

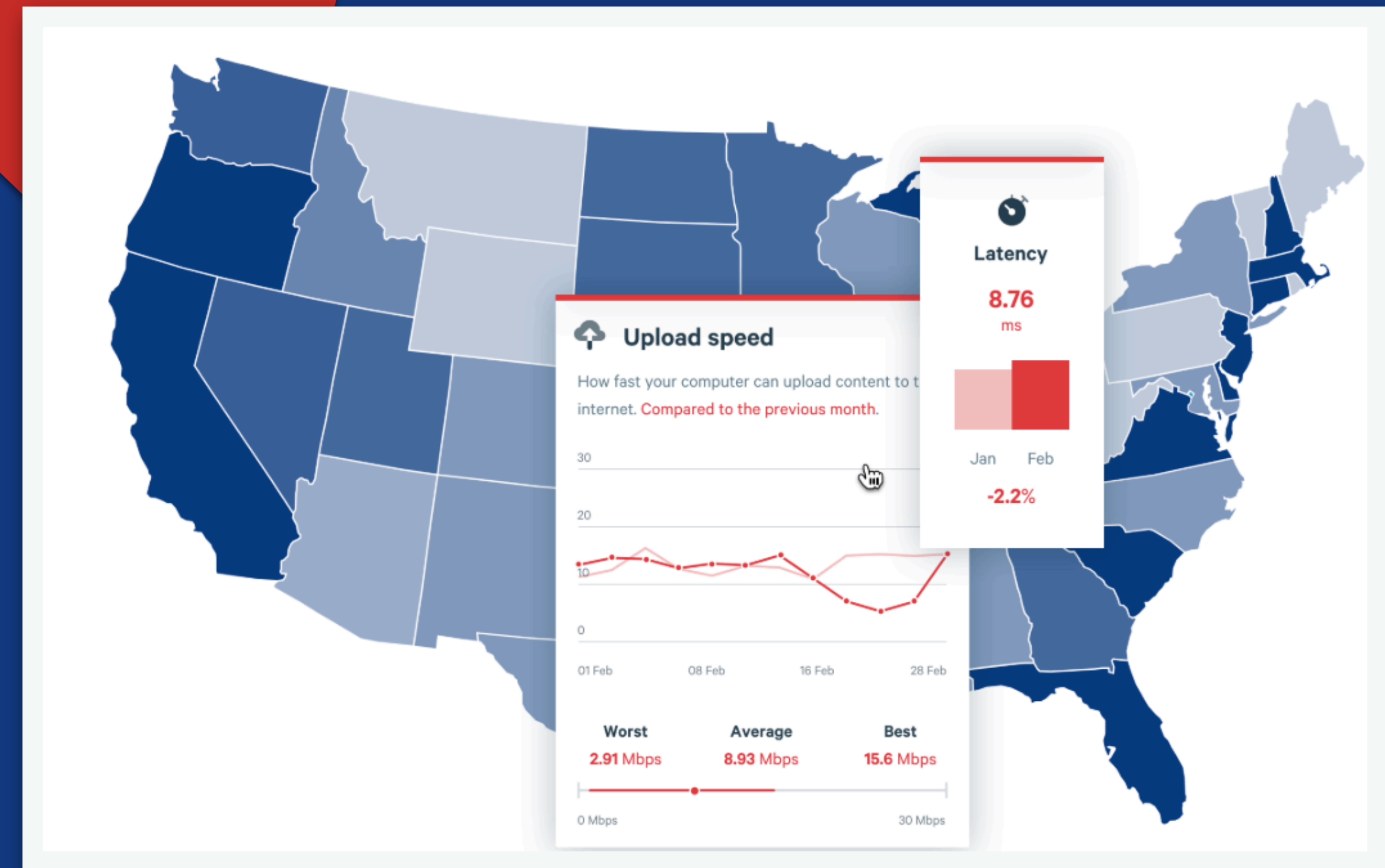
MBA

Collaborative Meeting

May 16th, 2019

Agenda

- MBA IX: Closing Notes
- Updated Project Plan 2019
- New MBA Website
- Recruitment 2019
 - Updated Sample Plan
 - Pre-filled URL Links
 - Example of Recruitment Letter
- Next Steps & Important Dates
- MBA Assisted Research Studies



MBA IX: Closing Notes

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- Charts have been completed and sent to FCC
- ISPs have received list of Included Unit IDs
- FCC to begin report creation



Updated Project Plan 2019

Updated Project Plan 2019

- Newest version: MBA 10 Project Plan v1.3
- MBA website section has been added
- Recruitment Period section has been modified
- Shared with ISPs

Project Plan: MBA 10th Report Phase I (Reporting Year : 2019)

SamKnows

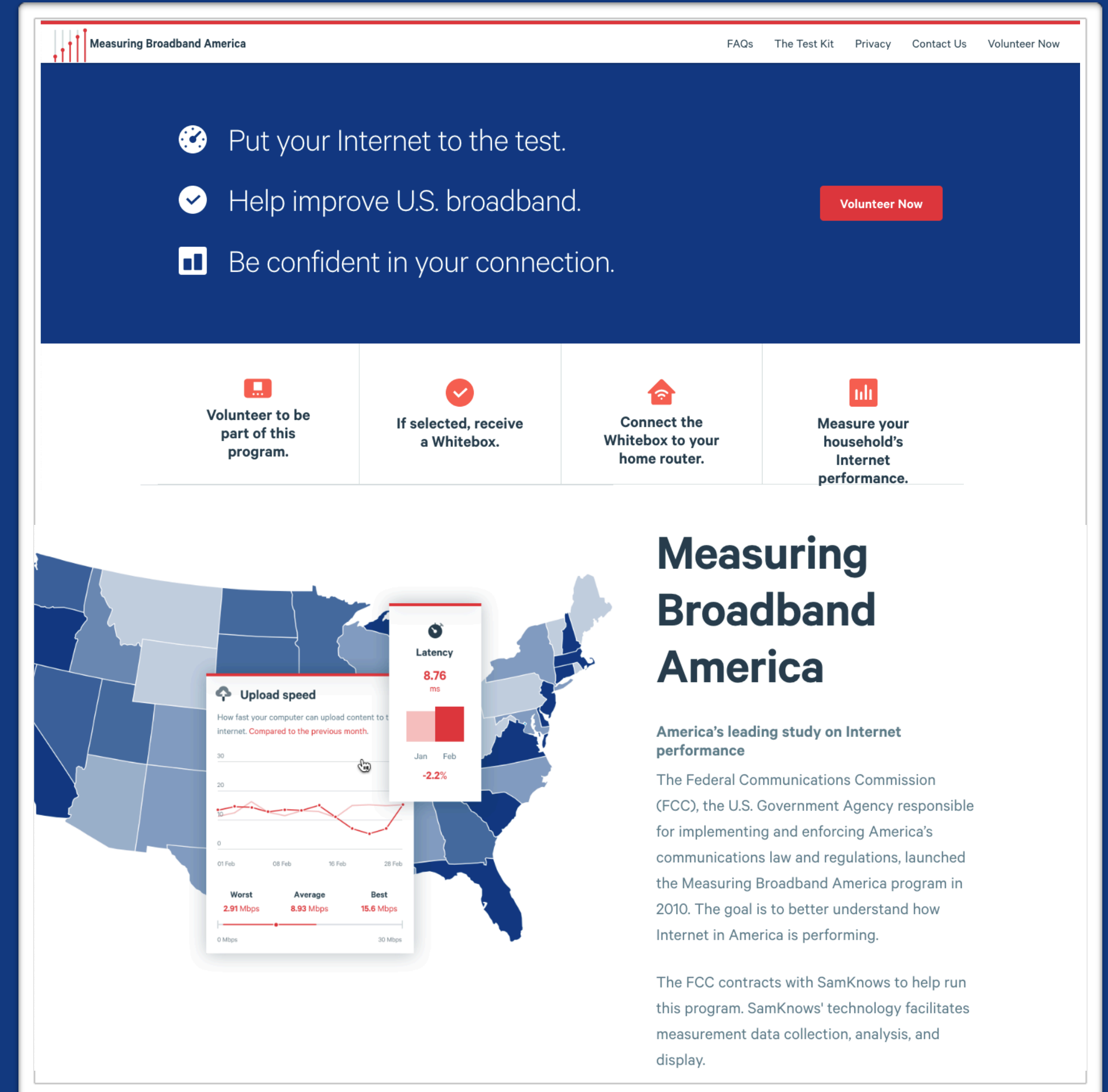
Project Lead: Stacie Djordjevic
Project Start Date: Mon 3/04/19
Display Week: 1

WBS	Task	Lead	Start	End	Cal. Days	% Done
1	Sample Plan (FCC Review)					
1.1	SK request up-to-date 477 Data from FCC	SamKnows	Mon 3/04/19	Mon 3/04/19	1	100%
1.2	SK receives 477 Data from FCC	FCC	Tue 3/05/19	Tue 3/05/19	1	100%
1.3	Sample Plan Generation using 80% protocol	SamKnows	Wed 3/06/19	Tue 3/12/19	7	100%
1.4	SK sends FCC draft of Sample Plan	SamKnows	Wed 3/13/19	Wed 3/13/19	1	100%
1.5	FCC provide feedback / confirm acceptance	FCC	Wed 3/13/19	Tue 3/19/19	7	100%
1.6	SK update Sample Plan accordingly	SamKnows	Wed 3/20/19	Tue 3/26/19	7	100%
2	Sample Plan (ISP Review)					
2.1	SK sends out Sample Plan to ISPs	SamKnows	Thu 3/28/19	Thu 3/28/19	1	100%
2.2	ISPs provide feedback / confirm popular tiers	ISPs	Fri 3/29/19	Wed 4/03/19	6	100%
2.3	SK submits proposed changes to FCC	SamKnows	Wed 5/08/19	Wed 5/08/19	1	100%
2.4	FCC Approves final changes	FCC	Wed 5/08/19	Fri 5/10/19	2	100%
2.5	SK submits final Sample Plan to Collaborative and FCC	SamKnows	Mon 5/13/19	Mon 5/13/19	1	100%
3	Measuring Broadband America Website					
3.1	SK to send website to ISPs	SamKnows	Thu 5/16/19	Thu 5/16/19	1	0%
3.2	ISPs provide feedback on website	ISPs	Thu 5/16/19	Fri 5/24/19	8	0%
3.3	SamKnows Integrates Feedback Accordingly	SamKnows	Mon 5/27/19	Fri 5/31/19	4	0%
3.4	Website launch	SamKnows	Mon 6/03/19	Mon 6/03/19	1	0%
4	Recruitment Period					
4.1	SK to contact ISPs with online numbers/ URL Links	SamKnows	Wed 5/15/19	Wed 5/15/19	1	0%
4.2	ISPs to prepare for recruitment accordingly	ISPs	Wed 5/15/19	Wed 6/05/19	21	0%
4.3	ISPs to send Recruitment Emails with specific URL Links	SamKnows	Wed 6/05/19	Fri 7/19/19	45	0%
4.4	SK to review / confirm sign-up numbers	SamKnows	Wed 6/05/19	Wed 7/31/19	56	0%
4.5	SK to dispatch whiteboxes and monitor numbers	SamKnows	Wed 6/05/19	Wed 7/31/19	56	0%
5	Code of Conduct					
5.1	SK sends Code of Conduct to Collaborative	SamKnows	Mon 7/01/19	Mon 7/01/19	1	0%
5.2	Sign/Return Code of Conduct	ISPs	Tue 7/02/19	Fri 7/12/19	11	0%
6	Pre Validations					
6.1	SK sends ISPs pre validations	SamKnows	Mon 9/02/19	Mon 9/02/19	1	0%
6.2	ISPs return pre validations to SK	ISPs	Mon 9/02/19	Fri 9/13/19	12	0%
6.3	SK Process pre validations	SamKnows	Mon 9/16/19	Fri 9/27/19	12	0%
6.4	ISPs respond to SK queries about pre validations	ISPs	Fri 9/27/19	Thu 10/03/19	7	0%
6.5	Pre validations Complete	SamKnows	Fri 10/04/19	Fri 10/04/19	1	0%
7	Reporting Period					

New MBA Website

New MBA Website

- All ISPs to receive development link
- Goals are to be:
 - Simplified: much easier for new volunteers to digest and understand what the project is about
 - Informative: more concrete, technical details about the project can still be found under FAQs
 - Attractive: Increase sample size & maximize Whitebox retention
- Please review and return feedback on website content no later than ***Friday, May 24th 2019.***



Recruitment 2019

Updated Sample Plan

- Most recent version: FCC Sample Plan 2019 v1.5
- These are the final tiers we will be recruiting against
- Increase reporting threshold to 100 reporting Whiteboxes
- Reminder: The Sample Plan is an ever moving document
- If changes occur before Sept. 2019, please let SK know as soon as possible



MEASURING BROADBAND AMERICA: Sample Plan 2019

Confidentially issued to: The FCC and Participating ISPs

Date: May 10th, 2019
Subject: Measuring Broadband America 10th Report

ISP	Download Speed Tiers (Mbps)									
AT&T	1.5	3	6	12	18	24	25	45	50	100
CenturyLink	1.5	3	7	8	10	12	20	25	40	
Charter	60	100	200							
Cinbell	5	30	50	250	500					
Comcast	60	150	250	400						
Cox	30	100	150	300						
Frontier	3	6	12	24	50	75	100	150	200	
HawaiianTel	7	11	25	50	100	300	500			
Mediacom	60	100								
Optimum	100	200	300							
Verizon	50	75	100	150	940					
Windstream	1.5	3	6	10	12	25	50			

ISP	Upload Speed Tiers (Mbps)									
AT&T	0.512	0.768	1	1.5	3	5	6	10	50	
CenturyLink	0.512	0.768	0.896	2	5	10				
Charter	5	10								
Cinbell	0.768	3	10	100	125					
Comcast	5	10								
Cox	3	10	30							
Frontier	0.77	1	1.5	50	75	100	150	200		
HawaiianTel	1	10	300							
Mediacom	5	10								
Optimum	35									
Verizon	0.768	50	75	100	880					
Windstream	0.76	1	1.5	4						

Pre-filled URL Links

- Links are to be embedded in recruitment emails
- Each speedtier included in the sample plan has one specific, unique URL link
- Each URL link is **only** to be sent to customers on that specific tier
- When volunteers click the link, it will bring them directly to the sign-up (Volunteer now) page of the MBA website
- Why is this important?

<https://www.measuringbroadbandamerica.com/signup?country=236&isp=7&product=9997>



Measuring Broadband America

FAQs The Test Kit Privacy Contact Us Volunteer Now

Volunteer Now

Volunteer today. If selected, we will send you a SamKnows Whitebox at **NO charge**.

First name

Last name

Your email address

Create a password

Already have an account? [Sign in](#)

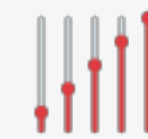
Help improve America's broadband!

Volunteers all over America are installing Whiteboxes to help America improve the Internet performance in the country and learn more about their household's Internet performance.

Be part of a community who wants to:

Example of Recruitment Email

- Primary goal is to attract new volunteers to sign up to the project
- Tone of email can be adapted to normal language ISPs use with their customer base
- Background should be on ISP letterhead/branding
- MBA, FCC, and SamKnows logo's should be placed on the letter (this adds credibility and continuity for later communications)
- Specific URL link should be hyperlinked into the call to action
- SK is happy to review content and provide assets if required



Measuring Broadband America



Dear Valued Customer,

In our commitment to providing reliable and fast Internet speeds, we're proud to collaborate with the FCC and other industry peers to help Americans like you, make informed decisions when choosing an Internet service provider.

We're looking for customers to participate in America's leading study on Internet performance, Measuring Broadband America. The purpose of this study is to better understand how the Internet is performing in American homes, nationwide.

The study will be conducted by SamKnows, an internationally recognized authority that offers unbiased broadband measurement services.

How do I participate?

Participating is easy! If you are selected to take part in the study, you will be contacted by SamKnows and sent a measuring device called a "Whitebox", which you will connect to your Internet modem to periodically measure broadband performance. **Click here** to sign up.

As a participant, you'll receive a monthly report card and access to SamKnows One, a dashboard that tracks your internet's performance.

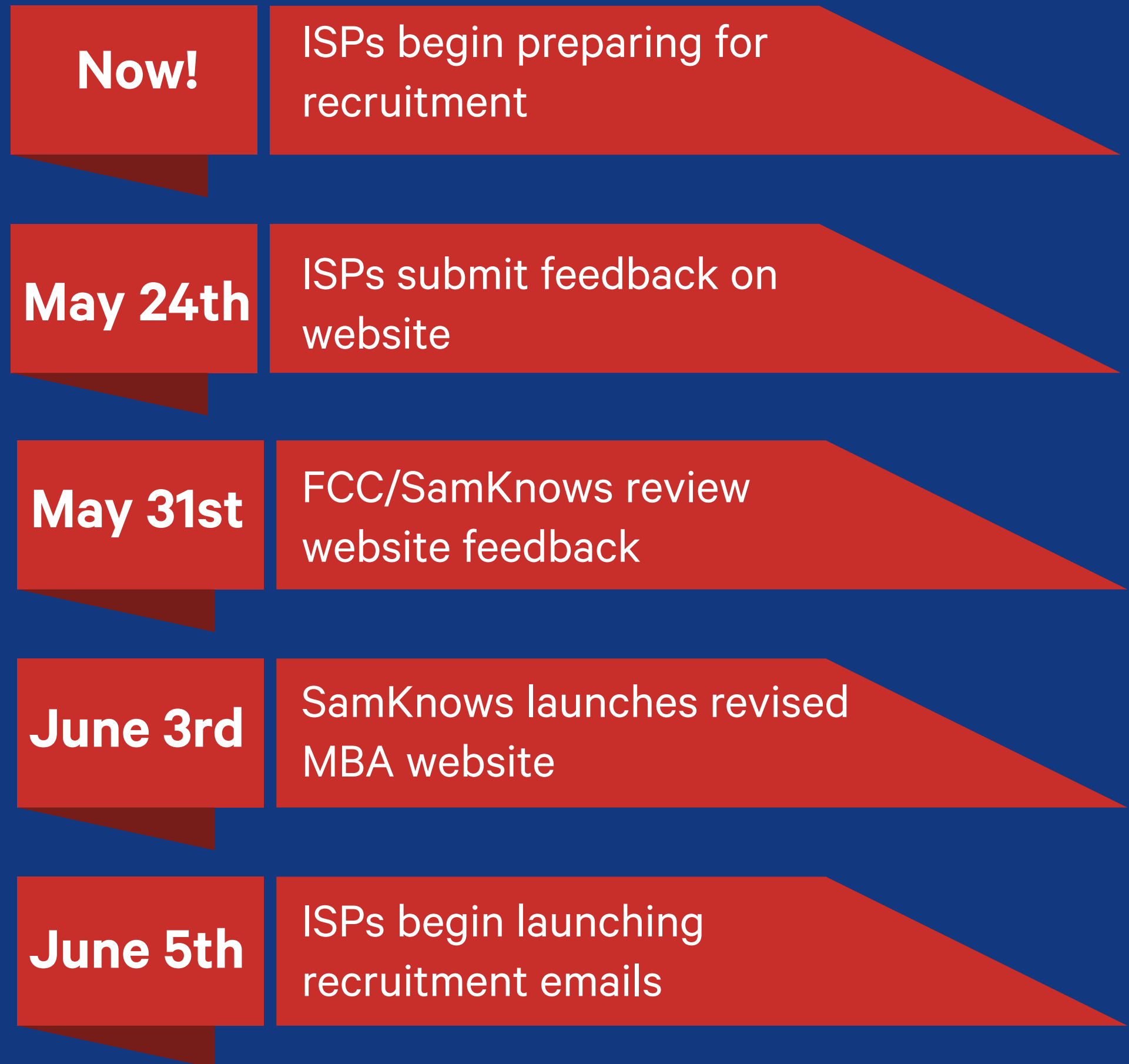
Check out Measuring Broadband America's **Frequently Asked Questions** for more information.

(Specific URL Link)

Next Steps & Important Dates

Next Steps & Important Dates

- Recruitment preparation!
- Begin writing draft recruitment emails and send to SamKnows for review
- Provide feedback on the MBA Website
- Recruitment email launch on **June 5th, 2019**
- All ISPs should now have:
 - Updated Project Plan
 - Updated Sample Plan
 - Specific URL Links



MBA Assisted Research Studies

End