

Presentation materials for  
**Community Technology Advisory Board**  
January 12, 2016 meeting

- 1) Digital Equity Action Plan (by David Keyes)
- 2) Comcast Cable Franchise Agreement (by Tony Perez)

# Digital Equity Initiative Action Plan



# VISION: DIGITAL EQUITY FOR ALL

▶ WE ENVISION SEATTLE AS A CITY WHERE TECHNOLOGY'S OPPORTUNITIES EQUITABLY EMPOWER ALL RESIDENTS AND COMMUNITIES—ESPECIALLY THOSE WHO ARE HISTORICALLY UNDERSERVED OR UNDERREPRESENTED.

▶ **GUIDING PRINCIPLES**

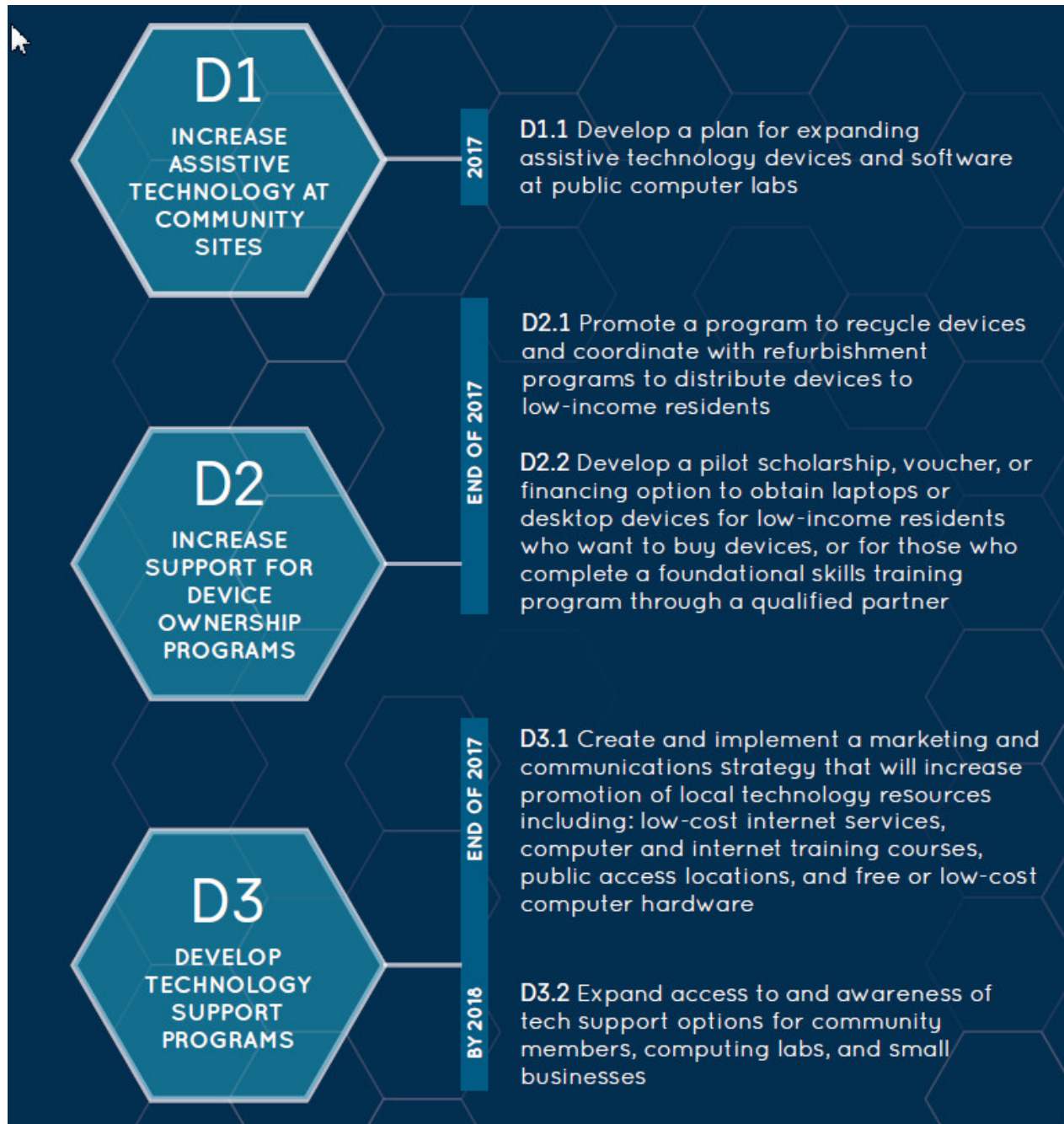
- ELIMINATE BARRIERS
- ALIGN AND INTEGRATE
- BE A LEADER

- COORDINATE
- ENSURE EQUITABLE DEVELOPMENT

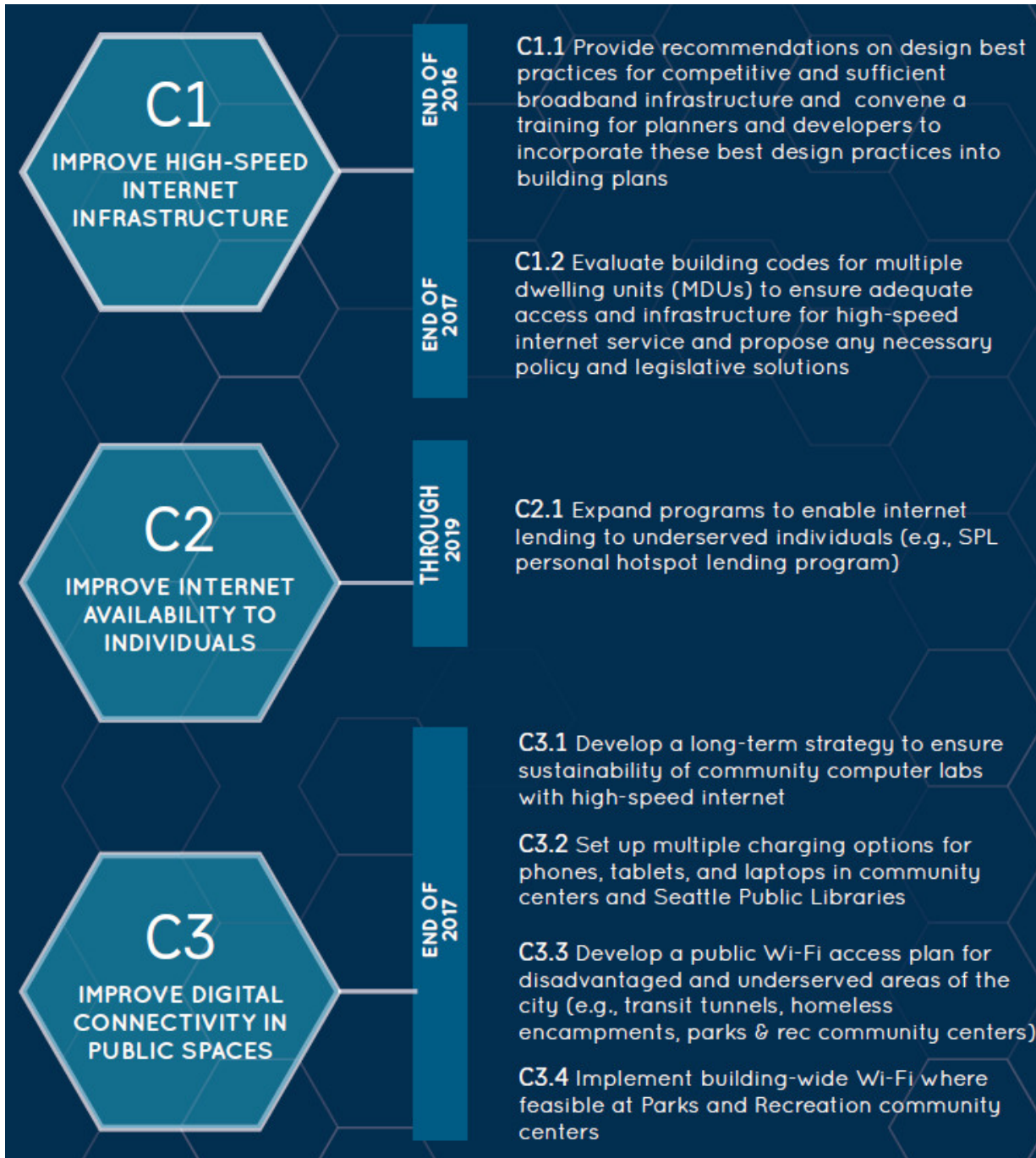
# Goals

- ▶ **PRIORITY GOALS FOR ACTION STRATEGY DEVELOPMENT**
  - ▶ DEVICES AND TECHNICAL SUPPORT
  - ▶ CONNECTIVITY
  - ▶ SKILLS TRAINING
- ▶ **SUPPORTING GOALS TO GUIDE ACTION STRATEGIES**
  - ▶ OUTREACH AND ACCESSIBILITY
  - ▶ BUILD COMMUNITY CAPACITY
  - ▶ INCLUSIVE ENGAGEMENT AND EMPOWERMENT

# DEVICES & TECHNICAL SUPPORT



# CONNECTIVITY





# SKILLS TRAINING



# Next Steps

- ▶ **LAUNCH EVENT**
- ▶ **ESTABLISH AN ONGOING LEADERSHIP TEAM**
- ▶ **DEVELOP A DETAILED WORKPLAN**
- ▶ **IDENTIFY AN EVALUATION PLAN**
- ▶ **STRENGTHEN PARTNERSHIPS AND INVESTMENT**
- ▶ **ESTABLISH REGULAR REPORTING ON PROGRESS**





# Comcast Cable Television Franchise

Presentation to CTAB

January 12, 2016



# Comcast Franchise Benefits Overview

- ▶ Low-income cable television discounts
- ▶ Complimentary cable service to schools and City buildings
- ▶ Promotional assistance for Seattle Channel: airtime valued at \$50k annually
- ▶ Support for Public, Educational and Government (PEG) channels
- ▶ PEG signal quality comparable to commercial channels
- ▶ Seattle Channel content on video on demand



# Comparing the agreements

Benefit	2006	2016
	Comcast Franchise	
<b>Sponsorship of Seattle Channel Programming</b> Fixed pre-payment in lieu of PEG fees.	\$4,125,000	\$0
<b>Capital funds for PEG channels</b> Fixed pre-payment in lieu of PEG fees.	\$2,000,000	\$0
<b>Direct payment of PEG fees</b> Amount estimated, actual amount will depend on Comcast subscribership over 10 years.	\$0	\$7,956,000
<b>Civic Engagement Grant</b>	\$500,000	\$0
<b>Digital Equity</b>	\$0	\$500,000*
<b>Technology Grant</b>	\$15,000	\$0
<b><i>Total cash payments</i></b>	<b><i>\$6,640,000</i></b>	<b><i>\$8,456,000</i></b>

\*\$100k/year for 5 years



# Comparing the agreements

<b>Benefit</b>	<b>2006 Comcast Franchise</b>	<b>Proposed 2016</b>
<b>Donation of public access facility</b> (Sold by DoIT to SCL as part of SCM restructuring)	Included	Not applicable
<b>Free cable connections and service to City buildings and schools</b>	Included	Maintained
<b>Promotional assistance credits for Seattle Channel</b> Allocated at \$50,000 annually	\$500,000	\$500,000
<b>PEG signal quality comparable to commercial channels</b>	Included	Maintained



# Comparing the agreements

<b>Benefit</b>	<b>2006 Comcast Franchise</b>	<b>Proposed 2016</b>
<b>Seattle Channel content on Video on Demand</b>	Included	Maintained
<b>Low-income subscriber discount</b> (30% discount on basic service, \$5 off all tiers)	Included	Maintained
<b>Voluntary disclosure of all service tiers on website</b>	Included	Maintained
<b>PEG info in new subscriber packet and annual reminder, advertising Seattle Channel and SCM</b>	Included	Maintained



# Additional Considerations Outside Franchise Framework

- ▶ \$450,000 Settlement Agreement
- ▶ \$100,000 per year for 5 years in support of Digital Equity
- ▶ Expanded complimentary Internet and Cable service to nonprofits
- ▶ Senior Internet Discount Pilot Program