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## **REPORT ON THE CABLE TELEVISION, INTERNET, AND BROADBAND-RELATED NEEDS AND INTERESTS ASCERTAINMENT FOR THE CITY OF BREMERTON, WASHINGTON**

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## Table of Contents

INTRODUCTION AND SUMMARY OF KEY FINDINGS, CONCLUSIONS AND RECOMMENDATIONS .....	1
COMMUNITY PUBLIC FORUM .....	8
BREMERTON VIRTUAL OPEN HOUSE.....	8

### SECTION A

REVIEW OF CABLE-TELEVISION, INTERNET AND BROADBAND-RELATED RESIDENTIAL COMMUNITY NEEDS AND INTERESTS.....	10
TELECOMMUNICATIONS PUBLIC SURVEY AND COMMUNITY NEEDS ASSESSMENT .....	11
RESIDENTIAL COMMUNITY CABLE TV, INTERNET AND BROADBAND SUBSCRIBER AND NON-SUBSCRIBER SURVEY .....	11
Respondent Demographics .....	12
FINDINGS - RESIDENTIAL SURVEY .....	13
Cable Television Service .....	13
Non-Subscribers to Comcast Cable Service .....	14
Subscribers to Comcast Cable Service .....	15
Overall Satisfaction.....	16
Service Features .....	17
Service and Installation Calls.....	18
Calls, Emails and Online Chats with Comcast .....	19
Cable Outages .....	20
Technical Difficulties.....	21
Communications Characteristics .....	22
PUBLIC, EDUCATIONAL AND GOVERNMENT (PEG) ACCESS PROGRAMMING .....	23
Awareness .....	23
PEG Access Channel Viewership.....	24
PEG Access Channel Characteristics.....	25
Viewing Local Community Programming.....	26
Types of Local Community Programming .....	27
Electronic Program Guide/Menu .....	27
Access Programming On Demand.....	28
Importance of Local Community Channels Being Available to All Subscribers .....	28

Funding Local Community Access Programming.....	29
Local Community Access Programming in Multiple Languages.....	29
Internet and Broadband Service in the Home .....	30
Home Internet Characteristics.....	31
Internet Access Outside the Home.....	32
Use of the Internet.....	32
Importance of Home Broadband/Internet Services.....	33
Access to Government Services.....	34
Cost of Home Internet.....	35
Final Comments .....	35
RESIDENTIAL COMMUNITY SURVEY FINDINGS AND RECOMMENDATIONS .....	36
RESIDENTIAL-RELATED ORGANIZATION NEEDS ASSESSMENT .....	42
Introduction and Methodology .....	42
PEG Access-Related Needs and Interests.....	42
Broadband/Internet-Related Needs and Interests.....	43

## **SECTION B**

OTHER COMMUNITIES OF INTEREST .....	45
ORGANIZATION NEEDS ASSESSMENT.....	46
Introduction and Methodology .....	46
GOVERNMENT ORGANIZATIONS .....	46
Introduction.....	46
PEG Access-Related Needs and Interests.....	47
Institutional Network (I-Net) and Other Network-Related Needs and Interests .....	49
Broadband-Related Needs and Interests .....	50
EDUCATIONAL ORGANIZATIONS .....	51
Introduction.....	51
PEG Access-Related Needs and Interests.....	51
Broadband-Related Needs and Interests .....	52
BUSINESS/NON-PROFIT ORGANIZATIONS .....	53
Introduction.....	53
PEG Access-Related Needs and Interests.....	53
Cable Service-Related Needs and Interests .....	54

Broadband-Related Needs and Interests .....	54
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## **SECTION C**

PUBLIC, EDUCATIONAL AND GOVERNMENT (PEG) ACCESS NEEDS ASSESSMENT .....	55
PUBLIC, EDUCATIONAL AND GOVERNMENT ACCESS NEEDS ASSESSMENT .....	56
Introduction and Methodology .....	56
FINDINGS – BREMERTON KITSAP ACCESS TELEVISION (BKAT) .....	57
OVERVIEW OF BREMERTON KITSAP ACCESS TELEVISION (BKAT) .....	57
INTERVIEWS AND FOCUSED DISCUSSIONS CONCERNING BKAT PEG ACCESS.....	58
FACILITY AND EQUIPMENT NEEDS.....	62
Equipment Baseline Definitions .....	62
High Definition and Distribution Options .....	62
EQUIPMENT DESCRIPTION SUMMARY .....	64
Infrastructure.....	64
General Production Requirements-Storage and Playback Requirements .....	64
Studio/Studio Control .....	64
Council Chambers/Council Chamber Control Room .....	64
Installation/Training/Warranty .....	64
Replacement and Purchase Strategies.....	65
ENTITY SPECIFIC EQUIPMENT NEEDS .....	66
BKAT AND THE CITY OF BREMERTON .....	66
Infrastructure.....	66
General Production Requirements- Playback Requirements.....	66
Studio/Studio Control .....	67
Council Chambers/Council Chambers Control Room.....	67
PEG ACCESS NEEDS ASSESSMENT CONCLUSIONS AND RECOMMENDATIONS .....	69

## **EXHIBITS**

- Exhibit A – City of Bremerton Cable Television, Internet, and Broadband-Related Residential Subscriber/Non-Subscriber Survey Markup
- Exhibit A.1 – City of Bremerton Cable Television, Internet and Broadband-Related Residential Subscriber/Non-Subscriber Survey Open Coded Responses
- Exhibit C – City of Bremerton-BKAT-Public Educational and Government Access Equipment and Facilities Upgrade and Replacement Spreadsheets

## **INTRODUCTION AND SUMMARY OF KEY FINDINGS, CONCLUSIONS AND RECOMMENDATIONS**

River Oaks Communications Corporation (“River Oaks”), in conjunction with its Team Partners, CBG Communications, Inc. (“CBG”), Constance Book, Ph.D., President of Telecommunications Research Corporation, and Carson Hamlin, Video Engineer/Media Integration Specialist, has conducted a Cable Television, Internet and Broadband-related Needs and Interests Ascertainment for the City of Bremerton, Washington (“City”), including a Residential Community Needs and Interests Assessment, an Organization Needs and Interests Assessment, and a Public, Educational and Government (“PEG) Access Needs and Interests Assessment. The cable-related portion of the Needs Ascertainment largely concerns the Comcast cable television system serving the City of Bremerton and the cable-related Needs and Interests Assessment review, findings, conclusions, recommendations, and related research have been conducted as part of cable franchise renewal proceedings with Comcast.

The Ascertainment Study was conducted over a period of months, beginning with initial planning activities in late 2021 and initiation of Ascertainment methods and activities in early 2022 through September 30th, 2022.

The full results of the Residential Community Needs and Interests Assessment, the Organization Needs and Interests Assessment, and the PEG Access Needs and Interests Assessment are presented in the Report that follows and provide a wealth of information for the City and Bremerton Kitsap Access Television (“BKAT”) regarding issues of significance to the residents and organizations in the City concerning cable television, Internet access and broadband. Those findings and issues related to cable communications also focus on ability of the cable system and Comcast to meet demonstrated needs and interests.

The key findings, recommendations and observations discussed in this Summary and in the full Report are based on an extensive data collection including, but not limited to, the following:

- A Residential Community Survey (hereinafter referred to as “Residential Survey”) of cable, broadband and Internet-related needs and interests. Four hundred thirty-three (433) City residents responded to a Residential Survey conducted online<sup>1</sup> and in written form. Of these, 162 were Comcast cable television subscribers, and 271 were non-subscribers to Comcast cable television. Extensive work was done by the City, River Oaks, its Team and community partners to promote and support inclusive outreach including, but not limited to: placement of the Residential Survey on-line on the City’s Website; placement of print copies at 5 locations; a Spanish translation of the Residential Survey and the placement of translators on hand; related BKAT productions, promotions and notices of meetings and Residential Survey availability; social media posts; Constant Contact notices, Downtown Bremerton Association (DBA) and Bremerton Chamber of

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<sup>1</sup> A survey conducted online is a method of collecting responses from a broad, diverse population group (for this survey, City of Bremerton residents) over the internet through promotional email invitations, websites, social media apps, etc. The Bremerton Residential Survey included a set of structured close-ended and open-ended questions, multiple-choice questions, and Likert Scale questions focusing on cable television, Internet and broadband-related needs and experiences of City of Bremerton residents. This residential community online survey was created and administered using the SurveyMonkey data collection platform. The Residential Survey provided data that has been quantified and analyzed to identify recurring patterns and trends, as well as to gain insights into residents’ perceptions, preferences, and experiences related to cable television, Internet and Broadband services in the City.

Commerce notices and promotion; Peach Jar notices; Water Utility billing notices, and numerous phone calls and emails made to community members notifying them of the Residential Survey, as well as related to participation in Focus groups. The findings from the Residential Survey help present an informative and detailed picture of residential cable, broadband and Internet access-related needs and interests in the City.

- Discussions with, and a Business/Non-Profit Organizational Community Broadband Cable Survey (hereinafter referred to as “Organizational Survey”) conducted online of a variety of organizations concerning their cable television, Public, Educational and Governmental (“PEG”) Access, Institutional Network (“I-Net”) and broadband Internet-related needs and interests. This included responses from government organizations, educational organizations, business/non-profit organizations, and residential-related organizations.
- Discussions with, and review of information provided by, Bremerton Kitsap Access Television (“BKAT”) management, staff and members of the Advisory Board, as well as a focused discussion with various individuals and organizational representatives that utilize BKAT.
- A review of BKAT production facilities and production areas in the City, including BKAT’s master control/playback area, studios, editing facilities and production equipment in the Council Chambers.
- Two public forums, one conducted at the very beginning of the project to orient the public concerning Community Needs Ascertainment activities and opportunities to participate in the ascertainment and franchise renewal process, and another conducted at the end of the project to present the findings of the Community Needs Ascertainment.
- A review of a significant amount of existing and historical data related to the needs and interests of a variety of diverse communities within the City that was provided by the City, BKAT and other Communities of Interests.

The analysis of this data enabled River Oaks, CBG and the other Team Partners to focus on many elements related to Internet access, broadband and cable television. Detailed Findings, along with Conclusions and Recommendations, are incorporated in the full Report. The key findings, conclusions and recommendations for consideration by the City are the following:

### **Residential Community Needs Assessment**

- Fifty-eight percent (58%) of Comcast cable subscribers were not satisfied with their cable service, including 16% being very dissatisfied. Those that rated cable service more negatively indicated that the rating could be improved if their rates were lowered, if customer service was improved and if the cable service was more reliable. These responses indicate a need to focus on reining in the cost of commercial cable channels, and working to improve the price/value relationship, including developing more affordable packages.
- Regarding technical issues, 58% of Comcast cable subscribers indicated experiencing one or more cable signal outages for a period of fifteen (15) minutes or more while they still had electricity. Outages were also the number one reason for calling, emailing, or chatting with customer service

(59%). Further, over one-third (37%) of Comcast cable subscribers reported other technical difficulties. These responses demonstrate a need to focus on system technical quality and reliability.

- Sixty-seven percent (67%) of Comcast cable subscribers had called, emailed, or chatted with Comcast’s customer service operation in the last twelve months. Beyond the primary reason for contacting Comcast (cable outages, as noted above), a substantial percentage (44%) contacted Comcast customer service regarding billing questions and complaints. Thirty percent (30%) also called, emailed, or chatted with Comcast customer service concerning other signal quality problems.
- Forty-five percent (45%) of Comcast cable subscribers were dissatisfied with the ability to get through to Comcast on the phone, including 23% that were “very dissatisfied”. Working to resolve the issues that have resulted in calls, emails and online chats to customer service will also likely help improve overall satisfaction with Comcast.
- Almost 3 in 5 (58%) of Comcast cable subscribers indicated they were dissatisfied, including 23% “very dissatisfied”, with Comcast communications related to rate changes. More than 2 in 5 (43%) were “dissatisfied” with Comcast communications related to programming changes. The City should work with Comcast to review and improve how changes in programming, rates and services are communicated to Comcast cable subscribers and the means used to communicate these changes.
- Nine percent (9%) of all Comcast subscribers reported watching BKAT on at least a weekly basis, including 1% that watched daily. An additional 10% watch BKAT on a monthly basis. In consideration of cable television’s business model being rooted in niche channels rather than mass video channels, these figures demonstrate substantial viewership given the fact that many commercial cable channels have average daily viewership of less than 2%.
- Regardless of how often or whether they watch, Comcast subscribers indicated a high level of importance that local PEG channels be available to all cable subscribers. In fact, 78% thought that these channels were important, including 36% (or over 1 in 3 Comcast cable subscribers) that indicated “very important”.
- Almost 3 in 5 (59%) of Comcast cable subscribers indicated that it would be important to have local community programming available “on demand” on the cable system.
- Especially considering the niche nature of cable programming services, nearly two-thirds (63%) of Comcast cable subscribers indicated it was important on some level that a portion of their cable bill continue to support local PEG Access programming.



## **Home and Organizational Broadband/Internet Access**

- Ninety-one (91%) of the homes in Bremerton that responded to the Survey have broadband service at home (the 2020 Census reports 89% of homes in Bremerton have a broadband subscription). The majority of these have Comcast high-speed Internet, followed by CenturyLink, and Wave/Astound.

Those that did not have high-speed Internet reported the primary reason was due to the high cost. Others said that it was not available and reported residing in areas such as Fern Lane and Wildcat Lake (this along with other areas that reportedly did not have Comcast service, including Ridgeway Drive, Lake Drive, Lost Creek Lane Northwest, West State Highway 16 and the southern corner of Kitsap Lake should be reviewed for build-out as part of franchise renewal discussions).

Two percent (2%) indicated that they did not have wireline home Internet services at all. These use their Smartphones and associated data plans for home Internet.

- Regarding access to government information and services, 90% of all Survey respondents indicated they currently use Internet to obtain City information and services or that they want to do so in the future. The top City services categories mentioned included information, services in general, billings/utility billings and permits.
- Residents place a high importance on home broadband/Internet service with more than 90% giving a “very important” rating to having access to home broadband/Internet services, having a reliable home broadband/Internet service, and having an affordable home broadband/Internet service.

These top three areas were followed by the speed of the home broadband/Internet service and having a choice of home Internet service providers. As the City reviews its involvement in expanding and enhancing broadband, these five characteristics of broadband/Internet services are of the most critical importance to Bremerton residents.

- Regarding a reasonable cost for home broadband/Internet, Survey respondents reported a range of costs that would be considered reasonable, from free to \$160 per month. The most common price provided was \$50 per month but typically came with a qualifier that such a service had to be “reliable” and “fast”.
- Organizations focused on the residential community in Bremerton echoed the concerns of the residents they represent related to access and affordability. These organizations also indicated that accessibility and education and training were critical to ensuring that those Bremerton residents without high-speed Internet or Internet access at all, were included in the digital society in Bremerton.
- These organizations also noted that it is incumbent on the City to be an advocate for, and help facilitate, digital inclusion. Such advocacy and facilitation can include working in partnership

with non-profit organizations that have a similar mission as well as in partnership with ISPs, to promote affordable, ubiquitous access.

## **Organization Needs Assessment**

### ***Government Organizations***

- Government organizations together also indicated that it was important for their local government to take an active role in ensuring that residents have available, affordable, and accessible high-capacity broadband service.
- For their own part, such organizations indicated that fiber connections between all the community anchor institutions, including Institutional Network (“I-Net”) connections from Comcast, needed to continue to be cost-effective and enable high-capacity communications for these organizations to provide their services to the public and to each other.

### ***Educational Organizations***

- Educational organizations, similar to the organizations that serve the residential community, noted that there is a lack of broadband availability, access and affordable options that was problematic in the City and around the region. This affects both the educational organizations and their constituencies.
- Educational organizations are working within the community to help close the gap. For example, Olympic College is seen as a critical provider of digital and multimedia training and literacy to the overall community.

### ***Business/Non-profit Organizations***

- Business and non-profit organizations indicated that broadband is critically important to the business community and, therefore, to economic development in Bremerton.
- Because of that, business and non-profit organizations indicated that it is very important to work to expand the availability of high-capacity, resilient, competitive broadband in Bremerton. This will not only provide more available and affordable high-capacity connections, but also increase redundancy and resiliency of both the business and residential networks throughout the City.

## **PEG Access Needs Assessment**

- BKAT is the most prolific provider of hyper-local programming focused on the City and the regional Kitsap County community, including programs sponsored by and for residents, community organizations and government and educational entities. As such, BKAT needs to have continued delivery on cable television platforms in the City.

- BKAT needs to be provided in high definition (HD), as well as continuing to be provided in SD (standard definition) so that every subscriber, regardless of their tier of cable service, can receive BKAT.
- It is important to ensure that BKAT is provided in advanced, successor formats in the future, such that the quality of the delivery of BKAT is always at least equal to the quality of local broadcast and other commercial channels on the system.
- A second BKAT channel is needed to enable BKAT to simultaneously provide different forms of the three types of Access programming (Public, Educational and/or Government) to viewers. This will also allow expansion of programming in any given type. It should be stressed that a second BKAT channel may already have been required to be provided and that a past performance issue may be present.
- Construction and maintenance of a fiber optic return line needs to be implemented by Comcast from the Norm Dicks Government Center to the Fairgrounds. It should be stressed that this return line may already have been required to be provided and that a past performance issue may be present.
- Maintenance of a fiber optic return line needs to be continued by Comcast from the Fairgrounds to the Comcast Headend.
- BKAT should have access to cable-based video on demand platforms with at least 10-15 hours of on demand capacity.
- Regarding production, post production and channel playback/master control equipment needs in the future, the Needs Assessment demonstrates that in order to support Public/Community, Government and Educational Access in and for the City of Bremerton and its residents, institutions and community organizations, \$687,180 (\$528,600 in base cost, plus \$158,580 in installation, training and warranty cost) will be needed over a 10-year timeframe to support BKAT's programmatic initiatives for the channel(s).
- Based on the level of estimated subscribership, this 10-year PEG capital support cost would initially equal approximately seventy-nine cents (\$0.79) per subscriber, per month with the potential need to escalate the monthly amount over time to a projected ninety-nine cents (\$0.99) per subscriber per month based on the potential for declining cable subscribership.
- Regarding the PEG Access-related needs of residential community organizations, they concur that BKAT needs to be provided in high quality HD so that residents can view the same high-quality signal as with other channels.
- These organizations also note that BKAT needs to be available through multiple sources, including linear cable distribution and online streaming distribution and be provided on demand both online and through the cable system.

- Residential organizations believe that it will be important to have a higher degree of promotion of both BKAT's programming and the services it provides so that there will be more opportunities for program production by residents and organizations.
- A substantial amount of government programming and coverage of government meetings is provided by BKAT. Accordingly, government organizations see a great deal of value in BKAT's ability to provide information to the public.
- Government organizations believe there should be more coverage of community events, some of which can be facilitated by additional remote fiber or implementation of wireless connections.
- Government organizations concur with residential community-oriented organizations in that additional program delivery capabilities are needed for BKAT and that the BKAT channel needs to be delivered to subscribers with substantially improved, HD quality.
- Educational organizations and allied entities such as the library indicate that BKAT is very helpful in enabling them to provide information and outreach to the community. As such, BKAT continues to provide an important link between educational organizations and the community.
- Educational organizations also note that video communications through BKAT, as well as through the Internet, help provide a diverse platform for information provision by their organizations.
- Business and non-profit organizations agree with others that BKAT serves an important role in connecting multiple sectors of the community by coverage of events as well as by helping provide outreach and distributing information on important issues.

The Findings, Conclusions and Recommendations summarized above and fully detailed in the Report and Exhibits that follow, provide a strong and sound basis for the City to not only go forward in franchise renewal proceedings, but also to serve as an advocate for and a facilitator of available, affordable, accessible, resilient, reliable, high-capacity broadband Internet access for its residents and businesses. This will help ensure that the needs and interests of residents, businesses, other organizations, institutions, BKAT and PEG Access program producers and providers, and other diverse communities of interest in Bremerton, are met in a renewed franchise with Comcast and in expanded and enhanced broadband Internet access in the City.

## COMMUNITY PUBLIC FORUM

### BREMERTON VIRTUAL OPEN HOUSE

After extensive planning, and initial stakeholder engagement, the project began with a Virtual Open House. Input derived from the Virtual Open House, which was held on February 24, 2022, was helpful in “setting the table” for the needs ascertainment activities to follow. To help inform the Bremerton Community about the Public Forum, BKAT created and aired a video PSA promoting the Virtual Open House and needs ascertainment activities, on the channel and on BKAT’s Facebook page.

The Virtual Open House was introduced by the Mayor, a presentation was made by the City’s consultants – CBG Communications, Inc., and River Oaks Communications Corporation. The Virtual Open House was guided by a PowerPoint presentation that covered a variety of topics to inform the public of the Comcast Cable Franchise renewal process.

Attendees at the Virtual Open House included the Mayor, City Staff, a City Council representative, the City’s consultants, and a representative from BKAT.

The following were the key subject areas covered at the Virtual Open House:

- **A cable franchise is a contract between the City and cable company** – A presenter at the open house indicated that a cable franchise is a contract that enables the cable company to use the City’s rights-of-way and provide cable service. Cable Franchises are important to local governments because they include Customer Service Standards and advance the communications service climate. Where properly crafted, they provide benefits to many sectors of the local community, including City government, residents, educators, businesses, community organizations and the public at large.
- **Uses of a cable system** – Cable systems can serve as a platform for educational purposes, enhancing economic development and providing news and information to citizens. Historically, cable systems were used to provide programming for video entertainment. Because the systems are now comprised of coaxial cable and fiber optics, they are also used as a platform for high-speed Internet service.
- **What is a Community Needs Ascertainment?** – The Ascertainment is a Study using methodologies to determine the needs and interests of the community as they relate to the renewal of Comcast’s non-exclusive Cable Television Franchise. The Study is designed to encompass a residential survey and focus groups, with representatives from key communities of interest, such as education, government, businesses, non-profits and PEG Access, and also identify unserved and underserved communities of interest. Information was also gathered via organizational surveys, follow-up discussions and virtual meetings.
- **Community-PEG Access plays an important part in a renewed Cable Franchise** – Public, Educational and Government (PEG) Access includes local news and public affairs and the coverage of community events. By way of example, one of the presenters pointed to City Council

and other meetings and local high school sports and activities. Included within the renewed Franchise will be an Access Channel(s), known as BKAT. BKAT will play a critical role in providing the programming on the Access Channel(s).

- **Included within this outreach effort will be an assessment of Internet service in the City –** Another presenter indicated that part of this outreach will also be to determine which wireline and wireless providers are currently being used by residents and businesses in the City. The Study will identify how current broadband access may be falling short of peoples expectations, for example, because of speed, affordability or reliability. Broadband adoption is driven not only by access, but by affordability. If broadband is not affordable, then opportunities for tele-work, tele-health or tele-learning (distance education) can be severely impacted.

## **SECTION A**

### **REVIEW OF CABLE TELEVISION, INTERNET AND BROADBAND-RELATED RESIDENTIAL COMMUNITY NEEDS AND INTERESTS**

## **TELECOMMUNICATIONS PUBLIC SURVEY AND COMMUNITY NEEDS ASSESSMENT**

### **RESIDENTIAL COMMUNITY CABLE TV, INTERNET AND BROADBAND SUBSCRIBER AND NON-SUBSCRIBER SURVEY**

A residential community cable television, Internet and Broadband-related Survey (Residential Survey) was conducted online and provided in written form for access by those residing in the City of Bremerton (City) franchise area. The Residential Survey was available on the City's website, a QR code was developed for access to the Residential Survey by cellphones, and written surveys were created (in English and Spanish) and made available at five locations throughout the City (such as, Libraries, the local College, City buildings, etc.). Spanish translators were available through City phone lines to assist residents in completing the Residential Survey. Promotion of the Residential Survey was widespread, including: announcements in the local newspaper; City's Social Media sites; through public outreach using available contact information provided to the City; and through individual outreach efforts by the City's consultants to local community organizations, Bremerton School District, Olympic College, Public Libraries, churches, residential groups, non-profit organizations and more. Additionally, BKAT created and aired a video Public Service Announcement (PSA) on the BKAT channel to promote the Residential Survey for the duration of the Residential Survey. The PSA was also posted on BKAT's Facebook page 5 times over the course of the Needs Ascertainment. Further outreach and promotion was provided through BKAT productions and notices of meetings and Residential Survey availability; Constant Contact notices; Downtown Bremerton Association (DBA) and Bremerton Chamber of Commerce notices; Peach Jar notices; Water Utility billing notices; and numerous phone calls and emails made to community members notifying them of the Residential Survey, as well as promotion during focus groups (as described in Section B).

The Residential Survey was available for submitting a response during several months starting at the end of April and continuing until September 30, 2022. Overall, 433 City residents responded to the Residential Survey (421 online surveys, 11 written surveys, and one Spanish survey). Of these, 162 were Comcast cable television subscribers and 271 were non-subscribers to Comcast cable services.

Online surveys involve self-selected respondents, and the results point to important findings and trends in the diversity of the population responding, concerning the topics tested.<sup>2</sup> The strength of those findings and trends and the makeup of the responding population has been analyzed in order to identify critical issues for the City to consider as it undergoes the franchise renewal process with

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<sup>2</sup> A survey conducted online is a method of collecting responses from a broad, diverse population group (for this survey, City of Bremerton residents) over the internet through promotional email invitations, websites, social media apps, etc. The Bremerton Residential Survey included a set of structured close-ended and open-ended questions, multiple-choice questions, and Likert Scale questions focusing on cable television, Internet and broadband-related needs and experiences of City of Bremerton residents. This residential community online survey was created and administered using the SurveyMonkey data collection platform. The Residential Survey provided data that has been quantified and analyzed to identify recurring patterns and trends, as well as to gain insights into residents' perceptions, preferences, and experiences related to cable television, Internet and Broadband services in the City.



Comcast, and determines its role in expanding and enhancing the broadband Internet environment in Bremerton.<sup>3</sup> The Residential Survey provided an opportunity for City residents to express their attitudes, opinions, needs and interests concerning Comcast cable television, Internet and broadband-related telecommunications subjects.

The complete findings of the Residential Survey are included in the Exhibits to this Report, entitled Exhibit A - City of Bremerton Cable-TV, Internet, and Broadband-Related Residential Survey Markup, and Exhibit A.1, which provides open-coded responses to certain questions.

## **Respondent Demographics**

The responding sample included a diversity of ages ranging from 22-82 years old. The average age of a Residential Survey respondent was 50 years old, and the most common age reported (Mode) was 40 years old. The non-response rate for this question was 18% (N=78). Sixty-nine percent (69%) of the responding group was younger than 60 years old.

A variety of race and ethnicities were reported, such as White (86%), Hispanic (4%), Biracial (4%), Asian (2%), American Indian (1%), Black (1%), and Native Hawaiian/Pacific Islander (1%). Two percent (2%) wrote in their ethnicity and provided responses such as American, Black/Filipino, and White Hispanic. Race is a sensitive question, and the non-response rate was high at 20%.

The responding sample also reported a variety of education levels, such as a four-year degree/college degree (32%), some college and trade school (23%), Postgraduate or professional degree (21%), associate Degree or 2-year degree (17%), high school (6%), and those that had some high school (0.3%).

Thirty-three percent (33%) of Residential Survey respondents reported having children in their household. Home ownership was reported at 79% by Residential Survey respondents.

Females responded to the Residential Survey at a higher rate (54%) than males (45%).

A range of household income levels was also reported, ranging from under \$25,000 annually (9%) up to \$150,000 or more annually (13%). The largest reported group was those with incomes between \$100,000 to less than \$150,000 (22%). Household income is also a sensitive question, and the non-response rate was also high at 20%.

Overall, the responding sample reflects a wide diversity of the residential population in Bremerton, indicating that the Residential Survey reached households through the City.

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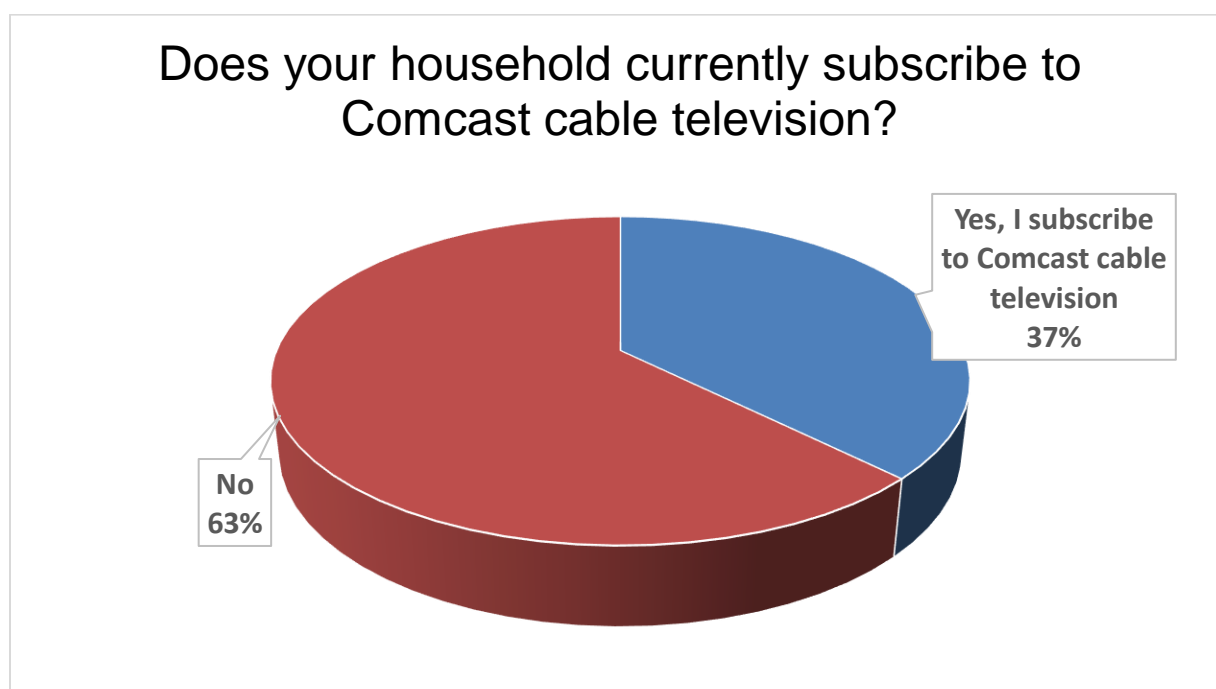
<sup>3</sup> For ease of reading and understanding, the percentages noted throughout this report are calculated based on the total number of responses provided in each question. Please see Exhibits A and A.1 of this report for detailed response numbers, per question.

## FINDINGS - RESIDENTIAL SURVEY

### Cable Television Service

Of the 433 Residential Survey respondents, 37% (N=162) indicated that they subscribe to Comcast cable television service in the City of Bremerton Franchise area.<sup>4</sup> The National Cable Television Association (NCTA) currently reports that 43 million households subscribe to cable television service<sup>5</sup>, and Statista.com reports that 42% of the U.S. Population subscribed to cable TV as of February 2022.

Chart 1.: Cable Subscription in the City of Bremerton



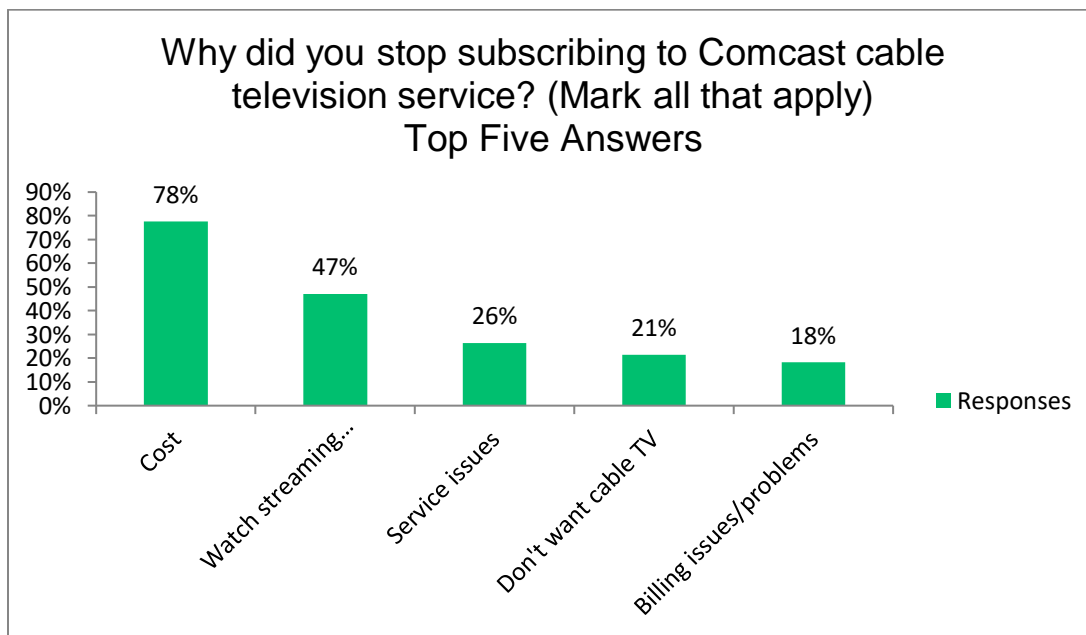
<sup>4</sup> The response from Comcast cable subscribers to the Residential Survey is slightly higher than Comcast's overall subscribership in the City of Bremerton (32%). Both the "N" number responding and the percentage of Comcast cable subscribers reporting data for each subscriber question can be found in Exhibit A – City of Bremerton Cable Television, Internet and Broadband-related Residential Subscriber/Non-Subscriber Residential Survey Markup. -

<sup>5</sup> These metrics are from S&P Global Market Intelligence-Kagan, March 2022, reported on the NCTA's website. <https://www.ncta.com/industry-data>. Additionally, Statista.com reports that Cable TV in the United States holds a 42% share of the U.S. Population. [https://www.statista.com/topics/3359/cable-tv/#topicHeader\\_wrapper](https://www.statista.com/topics/3359/cable-tv/#topicHeader_wrapper)

## Non-Subscribers to Comcast Cable Service

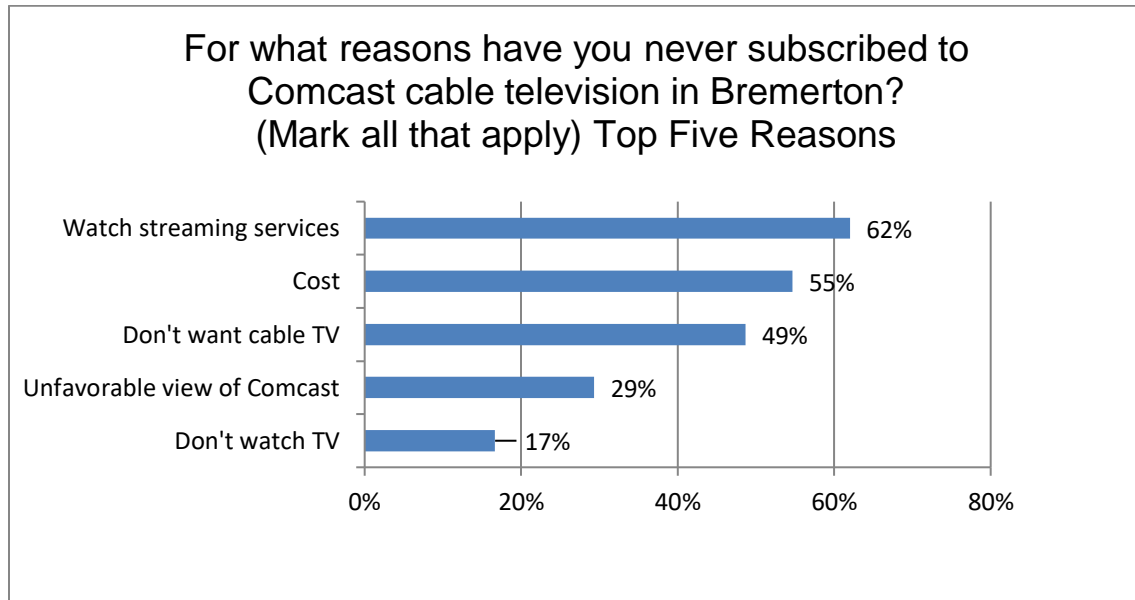
Sixty-three percent (63%/N=271) of the responding sample are not currently subscribing to Comcast’s cable television service. The largest reason for this group of Residential Survey respondents not currently subscribing to Comcast cable service was cost (65%), followed by watching streaming services instead (55%). The largest reason for stopping subscription was cost at 78% (N=94). This was followed by “they watch streaming services instead” (47%) and “too many service issues” (26%).

Chart 2.: Why did you stop subscribing to Comcast Cable TV Services?



The top two (2) categories for **never subscribing** to Comcast cable service were watching streaming services instead (62%) and cost (55%).

Chart 3.: Why have you never subscribed to Comcast Cable TV Services?



Four percent (4%) of Residential Survey respondents reported not subscribing because cable service was not available in their area. Areas mentioned by Residential Survey respondents included, but were not limited to: Ridgeway Drive, Fern Lane, Lake Drive, Lost Creek Lane Northwest, W. State Highway 16, southern corner of Kitsap Lake, and others.<sup>6</sup>

### Subscribers to Comcast Cable Service

Subscribers to Comcast cable television service in the Residential Survey reported a mean subscription length of 10.9 years, with the mode (most common mentioned) given of 20 years, indicating long-time subscribership for many respondents.<sup>7</sup>

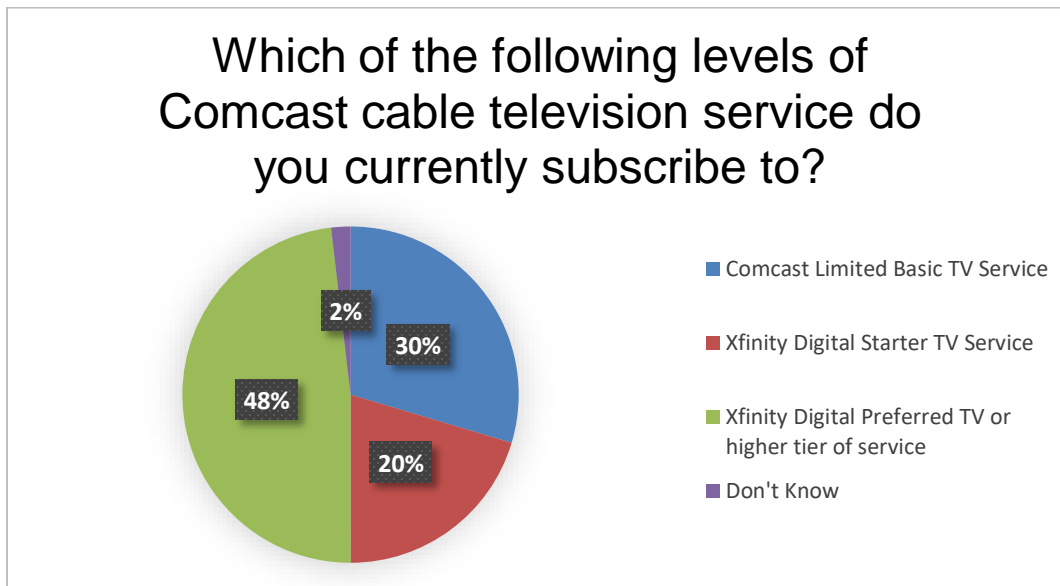
Many Comcast cable subscriber Residential Survey respondents (hereinafter “Comcast cable subscribers”) reported having more than one subscription including having premium channels. When looking at all types of subscriptions, the majority of the subscribers reported subscribing to Comcast’s Digital Preferred TV service or a higher tier (52%), followed by Digital Starter TV service at 24%, 9% with Limited Basic TV Service. Seventeen percent (17%) reported also having Premium Channels like HBO and Showtime. When looking more closely at unduplicated

<sup>6</sup> A full list of neighborhoods and streets where Comcast service is not available as reported by non-subscribers, can be found in Exhibit A and A.1-City of Bremerton Cable Television, Internet and Broadband-related Residential Subscriber/Non-Subscriber Survey Markup and Open Codes.

<sup>7</sup> Some respondents noted a length of time subscribing to Comcast beyond the length of time that Comcast has provided service in the City. These subscribers likely previously subscribed to a prior cable provider that preceded Comcast and included that time in their answer.

subscribership's we identify that the majority, 48%, still report subscribing to the Xfinity Digital Preferred TV or a higher tier of service, with the next highest reported group, at 30% is the Comcast Limited Basic TV Service.

Chart 4.: Levels of Comcast Cable TV Service Subscriptions (unduplicated)



All Comcast cable TV subscribers were asked if they subscribed to Xfinity Broadband services. Eighty percent (80%/N=130) of them indicated that they also subscribe to Comcast's high speed Internet service.

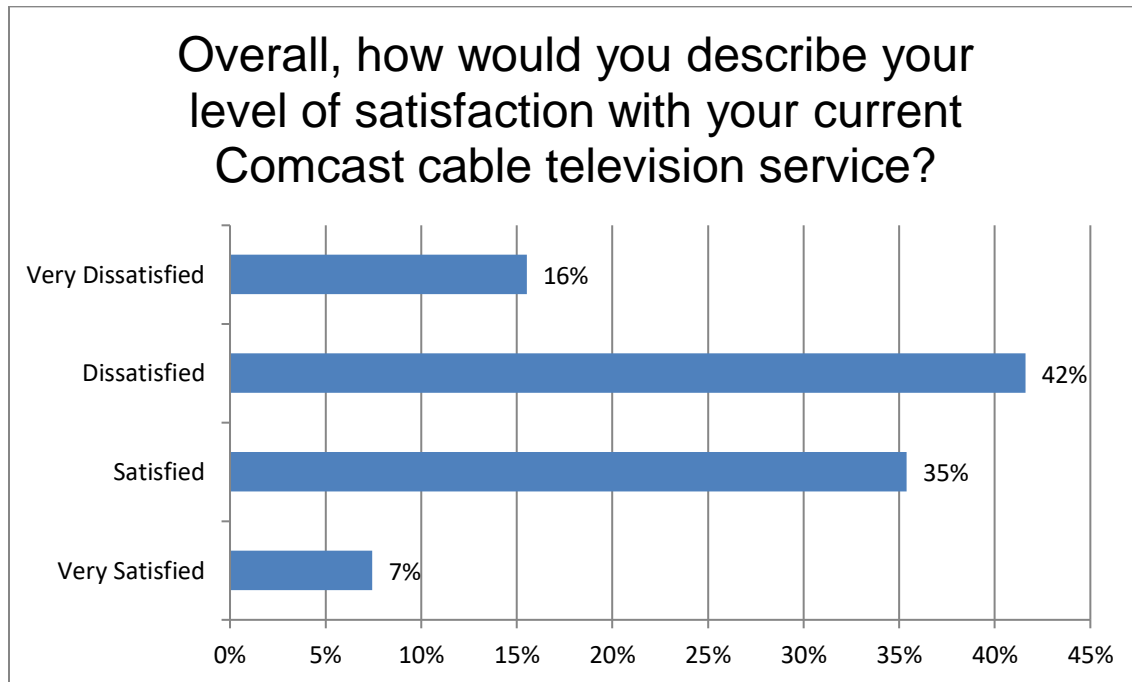
The average monthly subscriber bill for subscribers to Comcast, including all services, taxes and fees, was reported at \$181.87.

### Overall Satisfaction

Comcast cable subscribers reported satisfaction rates with their cable service, with 35% reporting being "satisfied" and 7% 'very satisfied". This left 42% as "dissatisfied", and 16% as "very dissatisfied".

When asked what would need to improve to cause them to consider a more positive rating, the top three improvements given were lower costs, followed by better customer service, and more reliable service.

Chart 5.: Overall Satisfaction with Comcast cable Television Service



### Service Features

Picture quality was rated highest in-service characteristic satisfaction (81% “satisfied” and “very satisfied”). The sound level consistency received the next highest score with a satisfaction level of 69% in the Residential Survey, followed by the reliability of their cable television service rate at 63% “satisfied” and “very satisfied”. Thirty five percent (35%) or more than one in 3, report dissatisfaction with cable service reliability. Several other categories also had substantial dissatisfaction rates. Specifically, the ability to get through to Comcast on the phone had a dissatisfaction rate of 45%, followed by the location of the cable company office at 38%. The hours the cable company office is open received an 18% dissatisfaction rate but only a 53% satisfaction rate, because the other Comcast cable subscribers (29%) indicated that they didn’t know.

## Service and Installation Calls

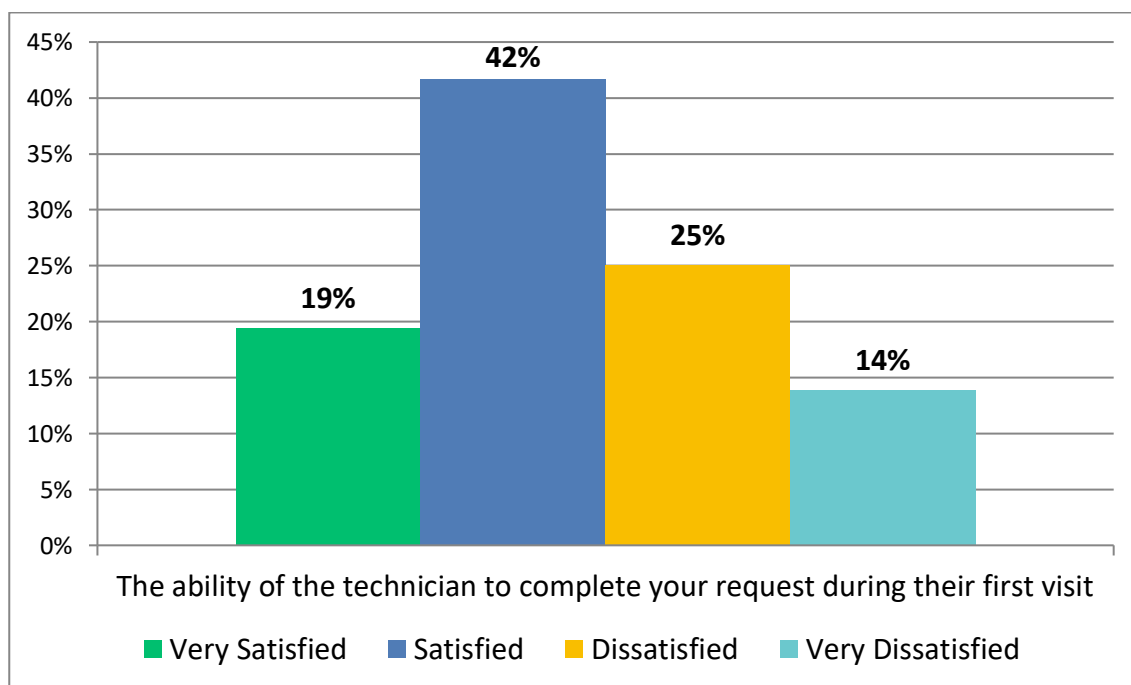
Twenty-four percent (24%) of Comcast cable subscribers indicated that they had an on-site or an in-home installation in the last twelve months. The arrival time of the service technician was rated as the highest service/installation feature (83% “satisfied” and “very satisfied”). The available times for installation or service received a lower level of satisfaction, at 66% in the Residential Survey, with the ability of the technician to complete their request during the first visit receiving a satisfaction (“satisfied” and “very satisfied”) rating of 61%.

Table 1.: Service Calls and In-Home Installation Satisfaction Categories

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Dissatisfied
The available times for installation or service	19%	47%	28%	6%	28%
The arrival time of the service technician	22%	61%	17%	0%	17%
The ability of the technician to complete your request during their first visit	19%	42%	25%	14%	25%

These ratings left two out of five Comcast cable subscribers dissatisfied with the ability of the technician to complete their request during their first visit. This is an area that should be addressed during franchise renewal. Additionally, one in three (34%) Comcast cable subscribers were dissatisfied (“dissatisfied” and “very dissatisfied”) with the available times for installation or service available to them. This is another area that should be addressed in the next franchise renewal.

Chart 6.: Satisfaction with the Ability of the Technician to Complete their Request during their First Visit.

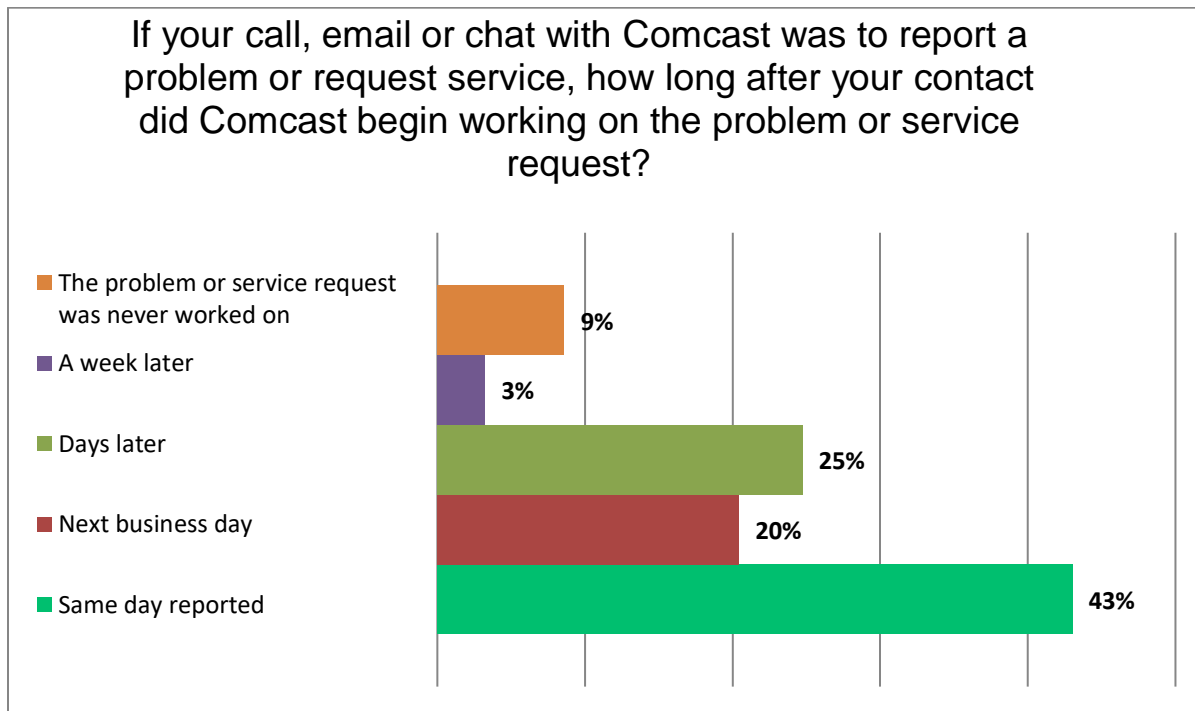


## Calls, Emails and Online Chats with Comcast

Sixty-seven percent (67%) of Comcast cable subscribers had called, emailed or chatted with Comcast in the last twelve months. The top two reasons were experiencing a cable outage/loss of signal (59%) and having a billing question or complaint (44%). These were followed by changing the type of subscription service (34%) and experiencing a signal quality problem (30%).

Forty-three percent (43%) of Comcast cable subscribers whose call, email or chat was to report a problem or request service, indicated that their problem or service request was worked on the same day reported. This left 57% of subscribers with their problem or request for service not worked on until the next business day or days later, and in some cases the problem or service request was never worked on (9%).

Chart 7.: How Long After your Contact did Comcast Begin Working on the Problem or Service Request?



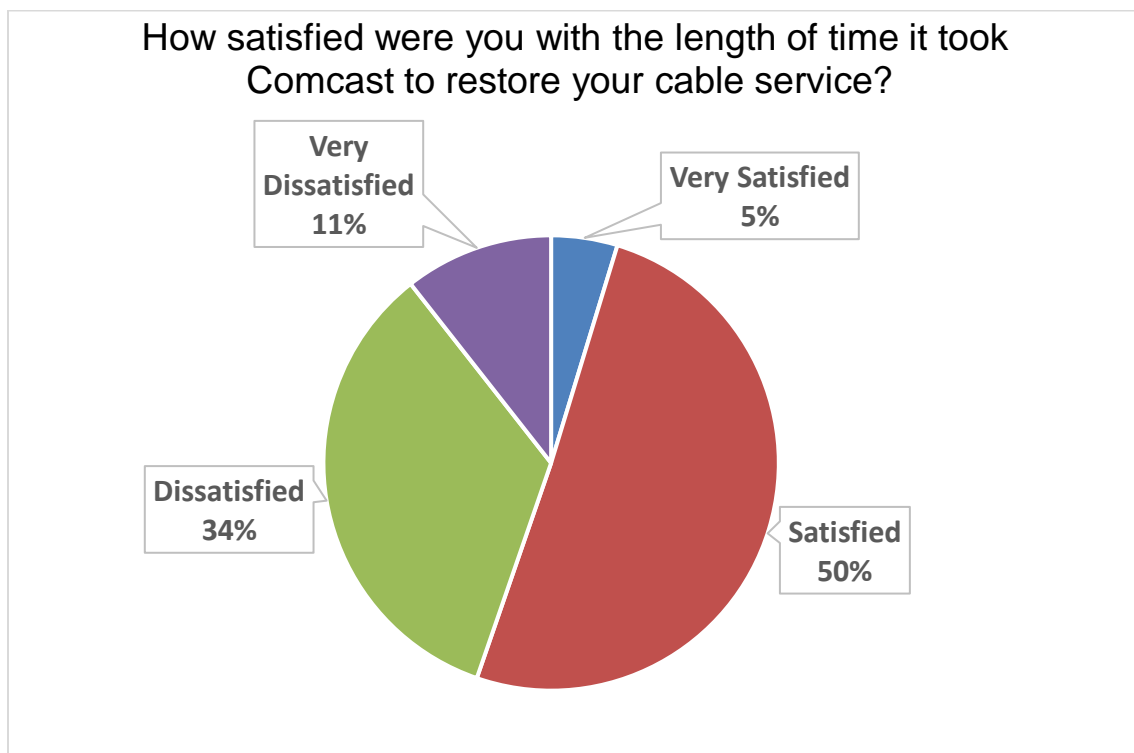


## Cable Outages

Fifty-eight percent (58%) indicated that they had lost their cable service for 15 minutes or more during the last twelve months while they still had electricity. Those that had lost their cable service were asked how many times they had lost their entire signal in the past twelve months. The average number reported was 5 outages and two outages was the answer most often given.

The majority of Comcast cable subscribers were satisfied (56% satisfied/very satisfied) with the length of time it took Comcast to restore their service. However, this left 45% of Comcast cable subscribers dissatisfied with the length of time it took Comcast to restore their cable service (34% dissatisfied, 11% very dissatisfied). This indicates an area that should be addressed in franchise renewal, specifically in customer service standards that focus on improved service and repair response time.

Chart 8.: How satisfied were you with the length of time it took Comcast to restore your cable service?

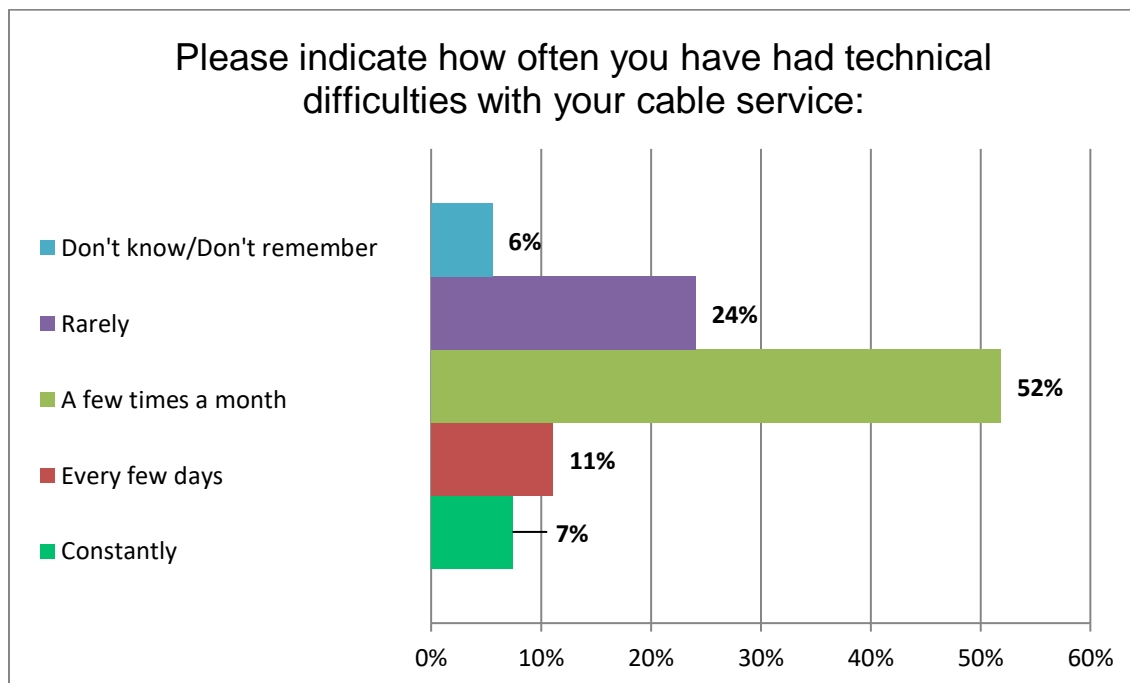


## Technical Difficulties

Thirty-seven percent (37%) of Comcast cable subscribers indicated that they had technical difficulties with picture quality, audio problems or overall reception issues. Specific problems that were reported included: No signal, pixilation and signal breakup, cable box problems, problems with sound (fuzzy, crackling, glitchy, goes out and in, lost sound, etc.), channels freezing, sound and picture out of sync, sporadic loss of signal, etc.

Specific channel issues were also reported including: channels with inconsistent sound, sound lost on channel, channels are not accessible, channels go out intermittently, channels have pixilation problems, channels are grainy and pixelated, channels freeze and more. Specific channels that were mentioned included, but were not limited to: CNN, Fox News, Disney, and HBO. A full list can be found in Exhibit A to this report.

Chart 9.: How Often have you had Technical Difficulties with your Cable Service?



The majority of Comcast cable subscribers indicated that the technical difficulties with their cable service occurred a few times a month (52%). Twenty-four percent (24%) indicated that it happened rarely, but 11% indicated that it happened every few days and 7% indicated that it happened constantly. This is an area that should be addressed in franchise renewal.

## Communications Characteristics

Comcast cable subscribers were asked to rate specific communication characteristics of Comcast’s cable television service. They were asked about understanding of their monthly bill, customer service availability and assistance accuracy, billing practices, and communications regarding rates and programming changes, and more.

The following chart details their responses to each of these questions on a scale from “very satisfied” to “very dissatisfied”:

Table 2.: Satisfaction with Comcast Communication Characteristics

Communication Characteristics	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Know
The accuracy and understanding of your monthly cable bill	8%	49%	29%	10%	5%
The ability of Comcast's customer service representative to explain and address billing questions/complaints	6%	37%	26%	11%	20%
The ability of Comcast to inform YOU regarding programming changes	3%	35%	32%	11%	19%
The ability of Comcast to inform YOU regarding rate changes	2%	27%	35%	23%	13%
The ability to get through to customer service on Comcast's website or online	5%	32%	30%	18%	16%
The ease of use of the automated telephone menu options when calling Comcast	4%	23%	34%	21%	18%

Fifty-seven percent (57%) of Comcast cable subscribers indicated that they were “very satisfied” or “satisfied” with the accuracy and understanding of their monthly cable bill. After this, most satisfaction rates fell into a range of between approximately two-fifths (43%) and one-quarter of respondents (27%). For example, 43% were satisfied with the ability of Comcast’s customer service representative to explain and address billing questions/complaints. However, this left 37% dissatisfied (“dissatisfied” and “very dissatisfied”) with this communication characteristic.

The ability of Comcast to inform Comcast cable subscribers regarding rate changes scored the highest dissatisfaction rate with 35% dissatisfied and 23% very dissatisfied. This was followed closely by the ease of use of the automated telephone menu options when calling Comcast, where 34% of Comcast cable subscribers reported being “dissatisfied” and 21% reported being “very dissatisfied”.

Forty-eight percent (48%) of Comcast cable subscribers reported being dissatisfied (“dissatisfied” and “very dissatisfied”) with the ability to get through to customer service on Comcast’s website or online and forty-three percent (43%) of Comcast cable subscribers reported being dissatisfied with the ability of Comcast to inform them regarding programming changes. These two areas should be addressed in any renewed franchise.

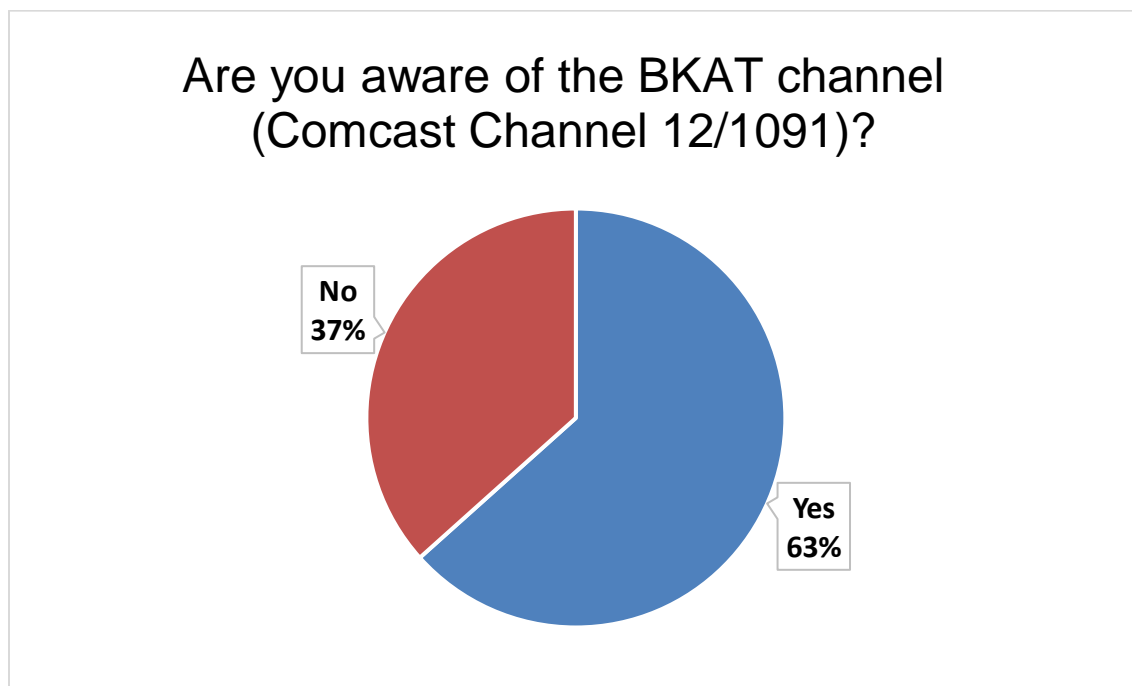
## PUBLIC, EDUCATIONAL AND GOVERNMENT (PEG) ACCESS PROGRAMMING

### Awareness

All Comcast cable subscribers were asked about their awareness of local community access programming appearing on the cable system in Bremerton.

Sixty-three percent (63%) of Comcast cable subscribers reported being aware of the local government and educational access channel (this channel, Bremerton Kitsap Access Television [BKAT] is on Comcast Channel 12/1091, and is currently used by government, educational and public access program providers and producers). Those that were aware (N=90), were asked a series of questions about their viewership and experiences with the channels. The percentages discussed in the following Government and Educational Access sections are based on the total number of Comcast cable subscribers that answered the question.

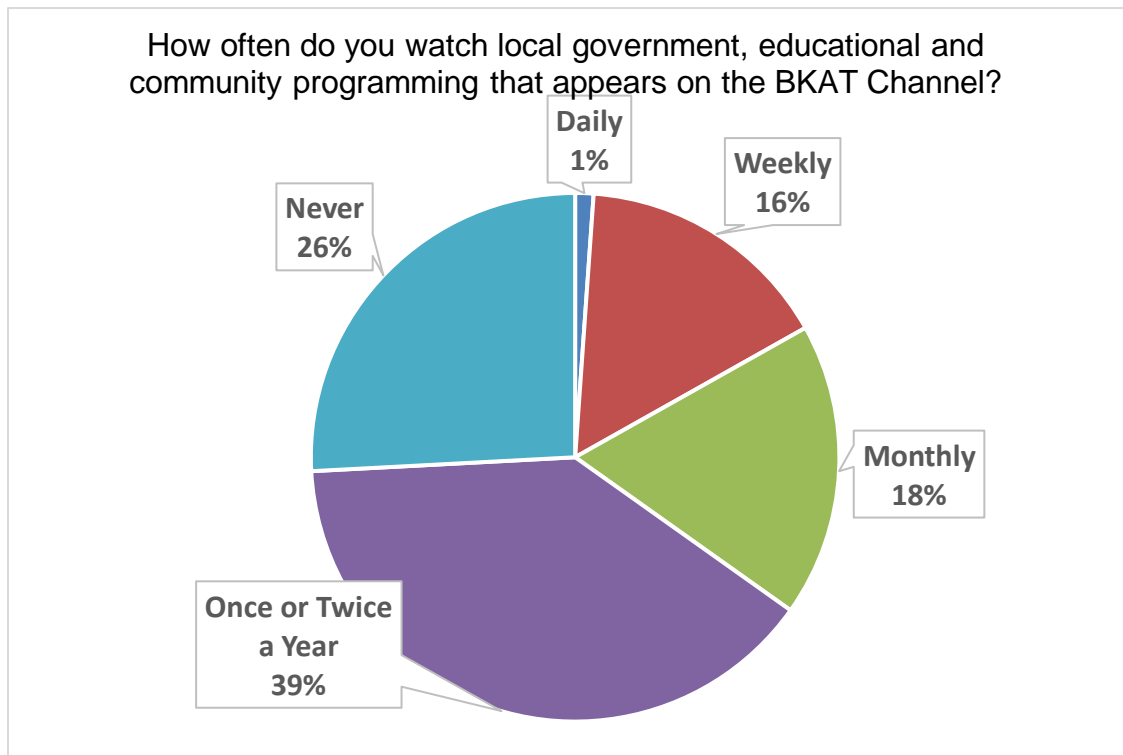
Chart 10.: Are you Aware of the BKAT Channel on the Cable System?



## **PEG Access Channel Viewership**

Comcast cable subscribers who were aware of the access channels (N=90) were asked how often they watched local government, educational and community programming that appeared on BKAT. Twenty-five percent (25%) of these respondents (1% Daily, 16% Weekly, and 18% Monthly) reported watching BKAT at least on a monthly basis.

**Chart 11.: How Often do you Watch Local Government, Educational and Community Programming that Appears on the BKAT Channel?**



## **PEG Access Channel Characteristics**

Those Comcast cable subscribers who were aware of the local community access channels were also asked a series of questions related to picture, sound, informational and educational value of the BKAT programming.

The informational value of BKAT's programming received the highest positive scores. Forty-three percent (43%) described the informational value of BKAT access programming as "excellent" or "good" with 19% describing it as "fair" and 3% described it as "poor."

Next, thirty-seven percent (37%) described the educational value of BKAT access programming as "excellent" or "good" with 24% describing it as "fair" and 2% described it as "poor."

Sound quality of the BKAT channel received the next highest scores with 31% rating it "excellent" or "good", 31% describing it as "fair" and 6% described it as "poor."

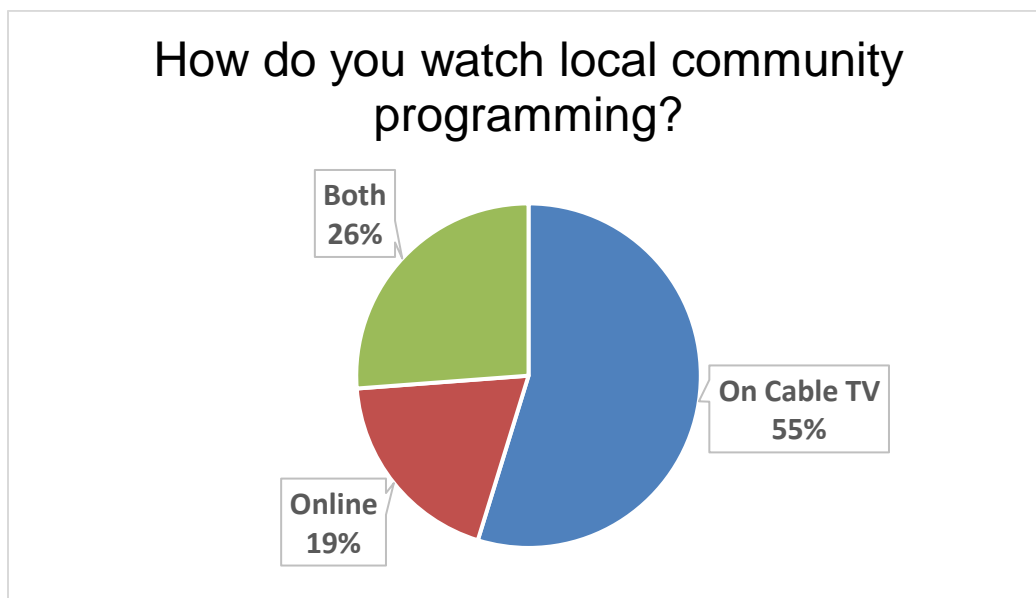
Then, thirty percent (30%) described the picture quality as "excellent" or "good", 30% described it as "fair" and 7% described it as "poor."

This is a significantly less positive characterization of BKAT picture quality than was given for the Comcast system picture quality as a whole. Regarding overall levels of satisfaction with picture quality, 81% reported they were "satisfied", including 23% "very satisfied." This finding suggests that there is a notable difference in picture quality on the BKAT channel as compared to the other channels on the system. This is important to note, and suggests that the perception of PEG channel picture quality and any attendant effect on viewership will continue to be less positive until the picture quality for the subscriber is improved by Comcast, by delivering the Channel to Subscribers in High Definition (HD).

## Viewing Local Community Programming

Comcast cable subscribers who were aware of the BKAT channel were asked how they watched the local community programming and the majority (55%) indicated that they watched BKAT on the Cable TV system. Nineteen percent (19%) indicated that they watched online and another 26% said they watch BKAT both online and on the cable system. This indicates that a large majority (81%) of Comcast cable subscribers who are aware of the channels, use the Comcast cable system, versus another method, when they watch BKAT programming. It should be noted that BKAT viewers who watch on cable and online can see that BKAT's online programs enjoy the original HD picture quality that BKAT produces programs in versus that experienced on the BKAT cable channel where the signal is down-converted to the lower picture quality of a Standard Definition (SD) Channel.

Chart 12.: How do you Watch Local Community Programming?



## **Types of Local Community Programming**

Comcast cable subscribers who were aware of the BKAT channel were also asked what kind of local community programming they would like to see more of. Eighty-six percent (86%/N=77) of such subscribers responded to the question and indicated that they would like to see more of the following local community programming:

**Table 3.: Local Community Programming Subscribers Would Like to See More of**

Community News	62%
Public Safety Information	49%
Government Meetings	49%
Public/Community Events & Activities	47%
Local Historical Programming	45%
Special Events Coverage	44%
Local Arts Programs	34%
K-12 School Events & Activities	32%
Local Public Access Programming	32%
Local Senior Citizens Programs	31%
Higher Education Programs	29%
Health/Wellness Programs	29%
Diversity, Equity and Inclusion Programming	29%
Local Sports	26%
Local Business Programming	23%
Minority and Ethnic-focused Programs	18%
Foreign Language Programs	10%

Analysis indicates that significant expansion of several of the most desired categories above (such as Community News and Community Events.) could potentially leverage some of the existing and future planned equipment, but would require additional staffing to handle the production load.

## **Electronic Program Guide/Menu**

All Comcast cable subscribers were asked about the importance of accessing BKAT through the Comcast electronic program guide. Of those who responded, 71% indicated a high importance of having detailed descriptions of the local community programming described on the electronic program guide/menu on the cable system. This equates to over 2 in 3 Comcast cable subscribers. Eighteen percent (18%) of Comcast cable subscribers indicated “very important”, with an additional 37% indicating “important” and 16% indicating “somewhat important”.



## Access Programming On Demand

All Comcast cable subscribers were also asked about the importance of having local access programming available via the cable system on-demand. The majority indicated that it would be important at some level (59%), including almost one in five (18%) who said it would be “very important”, 28% who said it would be “important”, and 13% who said it would be “somewhat important.” Sixteen percent (16%) indicated it would be “not at all important”.

## Importance of Local Community Channels Being Available to All Subscribers

All Comcast cable subscribers were further asked how important it was that the local community access channels were available to all subscribers on the cable system. The large majority, 78%, thought that these channels were important, including 36%, or over one in three cable subscribers, who indicated they were “very important”, 31% who indicated “important”, and 11% who indicated “somewhat important.” Seven percent (7%) indicated not at all important.

Table 4. summarizes these results. When we look even further into the importance among Comcast subscribers, almost 7 out of 10 (69%) of those that were *unaware of the channels* (N=52; 49 responded) indicated a level of importance for the channels to be on the system. When further looking at those Comcast cable subscribers who reported that they never watch the local community programming channels (N=23), over half (52%) indicated a level of importance for the channels being available to all subscribers (N=21 responded).

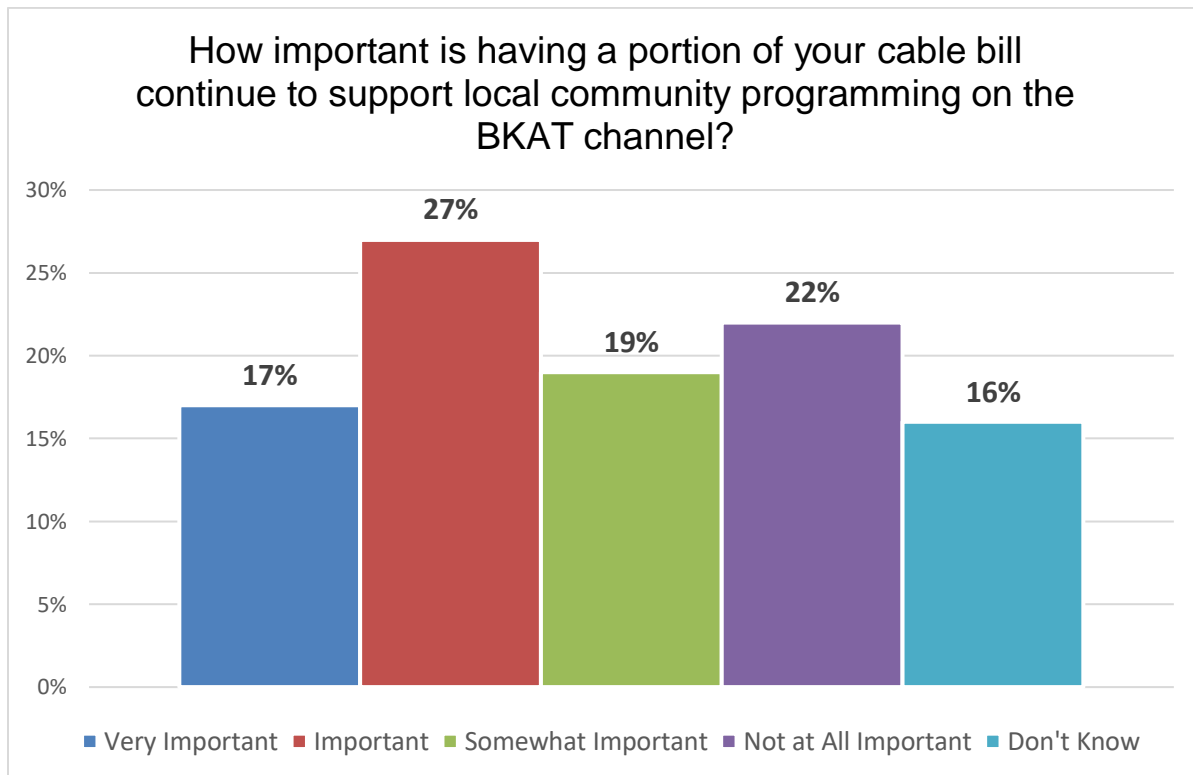
Table 4.: How Important is it that Local Community Channels are Available to All Cable Subscribers?

<b>Importance</b>	<b>All Subscriber Respondents N=132</b>	<b>Subscribers Unaware of Channels N=49</b>	<b>Subscribers reporting never watching BKAT N=21</b>
Very Important	36%	29%	19%
Important	31%	24%	24%
Somewhat Important	11%	16%	10%
Not at all Important	7%	10%	19%
Don't Know	15%	20%	29%

## Funding Local Community Access Programming

Comcast cable subscribers also indicated a high level of importance on having a portion of their cable bill continue to support local community programming on the BKAT channel. Seventeen percent (17%) of Comcast cable subscribers indicated that this facet was “very important”, with an additional 27% indicating “important and 19% indicating “somewhat important”.

Chart 13.: How Important is Having a Portion of your Cable Bill Continue to Support Local Community Programming on the BKAT Channel?



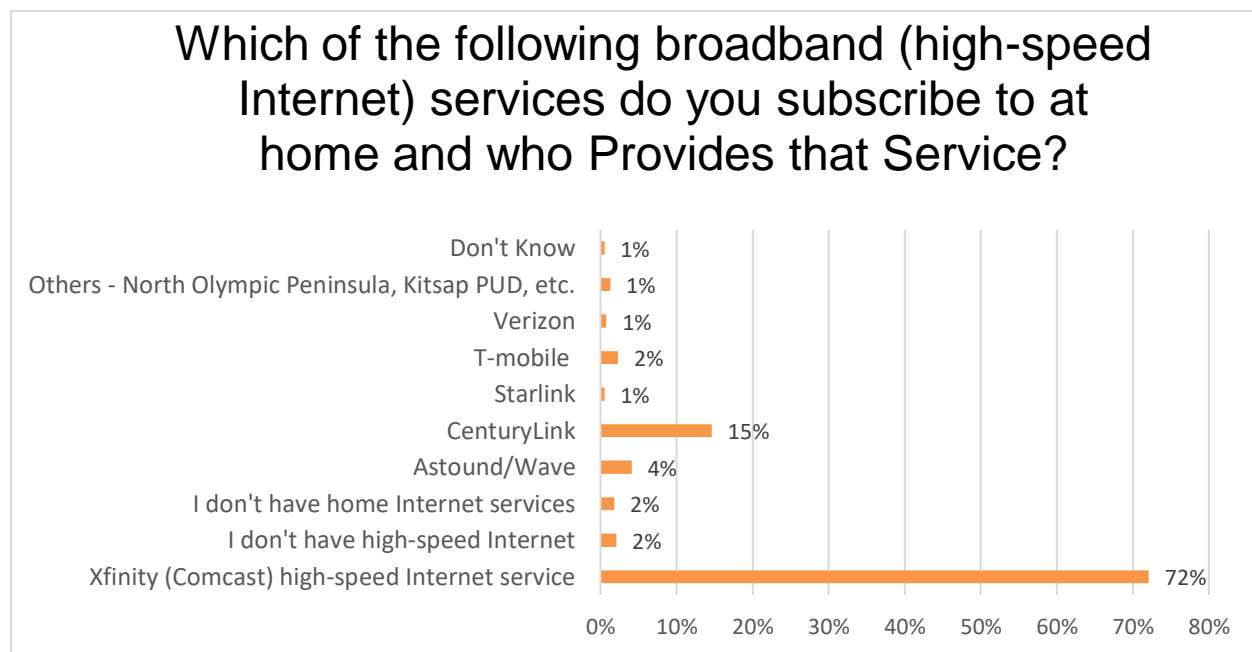
## Local Community Access Programming in Multiple Languages

Comcast cable subscribers also indicated a high level of importance on having local community programming available in languages other than English. Fourteen percent (14%) of Comcast cable subscribers indicated that this facet was “very important”, with an additional 26% indicating “important and 17% indicating “somewhat important”.

## Internet and Broadband Service in the Home

A series of questions related to Internet and Broadband service in the Home, Internet access outside the Home and interactivity were posed to all Survey respondents. All Residential Survey respondents were initially asked which broadband service they subscribed to at home. Seventy-two percent (72%) of Residential Survey respondents, who answered this question (N=390), reported that they have High speed Internet in the home from Comcast. In otherwards, seven in ten City residents report having Comcast as their home Internet provider. Twenty-four percent (24%/N=94) reported that they subscribe to another high-speed Internet provider, predominately CenturyLink (61%/N=57) and Wave/Astound (17%/N=16); 2% reported that they don't have high-speed Internet (broadband), and another 2% reported that they did not have Internet service at their home.

Chart 14.: Which Broadband Services do you Subscribe to and Who Provides Those Services?



Of those that *do not have High-speed Internet access at home* (N=9), the number one reason was that it is too expensive (67% N=6). This was followed by high-speed not being available in the area (22%), and that they did not have the equipment/device needed for high-speed internet (11%). Two areas were mentioned where High-Speed Internet is not available: Fern Lane and the Wildcat Lake area.

Of those that *do not have home Internet services* (N=7), the number one reason was also that the service was too expensive (57% N=4). This was followed by “I use my mobile phone plan to access the Internet at home” (29%) and “I’m concerned about safety/privacy” (14%).

To further understand the group of respondents that do not have Internet service at home, an analysis with the reported demographics was reviewed. Those without Internet service at home

are more likely to report to be female, white and report lower incomes. Beyond this, though, the group has substantial diversity. Specifically, this group of respondents has a variety of education levels up to Ph.D.'s; were both renters and homeowners; had children in the home and no children in the home; and had a variety of employment categories including: working fulltime, retired and one reported being disabled.

## Home Internet Characteristics

Ninety-eight percent (98%) of Residential Survey respondents (N=390 answered this question) indicated that they have Internet access at home. Those that do, were asked several questions regarding their satisfaction with various characteristics of their Internet Service.

Sixty percent (60%) were satisfied with the speed of their home Internet service, with 24% describing it as “Excellent”, 36% describing it as “Good”, and 28% indicated it was “Fair”. Twelve percent (12%) was dissatisfied and indicated that their speed was “Poor”.

The highest satisfaction rating was reported regarding the reliability of their home Internet service (64%), with 28% indicating “Excellent”, 36% indicating “Good”, and 28% indicated it was “Fair”. Twelve percent (12%) were dissatisfied and indicated that the reliability of their home Internet was “Poor”.

The lowest satisfaction rating was reported for the affordability of home Internet service, with 40% indicating that the affordability was “Poor”. Fourteen percent (14%) indicated that the affordability of home Internet was “Excellent, with sixteen (16%) indicating “Good” and 29% indicating “Fair”. Consequently, this rating indicates that two in five Residential Survey respondents reporting being dissatisfied with the cost of their home Internet service in Bremerton.

Table 5.: Internet Characteristics among all Home Internet Subscribers:

Internet Characteristics	Excellent	Good	Fair	Poor	Don't Know
Reliability of your home Internet services	28%	36%	24%	12%	0.3%
Speed of home Internet services	24%	36%	28%	12%	0.3%
Affordability of your home Internet services	14%	16%	29%	40%	0.8%

Residential Survey Respondents with home Internet we also asked if they prefer to lease or own their home modem/router. The majority (63%) of respondents to this question (N=383) indicated that they preferred to own their own modem or router. Residential Survey respondents with Home Internet services were also asked if they believed that their computer and/or similar devices were properly protected through their home Internet Service Provider. Of those that answered the question (N=380), almost 2 in 5 (39%) indicated that they “Didn’t Know”, with another almost 1 in 3 (32%) indicating “No”. Another 1 in 3 (29%) indicated “Yes”. This indicates an area that the public may need additional education and training in order to feel properly protected when going to select a home Internet service.

## Internet Access Outside the Home

All Residential Survey Respondents were asked a series of questions regarding access and use of the Internet outside of the home. Of those Residential Survey Respondents that responded to our question (N=388) regarding accessing Internet services in places outside the Home, 80% (N=312) indicated that they did. The most common answers provided for the places outside the home that they access the Internet were: Work (30%), on my cellphone (21%), Everywhere (13%), the Library (7%), restaurants/coffee shops (11%), and more.<sup>8</sup>

All Residential Survey Respondents that access the Internet outside the Home were also asked what devices they used to access the Internet outside the Home. The vast majority of respondents to the question (N=309) reported that they use their Smartphone (96%) to access the Internet outside the home. This was followed by laptop (56%), tablet (32%), and a public computer (3%). Several others mentioned using their work computer or desktop (N=12) and a few others mentioned using a Game system or console to access the Internet outside the home (N=3).

## Use of the Internet

All Residential Survey Respondents who access the Internet were asked about what they mostly use the Internet for (90% of the total responding sample). Of those respondents that answered the question (N=388) the top ten Internet activities reported by respondents included the following:

Table 6.: Top 10 Internet Activities Reported by Residential Survey Respondents (N=388)

1. Email	89%
2. Video Streaming	64%
3. Banking/Investing	61%
4. Music	53%
5. Video conferencing (e.g., Zoom, Teams, etc.)	48%
6. Playing Games	44%
7. Buying or Selling Products	43%
8. Research	41%
9. Telecommuting/teleworking	37%
10. Online Books/Reading	28%

One can see from these responses the significant interactive communications and economic activity happening online in Bremerton. These activities in the City are indicators of the new world economies at work and demonstrate the critical need for continued robust broadband availability at affordable rates for Bremerton residents.

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<sup>8</sup> See Exhibit A.1 – City of Bremerton-Cable Television, Internet and Broadband-Related Residential-Subscriber-Nonsubscriber- -Survey-Markup for full listing of activities.

## Importance of Home Broadband/Internet Services

All Residential Survey Respondents were asked a final question regarding the importance of having Home Broadband/Internet services for a variety of services. The importance of several key Broadband/Internet Services in use today were tested and then responses are detailed in the table below (N=380).

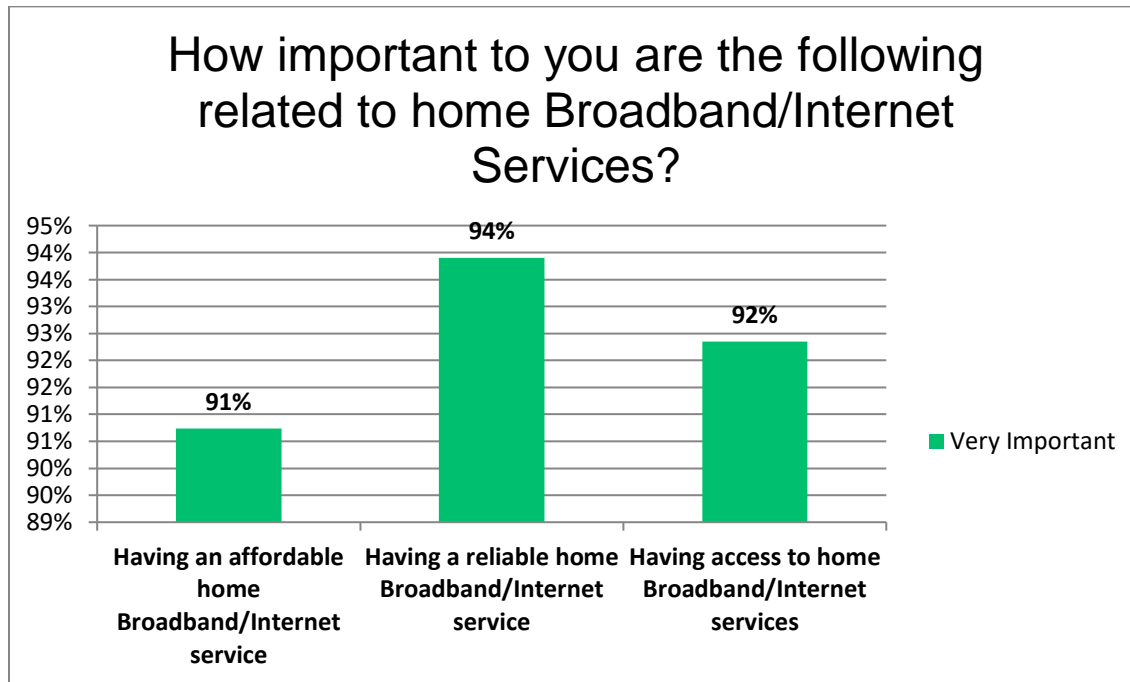
Table 7.: Importance of Having Home Broadband/Internet Services

Broadband/Internet Services	Very Important	Important	Somewhat Important	Not at all Important	Don't Know
Having home Broadband/Internet services for Telehealth and wellness services.	44%	27%	17%	8%	3%
Having home Broadband/Internet services for Distance learning/virtual learning for you and/or your household	44%	21%	19%	11%	4%
Having home Broadband/Internet services for Work from home, and/or run a home-based business	60%	13%	10%	13%	4%
Having home Broadband/Internet services for Access to government services	46%	31%	18%	3%	2%
Having an affordable home Broadband/Internet service	91%	6%	2%	0%	0.8%
Having a reliable home Broadband/Internet service	94%	5%	0.5%	0%	0.8%
Having access to home Broadband/Internet services	92%	6%	0.8%	0%	1%
Having a choice of your home Internet provider	78%	14%	5%	2%	0.8%
The speed of a home Broadband/Internet service	83%	13%	3%	0%	0.8%

As indicated in the table above, the categories of importance that scored over a 90% Very Important rating included: Having a reliable Home Internet/Broadband service (94%), Having Access to Home Internet/Broadband Services (92%), and Having an affordable Home Internet/Broadband service (91%). These are the three top areas of importance to Bremerton residents and are consistent with others around the country who also see Reliability, Access and Affordability as the three most important areas to consider when selecting a Home Broadband/Internet Service.

These top three areas were followed by the Speed of a Home Internet/Broadband Service (83%) and Having a choice of Home Internet Service Providers (78%). These two areas also speak to top areas of importance around the country – Speed and Competition. When including both “Very Important” and Important” categories together we see Speed of Home Broadband Service rates a total of 96% Importance and Having a Choice of ISPs rates a total of 93% Important. Clearly these two categories are also of Importance to Bremerton residents as they make their choice of Home Broadband Services.

Chart 15.: Broadband/Internet Service Categories with highest “Very Important” Ratings



### Access to Government Services

Also tested was Having Home Broadband Services for Access to Government Services which scored an overall Importance rating of 95% (46% “Very Important”, 31% “Important”, and 18% “Somewhat Important”). This indicates that residents also want reliable, affordable, fast Home Broadband service so that they can access government services. Regarding government services, Residential Survey Respondents were further asked whether respondents currently, or want to in the future, use the Internet to obtain information or services from the City of Bremerton. A majority of respondents indicated that they currently use the internet for such service (64%/N=244) and 26% indicated that they would like to use the Internet to access government services in the future (N=98). This shows that a large majority (90%) of Residential Survey Respondents who answered this question have a strong desire to access City services and information using the Internet. The top City services/categories mentioned included: Information (31%), Services (11%), Billings and Utility Billings (16%), and Permits (10%). A full list of City services/categories that were provided by respondents can be found in Exhibit A of this report.

Having home Internet/Broadband services for Telehealth and Wellness services also received a high overall Importance rating of 88% (44% “Very Important”, 27% “Important”, and 17% “Somewhat Important”). Having home Broadband services for Distance learning/virtual learning and Work from Home also scored high overall importance ratings, 84% and 83% respectively.

## **Cost of Home Internet**

All Residential Survey Respondents were further asked what a reasonable cost would be to pay for home Internet service, per month. A variety of costs were provided (N=363) ranging from “Free” to \$160 per month. The most common price mentioned was \$50, per month, but usually came with a qualifier of that the service needed to be “reliable” and “fast”. The average of the costs and cost ranges provided was \$56.25.<sup>9</sup> A full list of costs provided, and qualifiers can be found in Exhibit A to this report.

## **Final Comments**

When asked if there were any additional comments regarding Comcast cable services, Broadband or Internet access in Bremerton, almost half (46%) indicated that there was. The full list of responses is contained in the Bremerton Cable-related Residential Subscriber-Non-Subscriber Residential Survey Markup Exhibits A and A.1.

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<sup>9</sup> The middle of the range that residents provided was used to calculate an average cost.



## **RESIDENTIAL COMMUNITY SURVEY FINDINGS AND RECOMMENDATIONS**

The Residential Survey gave the residents in the City an opportunity to weigh in with their attitudes, opinions, needs and interests concerning Comcast’s cable television service, as well as Broadband Service and Internet Access.

Overall, the findings from the Residential Survey help present an informative and detailed picture of the cable-related and broadband/Internet needs and interests of the City’s residential community.

The following key findings and recommendations are based on themes and concerns that emerged from the Residential Survey.

- 1. Comcast Cable Subscriber Satisfaction** – Forty-two percent (42%) of Comcast cable subscribers are satisfied overall with their cable service. This left 58% of Comcast subscriber respondents indicating that they were dissatisfied (42% indicated “Dissatisfied and 16% indicated “Very Dissatisfied”).

Overall, Comcast cable subscribers that rated cable service more negatively, indicated that the rating could be improved if rates were lowered, if Comcast had better customer service, and if Comcast’s cable service was more reliable. Working to improve the price/value relationship, including developing more affordable packages, as well as improving customer service would improve the satisfaction of existing subscribers and help with retention. Additionally, as also noted below, addressing technical issues related to signal outages and other reception problems would drive higher customer satisfaction with cable television service.

- 2. Reasons for Non-Subscribership** – Four percent (4%/N=10) of non-Comcast cable subscribers reported that Comcast cable television service is not available in their area. The top areas mentioned included, but were not limited to: Fern Lane, Southern Corner of Kitsap Lake, Lost Creek Lane, Lake Drive, Ridgeway Drive and W. State Hwy 16.

Sixty-seven percent (67%) of all non-Comcast cable subscribers indicated that they did not subscribe to Comcast cable TV services because the cost was too high. Additionally, the second highest answer for not subscribing to Comcast was that they watched streaming services instead (57%).

Of the forty-six percent (46%) of non-Comcast cable television subscribers who had previously subscribed to Comcast but had disconnected, cost at 74% was the primary reason cited for **no longer subscribing to** Comcast cable television service. This was followed by those that had experienced service issues (26%), those who had billing issues or problems (18%), and those who had programming issues (7%). Regarding personal preferences for disconnecting Comcast cable services, the number one reason was to watch streaming services instead (47%). This was followed by 21% who “don’t want cable TV

anymore”, 11% who watch over-the-air broadcast TV, 10% who chose to subscribe to satellite television, 8% who chose to change to another cable provider, and 7% who “don’t watch TV”.

The responses to questions posed to non-subscribers suggest that Comcast needs to work to rein in the cost of commercial cable programming services to lower the pace of cost increases, and address service issues. This, and satisfying other needs and interests identified by the Survey, would help address the concerns of current non-subscribers, which in turn may help retain subscribers and attract those that have never subscribed.

3. **Technical Issues** – Recapping again, the majority of Comcast cable subscribers (58%) indicated being dissatisfied with Comcast cable services, including 16% who indicated being “very dissatisfied”. Dissatisfaction with technical issues is likely one significant reason. Specifically, cable signal outages for a period of 15 minutes or more were noted by 58% of Comcast cable subscribers. Outages were also the number one reason for calling, emailing, or chatting with Comcast customer service (59%). Thirty-seven percent (37%) of Comcast cable subscribers reported problems with other technical difficulties, including picture quality, audio problems, overall reception, and more, including 7% of those that indicated the technical difficulties were constant and eleven percent (11%) that indicated that they occurred every few days. The most often cited problems were pixilation problems, fuzzy/blurry pictures and freezing up.

Regarding the response time for Comcast to resolve an outage problem, dissatisfaction with restoring service outages was high at 45%, with 11% indicating “very dissatisfied”. This dissatisfaction rate is significant and indicates a critical need to address the responsiveness of Comcast to resolve issues causing outages.

Both signal quality issues and outages resulted in calls, emails and chats with Comcast, adding to customer service volumes and as a result putting pressure on customer service and technical service response time. Improvements to technical operations in the areas discussed will likely reduce contact with Comcast customer service and could reduce the substantial number (45%) of Comcast cable subscribers who were dissatisfied with the length of time it took to restore their cable service.

4. **Customer Service** – Areas for further review during franchise renewal discussions, as indicated by the Survey findings are:
  - a. Communications – Sixty-seven percent (67%) of Comcast cable subscribers had called, emailed or chatted with Comcast’s customer service operation in the last twelve months. The primary reasons (as further discussed above and below) were related to cable outage/loss of signal (59%), billing questions and complaints (44%), to change the type of service (34%), and signal quality problems (30%). Forty-five percent (45%) of Comcast cable subscriber respondents were dissatisfied with the ability to get through to Comcast on the phone, including 23% that were “very dissatisfied”. As noted above and below,

resolving the issues that are driving calls, emails and online chats to customer service will likely help improve the overall satisfaction with Comcast.

- b. Picture Quality, Outages and Restoration of Service – As noted above, subscribers reported technical difficulties and outages with Comcast cable service and problematic experience with the company’s responsiveness to those problems. Taken all together, this indicates that improving the quality of technical customer service should be addressed in franchise renewal. Specifically, improvements need to be made in responsiveness to calls, emails or online chats made concerning problems and service requests, and the time it takes to make repairs and restore service.
- c. Billing – Forty-four percent (44%) of Comcast cable subscribers reported calling, emailing or chatting with Comcast customer service to ask a billing question or log a billing complaint. Over 1 in 3 (37%) Comcast subscribers were dissatisfied with Comcast’s ability to explain and address billing questions and complaints. By working to resolve the issues that are creating dissatisfaction with billing and billing-related calls, emails and chats to Comcast customer service, Comcast would not only improve customer satisfaction with billing, but will also likely reduce the contact volume related to billing issues. The City should also consider strengthening billing-related requirements in any renewed franchise, to further address customer dissatisfaction.
- d. Communicating Rates and Programming Changes – Almost 3 in 5 (58%) Comcast cable subscribers indicated they were “dissatisfied” (35%) or “very dissatisfied” (23%) with Comcast’s communications related to rate changes. More than 2 in 5 (43%) Comcast cable subscribers indicated they were “dissatisfied” (32%) or “very dissatisfied” (11%) with Comcast’s communications related to programming changes. Accordingly, Comcast should review and improve how changes in programming, rates and services are communicated to Comcast cable subscribers and the means they use to communicate these changes. The company could, for example, consider launching a broad television-based information campaign when channel realignments or rate increases are announced. This could help to reduce the number of the subscriber respondents who called Comcast about a billing question and improve the telephone answering issues described above.

Each of these is an area that we recommend be a focus in franchise renewal negotiations to secure improvements responsive to the concerns reported in the Survey. Improvements should include enhanced means of monitoring and responding to these issues by Comcast under a renewal franchise.

- 5. Access Channels and Viewership** – A significant portion of cable subscribers in Bremerton who watch the local access channels, BKAT, (41%) reported regular viewership of Bremerton’s local public/community, educational and government (PEG) access channel. Specifically, 9% of all Comcast subscribers reported watching the channels on at least a weekly basis, including one percent that watched daily. An additional 10% watch the channels on a monthly basis.

These percentages are significant when considering that cable television’s business model is rooted in niche channels rather than mass appeal channels. As an example, the vast majority of cable networks have relatively small average daily viewing audiences under 2% of total viewing households. The 9% of Bremerton Comcast cable subscribers who watch the local access channels on a weekly basis, including 1% that watch daily, then should be seen as viable and healthy cable television viewership and a valuable part of cable service.

Picture quality ratings for the BKAT channel are lower than overall picture quality ratings, and this suggests that this is due to BKAT programming being delivered in SD. This should be changed to HD delivery in order to improve subscribers’ BKAT viewing experience on the cable system.

Comcast cable subscribers also indicated a high level of importance that local PEG channels be available to all cable subscribers. The wide majority, 78%, thought that these channels were important, including 36% (or over 1 in 3 Comcast cable subscribers) who indicated that they were "very important".

Additionally, especially considering the niche nature of cable programming services, over 3 in 5 (63%) Comcast cable subscribers indicated it was important on some level that a portion of their cable bill continue to support local access programming.

Further, almost 3 in 5 (59%) of Comcast cable subscribers indicated that it would be important to have local community programming available “On Demand” on the cable system (18% very important, 28% important and 13% somewhat important).

Overall, the results from the Residential Survey show a high level of interest in local PEG access programming, indicating that a renewed franchise should have strong support for continuation and enhancement of access programming and distribution. Such enhancements should occur in a variety of ways, most specifically including appropriate funding and ensuring that the channels are integrated into the system in a way that it puts them on a level playing field with other channels and cable programming.

- 6. Broadband/Internet Services** – Below are some of the key findings and observations identified from the Residential Survey respondents related to home Broadband and Internet Services in Bremerton.
  - a. Broadband Subscribership** - Seventy-two percent (72%) of Residential Survey respondents reported subscribing to Comcast High-Speed Internet. Twenty-four

percent (24%) indicated another provider or a cellphone data provider (the majority of those [60%] indicated CenturyLink as their provider; seventeen percent (17%) indicated having Wave/Astound). Adding these Broadband providers subscribers with those of Comcast, we calculate that approximately 91% of the homes in Bremerton that responded to the Survey have a Broadband service at home. This is similar to the census which reported that 89% of homes in Bremerton have a Broadband subscription.

Two percent indicated that they did not have high-speed Internet services. This was mainly due to cost. Two Residential Survey respondents said that it wasn't available. The two areas indicated for not having Broadband available were Fern Lane and the Wildcat Lake area. These areas should be considered for buildout in any renewed franchise.

Another 2% indicated that they did not have home Internet services primarily because it is too expensive and that they chose to use their mobile data plan for home Internet. More affordable cable/Broadband packages should be pursued by the City during any partnership discussions to increase subscribership.

- b. **Modems/Routers** – The majority of Residential Survey respondents (63%) indicated that they would prefer to own their own modem/router.
- c. **Safety/Security** - Residential Survey respondents with Home Internet services were asked if they believed that their computer and/or similar devices were properly protected through their home Internet Service Provider. Of those that answered the question (N=380), almost 2 in 5 (39%) indicated that they “Didn’t Know”, with another almost 1 in 3 (32%) indicating “No”. Another 1 in 3 (29%) indicated “Yes”. This indicates an area that the public may need additional education and training in order to feel properly protected when selecting a home Internet service.
- d. **Use of Internet Outside the Home** – Eighty percent (80%) of Residential Survey respondents indicated that they access the Internet outside their home. Ninety-six percent (96%) indicated that they did this through their smartphone, followed by their laptop (56%). The most popular places mentioned for accessing the Internet outside the home were “everywhere”, “work” and “coffee shops/restaurants”.

What people mostly use the Internet for has changed in recent years with new technologies and communication methods available during the pandemic. The top five activities that a majority of Residential Survey respondents use the Internet for were: email, followed by video streaming content, banking/investing, music and video conferencing. One can see from these responses the significant interactive communications and economic activity happening online in Bremerton. These activities in the City are indicators of the new world economies at work and demonstrate the critical need for continued robust broadband availability at affordable rates for Bremerton residents.

- e. **Government Information and Services** – Ninety percent (90%) of Residential Survey respondents indicated that they currently use the Internet to obtain City information and services or that they want to in the future. This indicates a large interest in utilizing Internet access to communicate with the City and a strong desire to access City services and information using the Internet. The top City services/categories mentioned included: Information (31%), Services (11%), Billings and Utility Billings (16%), and Permits (10%).
- f. **Importance of Home Broadband/Internet Services** – Several characteristics of home Broadband/Internet were tested in the Residential Survey. The characteristics of importance that scored over a 90% “Very Important” rating included: Having a Reliable Home Internet/Broadband service (94%), Having Access to Home Internet/Broadband Services (92%), and Having an Affordable Home Internet/Broadband service (91%). These are the three top areas of importance to Bremerton residents and are consistent with others around the country who also see **Reliability, Access, and Affordability** as the three most important areas to consider when selecting a Home Broadband/Internet Service.

These top three areas were followed by the Speed of a Home Internet/Broadband Service (83%) and Having a Choice of Home Internet Service Providers (78%). These two areas also speak to top areas of importance around the country – **Speed and Competition**. When including both “Very Important and Important” categories together, we see Speed of Home Broadband Service rates a total of 96% Importance and Having a Choice of ISPs rates a total of 93% Important. Clearly these two categories are also of Importance to Bremerton residents as they make their choice of Home Broadband Services.

- g. **Cost of Home Broadband/Internet** - All Residential Survey Respondents were asked what a reasonable cost would be to pay for home Broadband/Internet service, per month. A variety of costs were provided (N=363) ranging from “Free” to \$160 per month. The most common price mentioned was \$50, per month, but usually came with a qualifier of that the service needed to be “reliable” and “fast”. This only serves to reinforce that Bremerton residents find **Affordability and Speed** important when making a decision to subscribe to home Internet services.

These concluding remarks and recommendations are not meant to be a summary of the needs assessment findings as a whole, but rather are one part of the analysis, focusing on the issues identified by Residential Survey respondents in Bremerton. Other data presented in this narrative in other sections of the report, and in the report Exhibits, all amplify and add to the findings in this Section A and should also be considered by the City as they move forward with the franchise renewal process with Comcast and in pursuing partnerships and other initiatives to expand and enhance Broadband and Internet in Bremerton. An informed understanding of the needs and interests in the community can serve to continue to improve cable, broadband and Internet service in Bremerton.

## RESIDENTIAL-RELATED ORGANIZATION NEEDS ASSESSMENT

### Introduction and Methodology

As part of the overall cable-related Community Needs Ascertainment, CBG conducted a residential, civic and community organization needs assessment to assist in identifying cable-related, as well as broadband and Internet access-related, needs and interests. CBG worked with City staff on development of a list of residential, civic and community organizations and invited them to participate in a focused discussion concerning cable service; past, present and potential use of BKAT Public/Community Access facilities and equipment; and broadband/Internet services, including both facilitation and utilization. A focus group was set up for mid-June in the same time period as other cable and broadband-related focused discussions, profiled in the next section of this Report.

Those that participated included the Director of the Bremerton Housing Authority (BHA) and the head of a community service organization, Gather Together, Grow Together, which focuses on providing services to low-income residents.

For the focus group, a PowerPoint discussion guide was prepared, and it included discussion topics centered on: cable service availability, along with the participants' perspectives on a wide range of customer service and other characteristics of cable service; importance, use and viewership of BKAT's Access Channel 12; types of programming and content needed by the residential community, including forms and formats of program delivery; perspectives on a variety of aspects of broadband service, including residential service availability, affordability, access, adoption and utilization; and the role of the City and Comcast in facilitating digital inclusion.

The key findings from the residential and community organization-related focus group are the following:

### PEG Access-Related Needs and Interests

- **More residents and community organizations need to be made aware of the programming and opportunities for production provided by BKAT** – It was discussed that many viewers may not be aware of the full range of programming provided by, as well as the full range of capabilities available at, BKAT. Participants discussed how the annual membership fees are very affordable for individuals and non-profits and that BKAT provides substantial outreach capabilities for community organizations. One participant, a member of BKAT, indicated that while he was still producing a number of podcasts and other media content, he, like many others, had taken a break from producing programming at BKAT during the pandemic, but would be looking to return to producing during 2023 because of its readily available capabilities.

There was discussion around programming format requirements and scheduling. It was discussed that BKAT works with producers to accommodate their needs, that scheduling and

using the equipment and facilities occurs without additional charge as part of the basic membership and that non-members can provide programming for distribution over BKAT.

- **BKAT needs to be available through multiple sources and provided in a high quality** – It was discussed how BKAT facilitates the production of high-quality, HD programming, but it is not provided in HD over the cable system. Rather it is down-converted to SD, thus significantly lessening the quality for subscribers. With all the high-quality video available to residents, it is vitally important for BKAT to be provided in the same high quality as other channels, so that BKAT is seen as equal to other channels' picture quality.

Online streaming distribution, as well as programming provided on-demand both online and through the cable system, is important in order to be highly accessible to the viewing public.

### **Broadband/Internet-Related Needs and Interests**

- **Access to broadband and the internet is essential to all residents of Bremerton** – Participants in the focused discussion noted how having high quality, affordable access to broadband services and the internet were necessary for so many aspects of residential life. For example, the Housing Authority representative noted that the 572 units that they manage were rented through an online “Rent Café”. Accordingly, internet accessibility is crucial in order to be able to use that system to obtain housing.

Participants also noted that internet access was key to being able to obtain necessary transportation services, food services (especially during the pandemic) and other basic necessities, which are increasingly accessed online.

- **Because of its high importance, it is incumbent on the City to be an advocate for, and help facilitate, digital inclusion** – Participants noted, for example, that a substantial focus of the City, in coordination with non-profit organizations, was related to economic and work force development. It was noted that having access to broadband services and the internet “goes hand in hand” with job training and the ability to be educated and proficient in all manner of occupations.

One of the benefits of working with non-profits is that many are tied into underserved communities, are trusted entities in those communities and, therefore, can help the City reach residents where they live with the information, programs and initiatives that they need.

City agencies such as BHA can also work with broadband Internet Service Providers (ISPs) that provide service to the facilities that it manages to promote programs like the federal ACP (Affordable Connectivity Program) that helps subsidize high-speed broadband internet access for low-income residents. BHA, related to the earlier Residential Community Needs Assessment portion of this Report, helped obtain responses from its residents to the Survey to obtain data on what type of outreach efforts may be needed to continue to increase the availability of affordable access for its constituents.



- **In Bremerton, broadband/internet adoption is less of an availability issue, and more of an affordability, accessibility and education and training issue** – Participants talked about how some providers’ affordable Internet access programs, while they help make basic internet access affordable, do not always provide enough speed to facilitate tele-work, tele-learning and other needed applications for low-income families.

Additionally, while the ACP will help with more affordable high-speed access, there still needs to be enhancements in computer and digital literacy programs and in affordable access to devices in order to make use of the higher-speed connections. It was noted that BHA has relationships with Kitsap Community Resources (KCR), the Libraries and Goodwill concerning both affordable access to devices and outreach related to available training opportunities.

- **For all residents, more consistently reliable broadband service is needed** – Participants noted that “realized”, actual bandwidth and capacity does not always meet advertised speeds. Examples were given of download and upload speeds less than half of what was advertised. Examples were also provided of recurring outages, speed slowdowns at different times of day (potentially due to over-subscription) and technical service that leaves problems unresolved. These types of problems, especially for those now regularly working from home, will negatively impact productivity. Further, since efforts are underway at the national level, flowing down to the State and local levels, to facilitate high-capacity symmetrical access, it will be important for the underlying systems to have increased consistency, stability and reliable delivery of broadband to meet federal and State requirements.

## **SECTION B**

### **OTHER COMMUNITIES OF INTEREST**

## **ORGANIZATION NEEDS ASSESSMENT**

### **Introduction and Methodology**

As part of the overall cable-related Community Needs Assessment, CBG conducted an Organization Needs Assessment to assist in identifying cable-related, and to the extent provided, broadband-related, needs and interests. CBG worked with the City to develop a list of entities that would reflect the diversity of organizations serving the Bremerton community, especially those that would reflect broader populations (such as government, education, business, unserved and underserved communities, non-profit community groups, neighborhood associations and more), and those that had some involvement with BKAT and its focus on community-oriented programming within Bremerton.

Then, focus groups were set up for May and June, and many diverse groups and organizations were invited to participate. Those that participated in the focus groups are further discussed in this Section of the Report.

For those that were not able to attend, an Organizational Survey was developed online and a link to the Organizational Survey was subsequently distributed to them, promoted on the City's social media sites, the City's website and the BKAT website. BKAT also produced several video PSAs to promote the Organizational Survey and participation in the focus groups. Information related to community interests, cable television, broadband and Internet needs and opinions provided by respondents to the Organizational Survey are included in this section of the Report.

For the focus groups, a PowerPoint discussion guide was prepared, and both it and the Organizational Survey incorporated a wide range of discussion topics, which are further detailed below for each group.

### **GOVERNMENT ORGANIZATIONS**

#### **Introduction**

As part of the overall cable-related Community Needs Ascertainment, CBG conducted a government organization needs assessment to assist in identifying cable-related, as well as broadband-related, needs and interests. CBG worked with City staff on development of a list of agencies involved with cable communications, Institutional Network (I-Net) development and operation, Government Access television provided through BKAT, and broadband provision, facilitation and utilization. Then, a focus group was set up for early June, and this diverse group of agencies and organizations was invited to participate.

Those that participated in the group included: several representatives from Kitsap County, including the Kitsap County Cable Systems Manager in the Information Services Department, the Kitsap County Communications Director, the Department of Emergency Management; and Kitsap County Public Works; representatives from City agencies, including Public Works and Financial Services; an Electronics Engineer supporting institutional communications; and representatives

from regional government organizations, including the Kitsap Public Utility District and the Kitsap Transportation District. The participants' job functions were at levels from managers, officers and directors to engineers, senior analysts and other staff positions.

For the focus group, a PowerPoint discussion guide was prepared, and it incorporated discussion topics including: the strong points, attributes and characteristics of BKAT in helping their agency meet its goals and mission; the areas that need improvement concerning facilities, equipment, staffing, channel capacity, funding or other elements of BKAT; the opportunities to enhance BKAT to meet the needs of their agency in the future; the need for live program origination from more remote locations; the importance of video-on-demand (VOD) for participants' constituencies; the need for government programming in high definition; the challenges that they believe will need to be overcome in order to realize the opportunities discussed; the types of issues related to cable television service that the agencies or their constituencies encounter; the need for cable television service at their facility; a variety of broadband and internet access-related topics, including digital inclusion subjects such as availability, affordability, access and adoption and what they believe the roles of the City and providers are in helping resolve those issues; use of and various characteristics related to the I-Net; and other characteristics of both cable television and broadband service.

Additionally, two government organizations, the Port of Bremerton, and the County's Department of Environmental Management (KCDM) provided responses to a multi-sector Organizational Survey which in the case of KCDM provided additional specific detail concerning their organization regarding the topics discussed in the focus group, and since the Port representative was unable to attend the focus group, provided details on a variety of cable communications, network, broadband and Internet access-related topics for the Port.

The key findings from the government organization focus group and Organizational Survey responses are the following:

### **PEG Access-Related Needs and Interests**

- **Government organizations see a great deal of value in BKAT's ability to provide information to the public** – Participants in the focus group and Organizational Survey respondents noted that BKAT is a valuable resource in engaging the community, especially related to coverage of public meetings. Together with the online presence, it ensures that people have access to the discussion and detailed information about the issues and topics being considered in each of the different types of meetings covered.

The City and County believe that it is also a valuable resource for their residents to provide their message to others in the community. In this vein, one participant noted that more staff would be helpful in facilitating checkout of production equipment, especially during the timeframe right after most people finish their workday and before other evening activities begin. Participants noted that it would be helpful to have analytics on viewers to help develop content in the future that best meets the needs of the audience.

- **There should be more coverage of community events, some of which could be facilitated by remote fiber or wireless connections** – Participants indicated that while there are a number of community events that are covered by BKAT (such as the Armed Forces Day Parade and the salmon release by the schools), there are others, including coverage of local sporting events that could be covered with additional BKAT live and recorded remote capabilities.

For example, a connection to Pendergast Regional Park would help facilitate sports coverage. While this conceivably could be a fiber optic-based connection for high-capacity transport from the output of remote production equipment, there is currently a wireless cellular-based connection and a wireline broadband connection available that could be used. Interest in this type of programming by subscribers was also high. Again, though, additional staff resources would be needed to produce increased community events and sports programming. Regarding government programming, such as emergency operations, a fiber connection to Cencom (Kitsap 911) would be beneficial.

Further, many events occur at community centers, and live programming origination covering the events that occur at these centers would provide additional high quality, highly informative programming to BKAT viewers.

- **The BKAT channel delivered to subscribers needs substantial improvement in quality** – Participants noted that BKAT was not in high definition, while its programming content is being produced in high definition and, therefore, the content produced is a much higher quality than that seen by subscribers. This means that a high-definition channel is needed for delivery of BKAT by both Comcast and Wave.

Regarding Wave, it provides the BKAT channel through an interconnection with Comcast. There would be a benefit in changing Wave's feed to a direct connection from the master control playback area at BKAT. However, BKAT would need to perform a risk/benefit analysis to identify all the potential impacts of making the change.

- **Additional program delivery capabilities are needed for BKAT** – Participants indicated that a second channel should have already been provided for BKAT based on the existing Franchise. Certainly, in any renewed franchise, the second channel should be provided. This will enable additional content for all three forms of PEG -- Public, Educational and Governmental programming -- to be provided and ensure that varying types of content can be provided simultaneously (for example, a program produced by an independent producer to be shown on one channel, while a governmental meeting is occurring on the other BKAT channel).

Additionally, since BKAT programming is available online on-demand, it should be available to time-shifting viewers on the cable system, such that BKAT programs of interest can be viewed at any time that a cable subscriber may want to view it.

## **Institutional Network (I-Net) and Other Network-Related Needs and Interests**

- **Government organizations need the fiber I-Net connections between the community anchor institutions to continue to be cost effective and enable high-capacity communications** – Participants noted that the current I-Net works well and would like to see it expanded as needed in the future. Participants noted that Comcast indicated it wanted to provide a managed service network instead of continuing to maintain or expand the dark fiber network. The City has expressed that it wants Comcast or the subcontractors of Comcast to continue to provide and maintain the Dark Fiber Network rather than have Comcast provide a managed service network. It is important to note that dark fiber, though, enables the provision of high-capacity communications in a cost-effective manner, at any capacity needed over the network.

Participants discussed that it was important to ensure that timely service for both installation and repair were needed, and maintaining a highly secure network was paramount. The provisions included in any kind of network services agreement going forward needed to be carefully considered and the language of the agreement constructed accordingly.

There was discussion concerning the Comcast I-Net versus other alternatives, including network infrastructure and services provided by Wave or by the PUD. The PUD representative noted that it has access currently to every anchor institution and is working with ISPs and open access network providers to facilitate the provision of services now, and will continue to do so in the future, to those institutions. Participants also discussed the impact of the FCC's 621 Order and the ensuing judicial decision concerning "marginal costs" for I-Net services on the development of any new I-Net Agreement going forward.

The FCC's 621 Order is extremely complicated and lengthy. In brief summary, it provides that certain costs can be offset by cable operators against Franchise Fees. However, a United States Court of Appeals ruled that to the extent certain costs can be offset, they would be offset at marginal costs rather than fair market value. With respect to Institutional Networks, there is no general standard as to what constitutes marginal costs. The City already pays Comcast for the use of the dark fiber, so this will need to be addressed with Comcast during the Cable Franchise negotiations.

## **Broadband-Related Needs and Interests**

- **It will be important for local governments to take an active role in ensuring that residents have available, affordable, accessible high-capacity broadband service** – It was noted in the discussion that there will be substantial funding flowing down from the federal government to the States and then to local governments. The big question is how best to leverage this funding. A portion of the discussion focused on the fact that the City is actively engaged in gathering information to help better define its role. Part of the information gathering was focused on the affordability of broadband and how, at the federal level, through the Affordable Connectivity Program (ACP), governments were working with providers to ensure affordable access. The City is working to determine those in its population that would benefit from such programs and to ensure that information on the ACP is available to them.

Part of the issue is availability, not just where multiple, high capacity, competitive providers are not present with infrastructure and services, but also where they are present, but potentially can't get (or won't provide), access to those that would be served. For example, the Port in its Organizational Survey response indicated that there had been issues with Wave's Customer Service and Technical Support response related to individual tenant connections throughout the Marina, including such basics as how to secure service from Wave.

Another part of the issue is language and other training/education barriers that prevent portions of the population from taking full advantage of what is already available to them.

Still another part of the issue is where systems are available, but are over-subscribed, and as such, their ability to provide consistent, reliable service is compromised. This creates problems for residents and businesses in being able to access applications and perform functions dependent upon consistent, high-speed access.

One possibility is the continuing work of the PUD to provide access to multiple, competitive ISPs to provide another source of affordable broadband service. The PUD also has the capability now to become a retailer if it so chooses. It is also willing to work in partnership with others to ensure that all residents and businesses have affordable broadband access.

Generally, both participants in the focus group and Organizational Survey respondents indicated that there needs to be more competition for any particular type of customer, whether it be government or other organizational entities, residents, or businesses.

## EDUCATIONAL ORGANIZATIONS

### Introduction

As part of the overall Community Needs Ascertainment, River Oaks conducted an educational organization needs assessment to assist in identifying cable-related, as well as broadband-related, needs and interests. River Oaks worked with City staff on development of a list of educational organizations involved with cable communications, Educational Access television provided through BKAT, and broadband provision, facilitation and utilization. Then, a focus group was set up for early June, and this diverse group of organizations was invited to participate.

Specifically, input from the educational community was gathered during a focused discussion held on June 6, 2022. That information was very helpful in identifying and reaching conclusions and recommendations related to Educational Organization needs.

Attendees at the focus group included representatives from the Kitsap Regional Library, Bremerton School District, Olympic College and other organizations. The focus group was guided by a PowerPoint presentation that covered a variety of topics including potential uses of the cable system for Educational Access opportunities and enhancements.

The Bremerton School District and the Kitsap Regional Library also responded to an Organizational Survey covering similar topics, and provided additional detail to that obtained in the focus group.

The following are the key findings from that focus group discussion and Organizational Survey responses:

### PEG Access-Related Needs and Interests

- **Video communications through BKAT and the Internet provide a diverse platform for information provision by educational organizations** – Focus group participants expressed their interest in opera, the arts, sports, after-school programs such as *Love Me for Me*, music and graduation. There was a need expressed for the African American community to learn more about what is available through video. An interest was expressed in high definition (HD) programming. The higher the resolution, the better, and more programming needs to be done in HD.
- **The Library works with BKAT and others to provide information and outreach to the community** – The library participates in community-wide initiatives, collaborates extensively with BKAT and provides programs of interest such as Story Time segments. During COVID, library staff produced virtual programming for the community. One participant did note that there is no cable service available in the library, even though the connections to the cable system are there.



- **BKAT continues to provide an important link between educational organizations and the community** – The College works with BKAT to provide information for Bremerton residents. One participant in the focus group encouraged BKAT to more broadly publicize its services and opportunities for community involvement.
- **The Marvin Williams Recreation Center is an important information hub and provides access to digital resources for the community** – The Marvin Williams Recreation Center serves as a gathering place and encourages widespread public access and enjoyment. Internet speed at the Center became a topic of conversation. The Center serves as a meeting place for cultural diversity. The Center has received some Chrome Books.

### **Broadband-Related Needs and Interests**

- **Olympic College is a critical provider of digital and multimedia training and literacy to the overall community** – The College is known and highly regarded for a number of things, including its leadership in the community and physics courses. The College offers online classes and has approximately 4,300 students. The College services two major naval institutions: the Naval Base Kitsap and Naval Hospital Bremerton. Opportunities at the College include its Learning Department, and coordination with the high school includes video production.
- **Lack of access to broadband continues to be a problem for educational organizations and their constituencies** – Some residents simply do not have access to cable because of an affordability problem. It should be noted that Comcast does have an Internet Essentials program which makes access available at a lesser cost, along with a reduced cost for computers. A potential problem, though, is that internet service in the home is not always strong enough because, in the aggregate, there can be too many people on the system at the same time. Additionally, making WiFi access available in a library or parking lot is not always an ideal situation.
- **Lack of broadband availability and access, coupled with affordable options are still problematic in the City and the region** – Comcast cable service is not always available in rural, less populated areas in the County. Even in the City, access and affordability do not always mirror one another. At the focus group, the lack of competition was definitely noted, and the topic of a municipal overbuild was mentioned. Broadband can provide great opportunities; however, it not ubiquitous.

## BUSINESS/NON-PROFIT ORGANIZATIONS

### Introduction

As part of the overall Community Needs Ascertainment, River Oaks conducted a business/non-profit organizations needs assessment to assist in identifying cable-related, as well as broadband-related, needs and interests. River Oaks worked with City staff on development of a list of businesses and non-profits involved with cable communications, Access television provided through BKAT, and broadband utilization. Then, a focus group was set up for mid-June, and this diverse group of organizations was invited to participate.

Specifically, input derived from the business and non-profit community during a focused discussion held on June 14, 2022, was very helpful in identifying and reaching certain conclusions and recommendations related to the broadband and cable-related needs of the Bremerton business and non-profit community.

The focus group was guided by a PowerPoint discussion guide that covered a variety of topics so that areas needing enhancement or improvement could be identified along with opportunities to implement those enhancements.

Attendees at the focus group included representatives from Community Health, the Museum, Bremerton and Silverdale Chambers of Commerce (which have merged), Kitsap Reliance and the Downtown Bremerton Association. It should be noted that the vision of the Downtown Bremerton Association is to create a unique and vital downtown that enriches the business community and embraces the history and culture of the area.

Additionally, organizations such as Kitsap Golf and Country Club, Peninsula Community Health Services, Love Me For Me, The Road Ahead, The Dusty Pug & Bremerton Vintage Flea, FROG Soap and West Sound YFC responded to similar lines of inquiry in the Organizational Survey.

The following are the key findings from the focus group discussion and business/non-profit Organizational Survey:

### PEG Access-Related Needs and Interests

- **BKAT serves an important role in connecting multiple sectors in the community by covering events, providing outreach and distributing information on important issues –** Through BKAT, Bremerton residents are able to view a multitude of programming, including, for example, the Armed Forces Day parade, political issues and speakers at the college. BKAT also serves a very important function in that it is distributed to Comcast subscribers throughout Kitsap County.

## **Cable Service-Related Needs and Interests**

- **Cable TV is much more than an entertainment medium** – Participants noted that they rely on cable TV and broadband for business news, current events and on-demand programming. Traditional uses of cable service are found in hotels and the hospitality industry. The marketplace has changed dramatically over the last several years from traditional cable service to Over the Top (OTT) services.

## **Broadband-Related Needs and Interests**

- **Reliable broadband is critical for the business community** – Participants in the focus group indicated the need for and their reliance on broadband service. Although there are other sources of broadband in the community, such as from Astound Fiber and DISH, Comcast is the dominant provider in the marketplace. It was noted that, for example, at the Chamber of Commerce, broadband service is not 100% reliable and there is a need for stronger connection.
- **There is a need for additional competitive choices** – Focus group participants noted that, in some locations, they cannot get Astound's broadband service. That dramatically limits the choices among providers, and Comcast, in essence, becomes the business community's only wireline alternative.
- **Businesses have many media choices as to where they wish to market their services** – Focus group participants indicated that they view broadband in its broad context. For example, a significant amount of business promotion occurs on social media. Also, there was a demonstrated interest in live streaming in addition to traditional cable transmission.
- **Broadband is important to economic development** – Participants indicated the importance of broadband from an economic development standpoint. Access to broadband is an economic imperative. Other broadband uses include, for example, tele-health. The need for tele-health through broadband services was demonstrated during the midst of COVID, and medical providers now routinely use broadband to provide their professional services.
- **Expand the availability of high-capacity, resilient, competitive broadband** – Participants noted that fiber redundancy is a very important business consideration. Although there are wireless and cloud-based solutions, the goal at present is to have available and affordable 1 Gig service to businesses and homes throughout the City. More wireline competition is needed, and at present, it seems that broadband service is more expensive in the downtown area, as compared with residential subscribers.

## **SECTION C**

### **PUBLIC, EDUCATIONAL AND GOVERNMENT (PEG) ACCESS NEEDS ASSESSMENT**

## **PUBLIC, EDUCATIONAL AND GOVERNMENT ACCESS NEEDS ASSESSMENT**

### **Introduction and Methodology**

CBG Communications, Inc. (CBG), in conjunction with River Oaks Communications Corporation (River Oaks) and Team Partner Carson Hamlin (Media Integration Specialist), conducted an assessment of stakeholders within the City of Bremerton (City) regarding the communities' needs and interests within the City related to Public, Educational and Government (PEG) Access channels and programming.

Key stakeholders in the City were contacted for the PEG Access Needs Assessment, via surveys, focused discussions, interviews and reviews of facilities and equipment. Specifically, information and opinions about PEG Access needs and interests were obtained from: Residential Survey respondents (as profiled in Section A); BKAT (Bremerton Kitsap Access Television) staff, including the BKAT Director and Staff Engineer; and multiple other City stakeholders involved in the operation of and production of programming for the BKAT channel; independent producers and representatives from community organizations who produce and provide programming for the BKAT channel; other business and nonprofit organizational stakeholders within the City (and within Kitsap County [County] who provide services in the City) that either currently, or have a need and interest in the future to, work on the development of programming for BKAT; and representatives from K-12 and higher educational organizations, both within the City and that provide educational services to residents within the City, that also currently, or have a need and interest in the future to, provide programming over the BKAT channel.

Along with analysis of all the information received, Carson Hamlin reviewed the facilities and equipment provided by BKAT, had interviews with BKAT staff and participated in focused discussions concerning PEG Access needs and interests.

In the interviews and focused discussions profiled in more detail below and in other sections of this Report, the subject matter covered included, but was not limited to, the following: the state of BKAT's current video production facilities, equipment and programming; projected equipment and facilities needs for the future; and program content development, production and distribution related to both current and future Public/Community Access, Educational Access and Government Access television needs and interests.

Findings concerning the needs of the BKAT channel management and its wide variety of stakeholders were used to develop facility, equipment, capacity and distribution needs and associated funding projections. These are described in the Conclusions and Recommendations at the end of this Section. They are also the basis for the phasing of and priorities for equipment and facility upgrades and further replacement that BKAT will need over a projected 10-year timeframe. These are detailed in the PEG Access Equipment and Facility Upgrade and Replacement Projection spreadsheets included in Exhibit C.

Detailed discussion of the PEG Access Needs Assessment, along with CBG's, River Oaks' and Carson Hamlin's findings, follows.

## **FINDINGS – BREMERTON KITSAP ACCESS TELEVISION (BKAT)**

### **OVERVIEW OF BREMERTON KITSAP ACCESS TELEVISION (BKAT)**

Bremerton Kitsap Access Television (BKAT) provides community media production and Public/Community Access television services to residents and organizations in the City of Bremerton and throughout Kitsap County, also including access television distribution services for the City of Poulsbo and Bainbridge Island.

Because it is a multipurpose, multi-functional, community media center, BKAT develops and provides all three forms of local community, Public, Education and Government (PEG) Access programming on Comcast Channel 12 and Wave Broadband Channel 3. BKAT annually cablecasts hundreds of PEG programs to the subscribing households in Bremerton and Kitsap County, and provides a live stream online to those that are not cable subscribers. BKAT also provides programming online on demand on YouTube and Vimeo. Government programming includes, for example, live and recorded coverage of the Bremerton City Council, Bremerton Planning Commission and Bremerton Hearing Examiner meetings, Kitsap County Board of Commissioners meetings and the Kitsap County Planning Commission, Kitsap Transit Executive Board and Kitsap Public Health District meetings, among other agency meetings.

Regarding education, BKAT currently provides programming live from Bremerton High School.

Regarding community programming, BKAT provides programming developed by in-house staff and individual residents and community and non-profit organizations within Bremerton and throughout Kitsap County. This includes long running and new programs such as *West Sound TV Presents*, *BKAT Presents*, *Islam Community Issues*, *Bremerton Symphony*, *Kitsap Scratch Bowlers*, *Afternoons with Ash*, and *League of Women Voters*, and imported shows such as *Democracy NOW!*

BKAT also runs a community bulletin board that airs between programs. It is available to local non-profits and community groups which submit their message through a form developed by BKAT to promote their events, mission and meetings.

BKAT also additionally showcases original work from artists within the community through short video segments that highlight submitted art images throughout the program schedule. This is called *BKAT ArtShare*.

## INTERVIEWS AND FOCUSED DISCUSSIONS CONCERNING BKAT PEG ACCESS

Throughout the course of the PEG Access Needs Assessment portion of the project, discussions were held with both the prior and current Access Managers concerning BKAT operations, facility and equipment use, and video programming and other content development. The results of these discussions were used to help develop the facility and equipment projections for BKAT and the Needs Assessment's Conclusions and Recommendations related to BKAT and Public, Educational and Governmental Access overall.

Additionally, input from government, educational, business, non-profit and residential-related organization focus groups in early to mid-June 2022, and from online Organizational Surveys beginning in late May 2022, was also helpful in identifying and reaching conclusions and recommendations related to BKAT and PEG Access needs overall.

Further, also in early June of 2022, a focus group was conducted with BKAT representatives as well as individual and organizational program producers and providers to discuss their experiences with and needs related to BKAT and Public/Community Access television. The focus group was guided by a PowerPoint discussion guide that covered a variety of topics including: the individuals' and organizations' experiences with the use of BKAT; attributes of BKAT that make for successful program and content production; areas that need enhancement or improvement; participants' perspective on the key components of the BKAT facility and equipment, including quality, quantity and functionality; need for and interest in high definition production and distribution; the importance of the ability to interconnect with other Public/Community Access operations; the need for cable-based video-on-demand (VOD); the use of online program and content distribution platforms; and the participants' perspectives on BKAT programming, and other content and areas they would like to see grow within the next 3 to 5 to 10 years.

Attendees at the focus group included BKAT staff, BKAT Advisory Committee members and individual and organizational program producers. They represented such organizations as West Sound Television, Kitsap Literary Artists and Writers (KLAW) and other organizations.

The following are the key findings from the BKAT Public/Community Access focus group discussion:

- **BKAT has demonstrated a longstanding commitment to meet the hyper-local programming needs of both content producers and viewers throughout Bremerton and Kitsap County** – All participants in the focus group discussed the importance of BKAT in enabling programming by, for and about those living in Bremerton and Kitsap County to be produced and distributed. Specifically, the West Sound Television representative discussed how BKAT had enabled West Sound to provide coverage of community events for over 20 years on the BKAT channel. In that vein, it allows West Sound to share those events with residents throughout the City of Bremerton and in the County. This means that the entire community has access to musical programs and concerts, parades and sporting events, not just those that attend in person.

A producer representing KLAW similarly indicated that local painters and writers could discuss their craft and a wide variety of related subject matter on his show and that BKAT provided the distribution of their programs throughout the community, thus expanding the awareness of these artists and authors in a broader way than they could on their own.

An independent producer who had in the past covered a variety of festivals, fairs and concerts, not only on the Peninsula but also throughout the Seattle Metropolitan Area, echoed that BKAT's wide distribution enabled him to reach not just the community that would be most interested in these events, but others who may not have been aware of the events in the first place and thus broaden their understanding of the things going on around them. This includes interviews with people at these events, a focus especially on urban life and the impacts of urban living on people's lives. Through viewing his programs, those that live outside of an urban environment get a better appreciation of what urban life is like.

Another producer discussed the importance of making BKAT aware of cultural and lifestyle issues and opportunities within the City and County community. His show, *Tasting the Peninsula*, with a focus on Olympic Peninsula wineries, brought home not only information about opportunities for people in the community that may not have been aware of the Peninsula's winery options, but also of the issues surrounding the industry itself.

Participants also noted that beyond wide community outreach and facilitating the ability of community organizations to outreach to their constituencies, BKAT enables community organizations to reach out to other community organizations. This is especially helpful concerning common issues that then generate cooperation, collaboration and a focus on enhancing the environment for these organizations going forward. Even during the pandemic, when many protocols needed to be put in place and producers were concerned about the effects of diminished in-person operation at BKAT, BKAT all the while worked to provide upload capability for those that wanted to continue producing remotely, and then worked to bring the facility back online as the pandemic waned.

All of this shows the continuing dedication of BKAT, its staff and its supporting entities in ensuring that hyper-local programming continues to be distributed for the benefit of the community.

- **BKAT enables in-depth coverage of issues and topics not available through other media outlets** – Participants talked about how commercial video outlets and even many streaming platforms provide content that only captures “bits and pieces” of a particular issue, topic or event, whereas BKAT enables telling the whole story through its facilitation of long form video programming. This is especially important for BKAT's partnership with both government agencies and community organizations to cover events like the Human Rights Conference. One of the Advisory Committee members (also a Kitsap County employee) indicated that, as BKAT works in partnership with the various organizations in the community, it has a great, beneficial effect on the community's awareness and understanding of complex issues.



- **BKAT provides critically important video and multimedia production and training to the community** – Participants indicated that the facilitation, training and education that BKAT provides to producers at all levels was extremely beneficial in helping develop successful programs. This is important not only to individuals, but also to organizations that have information to provide and stories to tell, but not the training and assistance, both in production and post-production, to put together viable productions.
- **Participants indicated a variety of facility and equipment upgrades that are needed for BKAT to update and upgrade their production technology** – Participants noted that BKAT has not been able to keep up with the upgrades and updates occurring in the video production industry, but needs to be and this requires sufficient funding. Equipment updates and upgrades described by participants include:
  - Enhanced editing equipment, including enhancements for both desktop editing and the editing lab;
  - Updated studio technology; and
  - Storage for an archival/program library.

Facility upgrades needed include:

- Bigger space for editing; and
- Space for a podcast/audio studio.

Participants noted that it is also important to have back-up capability so that BKAT can respond quickly to any equipment failures that may occur.

- **High-definition capability is needed throughout the production and distribution chain, from program development to delivery to subscribers** – While participants noted that the program production quality is good, no HD channel has been provided over the cable system to distribute the HD programs being produced. Therefore, what is delivered to subscribers is not seen as high of a technical quality as the actual program production is, nor what is found on the majority of other channels delivered to subscribers. This is a critical need going forward.
- **BKAT needs to have more promotion and enhanced awareness of both its program production capabilities and the programming itself** – Participants noted that there needs to be more awareness of BKAT overall, including generating interest in both the use of the facility and in expanding viewership. One way is for BKAT to be able to increase its ability to be out in the community, and promote awareness of its contributions to the local community, which will enable it to become a more integral and vibrant part of the community.

Another way is to ensure that the program guide can be quickly updated with current programming. BKAT staff indicated that they have developed a system to provide automated scheduling to the digital menu/electronic program guide provider. Previously, this information was exported manually, so this should now enhance awareness going forward.

Still another way is for BKAT to add staff capacity, such as a dedicated outreach/communications position, to be out in the community and provide workshops and training in the community.

A further way is to pursue more live productions/events in all parts of the City and County and to help facilitate more locally produced programming from all parts of the County, including outreach to different communities throughout the County. Again, all of this would take more human resources. Besides adding staff, getting more young people, such as students interested in digital media education, and volunteers involved, as well as retirees that have either a background in video production and want to mentor and/or are interested in producing programming, would be helpful.

- **An expansion in programming will bring the need for additional channel capacity** – Participants in the group noted that BKAT should already have more than one channel, based on the programming it currently produces in its service area throughout the entire City and County. It was mentioned that it is actually a requirement in the existing Franchise. Regardless, additional channel capacity will be needed going forward.
- **BKAT is a critical hyper-local programming and content resource because it is the only Public/Community Access Center in a large geographic area** – Participants noted that BKAT is a true community tv/media center in that it facilitates all three forms of PEG programming production and distribution and is available to both individuals and organizations throughout the City and County. It also is the only traditional television outlet that provides distribution resources to those that have their own equipment and develop their own programming within the City and County.

Participants also noted that, going forward, providing interconnections to other access centers would only enhance the capabilities of the City, County, individual and organizational video programming and other content producers to develop and distribute local community programming.

## **FACILITY AND EQUIPMENT NEEDS**

In order to help meet the needs described above, CBG developed specific equipment and facility requirements, as described below.

### **Equipment Baseline Definitions**

The goal of the Baseline Definitions is to define core requirements for programmers to establish video production environments consistent with the current industry standard of HD/4K and other associated digital technologies, and to successor digital technology as it becomes industry standard, in order to meet the needs assessed in this report.

The attached spreadsheets in Exhibit C have been exclusively designed for the City of Bremerton and include a description of the type and range of equipment and facilities needed in order to function adequately at the HD/4K digital level.

Bremerton Kitsap Access Television (BKAT) is the designated access provider for Government, Educational and Public Access television for the City of Bremerton, as well as the cities of Poulsbo and Bainbridge Island, Kitsap County and the Port of Bremerton.

BKAT cablecasts hundreds of community-based programs to approximately 50,000 households throughout Kitsap County. BKAT is a Public, Educational and Government (PEG) Access television station airing programming on Comcast Channel 12 and Wave (Astound) Channel 3.

The following equipment list and narrative will focus especially on the City of Bremerton for use in their franchise renewal discussions.

### **High Definition and Distribution Options**

It's important to consider all forms of distribution when thinking of programming. We continue to see a generation of improved technology that allows for access to information on multiple devices. Our society demands up-to-date information pushed to people through social media, computer and device notifications, as well as many smartphone applications.

What this means is that in order to stay viable and competitive for viewership and information sharing, BKAT and the City of Bremerton should be prepared to produce programming on all platforms in addition to continuing to update their equipment to stay relevant with current and future technology.

With that in mind, it is important for access providers to use diverse platforms to distribute their programming, including traditional cable TV and streaming platforms. This will ensure the widest possible audience will view their programming.

Accordingly, to address both the traditional TV and new media markets, all new equipment purchased should be High Definition (HD), HD 4K, or HD with a projected transition to 4K in the

near future. HD/4K is currently the industry standard as well as a 16x9 aspect ratio and produces a high, professional-level video quality.

It is our experience that in order for television providers to remain competitive and expand viewership, they must deliver programming in HD or HD 4K. This applies to Access organizations as much as to commercial cable channels as the vast majority of cable subscribers are primarily watching programs in the HD tiers.

As mentioned above, organizations looking to the future, need to also be aware of HD 4K television that has become more common. This will more than likely become the standard as soon as broadcasters and cable operators are able to optimize compression standards for over-the-air broadcasting and cable system distribution.

From the data gathered, it is evident that the goal of the PEG Access stakeholders in Bremerton is to provide a transparent view, essential information, a public forum and overall, a great value to the communities they serve. With the technology identified in the accompanying spreadsheets, information and programming will be accessible to the public and meet these goals.

Based on the information gathered from facility and equipment reviews, surveys, interviews and focused discussions, an analysis was made to determine the cable-related facility and equipment needs, current and projected, of BKAT's City of Bremerton-related operations, using our expertise, experience, comparisons with other similarly situated operations and our understanding of the capital and operating funds needed to meet the needs. We then made pertinent facility and equipment projections, including specifications and costs for recommended equipment. Key projections are detailed below and included in the attached spreadsheets.

Based on the assessed needs as described in this report, we recommend that all new equipment purchases be HD with a projected transition to HD 4K at some point before the end of any renewed franchise period. We have accounted for this and added technology in the spreadsheets to accommodate this need.

## **EQUIPMENT DESCRIPTION SUMMARY**

The following functional areas explain the purpose of equipment used by BKAT at both its main facility and at Bremerton City Hall. Some functional areas such as Council Chambers and Council Chambers Control have equipment located there. Along with equipment located at the City of Bremerton, the BKAT facility also has equipment needed to produce programming for the City of Bremerton. The description of these functional areas include:

### **Infrastructure**

Infrastructure includes all the equipment necessary to transport video/audio internally and externally, do live streaming and provide for playback capabilities.

Infrastructure is the backbone for all existing and new equipment needed to communicate throughout the facility and it is essential that current infrastructure components be upgraded, and new components be added to handle both the existing equipment and new equipment we have recommended.

### **General Production Requirements-Storage and Playback Requirements**

The General Production Requirements area refers to equipment such as playback servers, and transmission equipment that support the operations and distribution of programming.

Current playback technology is very robust and flexible, with the ability to transcode multiple format types. With advanced automation capabilities, current playback equipment enables playback scheduling to be programmed for multiple days or weeks if desired. Modern playback technology also has the ability to output playback schedules to web sites and social media.

### **Studio/Studio Control**

Studio and Studio Control speaks to the equipment necessary to produce programming in a studio environment. This generally includes interview-type programs, roundtables, and smaller panel discussions.

### **Council Chambers/Council Chamber Control Room**

In this functional area, equipment is included for programming that includes public meetings or larger gatherings related to government business.

### **Installation/Training/Warranty**

For all the equipment projected in the accompanying spreadsheets, a line item has been included for "Installation, Training and Warranty".

This is included for those costs not covered in the actual purchase price of the equipment but will be needed to make the equipment functional and integrated with the entire operation. This cost is calculated to be an average of 30% of the cost of such equipment. The average considers that some equipment may not require a great deal of integration or training, while other equipment, such as production switchers and playback systems, will require a great deal. For budgeting purposes, we have averaged out the overall cost across the entire equipment projections.

### **Replacement and Purchase Strategies**

Within the accompanying spreadsheets, we have provided ten-year projections of replacement equipment need as well as recommendations of when equipment should be initially purchased. This is based on current equipment age and condition as well as industry-standard expected lifespans.

## **ENTITY SPECIFIC EQUIPMENT NEEDS**

### **BKAT AND THE CITY OF BREMERTON**

BKAT has a current staff of three full-time and two part-time employees and televises Bremerton City Council meetings as well as other City programming. BKAT also provides video production training, equipment, and volunteer opportunities and according to their 2020 Annual Report, televised thirty-seven hours of Bremerton Council meetings as well as five hours of Planning Commission and five hours of Hearing Examiners meetings over that year. Other Bremerton programming totaled forty-nine hours for the year.

During discussion as part of a Bremerton public/community access focus group in June of 2022, many public access producers complimented BKAT staff for the help they receive. Overall, they were very happy with BKAT, with one producer saying that “BKAT is a team, and I love the help.”

As mentioned above, the specific equipment listed below is the equipment to be located at the City of Bremerton and the BKAT facility.

### **Infrastructure**

Equipment that is needed includes:

- Optical Transmitters/Receivers (SDI over fiber transmitter/receiver)
- Bonded Cellular Technology-Remote Transmitter and Local Receiver (LIVE-U Replacement)
- Video Over Ethernet Encoder/Decoder Pair

### **General Production Requirements- Playback Requirements**

Equipment that is needed includes:

- ❖ Server Based Playback System
- ❖ Transmission Equipment
- ❖ Miscellaneous cabling and converters

## Studio/Studio Control

Equipment that is needed includes:

### Studio

- ❖ Three PTZ Cameras including camera, lens, and robotic head
- ❖ Monitoring (1)
- ❖ LED Lighting System
- ❖ iPad Pro Teleprompter

### Studio Control Room

- ❖ Switcher
  - BMD Switcher and Switcher Panel
- ❖ Robotic Camera Control
- ❖ MACMini computer systems
  - One for switcher control and graphics management
  - 16GB RAM, 1GB SSD, 8 Core GPU
- ❖ Audio Mixing
  - 16 inputs
- ❖ Audio Monitor
- ❖ Multi-view Monitor
- ❖ Engineering Monitor (SmartScope)
- ❖ Solid State Recorder (Hyperdeck)
- ❖ Fiber Converter + Icoms
- ❖ Misc. Cabling & Converters

## Council Chambers/Council Chambers Control Room

Equipment that is needed includes:

### Council Chambers

- ❖ Four PTZ Cameras including camera, lens, and robotic head

### Council Chambers Control Room

- ❖ Switcher
  - Broadcast Pix Mica System
- ❖ Switcher Control Surface
- ❖ Multi-view Monitor
- ❖ Engineering Monitor
- ❖ Solid State Recorder - HD Video Recorder (Incodex Vier)
- ❖ Network Switch



❖ Misc. Cabling & Converter

Detailed descriptions of the above equipment and its projected costs over 10 years is included in the attached spreadsheets in Exhibit C.

## **PEG ACCESS NEEDS ASSESSMENT CONCLUSIONS AND RECOMMENDATIONS**

After review and analysis of all the data and information gathered from the focus discussions, interviews, residential and organizational surveys, facility and equipment reviews and related web-based and written documents and materials during the PEG Access Needs Assessment, CBG has developed the following conclusions and recommendations. CBG's recommendations on how these needs should be fulfilled are detailed below and should be pursued with Comcast and Wave during franchise renewal negotiations.

- 1. Access Channel Capacity** - CBG recommends that the current BKAT Channel be maintained and that capacity be implemented to provide for BKAT to be cablecast in HD. Additionally, there should be an expansion of capacity to provide for a second Channel to be implemented by BKAT, based on expansions in government, educational and/or public/community access programming.

Specifically, this includes continued delivery of the BKAT Channel to provide coverage of City, County and regional public agency meetings, as well as a variety of other programs focused on the Bremerton and regional Kitsap County community and on educational organization meetings and other activities and events at individual schools. This further includes BKAT programming produced by residents, produced and sponsored by community organizations and imported programming.

The BKAT channel is currently provided in SD (standard definition). At the beginning of any renewed cable franchise, high definition (HD) capacity will be needed for the existing channel and will be needed for the second Channel described below. Comcast must also provide both of these channels in an SD version until the entire system is converted to HD so that every subscriber, regardless of their tier of cable service, will always be able to receive all of the Access Channels.

It will also be important to ensure that BKAT channels are provided in successor formats, (such as HD/4K) in the future, so that the quality of the access channels is always at least equal in quality to local broadcast and other commercial channels on the cable system. As noted further below, equipment upgrades and replacements will be needed to ensure that the access channels are able to continue migrating to the evolving television production industry standards, and that they are provided without noticeable degradation or decrease in quality from the point of origination at the BKAT access channel origination site to delivery to the subscriber.

This also includes delivery of a second BKAT channel to enable BKAT to simultaneously provide different forms of access programming (public, educational and/or governmental), as demand requires; especially, as noted herein, for different live programs that may be occurring at the same time. A second channel will also allow the ability to expand the amount of programming in any given area, as needed to meet the demand of government, educational and public/community content producers going forward.

Our understanding is that provision of a second BKAT channel may be a past performance issue that should be pursued, in that the thresholds for a second channel in the Franchise Agreement have apparently been met. However, the channel, which was requested, was not provided, as it should have been under the Bremerton Franchise with Comcast.

As described in this report, it will also be important to ensure that a certain amount of cable-based video on demand (VOD) capacity is made available for BKAT programming that is both time sensitive and evergreen (a.k.a., “timeless”). This will enable BKAT to match the time-shifting needs of cable subscribers and consequently provide the highest possible accessibility to subscribers by being available through both real time and time-shifted distribution methods. Based on the needs assessed herein, we anticipate that BKAT should have 10-15 hours of on demand capacity that can be updated and refreshed on at least a monthly basis, as needed. This provision of cable-based video on demand should also include all the necessary equipment to provide VOD programs to Comcast in the format that it requires, with an ongoing requirement to upgrade such equipment if Comcast changes its standards.

Further, regarding Wave, rather than interconnecting with Comcast to obtain BKAT and then distribute the channel to its subscribers, there should be a direct connection from BKAT to Wave’s Hub/headend for insertion into the Wave cable system. Together with HD capacity, this will help facilitate the highest possible transmission quality for delivery of the BKAT channel to Wave subscribers.

2. **Access Equipment** - New, upgraded and replacement equipment for the BKAT channels needs to be provided consistent with projections shown in Exhibit C to this report. Equipment category projections have been made from the information provided by BKAT and all the associated stakeholders, as well as that obtained through review and analysis of equipment amounts, types and conditions, along with projections for expansion in the nature and level of BKAT content development. Our review indicates the following access equipment is required to meet the needs assessed over the course of a projected 10-year timeframe:

- a. **BKAT Public/Community, Educational, and Government Access** – *For BKAT facilities and equipment needed to support public/community, government and educational access in and for the City of Bremerton and its residents, institutions and community organizations* - To provide new, upgraded and replacement production and playback equipment, including equipment in the main BKAT facility and in the City of Bremerton Council Chambers, \$687,180 (\$528,600 in base cost, plus \$158,580 in installation/training and warranty cost) will be needed during the projected 10-year time frame to support BKAT programmatic initiatives in and for the City of Bremerton.

Based on the current level of estimated subscribership for both Comcast and Wave (both providers would be expected to support cable-related community needs on an equal per-subscriber basis, based on the total number of cable subscribers in the

City of Bremerton). The 10-year PEG Capital support cost would initially equal approximately \$0.79 (seventy-nine cents), per subscriber, per month, with the potential need to escalate the monthly amount over time to a projected \$0.99 (ninety-nine cents), per subscriber, per month, if total cable subscribership, consistent with recent trends, continues to fall over the next 10-years.

In order to provide support for a request for PEG capital support, it is important to understand the context of the Federal Law which is applicable. From an overview standpoint, in the context of a cable franchise renewal, a cable operator is responsible to meet the needs of a community taking into account the reasonable costs of those needs. There is significant variation between the amount of programming done by communities for delivery to subscribers on PEG channels, and equipment which is in place or necessary in the future in order to produce and broadcast this programming. In some cities, programming is carried in standard definition (SD) format and in others it is carried in SD and high definition (HD) formats. As part of the Needs Ascertainment process, the existing equipment of local access channel operators is reviewed from technology and financial standpoints.

Then, reasonable projections need to be made as to what type of equipment will be necessary during the next 3, 5, 7 and 10-year periods. At this point, determinations are then made as to what equipment will be necessary and what replacement equipment will be necessary and the costs thereof in order to deliver programming broadcast with excellent signal quality. The projected equipment costs are then divided over what may be the number of months in the term of the new franchise and further divided by the number of cable subscribers in order to determine the average cost per month per Residential cable subscriber. These numbers should also take into account, that across the United States, the number of cable television subscribers is dropping. Under Federal Law, PEG fees cannot be used to pay for staffing in connection with video production. If this were to happen, the cable operator could seek an offset against franchise fees.

The monthly PEG fee is not a one-size-fits-all situation. It needs to be negotiated with the cable operator who may be resistant to agreeing to a certain level of monthly fee if it believes it may be problematic for its subscriber base. However, it should also be noted that, generally speaking, cable operators significantly raise their rates each year and the amount of the PEG fee is a de minimis amount on those bills. That being said, the specific requirements of each jurisdiction need to be taken into account. There is no general rule as to what would be a reasonable PEG fee each month. With respect to Comcast, the range of their PEG fees often varies between different parts of the country as do the financial situations of each jurisdiction. Where there is a customer base of 5,000-8,000, the PEG fee is higher per month than where a similar equipment cost is spread out over a customer base of 50,000-100,000 or more.

In Washington, there are variations between a PEG fee each month to \$0.25, \$0.35, \$0.41 and much more each month. The Vancouver and Clark County Washington, Comcast franchises have had a \$1.00 per month, per subscriber PEG Fee for decades. Our understanding is that there is another jurisdiction in Washington (which cannot be disclosed in this Report) where the Comcast franchise will be finalized early next year, and the PEG fee there might even be 1% of gross revenues each month (so for instance, if the average cable television bill were \$100 per month, the PEG fee would then be \$1 per residential subscriber per month). The bottom line is to negotiate a PEG Fee that will meet the needs demonstrated. If a jurisdiction seeks an unreasonable PEG fee, then at some point the cable operator may be willing to go into the Formal Renewal Process under Federal Law which is tantamount to litigation and extremely expensive and time consuming.

Against this backdrop, River Oaks and its Team have done a detailed equipment analysis and developed spreadsheets demonstrating the supported needs of the City for PEG capital equipment. If the City receives PEG capital fees from other jurisdictions, those need to be taken into account as well, to the extent they can be quantified, along with existing balances in the PEG accounts of the City.

## **REPORT EXHIBITS**

## **EXHIBIT A**

# **CITY OF BREMERTON CABLE TELEVISION, INTERNET, AND BROADBAND-RELATED RESIDENTIAL SUBSCRIBER/NON-SUBSCRIBER SURVEY MARKUP**

## THE CITY OF BREMERTON CABLE TV/INTERNET/BROADBAND RESIDENTIAL ONLINE SURVEY 2022

### Q1. Do you live within the City of Bremerton limits?

Answer Choices	Responses	
Yes	100.00%	433
No	0.00%	0
Neither	0.00%	0
<b>Answered</b>		<b>433</b>

### Q2. Does your household currently subscribe to Comcast cable television?

Answer Choices	Responses	
Yes, I subscribe to Comcast cable television	37%	162
No	63%	271
<b>Answered</b>		<b>433</b>

### Q3. Have you ever subscribed to Comcast cable television service in Bremerton?

Answer Choices	Responses	
Yes	45%	121
No	55%	150
<b>Answered</b>		<b>271</b>

### **For Non-Comcast Cable Subscribers**

### Q4. For what reasons have you never subscribed to Comcast cable television in Bremerton? (Mark all that apply)

Answer Choices	Responses	
Watch streaming services	62%	93
Cost	55%	82
Don't want cable TV	49%	73
Unfavorable view of Comcast	29%	44
Don't watch TV	17%	25
Poor content/Nothing to watch	15%	23
Watch over-the-air broadcast TV	14%	21
Subscribe to another Cable provider	6%	9
Not available (please indicate your Street, Road or Neighborhood in "Other" below)	5%	7
Subscribe to Satellite television	3%	5
Other (please describe)	12%	18
<b>Answered</b>		<b>150</b>

#### **Not Available**

- Fern Lane W (2)
- Southern Corner of Kitsap Lake
- W State Hwy 16 Bremerton 98312
- Lost Creek Lane northwest 98312
- Can't get comcast where I live
- Lake Drive

#### **Other**

- Comcast is a boil on the rear end of society
- Comcast already charges too much for the internet we get from them, and because they have a monopoly in the area they can. We need more choices in providers. Before moving here from Port Orchard, Wave used to charge us \$56 per month for 500 mbps I now pay \$83 for 400 mbps.
- Comcast has terrible customer service sales staff is rude and high pressure.
- Only use internet and internet streaming services. I live in the 21st century. Cable TV should die.
- Only wanted Infinity Internet
- We had bad experiences with Comcast in other cities. We use CenturyLink in Bremerton.
- Too costly for what's offered/NO CANADIAN CHANNELS!
- Bundles with things I don't want
- Utilities should be publicly owned
- I want fiber internet not cable tv
- Only wanted to subscribe to Comcast internet



**Q5. Why did you stop subscribing to Comcast cable television service? (Mark all that apply)**

Answer Choices	Responses	
Cost	78%	94
Watch streaming services instead	47%	57
Service issues	26%	32
Don't want cable TV	21%	26
Billing issues/problems	18%	22
Watch over-the-air broadcast TV	11%	13
Change to satellite provider	10%	12
Change to another Cable provider	8%	10
Don't watch TV anymore	7%	9
Programming issues	7%	8
Moved, not available (please indicate your Street, Road or Neighborhood in "Other" below)	2%	3
Other (please describe)	16%	19
<b>Answered</b>		<b>121</b>

**Not Available**

- Ridgeway Drive

**Other**

- Bad reception and Comcast would not replace old lines telling us it was our TV, got Dish Network and problem solved
- CenturyLink Fiber
- Comcast is trash.
- Comcast's stance on net neutrality
- Crappy slow internet and complete lack of help or empathy from Comcast
- Deceptive pricing and billing.
- Dissatisfied with most content available either because of subject, political view or cost.
- Finally got another option
- Have home internet through T-Mobile
- Horrible customer service.
- Needed DirecTV to watch out of town football games
- Not happy with product or service
- Not reliable. Terrible customer service.
- Now have fiber from CenturyLink
- Paid too much, for so many channels, but nothing I wanted to watch.
- Unreliable for telework
- We now have Centurylink fiber and it is far better in service and customer support.
- We should be able to choose what channels we want to pay for. I absolutely hate, having to accept the channel packages from cable providers

**For Comcast Cable Subscribers**

**Q6. How long have you subscribed to Comcast cable service in the City? (Years)**

**Answered 150**

**Range: Half a year - 30 years**

**Mode: 20 years**

**Average: 10.9 years**

**Q7. Which of the following levels of Comcast cable television service do you currently subscribe to?**

Answer Choices	Responses	
Comcast Limited Basic TV Service	29%	47
Xfinity Digital Starter TV Service	23%	37
Xfinity Digital Preferred TV or higher tier of service	49%	80
Premium Channels (HBO, Showtime, etc.)	17%	28
Other (Describe)	6%	9
<b>Answered</b>		<b>162</b>

- Also have Xfinity internet and t.v.
- Free connectivity
- Xfinity with a little bit of everything
- I don't know those phrases.
- Also have High speed internet
- Also have Internet mobile
- Had to purchase extra download when the FCC permitted companies to charge more.
- Also have High speed internet
- Homeowner association package

Q8. How much is your total monthly Comcast bill on average, including all services, taxes and fees?

Answered 157

Range: \$35 - \$300

Average: \$181.87

Q9. Overall, how would you describe your level of satisfaction with your current Comcast cable television service?

Answer Choices	Responses	
Very Satisfied	7%	12
Satisfied	35%	57
Dissatisfied	42%	67
Very Dissatisfied	16%	25
<b>Answered</b>		<b>161</b>

Q10. If you indicated anything less than Very Satisfied or Satisfied, is there anything Comcast could do better to make you consider an improved level of satisfaction with its cable television services?

Answered 91

See Attachment A.1 at end of the Survey Markup for details

### Customer Service and Cable Television Characteristics

Q11. How satisfied have you been with each of the following characteristics of your cable television service during the last twelve months?

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Know/Not Applicable
The picture quality	23%	58%	11%	3%	6%
The sound level consistency	16%	53%	22%	4%	6%
The reliability of your cable television service	12%	51%	24%	11%	3%
Your ability to get through to Comcast on the phone	6%	28%	22%	23%	20%
Location of the cable company office	8%	36%	25%	13%	19%
Hours the cable company office is open	4%	49%	14%	4%	29%
<b>Answered</b>					<b>158</b>

### Service/Installation Calls

Q12. Has your household had an on-site service or an in-home installation in the last twelve months?

Answer Choices	Responses	
Yes	24%	38
No	76%	118
<b>Answered</b>		<b>156</b>

Q13. You indicated that you had an on-site service call or an in-home installation in the last twelve months, please indicate a rating of Very Satisfied, Satisfied, Dissatisfied or Very Dissatisfied for the following issues. (N=36)

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Dissatisfied	Don't Know
The available times for installation or service	19%	47%	28%	6%	28%	0%
The arrival time of the service technician	22%	61%	17%	0%	17%	0%
The ability of the technician to complete your request during their first visit	19%	42%	25%	14%	25%	0%

### Communications

Q14. In the last twelve months, have you had occasion to call, email, or chat with Comcast?

Answer Choices	Responses	
Yes	67%	103
No	33%	51
<b>Answered</b>		<b>154</b>

**Q15. If Yes, for what reason(s) did you call, email or chat with Comcast? (Mark all that apply)**

Answer Choices	Responses	
Cable outage/loss of signal	59%	57
Billing questions/complaints	44%	43
To change type of service subscribed to (change tier/package)	34%	33
Signal quality problems (picture, sound)	30%	29
Problem with digital set-top box	22%	21
Problem with installation	8%	8
Request additional programming (channel or program)	4%	4
Order Pay-Per-View event	2%	2
Don't know/Don't remember	6%	6
Other (please specify)	12%	12
<b>Answered</b>		<b>97</b>

- Camera always disconnect
- Couldn't get wifi signal or TV to turn on
- Channel service did not work
- Internet issues
- Under-educated employees.
- Upgraded modem
- Modem for internet not working
- Check on promotions for cheaper service
- New modem disconnected my alarm system. And then my phone
- To get a dvr
- They seem to be doing maintenance on the INTERNET system late at night/early morning. I am busy most every night/early morning working on preparation of study subjects and it is very difficult when the speed slows to worse than the old DIAL-UP internet service was.
- Internet issues

**Q16. If your call, email or chat with Comcast was to report a problem or request service, how long after your contact did Comcast begin working on the problem or service request?**

Answer Choices	Responses	
Same day reported	43%	40
Next business day	20%	19
Days later	25%	23
A week later	3%	3
A month later	0%	0
The problem or service request was never worked on	9%	8
<b>Answered</b>		<b>93</b>

**Cable Signal Outages.**

**Q17. During the last twelve months have you ever lost your entire cable signal (all channels) for a period of 15 minutes or more when you still had electricity?**

Answer Choices	Responses	
Yes	58%	87
No	42%	63
<b>Answered</b>		<b>150</b>

**Q18. If Yes, can you estimate how many times in the last twelve months you've lost your entire cable signal for a period of 15 minutes or more?**

**Answered 80**

**Range: one time to 60 or more**

**Average: 5 times**

**Mode: 2 times**

**Q19. How satisfied were you with the length of time it took Comcast to restore your cable service?**

Answer Choices	Responses	
Very Satisfied	5%	4
Satisfied	51%	43
Dissatisfied	34%	29
Very Dissatisfied	11%	9
<b>Answered</b>		<b>85</b>

## Technical Difficulties

Q20. Has your household had any other technical difficulties with your cable service (i.e., picture quality, audio problems or overall reception)?

Answer Choices	Responses	
Yes	37%	54
No	63%	93
<b>Answered</b>		<b>147</b>

Q21. If Yes, please explain and note specific channels:

**Answered 46**

- No signal
- Had a difficult time receiving signals. turns out our cable box was bad.
- Multiple channels freezing and blurry
- Disney XD. Picture will stall and audio is glitchy
- Slow and not connecting.
- Sound lag from picture time on all stations watched
- While watching movies the sound would go out for periods of time, sometimes it would just kick us out of the movie all together.
- Froze, scrambled
- Some of my HBO channels don't come in. Or I get some message like "ONE MOMENT PLEASE; THIS CHANNEL SHOULD BE AVAILABLE SHORTLY, but still nothing happens
- Sound, reception, wifi-streaming, internet
- Garbled audio and huge variations of volume.
- The weak signal line/tower connection
- Overall pixelation at times and sound level variations on all channels as well.
- They told me to unplug cable box. Which is behind my entertainment center. I had to move everything off it to move the center to unplug it
- For a few months, it seemed they were slowing down or stifling our service toward the end of the month. (I am on a basic package as I only use wifi and not the cable tv) After I noticed this seemed to be happening only at the end of the month, I complained several months in a row and told them to turn my signal back up. It got better.
- CNN
- Fox News
- Cable signal was partial. There was "some" video signal and "some" audio. They were indecipherable on every channel and lasted for 2 hours
- Poor picture quality, poor sound quality, and slow internet.
- Digital break up and picture freeze
- Signal is not steady.
- Audio routinely drops out for seconds at a time. Video locks up for several seconds on a regular basis.
- Unsteady signal at times
- Don't remember specifics
- Freezing up
- Channels are sometimes fuzzy
- Static, intermittent outages, signal glitching.
- DVR malfunctions
- Cable has stopped working on occasion
- Choppy frozen
- Some programs go in and out
- Very pixelated and pauses on live tv
- Problem
- We've had numerous times when cable would just stop, often in winter during a big rain storm,
- A shorter than 15 minute loss of service five or six times.
- Kong channel comes in with lag and digital blocks
- Sound would go in and out repeatedly
- DVD issues
- Loss of internet, slow internet, picture quality, sound quality.
- Gets pixelated
- Random channels.
- Comcast shuts down their whole system
- It seems like that the voices don't always match the person's mouth/lip movement.

### Internet-related

- Internet always goes out
- Speed is so slow
- Internet drops.

Q22. Please indicate how often you have had technical difficulties with your cable service:

Answer Choices	Responses	
Constantly	7%	4
Every few days	11%	6
A few times a month	52%	28
Rarely	24%	13
Don't know/Don't remember	6%	3
<b>Answered</b>		<b>54</b>

### **Communications**

Q23. The next few questions are about your satisfaction level with how well Comcast communicates with you. Overall, how satisfied are you with the following aspects of communication provided by Comcast? (N=143)

Communication Characteristics	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Know
<b>The accuracy and understanding of your monthly cable bill</b>	8%	49%	29%	10%	5%
<b>The ability of Comcast's customer service representative to explain and address billing questions/complaints</b>	6%	37%	26%	11%	20%
The ability of Comcast to inform YOU regarding programming changes	3%	35%	32%	11%	19%
The ability of Comcast to inform YOU regarding rate changes	2%	27%	35%	23%	13%
The ability to get through to customer service on Comcast's website or online	5%	32%	30%	18%	16%
The ease of use of the automated telephone menu options when calling Comcast	4%	23%	34%	21%	18%
<b>Answered</b>					<b>143</b>

### **Local Community Programming (also known as Government, Educational and Public Access Programming)**

Q24. Comcast currently sets aside a channel to be used by the organizations and people within Bremerton to produce community programming. This channel, Bremerton Kitsap Access Television (BKAT) on Comcast Channel 12/1091, is currently used by government, educational and public access producers.

Are you aware of the BKAT channel (Comcast Channel 12/1091)?

Answer Choices	Responses	
Yes	63%	90
No	37%	52
<b>Answered</b>		<b>142</b>

Q25. How often do you watch local government, educational and community programming that appears on BKAT - Programming includes: live meeting coverage, live Bremerton High School Sports and activities, hearings, community programming, and shows like: Art Zone with Nancy Guppy, Energize Your Body with Anna, The Road Ahead and Inside Bremerton?

Answer Choices	Responses	
Daily	1%	1
Weekly	16%	14
Monthly	18%	16
Once or Twice a Year	39%	35
Never	26%	23
<b>Answered</b>		<b>89</b>

Q26. Consider the programming you've seen on the BKAT Channel. Please rate the following areas on a scale of Excellent, Good, Fair or Poor.

	Excellent	Good	Fair	Poor	Don't Know
BKAT's Picture Quality	7%	23%	30%	7%	33%
BKAT's Sound Quality	8%	23%	31%	6%	31%
Educational Value of BKAT's programming	12%	25%	24%	2%	38%
Informational Value of BKAT's programming	13%	30%	19%	3%	35%
<b>Answered</b>					<b>86</b>

Q27. How do you watch local community programming?

Answer Choices	Responses	
On Cable TV	55%	46
Online	19%	16
Both	26%	22
<b>Answered</b>		<b>84</b>

Q28. What kind of local community programming would you like to see more of on the local BKAT channel? (Mark all that apply)

Answer Choices	Responses	
Community News	62%	48
Public Safety Information	49%	38
Government Meetings	49%	38
Public/Community Events & Activities	47%	36
Local Historical Programming	45%	35
Special Events Coverage	44%	34
Local Arts Programs	34%	26
K-12 School Events & Activities	32%	25
Local Public Access Programming	32%	25
Local Senior Citizens Programs	31%	24
Higher Education Programs	29%	22
Health/Wellness Programs	29%	22
Diversity, Equity and Inclusion Programming	29%	22
Local Sports	26%	20
Local Business Programming	23%	18
Minority and Ethnic-focused Programs	18%	14
Foreign Language Programs	10%	8
Other (Please explain)	13%	10
<b>Answered</b>		<b>77</b>

- Local plays and performances
- Local News
- Throwback shows from the BKAT archives
- If it's a community channel they all apply
- Nothing. If anything, the City should reduce its support of this content.
- NONE, Why must I pay for something I never use?
- Local crime news, include all of Kitsap county, at least
- Where can I find the information about times of certain programs?
- BKAT does a poor job of listing what programing is available. You can't tell by looking at the menu. Need to access the site.
- Factual and truthful information relating to the Pandemic and the stolen Election

Q29. Regarding local community programming on the BKAT channel, please rate the importance of the following areas on a scale of Very Important, Important, Somewhat Important or Not at all Important.

	Very Important	Important	Somewhat Important	Not at all Important	Don't Know
Having detailed descriptions of local community programming on the electronic program guide/menu	18%	37%	16%	8%	20%
Having local community channels available to all cable subscribers	36%	31%	11%	7%	15%
Having a portion of your cable bill continue to support local community programming on the BKAT channel.	17%	27%	19%	22%	16%
Having local community programming available "On Demand" on the cable system.	18%	28%	13%	16%	25%
Having local community programming available in languages other than English.	14%	26%	17%	20%	24%
<b>Answered</b>					<b>132</b>

## Broadband and Internet Access Characteristics

Q30. Which of the following broadband (high-speed Internet) services do you subscribe to at home? The Federal Communications Commission (FCC) currently defines broadband as at least 25 Mbps download/3 Mbps upload.

Answer Choices	Responses		<u>Comcast</u> <u>Subscribers</u>	
Xfinity (Comcast) high-speed Internet service	72%	281	96%	130
I don't have high-speed Internet	2%	8	1%	1
I don't have home Internet services	2%	7	1%	1
Another high-speed Internet provider (please indicate your provider in the block below).	24%	94	3%	4
<b>Answered</b>		<b>390</b>		<b>136</b>
				16% no response
	Responses			
- Astound/Wave		16		
- CenturyLink		57		
- Gigabit Fiber		1		
- I use North Olympic Peninsula Data Center as my ISP so I don't have to deal with CenturyLink		1		
- IFiber		1		
- Kitsap Public Utility District Fiber		2		
- Starlink		2		
- T mobile		9		
- Unkown		2		
- Verizon		3		
		<b>94</b>		

Q31. Please indicate below why you don't have home Internet services. (Mark all that apply)

Answer Choices	Responses	
I use my mobile data plan for home Internet	29%	2
Too expensive	57%	4
Concerned about safety/privacy	14%	1
None of the above (see additional question below)	14%	1
<b>Answered</b>		<b>7</b>

Q32. If You indicated that you "don't have equipment or device", please indicate, Why not?

**Answered** 0

Q33. If You indicated "None of the Above", please specify:

**Answered** 0

Q34. Please indicate below why you don't have high-speed Internet at home. (Mark all that apply)

Answer Choices	Responses	
I don't have equipment/device (see additional question below)	11%	1
Too expensive	67%	6
Unavailable in my area (please indicate neighborhood, street, or area):	22%	2
None of the above (see additional question below)	11%	1
<b>Answered</b>		<b>9</b>

### Unavailable

- Fern Lane
- Wildcat Lake area

Q35. If You indicated that you don't have equipment or device, please indicate, Why not?

Answered

1

- Don't need it

Q36. If You indicated "None of the Above", please specify:

Answered

1

- I have a grandfathered old option from Comcast that's slow "economy internet connectivity"

Q37. How satisfied are you with the following aspects of your home Internet services?

Internet Characteristics	Excellent	Good	Fair	Poor	Don't Know
Reliability of your home Internet services	28%	36%	24%	12%	0.3%
Speed of home Internet services	24%	36%	28%	12%	0.3%
Affordability of your home Internet services	14%	16%	29%	40%	0.8%

Answered

383

Q38. Do you prefer to lease or own your home modem/router?

Answer Choices	Responses	
Lease	26%	101
Own	63%	243
Don't Know	10%	39

Answered

383

Q39. Do you believe your computer/similar devices are properly protected through your home Internet Service Provider?

Answer Choices	Responses	
Yes	29%	111
No	32%	120
Don't Know	39%	149

Answered

380

### Internet Access Outside the Home

Q40. Do you access the Internet in places outside the home?

Answer Choices	Responses	
Yes	80%	312
No	20%	76

Answered

388

Q41. If Yes, where?

Answered

283

See Attachment A.1 at end of the Survey Markup for details

Q42. What device(s) do you use to access the Internet outside the home?

Answer Choices	Responses	
Smartphone	96%	296
Tablet	32%	98
Laptop	56%	172
Public Computer	6%	19
Other (please specify)	7%	20

Answered

309

Work computer/desktop (13)

Car

Game system, ebook reader, portable projector

Gaming console system (2)

Max Health Center Bremerton

NMCI

Wifi hotspot device



Q43. What do you mostly use the Internet for? Check off (✓) the top 5 uses.

Answer Choices	Responses	
Email	89%	346
Video Streaming	64%	248
Banking/Investing	61%	237
Music	53%	204
Videoconferencing (e.g., Zoom, Teams, etc.)	48%	186
Playing Games	44%	172
Buying or Selling products	43%	165
Research	41%	160
Telecommuting/teleworking	37%	143
Online Books/Reading	28%	107
Podcast/Talk Radio	26%	102
Online Education/Distance Learning	25%	96
Monitoring functions (security, energy)	20%	78
Wellness/Online Health/Telehealth	19%	72
Social Media (Facebook, Twitter, Instagram, etc.)	4%	15
Business	2%	6
News	2%	6
All of the above/Everything	0.8%	3
Watch TV	0.5%	2
Other (please specify)	4%	17
<b>Answered</b>		<b>388</b>

- Generally looking at things
- Home alarm system.
- Pleasure
- Bill payment
- Browsing the internet and texting
- Chatting
- Engineering Software mostly use online licenses.
- Gambling
- Hosted services like Microsoft 365
- Music and Podcasts (they're basically the same)
- Newspapers (online)
- None of your business. Just give me the bandwidth and leave me alone.
- Porn
- Reading Media (newspapers, blogs, magazines)
- Religious services, independent news.
- VOIP calls and texting with family and friends, paying bills, etc

Q44. Do you currently, or want to in the future, use the Internet to obtain information or services from the City of Bremerton?

Answer Choices	Responses	
Yes, currently use	64%	244
Yes, want to in the future	26%	98
No	11%	42
<b>Answered</b>		<b>384</b>

Q45. If Yes, what City services or information do you obtain now, or are interested in obtaining in the future?

**Answered 245**

See Attachment A.1 at end of the Survey Markup for details

Q46. How important to you are the following related to home Broadband/Internet Services?

Broadband/Internet Services	Very Important	Important	Somewhat Important	Not at all Important	Don't Know
Having home Broadband/Internet services for Telehealth and wellness services.	44%	27%	17%	8%	3%
Having home Broadband/Internet services for Distance learning/virtual learning for you and/or your household	44%	21%	19%	11%	4%
Having home Broadband/Internet services for Work from home, and/or run a home-based business	60%	13%	10%	13%	4%
Having home Broadband/Internet services for Access to government services	46%	31%	18%	3%	2%
Having an affordable home Broadband/Internet service	91%	6%	2%	0%	0.8%
Having a reliable home Broadband/Internet service	94%	5%	0.5%	0%	0.8%
Having access to home Broadband/Internet services	92%	6%	0.8%	0%	1%
Having a choice of your home Internet provider	78%	14%	5%	2%	0.8%
The speed of a home Broadband/Internet service	83%	13%	3%	0%	0.8%
Answered					380

Q47. What is a reasonable cost to pay for home Internet, per month?

Answered 363

Range: \$5 - \$160

Mode: \$50

Average: \$56.25<sup>a</sup>

Four residents said it should be free

<sup>a</sup> The middle of the range that residents provided was used to calculate an average.

Many residents provided ranges of costs and comments. N=85

\$ 50-70 per month.  
\$10 per 100 mbps, 3 up. \$85 for Gig speeds  
\$100 -175 depending on level of service offered. More for unlimited data of course.  
\$100 for gigabit service. \$60 for 250-350 mbps  
\$100, everybody needs internet.. be competitive, focus on adding value to your services and that will drive cost down for the consumer.  
\$20-\$35  
\$20-40  
\$20-80 depending on speed  
\$25 - \$50  
\$25 to \$50  
\$25-\$35/month  
\$25-\$40  
\$25-\$50  
\$25-\$50 depending on speed and GB limit  
\$25-\$50 per month  
\$25/mth to \$50/mth  
\$30-\$40  
\$30-50  
\$30-50  
\$35 - \$45  
\$40 to \$60  
\$40-45  
\$40-50  
\$40-60. Depending on the speed  
\$45-\$55  
\$45-75  
\$50 - \$80 monthly for highest speed  
\$50-\$60  
\$50-\$60  
\$50-\$60  
\$50-\$75 depending on speeds  
\$50-\$75 or less for low income  
\$50., not more than \$75. including fees and taxes  
\$50.00 to \$60.00  
\$50-65  
\$65-\$75 a month for internet around 600mbps with no data thresholds.  
\$70-\$90  
30-50 dollars per month for low income  
40-60  
50 to 60  
50 to 75

50.00 for regular residential use. 100.00 to 150.00 for working from home and distance learning.

50-60

50-75.00

50-80

50-85

50-85 dollars.

50-90 dollars per month

60 dollars a month for broadband, 100 a month for fiber

60-70 dollars

A price cheaper than streaming services charge

A reasonable price if data wasn't capped

Anything less than \$100 which is what StarLink costs and it is an unlimited Rocketship. That should be the high point. Any service that doesn't offer the same should be a percentage base lower per capability.

Depends on the service.

Depends on the speed. I'm waiting for Verizon 5G to get away from Comcast.

Depends on the speed. \$30 - \$90

For 1 Gig speed, I'd love to see prices around \$50-75, at the most

For high-speed internet, \$40 plus fees - FIXED! Not based on other things like bundled services, paperless billing, etc. I sometimes get a small discount but then it ends. I am a household of 1, so it's always interesting how all of a sudden my bill increases by \$10 or more.

For internet alone, it should be about \$50-80

Depends on reliable service. 100\$ a month for 1 Gig or higher fiber optic

I cannot afford any cost. Extremely low income.

I currently pay 80 dollars a month

I feel like \$150 for fast internet, cable more than basic + hbo, \$150 feels reasonable. We pay about \$220 and are contemplating eliminating cable to reduce the bill.

I pay \$55/month. This should be a public good and be available to people who cannot afford it or don't have a home for free.

I'd be willing to pay a flat fee of \$50 for moderate speed broadband. I'd pay up to \$100 monthly for high speed broadband with basic cable TV channels.

internet only - \$50-75 per month

It depends on what is included and how fast it is. Fiber optic?

Less than current amount

Less than I pay now. I am packaged with Internet, telephone and cable TV. I am unsure what is a reasonable cost for each of the services when not bundled or bundled.

Like it was about three years ago: Below 90.00 dollars.

No more than 80, some can't afford even that. Times are hard, manageable cost needed t.v. phone internet services are always always a priority

Not \$260 for sure!

Not sure, but competition between providers will find that balance to cost/services.

Pay scale based on income.

Personally, I feel it should be tied to home value. But internet is vital for all people to use. I support gov. assistance for utilities, so \$100 with a "voucher" system for households of three making less than \$50,000/year

Reasonable is dictated by the market. We have only one choice. Therefore they have no reason to provide better services or better pricing.

Should be free to seniors

The cost of installation & maintenance. Profits should be minimal to the company. A monopoly is concerning. I frequently have slow internet at work & we can't get any other provider.

The definition of reasonable cost varies based on the service provided. I would pay more for premium service, i.e. Gig speed/fiber to my home has a greater value than cheap internet.

The price for me is based on my income

Well if we could get fiber in Bremerton, wasn't the cost for gig speeds like \$60-70? That's like the same price for Comcast 50mb or something. Really Comcast should be slashing their prices down to like \$25/month for 50mb

Whatever 3 hours of minimum wage comes out to.

Who cares when we don't have any say so anyway.

Who knows?

With Taxes=\$100.00

## **Demographics**

Q48. Do you have?

Answer Choices	Responses	
A cell phone	80.31%	306
A landline phone	0.79%	3
Both	18.90%	72
<b>Answered</b>		<b>381</b>

Q49. Zip Code?

**Answered** 380  
**Skipped** 53 12% Non Response Rate

Zip Codes	Response
98310	138
98311	25
98312	136
98334	1
98337	80

Q50. What is the highest level of education you have completed?

Answer Choices	Responses
Some high school or less	0.3% 1
High school graduate	6% 24
Some college / Trade school	23% 86
Associate Degree / 2-year degree	17% 63
College / 4-year degree	32% 118
Postgraduate or professional degree	21% 79
Other (please specify)	0.8% 3
<b>Answered</b>	<b>374</b>
<b>Skipped</b>	<b>59</b> 14% Non Response Rate

- Military  
- Some postgraduation  
- 3 associates

Q51. Own or rent your home?

Answer Choices	Responses
Own	79% 292
Rent	20% 76
Other (please specify)	1% 3
<b>Answered</b>	<b>371</b>
<b>Skipped</b>	<b>62</b> 14% Non Response Rate

Couch surfing  
Live with family  
6th generation on the land

Q52. How old were you on your last birthday?

**Answered** 355  
**Skipped** 78 18% Non Response Rate

Range: 22 years - 82 years old

Mode: 40

Average: 50 years old

<60 years = 69%

Q53. What is your gender?

Answer Choices	Responses
Female	54% 193
Male	45% 160
Other (please specify)	1% 5
<b>Answered</b>	<b>358</b>
<b>Skipped</b>	<b>75</b> 17% Non Response Rate

Nonbinary (2)  
Fluid  
Genderfluid (2)

Q54. Do you have children under age 18 in the home?

Answer Choices	Responses
Yes	33% 121
No	67% 250
<b>Answered</b>	<b>371</b>
<b>Skipped</b>	<b>62</b> 14% Non Response Rate

### Q55. What is your Race/Ethnicity?

Answer Choices	Responses	
American Indian or Alaska Native (including: Canadian Inuit, Metis or First Nations)	1%	2
Asian or Asian American (including: Chinese, Korean, Japanese, Vietnamese, Filipino)	2%	5
Black or African American (including: Caribbean)	1%	3
Hispanic/Latino/a (including: Mexican, Central American, South American, Indigenous Mexican)	4%	14
Native Hawaiian or other Pacific Islander (including: Samoan, Tongan, Guamanian, Chamorro, Micronesian, Austronesian)	1%	4
White (including: Eastern and Western Europe, Slavic, Russian)	86%	296
Biracial/Multiracial/Mixed	4%	14
Other (please specify)	2%	8
<b>Answered</b>		<b>346</b>
<b>Skipped</b>		<b>87</b>

20% Non Response Rate

- American (3)
- Half Black and Half Filipino
- White Hispanic
- Unspecified
- Human
- You should have people be able to choose more than one option. There's different kinds of mixed. I'd like to ck: Native Island, white, Asian and non white Hispanic but I can't

### Q56. What is your estimated annual household income?

Answer Choices	Responses	
Under \$25,000	9%	30
\$25,000 to less than \$35,000	7%	23
\$35,000 to less than \$50,000	11%	37
\$50,000 to less than \$75,000	18%	61
\$75,000 to less than \$100,000	21%	72
\$100,000 to less than \$150,000	22%	76
\$150,000 or more	13%	46
<b>Answered</b>		<b>345</b>
<b>Skipped</b>		<b>88</b>

20% Non Response Rate

### Q57. What best describes your current employment?

Answer Choices	Responses	
Working full-time	55%	203
Working part-time	4%	16
Working and in School	3%	10
Full-time Student	0.8%	3
Seeking employment/Looking for work	0.3%	1
Retired	22%	80
Disabled/Unable to work	5%	18
Volunteering	0.5%	2
Self Employed	7%	24
Other (please specify)	2%	9
<b>Answered</b>		<b>366</b>
<b>Skipped</b>		<b>67</b>

15% Non Response Rate

- Homemaker 3)
- Stay at home parent (4)
- MILITARY
- An artist recovering from a long-term debilitating mental health crisis

### Q58. How long have you lived in the City? (Years)

<b>Answered</b>	<b>375</b>	
<b>Skipped</b>	<b>58</b>	13% Non Response Rate

**Range: Half a year to 79 years**  
**Mode: 5 years**  
**Average: 16.6 years**

Q59. If you have any additional comments regarding Comcast cable service, Broadband or Internet access, please include them in the space provided below:

<b>Answered</b>	<b>198</b>
<b>Skipped</b>	<b>235</b>

See Attachment A.1 at end of the Survey Markup for details

## **EXHIBIT A.1**

# **CITY OF BREMERTON CABLE TELEVISION, INTERNET, AND BROADBAND-RELATED RESIDENTIAL SUBSCRIBER/NON-SUBSCRIBER SURVEY OPEN CODED RESPONSES**

**Q10. If you indicated anything less than Very Satisfied or Satisfied, is there anything Comcast could do better to make you consider an improved level of**  
**Answered 91**

- Comcast prices are nuts and they don't provide much. I can get my bill lower if I call and pretend I'm going to cancel every year but that's pretty tedious.
- To expensive for the little bit of cable. You get you get tons of channels that you don't like or watch. To get the good channels you have to pay more. Internet is so freaking slow and expensive.
- Over-priced, always problems with connection's.
- Improve the pricing and the speed. We pay so much for such crappy speed.
- Lower price, make deductions when outages occur
- I have Limited Cable package with unlimited Internet so we can watch streaming TV channels and have decent upload/download internet speeds. The cost is ridiculous but there are really no viable other options, so I stick with Comcast.
- Improve internet service reliability. I experience constant (nearly daily) glitches in connectivity, and frequent error messages ('no connection found', etc.).
- More affordable
- Yes, lower your charges. It's a rip-off
- Better Wi-Fi signal for TV's
- Lower prices of internet and cable. It is too expensive
- Having more issues in the last year with internet. More issues with cable freezing and the costs just seem to rise each year with no new benefits. We are super limited on what's available to us and so it's something we just have to suck up as we work and school from home now.
- Let me cancel Fox News
- They lied!! They have a program for households that qualify to have an affordable bill. For example if your kid gets free or reduced lunch you qualify for a \$20 a month bill. When you find out how basic it is like it's the slowest speed or internet that is weak, you will ask for a better package. They never acknowledge the \$20 and by the time you're done with the add-ons it comes to 130, but why am I paying \$260? Why doesn't it start out good, but not, it's a fraud.
- Very expensive and spotty WiFi service
- Our internet goes out often & it's not very fast
- Better whole house Wi-Fi coverage options without such high fees and only 1 user friendly app instead of 2 that are not user friendly
- Better price. Get rid of rental fees for boxes and modems
- Improve the music section. More "how-to" channels (i.e. - cooking, physical fitness, etc.) Less outrageous monthly fee increases.
- Better uninterrupted service.
- Lower the prices and make sure I do not lose Wi-Fi and sound several times a month.
- Cost and stronger Wi-Fi connection to my home.
- Price needs to drop.
- Does not compensate with outages
- I only wanted internet, but Comcast only gives internet with a cable subscription. Additionally after around 10 pm each evening, the internet signal is minimal and I frequently have to switch to my cell phone's hot spot to finish my online activities.

-Specifically:

1. Offer Wi-Fi ONLY as a viable and competitively priced option
  2. Not stifle/slow down internet speed at the end of the month for bargain to moderate packages.
  3. Operate NOT as a monopoly! (Why are they not considered a monopoly when it is our only real choice?)
  4. Help low income people retain access to internet even after pandemic fully subsides (this would not impact me but it seems awful when I see a lot of my elderly, vulnerable, on the fringe friends/neighbors struggle with this.)
- Lower prices.
  - Customer Service is not good. Have had consistent and ongoing outages with both internet and tv services . When it is working as is it should, its fine but very frustrating when services you are paying for and relying on for school work and entertainment go offline several times a month
  - Service is extremely expensive! Cable tv and internet should not be \$200 a month.
  - I am paying more for less, the prices are almost double what they were it makes me not want to have cable or internet at all.
  - I only want internet. In Seattle, I can get internet service with Webpass for 70/month. I never watch cable, and if I do it is on Hulu. I pay 170 with Comcast/ Xfinity. I want the option not to have cable.
  - Lower their prices, end their near monopoly on the cable market
  - Provide consistent service. A couple times a year, I have troubles. Ranging from needing equipment replaced, to slow internet, to poor picture quality. I have had technicians out three times in the last 12 months plus too many phone calls to count, plus several trips to the Xfinity store in Silverdale.
  - Quality of internet, customer service support
  - Their rates are too high.
  - Offer better rates for seniors
  - Give a lifetime disabled military veterans discount on the bill.  
Not just a ONE TIME discount.
  - Allow subscribers to pick their own channels, or opt out of receiving and paying for channels we don't want. I don't want to watch or pay for the multiple religious and shopping channels.
  - Unreliable Wi-Fi signal. Unsatisfactory customer service. Price is not commensurate with the services provided.
  - Better pricing, consistent internet bandwidth
  - The cost is so high.
  - It's expensive. I am forced into a very high cable plan that we do not use in order to have decent internet speeds. Internet only at reasonable speeds is not an option with them. You are forced to "bundle"
  - Reasonable pricing. I pay twice as much now and receive half the services as a decade ago. Technology should get less expensive as it advances, not quadruple in cost.
  - The cost is getting too high for what you get.
  - Bring down their prices. My bill was about \$50 over the price online. Most of that was "fees and taxes". The online pricing is misleading.
  - Lower the prices. It's getting close to not being worth it anymore.



Cable TV, Internet and Broadband-  
Related  
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Cable Television, Internet and Broadband  
Residential Subscriber/Non-Subscriber  
Survey Open Coded Responses

- Tired of having no other cheaper options for low income. This f\*\*\*ing monopoly has got to stop. How in the hell can people in the same county be charged so differently. Price hikes are constantly on going and I'm tired of prices going up and not even having HBO etc. It F\*\*\*ing ridiculous. They are the AT&T of cable.
- Cable is frequently scratchy for lack of a better word. Frequently loose internet speeds even though I pay the higher cost. Customer service is difficult to speak to a person.
- 80 bucks for a land line I need to work. Pp Lu's cable too expensive
- Better range of packages they should offer for cable/internet. Either way you go, the cheapest is \$80 and the next level is \$160. The price is ridiculous
- Lower cost of service, broadband only options
- I would like to see a pay by channels concept used. I only watch two channels and have to pay 300.00 a month
- Honestly, I just want a different provider and I wish I could switch from Comcast. There is literally nothing they could do to make me want to ever use their service again. The internet and tv service sucks, and it has sucked since the beginning of the company.
- My signal is garbage and they don't seem to care or fix it
- Lower their prices
- We should have options...but when you marry up with multimillion dollar corporations we lose options or choice...so we are forced into Comcast
- Run Fiber to the neighborhoods of Bremerton as Wave already ran fiber to where they support and they are cheaper and support faster internet. Only reason I don't have Wave is cause they don't support off this side of the base
- They are way too expensive
- Lower prices
- Cheaper more competition
- Yes, reduce the prices.
- Lower cost
- They could take advantage of the fiber optic cable that is 20 yards from my house
- More reliable phone customer service. The last change I requested took three calls before someone actually took the action promised. Easier online access to make changes would be very helpful. Cost for service is not a great value.
- Not getting value for money.
- Service freezes and picture fades.
- Dealing with Comcast is horrible. Getting through to talk with someone is the worst, then when you have an issue and it doesn't get resolved, every time you call back you get a different answer. I have had to call them 7 times this month for the same issue and get different answers. The last straw was after I called for days, they tell me I have to go to the store itself. So I drive 20 min. to the store and they tell me that they cannot help me. I am so done with Comcast, but unfortunately we have no choice other than Dish TV and I don't want to deal with that. We need another option for cable services. There is not enough space to write down all the problems I have had with them. Something needs to be done.
- Give service as I have paid for. Our programming has a lot of tiling issues. Internet is slow to nothing. Even have many periods of no service.
- Costs are too high and internet speed is slow
- Cheaper prices, more reliable services, better customer service
- Price

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Related  
Needs Ascertainment Report

Cable Television, Internet and Broadband  
Residential Subscriber/Non-Subscriber  
Survey Open Coded Responses

- I have to get a preferred plan with premium just to get the 3 channels I watch on a regular basis. Robbery!
- We don't subscribe to TV through Comcast. Just their Internet service. It's just too expensive for the speed we get and when you have two people working from home 100% of the time... it's just insane that prices aren't lower or the speeds aren't higher.
- Basic cable started out at under \$20.00 per month. I now get the same service for over \$50.00 per month. Basic is \$25.00 per month. The largest increase is for "Broadcast Service Fees" at \$22.00 per month.. Seems awfully high for the same programs. I am considering dropping the service altogether.
- Cost is way too high
- Lower their prices!!!!
- Stop raising prices. I have to call every year to renegotiate our contract. Also, make High speed internet affordable, without having to subscribe to tv service I don't use.
- Lower the price
- Charge less.
- Yes have more free Channels
- Make channels choose able by the customer. Not all stations watched. Way too expensive. Considering cancelling and going to streaming.
- Cost, Forced to bundle Sports with Entertainment package, Can't customize programming, Preference to new customers vs. long established customers, no senior discount.
- Service is too expensive for what I receive. I rarely actually watch comcast TV but rather I use several streaming services. I want fast internet and have to pay for cable TV to get decent internet service.
- Specifically:
  1. Drop prices.
  2. They have argued for years that the homeowner installed the cable drop to my house, which is a dangerous hacked together bit of wood.
  3. We have unpredictable outages.
- Internet sucks, cost sucks. You have fiber internet from KPUD but the extra cost to hook to it sucks. I want the fiber optical, but I just can't drop 2,000 to run it to my house.
- Lessen the amount of interruptions to service through the day.
- Stronger signal , weak Wi-Fi reboot modem and towers
- They could provide better customer service and stop outages
- They have a monopoly and therefore price gouge. I have seen City's that have two providers and the cost for service is much lower.
- Wi-Fi sometimes has poor connection and loses signal throughout the day. Anything more than Basic cable is too expensive. Would really rather have fiber internet and no cable at all.
- The costs are way too high and my monthly bill is different every time

## Q40. Internet Access Outside the Home

Do you access the Internet in places outside the home?

### Q41. If Yes, where?

**Answered 283**

- About 50 feet from my router/Wi-Fi.
- All over the place... Is that what u mean? That can't be what u are asking. Do u mean do I access at the library or Starbucks?
- Anywhere (8)
- At hotels, restaurants, while traveling etc.
- At the park.
- At work (5)
- At work and in the ferry
- At work and my car
- At work, at my hair dressers salon, at my friend's houses.
- At work, at restaurants, at school
- At work, out and about
- At work, when traveling, at coffee shops, etc.
- AT&T cell phone and cell phone hotspot
- Back yard
- Bangor Naval Base
- Bars/restaurants/cafes with Wi-Fi
- Boat
- Bremerton Transportation Center. Very poor service there.
- Business in Bremerton
- Businesses
- Businesses, friends, etc. having Wi-Fi.
- Cafes
- Cafes, library
- Cafes/restaurants, airports, library.
- Car
- Cell phone (27)
- Cell phone and work. (2)
- Cell phone provider. WiFi at local shops. Work. Friends homes.
- Cell Phone Xfinity Mobile, Xfinity Hotspots
- Cell phone/mobile internet; employer internet at work
- Church and phone
- Coffee shop, library, car repair shop, bank, school, senior living complex, ferry station
- Coffee shops (4)
- Coffee shops, library
- Coffee shops, my workplace in Seattle
- Community and office locations
- Data on cell phone

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Residential Subscriber/Non-Subscriber  
Survey Open Coded Responses

- Different cafes to do work, and in Seattle while I'm in school.
- Doctors office, meeting places, Starbucks, ymca
- Dr office
- During commute/traveling on transit
- During the work day, and in my leisure time
- Everywhere (27)
- Everywhere I go. Either thru my cellphone or Wi-Fi
- Everywhere my phone goes
- Everywhere on my iPhone.
- Everywhere on my phone or laptop and tablet
- everywhere there is a cell phone signal
- Everywhere using my phone
- Everywhere. I have a smartphone.
- Everywhere. Various Wi-Fi hotspots with VPN, cell phone hotspot
- Everywhere... Cellular and Wi-Fi...
- Everywhere—via phone
- Ferry and anywhere my mobile device has connection.
- Free Wi-Fi on my phone when provided.
- Friends, family, restaurants, coffee shops
- I have T-Mobile coverage area
- I travel for work, so I use VPNs and access points provided by my employer.
- I use my Verizon Wireless unlimited data plan on my phone for internet use when not at home.
- In the car where ever I'm at.
- In the community
- In the yard with home service or on my ph9ne when not home.
- Kitsap Regional Library (2)
- Library (4)
- Library or my Verizon hot spot
- Library virtually all the time
- library, coffee shops
- Library, coffee shops and restaurants
- Library, fast food chains, coffee shops
- library, friends' homes, businesses, churches
- Library, Public School, Doctors Office
- Library, Senior Center
- Library, work, cell phone
- Malls and parks
- Mobile - vehicle
- Mobile phone (5)
- Most motels offer Wi-Fi. My smart phone connects me to the internet.
- Multiple places in town
- My car
- My phone,
- My work
- Office (2)
- Office, coffee shops, library

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Related  
Needs Ascertainment Report

Cable Television, Internet and Broadband  
Residential Subscriber/Non-Subscriber  
Survey Open Coded Responses

- Olympic college (2)
- On a mobile internet connection either with my phone or laptop
- On the property, on the road, around town
- On the road, and in restaurants/bars.
- Oregon and Pennsylvania
- Other people's homes, and sometimes password-protected Wi-Fi networks at businesses.
- Out building. Separate Garage.
- Outside my building and around town
- Phone and public Wi-Fi
- Phone, school
- Place of work (Port Orchard)
- Public
- Public places, schools etc.
- Public transport
- Public Wi-Fi where possible

Cell Phone

- Restaurant and park areas when available
- Restaurants, coffee shops, retail businesses, houses of friends and family.
- Restaurants, friends' homes, traveling locally and long distance, hotels
- Restaurants, stores (2)
- Satellite backup since comcast/xfinity sucks so bad
- Smartphone or public Wi-Fi.
- Starbucks
- Starbucks and my cell phone's hot spot.
- Starbucks WiFi, mobile hotspot on my phone
- Starbucks, Restaurants, etc.
- Starbucks, the car, parks,
- Stores,
- Stores, Restaurants
- The yard and garage
- Throughout the county, really. Mostly residence, shopping, and Pendergast Bank Park.
- TMCA
- T-Mobile, Wi-Fi at work
- Travel to available hot spot, coffee shops, etc., work
- Traveling (3)
- Using my cell phone or work Wi-Fi
- Various hotspots via Xfinity and guest accounts of local venues.
- Various locations by tethering through my cell phone.
- Various locations for mobile apps
- Various places
- Via WiFi where available such as the YMCA, Starbucks, etc.
- When there is safe secured Wi-Fi I can go too. Not because of Xfinity my cell service
- Where available, use VPN for secure access.
- Wherever I am with my phone.
- Wherever I am, like when I'm completing a survey while riding the ferry
- Wherever I am. Using my cell phone data package.

- Wherever I can
  - Wherever I go
  - Wherever it's available.
  - Wherever there is Wi-Fi.
  - While on the road
  - WiFi
  - wi-fi and cell phone
  - Wi-Fi to others
  - Winthrop. WA
  - Wireless through cell phone on the go
  - With Verizon wireless our cell company. Also OnStar in our vehicle
  - Work (30)
  - Work and mobile service
  - Work and other places of businesses
  - Work and through cell service
  - Work and travel
  - Work PSNS
  - Work spaces- Spark Commons, Cafe Corvo
  - Work, shopping, everywhere
  - Work; Verizon Phone Service
  - Work, cafe
  - Work, cell phone
  - Work, coffee shops, etc.
  - Work, coffee shops, public Wi-Fi
  - Work, coffee shops/restaurants, library
  - Work, friends house, road trips, appts, stores
  - Work, hotspot via phone
  - Work, in downtown Bremerton. Also shops I frequent. Walking down the street. Internet should be publicly owned.
  - Work, John L Scott.
- Open Wi-Fi at various locations.
- Work, Mobile Phone
  - Work, occasionally public areas (cafes, airports, etc.), and transit (using phone data)
  - Work, phone
  - Work, phone
  - Work, phone
  - Work, restaurants
  - Work, the library, Starbucks
  - Work, while shopping, at school. Pretty much anywhere Wi-Fi is available.
  - Work. Cellphone hotspot
  - Work. Public hot spots. Cellphone service
  - Work/relatives
  - Work/WiFi
  - Yard (2)
  - Yard. Carport.
  - YMCA, public coffee house or similar I suppose

## Q45. If Yes, what City services or information do you obtain now, or are interested in obtaining in the future?

### Answered 245

- Absolutely any ISP other than Comcast
- Access for the undeserved and students.
- Access to committee meeting recordings and dates. Access to Bremerton policy and ordinances.
- alerts, coming meetings
- Alerts, danger, anything of concern to the citizens of the whole GREAT PENINSULA commonly called the KITSAP PENINSULA.
- All Information (6)
- All city related business should be streamed and recorded for public access (similar to TVW). Meetings where the public can participate should have remote options.
- All utilities and permits.
- Announcements, project alerts, master plan updates, etc.
- Any alternative to single vendor. Competition would lower the price or improve the service.
- Any info from city council meetings bills
- Any info
- Any that are free. I will not pay for what is or used to be over-the-air for free.
- Anything questions I have about burn bans, reporting abandoned vehicles, general questions about city policy or services.
- Auditor's Office, info from Public Health, council meeting agenda. You are not that great at fully explaining laws and regulations. For example, does Brem have any rules on the cutting or taking of trees with a diameter larger than a certain number? Is it true that Brem owns all the rainwater? The answer to these and other questions are not as ez to get as one might expect. (I still don't know what they are, tbh)
- Bills. General info
- Bill pay
- Bill pay, community info, parks info
- Bill paying sites
- Billing - zoning - permitting
- Billing department
- Billing for home utilities
- Ferry Information
- Bus schedules
- billing, event information, subscribe to email lists for various things related to the city
- Billing, parking, council meetings, tree list, public projects, code. Would love more resources
- Billing, participating in city council, etc.
- Billing, updates, current info/events, resources, troubleshooting, customer services & job openings/opportunities, volunteering.
- Bills
- Bills, I would like to be able to stream the city council meetings.
- BKAT should be more readily available online, where it would be more accessible to everyone, rather than stuck on cable TV that no one subscribes to anymore and is a cost barrier to access.
- Bremerton city website

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Cable Television, Internet and Broadband  
Residential Subscriber/Non-Subscriber  
Survey Open Coded Responses

- Bremerton crime
- Bremerton Facebook page
- Broadband
- Church group activities, Scout BSA activities, park services (before covid we would use free ice skating tickets and indoor playground for kids)
- City Council and Planning Commission agendas and packets. Finance reports. Permit statistics. etc.
- City Council meetings, Bremerton Utility Billing, contacting the City Council and my council person
- City Council Meetings. Parks and Recreation Information. Public Health Information.
- City Emails
- City events, animal control information, city ordinance, water bill
- City meetings and updates to planned city activities in my area (construction, street repair, utilities)
- City municipal codes, Fire codes
- City newsletters and announcements. City tax division for small business taxes.
- City of Bremerton info (4)
- City of Bremerton notices that I currently receive
- City permits
- City services and events via email.
- City website building regulations etc.
- Clearer path to my destination from City homepage.
- Commission meeting, police blotter,
- Communication about government, bill pay online
- Communications
- community development forms and information
- Community Development meetings. Property searches. City code.
- Community information
- Community projects, permits
- Community, the resources, if better resources that can actually help, events self helps mentally.
- Free events, safe community gathering
- Construction permits
- Contact info
- council meetings, parks dept activities
- Council members, districts, agenda/action.
- Info about utility services
- Covid information, library, parks & rec info.
- Current events, emergencies
- Current state of the city, current info, monthly mayor reports
- Currently use it for online utility payments, keeping up to date on local news (i.e. Mayor's communications), and local info such as researching parks and viewing construction permit phases
- Daily law enforcement activity and warnings... also fire Dept activity.
- Direct contact with my Council Member.
- DMV, Court services, school info, public access info, etc.
- Election info, city alerts, Bremerton1, council meetings, pay water bill



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Residential Subscriber/Non-Subscriber  
Survey Open Coded Responses

- Email alerts city info
- Emails
- Emails from the Mayor, notifications of various committee and department meetings, notifications of city surveys and actions, upcoming developments etc.
- Emails from the Mayor's office. Like when we received updates from the police department.
- Emergency Notices
- Events
- Everything available
- Facebook, neighborhood connection, local news
- Ferry schedules
- Fiber internet availability (4)
- Fiber optic internet. Fiber optics are within one block of our street. Century Link ( lumen) said they don't have plans to upgrade service too street. The lack of competition makes Comcast the only high speed service
- Filing & utilities
- find it fix it app (aka B1), water/sewer service have now. Would like a low income internet service

- For the future, I would be interested in the future, socio-cultural development of Bremerton.
- Free internet

- Free/reduced internet for my child's education
- Garbage collection times, building code information
- Garbage pick up dates when there are changes.

What is happening in the city

Rules and regulations

- Garbage pick up issues, community gardens, outreach program, teen programs, new businesses coming.
- General info, tourist info, snow clearing info, utility billing
- General information from the cities website, traffic revision alerts, community events, job openings, Municipal codes look up, permitting requirements, etc.
- General information, bills, and reporting city issues
- High speed internet
- Housing Placement and Availability
- Housing programs Kitsap sun KCR services
- I don't know how to talk to the city. Email? I guess surveys. Do you want to hear my thoughts? Is there a process?
- I get the city email, check on covid numbers, look up parks and rec info
- I have my water billing through the City of Bremerton.
- I look up info on city website
- I look up information on permits and city regulations
- I obtain Bremerton services and info currently
- I obtain general updates from the city's Twitter
- I obtain information from a wide variety of city services and agencies
- I park, Bremerton police. Our utilities.
- I pay all my bills via the internet I follow the cities updates
- I pay my water bill online.
- I pay parking tickets

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Related  
Needs Ascertainment Report

Cable Television, Internet and Broadband  
Residential Subscriber/Non-Subscriber  
Survey Open Coded Responses

- I subscribe to City of Bremerton and Kitsap County notices; I pay my bills online. I check the Parks site for information on events and facilities.
- I think city wide access to broadband internet is a wonderful idea. I currently pay more than I pay for both tv and phone to Xfinity because of the way they have restructured over the years.
- I use apps to pay my bills
- I use it for updates about public utilities and services, and have looked for jobs on the website.
- I use the internet as my main way of communication with the city of Bremerton in all areas
- I use your email newsletter, used to enjoy the BPD emails (what happened to those?), I use the city's website for property info (taxes, property map, city construction projects)
- I want to know why cellular is still so poor in the outskirts of the city & surrounding area. If we are to become a mini Seattle like we are already becoming, we need infrastructure in place to accommodate a wealthier class of people and increase tax revenue onwards. We need to tax those telecommuters who work a cushy job based in Seattle and who push native residents out of home ownership and opportunities while using up valuable commodities (utilities, labor, land, etc.)
- I'm interested in KPUD providing reliable, fast and cheap internet service to the city of Bremerton because, we, as Bremerton residents pay a property tax levy to KPUD but do not currently receive a direct benefit from such property tax revenues. We, as Bremerton residents, should be able to receive Internet service from KPUD just as KPUD serves many LIDs in parts of Kitsap County.
- I'm on all the city email lists
- id hope that the city holds comcast and our refuse supplier waste management to more stringent rules. we pay an excessive price for their services and have frequent interruptions in service with zero recompense.
- Info about events, programs, funding, etc.
- Info from our Mayor. Also, info. about the building planning commissioner meetings.
- Information about the city council, parks registrations, general city information.
- Information about utilities, parks and rec, mayor press releases
- Information on how/what you can file at which court house. Homeless services, Youth mental health/behavioral health services.
- Information on legal and tax issues, info on traffic and public transportation issues, general city/area news, local community events
- Information on the pandemic, the state of government affairs, information on city resources
- Information regarding utility usage and billing, city government, city planning.
- Information, billing, services
- Infrastructure plans, election information
- Internet (3)
- It needs to be free
- Kitsap County Government and Alerts
- Kitsap public health/covid info, updates for waste management outages
- Library services / ebooks; city information; permits; Bill pay; city planning information;
- Library, construction, city law and codes, law enforcement, city senior services.
- Local activities and news
- Local events, and crime watch
- Look up city info, events, community info.
- Meeting schedule, minutes, mayors update emails
- my wastewater bill
- My water Bill

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Needs Ascertainment Report

Cable Television, Internet and Broadband  
Residential Subscriber/Non-Subscriber  
Survey Open Coded Responses

- Newsletters, online bill pay, necessary communications
- Non-Comcast internet
- Online account information for public services (sewer, water, trash pickup)
- Online invoice tracking of household water, sewer, and waste management usage. City calendar of events. Contacting elected officials and City staff.
- online reporting
- Online utility payments; keeping up on city news and activities via social media, subscriptions, and zoom attendance at meetings; Bremerton app
- Parks & Recreation
- Park's Dept information mostly
- Parks, utilities information (billing), city regs.
- Pay city invoices and look for Bremerton meetings alerts
- Paying utility bill and taxes. Looking up 911 information
- Paying water bill, paying property tax, Parcel Search information, permitting information, etc.
- Permits and Assessors office
- Permits and real estate information
- permits, bill paying, event calendar
- permits, contacting officials and government workers.
- permits, project updates, zoning
- Permitting easier access to codes council meetings, utility billing
- Permitting, code enforcement, and contacting city officials.
- Permitting, paying water and electricity bills, emailing city council members
- Phone numbers, hours, etc. This is a weird question to be honest.
- planning dept, auditor, assessor
- Police blotter
- Policies and changes city council makes
- Project Portal
- public notices, meetings via zoom
- Public notices, paying my bill, etc.
- Public Property Records
- public safety reporting
- Public Works info
- public works updates, public meetings, council meetings via Teams or Zoom
- REAC related
- Real estate information. Permits.
- Receive
- Recordings of Government meetings, accessing the city website, accessing city social media, accessing how to interact with the city.
- report parking violations in my neighborhood
- request repairs to neighborhood streets
- Reporting Issues
- Reading council minutes
- Building permits
- Reporting issues, city phone numbers
- Research on getting title for home. Info on the 'explosion' of crime.
- Road closures, city planning

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Needs Ascertainment Report

Cable Television, Internet and Broadband  
Residential Subscriber/Non-Subscriber  
Survey Open Coded Responses

- Road closures, wish the city's website was user friendly
- Safe place to live. Place to visit and good hiking trails for senior
- Sewer/water, city council meetings, contact with city officials and staff
- Status updates, outage info, current events, police and fire activity
- Street closures, etc.
- Tax records, parcel search, council meeting packets, utilities info, permitting info.
- The city's website needs work! Extremely difficult to navigate. Many links are broken. The search engine is inadequate.
- Things like this survey. Get rid of Comcast.
- Transportation and construction updates, emergency notifications, community planning, build/homeowner permitting information(can we make it easy for the layman to understand please?) any information that might be of use to brand new homeowners.
- Trash and utilities
- Trash, snow plow, garbage pickup
- Trying to figure out why Navy Yard City is such a sh\*\*hole and why the city refuses to incorporate it into the rest of this sh\*\*hole town
- When I need to contact the city about services or report issues I use the internet for that.
- Up to date information regarding parks and lakes, as well as public works services.
- Use city utility billing service
- Utilities
- Utilities billing and payment.
- Utilities information
- Utilities, events calendar, road works
- Utility bill management (9)
- Recycling, hours and location of city services
- Police information, code enforcement, council meetings
- I am interested in seeing if Bremerton would support using tax money to provide municipal internet services to the city. This would be incredibly helpful.
- Utility Info & Billing. City website is the first place I go to when seeking related info.
- Utility info/statements
- Utility payments, parking passes, permit info
- Utility's, licensing, general information
- Voting and utilities info
- Voting info, Waste management schedule, city project priority and funding, zoning information, etc.
- want to know , what were paying for. they keep raising our rate without our input.
- Water usage/billing/payment (6)
- Water, building codes, parking, garbage
- Water, sewer telephone connect
- Water/sewage bills, library access
- We cannot get Xfinity cable and so have to deal with Wave Cable. It is not as user friendly, not as fast, and not as reliable.
- Weather, community updates, local business information
- what is happening around town ,police and fire information and school updates
- What the hell is happening with Kitsap Way
- Whatever I might need from the city.
- Would like to get internet without having to use predatory companies like Comcast

**Q59. If you have any additional comments regarding Comcast cable service, Broadband or Internet access, please include them in the space provided below:**

**Answered 198**

- Service is too expensive.
- We want fiber optic cable for affordable internet and internet to be a public utility for the city of Bremerton. I support the expansion of fiber optic in Bremerton
- Need to be offered a CHOICE of internet providers within city limits, not forced to use Comcast
- Fiber internet availability is they most important service that could be provided by any provider. We need that as a choice. Cable modems are an old antiquated technology
- I would like literally any other option than comcast. The Internet is far too expensive and I regularly lose internet.
- Comcast is terrible, please provide better options for residents, as many people work from home and need reliable, faster, more affordable internet. Fiber is ideal but any option is better than none. The internet service is unreliable, has poor connection and is slow. but they raise The cost multiple times a year with no warning and no upgrade to service provided. There needs to be more options for internet in The area
- Access to local news stations would be helpful. I understand that I'm subscribed to the low-income, take pity on me isp package but when they're getting \$30/mo from the government from the latest version of the free phone program, you'd think they could afford to allow local stations to come through the filter to the user.

Also, I'm concerned that with the ever increasing monopolies on media and telecommunications that the businesses are going to push for customers to either get reduced price internet access or cell phone service, as is customary in our capitalist society for businesses to decide what poor people can and cannot have.

- There too expensive for just internet
- - We need public high speed internet!!!! Lower prices!! Their customer service is terrible, on hold for hours then they hang up on you
- Would like more cable company options besides Comcast. Astound or Century Link. Not just one option. Also, I can't get the phone ID to say my name. Some other name comes up when I call people from phone. No one at customer service was able to help me.
- Services are too expensive. Had to drop cable TV because 195. Was just too much for me. I'm on SS and when it takes from food and meds it's time to go. So just went to internet because kids are in school. But may have to drop that my bill is up to 101.72 just for that now. Plus over half the time it goes out. Fix it ! To where the internet stays on. Many times in a week. Up to three months at a time. Called and talk with them they push buttons and check things it works for a few hours and right back to losing it again. Call back the same thing. The most we call in one night was 5 times. After that we just kind of gave up because it's pointless. Stop raising the price so high. I've had others tell me their bill for high internet is less than 70. And when I've call to talk to them comcast they tell me that's the price 101.72. And that's cheap. Cheap for who?
- Let's look at our other options. We are held prisoners by Comcast.
- Comcast should not be the only cable provider. We should be able to have a choice! I had to give up CenturyLink when I moved. Was told CenturyLink was not available in my area. Prices are too high for as often as my services goes out. And they keep raising them. O am a senior on a fixed income!

- Comcast has us over a barrel. Invite another broadband to compete for my crypto. Reduce price
- Stop the monopoly
- Please do municipal fiber
- Comcast has had poor service for years. We need to ensure there are good options.
- We need to have options OTHER than Comcast. Please don't allow them to retain a monopoly in any areas.
- Need affordable or more service providers prices might be more affordable
- Cheaper internet phone cable services. Stop billing that has fees that are b.s. being billed for the bills paper lol or typing it. Ridiculous charges. Being charged for personal apps that you signed up for before you got Xfinity and not being reimbursed for it.
- They aren't fast enough. If they also offer fiber or other gigabit service, I would like a choice
- Comcast changes rates all the time. Before I canceled my subscription. They attempted to double my monthly cost. Don't tolerate that from any provider.
- It would be nice to have multiple realistic options for providers, but if we can't have that, Comcast at least has been very reliable and user friendly for me
- Interested in competition to drive better service and products as well as to limit price increases, interested in fiber
- Internet be a public good that is owned and subsidized by the government
- I would like access to a public service, like Kitsap PUD, and would like to quit having to deal with Comcast.
- Frustrated with Comcast's business tactics and poor customer service over the years, I was once told 'If you're not happy with our service, you can always try another provider'. I do wish there were competitive options available to City residence.
- Is there a reason Comcast has a monopoly on internet? Loved down the road, renting, CenturyLink was an option (only option? Never checked other sources). Now, in the new place Comcast is the only option. Neighborhood has been here since 1960s. Only have Comcast because I have to have internet. Would like to use CenturyLink.
- Wish comcast was available out here where I live!
- Internet service is a necessity and should be regulated like a public utility. Comcast as a business is unreliable and predatory. The service they provide is garbage and their prices are outrageous. They don't care because they are essentially a monopoly in the area.
- cost cost cost cost cost cost cost cost cost cost !
- I mentioned it earlier, but we need to bring more ISP's into the area to break up the monopoly Comcast currently holds. If they had to compete with other companies, prices would automatically come down. They price-gouge because they can.
- Survey shared with Bremerton School District Peach Jar
- People on the phone super nice.
- People in the store in Silverdale, WA - Rude, Rude Rude!
- Television should be free. Not just for the Elite.
- Rude high pressure sales, confusing products
- Lower Prices
- Given how society is now dependent on Internet services, especially since the Covid pandemic, it has become a physical need for people to have access to reliable & affordable home internet services.
- Free internet
- I would like to see more competition
- Need fiber internet option in the city limits without paying huge amounts for the county to install it.

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Cable Television, Internet and Broadband  
Residential Subscriber/Non-Subscriber  
Survey Open Coded Responses

- We should be able to purchase internet for cheaper without cable and/or phone.  
Also, please bring us fiber.
- Customer service is an important aspect of internet provider, but Comcast is not good
- Xfinity is too expensive and they don't stand by their deals. We used to have it in our area and don't understand why they took it and moved it to snobby a\*\* Silverdale, so broke and disabled people have to go to Silverdale. Then if you have problems you have to call and they are all from a different country. I hate Xfinity, but it's the only one that you have to rely on.
- There have been some ups & downs with our internet's services with Comcast but I am grateful for their efforts to help make our internet work at home with 3 or more using the internet during peak times of the day.
- Terrible quality of service and customer service. My internet drops MANY times a day. I have had more than a dozen technicians come to my house and still no resolution. I have changed equipment from mine to theirs SEVERAL times with no improvement in uptime. Yet every time I call and complain that my service has dropped for the 15th time today they feel the need to blame the equipment. This necessitates many minutes reexplaining my problems to a new customer service agent every time I call. No one will look at my service history before dragging me through the entire troubleshooting process. When they do take me seriously and transfer me to a manager or technical CSR an appointment is scheduled in which a technician comes out and tells me there is a problem with their equipment but they cannot do anything about it. This is the only service in my area of modern speed and low latency\*when it works. I will not ever use mobile internet via a cellular service for my home. DSL is impossibly slow and I have ZERO need for telephone service. I want an option for ANYTHING ELSE. I used Wave broadband for 8 years prior to moving to this address and had 2 outages 1 of which was planned. I consider COMCAST quality of connection to not only be poor but exploitative in nature. They take my money and treat my service with contempt. Never in my life have I been so dissatisfied with ANY service. That includes poor cellular service.
- It should be easier to make appointments for technicians to come out and it shouldn't be more than a days wait to have your service fixed if it gets broken.
- Internet DSL of low speed and spotty service. Willing to pay for premium or reliable High speed internet
- The City should publish an annual side by side cost comparison sheet of local Internet/Cable providers and their services.
- Comcast is a predatory company and should be liquidated and their leadership held accountable for the crimes and theft they've committed against the public.
- I wish that this would be considered an important social and health service resource because it really does influence a child's ability to succeed. And that it could have city/county/state/federal funding allocated to partially or fully fund it.
- Pricing is a scam, and customer service is nearly imposed to access. Introduction offer not honored on bill, lead to canceling service. Would not come to fix a low hanging wire across our street after a very sloppy install on our house. Wire was eventually removed from my house by a passing garbage truck striking it. The loose wire lay on the street for some time, I believe someone eventually cut it at the pole, and it remains that way today.
- I absolutely loathe Comcast and will never be their customer again. Worst internet provider I've ever dealt with. Horrible cost, terrible service, data caps. Emblematic of everything wrong with corporate America.
- Centurylink dsl cuts out a lot. would love something that is still affordable, but more reliable
- My T-Mobile hotspot costs the same as Comcast for half the speed and I still choose it to avoid Comcast's terrible business practices.

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Residential Subscriber/Non-Subscriber  
Survey Open Coded Responses

- Because of hills and tall Doug Fir trees, we are precluded from satellite providers whose services may be similar but less costly.
- Constant rising of the bill with less than satisfactory explanation. Most tv or cable programs are silly, dumb .Keep changing so more and more channels are pay-for!.
- You can reduce your bill when giving up extra box, prime time channels but they start adding costs bit by bit to make up for it. Everything is for taxes.? Non English speaking techs. To hard to explain problem.
- Comcast has a well earned bad reputation, competition will fix that.
- Cable tv/Internet is incredibly expensive for reliable service. With rent prices out of control, not to mention inflation, it isn't realistic that people can afford it.
- It seems like COMCAST raises its monthly fees almost every month, yet the cable service quality is decreasing. For example, its Music section has been chopped almost to nothing. On a separate note, BKAT also needs improvement - during rare moments when I tune in, all I see are message boards or talking heads and very little actual programming.
- Very reliable, but also very expensive. I would prefer to have a symmetrical connection - upload speeds are a fraction of download. Comcast caps downloads (total volume per month) which is frustrating. I would prefer fiber to the home, and/or a community internet option (Municipal Broadband) / non-profit entity, rather than a for-profit corporate internet (Comcast).
- If other cable providers can access/use Comcast's cable infrastructure does that mean that the City is considering doing the same to provide some competition?
- Comcast has reasonable introductory prices, but they skyrocket immediately after the first year. Almost doubling!
- Comcast is run by the devil himself. Let's get another provider (or multiple providers) please.
- Comcast is terrible for many reasons. It has a monopoly. The city should provide alternatives to Comcast so the resulting competition will result in better service and lower prices.
- Comcast made me feel financially insecure because of things like the threat of data caps, throttling my bandwidth, threatening net neutrality, adding unexplained fees, charging for ending service, etc. They are a bad actor who consistently seeks to make more and more money off of an essential service.
- I am concerned that Comcast is not committed to providing service to Bremerton residents. I and a neighbor of mine have both been denied internet cable service by Comcast to our new homes. Comcast claims that the cost to provide service is too great and must be shouldered by us. My neighbor was quoted a cost of \$10,000 to be provided service, while I was given the runaround for 6 months where they kept saying they could provide service but refused to ever actually show up to do a site analysis or provide any definitives. We reside on Rocky Point Rd NW within the city limits
- The requirement to pay for cable and landlines with internet is awful. I want internet only options but that costs more than packages of things we don't use
- High speed internet should be treated as a required utility, like water and electricity
- We need BKAT to be run a whole lot better. We used to have instructional classes to learn the TV and Video industry.
- Other, cheaper options besides Comcast are important. Internet should be a public utility
- CenturyLink is reliable and affordable, and we've never had an issue with their service.
- I dislike Xfinity/Comcast. Hugely expensive. Moved to Bremerton from South Kitsap and had Wave Broadband since they began servicing the area. They were Excellent! There's no choice in Bremerton. such a shame.
- Comcast is so bad that it's a joke in the tech industry. Horrible customer service.
- Any provider should come with quality service. I don't know anyone that does not dread talking to Comcast.



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- Almost daily my internet is "unstable" during video conferencing. Often drops and randomly come back. I have called and chatted countless times. Had 3-4 service calls in 12 months. Replaced everything but cable. Still problematic.

Comcast has rightfully earned the distinction of least trusted companies ever (hence their attempted change to Xfinity) but Wave is really terrible too. What is happening that we hate them so much? We don't hate the phone companies? So they are doing something wrong. I'm not sure exactly what it is but I've distrusted comcast for more than 25 years for sure.

- I will never willingly return to Comcast for any services

- Comcast internet is far too expensive

- I recently (20May22) made the change to CenturyLink fiber service. I answered this survey based on my years of Xfinity service. I am unhappy with not having an option outside of comcast and luckily found out recently about CenturyLink. I primarily canceled Xfinity due to the data threshold. Having contracts for coverage in the city leads to lack of competition and unfair prices set by the only provider (broadband internet) in the area. The use of city contractors are not needed at this point

- I HATE Comcast. Terrible service and terrible products. They only exist because they've secured a monopoly on the market. If I had any other options for fast internet, I would take them. May Comcast rot in hell!

- The cost are too high

- We need choices. Break up the comcast monopoly.

- I absolutely hate Comcast. Their business practices are unethical and their service is terrible. Had no choice of other providers until just recently.

I don't know that any other providers are better than Comcast. My Port Orchard friends seem to strongly dislike Wave. At this point, at least I know what I'm dealing with. Rather than change to one singular provider for which I have no choice, I'd like to have options, form my own opinion, and choose the provider I want for myself!!!!

- This is an essential service, not a luxury. I can afford expensive service but many, many, families with kids cannot.

- Important to make it available to low income households.

- I think a fairly priced, inclusive high speed internet service would be a fine addition to civic life.

I would not support the city in charge of providing my internet unless it's only to provide a cheaper competitive option. Our only option for water is the city and it's our most expensive bill. More expensive than our internet. I also do not want to subsidize free internet with my tax money.

We HAD TO get cable when the government went digital. We have NEVER changed our BASIC package.

Cost was \$15 a month (\$10 cable + box fee + taxes/fees)

Now it is \$54.50 (\$25 cable+ box \$7.50 + broadcast fee \$22 + taxes/fees)

My account # 8498 36 002 1239595

Give this disabled veteran on a fixed income a good explanation as to why.

- Lived here too long

Download speeds for Comcast cable are perfectly acceptable, but upload speeds are absolutely atrocious for this day and age. Off-site cloud backups are crucial part of being a responsible computer user, and six megabits per second is not an acceptable upload speed especially for a family. I often end up with devices on my network competing for upload resources resulting in bad teleconference or Wi-Fi calling reliability.

- We miss comcast, it stops 1/8th of a mile from my road. We would love fiber as well. WE HATE ASTOUND

- Bring FIBER to Bremerton

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- I don't use data. Wi-Fi is iffy. Sometimes I can connect, mostly I cannot. Would help to be able to have more or better Wi-Fi while out and about.
- I am a huge supporter of municipal broadband. Down with comcast.
- Comcast was a rip-off. Comcast was charging me for things I never asked for. I cut my bill in half and got better service with century link fiber.
- Comcast is awful. We need choice in this area.
- I live in a pocket within Bremerton that does not have a fiber optic option. My street is small and runs between two other streets. There is fiber optics on those streets but not mine. There are only two homes on my street unable to access it and mine is one of them. I wish cables were buried. I have had mine ripped down twice by tall trucks/boat antenna...
- They keep increasing prices and when I call they offer new packages for a slightly reduced monthly bill which usually lasts for a few months and then a new price increase shows up. Many package offers include channels I have absolutely no need for. Would like to be able to structure new offers to suit my needs without so many unnecessary channels.
- Expand municipal fiber!
- I don't know it's been unavailable to us.
- The monopoly seems shift when it comes to consistent service.

I am unhappy with Comcast's internet service. I feel that its customer service is predatory with respect to pricing. I am also disappointed with the reliability of Comcast internet service. I would prefer to use a reliable government-run ISP, such as from KPUD.

- There must be choices. Multiple companies competing. Please support competitors to Comcast.
- I don't like Comcast!!!
- Comcast [Infinity?] is the company I love to hate. They are price-gouging thieves!!! It's obvious they are a monopoly with their outrageous pricing; wish I had other options.
- The Comcast monopoly needs to go away. Their prices are a bit ridiculous.
- I wish I would have been able to keep my Xfinity account!

My current internet service from CenturyLink is spotty, with constant brief interruptions throughout every day. I need more reliable service, but the inadequate infrastructure downtown is the real problem. My satellite TV service through Dish is extremely expensive, especially with all the separate streaming services we subscribe to, but the other options are either not good or even more expensive.

- Suggest multiple contracts with more than one service provider to bring competition to the local market. Expansion of fiber optic as well to all areas of the city.
- Please regulate the cost of internet/WiFi
- Hey get this sh\*\* under control
- Why must I pay a monthly franchise fee (thru Comcast) to the City of Bremerton when I don't benefit from it?

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Survey Open Coded Responses

- I quit Comcast years ago because I got tired of the constant rise in my rates. At that time, my monthly rate had increased to \$195 for internet and the most basic cable TV package they offered. Their scam is to force the customer into the local service center to negotiate a rate reduction, which is only possible by signing a completely new 2-year contract, which increases in 6-month increments. I cancelled my account three days before the new billing cycle; they still charged me for another month. When I refused to pay it, they sent me to collections. Additionally, every time a moderate wind would blow, the cable and internet would go out. I've since struggled with low-speed Century Link (my \$20 monthly basic internet service has crept up to \$85) and a cheap broadcast TV antenna; I would love broadband - I facilitate weekly Zoom meetings, but the cost of Comcast isn't worth it. I'm a single person - I can't possibly use \$200 worth of internet and cable TV. Please - this isn't simply about the City negotiating a deal with a provider; it's about holding a corrupt corporation accountable for fair business practices. Let's face it - Broadband cable is the best form of internet and TV service in our area, considering the geography and weather. Comcast knows this, and capitalizes on the lack of serious competition. Good luck with your efforts.

- Reliable choices would be nice for Fios from Verizon?
- More than just Comcast should be able to provide high speed reliable internet at a decent price. Not enough competition in the area
- Municipal fiber please
- The billing is a sham. It always cost more than they say it will and they have monopolized the market so we have to use them. Puke.
- Get a new contract with someone else and get rid of comcast as soon as you can
- I liked the extra help I got for cable and internet over the covid shut down, then my bill went from \$40 to \$120 with only \$30 off the bill. It's too expensive and we are getting food stamps.
- RE Question 26: My husband works at PSNS  
It would be great to have city-wide Wi-Fi!
- Please bring us fiber
- Would love to see municipal broadband.
- Comcast/Xfinity prices are absurd and make internet inaccessible for a lot of people
- Don't force us to only be able to have comcast
- Lay f\*\*\*ing Fiber

The ISPs can be difficult to deal with and offer a come-on offer that expires in 6 months or a year. One must remember to contact the ISP to redo the service. When I had CenturyLink DSL, I would call yearly to get the latest deal on service. Now with Century Link I have a fixed price of \$83 per month for life

Comcast spends a lot of money to mail and advertise its services with special offers that expire in 6 months with no indication of the price after 6 months.

This is important: Bremerton owns the ROW that ISPs are installing cable on or under. Bremerton must ensure its citizens are the benefits of leasing that ROW. There are some cities, such as Ammon ID that have successfully installed fiber optic for its citizens <https://www.ammonfiber.com/learn-more.html>

Could Bremerton install its own fiber optic network? It would be very expensive to do this - KPUD is a resource for evaluating this option. Bremerton has been since 1995 requiring developers to install street lighting and that lighting also includes a communications conduit. It may be possible to let ISPs use that conduit to install fiber optic as a backbone, and then the City could also get dark fiber to various city facilities. street lights and traffic cameras

- Should be a basic utility available to everyone at a reasonable cost.

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- Please don't force neighborhoods to have a certain provider. It stifles and controls rather than allowing the free market to dictate the price that we all pay for services.
- Internet should be accessible to everyone
- having affordable service is key for families on a limited income.
- Expand services and enable future growth through infrastructure upgrades internet 3.0 is coming soon
- Allow google fiber to be brought in
- I'm an Internet Essentials customer on SSI living in Section 8 home. Could not afford internet otherwise.
- Get rid of comcast

My college student daughter lives at home because the rents are unaffordable. Internet is a necessary good in our society and should be publicly owned. Other cities have done it successfully. We should too. And, we should make it available at a sliding scale and free for people on public benefits or homeless.

I have repeatedly tried to get better service for internet speeds but am currently limited to 15mbps because my service has not been updated, ( something to do I with old copper connections I'm told?) I want fiber internet speeds and would be willing to pay for the service for my business but am unable to get it in the downtown core area.

- I would love to see local government provide internet access
- Please consider providing publicly-funded internet access and dropping Comcast! They are too costly and squeeze profits from people who have trouble affording it.
- I hate Comcast. I hate Comcast passionately. I would definitely support City of Bremerton as my internet provider.
- If Bremerton can offer internet through the city as a utility it would be a MAJOR DRAW for young professionals and people who work from home
- Comcast charges too much for a low quality service!

Absolutely hate Comcast's dvr. Remote is hard to use. Honestly if they used TiVo like wave we'd probably not be considering cancelling cable: however wave is hideous. While I'd like options I'd never go with wave. Their prices are crazy high and they seem to prey on the elderly. We are happy with Comcast/xfinity. We have very few breaks on service. They just cost a lot.

- High speed internet is a household necessity. It should be available to all residents at a reasonable price.

- Focus on adding value to your brand and consumers will race towards you. Don't nickel and dime the consumer over a basic human necessity in 2022; the internet.

- seniors need a discounted rate.

- I miss the Comcast office in Bremerton.

- It would be nice to have a one stop shop for everything at a great price that was easy to manage the subscriptions part and get help.

Please, please bring us a public utility option! I suspect you'll get a lot of survey responses like mine. Comcast's monopoly and their simultaneously predatory and indifferent attitudes toward their customers are well-known in our city and I've only stayed with them over CenturyLink due to a "the devil you know" type attitude when I've heard about others' issues with the rival service. As a full-time remote worker, I rely upon my internet connection and would love a public option.

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Our biggest frustration stems from not getting immediate attention from knowledgeable representatives that speak clearly understandable English. Having to deal with an outage issue through text or messaging is not a good customer service practice. They seem to have no protocol in place for re-contacting a client when a call or message gets dropped before a resolution is reached, the client has to start the process anew with another barely understandable agent.

It would be nice to have a more affordable option for internet and NOT have to deal with Comcast who's horrible at everything they do. Why do we not have a public broadband option like other communities? Broadband internet should be regulated like a utility - not a luxury from a for profit company.

You only asked about 1 company and one type of access option. Not great market research. I have also had CenturyLink. Currently I access the internet via T-Mobile - very happy with that.

We need a service that is not as expensive. We should be able to be given a choice of cable companies. I would like every much if the people they hired to answer questions on the phone could speak better English. A lot of the times I can not understand what they are saying, and I don't want to be rude and having to keep telling them I don't understand what they are saying.

Comcast and other similar internet service providers are parasites monopolizing a service that's become integral to every day life. We're long overdue for data services being treated like a utility; whether it's the local municipality, the county, or even a local private-public organization. Any of these would be preferable to the ponderous, bloated gatekeepers who take advantage of infrastructure the American public paid for

Comcast/Xfinity has been the most reliable internet provider I have had in this area. Wave really sucks at being a reliable source of internet for people who work from home or game.

- I love xfinity and they are leaders in the industry

Lack of competition allows comcast to charge an arm and leg for their service. Often you are working with an individual that does not care about you. They know that comcast is the only game in town, take it or leave it.

Fiber internet is the future. If Bremerton City is considering making changes, now is the time to invest in fiber internet services.

Bremerton pays fees to the PUD and should have access to fiber optic 5g service they are supplying to other areas in Kitsap county.

- It's way too expensive for a service everybody depends on

- Comcast is awful and way too expensive

- A competitor to comcast would be welcome

The technicians are skilled and well trained. Customer service and sales reps are frustrating to deal with. I used to have the comcast store in walking distance, now I have to drive to Silverdale.

- way too expensive and hard to communicate with reps out of country

If there were more internet service options I would be trying them. I initially used Centurylink DSL at my house and now use Comcast. I would be overjoyed to hear of a municipal broadband service offered by the City of Bremerton. My friend who is moving to Enumclaw said that Enumclaw is going to do this. As the county's only metropolis Bremerton should lead by example and offer their own broadband service. Strongly consider it.

- Comcast sucks. We should have a city owned service.

- Comcast sucks. Rude unprofessional. "Weasley" . Generally rude on the local level

This survey is focused on Comcast customers. Many questions are not applicable to customers of other cable services.

- Will it be better than Tacoma's?

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Survey Open Coded Responses

Internet service has become a requirement and as such should be provided at as high a speed as possible and at as low a cost as possible for the benefit of society and the individual. Business usage is different and negotiable...households should receive most favored consideration.

- The cost continues to rise which makes it difficult.
- Love my unlimited data internet plan for \$35

Fiber internet or satellite internet is the future. I wouldn't renew the agreement with Comcast. We have already an abundance of cables on our streets and they look like an eyesore.

- I pay for two DVRs and would like to pay less for that service.
- cost too much and don't use over 75% of what's available

Like I've been saying. We have Wave Cable Internet services by Astound, because of our address. AND for TV we have DIRECTV Dish through AT&T.

- Cheaper Cable service

We should have choice in the cable marketplace. We should not continue to support a monopoly in this arena. Pricing has gotten out of control. They do not work with customer to customize programming for the consumers needs.

- Comcast has been good at providing English speakers to answer questions
- It's just too expensive
- More reliable and consistent service. We have to reboot per the Comcast app several times per month.

We need a second provider, or the City/County to provide its own broadband service, since we have NO television stations that can be accessed over the air (OTA) due to geographic and transmitter location. .

I have talked with Comcast about their monthly raises to my bill and they always indicate the raise in my bill is due to the city charging them more to operate within the city. I called the City to find out how often they raise the rates to Comcast and the person I talked to at that time said they had not raised the rate to Comcast for over 5 years. That conversation was over two years ago. WE should not be tied to one provider.

- Public option would be good to explore
- Kitsap PUD needs to serve the community which it does not currently
- Make fiberoptic internet easier to access!!! Please!!

I don't watch 99% of the channels and would like the ability to have just internet and streaming services. I have a TCL Roku Wireless smart tv. I have my cable plugged directly into the tv. So, no need for a cable box. It would be nice to be able to pick and choose which channels I would like. I don't watch Sport, shopping, religious, or any other such thing but it's included. No point to having it when it's not watched or wanted. But since it's included it gets wasted. I would if I could get rid of what I don't watch and get what I would watch but in order to do that I have to buy in to a much more expensive package, so I and my husband do without.

The City needs another cable contractor in Bremerton. The completion will make things more affordable. And why hasn't the City worked more closely with the PUD to bring fiber optic internet to Bremerton and especially Manette?

I would love to see more healthy competition among providers. Both Comcast and Centurylink overcharge and under-deliver. With so many people working remotely and relying on internet for access to many things, it's important to have solid, fast internet.

- Would fully support a citywide fiber option
- The start of this survey was confusing if it meant TV service or general comcast service, just FYI.
- I would love for everyone in the city to have more options that just Comcast

## **EXHIBIT C**

# **CITY OF BREMERTON BKAT PEG ACCESS EQUIPMENT AND FACILITIES UPGRADE AND REPLACEMENT SPREADSHEETS**

## **City of Bremerton, BKAT Public, Educational and Government Access Equipment and Facilities Upgrade and Replacement Projections Overview**

The following spreadsheets provide equipment and facility replacement and upgrade projections over a ten-year period for various categories of equipment needed by the BKAT Public, Educational and Government facilities reviewed. These projections were created in part from a review of facility inventories.

Additional information was obtained through interviews with staff and focused discussions with pertinent stakeholders. The upgrade and replacement schedules and facility development projections were constructed to meet the needs and interests identified, taking into account the typical useful life of the equipment specified and the type of facility needed.

It should be noted that technology tends to change quickly and programmatic initiatives shift over time, so actual usage and replacement costs may vary from year to year. This upgrade and replacement schedule is meant as a guide for budgetary and PEG Access funding development purposes and will need to be periodically updated so that the Access facilities can stay current with technology.

All projections included in these spreadsheets are based on 2022 equipment prices.



BKAT Facility Bremerton - Fairground/Tibardis Rd					
Equipment Title	Description	Quantity	Unit Price	Total	Comments
Infrastructure Requirements					
Optical Transmitters/ Receivers (SDI over fiber transmitter/ receiver)	Transmitter/Receiver pair, capable of 1 channel. Used for receiving and transmitting encoded signals over fiber optic connection.	1	\$5,000	\$5,000	
Bonded Cellular Technology- Remote Transmitter and Local Receiver (LIVE-U Replacement)	This technology incorporates the use of multiple cell phone carriers carrying HD/4K video and high quality audio from any remote location where cellular signals are present. Bonded cellular indicates the use of multiple cellular carriers working together to ensure no video or audio loss in transition.	1	\$30,000	\$30,000	
Video Over Ethernet Encoder/ Decoder Pair	Capable of transmitting HD-SDI/4K video and audio over IP networks.	1	\$25,000	\$25,000	
<b>Total Infrastructure</b>				<b>\$60,000</b>	
General Production Requirements					
Server-Based Playback System	Headend/playback equipment should be HD or HD compatible. Minimum bit rates should be 20 Mb/sec for HD. Capable of replaying 1 channel.	1	\$5,000	\$5,000	City of Bremerton Only- 2nd Cable Channel
Misc cabling and converters	This is for miscellaneous distribution of signals from the HD equipment	1	\$1,000	\$1,000	
Transmission Equipment	City of Bremerton Only - Transmission Equipment	1	\$10,000	\$10,000	
<b>Total General Production</b>				<b>\$16,000</b>	

BKAT Facility Bremerton - Fairground/Tibardis Rd					
Equipment Title	Description	Quantity	Unit Price	Total	Comments
Studio/Studio Control					
Studio					
Cameras	These cameras are robotic, PTZ. Capable of SDI or HDMI output. Up to HD/4K and capable of power over ethernet. Costs listed are per camera. HD PTZ Camera (Panasonic AW-UE150)	3	\$10,000	\$30,000	
Lighting System	Includes multiple LED fixtures capable of multi-colored lighting, and dimmer control and capable of upgradable emitter technology. System should be programable to accommodate both studio spaces. LED studio lights (8) and control for other half of studio space	1	\$60,000	\$60,000	
Ipad Pro Teleprompters	Teleprompter capable of displaying on Ipad Pros complete with 60/40 beam splitting glass.	2	\$1,100	\$2,200	
Sub-Total Studio				\$92,200	

BKAT Facility Bremerton - Fairground/Tibardis Rd					
Equipment Title	Description	Quantity	Unit Price	Total	Comments
Studio Control					
Switcher	Capable of HD/4K production. Includes one M/E capable of upstream and downstream keying, file storage, and multi-viewer output. BMD Switcher and BMD Switcher Panel	1	\$7,000	\$7,000	
Robotic Camera Control	Controller should be capable of controlling multiple cameras with the ability of stored presets and camera setup capability	1	\$2,500	\$2,500	
MacMini control workstation	Switcher control and graphics management. 16GB RAM, 1GB SSD, 8 Core GPU	1	\$1,800	\$1,800	
Audio Mixing	Price for adding stereo digital audio mixing. This cost reflects the price of a digital mixing console of 16 inputs.	1	\$1,000	\$1,000	
Audio Monitor	Capable of projecting audio from the mixer.	1	\$1,400	\$1,400	
Multi-View Monitor	Monitors to be used to display multiviewer images. Assuming 2- 48" monitors.	1	\$800	\$800	
Engineering Monitor (Smartscope Duo)	Used for monitoring video output signal. Should incorporate built-in waveform/vector scope. Capable of analyzing digital signals including HD.	1	\$1,000	\$1,000	
Solid State Recorder (Hyperdeck)	Recorder should be capable of multiple SD compact flash cards, or solid state and should integrate with entire facility workflow.	2	\$750	\$1,500	
Fiber Converter + lcoms	Transmitter/Receiver pair, capable of 1 channel. Used for receiving and transmitting encoded signals over fiber optic connection.	1	\$5,000	\$5,000	
Misc cabling and converters	This is for miscellaneous distribution of signals from the HD equipment	1	\$1,000	\$1,000	
Sub-Total Studio Control				\$23,000	
Total Studio/Studio Control				\$115,200	

BKAT Facility Bremerton - Government Center					
Equipment Title	Description	Quantity	Unit Price	Total	Comments
Council Chambers/Chamber Control					
Council Chambers					
Cameras	These cameras are robotic, PTZ. Capable of SDI or HDMI output. Up to 1080p and capable of power over ethernet. Costs listed are per camera and could include tripod or wall mounted adapter. HD PTZ Camera (Panasonic AW-UE150)	4	\$10,000	\$40,000	
Sub-Total Council Chambers				\$40,000	

BKAT Facility Bremerton - Government Center					
Equipment Title	Description	Quantity	Unit Price	Total	Comments
Chamber Control					
Switcher	Capable of HD/4K production. Includes one M/E capable of upstream and downstream keying, file storage, virtual set technology and multi-viewer output. Also capable of chromakey production. 10 input. Prefer upgrade to Broadcast Pix Mica System with integrated graphics and control.	1	\$17,600	\$17,600	
Switcher Control Surface	1000 Panel	1	\$6,000	\$6,000	
Multi-View Monitor	Monitors to be used to display multiviewer images. Assuming 2- 27" monitors.	2	\$750	\$1,500	
Engineering/ Confidence Monitor	Used for monitoring video output signal. Should incorporate built-in waveform/vector scope. Capable of analyzing digital signals including HD.	1	\$1,000	\$1,000	
Solid State Recorder - HD Video Recorder (Incodex Vier)	Recorder should be capable of solid state and should integrate with entire facility workflow. May integrate with Creston or AMX control systems.	1	\$5,000	\$5,000	
Network Switch	Capable of power over ethernet ++ IEEE 802.3bt GbE Network Switch 16 port	1	\$500	\$500	
Misc cabling and converters	This is for miscellaneous distribution of signals from the HD equipment	1	\$1,500	\$1,500	
Sub-Total Chamber Control				\$33,100	
Total Council Chamber/ Chamber Control				\$73,100	

Sub-Total One Time Implementation & Upgrade Cost - BKAT Bremerton		\$264,300
30% Inst/Train/Warranty		\$79,290
Total One Time Implementation & Upgrade Cost - BKAT Bremerton		\$343,590

BKAT Facilities Bremerton

Equipment Title	Quantity	Unit Cost	Total Cost	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	10 Year Total
Infrastructure Requirements														
Optical Transmitters/Receivers	1	\$5,000	\$5,000	\$5,000						\$5,000				\$10,000
Bonded Cellular Technology-(LIVE-U Replacement)	1	\$30,000	\$30,000	\$30,000						\$30,000				\$60,000
Video over Ethernet Encoder/Decoder Pair	1	\$25,000	\$25,000	\$25,000						\$25,000				\$50,000
Total			\$60,000	\$60,000	\$0	\$0	\$0	\$0	\$0	\$60,000	\$0	\$0	\$0	\$120,000

General Production Requirements

Server-Based Playback System	1	\$5,000	\$5,000		\$5,000							\$5,000		\$10,000
Misc Cabling & Converters	1	\$1,000	\$1,000		\$1,000							\$1,000		\$2,000
Transmission Equipment	1	\$10,000	\$10,000		\$10,000							\$10,000		\$20,000
Total			\$16,000	\$0	\$16,000	\$0	\$0	\$0	\$0	\$0	\$0	\$16,000	\$0	\$32,000

BKAT Facilities Bremerton

Equipment Title	Quantity	Unit Cost	Total Cost	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	10 Year Total
Studio/Studio Control														
Studio														
Cameras	3	\$10,000	\$30,000			\$30,000							\$30,000	\$60,000
Lighting System	1	\$60,000	\$60,000			\$60,000							\$60,000	\$120,000
Ipad Pro														
Teleprompters	2	\$1,100	\$2,200			\$2,200							\$2,200	\$4,400
Sub-Total Studio			\$92,200	\$0	\$0	\$92,200	\$0	\$0	\$0	\$0	\$0	\$0	\$92,200	\$184,400
Studio Control														
Switcher	1	\$7,000	\$7,000			\$7,000							\$7,000	\$14,000
Robotic Camera Control	1	\$2,500	\$2,500			\$2,500							\$2,500	\$5,000
MacMini control workstation	1	\$1,800	\$1,800			\$1,800							\$1,800	\$3,600
Audio Mixing	1	\$1,000	\$1,000			\$1,000							\$1,000	\$2,000
Audio Monitor	1	\$1,400	\$1,400			\$1,400							\$1,400	\$2,800
Multi-View Monitor	1	\$800	\$800			\$800							\$800	\$1,600
Engineering Monitor	1	\$1,000	\$1,000			\$1,000							\$1,000	\$2,000
Solid State Recorder	2	\$750	\$1,500			\$1,500							\$1,500	\$3,000
Fiber Converter + Icoms	1	\$5,000	\$5,000			\$5,000							\$5,000	\$10,000
Misc Cabling & Converters	1	\$1,000	\$1,000			\$1,000							\$1,000	\$2,000
Sub-Total Studio Control			\$23,000	\$0	\$0	\$23,000	\$0	\$0	\$0	\$0	\$0	\$0	\$23,000	\$46,000
Total Studio/Studio Control			\$115,200	\$0	\$0	\$115,200	\$0	\$0	\$0	\$0	\$0	\$0	\$115,200	\$230,400

BKAT Facilities Bremerton

Equipment Title	Quantity	Unit Cost	Total Cost	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	10 Year Total
Council Chambers/Chamber Control														
Council Chambers														
Cameras	4	\$10,000	\$40,000		\$40,000						\$40,000			\$80,000
Sub-Total Council Chambers			\$40,000	\$0	\$40,000	\$0	\$0	\$0	\$0	\$0	\$40,000	\$0	\$0	\$80,000
Chamber Control														
Switcher	1	\$17,600	\$17,600		\$17,600							\$17,600		\$35,200
Switcher Control Surface	1	\$6,000	\$6,000		\$6,000							\$6,000		\$12,000
Multi-View Monitor	2	\$750	\$1,500		\$1,500							\$1,500		\$3,000
Engineering Monitor	1	\$1,000	\$1,000		\$1,000							\$1,000		\$2,000
Solid State Recorder	1	\$5,000	\$5,000		\$5,000							\$5,000		\$10,000
Network Switch	1	\$500	\$500		\$500							\$500		\$1,000
Misc Cabling & Converters	1	\$1,500	\$1,500		\$1,500							\$1,500		\$3,000
Sub-Total Chamber Control			\$33,100	\$0	\$33,100	\$0	\$0	\$0	\$0	\$0	\$0	\$33,100	\$0	\$66,200
Total Council Chamber/Chamber Control			\$73,100	\$0	\$73,100	\$0	\$0	\$0	\$0	\$0	\$40,000	\$33,100	\$0	\$146,200

Yearly Equipment Totals				\$60,000	\$89,100	\$115,200	\$0	\$0	\$0	\$60,000	\$40,000	\$49,100	\$115,200	\$528,600
30% Inst/Train/Warranty				\$18,000	\$26,730	\$34,560	\$0	\$0	\$0	\$18,000	\$12,000	\$14,730	\$34,560	\$158,580
TOTAL				\$78,000	\$115,830	\$149,760	\$0	\$0	\$0	\$78,000	\$52,000	\$63,830	\$149,760	\$687,180
Sub-Total One Time Implementation & Upgrade Cost			\$264,300											
30% Inst/Train/Warranty			\$79,290											
Total One Time Implementation & Upgrade Cost			\$343,590											