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|  | Federal Communications Commission  Washington, D.C. 20554 |

July 3, 2019

**VIA ECFS ELECTRONIC DELIVERY**

Ms. Marlene H. Dortch, Secretary

Federal Communications Commission  
445 12th Street SW  
Washington, DC 20554  
  
Re: Measuring Broadband America Program (Fixed Collaborative), GN Docket No. 12-264  
  
Dear Ms. Dortch,  
  
On May 16, 2019, members of the Commission Staff met with representatives of broadband providers, public interest groups, companies, and other organizations for the fixed-line Measuring Broadband America (MBA) collaborative meeting that was held in the FCC premises to discuss ongoing plans pertaining to the MBA program.[[1]](#footnote-1)

Rajender Razdan, Electronics Engineer, EMCD/OET welcomed all the collaborative members. and proceeded to then introduce Ms. Anastacia (Stacie) Djordjevic, Government Project Manager for North America, SamKnows to present the agenda for the meeting.[[2]](#footnote-2)

1. **MBA 9th Report Closing Notes:**

Ms. Anastacia announced that SamKnows has recently completed a set of charts for the 9th MBA report and has provided these to the FCC. The FCC’s MBA team will be using these charts in writing their 9th MBA Report. SamKnows has also provided the participating ISPs with the list of validated tiers and corresponding Unit IDs for the set of Whiteboxes whose data had been used for these charts.

1. **Updated Project Plan 2019 (for MBA 10th Report):**

An updated project plan (MBA version 1.3) was presented by Ms. Anastacia to the MBA Collaborative. This updated plan included some major revisions to the previous plan, e.g., addition of a section on the creation of a new MBA recruitment website and changes to the recruitment period which has now been expanded from 1 to 3 months. Ms. Anastacia asked the ISPs to use this plan to keep track of key dates such as when feedback on the new MBA recruitment website is due and the launch date for sending recruitment emails out to prospective panelists.

1. **New MBA Website:**

Ms. Anastacia was pleased to announce that the MBA recruitment website had been developed by SamKnows. The main goals of the MBA recruitment website are to:

1. provide new volunteers with an easy to understand description of the MBA project,
2. provide more information and technical details in the form of FAQs and to
3. make the site more engaging in order to not only increase the number of people signing up but to also retain panelists for much longer periods.

Ms. Anastacia informed the ISPs that, following this meeting, she would be sending each of them a link to the development website. She asked the ISPs to respond to her by no later than Friday, May 24, 2019, with any suggestions they may have on improving the website.

1. **Recruitment of panelists for 2019 (i.e., for MBA 10th Report):**

Ms Anastasia presented the most recent version of the FCC sample plan for the MBA 10th Report. This sample plan identifies the tiers that represent the top 80% (based on subscribership) of each ISP’s set of offered tiers as per the most recent FCC’s 477 data (December 2018). As mentioned in previous meetings, this year the MBA aims to increase the threshold for the number of reporting Whiteboxes per measured ISP tier from its current value of 45 to 100. In order to give more time to recruit new volunteers, SamKnows has started the recruitment process 3 months earlier than in previous years. The sample plan is expected to change as the actual validation period in September-October 2019 approaches. The final plan depends upon the actual ISP tier subscriptions at the time of validation. ISPs are requested to inform SamKnows about any tier subscription number changes as soon as possible.

SamKnows has identified the ISP tiers that are lacking sufficient panelists to reach the threshold of 100 and are notifying ISPs of these. Once the recruitment website is finalized SamKnows will provide ISPs with a link to it for use in their recruitment emails to potential volunteers. Each speed tier included in the sample plan has a unique URL link which is to be sent to only 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 panelist recruitment website which has many pre-filled fields in the sign-up form. This avoids inputting errors by panelists who may not be clear about what their actual speed tiers are and thereby reduces the time and effort to properly validate these panelists once they are signed on.

SamKnows provided an example of a recruitment email to be sent to a prospective panelist on an identified ISP tier. This could be used as a template by ISPs who are expected to design their own recruitment emails with a tone and branding adapted to the normal language the ISPs use with their customer base. The primary goal of this email effort is to attract new volunteers to sign up for the MBA project by exciting them about the benefits the program brings to them as consumers. In addition to including their individual ISP logo, the ISPs were requested to also include logos of the MBA, FCC and SamKnows in their email campaign. Ms. Anastasia reminded the ISPs that each email send to a prospective panelist should include a specific URL link (to be provided by SamKnows that is uniquely tied to the subscription tier of the panelist) as a hyperlink to the call for action. SamKnows informed the ISPs that, if requested, they would be happy to review the contents of an ISP’s proposed recruitment email and provide feedback to the ISP.

1. **Next Steps and Important Dates:**

Ms. Djordjevic identified the following next key steps and important dates:

1. Now: ISPs to submit final validations for the MBA 9th Report
2. May 24, 2019: ISPs to submit feedback to SamKnows about panelist recruitment website.
3. May 31, 2019: FCC/SamKnows review website feedback
4. June 3, 2019: SamKnows launches the recruitment website
5. June 5, 2019: ISPs to begin launching recruitment emails

The ISPs were asked to make a note of these deadlines so that the recruitment process proceeds in a timely manner.

1. **MBA Assisted Research Studies (MARS):**

Ms. Padma Krishnaswami was happy to announce that she had been recently approached by Professor Nick Feamster, Princeton University, who expressed his desire to use the MBA infrastructure to perform some research work. This fits in well with the MARS program which Ms. Krishnaswamy briefly described. The MARS component of the MBA program provides the MBA infrastructure and resources for use in experiments by interested researchers. The FCC’s MBA team is currently in discussions with Prof. Feamster to set a date for when Prof. Feamster can make a presentation to describe his proposed experiment to the MBA collaborative. Once the meeting date and time is decided, an invitation will be sent to all the MBA collaborative members.

Mr. Razdan concluded the meeting by thanking all the attendees for their active participation and reminding everyone on the bridge to send in email notifications of their presence at this meeting.

Sincerely,  
  
/s/ Rajender Razdan  
  
Rajender Razdan, Electronics Engineer,  
Electromagnetic Compatibility Division/OET  
Federal Communications Commission

1. A list of attendees is attached to this filing in GN Docket No. 12-264. [↑](#footnote-ref-1)
2. SamKnows presentation is attached to this filing in GN Docket No. 12-264. [↑](#footnote-ref-2)