

Minutes of the Cable Advisory Committee
December 15, 2016

Call to order at 7:47pm

Attending:

- John Covert, CAC member
- Steve Davidson, CAC member
- Rich Logan, CAC member

Agenda:

- Citizen Concerns
- Survey of Acton residents to capture community-wide needs, concerns and preferences related to Cable Services:
 - Status Update
 - Plan for Survey Campaign: Schedule, Outreach, and Timing
- Plan for upcoming meetings

Citizen concerns:

- None

~~Survey of Acton residents to capture community-wide needs, concerns and preferences related to Cable Services: Status Update~~

- Board of Selectmen allocated \$300 for one year of Professional Plan/Gold enabling full support and more than sufficient number of survey responses
- Survey creation is nearly complete in Survey Monkey, undergoing dry runs
- Semi-custom URL can be distributed to request responses from the citizenry
- Members of the CAC experimented with it prior to meeting, provided feedback for fixes/corrections (still some work to be done)
- Next phase: Request that the Board of Selectmen take the survey (get buy-in and feedback)
- Will begin distribution as soon as the BoS trial is complete
- Outreach via: (expanding on discussion from October)
 - Action Unlimited
 - Acton Municipal Quarterly (note that it only goes to homeowners)
 - Senior Citizens Newsletter (through the Council on Aging)
 - Acton Beacon
 - Acton Patch
 - Signage at Town Hall and Library
 - Grocery store flyers
 - US Postal Service's Every Door Direct (\$0.17/house – pick specific routes to reduce it from \$1700 for everyone)
 - Charlie Cadillac's E-mail distribution list
 - Flyers through the school system

Plan for upcoming meetings

- Next meeting on January 19, focus will be discussion with Comcast representative (invited) regarding getting them to accept a digital feed
- Planning to meet with Verizon rep. in February or March

Meeting adjourned at 8:23pm