

**Cable Television Advisory Committee
Meeting Minutes
City Hall, 455 Main Street, 3rd Floor,
Esther Howland Chambers August 3,
2022 @ 6:00pm
Approved September 7, 2023**

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1. Call meeting to order

6:00pm

2. Roll Call

Present: Sergio Bacelis, Stephen Quist, John Keough, Jeffrey Levering; Judith Warren (Director, Cable Services)

3. Approval of minutes from July 13, 2022

Moved: Levering; Seconded: Quist; Roll Call (4 Yes, 0 No)

4. ETC ± Survey Consultant ± Introduction and Kick-Off (Esther Campbell, ETC)

Levering: Introduced Esther Campbell, Project Manager for ETC Institute, selected by the City to conduct the community survey on cable television

Campbell: Presented on goals for survey, including surveying residents of Worcester, including a minimum of 400 Charter-Spectrum subscribers.

Considerations include quality of services (signal quality, responsiveness to consumer complaints, billing practices), community needs with regard to programming and services, rates, customer satisfaction with reliability of services and equipment, operator's ability to meet future needs of community. Explained how data will be used to prioritize needs and concerns of community. Requested information from board on timeline for survey process.

Quist: Suggested adding questions regarding a la carte channel offerings, or other additional customer requests. Emphasized importance of collecting data regarding Charter-Spectrum's communications with customers and City administration.

Public Comment - Michael Coogan (Worcester): Informed board that he was able to select a small number of specific channels for a reduced bill.

Keough: Inquired about order of questions on the survey, and length. Emphasized importance of asking customers about experiences with customer service.

Bacelis: Requested clarification on survey population – general public or only Charter-Spectrum customers?

Campbell: Clarified that they are surveying the general population with a goal of 400 Charter-Spectrum customers

Keough: Inquired about survey delivery method

Campbell: Explained that it would be a mailed survey that could be returned by mail or completed online. Also explained that advertising on social media will be employed to garner additional interest.

Public Comment - Mauro DePasquale (Worcester): Requested clarification on how target number of respondents is reached.

Campbell: Outlined distribution process, which takes into account typical response rates by residents.

Bacelis: Asked about duplicate surveys, such as somebody who responds via mail and online

Campbell: Clarified that there will be address verification, and that if any duplicates that are received only the first response will be counted.

Quist: Asked how a representative sample distributed across the entire city evenly will be acquired.

Campbell: Explained that GIS information from respondents will be tracked to ensure even distribution

Levering: Emphasized importance of specifying customer service experiences

over phone as opposed to in-person service centers. Cautioned that questions related to internet service should be carefully considered to avoid confusion, because CTAC only deals with cable services. Inquired how non-English speaking surveys would be administered

Campbell: Explained that the survey will have translation available and a Spanish version of the cover letter will be included to direct respondents to an online translated version or a telephone translator.

Quist: Emphasized diversity of languages spoken in Worcester and the importance of inclusivity.

5. Plan of Action for Ascertainment

a. Review Ascertainment Consultant Status (Warren)

Levering: Explained that RFP has been sent out but no responses were received. Warren and Quist reached out individually to several vendors to discuss further.

Warren: Explained that she spoke with a vendor that received the RFP but chose not to respond due to concerns with the focus of the work.

Quist: Discussed conversations with other providers who did not seem to have seen the RFP, however one expressed interest in responding.

Levering: Advised adjusting RFP based on feedback, including tempering expectations on technical elements included.

Motion by Levering for CTAC to permit Levering and Warren to adjust the RFP to meet the needs as previously described and to re-submit it for consideration;

Seconded: Quist;

Roll Call (4 Yes, 0 No)

Public Comment - Mauro DePasquale (Worcester): Recommended re-writing RFP for consultant to only focus on issues which franchise agreement can affect, as opposed to broader community needs regarding cable.

b. Status/Review/Modify Updated Timeline (Levering)

Levering: Discussed pushing back timeline slightly in light of delays

6. Contract Comparison Review Update (Keough)

Keough: Discussed continued work on comparing Worcester's franchise contract with those of surrounding communities. Anticipates being able to present findings at the next meeting.

Levering: Requested Keough pinpoint areas for focus in addition to the raw data

7. Spectrum Franchise Fee Increase, History (Warren)

Warren: Explained that Charter-Spectrum has not responded to requests for information, so no updates can be provided at this moment.

8. Next Meeting ± September 7, 7:00pm

Location TBD

9. Adjournment

6:48pm

Moved: Levering; Seconded: Quist; Roll Call (4 Yes, 0 No)

Attachments

ξ CAC Meeting Planner