



April 10, 2009

Ms. Marlene H. Dortch, Secretary
Federal Communications Commission
445 12th Street, S.W.TW-325
Washington, D. C. 20554

Ex Parte

In the Matter of Development of Nationwide Broadband Data to Evaluate Reasonable and Timely Deployment of Advanced Services to All Americans, Improvement of Wireless Broadband Subscriberhip Data and Development of Data on Interconnected Voice over Internet Proposal (VoIP) Subscriberhip. WC Docket No. 07-38

Dear Ms. Dortch:

On April 9, Audley Webster, Robert Wharton, and Barry Goodstadt of Sand Cherry Associates (SCA) had a conference call with Rodger Woock, Kenneth Lynch, Ellen Burton and Darryl Cooper of the Wireline Competition Bureau.

The purpose of the call was to discuss SCA's perspective on key metrics and core principles regarding data that needs to be captured to measure deployment and penetration of broadband services in the U.S. The SCA Participants also suggested that a preliminary broadband mapping effort be undertaken to support the fast pace of the broadband grant process at the NTIA and the Department of Agriculture as well as to support the FCC's upcoming development of a national broadband plan.

These perspectives from SCA are outlined in the attached two pages.

In accordance with FCC rules, this letter is being filed electronically I the above-captioned docket.

Sincerely,

Robert Wharton
Sr. Partner
Sand Cherry Associates

Attachment: SCA FCC Discussion Guide document

SCA FCC Discussion Guide from April 9, 2009

Our Perspective on Broadband Mapping Requirements



A successful broadband mapping effort should be designed to capture key broadband penetration and usage metrics, guided by a few core principles that ensure the right scope.

Selected Base Metrics

- Availability of Service
- Service penetration by Speed Tiers
- Price/Income Index
- Customer Awareness/Interest Index
- Number of Service Providers

Robust view of un-served and under-served areas

Selected Core Principles

- Include wireline and wireless (3G and 4G) technologies
- Use Census Block Group (CBG) as primary unit of measure—may require modeling to balance effort and timeliness
- Focus on coverage of both residential and business
- Frame underserved as relationship between access, price and income/awareness
- Use combination of facilities and user data
- Use of speed layers to explore effort to meet different speed goals

4/10/2009

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Provisional Broadband Mapping



We believe provisional mapping can be completed quickly to support both the fast pace of the broadband grant process and the FCC's development of its national broadband plan.

Provisional Mapping Rationale

- Supports base broadband speed definition
- Supports more robust decision-making capability for broadband grant application process
- Provides valuable input into creation of national broadband strategy

Provisional
Mapping

Full
Broadband
Mapping

Current Plan: Target 2011

Proposed Complement: Target: EOY FY09

Provisional Mapping Methodology

- Wireline and wireless:
 - Use currently available nationwide data for top cable/ telco -- mostly large/medium cities -- as baseline
 - Facilities and survey updates for small cities/rural
 - Wireless data based on clearinghouse/tower providers, supplemented by survey data
- Modeling down to CBG for update areas
- Penetration relative to prices paid by consumers
- Data visualized on flexible and interactive mapping platform

Lastly, the provisional mapping should be set up to be easily compatible with whatever longer term mapping solution is put in place.

4/10/2009

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