# TABLE OF CONTENTS

**EXECUTIVE SUMMARY** ........................................................................................................................................i-xv

I. **INTRODUCTION AND OVERVIEW** .............................................................................................................. 1

II. **COMMUNITY NEEDS ASSESSMENT** ........................................................................................................ 3

   A. **OVERVIEW AND METHODOLOGY** ............................................................................................... 3

   B. **COMMUNITY FOCUS GROUP WORKSHOPS** ............................................................................... 4

   C. **SUMMARY OF DISCUSSIONS AND BRAINSTORMING DURING COMMUNITY FOCUS GROUP SESSIONS** ........................................................................................................... 25

   D. **EXISTING PEG ACCESS RESOURCES AND SERVICES** ........................................................... 36

   E. **SUMMARY OF MAJOR FINDINGS** .................................................................................................... 54

III. **RECOMMENDATIONS REGARDING COMMUNITY CABLE-RELATED NEEDS AND INTERESTS** .......... 62

   A. **INTRODUCTION** .......................................................................................................................... 62

   B. **CABLE DISTRIBUTION PLANT** ................................................................................................. 62

   C. **SUBSCRIBER SERVICES AND CUSTOMER SATISFACTION** ................................................... 64

   D. **PEG ACCESS** ............................................................................................................................... 66

APPENDICES

1. Community Needs & Interests Questionnaire
2. Notes from Focus Group Brainstorming Sessions
3. SCAN-TV Local Programming Operations Questionnaire and Video Facility Inventory
4. PSA Local Programming Operations Questionnaire and Video Facility Inventory
5. KCTV Local Programming Operations Questionnaire and Video Facility Inventory
I. INTRODUCTION

The Buske Group was retained by King County to conduct an ascertainment of community cable-related needs and interests as a part of the cable franchise renewal process. The Buske Group was authorized to conduct research in order to identify current and future community needs and interests, related to Public, Educational, and Government (PEG) Access.

Comcast currently operates throughout the unincorporated areas of King County under a franchise that expired in February 2010, and has been extended to enable completion of the franchise renewal process. Comcast reportedly serves about 75,000 subscribers in the unincorporated areas of King County. A second franchise exists between the County and Broadstripe. That franchise expired last October, and has also been extended. Broadstripe has approximately 2,000 subscribers in the unincorporated areas of King County.

As a matter of federal law, the cable-related needs and interests of the County are protected in part through the franchise renewal process. During renewal proceedings, the County may identify basic requirements for cable system capacity, functionality, and customer service, and require cable operators to provide -- among other things -- facilities and equipment and channels for PEG Access.

The major findings and primary recommendations that arose from the research and analysis activities conducted by the consultant are provided in the following sections of this Executive Summary. A more detailed presentation of the analysis and recommendations is contained in the full Ascertainment of Community Needs Assessment report.
To identify cable-related needs and interests in the County, the consultant:

- conducted a series of eight community focus group workshops - attended by representatives of area community groups, organizations, educational institutions, government agencies, Public and Government Access participants, and citizens - to help identify current and future cable-related needs and ascertain attitudes about existing cable services and programming;

- distributed questionnaires to the focus group participants that were designed to identify community cable-related needs and interests, assess whether current local cable TV services and resources are adequate and appropriate, and help to identify changes that might be made to meet future community cable-related needs and interests in the County;

- prepared and distributed questionnaires regarding the facilities, equipment, programming and other activities of the Public and Government Access operations that serve King County.

- conducted an on-site inspection of the existing Public and Government Access equipment and facilities; and

- analyzed all data gathered and prepared this report for the County.
II. SUMMARY OF MAJOR FINDINGS

General conclusions from responses to a questionnaire completed by focus group workshop participants:

- Nearly three-fourths of the focus group participants who subscribe to a cable service answered either "Very Good" (25.9%) or "Good" (48.2%) when asked to indicate their level of satisfaction with the quality of the picture transmission. However, very few of the Comcast subscribers answered “Very Good” (0%) or “Good” (8.2%) when asked to indicate their level of satisfaction with the fairness of the rates for basic and premium cable TV services.

- A very large majority (83%) answered that they had watched their public access channel (provided by SCAN-TV, PSA or VOV). Of those who had watched their public access channel:
  - Nearly half (49.5%) said they had watched their public access channel more than five times during the previous month.
  - The most frequently mentioned programs that these respondents said they had watched more than five times were:
    - SCAN-TV viewers: “Adventure TV” (11.4%) and “Crescendo” (9.6%)
    - PSA viewers: “Freedom to Speak” (19.0%) and “Crescendo” (16.7%)
    - VOV viewers: “Church of Great Rain” (28.9%) and “Sea-Inside NW” (25.0%)
  - Very high percentages of the focus group questionnaire respondents who had watched their public access channel agreed or strongly agreed that it provides worthwhile community programming (96.5%), provides valuable information (97.7%), and provides programming that is interesting to watch (93.1%).

- 62.6% of all focus group questionnaire respondents said that they had helped to produce or appeared as a guest on a public access program.

- Over a third (38.6%) of all focus group questionnaire respondents said that they had requested event coverage or production services from their public access organization. Of this group:
  - 90.9% said that the organization was responsive to their request.
  - 87.2% said their program was shown on their public access channel.
  - 80.6% said they were notified of the time for the program to be shown.
  - 82.6% rated the services provided by their public access organization as “Excellent” or “Good.”
Well over half (59.1%) said they had watched CTV-22, the County government channel managed by KCTV. Of those who had watched CTV-22:

* 21.6% said they had watched more than five times during the previous month.
* The most often mentioned CTV-22 programs these respondents reported watching more than five times were “4Culture” (17.2%) and “Committee Meetings” (14.0%).
* Very high percentages said they agreed or strongly agreed that CTV-22 provides worthwhile local government programming (97%), provides valuable information (100%), and provides programming that is interesting to watch (86.2%).

Nearly one-sixth (15.9%) of all focus group questionnaire respondents said they worked for King County. Of this group:

* 37.1% said KCTV had produced programming for their department.
* 23.3% had helped to produce or appeared as a guest on a CTV-22 program.

Of the respondents who worked in a department for which KCTV had produced programming, or had helped to produce or appeared as a guest on a program shown on CTV-22, or had requested event coverage or production services from KCTV, 81.3% rated the services provided by KCTV as “Excellent” or “Good.”

About 30% of the focus group questionnaire respondents said they had watched Puget Sound Educational Television (PSETV). Of those who had watched PSETV:

* 15.5% said they had watched more than five times during the previous month.
* Very high percentages said they agreed or strongly agreed that PSETV provides worthwhile educational programming (93.9%), provides valuable information (97.1%), and provides programming that is interesting to watch (93.9%).

66% of the focus group questionnaire respondents said they had watched University of Washington Television (UWTV). Of those who had watched UWTV:

* 17.6% said they had watched more than five times during the previous month.
* Very high percentages said they agreed or strongly agreed that UWTV provides worthwhile educational programming (98.6%), provides valuable information (98.6%), and provides programming that is interesting to watch (91.7%).
23.5% of the focus group questionnaire respondents said they had watched The College Channel from Bellevue Community College. Of those who had watched it:
* 17.6% said they had watched more than five times during the previous month.
* Very high percentages said they agreed or strongly agreed that The College Channel provides worthwhile educational programming (100%), provides valuable information (100%), and provides programming that is interesting to watch (90.3%).

When all of the focus group survey respondents were asked how important it was to have local, noncommercial cable channels that feature programs about King County residents, organizations, schools, government, events and issues, nearly all of them indicated that this was either “Very Important” (88.9%) or “Important” (9.3%).

During the brainstorming portion of the focus group sessions, participants identified the following community needs, interests, and concerns:

When asked to identify the key issues facing them, their neighbors, community organizations, County government, and schools in the next five years, most often mentioned were concerns relating to:

* Technology, Telecommunications and Media (awareness of PEG; changing role of media; consolidation has diminished local content on TV stations; growth in demand for distance learning; inadequate coverage of issues; lack of diversity in media; need more resources to support PEG)

* Economic Development / Jobs / Standard of Living / Housing (affordable housing and youth retention; economic growth; economic uncertainty; filling the void left by business loss; job creation; population growth; quality of life)

* Government (accessibility to all community services; annexation; big money has greater influence and power over politics; budget issues: state, city, county; government transparency; loss of discretionary, community services)

* Diversity/Demographic/Immigrant/Language-Related Concerns (aging population; changing demographics; gentrification; increased immigrants; influx of new, multiple languages; need for dialogue re multicultural issues)
* Education-Related Concerns  (access to higher education; creation of more alternative schools; lack of money for education; quality of education)

* Infrastructure/Transportation  (decaying infrastructure; eliminating the tunnel; ferry service; public access to beaches; traffic congestion)

* Communication Problems, Civic Engagement, Funding  (access to content via multiple sources; access to financial resources; loss of sense of community)

* Environment  (diminishing resources; health of the Sound; pollution)

* Crime, Public Safety  (access to justice; drugs and alcohol; crime prevention)

* Arts-Related Concerns  (arts education is absent; support for the arts)

* Health and Human Services  (growing health disparities; food bank issues)

- When asked what makes it difficult for community organizations, County government departments, or schools to effectively communicate information to their constituencies in King County, the leading areas identified were:
  * Inadequate PEG Access & I-NET resources and services
  * Lack of awareness, time, funds, communication skills, collaboration
  * Expensive, complicated, inaccessible or inadequate communications media
  * Language, legal, geographic and other barriers
  * Audience issues, apathy, information overload, other interests, etc.

- When asked how they could use cable or SCAN-TV, PSA, VOV, KCTV or Educational Access to inform, entertain, and educate King County residents, over 130 suggestions of program content and technology applications were identified, including:  arts and cultural events; bilingual programs; community meetings; daily local news; emergency announcements; ferry schedule and information; high school sports; homework hotline; interactive youth programming; lectures from colleges; legal issues explained; local history; multicultural programming; preschool readiness for ESL families; program for new immigrants; programs about special needs populations; Vashon news and information; women’s sports; interconnection of cable systems; live remote capability; more interactive; PEG access program guide; searchable database of PEG and BB content; VOD for PEG.
When asked what would make it easier for their organization or agency to use the cable system or SCAN-TV, PSA, VOV, KCTV or Educational Access to communicate local information and entertainment, the top categories of need were:

* **Cable Company’s Infrastructure, Equipment and System Design** (e.g., VOD for public access; access to regional PEG channels; free cable drops in key areas; interactive capability on PEG access)

* **PEG Access Facilities and Equipment** (e.g., better, more reliable technology for Voice of Vashon; easy to use technology; HD capability; remote production truck)

* **PEG Access Programming/Channels** (e.g., easily accessible community bulletin board, electronic program guide listings with specific programs; dedicated arts, cultural programming; take advantage of other distribution opportunities [ferry monitors, etc.])

* **PEG Access Management/Services/Collaboration** (e.g., ability for NPOs to collaborate with PEG organization, more open hours, SCAN should be able to have more direct contact/relationship with franchise authority)

* **PEG Access Funding** (e.g., adequate PEG funding and resources; more equitable sharing of franchise fees; unrestricted PEG funding)

* **PEG Access Promotion and Outreach** (e.g., detailed listing of local PEG content on electronic program guide and in print; more outreach to NPOs about access; promotion of PEG on other channels during programming breaks)

* **Cable Company’s Customer and Community Relations, Other Policies** (e.g., cable company-provided promotion of access; make people aware of lowest cost or tier or service & discounts for disabled)

**Primary findings regarding the existing Public And Government Access resources in King County:**

Comcast and Broadstripe appear to comply with most of the PEG Access obligations specified in their Franchises. However, some concerns were raised, as follows:

* Each franchise requires that “there is no more deterioration in the signal quality on PEG channels than on any other channel.” Poor PEG channel signal quality was mentioned by participants of two focus groups. Therefore, ongoing efforts to monitor PEG channel signal quality on the Comcast and Broadstripe systems should be undertaken. Appropriate enforcement efforts may be necessary, depending on the technical analysis of the systems by the County’s technical consultant, Columbia Telecommunications Corporation (“CTC”).
* Comcast, upon request of the County, is required to provide “full basic and satellite tier Cable Service, and all open and closed PEG channels activated on the system…free of charge to…each Public Access Center; each County office and agency.” However, Puget Sound Access reports that it does not receive a full service drop at its facility – an apparent noncompliance matter.

* Each franchise requires the cable company to provide (at its cost) appropriate facilities and equipment to enable the PEG access centers to send signals “from remote locations” to the companies’ headends, from which the signals are to be routed onto access channels on the Subscriber network. This capability must cover “substantially all of the Franchise territory in the County.” Comcast and Broadstripe do not comply with this obligation. The County is currently negotiating a solution to this element of noncompliance.

- SCAN-TV is an independent non-profit organization that provides public access services to residents of the City of Seattle and the northern portion of King County. SCAN-TV manages the use of production and playback equipment, and also provides classes, workshops, support, program promotion and community resources to help individuals and organizations create and distribute their programming.

- The SCAN-TV facility houses two production studios, a mobile production unit, seven camcorders, three video editing systems, a master control/playback system, maintenance area, conference room, a small entrance/lobby, and a PC computer for internet access by residents. Some items in the SCAN-TV equipment inventory are over 10 years old, in poor or fair condition, and need to be replaced/updated. SCAN-TV’s main studio control room is not accessible to wheelchair users.

- SCAN-TV has 13 full-time and 5 part-time staff members. Annual funding has been about $850,000 -- 90% is obtained from franchise fee and general fund allocations from area government entities. About 750 people are currently certified to use SCAN-TV production facilities. They produced 1,000 hours of local first-run programming and submitted 533 hours of imported first-run programming in 2008. Including replays, over 8,100 hours of programming were presented on the SCAN-TV in 2008.

- PSA is an independent non-profit organization that provides public access services in King County, for the County’s southern portion (including residents of Auburn, Burien, Kent, Renton, SeaTac, and Tukwila). PSA coordinates outreach, training, production, playback, and promotional activities on behalf of the residents of South King County.
The large (about 9,000 square feet) PSA facility houses a main production studio with three remote-controlled cameras, which can also be used with a separate production equipment package to produce multiple-camera programs in the field. Twelve camcorders are available for checkout (three are in poor condition). PSA provides nine video editing systems, an interformat video dubbing system, a server-based master control/playback system, maintenance area, conference room, a large lobby and other meeting areas, a “green” room, a very large production staff area, and a kitchen/break room. PSA also operates City-owned Council chambers equipment packages for the Cities of Burien, Renton and Des Moines. Most items in the PSA equipment inventory are under 5 years old and in good condition, but a few important items are in poor or fair condition.

PSA has 4 full-time and 12 part-time staff members. Annual funding has been about $450,000-$500,000, over 80% of which is generated by the initial $4.7 million endowment to PSA from an earlier franchise. PSA’s recent emphasis has been on improving the organization’s financial situation (including an aggressive effort to provide production services for government entities and the SMG events center). 81 people are currently certified to use its production facilities. Outreach is limited primarily to information on PSA’s website and spot announcements on the channel. Including replays, about 5,300 hours of locally produced or imported programming are presented on the PSA channel. First-run programming information was unavailable.

VOV is an all-volunteer nonprofit organization that coordinates public access programming for Vashon Island, webcasts a community internet radio station, and coordinates a community bulletin board and emergency alert radio station. A grant from the County, occasional grants from organizations, and donations from individual donors and businesses enabled VOV to obtain inexpensive equipment (courthouse/community room cameras and video playback gear). Since VOV has no annual budget or paid staff, community volunteers use their personal video equipment to make programs to present on channel 21. Volunteers oversee the scheduling and playback of programs, and manage the VOV website.

KCTV is a County department that provides government access production and programming services for all cable subscribers in King County. KCTV programming includes coverage of committee meetings, original programs, and outside videos. Information about original and total (including replays) programming amounts was not available, but KCTV staff estimated that 90% of the programming is original. Meetings of 12 standing County Council committees dominate the program schedule, supplemented by local programming such as League of Women Voters forums, news
conferences, special events, and series programs (e.g., “Justice Files” and “King County at Your Service”). Program promos, PSAs and short videos, programs by The Seattle Channel, and two imported series are also presented.

- The KCTV facility space (2,550 square feet) includes one staff office, two editing rooms, a 600 sq. ft. studio and control room (but no room for set storage, so a hallway is used), and a master control/playback area. Storage space is in short supply. The County Council Chambers has six wall- and ceiling-mounted cameras, wired to production equipment in the KCTV master control room. The cameras are reported to be seven years old; three video decks and many other items are reported to be 13+ years old. Studio production equipment is said to be in good to excellent condition, but most items are over seven years old. There are two DVCAM camcorder packages in good condition, a 3-camera field production package (not in a vehicle, with cameras and tripods over 10 years old), one stand-alone editing system, another editing system in the studio control room package, and an interformat video dubbing system.

- KCTV currently has a full-time staff of six. Total funding for 2008 was $807,101, 71% of which was used for personnel (wages, benefits, payroll taxes, etc.). KCTV’s total of $573,206 in personnel expenditures for 6 FTE staff in 2008 equals an average of $95,534 per staff person.
III. PRIMARY RECOMMENDATIONS REGARDING CURRENT AND FUTURE COMMUNITY CABLE-RELATED NEEDS AND INTERESTS

A. CABLE PLANT AND HEADEND

1. There should be ongoing efforts by Comcast and Broadstripe to test PEG channel signal quality on their systems, and regular reporting of the results to the County. Each of the current franchises with Comcast and Broadstripe requires that “there is no more deterioration in the signal quality on PEG channels than on any other channel.” However, poor PEG channel signal quality was mentioned by participants of two focus groups. Comcast and Broadstripe should deliver all PEG Access channels to subscribers without additional charges, and via channels whose quality, accessibility, functionality, and placement is equivalent to that of the local public broadcasting television stations. This is in addition to ensuring that the County and the entities that program PEG channels can independently monitor the signals of all franchised video service providers.

2. Comcast and Broadstripe should provide the capability of delivering live programming from locations throughout the County (including sporting event sites, parade routes, school gymnasiums, etc.). Focus group participants expressed a desire to be able to originate programs live from various points in King County. Such capability is already an obligation of the cable companies, who are not in compliance with this requirement.

3. In addition to maintaining the current allocation of bandwidth for the PEG Access channels and programming in King County, the Franchisees should provide sufficient capacity and other accommodations to enable, among other things: (1) the delivery of PEG Access channels to cable subscribers in the same formats that are used by any public broadcast station carried on the system, including high definition, and (2) on-demand viewing of PEG Access programming (including selected PEG Access programs to be available in high definition to cable subscribers via the on-demand service). On-demand capacity allows programming to be stored and called up when needed. Making accommodations to enable high definition and on-demand viewing of PEG Access programming is supported by the interest expressed by focus group participants in taking advantage of advanced cable technologies, and on the nature of the information that could be distributed via the PEG Access channels. High definition is rapidly becoming the standard viewing format in American homes, as cable companies and satellite TV service providers race to offer higher numbers of channels in HD. While on-demand capacity is not a general substitute for PEG Access channels, it can be exceptionally useful for programming desired by users at particular times.
B. SUBSCRIBER SERVICES AND CUSTOMER SATISFACTION

1. The Franchisees should be required to clearly and accurately inform King County residents about low-cost service options that are available to them. Very small percentages of the respondents to the focus group questionnaire expressed satisfaction with the fairness of the rates for basic and premium cable TV services. Therefore, appropriate and enforceable language (with associated penalties for non-compliance) should be included in any new franchise agreement to help ensure that any cable operator serving King County provides complete and accurate information in its service listings (in all print, web, and other formats), including information about its lowest cost package of services.

2. The County should adopt and enforce customer service standards that meet or exceed the minimum obligations established by the Federal Communications Commission (FCC). Special attention should be given to telephone response time. Significant percentages of the residents who participated in the ascertainment process indicated relatively low satisfaction levels for the ability to quickly reach the company by phone and speak to a customer service representative” and “helpfulness of telephone CSRs.” According to the FCC rules, “under normal operating conditions, telephone answer time by a customer representative, including wait time, shall not exceed thirty (30) seconds when the connection is made.”

3. The Franchisees should provide adequate PEG Access bandwidth/capacity on their subscriber networks, sufficient capacity and other accommodations to enable, among other things, the delivery of PEG Access channels to cable subscribers in the same formats that are used by any public broadcast station carried on the system, including high definition, as well as on-demand viewing of PEG Access programming, and additional bandwidth/capacity for future PEG Access purposes. All PEG Access bandwidth/capacity should be provided free of charge. Having cable TV channels that feature programs about King County residents, organizations, schools, government, events and issues was ranked as either “Very Important” or “Important” by nearly all of the focus group questionnaire respondents. Many of them expressed an interest in having the PEG Access channels take advantage of advanced cable technologies, including high definition and on-demand capability.
C. PEG ACCESS

1. The findings of this ascertainment process indicate a very high level of support from King County residents for the inclusion of significant PEG Access bandwidth/capacity and resources, and an appreciation of the importance of PEG Access services. Therefore, the County should seek ways to maintain and enhance the existing PEG Access operations through the franchise renewal negotiations. Effective ways to achieve this goal would be to ensure that:
   a. the Franchisees allocate sufficient bandwidth/capacity for PEG Access purposes; and
   b. the Franchisees contribute funds and in-kind resources and support for PEG Access that would maintain and expand the SCAN-TV, PSA, VOV, and KCTV services and resources.

2. Franchise agreements adopted by the County should include provisions to:
   a. ensure that any Franchisee maintains the current allocation of bandwidth to deliver the PEG Access channels managed by SCAN-TV, PSA, VOV, KCTV, PSETV, UWTV and Bellevue Community College to all cable subscribers in King County, at least for as long as any signals on the system are delivered in an analog format;
   b. ensure that any Franchisee has adequate bandwidth/capacity available for future PEG Access purposes, (including the transmission of PEG Access channels in high definition to cable subscribers), to be activated as needed by PEG programmers;
   c. ensure that PEG channels are viewable by all subscribers without additional equipment or charges, and that subscribers are not required to make any special requests to receive PEG. Given Comcast’s current system design, Comcast would deliver PEG channels in an analog format as long as it carries other analog signals on its system. If all other channels on the Comcast system are converted to a digital format, PEG will also need to be converted, and the cost of this digital conversion is the responsibility of the Franchisees;
   d. ensure that each PEG Access programming service is given the same channel location on the system of any Franchisee serving King County and that systems can be required to interconnect to ensure PEG programming is available to subscribers of all Franchisees;
   e. ensure that PEG Access channel locations may only be changed if a Franchisee must do so due to comply with FCC requirements or for technical reasons, with the approval of the County (with all costs related to channel relocations paid by the Franchisee);
f. ensure that any Franchisee provides sufficient storage space and other accommodations to enable on-demand viewing of selected programs on SCAN-TV, PSA, VOV, KCTV, PSETV, UWTV, and The College Channel (including selected PEG Access programs to be available in high definition to cable subscribers via the on-demand service);

g. ensure that any Franchisee provides all PEG Access bandwidth/capacity free of charge to the County, SCAN-TV, PSA, VOV, KCTV, PSETV, UWTV, The College Channel, and PEG Access community producers;

h. ensure that each Franchisee provides a cable drop to each PEG channel management entity to give them the ability to monitor the quality of the signal being delivered to subscribers; and

i. ensure that each Franchisee provides additional bandwidth/capacity to enable the Public Access management entities in King County to jointly manage a channel that is available to all subscribers in the County. This channel would feature programs from each Public Access management entity in King County.

j. ensure that PEG can take advantage of all the features of the cable system, and PEG channels are not discriminated against.

3. Based upon the current condition and shortcomings of the SCAN-TV, PSA, VOV, and KCTV facilities and equipment packages, any franchise agreements adopted by the County should include provisions (in addition to any amount paid as a franchise fee to the County) to:

   a. provide grant funding to help cover costs associated with the renovation of existing building space for SCAN-TV and KCTV; and

   b. provide grant funding to replace and upgrade the existing SCAN-TV, PSA, VOV, and KCTV equipment packages, and provide periodic replacement capital equipment grants during the upcoming franchise period.

4. To help ensure that PEG Access services in King County are continued, enhanced and expanded, serious consideration should be given to allocating an adequate pool of annual funding from County franchise fees to help permit the continued and enhanced delivery of PEG Access services. In addition, any Franchise Agreement adopted by the County should include provisions to ensure that initial and ongoing PEG Access support grants (in addition to any amounts paid as a franchise fee to the County) are provided by the Franchisees, to the extent permitted by federal law, to supplement the County franchise fees that are used for this purpose.
5. To help address a need to more effectively promote SCAN-TV, PSA, VOV, and KCTV programming to area residents and cable subscribers, any Franchise Agreement adopted by the County should include provisions to ensure that any Franchisee provides the following:

   a. promotion of the SCAN-TV, PSA, VOV, and KCTV channels -- including full program listings for PEG Access programs -- in all print and electronic program guides provided by the Franchisees for their subscribers;

   b. free insertion of promotional spots for the SCAN-TV, PSA, VOV, and KCTV channels and programs on the cable satellite services that make times available for local advertising insertions.
I. INTRODUCTION AND OVERVIEW

The Buske Group was retained by King County to conduct an assessment of community cable-related needs and interests as a part of the cable franchise renewal process. The Buske Group was authorized to conduct research in order to identify current and future community needs and interests, related to Public, Educational, and Government (PEG) Access.

Comcast currently operates throughout the unincorporated areas of King County under a franchise that expired in February 2010, and has been extended to enable completion of the franchise renewal process. Comcast reportedly serves about 75,000 subscribers in the unincorporated areas of King County.

A second franchise exists between the County and Broadstripe. That franchise expired last October, and has also been extended. Broadstripe has approximately 2,000 subscribers in the unincorporated areas of King County.

As a matter of federal law, the cable-related needs and interests of the County are protected in part through the franchise renewal process. During renewal proceedings, the County may identify basic requirements for cable system capacity, functionality, and customer service, and require cable operators to provide -- among other things -- facilities and equipment and channels for PEG Access. As stated in the legislative history to the Cable Act:

*The ability of a local government entity to require particular cable facilities (and to enforce requirements in the franchise to provide those facilities) is essential if cable systems are to be tailored to the needs of each community [and the legislation] explicitly grants this power to the franchising authority.*
The County is responsible for protecting the interests of cable subscribers and the general public through the franchise renewal process by identifying cable-related needs and interests, and translating those interests into franchise requirements.

Information was gathered from the following groups of County residents.

- Cable subscribers
- Non-subscribers
- Government agencies and representatives
- Schools and educational institutions
- Health, human and social service organizations
- Arts, cultural and heritage organizations
- Civic, community service and faith-based organizations
- Non-profit organizations
- Public and Government Access participants
- Members of the general public

Following is a brief description of the tasks performed by The Buske Group in an effort to identify PEG Access community cable-related needs and interests in King County:

- Conducted a series of eight community focus group workshops - attended by representatives of area community groups, organizations, educational institutions, government agencies, Public and Government Access participants, and citizens - to help identify current and future cable-related needs and ascertain attitudes about existing cable services and programming.

- Distributed questionnaires to the focus group participants that were designed to identify community cable-related needs and interests, assess whether current local cable TV services and resources are adequate and appropriate, and help to identify changes that might be made to meet future community cable-related needs and interests in the County.

- Prepared and distributed questionnaires regarding the facilities, equipment, programming and other activities of the Public and Government Access operations that serve King County.

- Conducted an on-site inspection of the existing Public and Government Access equipment and facilities.

- Analyzed all data gathered and prepared this report for the County.
II. COMMUNITY NEEDS ASSESSMENT

A. OVERVIEW AND METHODOLOGY

In order to develop a basic understanding of the current and future cable-related needs and interests for PEG Access in King County, public input was critical. The Buske Group used the following methods to gather information and give local residents an opportunity to provide input:

- a series of eight focus group workshops;
- discussion and brainstorming by the focus group workshops participants;
- distribution of questionnaires for completion by persons who participated at the focus group workshops, and analysis of their responses;
- preparation and distribution of questionnaires regarding PEG Access facilities, equipment, programming and other activities; and
- an on-site inspection of the existing PEG Access equipment and facilities.
B. COMMUNITY FOCUS GROUP WORKSHOPS

On January 19-23, 2010, The Buske Group led a series of eight focus group workshops. The workshop constituencies were:

- Arts/Culture/Heritage Organizations
- County and Municipal Government Departments and Agencies
- Civic, Community, Nonprofit, and Faith-based Organizations
- Educational Institutions and Educators
- SCAN TV (North-end Public Access TV)
- Puget Sound Access (South-end Public Access)
- Voice of Vashon (Vashon Island Public Access)
- King County TV (Government Access)

The focus group workshops provided the following information: (1) an overview of the cable franchise renewal process; (2) an explanation of how the current cable system works; and (3) an exploration of how individuals, community groups, government agencies, businesses, schools, and other organizations can benefit from or use the cable communication system. Special emphasis was placed on providing an opportunity for discussion and brainstorming by the participants.

A packet of informative materials, including the questionnaire described above, was also distributed to focus group participants.

A total of 156 people attended the focus group workshops. A list of the 74 organizational and institutional affiliations indicated by the workshop attendees is provided below, continuing on the following pages. (Many participants did not indicate an organizational or institutional affiliation, and some of the organizations listed below were indicated by more than one participant.)

- 11th Legislative District Democrats
- 4Culture
- 911 Media Arts Center
- AFTRA
Organizational Affiliations of Focus Group Participants (continued)

- All Day live
- Believers Life Ministries
- Call 4 Investigation
- Cascade Global Consulting
- Church of Christ
- City of Auburn
- City of Bellevue
- City of Kent
- City of Kirkland
- Crisis Clinic of King County
- Eagle Digital Productions
- Great Western Community Concert Assoc
- Green River Community College
- Hoyt's Greater Radio
- KC-I-NET
- Kent School District
- King County
- King County Council
- King County Democrats
- King County Department of Natural Resources and Parks
- King County Developmental Disabilities Division, board member
- King County Library System
- King County Office of Emergency Management
- King County Parent Coalition for Developmental Disabilities
- King County Sheriff's Office
- King County Superior Court
- King County TV
- LHMI Productions
- Local Hazardous Waste Management Program (LHWMP)
- Mobile Media Productions
- OIRM NET
- Open Space
- Oregon Public Broadcasting (OPB)
- Passages Northwest
- Performance Exchange
- Prosecutor's Office
- Public Health - Seattle & King County
- Puget Sound Access
- Puget Sound Access, board member
- Puget Sound Connect
- Puget Sound Connect, Words of Peace
- Puget Sound Educational Service District (PSESD)
Organizational Affiliations of Focus Group Participants (continued)

- Reclaim the Media
- Righteousness Adorned Zion
- SAG
- SCAN-TV
- Seattle University
- Spot on a Wall
- State representative
- Sunrise Ridge Health Services
- Tacoma Cobras
- Tacoma Public Schools
- The Arc of King County
- The Professional Development Football League (PDFL)
- Tsimshian Haayuuk
- TV Toastmasters
- UC Exec
- University of Washington TV (UWTV)
- University of Washington, Regional Relations
- USRMP
- Vashon Aububon
- Vashon Beach Naturalists
- Vashon College
- Vashon Island Fruit Club
- Vashon Maury Island Chamber of Commerce
- Vashon Maury Island Community Council (VMICC)
- Vashon Park District
- VMICC Library committee
- Voice of Vashon
- VW TV

A total of 124 “Community Needs & Interests” questionnaires were returned from persons who attended one of the focus group workshops. A copy of the questionnaire is provided as Appendix 1 to this report.
Two-thirds (66.4%) of the focus group questionnaire respondents said they subscribe to a cable TV service in King County, and nearly all (92.6%) of the subscriber-respondents said that Comcast is their cable service provider. As illustrated below, nearly half said they have been a cable subscriber in King County for over ten years.

![How Long a Cable Subscriber in King County](chart)

The subscriber-respondents were then asked to indicate their level of satisfaction with their cable service in seven different areas of concern. The series of charts provided below and on the following page display their responses, listed in order from the highest-rated to the lowest rated item.

<table>
<thead>
<tr>
<th>Quality of the picture transmission</th>
<th>Reliability of the cable TV system</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Very Good</strong></td>
<td><strong>Very Good</strong></td>
</tr>
<tr>
<td>25.9%</td>
<td>17.6%</td>
</tr>
<tr>
<td><strong>Good</strong></td>
<td><strong>Good</strong></td>
</tr>
<tr>
<td>48.2%</td>
<td>49.4%</td>
</tr>
<tr>
<td><strong>Fair</strong></td>
<td><strong>Fair</strong></td>
</tr>
<tr>
<td>17.6%</td>
<td>23.5%</td>
</tr>
<tr>
<td><strong>Poor</strong></td>
<td><strong>Poor</strong></td>
</tr>
<tr>
<td>4.7%</td>
<td>4.7%</td>
</tr>
<tr>
<td><strong>Very Poor</strong></td>
<td><strong>Very Poor</strong></td>
</tr>
<tr>
<td>2.4%</td>
<td>2.4%</td>
</tr>
<tr>
<td><strong>Don't Know</strong></td>
<td><strong>Don't Know</strong></td>
</tr>
<tr>
<td>0.0%</td>
<td>1.2%</td>
</tr>
<tr>
<td><strong>Not Applicable</strong></td>
<td><strong>Not Applicable</strong></td>
</tr>
<tr>
<td>1.2%</td>
<td>1.2%</td>
</tr>
</tbody>
</table>
## Level of Satisfaction with Cable Service Provider (continued)

### Ability to respond to a service call within the promised time period

- **Very Good**: 9.4%
- **Good**: 42.4%
- **Fair**: 18.8%
- **Poor**: 8.2%
- **Very Poor**: 2.4%
- **Don't Know**: 11.8%
- **Not Applicable**: 7.3%

### Mix, number and variety of channels

- **Very Good**: 15.3%
- **Good**: 32.9%
- **Fair**: 28.2%
- **Poor**: 15.3%
- **Very Poor**: 5.9%
- **Don't Know**: 1.2%
- **Not Applicable**: 1.2%

### Ability to quickly reach the company by phone and speak to a CSR

- **Very Good**: 5.9%
- **Good**: 36.5%
- **Fair**: 24.7%
- **Poor**: 14.1%
- **Very Poor**: 7.1%
- **Don't Know**: 9.4%
- **Not Applicable**: 2.4%

### Helpfulness of telephone CSRs

- **Very Good**: 7.1%
- **Good**: 34.5%
- **Fair**: 22.6%
- **Poor**: 13.1%
- **Very Poor**: 4.8%
- **Don't Know**: 14.3%
- **Not Applicable**: 3.6%

### Fairness of the rates for basic and premium cable TV services

- **Very Good**: 0.0%
- **Good**: 8.2%
- **Fair**: 34.1%
- **Poor**: 28.2%
- **Very Poor**: 22.4%
- **Don't Know**: 5.9%
- **Not Applicable**: 1.2%
The subscriber-respondents were then invited to provide any other comments about their cable service provider in King County. Their open-ended responses are provided below and on the following pages:

- I use Clearwire wireless to watch what TV broadcasting is online. Clearwire is very limited in its reach.
- Terrible audio on public access channels. Terrible video reception of channels 28 and 8.
- For basic cable service, need more HD stations.
- It is expensive! Rates have continued to increase. I have dropped some channels owing to cost. Conversion was crazy.
- Too expensive for content received.
- Since the conversion to HDTV we have not been able to receive SCAN programming on one of our two TV sets and have had multiple problems getting any reception on that set.
- Constantly calling them about pix/tiling issues. Also the PEG channels differ in audio. More the access channel is usually much louder than the channels on the other side. I've been told it must be changed manually; therefore, I think an employee is futzing with the channel on purpose.
- The rates should be lowered somewhat.
- Why when paying a franchise fee most just goes to Seattle general fund, not to SCAN. The SCAN station needs more support.
- Rates too high.
- Refuses to bring access to my house without $6,000 deposit.
- Lack of programming info @ VOV on electronic cable guide.
- Good.
- Comcast technicians have been responsive; however some do not fully check out the boxes we get. Thus we've gotten a number of 'bad' boxes that needed more unnecessary service calls.
- Use triple-play service--phone, TV, internet--Comcast.
- We use Comcast triple service: phone, TV, internet.
- My cable service provider does not provide cable service to my neighborhood. Now is the time to compel them to do so.
- A la carte pricing please.
- I find the signal for PEG channels (21, 22, 77, etc) to be very poor compared to commercial channels.
Other Comments about Cable Service Provider (continued)

- Would like choice of what channels are included in basic service. I dislike part of my monthly fee being directed to cable outlets which I do not like (I'm being forced to pay for a channel I disagree with).
- Rates have gone way out of sight as compared to quality of what available.
- I don't see any mention of the small time producers. I would love to see help given to the s.t.p. by way of produce from sales of product finding companies to distribute the production.
- The packages provided to people are not flexible enough. A more a la carte means would work.
- DVR is excellent.
- More PEG channels throughout King County and at a lower channel number.
- The rate that the people are paying for Comcast keeps changing their rate and having promotion for new customers while the old customers suffer.
- The rate we are paying is breaking our wallets and Comcast keep changing their rate and having promotion for new customers.
- Horrible company. Considering changing to Dish.
- Rates seems to vary inexplicably!
- PSA is a leading-edge media production facility that gets a lot of action for what resources they have (great service). But they are limited by their current budget / revenues, Comcast restrictions and no paths of communication to the rest of King County. We would like to work with King County to improve the situation and serve more citizens!
- It still seems a bit high.
- I only have the3 most basic cable contract, simply for hilltop reception so number of channels are limited. I feel cable companies charge far too much considering most every household subscribes to far more services.
- It's far too expensive. I never know where the HD stations are, and I want more HDTV.
- Very unresponsive to needs of the viewer.
- I don't get to choose my cable company. It has changed twice in 30 years and I as the consumer had no choice.
- They keep raising rates.
- There are too many tiers and different kinds of services and they are bundled so you have to buy crap you don't want.
- Too expensive.
Other Comments about Cable Service Provider (continued)

- Regarding the fairness of the rates, Comcast increases rates without notice.
- Would like to choose the channels I receive and only pay for what I want.
- Broadstripe NEEDS to bring itself more in-line with what is offered on the market (especially with regards to HDTV offerings).
- Rates frequently change and are inconsistent within service area.
- Very expensive -- wish there were more choices to drive down cost.
- As a receiver of cable TV to our institution (GRCC) I would like to have signal from Comcast sent to each of our campus operations that are located in several cities, without having to rely on each city to negotiate our access.
- Really appreciate TVW and public stations and local government stations.

Next, all focus group questionnaire respondents were asked which organization is their primary public access service provider: SCAN-TV, Puget Sound Access (“PSA”) or Voice of Vashon (“VOV”). The responses were relatively evenly divided:

- 39.2% -- SCAN-TV
- 30.4% -- PSA
- 30.4% -- VOV

A very large majority (83%) answered that they had watched their public access channel. This group was then asked how often they had watched their public access channel during the past month. Nearly half (49.5%) said they had watched their public access channel over 5 times, and another 35.1% watched 1-5 times. Their responses are shown below.

<table>
<thead>
<tr>
<th>How Often Watched their Public Access Channel in Past Month</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 10 times</td>
<td>32.0%</td>
</tr>
<tr>
<td>6-10 times</td>
<td>17.5%</td>
</tr>
<tr>
<td>1-5 times</td>
<td>35.1%</td>
</tr>
<tr>
<td>Never</td>
<td>10.3%</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>5.2%</td>
</tr>
</tbody>
</table>
The respondents who said SCAN-TV was their public access service provider were provided a list of five regular SCAN-TV programs and were asked to indicate how many times they had watched them. The following charts display the answers from 52 respondents, listed in order of those watched more than five times by the most respondents.

- **Adventure TV**
  - Over 10 Times: 5.7%
  - 6 - 10 times: 5.7%
  - 1 - 5 times: 20.8%
  - Never: 67.9%

- **Crescendo!**
  - Over 10 Times: 5.8%
  - 6 - 10 times: 3.8%
  - 1 - 5 times: 11.5%
  - Never: 78.8%

- **Words of Peace**
  - Over 10 Times: 7.7%
  - 6 - 10 times: 0.0%
  - 1 - 5 times: 13.5%
  - Never: 78.8%

- **Nuclear Chewing**
  - Over 10 Times: 2.0%
  - 6 - 10 times: 2.0%
  - 1 - 5 times: 8.0%
  - Never: 88.0%

- **The Vanessa Waller Show**
  - Over 10 Times: 2.0%
  - 6 - 10 times: 0.0%
  - 1 - 5 times: 9.8%
  - Never: 88.2%
The respondents who said PSA was their public access service provider were provided a list of five regular PSA programs and were asked to indicate how many times they had watched them. The following charts display the answers from 42 respondents, listed in order of those watched more than five times by the most respondents.

1. **Freedom to Speak**
   - Never: 64.3%
   - 1-5 times: 16.7%
   - 6-10 times: 7.1%
   - Over 10 times: 11.9%

2. **Believers Life Ministries**
   - Never: 59.5%
   - 1-5 times: 23.8%
   - 6-10 times: 2.4%
   - Over 10 times: 14.3%

3. **Letz Padonna Show**
   - Never: 64.3%
   - 1-5 times: 19.0%
   - 6-10 times: 4.8%
   - Over 10 times: 11.9%

4. **TV Toastmasters**
   - Never: 58.5%
   - 1-5 times: 26.8%
   - 6-10 times: 4.9%
   - Over 10 times: 9.8%

5. **Hour Forum**
   - Never: 72.5%
   - 1-5 times: 15.0%
   - 6-10 times: 2.5%
   - Over 10 times: 10.0%
The respondents who said VOV was their public access service provider were provided a list of five regular VOV programs and were asked to indicate how many times they had watched them. The following charts display the answers from 35 respondents, listed in order of those watched more than five times by the most respondents.
The focus group questionnaire respondents who had watched their public access channel were then asked to indicate their opinion of three statements about the channel:

<table>
<thead>
<tr>
<th>Statement</th>
<th>STRONGLY AGREE</th>
<th>AGREE</th>
<th>DISAGREE</th>
<th>STRONGLY DISAGREE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provides worthwhile community programming</td>
<td>54.5%</td>
<td>42.0%</td>
<td>3.4%</td>
<td>0%</td>
</tr>
<tr>
<td>Provides valuable information</td>
<td>53.4%</td>
<td>44.3%</td>
<td>2.3%</td>
<td>0%</td>
</tr>
<tr>
<td>Provides programming that is interesting to watch</td>
<td>39.1%</td>
<td>54.0%</td>
<td>6.9%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Over half (51%) of the respondents who had watched their public access channel said they had seen videos or live streams of programs at their public access service provider’s website. Most said they watched these online videos one hour per week, as illustrated below.

Of those who had watched public access online, how many hours/week

<table>
<thead>
<tr>
<th>Hours/Week</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 hour</td>
<td>40.5%</td>
</tr>
<tr>
<td>2 hours</td>
<td>18.9%</td>
</tr>
<tr>
<td>3 hours</td>
<td>8.1%</td>
</tr>
<tr>
<td>4 hours</td>
<td>2.7%</td>
</tr>
<tr>
<td>5 hours</td>
<td>13.5%</td>
</tr>
<tr>
<td>6 hours</td>
<td>8.1%</td>
</tr>
<tr>
<td>15 hours</td>
<td>5.4%</td>
</tr>
<tr>
<td>20 hours</td>
<td>2.7%</td>
</tr>
</tbody>
</table>

All respondents were then asked if they have ever helped to produce or appeared as a guest on a public access program. Nearly two-thirds said “Yes”, as shown below.

Have You Ever Helped to Produce or Appeared on a Public Access Program?

- Yes: 62.6%
- No: 37.4%
Those who answered “Yes” to the previous question were asked how often they helped to produce or appeared as a guest on a public access program in the past two years. The largest group (52.9%) said “over 10 times,” followed by 33.8% that said “1-5 times.”

Over a third (38.6%) of all focus group questionnaire respondents said that they had previously requested event coverage or production services from their public access organization. This group was asked three related questions. Their answers are shown below.

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Was the organization responsive, and was the event/issue was covered?</td>
<td>90.9%</td>
</tr>
<tr>
<td>Was your program shown on your public access channel?</td>
<td>87.2%</td>
</tr>
<tr>
<td>Were you notified of the time for the program to be shown?</td>
<td>80.6%</td>
</tr>
</tbody>
</table>

The focus group questionnaire respondents who had (1) helped to produce a public access program, or (2) appeared as a guest on a public access program, or (3) previously requested event coverage or production services from their public access organization, were then asked to rate the services provided. Their responses, as illustrated in the chart below, were very positive: over 82% rated the services as “Excellent” or “Good.”

![Ratings of the Services Provided by Public Access Organization](chart.png)
Next, all focus group questionnaire respondents were asked if they had ever watched CTV-22, the County government channel managed by KCTV. Well over half (59.1%) answered “Yes.” This group was then asked how often they had watched CTV-22 during the past month. Over 20% (21.6%) said they had watched CTV-22 more than five times during the past month, and another 50% watched 1-5 times. Their responses are illustrated below.

The respondents who had watched CTV-22 were then provided a list of five regular CTV-22 programs and were asked to indicate how many times they had watched them. The series of charts provided below and on the following page display their responses, listed in order of those watched more than five times by the most respondents.
FREQUENCY OF VIEWING FIVE REGULAR CTV-22 PROGRAMS (continued):

![Graphs showing frequency of viewing programs](image)

The focus group questionnaire respondents who had watched CTV-22 were then asked to indicate their opinion of three statements about CTV-22. Their answers are shown below.

<table>
<thead>
<tr>
<th>Statement</th>
<th>STRONGLY AGREE</th>
<th>AGREE</th>
<th>DISAGREE</th>
<th>STRONGLY DISAGREE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provides worthwhile local government programming</td>
<td>39.4%</td>
<td>57.6%</td>
<td>3.0%</td>
<td>0%</td>
</tr>
<tr>
<td>Provides valuable information</td>
<td>29.9%</td>
<td>70.1%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Provides programming that is interesting to watch</td>
<td>24.6%</td>
<td>61.5%</td>
<td>13.8%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Over one-fourth (29.3%) of the respondents who had watched CTV-22 said they had seen videos or live streams of programs at the CTV-22 website. Most said they watched these online videos one hour per week, as illustrated below.

![Chart showing the number of hours watched per week online.](chart)

All respondents were then asked if they worked for the County. Nearly one-sixth (15.9%) said “Yes”, and were asked the following questions.

First, they were asked if KCTV had produced programming for their department. Over one-third (37.1%) said “Yes”. They were then asked if they had ever helped to produce a program to show on CTV-22, or appeared as a guest on a CTV-22 program.

![Pie chart showing the response to the question of having ever helped to produce or appeared on a program on CTV-22.](chart)

The small group of respondents (14 people) who answered “Yes” to the previous question were asked how often they did so in the past two years. The largest group of them (57.1%) said “1-5 times,” followed by 35.7% that said “over 10 times.”
Twelve of the respondents who work for the County said that they had previously requested event coverage or production services from KCTV. This group was then asked three related questions. Their answers are shown below.

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Was KCTV responsive, and was the event/issue covered?</td>
<td>91.7%</td>
</tr>
<tr>
<td>Was your program shown on CTV-22?</td>
<td>91.7%</td>
</tr>
<tr>
<td>Were you notified of the time for the program to be shown on CTV-22?</td>
<td>75.0%</td>
</tr>
</tbody>
</table>

The 16 focus group questionnaire respondents (1) who worked in a department for which KCTV had produced programming, or (2) who had helped to produce a program to show on CTV-22, or (3) who had appeared as a guest on a program shown on CTV-22, or (4) who had previously requested event coverage or production services from KCTV were then asked to rate the services provided by KCTV. Their responses are provided in the chart below.

All of the focus group questionnaire respondents were asked to provide any other comments about the resources and services provided by SCAN-TV, PSA, VOV, and KCTV. Their comments are shown below, continuing on the following pages.

- Equipment upgrades needed. More art and culture dedicated staff needed.
- I produce live show at SCAN. Recently (last 6 months) the staff has been very helpful. Thanks.
- KCTV rules!
- KCTV needs more staff so that we can create longer more in-depth and interesting programs. KCTV has done a good job with their limited staff but I have heard that there have been staff cuts and that is not good news for the type of thoughtful content with high production values.
OTHER COMMENTS ABOUT SCAN-TV, PSA, VOV, and KCTV RESOURCES AND SERVICES (continued):

- KCTV does a good job with a small staff and limited funding.
- More video on-demand.
- PSA is moving toward HDTV and needs money (cash) to support that effort. PSA provides good training, start-to-finish production service, good programs. PSA makes sure to involve citizens, communities, organizations in a way that shares information and builds community.
- PSA is the premier PEG channel. Quality meets and/or exceeds broadcast mandated quality. PSA is also cutting edge with all new HD capabilities.
- SCAN-TV is a wonderful resource.
- SCAN-TV needs more resources - especially new field production equipment: cameras, mikes, better tripods, lights, etc.
- SCAN-TV provides opportunities for in-depth exposure for organizations that are working on a daily basis to provide positive solutions to problems in our community, exposure that is difficult to obtain in mainstream media which panders to public taste for disaster and carnage.
- Studio is seriously underutilized. This could be solved by simply expanding the signal.
- Technology upgrades are needed for all public channels.
- Thanks to Seattle channel for quality information.
- The biggest issue is knowing what is available. None of the stations communicate regularly with its citizens, no programs are advertised or training classes advertised in a public manner. If this marketing of resources happens, I have not seen them.
- These are great community resources. All my experiences with PSA have been positive and professional.
- These services keep citizens informed about our local news and information and education. People who are poor, disabled, and elderly usually have TVs - not computers. These services are essential to helping reach out to these people. Ethnic minorities also benefit.
- They provide good resources for the public to communicate and inform them.
- Too much censorship overt and covert/Stop. Let free speech ring out and truth be known. Let Call4 investigations and that type of real news programs on the air and online.
- VOV - needs content. The cameras at Vashon Heights ferry dock is valuable.
OTHER COMMENTS ABOUT SCAN-TV, PSA, VOV, and KCTV RESOURCES AND SERVICES (continued):

- VOV needs to have the county give it a portion of the franchise fees generated by Vashon cable users. The county needs to broaden their support beyond libraries, etc.
- VOV - excellent for radio broadcast and community event. Crucial for emergency back-up confirmation and support esp. enjoy Church of Great Rain, Parade coverage, etc.
- VOV is important for emergency preparedness in the event of a major disaster.
- VOV is limping along and needs funding.
- VOV is on the verge of providing cutting edge media. The will is there. The funding for facilities and equipment is not.
- VOV needs funding and updated equipment. The equipment is one of the biggest hurdles.
- VOV could be so much better if there were appropriate and effective equipment to create and broadcast content. VOV TV is currently all volunteer. We need money to make the station work, so we can spend our energy creating content, not fund raising.

Next, all focus group questionnaire respondents were asked questions about the programming on the three Educational Access cable channels in King County.

Over one-fourth (29.8%) of the respondents said they had watched Puget Sound Educational Television (PSETV). This group was then asked how often they had watched PSETV during the past month. Nearly one-sixth (15.5%) said they had watched PSETV over 5 times, and another 60% watched 1-5 times. Their responses are shown below.

<table>
<thead>
<tr>
<th>How Often Watched PSETV in Past Month</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 10 times</td>
<td>11.1%</td>
</tr>
<tr>
<td>6-10 times</td>
<td>4.4%</td>
</tr>
<tr>
<td>1-5 times</td>
<td>60.0%</td>
</tr>
<tr>
<td>Never</td>
<td>22.2%</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>2.2%</td>
</tr>
</tbody>
</table>
The focus group questionnaire respondents who had watched PSETV were then asked to indicate their opinion of three statements about the channel:

<table>
<thead>
<tr>
<th>Statement</th>
<th>STRONGLY AGREE</th>
<th>AGREE</th>
<th>DISAGREE</th>
<th>STRONGLY DISAGREE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provides worthwhile educational programming ..........</td>
<td>39.4%</td>
<td>54.5%</td>
<td>6.1%</td>
<td>0%</td>
</tr>
<tr>
<td>Provides valuable information………………………….</td>
<td>38.2%</td>
<td>58.8%</td>
<td>2.9%</td>
<td>0%</td>
</tr>
<tr>
<td>Provides programming that is interesting to watch.....</td>
<td>30.3%</td>
<td>63.6%</td>
<td>6.1%</td>
<td>0%</td>
</tr>
</tbody>
</table>

About two-thirds (66.0%) of the respondents said they had watched University of Washington Television (UWTV). This group was then asked how often they had watched UWTV during the past month. Over one-sixth (17.6%) said they had watched UWTV over 5 times, and another 61.3% watched 1-5 times. Their responses are shown below.

The respondents who had watched UWTV were then asked to indicate their opinion of three statements about the channel:

<table>
<thead>
<tr>
<th>Statement</th>
<th>STRONGLY AGREE</th>
<th>AGREE</th>
<th>DISAGREE</th>
<th>STRONGLY DISAGREE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provides worthwhile educational programming ..........</td>
<td>44.4%</td>
<td>54.2%</td>
<td>1.4%</td>
<td>0%</td>
</tr>
<tr>
<td>Provides valuable information………………………….</td>
<td>37.0%</td>
<td>61.6%</td>
<td>1.4%</td>
<td>0%</td>
</tr>
<tr>
<td>Provides programming that is interesting to watch.....</td>
<td>37.5%</td>
<td>54.2%</td>
<td>8.3%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Almost one-fourth (23.5%) of the respondents said they had watched The College Channel from Bellevue Community College. This group was then asked how often they had watched The College Channel during the past month. Over one-sixth (17.6%) said they had watched over 5 times, and another 58.8% watched 1-5 times. Their responses are shown below.

![How Often Watched The College Channel in Past Month](chart)

The respondents who had watched The College Channel were then asked to indicate their opinion of three statements about the channel:

<table>
<thead>
<tr>
<th>Statement</th>
<th>STRONGLY AGREE</th>
<th>AGREE</th>
<th>DISAGREE</th>
<th>STRONGLY DISAGREE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provides worthwhile educational programming ..........</td>
<td>51.6%</td>
<td>48.4%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Provides valuable information</td>
<td>38.7%</td>
<td>61.3%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Provides programming that is interesting to watch....</td>
<td>51.6%</td>
<td>38.7%</td>
<td>9.7%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Finally, all respondents were asked to indicate how important they think it is to have local, noncommercial cable channels that feature programs about King County residents, organizations, schools, government, events and issues. Nearly all respondents said this was “Very Important” (88.9%) or “Important” (9.3%), as illustrated below.

![Importance of Local, Noncommercial Cable Channels](chart)
C. SUMMARY OF DISCUSSIONS AND BRAINSTORMING DURING COMMUNITY FOCUS GROUP SESSIONS.

As mentioned earlier in this report, a portion of each of the focus group sessions was set aside to allow participants to engage in a brainstorming process. During this time, participants were presented a series of questions for discussion. Those questions included:

- **What are the Key Local Issues Facing You, Your Neighbors, Community Organizations, County Government, and Schools in the Next Five Years?**
- **What Makes it Difficult for Community Organizations, County Government Departments, or Schools to Effectively Communicate Information to their Constituencies in King County?**
- **How Would You Like to Use Cable or SCAN-TV, PSA, VOV, KCTV or Educational Access to Inform, Entertain, and Educate King County residents? (Program content? Technology applications?)**
- **What Would Make It Easier for You (or your organization) to Use Cable or SCAN-TV, PSA, VOV, KCTV or Educational Access to Communicate Local Information and Entertainment?**

The information presented on the following pages is an analysis and synthesis of the information gathered through the brainstorming process. It is the result of a detailed review of the responses to the brainstorming questions discussed during each community focus group meeting. Consequently, the consultant was able to identify common community needs, interests, and concerns. The areas of agreement and groupings of responses to each question are presented in the analysis that follows. A copy of the notes from each brainstorming session is included as Appendix 2 to this report.

It is important to note that neither the consultant nor the County generated the recommendations and thoughts that evolved from these brainstorming sessions. These thoughts and suggestions were developed by individuals from diverse areas of interest throughout the County.
Input Gathered During Focus Group Workshop Brainstorming Sessions

Question #1: What are the Key Local Issues Facing You, Your Neighbors, Community Organizations, County Government, and Schools in the Next Five Years?

The participants in the focus group sessions identified nearly 200 topics of concern in the eleven areas listed below in bold print as the key issues facing the County. The areas are listed in the order of frequency in which related topics were mentioned. The wording in parentheses represents a sampling of their comments and concerns in each area.

Primary Issues Identified

- **Technology, Telecommunications, Media and PEG Access** (awareness of PEG; changing role of media; consolidation has diminished local content on TV stations; growth in demand for distance learning; inadequate coverage of issues; lack of diversity in media; need more resources to support PEG)

- **Economic Development / Jobs / Standard of Living / Housing** (affordable housing and youth retention; economic growth; economic uncertainty; filling the void left by business loss; job creation; population growth; quality of life)

- **Government** (accessibility to all community services; annexation; big money has greater influence and power over politics; budget issues: state, city, county; government transparency; loss of discretionary, community services)

- **Diversity/Demographic/Immigrant/Language-Related Concerns** (aging population; changing demographics; gentrification; increased immigrants; influx of new, multiple languages; need for dialogue re multicultural issues)

- **Education-Related Concerns** (access to higher education; creation of more alternative schools; lack of money for education; quality of education)

- **Infrastructure/Transportation** (decaying infrastructure; eliminating the tunnel; ferry service; public access to beaches; traffic congestion)

- **Communication Problems, Civic Engagement, Funding** (access to content via multiple sources; access to financial resources; loss of sense of community)

- **Environment** (diminishing resources; health of the Sound; pollution)

- **Crime, Public Safety** (access to justice; drugs and alcohol; crime prevention)

- **Arts-Related Concerns** (arts education is absent; support for the arts)

- **Health and Human Services** (growing health disparities; food bank issues)
Question #2: What Makes it Difficult for Community Organizations, County Government Departments, or Schools to Effectively Communicate Information to their Constituencies in King County?

An analysis of the responses to this question resulted in the identification of five primary areas of difficulty for these entities: (1) inadequate PEG Access & I-NET resources and services; (2) lack of awareness, time, funds, communication skills, collaboration; (3) expensive, complicated, inaccessible or inadequate communications media; (4) language, legal, geographic and other barriers; and (5) audience issues, apathy, information overload, other interests, etc. Examples of the stated concerns that fall within each of the five primary areas of difficulty are provided below.

- **Key Challenge #1: Inadequate PEG Access & I-NET Resources and Services**
  1. Don’t have enough promotional opportunities
  2. Having resources to produce quality programs
  3. Inability to share content between franchise areas
  4. Lack of adequate public access equipment
  5. Location of facility
  6. Negative image of PEG in public eye
  7. Substandard signal quality

- **Key Challenge #2: Lack of Awareness, Time, Funds, Communication Skills, Collaboration**
  1. Cost of marketing materials
  2. Cost of producing PEG show
  3. Cost of translation services
  4. Getting out information in a timely manner
  5. Lack of collaboration between agencies
  6. Most organizations don’t have resources to produce content
  7. People don’t know about resources
• **Key Challenge #3:** Expensive, Complicated, Inaccessible or Inadequate Communications
  1. Capacity of local media outlets
  2. Cost of cable services for low income populations
  3. Lack of bandwidth
  4. Lack of interactive capability
  5. Limited ability to respond live
  6. Low cable penetration on Vashon
  7. No ability to communicate content beyond jurisdictional boundaries

• **Key Challenge #4:** Language, Legal, Geographic and Other Barriers
  1. ADA issues
  2. Cultural issues with certain populations
  3. Disabled population
  4. Having access to right tools to reach homeless, new immigrant populations, etc.
  5. Lack of diversity
  6. Language barriers
  7. School and city boundaries don’t correspond

• **Key Challenge #5:** Audience Issues, Apathy, Information Overload, Other Interests, etc.
  1. Access to viewer demographics
  2. Attracting and keeping audiences
  3. Balkanization of communication methods – people are overwhelmed
  4. Information overload
  5. Lack of feedback mechanism
  6. Lack of interest
Question #3: How Would You Like to Use Cable or SCAN-TV, PSA, VOV, KCTV or Educational Access to Inform, Entertain, and Educate King County residents? (Program content? Technology applications?)

Over 130 suggestions of program content and technology applications were identified by the diverse participants in the focus group workshop sessions. They include the following:

**Program content:**

- Amber alerts
- Arts and cultural events
- Arts, Cultural, Heritage programming
- Bilingual programs
- Business profiles
- Collaboration between various arts, cultural, economic, educational entities in creating content
- College preparation
- Communicating impacts of budget cuts
- Community events
- Community meetings
- Community meetings
- Concerts, events
- Content, PSAs about rate discount for disability
- Continue on FSTV Pirate TV
- Continued carriage/coverage of TVW
- Create ‘hyper-local’ content
- Cross-governmental dialogue
- Current affairs
- Daily local news
- Daily news
- Dissemination of PEG content nationwide
- Domestic violence
- Education courses from outside area, e.g., MIT courses, etc
- Emergency announcements
- Emergency communications
- Emergency preparedness
- Emergency programming, preparedness
- Engaging programs about science
- Expand discussion of critical topics
- Expand local news, arts, sports
- Family court
Ways to Use Cable or SCAN-TV, PSA, VOV, KCTV or Educational Access to Communicate (continued)

- Farmers market preview for upcoming week
- Ferry schedule and information
- Gardening tips
- Government meeting discussion/analysis
- Helping people understand processes
- High school sports
- Historical documents about Vashon
- Homework hotline
- How to file paperwork
- How to negotiate the criminal justice/legal system
- How to use elect. media for civic engagement
- Information and education
- Interactive youth programming, produced by youth
- Interviews and call-ins from government officials
- Interviews of local population
- Interviews with local people
- Lectures from colleges, schools
- Legal issues explained
- Live coverage of community meetings
- Local celebrity spokespersons
- Local cop programs
- Local history
- Local magazine shows
- Local performing and visual arts
- Local sports, high school coverage
- Local variety shows
- Local You- Tube
- More ‘user’ generated content
- More children’s programming
- More programming to involve, about business
- Multicultural programming to improve everyday life
- Museum
- Neighborhood, community bulletin board that is hyper local and scalable
- Old movies
- Ongoing opportunities for dialogue around technology needs and issues
- Organized TV guide information about PEG access, local channels in various languages/captioned
- Partnership between arts organizations and PEG
- Preschool readiness for ESL families
- Program about SCAN/PEG
- Program for new immigrants
Ways to Use Cable or SCAN-TV, PSA, VOV, KCTV or Educational Access to Communicate (continued)

- Programs about developmental needs in children
- Programs about local organizations and groups
- Programs about special needs populations
- Programs about the DD community
- Programs that show diversity
- PSAs
- Real-time feedback from citizens to government meetings
- Regional local content
- Religious content
- Religious programs for children
- School board meeting
- Special event coverage
- Sports
- Tom Douglas – cooking
- Understanding the legal system for new immigrants
- Variety of religious programming
- Vashon History Heritage Society
- Vashon news and information
- What’s happening in schools?
- Women’s sports
- Youth programming
- Youth programming available in schools

Technology applications:

- 24-hour backup on Vashon
- Ability for children to participate in classroom learning from home
- Ability to create Education content for multiple schools
- Ability to produce programs in multiple languages
- Access channel on basic tier
- Accessible on multiple devices
- Address/collaborate around common issues across jurisdictions
- Alternative means of receiving technology services
- Audio channels used for PEG
- Balance lack of local content on commercial
- Comcast carry all local non-community radio
- Connect local people to others around the world
- Connectivity to state networking
- Countywide K-12 channel
- Crossroads and Southcenter libraries connected to the I-NET
- Expand access to other public venues e.g., senior centers
- I-NET to other public spaces, e.g., senior centers, etc.
Ways to Use Cable or SCAN-TV, PSA, VOV, KCTV or Educational Access to Communicate (continued)

- Interconnect the various franchises in area for arts content
- Interconnection of cable systems
- Live remote capability
- Live remote capability from many venues
- Live streaming
- Mobile technology access
- More interactive
- More PEG available on DVD
- More PEG available online
- PEG access program guide
- PEG access programming streamed on Internet and other media
- PEG audio channels on the system
- Provide cost-effective creation delivery and storage of information
- Searchable database of PEG and BB content
- Social media
- Streaming capability
- Technology
- Technology applications to take advantage of bandwidth
- VOD
- VOD for PEG
- VOD for PEG access and producers
- VOD on
- VOD on cable system
- VOV content on Comcast VOD
Question #4: What Would Make It Easier for You (or your organization) to Use Cable or SCAN-TV, PSA, VOV, KCTV or Educational Access to Communicate Local Information and Entertainment?

Eight primary categories of concern regarding improvements to make it easier to use PEG Access or the cable system were identified by the focus group participants. Those categories include: (1) Cable Company’s Infrastructure, Equipment and System Design; (2) PEG Access Facilities and Equipment; (3) PEG Access Programming/Channels (4) PEG Access Management/Services/Collaboration; (5) PEG Access Funding; (6) PEG Access Promotion and Outreach; (7) PEG Access Training; and (8) Cable Company’s Customer and Community Relations, Other Policies. These categories, with a sampling of the suggestions that fall within them, are listed below and on the following pages.

Category #1: Cable Company’s Infrastructure, Equipment and System Design

- Ability to go live
- Access to regional PEG channels
- Connectivity of all community sites on Vashon
- Current technical audio problem on Broadstripe and Comcast
- Free cable drops in key areas
- Guaranteed a la carte
- Interactive capability on PEG access
- More public access channels including HDTV
- VOD for public access

Category #2: PEG Access Facilities and Equipment

- Access to technology for economically disadvantaged residents
- Better, more reliable technology for VOV
- Distribution to multiple devices
- Easy to use technology
- HD capability
- Latest technology
- Remote production truck
- Technology functionality equivalent to commercial channels now and in future
Category #3: PEG Access Programming/Channels
- Ability to access specific content within PEG shows (indexing)
- Dedicated arts, cultural programming
- Easily accessible community bulletin board
- Electronic program guide listings with specific programs
- PEG content able to be delivered to multiple devices
- PEG programming on time
- Radio station
- Signal monitoring in facility at PSA (can’t monitor signal)
- Take advantage of other distribution opportunities (ferry monitors, etc.)

Category #4: PEG Access Management/Services/Collaboration
- Ability for NPOs to collaborate with PEG organization
- More open hours
- More partnering between SCAN and PSA
- Regionalized management of I-NET
- SCAN should be able to have more direct contact/relationship with franchise authority

Category #5: PEG Access Funding
- Adequate PEG funding and resources
- Grant funding for training
- More equitable sharing of franchise fees
- PEG funding levels tied to CPI
- Unrestricted PEG funding

Category #6: PEG Access Promotion and Outreach
- Access to cross channel promotion ad available for PEG
- Detailed listing of local PEG content on electronic program guide and in print
- More online presence
- More outreach to NPOs about access
- Use social media tools to promote PEG programs
Category #7: PEG Access Training

- Better training for content providers
- Education on how to secure sponsors
- Training for volunteers on how to cover various topics

Category #8: Cable Company’s Customer and Community Relations, Other Policies

- Cable company-provided promotion of access
- Make people aware of lowest cost or tier or service & discounts for disabled
- Use of cable vans to promote PEG
D. EXISTING PEG ACCESS RESOURCES AND SERVICES

1. PEG Access Requirements in King County

The current PEG Access requirements of the cable companies that serve King County are specified in the 1996 Franchise Agreement (amended as Franchise 12132 in 1998) between the County and TCI (since transferred to Comcast) and the 1999 Franchise 5602 with Summit Cablevision (dba Broadstripe). Following is a summary of the PEG Access requirements in the Franchise Agreements.

a. Upstream Transmission of PEG Signals to Headend [Franchise 12132 Section 16 (a)(9); Franchise 5602 Section 16 (a)(10)]

Each Franchise requires that the cable system’s upstream capacity shall ensure that “there is no significant deterioration in the signal quality from the point of origin through the headend; and so that from the headend, there is no more deterioration in the signal quality on PEG channels than on any other channel."

Poor PEG channel signal quality was mentioned during the brainstorming portions of two focus groups. Therefore, ongoing efforts to monitor PEG channel signal quality on the Comcast and Broadstripe systems should be undertaken. Appropriate enforcement efforts may be necessary, depending on the technical analysis of the systems by CTC.

b. Cable Service to Certain Facilities [Franchise 12132 Section 16 (f)]

This Section requires Comcast, upon request of the County, to provide “full basic and satellite tier Cable Service, and all open and closed PEG channels activated on the system…free of charge to…each Public Access Center; each County office and agency.”

Puget Sound Access, located in an industrial park in the southern part of the County, reports that it does not receive a full service drop at its facility – an apparent noncompliance matter.
c. **Access Channels** [Section 17 (a) -- Franchises 12132 and 5602]

Each cable company that serves King County must provide up to a designated maximum number of channels for PEG programming. When specified amounts of “qualified” (i.e., in compliance with certain obligations regarding amounts of first-run, locally produced, and related to the County) programming are presented during a consecutive sixteen (16) week period, additional channels shall be provided.

None of the PEG managers nor County staff raised a concern about this matter. Programming information provided by the PEG managers does not appear to show that the minimum threshold has been met to trigger the activation of additional channels. Therefore, Comcast and Broadstripe appear to comply with the requirements of Section 17 (a).

d. **Capital Grant for Access Equipment and Facilities** [Section 17 (b) -- Franchises 12132 and 5602]

This Section of the Broadstripe Franchise states that “in exchange for planning, constructing, repairing and maintaining the I-Net at no cost to the County,” Broadstripe fulfilled its obligations for initial and ongoing capital grants.

Comcast’s Franchise requires it to pay PEG capital grants to the County on a per subscriber basis, that decline from $1.00 per month initially to 55 cents per month from February 1, 2009 through the end of the franchise term. County staff has not raised a concern about this matter. However, regular audits by the County of such payments are appropriate.

e. **Return Feed from Facilities** [Franchise 12132 Section 17 (d); Franchise 5602 Section 17 (c)]

This Section requires that the Cable System\(^1\) “shall be designed and built to include all equipment, including but not limited to laser transmitters, modulators, and processors, drops and wiring, so that the PEG access centers can send signals to the headend…and those signals can be distributed downstream on the subscriber network; and so that the PEG access centers can each remotely and without assistance from the

\(^1\) The Broadstripe franchise inserts the phrase “if commercially practicable” in this obligation.
Franchisee or access to its headend (1) receive signals from the Institutional Network, (ii) switch signals originated at an access center or on the Institutional Network onto any of the access channels on the regular subscriber network; and (iii) otherwise control the signals to allow for smooth breaks, transitions, insertion of station IDs and other material. However, the County remains responsible for PEG switching and decoding costs.”

This Section of each franchise also includes this obligation²: “For the purposes of sending video signals from remote locations and routing these signals onto access channels on the Subscriber network, the Franchisee will provide at its costs: (1) a van with a microwave transmitting system; (2) a steerable receiving antenna to be located at the Franchisee’s headend tower in Burien; and (3) additional return facilities to the extent required to provide coverage of substantially all of the Franchise territory in the County.”

Comcast and Broadstripe do not comply with this obligation. The County is currently negotiating a solution to this element of noncompliance with Comcast, with the goal of obtaining such equipment to be stored at the KCTV facility, and available for use by the other PEG entities when needed.

2. Overview of Current PEG Access Environment

Seven different PEG access operations currently serve all or portions of King County: three public access operations – SCAN-TV (North-end Public Access TV), Puget Sound Access (aka PSA, South-end Public Access), and Voice of Vashon (Vashon Island Public Access); one government access operation -- King County TV (KCTV); and three educational access operations -- Puget Sound Educational Television (PSETV), University of Washington Television (UWTV), and The College Channel (Bellevue Community College).

On December 10-11, 2009, the consultant inspected the facilities used for the development of public and government access programming in King County.

² The Broadstripe franchise states that such facilities and equipment will be provided “to the extent required.”
SCAN-TV is an independent non-profit organization that provides public access services to residents of the City of Seattle and the northern portion of King County. SCAN-TV manages the use of production and playback equipment, and also provides classes, workshops, support, program promotion and community resources to help individuals and organizations create and distribute their programming on its cable channels and via live streaming at www.scanv.org. Copies of the Local Programming Operations Questionnaire and Video Facility Inventory forms that were completed by SCAN-TV staff are included in Appendix 3.

The SCAN-TV facility houses a 1,200 sq. ft. main production studio (with a control room that is not accessible to wheelchair users) and a 430 sq. ft. “Studio 2” for simpler productions that can be controlled by one person. The SCAN-TV facility also has a mobile production unit and seven camcorders for field productions, three video editing systems, a master control/playback system, maintenance area, conference room, a small entrance/lobby, and a PC computer for internet access by residents.

Some items in the SCAN-TV equipment inventory are over 10 years old, in poor or fair condition, and need to be replaced/updated. They include studio lighting instruments and intercom headsets, and mobile production unit cameras and microphones.

SCAN-TV’s 13 full-time and 5 part-time staff members handle scheduling, administrative, production and playback duties, and conduct training classes (e.g., Orientation; Media Literacy; Production Process; Basic Camera, Light and Sound; and Basic Editing).

Total annual funding for SCAN-TV in recent years has been about $850,000, 90% of which is obtained from franchise fee and general fund allocations from area government entities. SCAN-TV reports that about 750 people are currently certified to use its production facilities (studios and editing systems were each used about 2,000 hours in 2008; the camcorders were checked out 384 times). They produced 1,000 hours of local first-run programming and submitted 533 hours of imported first-run programming in 2008. Including replays, over 8,100 hours of locally produced or imported programming were presented on the SCAN-TV channel that year.

Photographs of the SCAN-TV facilities and major video production and playback equipment items are provided on the following pages.
Photos 1 & 2: SCAN-TV facility at 1125 N 98 Street in Seattle; entrance/lobby

Photo 3: SCAN-TV Studio 1

Photo 4: SCAN-TV Studio 1 camera

Photo 5: SCAN-TV Studio 1 control room

Photo 6: SCAN-TV set/props storage area
Photo 7: SCAN-TV Studio 2

Photo 8: SCAN-TV tech/repair area

Photo 9: SCAN-TV conference room

Photo 10: SCAN-TV editing station

Photo 11: SCAN-TV master control room
b. Puget Sound Access (PSA) -- Channel 77

Like SCAN-TV, PSA is an independent non-profit organization that provides public access services in King County, for the County’s southern portion (including residents of Auburn, Burien, Kent, Renton, SeaTac, and Tukwila). PSA coordinates outreach, training, production, playback, and promotional activities on behalf of the residents of South King County. PSA programming can be viewed via the internet at www.pugetsoundaccess.org, including live streaming of Channel 77 and on-demand streams of a selected group of PSA programs. Copies of the Local Programming Operations Questionnaire and Video Facility Inventory forms that were completed by PSA staff are included in Appendix 4.

The PSA facility is located in an industrial park at 22412 72nd Avenue South in Kent. The large facility is about 9,000 square feet in size, and houses a main production studio (2,000 square feet) with three remote-controlled cameras. The studio cameras can also be used with a package of field production equipment to produce multiple-camera programs away from the PSA facility. Twelve camcorders are available for checkout, but three are described as being in “poor” condition.
PSA provides a total of nine video editing systems, an interformat video dubbing system (allowing producers to dub their videos to and from these formats: S-VHS, VHS, Mini-DV, DVD, and Betacam), a server-based master control/playback system, maintenance area, conference room, a large lobby and other meeting areas, a “green” room for talent to prepare for their on-camera appearances in the studio, a very large production staff area, and a kitchen/break room. PSA also operates City-owned Council chambers equipment packages, each of which includes three wall- or ceiling-mounted remote-controlled cameras, for the Cities of Burien, Renton and Des Moines.

Most items in the PSA equipment inventory are under 5 years old and in good condition. A few important items are in poor or fair condition, most notably the previously mentioned camcorders and master control’s Tightrope automated playback controller and HP video storage server, each of which will need to be replaced/updated in the near future. However, a higher percentage of the items in the City Council chambers equipment packages (including the cameras in Renton and Des Moines and each system’s automated playback controllers) operated by PSA staff are described by them as being in “fair” condition, making them candidates for replacement in the near future.

Total annual funding for PSA in recent years has been about $450,000-$500,000, over 80% of which is obtained from the income generated by the initial $4.7 million endowment to PSA from an earlier franchise. Executive Director John Klockner told the consultant that PSA’s recent emphasis has been on improving the organization’s financial situation (including an aggressive effort to provide production services to government entities and for the SMG events center – such services reportedly grossed over $210,000 in 2009).

PSA’s 4 full-time and 12 part-time staff members handle a variety of public access duties and government meeting production services, and conduct seven training classes: Orientation; Camera, Studio, Lighting, Editing, Make-up and Animation. PSA staff reports that 81 people are currently certified to use its production facilities. Outreach is limited primarily to information on the PSA web site and spot announcements on the channel. Including replays, about 5,300 hours of locally produced or imported programming are presented on the PSA channel. Unfortunately, the PSA staff does not compile detailed information about first-run programming on the channel.
Photographs of the PSA facilities and major video production and playback equipment items are provided on the following pages.
Photos 14 and 15: PSA building and entrance

Photo 16: PSA lobby

Photo 17: PSA program recognition plaques

Photo 18: PSA kitchen/break room

Photo 19: PSA production staff room
Photo 26: PSA “green room”

Photo 27: PSA camcorders storage

Photo 28: PSA playback equipment

Photo 29: PSA tech/repair area
c. Voice of Vashon (VOV) -- Channel 21

On Vashon Island, public access programming is coordinated by an all-volunteer nonprofit organization, Voice of Vashon (“VOV”). In addition to VOV’s oversight of public access channel 21 for Comcast subscribers on the island, VOV also webcasts a community internet radio station and coordinates a community bulletin board and emergency alert radio station (“VoV Standing By”) at 1650AM. A grant from the County, occasional grants from organizations, and donations from individual donors and businesses enabled VOV to obtain a few very inexpensive items of equipment (wall-mounted cameras in the courthouse/community room and video playback gear).

Without an annual budget or paid staff, VOV primarily relies upon community volunteers to use their personal video equipment to make programs to present on channel 21. VOV volunteers oversee the scheduling and playback of programs, and manage a website that serves as an important outreach/promotional tool.

Photographs of VOV video production and playback equipment items are provided below and on the next page.
Photo 32: VOV control room

Photo 33: VOV video switcher

Photo 34: VOV playback equipment
d. King County TV (KCTV) -- Channel 22 (CTV-22)

KCTV is a County department that provides government access production and programming services on cable channel 22 for all cable subscribers in King County. KCTV currently has a full-time staff of six. Total funding for its most recently completed fiscal year (2008) was $807,101, 71% of which was used for personnel (wages, benefits, payroll taxes, etc.). KCTV’s total of $573,206 in personnel expenditures for 6 FTE staff in 2008 equals an average of $95,534 per staff person. Copies of the information that KCTV staff provided on the Local Programming Operations Questionnaire and Video Facility Inventory forms and attachments are provided in Appendix 5 to this report.

KCTV staff stated that programming is generated from three sources: committee meetings, original programs, and outside videos -- but requested annual information about the amount of first-run locally produced and imported programming (and total amounts of annual programming, including replays) was not provided. Nearly all (estimated at 90%) of the CTV-22 programming is original. Meetings of 12 standing Council committees (including the County Council, Committee of the Whole, Government Accountability & Oversight Committee, King County Flood District, etc.) and two non-County meetings (Sound Transit Board and Port of Seattle Commission) dominate the CTV-22 schedule. In addition, local programming content includes League of Women Voters forums, news conferences, and special events. Locally produced series programs include “Justice Files”, “King County at Your Service”, “Prosecutor’s Post”, and “Inside Transportation.” Such productions are augmented by promos, PSAs and short videos, four programs produced by The Seattle Channel (the City’s government access channel), as well as imported national and local PSAs, and two imported series.

During our inspection of the KCTV facilities and review of the information that staff provided on the Video Facility Inventory forms, the consultant noticed the following items of interest:

1. The KCTV facility space is a total of 2,550 square feet. The rooms are spread around this area, and storage is a bit jumbled. It includes one staff office, two editing rooms, a 600 sq. ft. studio and control room (but no room for set storage, so a hallway is used), and a master control/playback area.
2. Six wall- and ceiling-mounted cameras are located in the County Council Chambers, wired to production equipment in the master control room -- including a switcher, a remote camera controller (13 years old), DVCAM video recorders, monitors, audio and titling equipment. The cameras are reported to be seven years old; three of the video decks and many other items are reported to be 13+ years old.

3. Studio production equipment is described as being in good to excellent condition, although most items are over seven years old (cameras, lights, intercom system, monitors, audio gear, lapel mics, and waveform monitor).

4. KCTV has two DVCAM camcorder packages in good condition, with primary components that are five years old or less. A 3-camera field production package (not in a vehicle) is also available, with cameras and tripods over 10 years old. In addition to one stand-alone editing system, another system is part of the studio control room package. An interformat video dubbing system is also available.

Photographs of KCTV video production and playback equipment items are provided below and on the following pages.

Photo 35: King County Council Chambers

Photo 36: KCTV camera behind dais
Photo 37: Council Chambers control room

Photo 38: KCTV camcorder

Photo 39: KCTV studio

Photo 40: KCTV studio control room

Photo 41: KCTV video editing station

Photo 42: KCTV videotape storage shelves
E. SUMMARY OF MAJOR FINDINGS

The information gathered through this community needs assessment has helped to identify many significant cable-related needs and interests for King County related to PEG Access, and to a lesser degree, needs and interests related to customer service quality. The list below, while not exhaustive, is an indication of concerns that are considered to be primary in nature with respect to PEG Access and the identified customer service issues. Definite needs and interests have been identified through the information collected via brainstorming and questionnaire responses from focus group participants, and the consultant’s on-site inspection of the existing public and government access equipment and facilities. It is important to note that these are current needs and interests. We believe one can reasonably assume that the communications needs of residents, institutions, and organizations in the County will evolve in the future as communications technologies advance. It is also important to note that there are likely additional needs and interests related to system design and to institutional networks; those issues were outside the scope of the this assessment.

**General conclusions from responses to a questionnaire completed by participants in eight focus group workshop (156 attendees, affiliated with 74 different King County area organizations and institutions):**

- Nearly three-fourths of the focus group participants who subscribe to a cable service answered either "Very Good" (25.9%) or "Good" (48.2%) when asked to indicate their level of satisfaction with the quality of the picture transmission. However, very few of the Comcast subscribers answered “Very Good” (0%) or “Good” (8.2%) when asked to indicate their level of satisfaction with the fairness of the rates for basic and premium cable TV services, and less than half gave “Very Good” or “Good” ratings to “the ability to quickly reach the company by phone and speak to a customer service representative” and “helpfulness of telephone CSRs.”

- A very large majority (83%) answered that they had watched their public access channel (provided by SCAN-TV, PSA or VOV). Of those who had watched their public access channel:
  * Nearly half (49.5%) said they had watched their public access channel more than five times during the previous month.
* The most frequently mentioned programs that these respondents said they had watched more than five times were:
  o SCAN-TV viewers: “Adventure TV” (11.4%) and “Crescendo” (9.6%)
  o PSA viewers: “Freedom to Speak” (19.0%) and “Crescendo” (16.7%)
  o VOV viewers: “Church of Great Rain” (28.9%) and “Sea-Inside NW” (25.0%)

- Very high percentages of the focus group questionnaire respondents who had watched their public access channel agreed or strongly agreed that it provides worthwhile community programming (96.5%), provides valuable information (97.7%), and provides programming that is interesting to watch (93.1%).

- 62.6% of all focus group questionnaire respondents said that they had helped to produce or appeared as a guest on a public access program.

- Over a third (38.6%) of all focus group questionnaire respondents said that they had requested event coverage or production services from their public access organization. Of this group:
  * 90.9% said that the organization was responsive to their request.
  * 87.2% said their program was shown on their public access channel.
  * 80.6% said they were notified of the time for the program to be shown.
  * 82.6% rated the services provided by their public access organization as “Excellent” or “Good.”

- Well over half (59.1%) said they had watched CTV-22, the County government channel managed by KCTV. Of those who had watched CTV-22:
  * 21.6% said they had watched more than five times during the previous month.
  * The most often mentioned CTV-22 programs these respondents reported watching more than five times were “4Culture” (17.2%) and “Committee Meetings” (14.0%).
  * Very high percentages said they agreed or strongly agreed that CTV-22 provides worthwhile local government programming (97%), provides valuable information (100%), and provides programming that is interesting to watch (86.2%).

- Nearly one-sixth (15.9%) of all focus group questionnaire respondents said they worked for King County. Of this group:
  * 37.1% said KCTV had produced programming for their department.
  * 23.3% had helped to produce or appeared as a guest on a CTV-22 program.
• Of the respondents who worked in a department for which KCTV had produced programming, or had helped to produce or appeared as a guest on a program shown on CTV-22, or had requested event coverage or production services from KCTV, 81.3% rated the services provided by KCTV as “Excellent” or “Good.”

• About 30% of the focus group questionnaire respondents said they had watched Puget Sound Educational Television (PSETV). Of those who had watched PSETV:
  * 15.5% said they had watched more than five times during the previous month.
  * Very high percentages said they agreed or strongly agreed that PSETV provides worthwhile educational programming (93.9%), provides valuable information (97.1%), and provides programming that is interesting to watch (93.9%).

• 66% of the focus group questionnaire respondents said they had watched University of Washington Television (UWTV). Of those who had watched UWTV:
  * 17.6% said they had watched more than five times during the previous month.
  * Very high percentages said they agreed or strongly agreed that UWTV provides worthwhile educational programming (98.6%), provides valuable information (98.6%), and provides programming that is interesting to watch (91.7%).

• 23.5% of the focus group questionnaire respondents said they had watched The College Channel from Bellevue Community College. Of those who had watched it:
  * 17.6% said they had watched more than five times during the previous month.
  * Very high percentages said they agreed or strongly agreed that The College Channel provides worthwhile educational programming (100%), provides valuable information (100%), and provides programming that is interesting to watch (90.3%).

• When all of the focus group survey respondents were asked how important it was to have local, noncommercial cable channels that feature programs about King County residents, organizations, schools, government, events and issues, nearly all of them indicated that this was either “Very Important” (88.9%) or “Important” (9.3%).
During the brainstorming portion of the focus group sessions, participants identified the following community needs, interests, and concerns:

- When asked to identify the key issues facing them, their neighbors, community organizations, County government, and schools in the next five years, most often mentioned were concerns relating to:
  
  * **Technology, Telecommunications and Media** (awareness of PEG; changing role of media; consolidation has diminished local content on TV stations; growth in demand for distance learning; inadequate coverage of issues; lack of diversity in media; need more resources to support PEG)
  
  * **Economic Development / Jobs / Standard of Living / Housing** (affordable housing and youth retention; economic growth; economic uncertainty; filling the void left by business loss; job creation; population growth; quality of life)
  
  * **Government** (accessibility to all community services; annexation; big money has greater influence and power over politics; budget issues: state, city, county; government transparency; loss of discretionary, community services)
  
  * **Diversity/Demographic/Immigrant/Language-Related Concerns** (aging population; changing demographics; gentrification; increased immigrants; influx of new, multiple languages; need for dialogue re multicultural issues)
  
  * **Education-Related Concerns** (access to higher education; creation of more alternative schools; lack of money for education; quality of education)
  
  * **Infrastructure/Transportation** (decaying infrastructure; eliminating the tunnel; ferry service; public access to beaches; traffic congestion)
  
  * **Communication Problems, Civic Engagement, Funding** (access to content via multiple sources; access to financial resources; loss of sense of community)
  
  * **Environment** (diminishing resources; health of the Sound; pollution)
  
  * **Crime, Public Safety** (access to justice; drugs and alcohol; crime prevention)
  
  * **Arts-Related Concerns** (arts education is absent; support for the arts)
  
  * **Health and Human Services** (growing health disparities; food bank issues)

- When asked what makes it difficult for community organizations, County government departments, or schools to effectively communicate information to their constituencies in King County, the leading areas identified were:
  
  * Inadequate PEG Access & I-NET resources and services
  
  * Lack of awareness, time, funds, communication skills, collaboration
* Expensive, complicated, inaccessible or inadequate communications media
* Language, legal, geographic and other barriers
* Audience issues, apathy, information overload, other interests, etc.

- When asked how they could use cable or SCAN-TV, PSA, VOV, KCTV or Educational Access to inform, entertain, and educate King County residents, over 130 suggestions of program content and technology applications were identified, including: arts and cultural events; bilingual programs; community meetings; daily local news; emergency announcements; ferry schedule and information; high school sports; homework hotline; interactive youth programming; lectures from colleges; legal issues explained; local history; multicultural programming; preschool readiness for ESL families; program for new immigrants; programs about special needs populations; Vashon news and information; women’s sports; interconnection of cable systems; live remote capability; more interactive; PEG access program guide; searchable database of PEG and BB content; VOD for PEG.

- When asked what would make it easier for their organization or agency to use the cable system or SCAN-TV, PSA, VOV, KCTV or Educational Access to communicate local information and entertainment, the top categories of need were:
  * **Cable Company’s Infrastructure, Equipment and System Design** (e.g., VOD for public access; access to regional PEG channels; free cable drops in key areas; interactive capability on PEG access)
  * **PEG Access Facilities and Equipment** (e.g., better, more reliable technology for Voice of Vashon; easy to use technology; HD capability; remote production truck)
  * **PEG Access Programming/Channels** (e.g., easily accessible community bulletin board, electronic program guide listings with specific programs; dedicated arts, cultural programming; take advantage of other distribution opportunities [ferry monitors, etc.])
  * **PEG Access Management/Services/Collaboration** (e.g., ability for NPOs to collaborate with PEG organization, more open hours, SCAN should be able to have more direct contact/relationship with franchise authority)
  * **PEG Access Funding** (e.g., adequate PEG funding and resources; more equitable sharing of franchise fees; unrestricted PEG funding)
PEG Access Promotion and Outreach  (e.g., detailed listings of local PEG content on electronic program guide and in print; more outreach to NPOs about access; promotion of PEG on other channels during programming breaks)

Cable Company’s Customer and Community Relations, Other Policies  (e.g., cable company-provided promotion of access; make people aware of lowest cost or tier or service & discounts for disabled)

Primary findings regarding the existing Public and Government Access resources in King County:

- Comcast and Broadstripe appear to comply with most of the PEG Access obligations specified in their Franchises. However, some concerns were raised, as follows:
  - Each franchise requires that “there is no more deterioration in the signal quality on PEG channels than on any other channel.” Poor PEG channel signal quality was mentioned by a number of focus group participants. Therefore, ongoing efforts to monitor PEG channel signal quality on the Comcast and Broadstripe systems should be undertaken. Appropriate enforcement efforts may be necessary, depending on the technical analysis of the systems by CTC.
  - Comcast, upon request of the County, is required to provide “full basic and satellite tier Cable Service, and all open and closed PEG channels activated on the system…free of charge to...each Public Access Center; each County office and agency.” However, Puget Sound Access reports that it does not receive a full service drop at its facility – an apparent noncompliance matter.
  - Each franchise requires the cable company to provide (at its costs) appropriate facilities and equipment to enable the PEG access centers to send signals “from remote locations” to the companies’ headends, from which the signals are to be routed onto access channels on the Subscriber network. This capability must cover “substantially all of the Franchise territory in the County.” Comcast and Broadstripe do not comply with this obligation. The County is currently negotiating a solution to this element of noncompliance.

- SCAN-TV is an independent non-profit organization that provides public access services to residents of the City of Seattle and the northern portion of King County. SCAN-TV manages the use of production and playback equipment, and also provides classes, workshops, support, program promotion and community resources to help individuals and organizations create and distribute their programming.
• The SCAN-TV facility houses two production studios, a mobile production unit, seven camcorders, three video editing systems, a master control/playback system, maintenance area, conference room, a small entrance/lobby, and a PC computer for internet access by residents. Some items in the SCAN-TV equipment inventory are over 10 years old, in poor or fair condition, and need to be replaced/updated. SCAN-TV’s main studio control room is not accessible to wheelchair users.

• SCAN-TV has 13 full-time and 5 part-time staff members. Annual funding has been about $850,000 -- 90% is obtained from franchise fee and general fund allocations from area government entities. About 750 people are currently certified to use SCAN-TV production facilities. They produced 1,000 hours of local first-run programming and submitted 533 hours of imported first-run programming in 2008. Including replays, over 8,100 hours of programming were presented on the SCAN-TV in 2008.

• PSA is an independent non-profit organization that provides public access services in King County, for the County’s southern portion (including residents of Auburn, Burien, Kent, Renton, SeaTac, and Tukwila). PSA coordinates outreach, training, production, playback, and promotional activities on behalf of the residents of South King County.

• The large (about 9,000 square feet) PSA facility houses a main production studio with three remote-controlled cameras, which can also be used with a separate production equipment package to produce multiple-camera programs in the field. Twelve camcorders are available for checkout (three are in poor condition). PSA provides nine video editing systems, an interformat video dubbing system, a server-based master control/playback system, maintenance area, conference room, a large lobby and other meeting areas, a “green” room, a very large production staff area, and a kitchen/break room. PSA also operates City-owned Council chambers equipment packages for the Cities of Burien, Renton and Des Moines. Most items in the PSA equipment inventory are under 5 years old and in good condition, but a few important items are in poor or fair condition.

• PSA has 4 full-time and 12 part-time staff members. Annual funding has been about $450,000-$500,000, over 80% of which is generated by the initial $4.7 million endowment to PSA from an earlier franchise. PSA’s recent emphasis has been on improving the organization’s financial situation (including an aggressive effort to provide production services for government entities and the SMG events center). 81 people are currently certified to use its production facilities. Outreach is limited primarily to information on PSA’s website and spot announcements on the channel. Including replays, about 5,300 hours of locally produced or imported programming are presented on the PSA channel. First-run programming Information was unavailable.
• VOV is an all-volunteer nonprofit organization that coordinates public access programming for Vashon Island, webcasts a community internet radio station, and coordinates a community bulletin board and emergency alert radio station. A grant from the County, occasional grants from organizations, and donations from individual donors and businesses enabled VOV to obtain inexpensive equipment (courthouse/community room cameras and video playback gear). Since VOV has no annual budget or paid staff, community volunteers use their personal video equipment to make programs to present on channel 21. Volunteers oversee the scheduling and playback of programs, and manage the VOV website.

• KCTV is a County department that provides government access production and programming services for all cable subscribers in King County. KCTV programming includes coverage of committee meetings, original programs, and outside videos. Information about original and total (including replays) programming amounts was not available, but KCTV staff estimated that 90% of the programming is original. Meetings of 12 standing County Council committees dominate the program schedule, supplemented by local programming such as League of Women Voters forums, news conferences, special events, and series programs (e.g., “Justice Files” and “King County at Your Service”). Program promos, PSAs and short videos, programs by The Seattle Channel, and two imported series are also presented.

• The KCTV facility space (2,550 square feet) includes one staff office, two editing rooms, a 600 sq. ft. studio and control room (but no room for set storage, so a hallway is used), and a master control/playback area. Storage space is in short supply. The County Council Chambers has six wall- and ceiling-mounted cameras, wired to production equipment in the KCTV master control room. The cameras are reported to be seven years old; three video decks and many other items are reported to be 13+ years old. Studio production equipment is said to be in good to excellent condition, but most items are over seven years old. There are two DVCAM camcorder packages in good condition, a 3-camera field production package (not in a vehicle, with cameras and tripods over 10 years old), one stand-alone editing system, another editing system in the studio control room package, and an interformat video dubbing system.

• KCTV currently has a full-time staff of six. Total funding for 2008 was $807,101, 71% of which was used for personnel (wages, benefits, payroll taxes, etc.). KCTV’s total of $573,206 in personnel expenditures for 6 FTE staff in 2008 equals an average of $95,534 per staff person.
III. RECOMMENDATIONS REGARDING COMMUNITY CABLE-RELATED NEEDS AND INTERESTS

A. INTRODUCTION

The community needs assessment process conducted by The Buske Group provides useful information regarding the current and future community cable-related needs and interests for King County. The focus group discussions and questionnaire responses, and the review of existing public and government access resources indicate significant need and interest in a modern communications network.

Based upon the information and findings presented in this report, the consultant has developed a list of PEG-related community needs and interests, and recommendations as to how those needs and interests could be satisfied. This information should be very useful to the County as it negotiates a new franchises with Comcast and Broadstripe, or in its dealings with potential new entrants. The needs and interests findings and recommendations address the following concerns: (1) Cable Plant and Headend; (2) Subscriber Services and Customer Satisfaction; and (3) PEG Access. As suggested above, the needs and interests findings and recommendations would apply to all wireline video services providers that may operate within the County. There may be some differences in the way that those needs and interests are satisfied in particular cases. For example, particular operators may be permitted to satisfy the obligation to carry PEG signals by interconnecting with other operators (rather than building individual connections to places where PEG signals originate, for example). There may be legal differences that require different treatment. However, the ability of a subscriber to receive PEG channels, and the ability of a programmer to reach subscribers, should not vary.

The Buske Group was not asked to develop specific funding amounts, in association with the recommendations that are provided herein.

B. CABLE PLANT AND HEADEND

1. There is a need and interest in ensuring that the signal quality and functionality of PEG Access channels is equivalent to that of other channels.

Each of the current franchises with Comcast and Broadstripe requires that “there is no more deterioration in the signal quality on PEG channels than on any other channel.” However, poor PEG channel signal quality was mentioned by a number of focus
groups participants, and in their written responses to open-ended questions on the focus group questionnaire. There should be ongoing efforts by Comcast and Broadstripe to test PEG channel signal quality on their systems, and regular reporting of the results to the County. Other appropriate enforcement efforts may be necessary, if such activities are recommended in the report on the technical analysis of the systems by CTC. This is in addition to ensuring that the County and the entities that program PEG channels can independently monitor the signals of all franchised video service providers.

Comcast and Broadstripe should deliver all PEG Access channels to subscribers without additional charges, and via channels whose quality, accessibility, functionality, and placement is equivalent to that accorded to the local public broadcasting television stations (no public broadcast station, for example, should have more bandwidth than any PEG Access channel).

2. There is a need and interest in having the ability to deliver live programming from locations throughout the County (including sporting event sites, parade routes, school gymnasiums, etc.).

During the brainstorming portion of the focus group sessions, live remote programming capability from various points in King County was mentioned by participants. Such capability is already an obligation of the cable companies, who are not in compliance with this requirement. The County is currently negotiating a solution to this noncompliance matter, which should be rectified, included as an obligation in future franchise agreements, and enforced by the County.

3. In addition to maintaining the current allocation of bandwidth for the PEG Access channels and programming in King County, there is a need and interest in ensuring that the Franchisees provide sufficient capacity and other accommodations to enable, among other things: (1) the delivery of PEG Access channels to cable subscribers in the same formats that are used by any public broadcast station carried on the system, including high definition, and (2) on-demand viewing of PEG Access programming [including selected PEG Access programs to be available in high definition to cable subscribers via the on-demand service].

Making accommodations to enable high definition and on-demand viewing of PEG Access programming is supported by the interest expressed by focus group participants in taking advantage of advanced cable technologies, and on the nature of the information that could be distributed via the PEG Access channels. High definition is rapidly becoming the standard.
viewing format in American homes, as cable companies and satellite TV service providers race to offer higher numbers of channels in HD. On-demand capacity allows programming to be stored and called up when needed. While on-demand capacity is not a general substitute for PEG Access channels (since, for example, it is not available to all subscribers, and cannot provide live programming), it can be exceptionally useful for programming desired by users at particular times. For example, tapes of classes could be stored and called up by a student when studying for an exam. Programs about community resources could be stored and called up on-demand; videos could be organized around topics or community issues so that a person interested in an issue could obtain a variety of information at once. A significant portion of the programming identified by the focus groups could take advantage of video-on-demand technology, and it could assist in addressing identified communications problems. Given the interest in taking advantage of the capabilities of the cable system, the franchise should ensure that PEG Access channels can take advantage of changes in technology and capabilities over the term of the franchise.

C. SUBSCRIBER SERVICES AND CUSTOMER SATISFACTION

Focus group participants were asked questions about the types of current and new services that were of interest to them. Based on their responses, the following recommendations are offered:

1. There is a need and interest in the inclusion and enforcement of franchise language that requires any cable operator serving King County to clearly and accurately inform residents about low-cost service options that are available to them.

Very small percentages of the respondents to the focus group questionnaire expressed satisfaction with the fairness of the rates for basic and premium cable TV services.

Therefore, appropriate and enforceable language (with associated penalties for non-compliance) should be included in any new franchise agreement to help ensure that any cable operator serving King County provides complete and accurate information in its service listings (in all print, web, and other formats), including information about its lowest cost package of services.
2. There is a need and interest to require any Franchisee serving King County to meet or exceed the Federal Communications Commission’s customer service obligations. A Franchisee should be required to prove that it is in compliance, and should take immediate steps to bring itself into compliance if it is not.

Significant percentages of the focus group questionnaire respondents indicated relatively low satisfaction levels for the ability to quickly reach the company by phone and speak to a customer service representative and “helpfulness of telephone CSRs.” The FCC’s customer service standards state as follows:

“Under normal operating conditions, telephone answer time by a customer representative, including wait time, shall not exceed thirty (30) seconds when the connection is made. If the call needs to be transferred, transfer time shall not exceed thirty (30) seconds. These standards shall be met no less than ninety (90) percent of the time under normal operating conditions, measured on a quarterly basis.”

3. There is a need and interest in requiring that any Franchisee serving King County must make adequate PEG Access bandwidth available on the subscriber network, and provide sufficient capacity and other accommodations to enable, among other things, the delivery of PEG Access channels to cable subscribers in the same formats that are used by any public broadcast station carried on the system, including high definition, as well as on-demand viewing of PEG Access programming. Additional bandwidth/capacity should be available for future PEG Access purposes. All PEG Access bandwidth/capacity should be provided free of charge.

Having cable TV channels that feature programs about King County residents, organizations, schools, government, events and issues was ranked as either “Very Important” (88.9%) or “Important” (9.3%)” by nearly all of the focus group questionnaire respondents. Many of the focus group participants expressed an interest in having the PEG Access channels take advantage of advanced cable technologies, including high definition and on-demand capability.
D. PEG ACCESS

1. Overview

The findings of this community needs assessment process indicate a very high level of support for the inclusion of significant PEG Access bandwidth/capacity and resources and an appreciation of the importance of PEG Access services. As stated above, very high percentages of cable subscribers that responded to the focus group questionnaire said it is “Important” or “Very Important” to have local cable TV channels that feature programs about King County residents, organizations, schools, government, events and issues.

Solid majorities of the focus group survey subscriber-respondents said they had watched the PEG access channels:  83% said they had watched their public access channel (provided by SCAN-TV, PSA or VOV); 59% said they had watched the County government channel (CTV-22); and 66% said they had watched University of Washington Television (UWTV). Very high percentages (well over 90% in nearly every case) of the respondents who had watched said that these channels provide worthwhile programming, provide valuable information, and provide programming that is interesting to watch.

During the “brainstorming” segment of the focus group workshops, participants mentioned over 130 suggestions of program content and technology applications. When asked what would make it easier for their organization or agency to use the cable system or SCAN-TV, PSA, VOV, KCTV or Educational Access to communicate, their primary categories of need were: (1) Cable Company’s Infrastructure, Equipment and System Design (e.g., VOD for public access; access to regional PEG channels; free cable drops in key areas; interactive capability on PEG access); (2) PEG Access Facilities and Equipment (e.g., better, more reliable technology for Voice of Vashon; easy to use technology; HD capability; remote production truck); and (3) PEG Access Programming/Channels (e.g., easily accessible community bulletin board, electronic program guide listings with specific programs; dedicated arts, cultural programming; take advantage of other distribution opportunities [ferry monitors, etc.]).
Requirements in the current franchise agreements that are related to PEG Access in King County include:

1. upstream capacity that ensures “there is no significant deterioration in the signal quality from the point of origin through the headend; and so that from the headend, there is no more deterioration in the signal quality on PEG channels than on any other channel);

2. full basic and satellite tier cable service (free of charge) to each Public Access Center, each County office and agency;

3. a designated maximum number of channels for PEG programming, with minimum requirements (regarding amounts of first-run, locally produced, and County-related programming) that must be met to trigger the activation of channels in addition to the current lineup of PEG channels;

4. capital grants for access equipment and facilities (Comcast: per subscriber sliding scale, from $1.00 per month initially to 55 cents per month through the end of the franchise term; Broadstripe: fulfilled in exchange for planning, constructing, repairing and maintaining the I-Net at no cost to the County); and

5. activated capability for the PEG access centers to transmit programming from remote locations in “substantially all of the Franchise territory in the County.”

The equipment, facilities and capabilities required under the current franchise should be maintained and improved as described below. Comcast and Broadstripe appear to comply with many of their PEG Access-related franchise obligations. However, (1) poor PEG channel signal quality was mentioned by a number of focus group participants; (2) Puget Sound Access reports that it does not receive a full service drop at its facility; and (3) the companies are not in compliance with the requirement of remote programming capability from various points in King County. These matters of noncompliance must be corrected and enforced on a going forward basis.

SCAN-TV is an independent non-profit organization that provides public access services to residents of the City of Seattle and the northern portion of King County. SCAN-TV has 13 full-time and 5 part-time staff members. Annual funding has been about $850,000 -- 90% is obtained from franchise fee and general fund allocations from area government entities.
About 750 people are currently certified to use SCAN-TV production facilities. They produced 1,000 hours of local first-run programming and submitted 533 hours of imported first-run programming in 2008. Including replays, over 8,100 hours of programming were presented on the SCAN-TV in 2008.

The SCAN-TV facility houses a variety of studio, field production, editing, and playback equipment. Some items in the SCAN-TV inventory are over 10 years old, in poor or fair condition, and need to be replaced/updated.

PSA is an independent non-profit organization that provides public access services in King County, for the County’s southern portion. PSA has 4 full-time and 12 part-time staff members. Annual funding has been about $450,000-$500,000, over 80% of which is generated by the initial $4.7 million endowment to PSA from an earlier franchise. PSA’s recent emphasis has been on improving the organization’s financial situation (including an aggressive effort to provide production services for government entities and the SMG events center).

81 people are currently certified to use PSA’s production facilities. Including replays, about 5,300 hours of locally produced or imported programming are presented on the PSA channel.

The PSA facility includes a studio, 12 camcorders, nine video editing systems, and a mastercontro/playback system. PSA also operates City-owned Council chambers equipment packages for the Cities of Burien, Renton and Des Moines. Some important items in the PSA equipment inventory are in poor or fair condition.

VOV is an all-volunteer nonprofit organization that coordinates public access programming for Vashon Island. A grant from the County, occasional grants from organizations, and donations from individual donors and businesses enabled VOV to obtain a few inexpensive items of equipment. Since VOV has no annual budget or paid staff, community volunteers use their personal video equipment to make programs to present on channel 21.

KCTV is a County department that provides government access production and programming services for all cable subscribers in King County. KCTV currently has a full-time staff of six. Total funding for 2008 was $807,101.
KCTV programming includes coverage of committee meetings, original programs, and outside videos. KCTV staff estimated that 90% of the programming is original. Meetings of 12 standing County Council committees dominate the program schedule, supplemented by local programming such as League of Women Voters forums, news conferences, special events, and series programs. Program promos, PSAs and short videos, programs by The Seattle Channel, and two imported series are also presented.

The KCTV facility space includes a studio, two editing rooms, and a master control/playback area (but no room for set storage, so a hallway is used). Storage space is in short supply. Some items in the SCAN-TV inventory are over 10 years old, in poor or fair condition, and need to be replaced/updated.

Based upon these findings, we have considered PEG Access needs and interests for King County in light of:

- the current amount of local programming activity, despite less than adequate facilities and some aging equipment;
- the significant level of existing interest and community participation in PEG Access;
- the size and unique nature of the County; and
- the cost of providing PEG Access services, facilities and equipment.

There is a need and interest in ensuring that any future Franchise Agreement includes provisions that:

a. require the Franchisees to allocate sufficient bandwidth/capacity for PEG Access purposes; and

b. require the Franchisees to adequately fund and provide in-kind resources and support for PEG Access that would maintain and expand the SCAN-TV, PSA, VOV, and KCTV services and resources to enable these organizations to help meet the needs and interests expressed by King County residents and representatives of local organizations through the focus group sessions. Such services must be available to (1) all residents, government agencies, institutions and organizations within the County, and (2) households that subscribe to any cable or other multi-channel programming service provider in King County.
2. **PEG Access Bandwidth/Capacity**

A wealth of information relating to public, educational, and government programming on channels set aside for this purpose was gathered during the focus group sessions (both through brainstorming and the focus group questionnaires) and the consultant’s review of the public and government access operations in King County. The following recommendations are based upon the information gathered, as well as widely recognized best practices in the PEG Access field:

a. Initially, at least for so long as any signals on the system are delivered in an analog format, there is a need and interest in ensuring that any Franchisee maintains the current allocation of bandwidth for PEG Access channels and programming in King County, as managed by SCAN-TV, PSA, VOV, KCTV, PSETV, UWTV, and The College Channel.

b. There is a need and interest in ensuring that any Franchisee has sufficient bandwidth/capacity available for future PEG Access purposes (including the transmission of PEG Access channels in high definition to cable subscribers).

c. There is a need and interest in ensuring that PEG channels are viewable by all subscribers without additional equipment or charges, and that subscribers are not required to make any special requests to receive PEG. Given Comcast’s current system design, Comcast would deliver PEG channels in an analog format so long as it carries other analog signals on its system. If all other channels on the Comcast system are converted to a digital format, PEG will also need to be converted and the cost of this digital conversion is the Franchisee’s responsibility.

This recommendation is based on the fact that the current cable system serving King County currently delivers the lowest cost tier of programming to subscribers in an analog format. When and if a decision is made by a Franchisee to deliver all channels in a digital format (with associated specific hardware requirements), the Franchisee should be fully responsible for the costs to convert from analog to digital transmission of PEG Access programming, as the Franchisee does for all of its other program providers. The Franchisees should be responsible for the cost of connections; of converting channels to digital; and other costs (e.g., digital upgrades of modulators and demodulators, etc.) associated with digitally transmitting the PEG Access channels. As stated previously, the Franchisees should deliver all PEG Access
channels to subscribers without additional charges, and via channels whose quality, accessibility, functionality, and placement is equivalent to that of the local public broadcasting television stations.

d. There is a need and interest in ensuring that each PEG Access programming service is located on the same channel of all cable systems in the County.

This recommendation is based on the fact that in communities served by more than one cable service provider, the competitors often assign PEG Access channels to different numerical locations, thereby causing confusion in the public regarding how to find these channels and serious problems regarding the promotion of PEG Access programming.

e. There is a need and interest in ensuring that PEG Access channel locations may only be changed if a Franchisee must do so due to comply with FCC requirements or for technical reasons, and with the approval of the County. All costs related to channel relocations must be paid by the Franchisee, including but not limited to: (1) PEG Access staff time; (2) equipment; (3) creation of electronic and print versions of station ID’s and logos; (4) replacement of materials such as letterhead, business cards, etc.; and (5) any other items which include the channel number. In addition, the Franchisee should provide free print and electronic advertising to inform subscribers about the relocations.

Focus group participants indicated that better promotion of PEG Access programming and services was needed. Promotional activities would be enhanced if PEG Access channel locations are stable over time, and are shifted only if absolutely necessary. If and when a PEG Access channel location must be changed, subscribers must obtain information in advance about the changes through a variety of methods, as outlined above.

f. There is a need and interest in ensuring that any Franchisee provides sufficient storage space and other accommodations to enable on-demand viewing of selected programs of SCAN-TV, PSA, VOV, KCTV, PSETV, UWTV, and The College Channel (including selected PEG Access programs to be available in high definition to cable subscribers via the on-demand service).

On-demand capacity and HD upgrades for PEG Access programming is supported by the interest expressed by focus group participants, and by the content that participants desired to distribute. While on-demand capacity is not a general substitute for PEG Access channels, it can deliver programs desired at a particular time. Many programs identified by the focus groups could take advantage of video-on-demand technology, and it could address identified communications problems, as described previously in this report.
g. There is a need and interest in ensuring that any Franchisee provides all PEG Access bandwidth/capacity free of charge to the County, SCAN-TV, PSA, VOV, KCTV, PSETV, UWTV, The College Channel, and PEG Access community producers.

This recommendation is based on the fact that the provision of PEG Access channels free of charge has been the norm in the cable industry for over 40 years, including all of the time that cable service has been provided in the County. SCAN-TV, PSA, VOV, KCTV, PSETV, UWTV, and The College Channel have limited resources, and their services would be adversely affected if they had to pay for allocated bandwidth/capacity. Furthermore, cable operators do not charge other program providers to be included on their channel line-ups, and are known to pay upwards of $4.00 per subscriber per month to carry a single non-premium programming service (i.e., ESPN).

h. There is a need and interest in ensuring that each Franchisee provides a cable drop to each PEG channel management entity (KCTV, SCAN-TV, PSA, VOV, PSETV, UWTV, The College Channel, and any future PEG Access channel management entities) to give each entity the ability to monitor the quality of the signal being delivered to subscribers.

This recommendation is based on the fact that PSA expressed a serious concern about the fact that they cannot monitor the signal quality of their channels as delivered by their cable operator. Although the PEG Access channel managers can verify the signal quality sent from their master control systems, they are unable to confirm the quality level of the PEG Access signals that are received by subscribers. A return feed from each Franchisee would enable the PEG Access management entities to monitor their channels in real time, and alert a Franchisee regarding any signal quality issues.

i. There is a need and interest in ensuring that each Franchisee provides additional bandwidth/capacity to enable the Public Access management entities in King County to jointly manage a channel that is available to all subscribers in the County. This channel would feature programs from each Public Access management entity in King County.

This recommendation is based on feedback from Public Access producers who expressed a concern about the fact that the programs they submit for cablecast can only be seen in limited areas of the County. For example, programs submitted to PSA can only be seen in the areas served by PSA, and the same restriction applies to programs submitted to SCAN-TV or VOV. This issue could be addressed by the establishment of a County-wide Public Access
channel (modeled on such a channel that has served many cable franchises in the greater Portland, Oregon area for over a decade).

j. Ensure that PEG can take advantage of all the features of the cable system, and PEG channels are not discriminated against.

3. PEG Access Facilities and Equipment

The following recommendations are based upon the current reported condition and shortcomings of the SCAN-TV, PSA, VOV, and KCTV facilities and equipment packages; information gathered during the focus group sessions; the consultant’s on-site inspection of the public and government access facilities and equipment in King County; and the consultant’s experience and knowledge of PEG Access facilities, equipment, services, operations, and management in many other communities.

a. Based upon the consultant’s assessment of the current public and government access facilities that serve the County, modifications are needed at the SCAN-TV facility (studio control room not accessible to wheelchair users) and the KCTV facility (serious storage problems). Accordingly, there is a need and interest in ensuring that the Franchisees, upon signing any new Franchise Agreement, provide grant funding to help cover costs associated with the renovation of existing building space for SCAN-TV and KCTV.

b. There is a need and interest in ensuring that the Franchisees, upon signing any new Franchise Agreement, should provide grant funding to replace and upgrade the existing SCAN-TV, PSA, VOV, and KCTV equipment packages. In addition, the new Franchise Agreement should include a provision that requires the Franchisees to provide periodic replacement capital equipment grants. These amounts should be in addition to any amount paid as a Franchise fee to the County, and any capital required for institutional network needs and interests.
Fully updated equipment packages for SCAN-TV, PSA, VOV, and KCTV are needed. Many items in the SCAN-TV and KCTV equipment inventories are over 10 years old; important items in the PSA equipment inventory are in poor or fair condition; and the VOV equipment inventory is minimal and very basic (therefore, VOV relies upon community volunteers using their personal video equipment). Equipment packages for each of these entities should be replaced/updated as soon as possible. Primary needs at SCAN-TV include studio lighting instruments and intercom headsets, and mobile production unit cameras and microphones. At PSA, some of the camcorders, the automated playback controller and the HP video storage server will need to be replaced/updated in the near future. VOV needs a full complement of studio, field production, editing and master control/playback equipment, appropriate for the smaller population it serves on Vashon Island. KCTV equipment that should be replaced/upgraded soon includes cameras, remote controller, video decks and other items for recording meetings in the County Council Chambers; studio cameras, lights, intercom system, monitors, audio gear, lapel mics, and waveform monitor; and several components of the multiple-camera field production system.

After the initial upgrades of the equipment described above, an important priority for SCAN-TV, PSA, VOV, and KCTV must be to make a transition to a full inventory of digital equipment, including camcorders, editing and studio equipment, and master control servers and distribution technology. Upgraded PEG Access equipment should be able to record and transmit programs in stereo, in both standard or high definition formats.

While we have not developed a budget for a proposed franchise term, based on our experience, current funding levels (.55 per subscriber per month) are not likely to be adequate to support an initial upgrade and the replacement and other recommended facilities improvements.
c. The SCAN-TV, PSA, VOV, and KCTV equipment will need to be replaced during the term of any Franchise Agreement, as it reaches the end of its useful life. For purposes of projecting equipment replacement, equipment packages are classified into the following seven groups that reflect the useful life span of the equipment:

<table>
<thead>
<tr>
<th>Equipment Packages</th>
<th>Useful Life</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Camera Field Production</td>
<td>5 Years</td>
</tr>
<tr>
<td>Editing/Post Production/Dubbing</td>
<td>7 Years</td>
</tr>
<tr>
<td>Mobile Multiple-Camera Field Production</td>
<td>7 Years</td>
</tr>
<tr>
<td>Multiple-Camera and “Hot-Line” Studio Production</td>
<td>7 Years</td>
</tr>
<tr>
<td>Remote Controlled Board/Council Chambers Package</td>
<td>7 Years</td>
</tr>
<tr>
<td>Automated Playback/Master Control Package</td>
<td>7 Years</td>
</tr>
<tr>
<td>Test/Maintenance Equipment</td>
<td>10 Years</td>
</tr>
</tbody>
</table>

Given the above useful lifespan assumptions, one can assume an 8-year average lifespan for an item of equipment. Therefore, each facility’s annual equipment replacement budget should equal 12.5% of the total value of its equipment inventory.

4. PEG Access Services

An analysis of the information gathered reveals a need and interest in continuing, enhancing and expanding PEG Access services in King County.

As frequently noted in this report, the community needs assessment discovered extensive evidence that King County residents strongly support PEG Access services that are currently delivered by SCAN-TV, PSA, VOV, and KCTV. Nearly all of the focus group survey respondents said it is “Important” or “Very Important” to have local noncommercial cable channels that feature programs about King County residents, organizations, schools, government, events and issues. However, the focus group participants mentioned a number of other desired services during the brainstorming sessions, including a long list of PEG Access program topics, more collaboration between area nonprofit groups and the PEG organizations, more open hours at the public access facilities, detailed listings of local PEG content on electronic program guide and in print; more outreach to nonprofit groups about access; and promotion of PEG on other channels during programming breaks.

If PEG Access is to thrive and grow in King County, funding and in-kind support must be continued and enhanced during the term of the next franchise agreements. The quantity and quality of PEG Access services in the future will be dictated to a large degree by
the level of funding available from the County (through allocations of franchise fees) and the Franchisees. SCAN-TV, PSA, VOV, and KCTV will also need to continue and expand their efforts to obtain funding and in-kind support from a variety of other sources.

To help meet the expressed community cable-related needs and interests described throughout this report, serious consideration should be given to allocating an adequate pool of annual funding from County franchise fees to help permit the continued and enhanced delivery of PEG Access services described herein. In addition, any Franchise Agreement adopted by the County should include provisions to ensure that initial and ongoing PEG Access support grants (in addition to any amounts paid as a franchise fee to the County) are provided by the Franchisees, to the extent permitted by federal law, to supplement the County franchise fees that are used for this purpose.

These funding sources would constitute central and critical elements of the PEG Access funding package. PEG Access resources and services could not continue to be provided in the County without such core funding, and the desired expansion of these resources and services would not be possible. Grant funding from the Franchisees would be in addition to any payments made to the County as a franchise fee (which should be maintained at the maximum level permitted).

To help address a need and interest in expanded efforts to more effectively promote SCAN-TV, PSA, VOV, and KCTV programming to area residents and cable subscribers, any Franchise Agreement adopted by the County should include provisions to ensure that any Franchisee provides the following:

a. Promotion of the SCAN-TV, PSA, VOV, and KCTV channels -- including full program listings for PEG Access programs -- in all print and electronic program guides provided by the Franchisees for their subscribers.

b. Free insertion of promotional spots for the SCAN-TV, PSA, VOV, and KCTV channels and programs on the cable satellite services that make times available for local advertising insertions.
APPENDICES
APPENDIX 1

Community Needs & Interests Questionnaire
COMMUNITY NEEDS & INTERESTS QUESTIONNAIRE

These questions are intended to obtain information about community needs and interests related to cable TV. The information gathered will help to determine if the existing local cable TV services and resources are adequate and appropriate, and identify changes that might be made to meet the current and future cable-related needs and interests of King County and its residents.

1. Do you currently subscribe to cable TV service in King County?
   __ Yes __ No [If “No,” skip to Question 6 at the top of page 2]

2. If “Yes” to Question 1 Do you subscribe to cable service from Comcast or Broadstripe?
   __ Comcast __ Broadstripe

3. How long have you been a cable subscriber in King County?
   __ Less than 1 Year __ 1 to 5 Years __ 6 to 10 Years __ Over 10 Years

4. Please indicate your level of satisfaction with your cable service provider in the following areas. If you don’t know or the item is not applicable (“N/A”) to you, just indicate that:

<table>
<thead>
<tr>
<th>VERY GOOD</th>
<th>GOOD</th>
<th>FAIR</th>
<th>POOR</th>
<th>VERY POOR</th>
<th>DON’T KNOW</th>
<th>N/A</th>
</tr>
</thead>
</table>
   a. Quality of the picture transmission............ ___ ___ ___ ___ ___ ___ ___
   b. Reliability of the cable TV..................... ___ ___ ___ ___ ___ ___ ___
      system – that is, it’s record of service interruptions
   c. Mix, number and variety of.................... ___ ___ ___ ___ ___ ___ ___
      channels offered
   d. Helpfulness of telephone........................___ ___ ___ ___ ___ ___ ___
      customer service representatives
   e. Fairness of the rates for basic and............ ___ ___ ___ ___ ___ ___ ___
      premium cable TV services
   f. Ability to quickly reach the company .....___ ___ ___ ___ ___ ___ ___
      by phone and speak to a customer service representative
   g. Ability to respond to a service call........___ ___ ___ ___ ___ ___ ___
      within the promised time period

5. Please use the space below to provide any other comments about your cable TV service provider in King County.

__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

1
6. Please indicate which of the following organizations is your primary public access service provider?
   __ SCAN-TV (Comcast Channel 77, Broadstripe Channel 23)
   __ PSA -- Puget Sound Access (Channel 77)
   __ Voice of Vashon (Channel 21)

Answer Questions 7-16 about the public access organization/channel you indicated in question 6.

7. Your public access channel features local musicians and artists, public affairs programs, religious services, and other programming provided by area residents. Have you ever watched the public access channel?
   __ Yes  __ No/Don't Know  [If "No/Don't Know," skip to Question 14, on the next page]

8. **If "Yes" to Question 7**  How often did you watch your public access channel during the past month?
   __ Over 10 times  __ 6 - 10 times  __ 1 - 5 times  __ Never  __ Don't Know

9. **Answer if SCAN-TV is your primary public access provider. If not, skip to Question 10.**
   Please indicate if you have ever watched any of these regular programs on SCAN-TV (Comcast channel 77 or Broadstripe channel 23), and how many times you have watched them:

   a. Crescendo!...............................................................____ ____ ____ ____
   b. The Vanessa Waller Show........................................____ ____ ____ ____
   c. Words of Peace....................................................____ ____ ____ ____
   d. Nuclear Chewing ....................................................____ ____ ____ ____
   e. Adventure TV .........................................................____ ____ ____ ____

10. **Answer if PSA is your primary public access provider. If not, skip to Question 11.**
    Please indicate if you have ever watched any of these regular programs on PSA channel 77, and how many times you have watched them:

    a. Letz Padonna Show.................................................____ ____ ____ ____
    b. Hour Forum ............................................................____ ____ ____ ____
    c. TV Toastmasters ..................................................____ ____ ____ ____
    d. Believers Life Ministries ........................................____ ____ ____ ____
    e. Freedom to Speak ...................................................____ ____ ____ ____
11. **Answer if Voice of Vashon is your primary public access provider. If not, skip to Question 12.**

Please indicate if you have ever watched any of the following regular programs on Voice of Vashon channel 21, and how many times you have watched them:


<table>
<thead>
<tr>
<th>Program</th>
<th>NEVER</th>
<th>1 – 5 TIMES</th>
<th>6 – 10 TIMES</th>
<th>OVER 10 TIMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>b. Church of Great Rain</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Vashonia/Vashon Voices</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Vashon Garden Show</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e. Sea-Inside NW</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

12. **Please indicate your opinion of the following statements about your public access channel:**


<table>
<thead>
<tr>
<th>Statement</th>
<th>STRONGLY AGREE</th>
<th>AGREE</th>
<th>DISAGREE</th>
<th>STRONGLY DISAGREE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provides worthwhile community programming</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provides valuable information</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provides programming that is interesting to watch</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

13. **Do you ever watch recent videos or live streams of programs at your public access service provider’s website?**

__ No ___ Yes (How often: ___ hours per week)

14. **Have you ever helped to produce a program to show on your public access channel or appeared as a guest on a program shown on your public access channel?**

__ No ___ Yes (How often in past 2 years: ___ Over 10 times ___ 6-10 times ___ 1-5 times ___ Never)

15. **Have you ever requested event coverage or production services from your public access organization?**

__ No ___ Yes [If “Yes,” please answer questions 15a. - 15c., below]

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Was the organization responsive, and was the event/issue was covered?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Was your program shown on your public access channel?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Were you notified of the time for the program to be shown?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

16. **If you answered “Yes” to either Question 14 or 15**

How would you rate the services provided by your public access organization?

___ Excellent ___ Good ___ Fair ___ Poor
17. CTV, the County’s government channel 22, offers original and acquired programming that is drawn from or is related to King County. Have you ever watched CTV-22?
   __ Yes __ No/Don’t Know  If “No/Don’t Know,” skip to Question 22, below

18. **If “Yes” to Question 17** How often did you watch CTV-22 during the past month?
   __ Over 10 times __ 6 - 10 times __ 1 - 5 times __ Never __ Don’t Know

19. Please indicate if you have ever watched any of the following regular programs on CTV 22, and how many times you have watched them:
   
<table>
<thead>
<tr>
<th>Program</th>
<th>Never</th>
<th>1 – 5 Times</th>
<th>6 – 10 Times</th>
<th>Over 10 Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Committee Meetings</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Justice File</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. 4Culture</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Yard Talk</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e. Inside Transportation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

20. Please indicate your opinion of the following statements about CTV 22:
   
<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Provides worthwhile local government programming...</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Provides valuable information..........................</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Provides programming that is interesting to watch....</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

21. Do you ever watch recent videos or live streams of programs at the CTV-22 website?
   __ No __ Yes (How often: ___ hours per week)

22. Do you work for the King County government?
   __ Yes __ No  If “No,” skip to Question 28, on the next page

23. **If “Yes” to Question 22** Has CTV-22 produced programming for your department?
   __ Yes __ No/Don’t Know

24. Have you ever helped to produce a program to show on CTV-22, or appeared as a guest on a program shown on CTV-22?
   __ Yes -- How often in the past 2 years: __ Over 10 times __ 6-10 times __ 1-5 times __ Never __ No
25. Have you ever requested event coverage or production services from CTV-22?
   __ No  __ Yes  [If “Yes,” please answer questions 25a. – 25c. below]
   a. Was CTV-22 responsive, and was the event/issue was covered? __ Yes  __ No
   b. Was your program shown on CTV-22? __ Yes  __ No
   c. Were you notified of the time for the program to be shown on CTV-22? __ Yes  __ No

26. If "Yes" to Question 23 or Question 24 or Question 25 How would you rate the services provided by CTV-22?
   __ Excellent  __ Good  __ Fair  __ Poor

27. Please use the space below to provide any other comments about the resources and services provided by SCAN-TV, PSA, Voice of Vashon, and CTV-22.
   ____________________________________________________________
   ____________________________________________________________
   ____________________________________________________________

28. Puget Sound Educational Television (PSETV), a program of the Puget Sound Educational Service District, operates cable channel 26, which offers a mixture of acquired and original programming to enrich student learning, enhance educator resources, and improve outreach to parents and the community. Have you ever watched PSETV channel 26?
   __ Yes  __ No/Don't Know  [If “No/Don’t Know,” skip to Question 31, below]

29. If "Yes" to Question 28 How often did you watch PSETV channel 26 during the past month?
   __ Over 10 times  __ 6 - 10 times  __ 1 - 5 times  __ Never  __ Don't Know

30. Please indicate your opinion of the following statements about PSETV channel 26:

<table>
<thead>
<tr>
<th>STRONGLY AGREE</th>
<th>AGREE</th>
<th>DISAGREE</th>
<th>STRONGLY DISAGREE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provides worthwhile educational programming</td>
<td>___</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Provides valuable information</td>
<td>___</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Provides programming that is interesting to watch</td>
<td>___</td>
<td>___</td>
<td>___</td>
</tr>
</tbody>
</table>

31. The University of Washington Television (UWTV), a program of the University of Washington operates cable channels 27 and 76 (Comcast) and channels 25 and 27 (Broadstripe Cable), which provide noncommercial education programming. Have you ever watched the UWTV channels?
   __ Yes  __ No/Don't Know  [If “No/Don’t Know,” skip to Question 34, on the next page]
COMMUNITY NEEDS & INTERESTS QUESTIONNAIRE

32. [If “Yes” to Question 31] How often did you watch the UWTV channels during the past month?
   __ Over 10 times __ 6 - 10 times __ 1 - 5 times __ Never __ Don’t Know

33. Please indicate your opinion of the following statements about the UWTV channels:
   STRONGLY AGREE AGREE DISAGREE STRONGLY DISAGREE
   a. Provides worthwhile educational programming .......... ___ ___ ___ ___
   b. Provides valuable information.......................... ___ ___ ___ ___
   c. Provides programming that is interesting to watch...... ___ ___ ___ ___

34. The College Channel, a program of Bellevue Community College, operates channel 28 (Comcast) and channel 97 (Broadstripe Cable), which provide educational programs, concerts, and historical lectures. Have you ever watched the College Channel?
   __ Yes __ No/Don’t Know [If “No/Don’t Know,” skip to Question 37, below]

35. [If “Yes” to Question 34] How often did you watch the College Channel during the past month?
   __ Over 10 times __ 6 - 10 times __ 1 - 5 times __ Never __ Don’t Know

36. Please indicate your opinion of the following statements about the College Channel:
   STRONGLY AGREE AGREE DISAGREE STRONGLY DISAGREE
   a. Provides worthwhile educational programming .......... ___ ___ ___ ___
   b. Provides valuable information.......................... ___ ___ ___ ___
   c. Provides programming that is interesting to watch...... ___ ___ ___ ___

37. How important do you feel it is to have local, noncommercial cable channels that feature programs about King County residents, organizations, schools, government, events and issues?
   __ Very Important __ Important __ Not Very Important
   __ Not Important At All __ No Opinion / Don’t Know

38. Thank you very much for your assistance. You are invited, but not required, to provide any of the following information about yourself and/or the organization you are associated with:
   Name: ________________________________________________________________
   Organization: ____________________________________________________________
   Address: _______________________________________________________________
   Telephone Number: ____________________________
APPENDIX 2

Notes from Focus Group Brainstorming Sessions
Brainstorming Notes – King County Focus Groups
January 19-23, 2010

Question 1 -- What are the Key Local Issues Facing You, Your Neighbors, Community Organizations, County Government, and Schools in the Next Five Years?

Focus Group: Vashon Island Public Access
- Ferry service
- Library expansion
- Money King County spends for services
- Public education funding
- Environmental issues – Vashon Maury Island
- Community emergency response and organization
- Issues related to sustainable Vashon
- Business retention and development
- Economic growth
- Water supply and access to the aquifer
- Quality of water
- Tourism or not
- Community council meetings
- Sustainable funding for NPOs
- Arts and culture
- Quality of life
- Public access to beaches
- Health care and food bank issues
- Health of the Sound
- State, county legislation and how it affects Vashon
- Affordable housing and youth retention
- Concerns about drugs and alcohol
- Government funding and methods of taxation
- Customization of services for rural environment
- Urban amenities
- Annexation
- Loss of subscriber base
- Reduction of subscriber-based revenue

Focus Group: North-End Public Access TV
- Crime and inter-governmental cooperation
- Water fluoridation
- Diminishing resources
- Budget issues: state, city, county
- Economy
- Job creation
- Economic development
- Pollution
- Junk science
- Annexation
- Gentrification
- Need for dialogue between multicultural issues
- Education
- Comparative information single source of information
- Use of green technology
- Business loans
- Police harassment
- Job training
- Abuse of power
- Tuition increase
- Access to higher education
- Access to financial resources
- Access in general
- Transportation
- Eliminating the tunnel
- Support for the arts
- Bilingual/bicultural information
- High school sports, local sports
- Critical thinking
- Greater government transparency
- Reliable technology at PEG center
- New growing immigrant population
- Economic shift due to other states’ economic problems
- Inadequate coverage of issues
- Transparency in franchise process

**Focus Group: Puget Sound Access**
- Voice of south King County reaching greater King County
- Size of PSA vs. SCAN
- SCAN is default vs. PSA for unicorp King County
- Concentration of ownership
- Lack of competition
- Lack of choice of cable service providers
- Awareness of PEG
- Lack of youth engagement
- Economy
- Not enough collaboration between PEG
- Lack of money for education
- Less money for education
- Relevance of public access
- Rapid evolution of technology
- Big money has greater influence and power over politics
- Lack of adequate resources for access
- Continuing affordable access
- Loss of community newspaper
- Impact of Dish and Direct TV

**Focus Group: I-NET, Municipalities, County Agencies**
- Including existing I-NET connections for King County library systems
- Lack of broadband connectivity
- Elasticity of bandwidth
- Current law as it requires King County to approach franchising with regard to separation of video, voice, data
- Terms and conditions that limit use of I-NET as it relates to wireless e.g., ‘last 100’
- Interconnection between I-NET
- Ability to provide real-time feedback at government meetings
- Government transparency
- Ready access to content, replay
- Access to education information
- Complexity of issues related to government
- Rapid regional population growth in Puget Sound
- Traffic congestion
- Access to physical locations of public agencies, libraries, etc.
- How to use technology to address needs of citizens (mobility)
- Quality of education
- Creation of more alternative schools
- Accessibility to all community services
- Language barriers
- Inter/intra neighborhood disassociation, isolation
- Safety and crime prevention
- Cost of delivering government services

Focus Group: Art, Culture and Heritage
- Ability to success information on arts
- Loss and decrease of local news and news resources: arts, sports, etc
- Advances in technology
- Access to content via multiple sources
- Evolving our thinking from Access TV to community media centers
- Having funding available for NPOs for production
- Shifts in media delivery that have left a large group of available talent
- Individuals are a resource that should be considered
- Ability for content to be uploaded for access by audiences
- Most of media we consume is ‘commercial’ not local or specific
- More channels, more options
- Need access to as many means possible
- Consolidation has diminished local content on TV stations
- Less diverse, more homogenous commercial content
- Need to be a key issue: Arts, culture and heritage are core parts of functioning community
- Arts education is absent
- Annexation
- Gatekeepers to funding

Focus Group: Education
- Budget cuts for schools and public agencies
- Limited access to higher education (enrollment)
- Changing demographics
- Increased immigrants
- Influx of new, multiple languages
• Language
• Transportation
• Decline in K-12 enrollment
• Increased vacancies
• Services for aging population
• Information about healthy aging
• Technology divide
• Increase in technology use
• Increase in use of digital learning (virtual schools)
• Economic development
• Loss of traditional business
• Filling the void left by business loss
• Creating an attractive place for population
• Environmental issues
• Quality educational opportunities
• Growing health disparities
• Loss of sense of community
• Shrinking of newspapers
• Changing role of media
• Need more resources to support PEG
• Issues in King County are different from issues in other parts of the state
• Lack of affordable housing
• Government transparency

Focus Group: Non-Profit Civic, Health, Human Service, Community and Faith-Based Orgs
• Economic uncertainty
• Access to service
• Knowledge about services
• Economy’s effect on specific populations, aging, families, health
• Transportation
• Public awareness of gifts and vulnerabilities of specific populations
• Growing senior and aging populations
• Independence and connection
• Loss of local news outlets
• Increasing cost of survival for vulnerable populations
• Lack of diversity in media
• Representation in media
• Maintaining continuing access to local information VIA TV
• Getting information on life services for special populations
• Verizon not willing to deliver local community TV

Focus Group: Government Agency, Schools, Community Groups
• Re-opener franchise at least for technology
• Funding for all services
• Solid waste disposal
• Waste storm treatment
• Emergency communications
• Limited videographers
• King Co becoming more diverse
• Don't have standardized captioning
• Disaster-related immigrants
• New immigrant populations
• Access to justice
• Decaying infrastructure
• Growth and amount of available content in media
• Loss of discretionary, community services
• Population growth
• Jurisdictional identity: Rural? Urban?
• 87 elected officials
• Aging population
• Growth in demand for distance learning
Question 2 -- What Makes it Difficult for Community Organizations, County Government Departments, or Schools to Effectively Communicate Information to their Constituencies in King County?

Focus Group: Vashon Island Public Access
- Diversity of how we get information
- Connectivity
- Lack of local media capabilities
- Capacity of local media outlets
- Funding of local media (many are volunteer run)
- VOV not listed on EPG
- Economic barriers: subscriber vs. public
- ‘Silo’d governance
- Lack of collaboration between agencies
- Lack of appropriate equipment, personnel
- Lack of distribution
- Lack of bandwidth
- Powering issues related to cable plant
- Lack of feedback mechanism
- No audience demographics
- Rural nature of Vashon
- Problems with Comcast line extension policy
- No VOD for PEG
- Low cable penetration on Vashon

Focus Group: North-End Public Access TV
- Lack of adequate funding
- Lack of adequate public access equipment
- Buzz on Broadstripe/Comcast access channels
- Lack of structures, mechanisms for communication between federal, state, local
- Lack of mechanisms for distribution to other PEG facilities
- Cost of producing PEG show for producers
- Language and cultural barriers
- Ability to promote programs on other cable channels
- More effective and accessible audience demographics
- Disconnect between authority and needs of the community / SCAN
- Access to cable EPG
- Lack of continuing education for content providers
- Lack of ability for audience feedback, ratings

Focus Group: Puget Sound Access
- No access for PSA on TV Guide channel (EPG)
- Substandard signal QUALITY
- Schools and community groups don’t know about PEG access
- School and city boundaries don’t correspond
- Negative image of PEG in public eye
- Random program schedule
- No cross-channel program promotion
- No print promotion of PSA in Seattle Times
- Lack of funding for PSA
- Location of facility
- Public access channel are not carried throughout the Seattle Metro area
- Access programming does not reach audience due to division of territory
- Confusion between PSA 77 and SCAN 77

Focus Group: I-NET, Municipalities, County Agencies
- Everything is going wireless and I-NET agreement is currently a barrier
- Interconnection between I-NET
- Fractalization of society
- ADA issues
- Disabled population
- Language barrier
- Outdated equipment supplied by cable operator
- Getting out information in a timely manner
- Quality of information distributed
- Information overload
- Jurisdictional, interagency distrust
- Lack of interactive capability
- Understanding what public records are
- Knowing how to use the right tool to use for the right purpose
- Technology costs
- Inability to get information due to lack of technology options, economy of scale
- Response to maintenance needs
- Access and cost of advertising, communication
- How to select the right tool based on targeted market
- No ability to communicate content beyond jurisdictional boundaries

Focus Group: Art, Culture and Heritage
- Not having access to resources (funding etc)
- Not having access to dedicated airtime
- How to know who is viewing
- No EPG for PEG
- Lack of funding
- Knowing programming is available
- Lack of information on other franchise agreements and access operations
- People don’t know about resources
- Most organizations don’t have resources to produce content
- Inability to share content between franchise areas
- Lack of free streaming capability

Focus Group: Education
- Local newspaper does not carry PEG listings
- Balkanization of communication methods – people are overwhelmed
- Language barriers
- Technology divide
- Economy, affordability
- Inadequate budgets
• Determining and having access to different modalities
• Finding out who is watching
• Training in media skills
• People isolated based on language
• Lack of local content in multiple languages
• Lack of awareness – available PEG channel
• Lack of interest
• Having resources to produce quality programs
• Lack of interactivity with audience

**Focus Group: Non-Profit Civic, Health, Human Service, Community and Faith-Based Orgs**

• Language barrier
• Ready access to programming on PEG channels
• Delivering content to hearing and visually impaired
• Lack of diversity
• Vast populations are hard to contact: It’s a big county
• Having access to right tools to reach homeless, new immigrant populations, etc
• Cost of cable services for low income populations
• Creating collateral is expensive
• Cost of marketing materials
• Cost of translation services
• Don’t have viewer demographics

**Focus Group: Government Agency, Schools, Community Groups**

• Language barriers
• No standard captioning
• County staff does not have access to tools to serve new populations
• Mass amount of available content
• Attracting and keeping audiences
• Access to viewer demographics
• Ability to receive user generated, interactive content
• Cultural issues with certain populations
• Don’t have enough promotional opportunities
• No detailed program listings
• Technology
• Limited ability to respond live
• Physically accessing audiences
• Access to SAP
• Access to radio/audio content
• Ability to download to portable devices
• Inability to have PEG on D.B.S.
• Inferior cable converter boxes
• Inferior PEG channel signal
Question 3 -- How Would You Like to Use Cable or SCAN, PSA, CTV or Educational Access to Inform, Entertain, and Educate King County residents? (Program content? Technology applications?)

**Focus Group: Vashon Island Public Access**
- Live streaming
- Old movies
- Historical documents about Vashon
- Interactive youth programming, produced by youth
- Community meetings
- High school sports
- Community events
- Information and education
- Local performing and visual arts
- Vashon news and information
- Current affairs
- Emergency announcements
- PSAs
- Ferry schedule and information
- Local You-Tube
- Interviews of local population
- Vashon History Heritage Society
- Farmers market preview for upcoming week
- Gardening tips
- VOV content on Comcast VOD
- Technology
- 24-hour backup on VOD
- Connectivity to state networking
- Dissemination of PEG content nationwide

**Focus Group: North-End Public Access TV**
- Local sports, high school coverage
- Community meetings
- I-NET to other public spaces, e.g., senior centers, etc
- Expand discussion of critical topics
- Peer critique among PEG channels
- VOD on cable system
- More local programming
- More diverse programming
- Emergency preparedness
- Amber alerts
- PEG topics, indexed
- More collaboration between SCAN and non-profit journalism
- Live remote capability from many venues
- Program about SCAN/PEG
- More children’s programming
- Mobile technology access
- More programming to involve, about business
- More corporate, business support
• Engaging programs about science
• Social media
• Arts and cultural events
• Lectures from colleges, schools
• Museum
• Interviews and call-ins from government officials
• Connect local people to others around the world
• Youth programming available in schools

**Focus Group: Puget Sound Access**
• More promotion of PEG access capability
• Media training for youth
• Get programs from other community media outlets
• PEG audio channels on the system
• Religious content
• VOD on
• Homework hotline
• Daily news
• Daily local news
• Continue on FSTV Pirate TV
• Interviews with local people
• Local variety shows
• Religious programs for children
• Local magazine shows
• Programs about local organizations and groups
• Programs that show diversity
• Local cop programs
• Local history
• What's happening in schools?
• Community events
• Variety of religious programming
• Emergency programming, preparedness
• Bilingual programs

**Focus Group: I-NET, Municipalities, County Agencies**
• Crossroads and Southcenter libraries connected to the I-NET
• Real-time feedback from citizens to government meetings
• VOD for PEG
• Education courses from outside area, e.g., MIT courses, etc
• Interconnection of cable systems
• Address/collaborate around common issues across jurisdictions
• Get input from public on services, resources and mode of delivery
• Alternative means of receiving technology services
• Provide cost-effective creation delivery and storage of information
• Local community content should be at same technical quality as commercial TV
• Neighborhood, community bulletin board that is hyper local and scalable
• Searchable database of PEG and BB content
• Ability for children to participate in classroom learning from home
Focus Group: Art, Culture and Heritage
- Expand local news, arts, sports
- Expand access to other public venues e.g., senior centers
- Streaming capability
- PEG is reflective of local interests
- Balance lack of local content on commercial
- Create ‘hyper-local’ content
- PEG access program guide
- Arts, Cultural, Heritage programming
- PEG access programming streamed on Internet and other media
- Collaboration between various arts, cultural, economic, educational entities in creating content
- Interconnect the various franchises in area for arts content
- Live remote capability
- Partnership between arts organizations and PEG
- VOD for PEG access and producers

Focus Group: Education
- Using PEG to develop sense of community identity
- VOD
- Ability to produce programs in multiple languages
- Ability to create Education content for multiple schools
- Preschool readiness for ESL families
- Access channel on basic tier
- Technology applications to take advantage of bandwidth
- Bring the community into the schools
- College preparation
- School board meeting
- Emergency communications
- Changes in education standards
- Communicating impacts of budget cuts
- Helping people understand processes
- Identifying programs that have broad appeal
- Women’s sports
- Business profiles
- Legal issues explained
- Regional local content
- Countywide K-12 channel
- More collaboration between PEG channel and management entities
- Ongoing opportunities for dialogue around technology needs and issues

Focus Group: Non-Profit Civic, Health, Human Service, Community and Faith-Based Orgs
- Programs about special needs pops
- Organized TV guide information about PEG access, local channels in various languages/captioned
- Content, PSAs about rate discount for disability
- Programs about developmental needs in children
- Make sure whole community is represented
- Programs about the DD community
- Continued carriage/coverage of TVW
- Special event coverage
- Audio channels used for PEG
- Comcast carry all local non-community radio
- How to use elect. media for civic engagement
- Live coverage of community meetings

**Focus Group: Government Agency, Schools, Community Groups**
- Program for new immigrants
- More interactive
- More ‘user’ generated content
- Multicultural programming to improve everyday life
- Access to justice
- How to file paperwork
- Domestic violence
- Family court
- How to negotiate the criminal justice/legal system
- Understanding the legal system for new immigrants
- Concerts, events
- Sports
- Tom Douglas – cooking
- Local celebrity spokespersons
- Government meeting discussion/analysis
- Cross-governmental dialogue
- Youth programming
- Accessible on multiple devices
- More PEG available on DVD
- More PEG available online
- Use cable to create dialogue between county governmental agencies
**Question 4 -- What Would Make It Easier for You (or your organization) to Use Cable or SCAN, PSA, CTV or Educational Access to Communicate Local Information and Entertainment?**

**Focus Group: Vashon Island Public Access**
- VOV available online
- More equipment for VOV
- Personnel for Voice of Vashon
- Connectivity of all community sites on Vashon
- Web site for VOV
- VOV programming and time-tested on EPG
- Print program guide
- Easily accessible community B board
- Live streaming VOV
- Lengthen line drop, change policy
- Take advantage of other distribution opportunities (ferry monitors, etc)
- VOD for Vashon
- More equitable sharing of franchise fees
- If a resident has a phone, they should have cable
- Vashon has representative on King County Cable Advisory
- VOV TV as line item on King County budget
- Mobile van, access to existing mobile van
- Fast upload, download; Internet
- Access to technology for economically advantaged residents
- PEG content able to be delivered to multiple devices
- Better, more reliable technology for VOV
- HD capability
- Access to PEG only service for residents
- MP3 access

**Focus Group: North-End Public Access TV**
- PEG programming promoted on channel guide
- PEG programming on time
- More reliable technology—cable, equipment
- Larger variety of equipment
- Remote origination points
- Remote production truck
- Current technical audio problem on Broadstripe and Comcast
- PEG funding levels tied to CPI
- Printer for producers to use
- Collaboration production between PEG across country
- More online presence
- PSAs for access on commercial cable channels
- Student internships
- SCAN should be able to have more direct contact, relationship with franchise authority
- Remote switcher/HD capability
- More volunteers
- More public access channels including HDTV
- Index-ible content
• Real-time tabulation
• Training for volunteers on how to cover various topics
• Collaboration between community, radio, TV
• Radio station
• Low power distribution of PEG
• Easier to review and upgrade technology
• Access to audience demographics
• Resources available through SCAN/PSA to help producers
• Use social media tools to promote PEG programs
• Coordination between SCAN and secondary education to permit tax credit

Focus Group: Puget Sound Access
• Ability for NPOs to collaborate with PEG organization
• Multiple public access channels
• More education on public access as a resource
• Cable company-provided promotion of access
• More open hours
• TV Guide channel includes specific names of access shows and times
• More partnering between SCAN and PSA and PEG
• HD capability
• Technology functionality is equivalent to commercial channels now and in future
• Mini-studios conveniently located
• Carry all PEG in the Seattle Metro area
• Training more and better producers
• Expanded streamlining for worldwide distribution
• More bandwidth
• VOD
• Fiber connection
• Signal monitoring in facility at PSA (can’t monitor signal)
• Ethernet cable in home
• Equipment for delay in live programming
• Education on how to secure sponsors
• Greater distribution of all PEG channels
• Ability to distribute PEG across King County
• Funding and resources for PSA
• Have Dish and Direct TV to carry PEG
• Distribution to multiple devices

Focus Group: I-NET, Municipalities, County Agencies
• I-NET bandwidth expanding through term of franchise
• I-NET for all area cities and counties should be interconnected
• On demand information
• Mobile library systems
• Affordability in service and equipment
• Access to PEG equipment
• Funding for equipment
• Not restricted to Comcast/B Stripe hardware
• Make it easier to customize information you want to see
• Standardized indexing, cataloguing of content
- Regionalized management of I-NET
- Guaranteed a la carte
- Universal service level connectivity (ADA)
- Latest technology

**Focus Group: Art, Culture and Heritage**
- VOD for public access
- Re-opener to allow for new technologies
- Dedicated arts, cultural programming
- Time/zone channel
- Ability for local access content provider to electronically deliver content to access management information
- Collaboration among various stakeholders
- Free streaming service from Comcast to public access organizations
- Operations and capital funding
- Built-in upgrade of technology and equipment every three years
- Grant funding for training
- Better training for content providers
- Grants to arts organization for content creation
- Remote truck

**Focus Group: Education**
- Adequate PEG funding and resources
- Training classes
- Interactive capability on PEG access
- Streaming capability
- Positioning of PEG on lineup
- Improve the way PEG channel are scheduled and programmed
- More bandwidth
- Content indexing
- Access to cross channel promotion ad available for PEG
- Unrestricted PEG funding
- Funding for collaboration among PEG organizations
- Funding for education
- Cross media promotion of PEG content, e.g., use of King County
- EPG listings with specific programs

**Focus Group: Non-Profit Civic, Health, Human Service, Community and Faith-Based Orgs**
- Published guide to what is available on PEG, multilingual, inclusive
- More collaboration and shared resources
- Detailed listing of local PEG content on EPG and in print
- Make people aware of lowest cost or tier or service & discounts for disability
- Provide print information on PEG resources
- Free cable drops in key areas
- Increased investment in training on media tools
- Mobile van
- CMCs need to be more effective in reaching out
- CMCs need adequate funding for people, equipment, resources
- VOD
- Obligate the cable operator to accept and deliver VOD content
More than one Public Access channel
Indexing of Peg content
Joint franchise process for King County and all cities in the county, especially for PEG, community media
CMC has resources to train NPOs
CMCs provide equipment to NPOs
Local broadcast and access channel should be at HDTV/highest quality on lowest cost tier of service
More outreach to NPOs about access

Focus Group: Government Agency, Schools, Community Groups
- Up-to-date technology
- Easy to use technology
- Ad
- PEG content listed on EP6, specific names and descriptions
- New equipment
- Mobile van for government access
- Ability to download PEG content to portable devices
- Use of cable vans to promote PEG
- Billing statement messages
- Access to regional PEG channels
- Ability to go live
- VOD
- Index of PEG content
- Ability to access specific content within PEG shows (indexing)
- Ability to broadcast from Skype
- PEG universally available in public spaces
- Unbundling services without reducing amount of video revenue