

Trial Participant Survey: Text Response Analysis

Trial participants were surveyed to determine their reactions and experiences relating to the FTTH trial. Three text questions were asked:

- 1) *Use this space to describe other FTTH services the City should consider:***
- 2) *How would you describe your experience of FTTH and its benefits to fellow residents?***
- 3) *Going forward, what advice would you give the City about future FTTH services?***

Most respondents wanted TV and/or Internet services expanded, with a few visionaries mentioning advanced services such as remote medical care. A large majority of respondents (35 out of 39) reported positive experiences with the FTTH system, while two had perennial computer problems and two were unhappy about the price. The most common advice going forward (15/41) was to expand the system city-wide.

In order to extract the specific recommendations and concerns expressed in the text question portion of the survey, each comment was placed in a table and the specific category(ies) commented upon were noted. The categories themselves were extracted from the comments and when a new category was mentioned, it was added to the table.

Since any single text response could mention one or *more* issues, the total number of mentions is greater than the number of people responding to the questions. In addition, the results should be viewed as relative only to the category that they apply to.

Use this space to describe other FTTH services the City should consider:

Category of Response (29 total responses/25 total participants)	Num
Television services	10
Internet services	7
Advanced services	4
AT&T replacement	3
Phone service	2
Dial up/FM	3

Television services – The highest number of responses indicated that they would like to see more/better/advanced television services provided by the FTTH system. Three opined that a primary motivation was to get away from AT&T.

“Television seems a natural because the available cable services are so bad.”

Internet Services – The next largest category of service requests was of more or better Internet service.

“Direct connection to PAIX, Mae West, USGS, Stanford networks. VPN all Palo Alto schools and municipal bldgs, then provide VPN com'l support. Video conferencing everywhere, Game Central, VoIP domestic and international. Leverage our Intranet capabilities.”

“My opinion is that the Internet service is the primary service. The phone service works well and I like it. Cable TV over the fiber would be fine too. However, a pure data service would be easier to run.”

Advanced Services – Several responses mentioned advanced services beyond the traditional Internet/phone/TV offerings.

“local city counsel meetings; classical music;support establishment of internet adult illiteracy programs using senior citizens in nursing homes as instructors.”

“On-line school, art, group activities. Medical monitoring for outpatients. Road monitoring with 802.11b links to portables. Virtual tours for the infirm. Narrowcasting: offering ethnic, foreign language, special interest groups a way to show movies, plays, etc.

Other – Phone/hate AT&T/FM/Dial up

“long distance on the phone service would be great. Some people, not necessarily me, would like the digital video.”

“FM radio, all local stations in the Bay Area and selected classical music, jazz and news off the web to replace what we lost in the sale of Cable Co-op”

“A fiber connection for the TV would be so much better than the AT&T connection. ANYTHING but AT&T.”

How would you describe your experience of FTTH and its benefits to fellow residents?

Category of Response (62 total responses/41 total participants)	Num
Good experience	34
Liked speed and/or reliability	19
Like the idea of a CPAU utility	3
Price issues	3
Had service issues	2

The vast majority (35 out of 39 who were successfully hooked up to the system) reported positive experiences. Two reported that their primary reaction was that the price was too high and two had chronic connection problems due to their idiosyncratic or unreliable customer equipment. These were diagnosed by FTTH service on several occasions but never corrected by the participant.

Good experience –

“This is the fastest and most reliable connection I have had, outside of work-site LANs. I am very happy with it and would be quite distressed if the trial did not continue. I hope FTTH will now be extended to more homes.”

“We were very pleased with the speed and reliability of the trial services (internet, local phone, and e-mail mailbox). Our family uses FTTH daily for a combination of work, communications, information, shopping, entertainment, and school work. I'd like to emphasize that the quality and availability of support service from HeyerTech was way better than any I experienced in the past. They contributed significantly to our positive experience with FTTH. In sum, from our family's perspective, this trial was an unqualified success!”

“I found that the reliability and speed of FTTH were just wonderful. I am not a power user of the internet, but I do use it a lot, and this made my use much easier and more fun. Almost too much fun!”

Liked speed and/or reliability –

“ROCK-SOLID RELIABLE: Made my entire system more reliable because I wasn't constantly rebooting or changing settings. Big improvement. SPEED: FTTH ended my world wide wait. If a page didn't load within 5 seconds, I would find another site to provide the info. Streaming video and audio and large file downloads became possible. Speed opens your Internet door wide, instead of just a crack. I can see clearly, and quickly, now.”

Like the idea of a CPAU utility –

“I believe that the FTTH Trial has met and exceeded our expectations. It is worthy of delivering city-wide. It should be our seventh utility.”

Price issues –

“My late husband signed up for trial service. My usage of the internet is primarily for email...since I also have dial up AOL the expense of \$80/month plus AOL is a cost I can't really afford under my current circumstances.”

Service issues –

“I was never able to hook up to the trial. We have a new home and we specifically wired it so that we could enjoy the FTTH trial. That said, after a number of tries on the part of our digital consultant, our corporations MIS department, and help from Josh, we were never able to get a connection that was even close to a dial up (56k) line. Those few times that we could get the ultra slow service, it would boot us off as soon as any files or graphics were involved. I would have loved to experience the service, the reviews from others sounded very impressive, I just wish that we would have been able to figure out why our service didn't work and been able to trouble shoot the problem. My guess is that a city wide roll-out would

involve a number of homes that are not tech savvy enough to solve problems, and we couldn't even do it with a team of so called experts.” [FTTH service worked extensively with this customer and the issues were determined to be with the hardware/software provided by the MIS department]

Going forward, what advice would you give the City about future FTTH services?

Category of Response (41 total responses/41 total participants)	Num
Provide adequate service levels	21
Expand the system city-wide	15
Control the price	5

Provide adequate service levels – Half of the participants mentioned some aspect of the service that they would like to see improved or expanded. A number of them mentioned the problems of configuring their cable modem/DSL routers, as noted in the Customer Service Report.

“I would much rather buy a bundle of services for a set price than have just the internet access.”

“Consider point to point fiber rather than PON. Interconnecting neighborhoods (local traffic) is important, as is having two or more ISPs. On the whole, everyone at the CPAU has done a great job so far!”

“As above, I would really pay attention to the trouble spots, not the working homes with very sophisticated users. If you plan a city wide roll-out, you will need to be able to trouble shoot for your average users that likely understand a fair amount, but can't reconfigure routers.”

Expand the system city-wide –

“As stated previously, the FTTH experiment was something I would hope could be extended to others in Palo Alto who need it, and would greatly appreciate it. It would make Palo Alto quite an up-to-date, knowledgeable city. Just as PA Utilities belong to the city, we should also have FTTH as part of our city infrastructure.”

“Heavily promote Intranet services. We will have speed to burn within Palo Alto. This will demonstrate what real speed can do for you, and entice subscribers to every higher Internet bandwidth tiers. Plan and manage FTTH like an aggressive commercial enterprise using the Hewlett Packard model...plan, execute and prepare for change. Hire great telecom management, supplement with citizen advisory sub-committees. Require pro-active rather than reactive legal support. Get your story straight, then tell it over and over. Position Palo Alto yet again as a world leading city.”

Control the price –

“1. Find a way to reduce the monthly cost to be closer to the cable-DSL pricing. I think most PA residents will not be willing to pay \$85/month when cable-DSL are at \$45/month. \$55-\$65/mo. is more likely to fly. 2. increase the bandwidth of the connection to the backbone at PAIX from 10Mbps to 45 Mbps or 100Mbps!”