

# Barnstable Digital Equity Plan Appendices

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## **Town of Barnstable: Municipal Digital Equity Plan**

Existing Conditions Data Update Cape Cod Commission August – December 2024

## A. Community Workshop Data Analysis

## Workshop details:

November 12, 2024 | 5:30 PM West Barnstable Community Center 2377 Meetinghouse Road, West Barnstable, MA 02668

## Community Workshop Slide Deck

#### **Data Reviewed**

A core part of this process is understanding existing conditions specific to the Town of Barnstable's demographics and connectivity. In particular, we are looking to learn who in town is most likely to be impacted by the digital divide and how they are impacted. For this project, we used a variety of data available through the American Community Survey (2022 5-Year Estimates). Other datasets, primarily related to connectivity, were gained through the Affordable Connectivity Program Enrollment data, Microsoft Broadband Usage data, the FCC's National Broadband Map, and MBI's digital equity survey.

Equally as important as what the data shows is what the data does not show. Understanding these gaps informed the community engagement process and it will be important to tell a more holistic story within the digital equity plan itself.

#### **Slide 14: General Demographics**

Data used for these slides come from 2022 ACS 5-Year Estimates at the Census Tract level. The geography was translated into more commonly known areas of Barnstable (roughly) to better understand how the data tie to the town's geography, which will ultimately also help when we compare against connectivity.

A few interesting demographic notes for the Town of Barnstable:

- Barnstable is slightly higher than the County average rate for broadband adoption at 93.4%.
- Barnstable is the most diverse town in Barnstable County with 22.4% of the population identifies as non-white or Hispanic/Latino.
- The median household income (\$94,387) is higher than, but on par with, the County as a whole.
- The town is also home to the lowest median income tract on Cape Cod (Tract 153, \$42,227).

#### Slide 15: General Demographics by Census Tract

When initially presented to the town at the kickoff meeting, a tract-level look at individual data points was provided. Based on feedback from that session and work in other towns, the presentation was updated to provide a better synthesis of individual data points.

To ensure resources are directed at bridging the digital divide for those who are most in need, the Digital Equity Act of 2021 identified populations that are more likely to experience difficulty accessing and using broadband internet.

Covered populations were used as a lens to explore the likelihood of individuals facing multiple digital equity barriers. The town as a whole, and each of its seven Census Tracts, were compared with county, state and national percentages for the six most relevant covered populations in Barnstable – aging population, individuals with a disability, language barrier, race/ethnicity, low income, and veterans.

Using icons to represent each of the covered populations, those shown in red indicated an exceedance to county percentages. Gray and red indicator arrows were also used for state and national percentages, with red again indicating an exceedance to comparison geographies of the tract in question. The more red, the greater the number of potential barriers within that geography.

## **Key findings**

- Nine of the town's 11 Census tracts exceeded county, state and national percentages for one or more covered population.
- Aging populations and individuals with a disability were the most prevalent, and often found in tandem.
- The tracts with the lowest median incomes (Tracts 153 and 125) are also the most diverse, exceeding county, state and national percentages for race and ethnicity.
- 20% is a conservative estimate for individuals represented in multiple covered populations, driven by the combination of aging populations and individuals with a disability.

**NOTE:** This information is being refined for the final report, which will include county, state and national comparisons for all covered populations to show the likelihood of multiple barriers. School-related demographic data will also be explored for the final report.

## **Slide 16: Connectivity Comparisons**

To emphasize the need to develop multiple strategies and solutions within the plan, the two most demographically and financially disparate Census tracts were compared.

Tract 153, which includes Downtown Hyannis, a Gateway Community, is a young (40.1 median age), majority non-white (51.5%), low income (\$42K median income) and high renter occupancy (75.7%) area.

Tract 132 is older (56.8 median age), has the second highest median income in the county (\$126K), low renter occupancy (5.6%) and 9% diverse.

Uniting them is low Internet Subscription rates. Tract 153 is highest at 14.9%, followed by Tract 132 at 10.1%. While the reasons for low connectivity rate are likely different, it demonstrates the need for a plan with diverse strategies that can bridge such varied needs.

## **Slide 17: Average Download Speeds**

Utilizing survey data from the <u>Fixed and Mobile Broadband Needs Assessment</u>, prepared for Barnstable County by CTC Technology and Energy, a map of average download speeds were presented.

Self-reported speed tests from survey respondents show a good geographic spread across all of Barnstable. Green dots indicated adequate download speeds experience, yellow dots moderate speeds, and red poor speeds. Much of the map is covered in green dots, with some yellows, which were more prevalent in the mid to northern parts of town. There were relatively few red dots and evenly spread east to west.

The conclusion drawn in the study was that the Cape and most towns, including Barnstable, showed adequate download speeds, noting that there may be users with different experiences and other limitations in the results.

## Slide 18: Affordable Connectivity Program (ACP)

The Affordable Connectivity Program was an FCC benefit program that increases broadband affordability for eligible households (income and public benefit-based eligibility). While the program is now expired, it provides insight into both the need for affordable connectivity options and the difficulty in reaching those who may qualify.

There was a wide gap in eligible households and those enrolled prior to the program expiring in spring 2024. Roughly 27% of the estimated 5,000 eligible households in Barnstable successfully enrolled. That means that 73%, or approximately 2,700, of households that could have benefited during the program's run either chose not to participate, or more likely were unaware of its existence.

## **MBI Digital Equity Survey Analysis**

The Massachusetts Broadband Institute Statewide Digital Equity Survey has been used throughout the last year to inform both the Massachusetts Internet for All statewide digital equity plan as well as municipal digital equity plans across the state.

A majority of the 170 respondents in Barnstable completed the survey when it was released in 2023. The age of responses is not seen as detrimental to a high-level understanding of community sentiments.

In terms of respondent demographics, respondents trended older than the median Barnstable population, with few households with family responding.

The demographics of respondents are broadly reflective of the population at large, but may lack in the geographic diversity, and therefore the racial and ethnic diversity of some areas of town. Demographic considerations are critical as Commission and Town staff analyze overall findings and craft responsive recommendations – information gaps must be acknowledged and, when possible, addressed.

Among the key findings from the survey is that 39% do not believe their service is adequate to meeting their household needs and 57% of respondents find it somewhat or very hard to pay their internet bill.

Responses related to internet safety are generally reflective of feedback that Commission staff gained through community activities in Barnstable. 91% of respondents indicated that they are very or somewhat concerned about Internet safety. Internet safety and security are key areas of concern for residents within the Town of Barnstable, as it was in the towns of Sandwich, Orleans and Falmouth.

# Appendix 3: Town of Barnstable – Public Comment Summary and Actions

Contact	Date Received	Comment Summary	Action
Anonymous (requested)	3/31/25 Digital copy via online form	Commenter offered a list of places where internet access is available at low or no cost, including provider programs and community institutions, suggesting that additional tax dollars should not be spent providing such services.	Comment is noted.
Scott Leone, West Barnstable	4/5/25 Digital copy via online form	Commenter noted advertised speeds from the incumbent provider are often not met by significant margins and suggested there be a mechanism in place to hold providers accountable for providing the level of service offered and paid for by subscribers.	Comment is noted and echoes many of the comments provided during the information gathering for this plan.
Charles Coyne, Centerville	4/20/25 Digital copy via online form	Commenter offered appreciation for the plan's recommendations, suggesting offering classes of varying sizes, leveraging volunteers and providing one-on-one services when necessary.	Comment is noted and captures the broad range of recommendations and identification of those in need of digital navigation services that are reflected in the plan.

## **Massachusetts Statewide Digital Equity Survey**





The Massachusetts Broadband Institute (MBI) created a statewide survey as part of its Statewide Digital Equity Planning efforts. This survey was required to be used as part of individual municipal digital equity planning activities funded through MBI.

The summary below tallies the 111 total responses from the Town of Barnstable through December 2024. Respondents were not required to answer each question, and not all who started the survey completed it. Total responses for each question are indicated after "N" in the top line.

Que	stion*	Response
3	Are you a resident of Massachusetts?	и 168
8	In what Massachusetts municipality do you live: Barnstable	и 168
9	Do you have internet service in your home?	<b>и 168</b>
	Yes	
10	Who is your internet service provider?	<b>и 161</b>
	Comcast Cable Corporation/Xfinity	
	T Mobile Usa Verizon Communications	
	OpenCape	
11	What kind of internet service do you have at home? (all that a	pply) N <b>161</b>
	A data plan for a smartphone hotspot or tablet?  Home wireline connection, cable, fiber, DSL, etc?  Satellite internet?  I don t know?	148 1
12	How well does your home internet service work?	<b>и 162</b>
	Good enough to meet my household's needs  Not good enough to meet my household's needs	63
13	Is your home internet service bundled with other services stelephone or tv?	uch as ง 162
	Yes	
	No	
14	How much do you pay for the internet every month (bundle)? N 92	Ave. <b>\$147</b>
15	How much do you pay for the internet every month? N 56	Ave. <b>\$116</b>
* -		

<sup>\*</sup> Some questions were removed to protect personally identifiable information.





16	How hard is it for you to pay your internet bill?	и 156
	Not at all hard	23
	Not too hard	
	Somewhat hard	
	Very hard	16
19	Have you heard about the Affordable Connectivity Program (ACP) that provides discounted internet service for low income households?	и 160
	Yes No	
	I don't know	
20	Does everyone in your household have access to the compute	
20	devices they need to meet their everyday needs for internet us	
	Yes	
	No	
21		
21	Which of the following devices do you use most of the time to connect to the internet? (all that apply)	и 158
	Cellphone  Desktop Computer	
	Laptop Computer	
	Tablet or Similar Device	
	Other	
	Smart TV/ TV-Streaming9	1
	Alarm	
	C-Pap Machine1	
22	How much would you be able to pay for a laptop or desktop	
	computer?	и 154
	\$0-\$50	
	\$50-100	
	\$100-150	
	\$150-250	
	\$250-500 \$500-1000	
	More than \$1,000	
23	Are you able to regularly use the internet for online activities?	м <b>154</b>
	Yes	148
	No	6

## **Massachusetts Statewide Digital Equity Survey**





24 Please rank the level of difficulty for what you use the internet for:

	General internet searching	n 136
	Easy Not easy Hard	12
	Health care or telehealth services?	n 128
	Easy Not easy Hard	5
	Participating in your local community?	N 131
	Easy Not easy Hard	3
	Searching and applying for a job?	n 104
	Easy Not easy Hard	19
	Applying for benefits or resources for you or your family	n 124
	Easy Not easy Hard	10
	Transportation information	N 122
	Easy Not easy Hard	31
25	If you do not have regular access to the internet, what would you most like to use it for if you could?	N 5
	General internet searching	





26	What kind of digital skills support would you be most interested in?	n 124
	A do-it-yourself training module  Online classes	37 8
27	How concerned are you about internet safety?	и 145
	Not at all concerned  Not very concerned  Somewhat concerned  Very concerned	10 59
28	What are you most concerned about? (all that apply)	и 145
	That I could be tracked or surveilled?  That I or a loved one could be harassed or abused online?  That I or a loved one could get scammed or tricked?  That my data could get stolen or used without my consent?	61 92
29	Are you aware of tools or resources you can use to stay safe online?	N 16
	Yes, I have tools and resources I use to stay safe online	2
30	How accessible are online government services like benefit RMV services, or paying for permits or tickets to you?	ts portals, N 142
	Very accessible	54 9
31	When you have used online government services like bene portals, RMV services, or paying for permits or tickets how they work for you?	
	Very well	
	Somewhat well Not too well	
	Not well at all	1





32	What is your age?	n 142
	18-24	1
	25 to 34	4
	35 to 44	11
	45 to 59	
	60 to 74	
	75 or older	
	Prefer not to answer	3
33	What is your gender identity?	N 142
	Man	68
	Woman	67
	Prefer not to answer	7
34	How many people including yourself	
	currently live in your household?	n 141
	NOTES: A household is defined as all the people who currently ounit where you live	occupy the housing
	1	21
	2	75
	3	13
	4	15
	5	
	6	
	7	
	8 or more	
	Prefer not to answer	5
35	How many children under age 18	
	currently live in your household?	n 120
	NOTE: A household is defined as all the people who currently or unit where you live	ccupy the housing
	0	90
	1	11
	2	6
	3	3
	4	3
	Director met to angular	7





36	What is the highest level of school you have completed or the highest degree you have received?	n 140
	High school graduate (Grade 12 with diploma or GED certificate) Two-year associate degree from a college or university	23
	Four-year college or university degree/Bachelor's degree (e.g., BS, BA, AB)	43
	medical or law degree (e.g., MA, MS, PhD, MD, JD)	
	Prefer not to answer	7
37	Are you of Hispanic, Latino or Spanish origin	
	such as Mexican, Puerto Rican or Cuban?	и 140
	Yes	3
	No	
	Prefer not to answer	9
38	What are you most?	
	Which of the following best describes your race?	
	(all that apply)	<b>и 140</b>
	White Or Caucasian	113
	Black Or African American	
	Asian Or Asian American	
	Native American, American Indian, Alaska Native	
	OtherPrefer Not To Answer	
		12
39	Do you belong to a North American	- (0
	Indigenous, Native, or Tribal group?	и 140
	Yes	
	No	
	Prefer not to answer	9
40	What is your total annual household income	
	from all sources and before taxes?	и 140
	Less than \$22,000	
	\$22,000 to \$29,999	
	\$30,000 to \$36,999	
	\$37,000 to \$44,999	
	\$45,000 to \$52,999	
	\$53,000 to \$59,999 \$60,000 or more	
	Prefer not to answer	





41	Do you identify as a person with a disability?	N 140
NOT	E: Disability is defined as physical emotional or mental health conditions the limitations of activities or restrictions to full participation at school at work in the community	
	Yes	15
	NoPrefer not to answer	
42	Do you have difficulty in any of the following areas? Select all that apply	n 23
	Communicating For Example Understanding Or Being Understood	4
	Hearing Even If Wearing A Hearing AidSeeing Even If Wearing Glasses	
	Walking Or Climbing Steps Prefer Not To Answer	8
43	Do you identify as a member of the LGBTQIA community?	и 140
	Yes	8
	No Prefer not to answer	
44	Did you serve on active duty in the US Armed Forces?	n 140
	Yes	11
	No	120
	Prefer not to answer	9
45	Do you live in affordable housing?	и 140
NOT	FE: Affordable housing is defined as housing subsidized by a housing author through a voucher or in a building run by a private developer	rity paid for
	Yes	
	Prefer not to answer	5





46	What are Where did you hear about this survey?	
	(all that apply)	n 141
	Community meeting, community anchor such as a library or school, or other ins	titution9
	From a friend colleague or acquaintance	6
	From a government website email list flyer or other outreach	20
	From an organization s website email list flyer or other outreach	60
	Other	46
	Town Manager	1
	Email	
	OpenCape	
	Facebook	
	Newspaper/Online NewsCape Cod Technology Council	
	Linkedin Post	
	WCAI	
	NextDoor	
	Original founder	1
	Mashpee Wampanoag Tribe	11
47	Which local institution or organization	
• •	did you hear about this survey from?	<b>и 67</b>
	Town	1
	OpenCape	
	Cape Cod Technology Council	
	Newspaper/Online News	9
	Mass Broadband Institute	3
	Mass Councils on Aging	1
	Barnstable Town Building (notice outside)	1
	Community Development Partnership	
	WCAI	
	Sandwich Public Schools	4
	Other	3
	Note: Some respondents named multiple sources	
48	Are you using a public Wi-Fi connection	
	to complete this survey?	и 125
	Yes	9
	No	116

## **Massachusetts Statewide Digital Equity Survey**







## Speed test results

и 64

		DOWNLO	DAD (Mb	ps)	UPLOA	D (Mbps	Max Min 83.0 0.0 40.9 0.4 10.0 10.0 26.0 0.1		
TOMANAUDE	00	105.0 Median			14.8 Median				
TOWNWIDE	83	178.0	Average		18.3 .	Average			
ZIP	# Tests	Average	Max	Min	Average	Max	Min		
02601	19	133.6	572.0	0.0	19.2	83.0	0.0		
02630	7	297.7	882.0	0.9	11.4	40.9	0.4		
02631	1	380.0	380.0	380.0	10.0	10.0	10.0		
02632	18	155.3	437.4	3.5	13.8	26.0	0.1		
02635	12	179.5	472.0	54.4	16.9	29.8	11.0		
02637	0	na	0.0	0.0	na	0.0	0.0		
02645	1	41.1	41.1	41.1	5.1	5.1	5.1		
02648	15	202.9	692.7	15.6	25.1	126.8	9.2		
02655	1	345.0	345.0	345.0	22.0	22.0	22.0		
02664	1	429.1	429.1	429.1	11.6	11.6	11.6		
02668	8	170.6	530.6	11.3	20.5	41.4	2.1		
02672	0	na	0.0	0.0	na	0.0	0.0		

NOTE: Zip codes with single responses removed from table but included in aggregate numbers.

Newsletter Language

#### Are you connected?

What is your internet like? Is it reliable and affordable? Do you have the skills you need to use your smart phone or computer? What would improve your online experiences?

The Town of Barnstable is working with the Cape Cod Commission to develop a municipal digital equity plan to assess the digital divide across the community and to identify opportunities to advance digital equity. The goal is to better understand the challenges that community members face with the internet and technology and to identify solutions that ensure all have access to the information technology needed to fully participate in our community.

Community participation is a critical component of this planning effort. Residents, businesses, and organizations are invited to attend an upcoming event to learn about the digital equity plan and contribute to the development of the plan through group exercises and conversations. Discussion topics will include internet availability, affordability, and reliability; technology and devices necessary for civic, social, and economic life; and skills to participate safely, confidently, and effectively online. Light refreshments will be served.

Three events are scheduled in the Town of Barnstable:

Connectivity and Creativity: Digital Equity Community Workshop Tuesday, November 12, 2024 10:00 AM – 12:00 PM Cotuit Center for the Arts; 4404 Falmouth Road, Cotuit MA

**Digital Equity Pop-Up** 

Thursday, November 14, 2024 4:00 PM - 7:00 PM

Hyannis Youth and Community Center; 141 Bassett Lane, Hyannis MA

#### **Community Digital Equity Workshop**

Tuesday, November 19, 2024 5:30 PM - 7:30 PM

Once finalized, the Municipal Digital Equity Plan will prepare the Town of Barnstable for funding opportunities and guide decision-making, investment, and implementation. For more information and to submit comments online, visit: <a href="mailto:cccom.link/barnstable-de.">cccom.link/barnstable-de.</a>

Newsletter: Shorter Version

#### Are you connected?

What is your internet like? Is it reliable and affordable? Do you have the skills you need to use your smart phone or computer? What would improve your online experiences?

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Find more details and a list of upcoming events by visiting <a href="mailto:cccom.link/barnstablede">cccom.link/barnstablede</a>.

#### Social Media Posts

#### General

What is your internet like? Is it reliable and affordable? Do you have the skills you need to use your smart phone or computer? What would improve your online experiences?

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Visit cccom.link/barnstablede to learn more.

What is your internet like? Is it reliable and affordable? Do you have the skills you need to use your smart phone or computer? What would improve your online experiences?

The Town of Barnstable is working with the Cape Cod Commission to develop a municipal digital equity plan to assess the digital divide across the community and to identify opportunities to advance digital equity. Your input will shape our approach. Stay informed: visit cccom.link/barnstablede.

#### **Event-Specific**



# Connectivity and Creativity: Digital Equity Community Workshop Tuesday, November 12, 2024 10:00 AM – 12:00 PM

Cotuit Center for the Arts; 4404 Falmouth Road, Cotuit MA
Join the Town of Barnstable, Cotuit Center for the Arts, and the Cape
Cod Commission for a morning of dialogue and creativity as we consider
the impact of the internet and technology on our livelihoods. This
workshop will include a brief presentation about the Town of
Barnstable's digital equity plan, followed by robust group discussions
and activities inspired by our artistic surroundings. Refreshments will be
provided.



## **Digital Equity Pop-Up**

## Thursday, November 14, 2024 4:00 PM - 7:00 PM

Hyannis Youth and Community Center; 141 Bassett Lane, Hyannis MA An educational pop-up table will be offered at the Hyannis Youth and Community Center to share information about the digital equity plan and to gain perspective from community members to inform this effort. Interactive activities, educational resources, and snacks will be provided.

## Community Digital Equity Workshop Tuesday, November 19, 2024 5:30 PM – 7:30 PM

West Barnstable Community Building; 2377 Meetinghouse Way, West Barnstable, MA

Join the Town of Barnstable and the Cape Cod Commission for an educational and interactive workshop to inform the town's digital equity plan. The event will kick-off with a presentation about the Town of Barnstable's connectivity landscape, followed by facilitated group discussion around challenges and opportunities related to internet access and adoption. Sandwiches and other light refreshments will be provided.

## Town of Barnstable:

# **Data Sources Reviewed for Existing Conditions**

## American Community Survey, 2023 5-year Estimate Tables

- DP02, Selected Social Characteristics In The United States
- **DP03**, Selected Economic Characteristics In The United States
- **DP04**, Selected Housing Characteristics
- **DP05**, ACS 5-Year Demographic and Housing Estimates
- **S0101**, Age And Sex
- **S0102**, Population 60 Years and Over in the United States
- **\$1602**, Limited English Speaking Households
- B16005, Nativity By Language Spoken At Home By Ability To Speak English For The Population
   5 Years And Over
- **\$1701**, Poverty Status In The Past 12 Months
- **\$2802**, Types of Internet Subscriptions by Selected Characteristics
- **B25093**, Age of Householder by Selected Monthly Owner Costs as a Percentage of Household Income in the Past 12 Months
- **B25072**, Age of Householder by Gross Rent as a Percentage of Household Income in the Past 12 Months
- **B01001A B01001H**, Sex by Age and Race
- B19037A though B19037H, Age and Race of Householder by Household Income in the Past 12 Months

## 2020 Decennial Census Tables

• **DP1**, Profile Of General Population And Housing Characteristics

## MA Department of Secondary and Elementary Education

- 2023-24 School Attending Children
- 2023-24 Enrollment By Race/Gender Report

#### Other

- Affordable Connectivity Program Enrollments And Claims, Through February 2024
- FCC National Broadband Map Data
- Massachusetts Broadband Institute Digital Equity Survey, Preliminary Falmouth Results

Appendix 7: Compiled Ookla Speed Test Data for Barnstable County, December 2021-November 2022

Provided by the Massachusetts Broadband Institute.

Municipality	Total Tests	Unique ID Tests	Jitter > 50 ms	Latenc y > 100 ms	Latenc y > 500 ms	Speeds < 25/3 Mbps	Speeds < 50/10 Mbps	Speeds < 100/20 Mbps	Speeds at least 25/3 Mbps	Speeds at least 50/10 Mbps	Speeds at least 100/20 Mbps	Speeds at least 100/100 Mbps
Barnstable	13,834	2,876	816	60	8	436	1,431	4,070	12,008	9,715	5,171	51
Bourne	4,095	846	195	13	1	144	404	1,053	3,638	2,961	1,439	45
Brewster	6,440	1,389	420	18	2	133	533	1,728	5,630	4,562	2,433	40
Chatham	3,568	871	197	25	0	100	355	1,103	3,108	2,490	1,265	0
Dennis	6,607	1,378	338	30	4	148	534	1,604	5,874	4,885	2,555	5
Eastham	3,257	934	196	18	4	148	430	1,145	2,738	2,148	983	5
Falmouth	11,817	2,311	802	132	83	636	1,382	3,342	9,952	8,031	4,147	195
Harwich	5,724	1,185	230	13	0	109	405	1,271	5,209	4,379	1,997	1
Mashpee	5,749	1,221	365	22	2	176	513	1,628	5,114	4,091	1,849	6
Orleans	3,663	756	209	13	1	82	329	923	3,250	2,722	1,627	21
Provincetown	2,404	782	170	17	2	128	416	904	1,948	1,484	617	3
Sandwich	6,164	1,124	310	21	5	115	551	1,471	5,591	4,559	2,364	8
Truro	1,560	394	102	16	10	74	200	519	1,324	1,018	397	2
Wellfleet	1,848	504	160	44	28	125	268	628	1,585	1,180	492	0
Yarmouth	7,668	1,823	474	48	5	277	754	1,988	6,740	5,408	2,647	5
County	84,398	18,394	4,984	490	155	2,831	8,505	23,377	73,709	59,633	29,983	387