



April 10, 2009

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

*Ex Parte*

***In the Matter of a National Broadband Plan for our Future. GN Docket No. 09-51.***

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 in 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 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

**Provisional Mapping**

**Full Broadband Mapping**

Current Plan: Target 2011

Proposed Complement: Target: EOY FY09

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

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