

**BROADBAND ASSISTANCE ADVISORY COUNCIL MEETING (BAAC)  
DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS (DCCA)  
STATE OF HAWAII**

**MINUTES OF MEETING [DRAFT FOR REVIEW]**

Date: Friday, October 18, 2012, 2:05 pm - 3:25 pm  
Time: Hawaii State Capitol, Conference Room 423  
Place: 415 S. Beretania Street  
Honolulu, Hawaii 96813

BAAC Members Present: Everett Kaneshige, Chair; Kealii Lopez, Director, DCCA; Kiman Wong for Bob Barlow, President, Oceanic Time Warner; Lester Chu for Eric Yeaman, President, Hawaiian Telcom; Clyde Sonobe for Jennifer Sabas, Office of U.S. Senator Inouye; Sharene Urakami-Oyama, AT&T; Sen. David Ige; Rep. Derek Kawakami; Rep. Kyle Yamashita; and Ian Kitajima, Oceanit.

Others Present: Jay April, CEO/President, Akaku; Nonie Toledo, High Technology Development Corporation (for DBEDT); Steve Nagata, Associate General Counsel, Hawaiian Electric Company; Paul Nakagawa, Superintendent – Planning Division; Tracy Nishibun, Planning Administrator, HECO; Ken Hiraki, Vice President – Government Affairs, Hawaiian Telcom; Cliff Miyake, General Manager, tw telecom; Celeste Nip for Verizon Wireless; Brent Tsuyama, DCCA Communications Officer; Donn Yabusaki, DCCA CATV Administrator; Cathy Takase, DCCA Broadband Program Specialist; Todd Ogasawara, DCCA Broadband Program Specialist

AGENDA: The notice for this meeting was filed with the Office of the Lieutenant Governor.

**I. Call to Order**

Chair Everett Kaneshige called the meeting to order at 2:05 pm.

## II. Minutes of February 10, 2012 meeting

Chair Kaneshige asked for a review of the minutes of the last meeting. Council member Ian Kitajima moved to approve the minutes. Board member Sharene Urakami-Oyama seconded the move to approve the minutes. The minutes were given verbal approval by the board members present.

## III. Workgroup Reports

Chair Kaneshige provided an overview of the purpose of the three workgroups to focus on three specific areas important to broadband deployment and noted the person chairing each workgroup: Ian Kitajima (Oceanit) – Adoption, Keali'i Lopez (DCCA Director) – Economic, and Gordon Bruce (Honolulu City & County CIO) – Permitting.

### A. Adoption

Adoption workgroup chair Ian Kitajima noted that this BAAC workgroup has met several times in 2012 to look at the issue of broadband adoption. He referred to a printed copy of a presentation slidedeck titled "Broadband Adoption Game Plan" which describes the use of a process called "Design Thinking" to address the question of what broadband adoption involves means. He noted that broadband adoption is not necessarily one of access since broadband availability and subscription rates are high in Hawaii. The three issues surfaced are :

1. User awareness of the qualitative difference between the typical broadband speed available to Hawaii subscribers compared to the much higher broadband speeds available, for example, outside of the U.S.
2. Awareness of applications of broadband as a means to solve problems such as traffic and health care cost reduction.
3. Overcoming workplace organizational and cultural issues to allow the use of broadband to permit, for example, telework.

He provided a brief overview of the process that will be followed over the next year to reach the end goal to understand the adoption problem by using the Design Thinking process, organizing existing technology support groups to provide assistance with broadband adoption research, and getting "engagement and buy-in from stakeholders to create ultra-high speed broadband demonstration areas."

Chair Kaneshige asked what activities would be involved to achieve this goal. Mr. Kitajima that interview teams would be sent into the field to speak with people who are at the extremes of broadband adoption (non-subscribers and subscribers of premium high-speed

service), gather information, and complete surveys. Chair Kaneshige asked who would perform this field work. Mr. Kitajima said that past Design Thinking Bootcamp participants would volunteer their time to do the interviews in exchange for future Design Thinking training. He also noted there is a community of developers who are willing to volunteer to prototype software. Chair Kaneshige asked for an anticipated start date. Mr. Kitajima said that he has already reviewed a number of published documents about broadband adoption. Some of these documents are available in a Microsoft SkyDrive Folder for BAAC members. The anticipated start date is early 2013.

Ms. Tolelo asked what this effort fulfills. Chair Kaneshige responded that the BAAC is tasked with this effort and that it dovetails with DCCA broadband related responsibilities. Director Lopez added that this and other BAAC workgroup efforts are complementary pieces to the Hawaii Broadband Initiative managed by the Office of Information Management & Technology (OIMT). Director Lopez said that the broadband strategic plan required by the ARRA grant will be completed by the end of the 2012 calendar year. Mr. Kali added that the plan must be fully in place by March, 2013. The strategic plan is meant to be a resource for other State departments for use in their own efforts to obtain grants and drive broadband growth and adoption.

## **B. Economic**

Director Lopez, who chairs this workgroup, reviewed the previous workgroup meeting. She noted that the group tried to identify high cost issues for broadband deployment, infrastructure investment challenges, rural area deployment challenges, inter-island connectivity, and strategies for buildout. The workgroup will continue to meet to address these issues.

## **C. Permitting**

Chair Kaneshige provided an overview of past discussion of this workgroup on behalf of Gordon Bruce (chair of the workgroup) who was not able to attend the meeting. He reported that the workgroup had discussed creating a joint pole database. A joint pole database is an asset management system for utility poles owned by two or more utility companies. Mr. Chu (Hawaiian Telcom) stated he would have to check with corporate counsel to determine how Hawaiian Telcom might participate. Steve Nagata said that HECO is interested in collaborating to build a joint pole database. However, he noted that HECO has specific requirements regarding information considered to be protected because of Homeland Security requirements. Therefore, HECO would prefer to work with

an established agency with experience and established procedures in working with company confidential. He noted that DCCA is such an agency. Mr. Nagata said that questions about the level of information detail required and how to protect confidential information must be discussed and resolved before moving forward. Chair Kaneshige said that discuss with Gordon Bruce to have the request for the joint pole database come from the DCCA instead of the BAAC.

Kim Wong (Oceanic Time Warner) pointed out that one important reason a joint pole database is needed is for safety. Currently, a pole loading study must be done each time access is needed to a pole. The time and money expended to safely use poles would be reduced by a joint database. He noted that a lot of pole attaching will be needed to provide 1 Gbps downstream to everyone.

Mr. Nagata (HECO) voiced concern that a fee would be required to entities requesting information from the joint pole database in order to justify the expense of the service to rate payers. Mr. Wong noted that Oceanic Time Warner does not expect to access this information for free and would expect to pay a fair fee of some kind. Cliff Miyake (tw telecom) commented that the database would be a step in the right direction. He did ask, however, if there is a better way to deal with pole access information.

The group discussed what information would be included in a joint pole database Paul Nakagawa (HECO) said that previous discussions in the Permitting work group meeting included only high level information: Pole identifier, location, and ownership. However, HECO's GIS database does not include ownership information. This is in a different database. Additional information such as pole loading will require additional resources.

#### **IV. DCCA Broadband Strategic Plan**

Director Lopez provided a brief overview of the NTIA broadband grant awarded to DCCA. The State's Broadband Strategic Plan developed as a deliverable for this grant is due at the end of the 2012 calendar year. A December BAAC meeting will be convened to review the strategic plan.

## **V. 2013 Legislation update**

Director Lopez noted that DCCA does not have any plans for major broadband related legislation for the 2013 legislative session. The plan is to develop a significant piece of legislation to introduction in 2014. Representatives from Hawaiian Telcom (Mr. Chu), Oceanic Time Warner (Mr. Wong), and AT&T (Ms. Urakami-Oyama) all concurred that this is a sound plan. Ms. Urakami-Oyama recommended that broadband legislation should include something for wireless carriers in addition to wireline carriers.

Rep. Yamashita recommended that it would be worthwhile for narrowly focused legislation, such as permitting, to be submitted in 2013. Chair Kaneshige noted that any 2013 legislation would reflect DCCA's plans and not necessarily reflect on the broadband plans of other agencies.

## **VI. Next meeting – to be scheduled**

## **VII. Announcements**

There were no announcements.

## **VIII. Adjournment – The meeting was adjourned at 3:25 pm.**