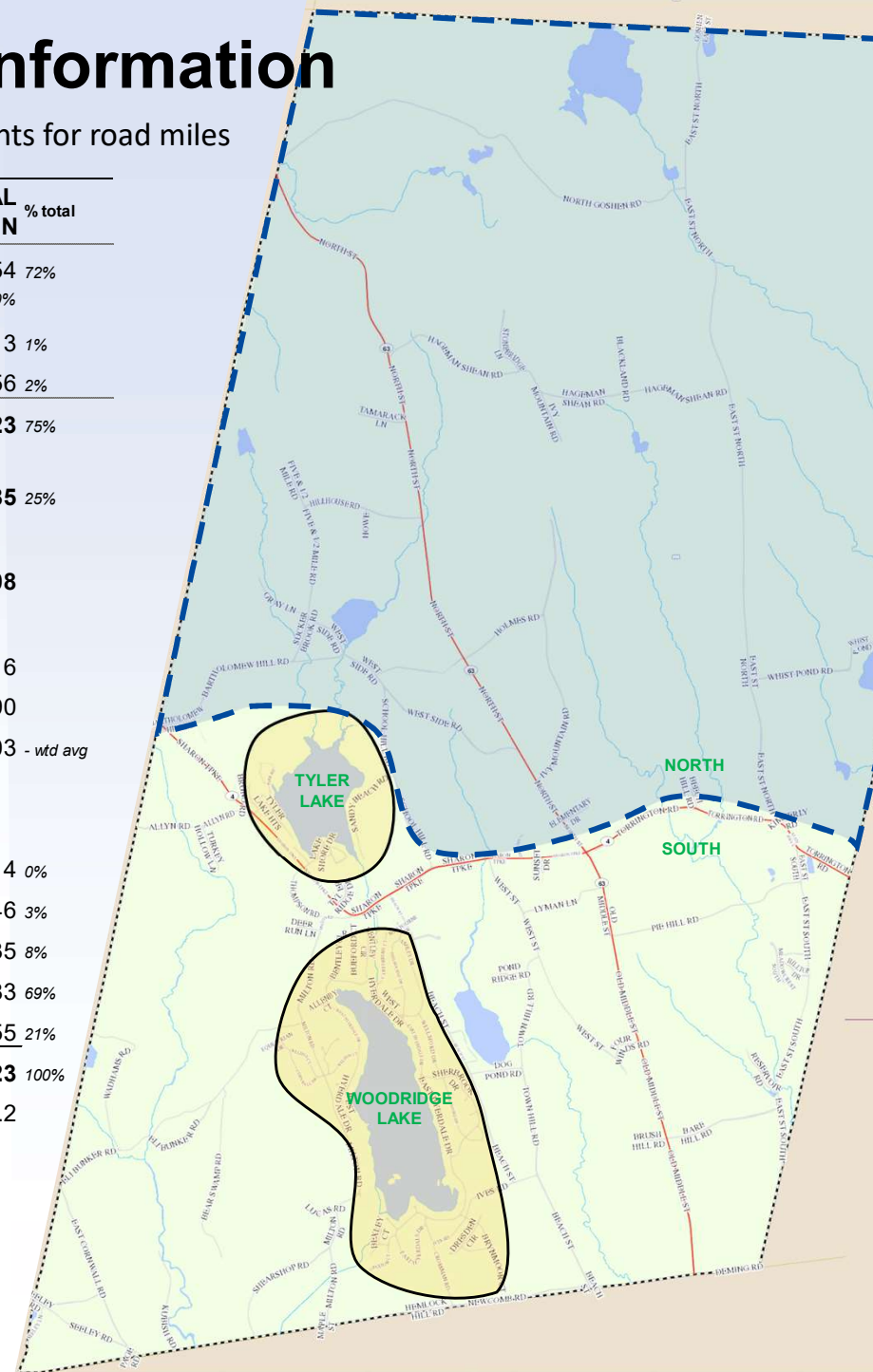
- Similar rural nature & population density
- Most immediate neighbors are serviced by Optimum to a large extent
- Central office of Optimum is on Rt 202 on border between Litchfield & Torrington
- Sharon has received results from their RFP which will outline several different models of ownership, coverage, and pricing



# Updated Goshen Direct Connect Information

Source: town parcel GIS system, assessor tax records, Google map measurements for road miles

	North Goshen	South Goshen	Woodridge Lake	Tyler Lake	TOTAL GOSHEN	% total
Residential Homes	353	461	660	180	1,654	72%
<i>% of total homes</i>	21%	28%	40%	11%	100%	
Condos / Apartments	6	4	0	3	13	1%
Commercial & Industrial	14	39	2	1	56	2%
<b>PROSPECTIVE "CONNECTS"</b>	<b>373</b>	<b>504</b>	<b>662</b>	<b>184</b>	<b>1,723</b>	<b>75%</b>
<i>% of total homes</i>	22%	29%	38%	11%		
<b>UNDEVELOPED TAX LOTS</b>	<b>151</b>	<b>266</b>	<b>111</b>	<b>57</b>	<b>585</b>	<b>25%</b>
<i>% of total homes</i>	26%	45%	19%	10%		
<b>TOTAL Taxable Parcels</b>	<b>524</b>	<b>770</b>	<b>773</b>	<b>241</b>	<b>2,308</b>	
<i>% of total parcels</i>	23%	33%	33%	10%		
Number of roads	21	50	33	12	116	
Miles of roads	32	41	14	3	90	
Average road length (feet)	8,004	4,291	2,294	1,252	4,003	- wtd avg
<b>"Connect" density breakdown (single family, multi family, commercial/industrial)</b>						
No "connects" or no road	0	0	0	4	4	0%
<5 "connects" per mile	18	28	0	0	46	3%
5-10 "connects" per mile	66	66	3	0	135	8%
10-50 "connects" per mile	289	405	462	27	1,183	69%
> 50 "connects" per mile	0	0	202	153	355	21%
<b>TOTAL "CONNECTS"</b>	<b>373</b>	<b>499</b>	<b>667</b>	<b>184</b>	<b>1,723</b>	<b>100%</b>
Avg Connects per mile	11.7	12.3	46.5	64.7	19.2	





# Engagement with vendors/fiber co's underscore challenge

Very, very few examples of new fiber networks built where existing incumbent HFC networks exist – espec muni owned

- Low housing density of Goshen with less than 20 homes per mile, costs of lengthy underground connection from poles to homes coupled with probable “take rate” of less than 30%-40% makes for an uneconomic proposition for private capital
- All cable companies recognize their inherent need to upgrade to fiber as superior technology to increase customer stickiness, lower operating costs, defer competition including wireless
- Underground utilities at Woodridge Lake make for key deterrent for new entrant whereas Tyler Lake could easily be seen as a “Fiberhood” with competitive housing density.
  - No examples found of pulling fiber through sewer systems eliminating any advantage
- New communication regarding fiber to the home (FTTH) from AlticeUSA will only further deter any competition from their network area (9 Litchfield towns)

# AlticeUSA Appears Ready to Start FTTH Deployment

Reached out to 9 Town Selectman on Jan 7, 2022 outlining efforts to locate 20 communications cabinets across area

- Towns include Goshen and immediate neighbors (Litchfield, Cornwall, Morris, Torrington, etc)
- Each town has been notified of location of 2 communication located in the public right-of-way (PROW) which requires town approvals.
  - Abutters notice period gives residents 30-days to provide feedback on the location / ask questions about technology.
  - After 30 days, Altice will apply for permits to begin deployment
- Goshen's two locations are on:
  - Beach Street / Dog Pond Road
  - Sharon Turnpike / East Street
- Details regarding underground Woodridge Lake deployment requires further review – all current focus initially targeting aerial (utility pole) installation



# Pricing / Marketing Appears Encouraging – No Change?

Most price checks suggest they are maintaining a common aggressive pricing strategy through the region


- Altice has been competing aggressively with Verizon in Westchester with low prices and prepaid visa cards up to \$200-\$300 to move to their new fiber to the home offering
- Marketing/pricing is the same in areas they've recently upgraded to FTTH in Bridgeport, Blackrock, Norwalk & Darien without overlapping competition allowing customers to upgrade with limited to no upfront cost (rates available only to “new” customers)
- Expect premarketing materials to be released to Goshen (and overall Litchfield area) sometime soon with initial connections possibly starting in the summer and rolling through 2023
- Look forward to further discussions with Optimum and engagement with nearby towns

The screenshot shows a web form titled "Update your address" with a close button in the top right corner. The form contains the following fields: "Street Address \*" with the value "25 ELM STREET", "Apt/Suite", "City" with the value "DARIEN", "State" with a dropdown menu showing "Connecticut", and "ZIP Code \*" with the value "06820". Below the form is a blue "Continue" button. At the bottom of the form, there is a red circle around a small information icon followed by the text "New residential customers only".

**READ THE FINE PRINT**



# Existing Offering in Goshen (new customers)

 Pick your Internet Speed

Optimum 100	Optimum 300	Optimum 500	Optimum 1 Gig
<p><b>FLEXIBILITY</b></p> <p>Up to 100 Mbps downloads</p> <p>Smart WiFi 5 with intelligent coverage</p> <p><input type="radio"/> \$19.99/mo.</p>	<p><b>FLEXIBILITY</b></p> <p>Up to 300 Mbps downloads</p> <p>VISA + HBO max \$200 Visa® Prepaid Card + 3 months Included on us!</p> <p>Smart WiFi 5 with intelligent coverage</p> <p><input checked="" type="radio"/> <b>\$39.99/mo.</b></p>	<p><b>FLEXIBILITY</b></p> <p>Up to 500 Mbps downloads</p> <p>VISA + HBO max \$200 Visa® Prepaid Card + 6 months Included on us!</p> <p>Smart WiFi 6 with intelligent coverage</p> <p><input type="radio"/> \$59.99/mo.</p>	<p><b>FLEXIBILITY</b></p> <p>Up to 940 Mbps downloads</p> <p>VISA + HBO max \$200 Visa® Prepaid Card + 12 months Included on us!</p> <p>Get Optimum Stream FREE &amp; enjoy 50+ channels, apps &amp; more</p> <p>Smart WiFi 6 with intelligent coverage</p> <p><input type="radio"/> \$79.99/mo.</p>
Optimum Basic	Optimum Core	Optimum Select	Optimum Premier
<p>50+ channels</p> <p>abc CBS NBC HSN PBS FOX T news12</p> <p>Voice activated remote &amp; 4K Ultra HD</p> <p>50+ channels including all major networks</p> <p><input type="radio"/> +\$30.00/mo.</p>	<p>220+ channels</p> <p>ESPN SNY YES HGTV FOX NEWS CNN nick USA TNT</p> <p>View included channels</p> <p>Voice activated remote &amp; 4K Ultra HD</p> <p>220+ channels including TNT, HGTV &amp; ESPN</p> <p><input type="radio"/> +\$65.00/mo.</p>	<p>340+ channels</p> <p>STARZENCORE HISTORY Hallmark Channel nbc nick jr. MLB TV LAND FX NETWORK</p> <p>View included channels</p> <p>Voice activated remote &amp; 4K Ultra HD</p> <p>340+ channels including Nick Jr, DIY Network &amp; CMT</p> <p><input type="radio"/> +\$85.00/mo.</p>	<p>420+ channels</p> <p>SHOWTIME HBO STARZ Outdoor beIN SPORTS GOLTV SPORTSMAN MOVIES SONY</p> <p>View included channels</p> <p>Voice activated remote &amp; 4K Ultra HD</p> <p>420+ channels including HBO Max, Starz &amp; Showtime</p> <p><input type="radio"/> +\$105.00/mo.</p>

# Fiber Internet Offering in Westchester, NY & Fairfield, CT

Pick your Internet Speed

Fiber Internet 100	Fiber Internet 300	Fiber Internet 500	Fiber Internet 1 Gig
<p>Up to 100 Mbps downloads</p>	<p>Up to 300 Mbps downloads</p>	<p>Up to 500 Mbps downloads</p>	<p>Up to 940 Mbps downloads</p>
<p>Smart WiFi 6 with intelligent coverage</p>	<p>Smart WiFi 6 with intelligent coverage</p>	<p>Smart WiFi 6 with intelligent coverage</p>	<p>Get Optimum Stream FREE &amp; enjoy 50+ channels, apps &amp; more</p> <p>Smart WiFi 6 with intelligent coverage</p>
<p>\$19.99/mo.</p>	<p><b>\$29.99/mo.</b></p>	<p>\$39.99/mo.</p>	<p>\$49.99/mo.</p>

**New Customers**  
(excludes \$10/mo modem rental)

Optimum Basic	Optimum Core	Optimum Select	Optimum Premier
<p>50+ channels</p> <p>abc CBS NBC HGN PBS FOX T news12</p>	<p>220+ channels</p> <p>ESPN SNY YES HGTV FOX NEWS CNN nick. U.S. TNT</p>	<p>340+ channels</p> <p>STARZCORE H Hallmark nick jr. MLB TV LAND FX NETWORK</p>	<p>420+ channels</p> <p>SHOWTIME HBO STARZ Outdoor beIN TV GOLTV SPORTSMAN SONY</p>
<p>Voice activated remote &amp; 4K Ultra HD</p> <p>50+ channels including all major networks</p>	<p>Voice activated remote &amp; 4K Ultra HD</p> <p>220+ channels including TNT, HGTV &amp; ESPN</p>	<p>Voice activated remote &amp; 4K Ultra HD</p> <p>340+ channels including Nick Jr, DIY Network &amp; CMT</p>	<p>Voice activated remote &amp; 4K Ultra HD</p> <p>420+ channels including HBO Max, Starz &amp; Showtime</p>
<p>+\$30.00/mo.</p>	<p>+\$65.00/mo.</p>	<p>+\$85.00/mo.</p>	<p>+\$105.00/mo.</p>

**Same prices for Optimum TV**

# What will pricing be for existing customers?

Sounds like it will be basically the same with no installation charges which is quite encouraging

- New customers (i.e. those who have not had service for >45 days) are eligible to \$200 VISA prepaid gift cards, varying periods of HBO Max<sup>a</sup>, free installation & WiFi extender
- New customer pricing reflects a \$5 per month discount with auto-pay / paperless billing but does NOT include \$10 per month required modem rental
- Call to customer service suggested existing customers are **not** being assessed installation charges but must be scheduled to install ONT, new modem which is combined with router
- Representative suggested after surcharges and equipment costs, existing customer prices should be relatively similar to what prior HFC customers were paying
- Sounds very encouraging – Strategy maybe to increase the regional take rate given the increased rate of customers cutting the cord?? Video offerings will remain on decline

a) HBO Max costs \$11.99 per month (AdFree) but is often discounted. Also offered AdFree for \$149.99 if 12 months are prepaid

# Fine Print – Details of the Offer in Other Markets

*OFFER for new Optimum residential customers. Rates are subject to change at any time with advanced notice. Advertised price reflects \$5 discount for enrolling in Auto Pay & Paperless Billing, must maintain both to keep discount. Former Optimum accounts previous not in good standing or have disconnected service within past 30 days or for seasonal move not eligible. Acct with unpaid bill after due date is not in good standing. Offer is not transferrable, may not be combined w/other offers, is limited to advertised level of service., and is not available in all areas. Other terms, restrictions & conditions apply.*

*1 GIG INTERNET: Speeds, prices & availability vary by area. Up to 940 Mbps download/up to 940 Mbps upload.*

*500 MBPS INTERNET: Up to 500 Mbps download/up to 500 Mbps upload.*

*300 MBPS INTERNET: Up to 300 Mbps download/up to 300 Mbps upload. Advertised speed for wired connection. Actual speeds may vary & are not guaranteed, see optimum.com/speedfactors for more info.*

*EQUIP & TAXES: Free standard installation with online orders. Modem-lease will be charged \$10.00 a month. Free Smart Router available with leased modem. Limit 1 router per household. Taxes & equip. charges will be added to bill, and are subject to change during and after promotion period. Min system req's & equip configs apply.*

*HBO MAX™: Customer must maintain promotion and remain in good standing with no past due or returned payments throughout promotional period to maintain included HBO MAX™. HBO MAX is \$14.99/mo. after promotional period. HBO MAX is used under license. Use of HBO Max is subject to its own terms and conditions, see hbomax.com/terms-of-use for details.*

*VISA REWARD CARD: Offer is not available to individuals who have previously participated in an Optimum Visa® Reward Card promotion within the past 12 months. Visa Reward Card will be mailed to customers who maintain promotion and remain in good standing with no past due or returned payments throughout first 90 days after account activation. Allow 4-6 weeks for delivery. Limit 1 per customer. Visa Reward Card cannot be used to pay Optimum monthly bill. Card value expires in 12 mos. Visa Reward Card may be used when making purchases from merchants in the U.S. and District of Columbia everywhere Visa debit cards are accepted. No ATM access. Terms and Conditions apply to Reward Cards. See Cardholder Agreement for details. Visa Reward Card is issued by MetaBank®, N.A., Member FDIC pursuant to a license from Visa U.S.A. Inc. This optional offer is not a MetaBank product or service nor does MetaBank endorse this offer. Card is distributed and serviced by InComm Financial Services, Inc., which is licensed as a Money Transmitter by the New York State Department of Financial Services.*

*CONTRACT BUYOUT: Must provide copy of bill from competing provider, in same name and at same address, showing early termination fee (ETF) amount and that you were an active customer with the competitor at time of sale without a past due balance. Bill may be submitted by email to CompetitorProof@alticeusa.com. Once all documents are received, you will receive a bill credit covering ETF amount up to max of \$100 within 6-8 weeks provided account is maintained in good standing.*

*60-DAY MONEY-BACK GUARANTEE: 60-day money-back guarantee is only for the monthly fee. Optimum must be contacted within first 60 days of service to receive full refund.*

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## **Internet 100 Mbps**

*OFFER for new Optimum residential customers. Rates are subject to change at any time with advanced notice. Advertised price reflects \$5 discount for enrolling in Auto Pay & Paperless Billing, must maintain both to keep discount. Former Optimum accounts previous not in good standing or have disconnected service within past 30 days or for seasonal move not eligible. Acct with unpaid bill after due date is not in good standing. Offer is not transferrable, may not be combined w/other offers, is limited to advertised level of service., and is not available in all areas. Other terms, restrictions & conditions apply.*

*100 MBPS INTERNET: Advertised speed for wired connection. Up to 100 Mbps download/up to 100 Mbps upload. Actual speeds may vary & are not guaranteed, see optimum.com/speedfactors for more info.*

*EQUIP & TAXES: Free standard installation with online orders. Modem-lease will be charged \$10.00 a month. Free Smart Router available with leased modem. Limit 1 router per household. Taxes & equip. charges will be added to bill, and are subject to change during and after promotion period. Min system req's & equip configs apply.*

*CONTRACT BUYOUT: Must provide copy of bill from competing provider, in same name and at same address, showing early termination fee (ETF) amount and that you were an active customer with the competitor at time of sale without a past due balance. Bill may be submitted by email to CompetitorProof@alticeusa.com. Once all documents are received, you will receive a bill credit covering ETF amount up to max of \$100 within 6-8 weeks provided account is maintained in good standing.*

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## **TV ADD ON**

*Internet & Basic TV, Internet & Core TV, Internet & Select TV, Internet & Premier TV*

*OFFER for new Optimum residential customers with eligible Internet plan. Rates are subject to change at any time with advanced notice. Advertised price reflects \$5 discount for enrolling in Auto Pay & Paperless Billing, must maintain both to keep discount. Former Optimum accounts previous not in good standing or have disconnected service within past 30 days or for seasonal move not eligible. Account with unpaid bill after due date is not in good standing. Offer is not transferrable, may not be combined w/other offers, is limited to advertised level of service, and is not available in all areas. Other terms, restrictions & conditions apply.*

*BASIC TV: TV add on not available with 20 Mbps Internet plans or lower. HDTV & HD set-top box required for HD service. Number of TV channels, HD channels & features depend on package type & location. All service's & channels may not be available in all areas.*

*EQUIP & TAXES: Free standard installation. First set top box is included, additional equipment will be charged at regular monthly rates. Cable boxes are needed for each TV. Taxes & equip. charges will be added to bill, and are subject to change during and after promotion period. Minimum system requirements & equip configs apply. Phone is optional for additional \$10/mo.*

*60-DAY MONEY-BACK GUARANTEE: 60-day money-back guarantee is only for the monthly fee. Optimum must be contacted within first 60 days of service to receive full refund.*

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# Informative interview w AlticeUSA CEO about Outlook

<https://www.cnbc.com/video/2021/03/01/altice-usa-ceo-dexter-goei-says-pay-tv-providers-will-stop-offering-cable.html?jwsourc=cl>

- Argues FTTH is simply superior technology, less expensive to operate and something they need to shift their entire network to – they've upgraded 20% so far
- HFC with DOCSIS 3.0 simply cannot accommodate 1G rates across wide networks
- All customers are upgrading their speeds especially through the pandemic – it is simply inevitable and up and down need to match and need it to be symmetrical
- Economics of linear cable TV are getting worse as OTT takes over (over the top streaming services offerings). He sees a time when Cable TV is no longer offered





# Modifying BAC Mission Statement & Near Term Goals

Goshen Focused Advocacy - Deployment Liaison & Education

## PRIOR

- Recruit a group of interested residents to contribute to this effort
- *Draft Mission: This group will explore and pursue options to comprehensively increase internet access speeds and quality for all households of Goshen and work with the First Selectman's office to put such actions in place.*
- What is the Objective? Define Scope (~~Wireless~~ or wired?)
  - Higher speed? How much? Choice/Competition? Symmetrical Speed? Fiber to the Home? Mesh WiFi?
- First Action - Complete a comprehensive survey targeting a high response rate **being drafted**
  - Objective to complete survey in early 2022 upon consummation of expanded group of individuals
  - Survey should have broad and repeated distribution of multiple forms including email, website, Town Topics as well as other town mailings, possibility including tax notifications or other.
  - Questions should be simple but specific – Independent website can offer guidance about how to answer questions regarding their current service
- Open a direct dialogue with Optimum to learn more about their specific capital spending plans in the Goshen area as well as nearby towns **done**
- Upon completion of survey, hold a Community Meeting to discuss the findings **...early 2022**
- Extrapolate findings from the Sharon study to Goshen  
**...no longer necessary**

## NEW

- Recruit a group of interested residents to contribute to this effort
- *Draft Mission: This group will maintain a liaison with AlticeUSA to ensure full equitable deployment of their FTTH offering, communicate to residents of Goshen regarding such deployment and help educate residents and the First Selectman's office about OTT, voice and other technology offerings*
- First Action - Complete a comprehensive survey targeting a high response rate
  - Objective to complete survey in early 2022 upon consummation of expanded group of individuals
  - Survey should have broad and repeated distribution of multiple forms including email, website, Town Topics as well as other town mailings, possibility including tax notifications or other.
- Expand a direct dialogue with Optimum to learn more about their fiber-to-the-home offering to ensure every resident has an opportunity to participate should they choose to. Provide regular updates to residents.
- Hold a community meeting to discuss the findings of survey
- Provide educational materials via website and community email to assist residents transition to OTT platforms, strategies to save money and ensure have access to alternatives and services
- Create a cooperative resource for residents via students and volunteers to help residents bridge the technology gap if they need help

# Primary Objectives for Goshen Broadband Committee

Organize group of volunteers to advocate for Goshen residents and advise First Selectman on best course of action

## EDUCATE

- Bring the community up to speed on what is going on around us
- Explain changes to technology and help ensure residents are getting the best rates, service and options
- Teach community how to run and record “speedtests” properly

## INVESTIGATE

- Survey Goshen residents to gauge their opinions about how important this is
- Understand from them about what should be done next
- Using data from our neighbors, explore fiber options for Goshen

## ADVOCATE

- Engage in dialogue with Altice USA (Optimum) to learn what is ahead
- Recommend to First Selectman best options for Goshen

# Review Draft Survey to Goshen Residents

## Goshen Connect Survey - DRAFT

### How do you connect to the internet in your home in Goshen?

- Optimum Online (Cablevision) and use WiFi
- Frontier
- Satellite (DISH, Direct TV, Starlink, Hughes)
- I use my cell phone to access the internet
- I don't really use the internet

### What is the speed of the internet service you pay for?

- 1 Gbps download / 1 Gbps upload
- 500 Mbps download / 100 Mbps upload
- 400 Mbps download / 50 Mbps upload
- 300 Mbps download / 50 Mbps upload
- 100 Mbps download / 25 Mbps upload
- 25 Mbps download / 5 Mbps upload
- I don't know what speed I pay for
- I don't really use the internet

### How do you watch video programming? Select ALL that apply.

- I pay for traditional cable TV from Optimum, DISH, Direct TV, etc
- I watch video on my TV using a streaming device such as Roku, Amazon Fire, Apple TV or it is built into my Smart TV(s)
- I watch videos directly on my computer, phone or tablet directly
- I use an HD Antenna to watch video on my TV for free

### Which streaming services do you subscribe to? Select ALL that apply

- Netflix
- Amazon Prime Video
- Disney Plus
- HBO Max
- Hulu Live TV
- YouTube TV
- Sling TV
- Other \_\_\_\_\_

### Do you pay for a home phone line?

- I pay for a landline phone from Optimum or AT&T
- I pay for a landline phone from another company.(ie Frontier, Google, AT&T etc.)
- I don't have a landline (home) phone line any longer and only use a cell phone
- I don't have a phone

### On a scale of 1-10 - how would you rate the quality of your internet service?

- 1 - TERRIBLE
- 2
- 3
- 4
- 5
- 5 - GREAT

### Do any of the below issues occur regularly with your broadband internet service? Select ALL that apply

- My connection to the internet drops and I cannot access the internet
- Significant buffering of video when watching streaming media especially in the evening
- Very slow uploading of files, photos & video to the cloud
- Problems using Zoom video - serious buffering of my image as well as others
- Online video gaming struggles with significant latency
- My bill just keeps going up
- Other \_\_\_\_\_

### Do you know how to run a SpeedTest on your internet service?

- I regularly measure my download and upload speeds and keep track of them
- I have measured my internet speed with Optimum support but have never done it on my own
- I don't know what SpeedTest is
- I know what a SpeedTest is but I don't know how to run one

### Do you have a need for symmetrical internet speeds?

- No, my current service is fine
- Maybe, but I'm not quite sure what "symmetrical internet speeds" means
- Yes, it is very important to me

### Would you be interested in fiber optic internet service with speeds of 500Mbps-1Gbps?

- Definitely - where can I sign?
- Probably, assuming it's not too much more than I am currently paying.
- Maybe, but I wouldn't pay much more for it.
- I'm fairly satisfied with my current broadband internet service

### How much would you be willing to pay for fiber optic service [resulting in increased reliability and faster service]?

- \$100-\$150/month
- \$75-\$99/month
- \$50-\$64/month
- \$30-\$49/month
- Nothing, unwilling to spend more for higher speeds

# Review Draft Survey to Goshen Residents (continued)

**Do you think it's important to have another company offering broadband internet access in Goshen?**

- Yes, Optimum is a quasi monopoly and therefore we have limited options
- Yes, but only if they offer a better price or a better product for a similar price
- No, I'm happy with the service, options and price Optimum has offered me
- No, I believe Optimum will be eventually offer fiber internet access in our area
- I don't care who offers fiber internet access as long as it's made available to me.
- Internet access is not important to me so I will always seek the lowest price

**How many internet users share your broadband connection on an average basis**

- 1-2
- 2-5
- 5+

**How many internet connected devices (via WiFi) do you have in your home (including TVs, computers, phones, thermostats, cameras, etc)**

- 0-5
- 5-10
- 10-20
- 20+

**How can the Goshen Broadband Advisory Committee help you?**

- Provide a community liaison with internet service providers such as Optimum (AlticeUSA)
- Provide information and education about new OTT and phone services available to homeowners using the internet rather than traditional means
- Provide information regarding regional development of fiber build outs in other communities
- Provide a network of community based technology support resources to help each other out (i.e. neighborly "phone a friend" help)

Are you a former Optimum customer who now subscribes to internet, television or phone services from other providers? Why did you leave optimum? \_\_\_\_\_

What would it take to entice you to subscribe to Optimum again? \_\_\_\_\_

# Consumer Advocacy – What do you Pay? Work Together

Encouraging and educating customers about prices, options, technology should be a key platform

- Goshen residents should get the best pricing from Optimum and know more about their options for the 3 services that are offered (TV, internet and phone)
- Educate residents about other video offerings and their pricing offered via internet
- Possibly find volunteers to assist elderly or those less familiar with installation help
- What do you pay for your internet service? What is in the fine print? Teaser rates?
- 300 Mbps of symmetrical fiber is now being offered by Optimum in NY for \$30/mo as they seek to compete with Verizon Fios which offers it for \$40/mo.
  - Optimum is offering 1Gbps @ \$50/mo plus \$300 up front vs. Verizon @ \$70/mo



# Broadband Advisory Committee 2022 Meeting Schedule

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<b>Day</b>	<b>Date</b>	<b>Time</b>
Friday	January 21	2:00pm
Thursday	February 17	5:00pm
Thursday	March 17	5:00pm
Thursday	April 17	5:00pm
Thursday	May 19	5:00pm
Thursday	June 23	5:00pm
Thursday	July 21	5:00pm
Thursday	August 18	5:00pm
Thursday	September 15	5:00pm
Thursday	October 20	5:00pm
Thursday	November 17	5:00pm
Thursday	December 15	5:00pm

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