Town of
FALMOUTH
Digital Equity Plan

Falmouth Digital Equity Plan
Appendices

Town of Falmouth: Municipal Digital Equity Plan
Existing Conditions Data Update
Cape Cod Commission
August – December 2024

A. Community Workshop Data Analysis

Workshop details:
December 11, 2024 | 5:30 PM
Falmouth Public Library
300 Main St, Falmouth, MA 02540

[Community Workshop Slide Deck](#)

[Community Workshop Video](#)

Slide 20: **Data Reviewed**
A core part of this process is understanding existing conditions specific to the Town of Falmouth'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 21: 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 Falmouth (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 Falmouth:
- Falmouth hovers around the County average rate for broadband adoption at 91.5%.
- Falmouth is on the higher side for individuals with a disability in Barnstable County at 16.0 %.
- The overall median household income ($89,809) is slightly less than, but on par with the County.

Slide 22: 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, the presentation was updated to provide a better synthesis of individual data points.

Appendix 1: Town of Falmouth – Existing Conditions Summary (December 2024)

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 the lens to examine the likelihood of individuals facing multiple barriers based. The town as a whole, and then each of its seven Census Tracts were compared with county, state and national percentages for the six most relevant covered populations in Falmouth – 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
- The town as a whole and five of seven tracts exceed county, state and national percentages for aging populations and individuals with a disability
- The tracts with the lowest median incomes (Tracts 148 and145) exceeded county, state and national percentages in all covered populations but language barriers.
- 20% is a conservative estimate for individuals represented in multiple covered populations, driven by the combination of aging populations and individuals with a disability

Slide 23: Covered populations and Connectivity
Using the same format as above, the percentage of households without an internet subscription was shown alongside covered population data, again showing comparisons for county, state and national percentages. Immediately apparent was that areas with greater exceedances for covered populations had lowest percentages of connectivity.

Areas of note include:
- Connectivity was lower in the three tracts where low income was above county, state and federal percentages (Tracts 148, 145, and 147)
- The area with the highest level of connectivity (Tract 144) had the lowest median age but exceeded the county for race/ethnicity and language barrier.

Slide 24: Devices in Use by Household

Overall, Falmouth is slightly above the county percentage for households without a computer at 4.7%, there are greater pockets of need.

For example, this percentage more than doubles (10.7%) in Census Tract 148, an area demonstrating a greater level of need across most dimensions of connectivity. It has the highest percentage of individuals with one device for internet access (24%), along with the greatest number of households without an internet subscription (15.5%)

As with other aspects of connectivity, the areas with the greatest percentage of low-income individuals have fewer devices available for Internet access.

Slide 25: Falmouth Public Schools and Town Demographics

Consistent with similar work in other towns, Falmouth's Public Schools are more diverse than the population at large. This may point to greater diversity in our younger populations, which should be considered as we embark on implementation strategies. Significant differences are demonstrated with race and ethnicity, and households with limited English proficiency.

There was a significant difference between the town's population with a disability (16%) and the school population (24%), but these are not directly comparable, as they are determined by different methods. The same is true for the low-income category, but there is a 300% difference between the town (12.9%) and schools (39.5%), which should not be overlooked.

Families with multiple children living in the household may experience heightened challenges with the components of digital equity – for example, four people all trying to access the internet (doing schoolwork, streaming, gaming) at the same time is likely to exacerbate bandwidth.

Slide 26: Student Population by School and Town Demographics

Similar to the previous slide, a look at individual schools showed higher levels of diversity and needs across the board. For schools with specific geographies, as opposed to town-wide enrollments, they were broadly representative of the sending areas.

Slide 27: 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.

Falmouth had the benefit of local advocates offering assistance to help individuals qualify and enroll in the program. Even so, there was a wide gap in eligible households and those enrolled prior to the program expiring in spring 2024. Roughly 25% the estimated 3,600 eligible households in Falmouth successfully enrolled. That means that 75%, or approximately 2,700 household that could have benefited during the program's run either chose not to participate, or more likely were unaware of its existence.

<u>MBI Digital Equity Survey Analysis</u>

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 113 respondents in Falmouth completed the survey when it was released in 2023. The age of responses is not seen as detrimental a high-level understanding of community sentiments.

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

With the exception of age, the demographics of respondents are broadly reflective of the population. 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.

Appendix 1: Town of Falmouth – Existing Conditions Summary (December 2024)

Among the key findings from the survey is that 45% do not believe their service is adequate to meeting their household needs and nearly half 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 Falmouth. 93% 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 Falmouth, as it was in the Town of Sandwich.

Falmouth Digital Equity Plan
Community Pop-Up Summary

Overview

In order to provide the Falmouth Digital Equity Plan with community feedback, Cape Cod Commission (Commission) staff hosted activities at the Falmouth Community Veterans Center in partnership with Joe Q Coffee Break, the Falmouth Service Center, and the Falmouth Senior Center. Commission staff were available to provide an overview of and answer questions about the Falmouth Digital Equity Plan. Additionally, staff sought input from community members about areas of the digital equity plan that most resonated with them, with a particular focus on connectivity, devices, and skills.

Approximately 63 Falmouth community members were engaged through these activities. Commission staff also engaged with staff and volunteers of each organization for their perspectives on challenges and potential solutions.

The below summary was developed as an update for members of the Town of Falmouth Digital Equity Plan project team. Feedback gleaned from community pop-ups will be considered alongside other community engagement activities to inform the Key Findings and Recommendations chapters of the final digital equity plan.

Common Themes

Internet Connectivity

- Affordability: residents reported high internet costs and affordability concerns. Many community members were unaware of more affordable options, such as Comcast Internet Essentials.

- Limited provider options: residents frequently noted that a lack of local competition seems to impact affordability, reliability, and overall service. Some residents reported unreliable internet service, slow internet speeds, and issues with internet service when multiple devices are used in the household simultaneously.

- Patchy cellular coverage and "dead zones": residents noted poor service in certain areas of town. West Falmouth was specifically mentioned by multiple residents. Some areas with patchy coverage seem to include areas of key economic concern, such as community activity centers, industrial activity centers, and military and transportation areas.

- Reliance on public Wi-Fi options: some residents reported primary reliance on public spaces, such as the Falmouth Public Library, for internet access. While this does not account for the majority of residents engaged, Commission staff note that this seemed to be reported more frequently than in other Cape towns engaged in digital equity planning.

- Understanding "what they need": residents reported difficulties in understanding what sort of internet plan or bundle they really need. This includes considerations around dropping cable service and transitioning to streaming in order to reduce costs. Residents reported difficulties in understanding the appropriate service in order to get what they really want and need.

Device Access

- Smartphones as primary or preferred device: many residents reported that they rely on smartphones as their primary device. This may be due to ease of access, affordability, and use. However, this is not without its challenges, as residents also reported that smartphones do not always meet their needs when dealing with complex tasks and can also pose user challenges (such as small screen/buttons).

- Device support needs: residents reported need for support with device setup, troubleshooting, and transitioning data between devices. This was particularly acute amongst aging individuals.

Digital Skills

- Basic digital skills gaps: many residents expressed difficulty with skills such as navigating important websites and applications, understanding how to use their devices to communicate with others (messaging, emailing), and troubleshooting when an issue arises.

- Internet safety: many residents were concerned with internet safety, including recognizing and avoiding scams, maintaining passwords, shopping safely, and keeping personal and financial information secure. Community members expressed concerns around internet safety for youth, parents of youth, and aging individuals.

- Access to essential services: community members provided examples of services that they have trouble accessing online. These difficulties may arise from challenging applications and websites, a lack of community education about how to navigate these sites, or individual skills gaps. This includes healthcare and banking/finance.

- Increased workshops and classes: across all activities, there was strong interest in increasing digital skills offerings. Residents reported that ideally, these offerings would be available in trusted community spaces (who already provide some level of support for community members in this area), such as the Senior Center, library, and the Senior Center.

- 1-to-1 support: residents frequently reported a need for personalized, hands-on support with the internet and devices. This would include working with someone in a private setting using their own device, moving at a pace that is comfortable for their own successful learning.

Top Takeaways from Individual Activities

Falmouth Veterans' Community Center

There are programs, opportunities, and services that are uniquely available to the veteran community. Many of these require some level of basic digital skills – for example, accessing healthcare and pharmaceutical applications available through the Department of Veterans Affairs. Many veterans do not have the skills necessary to engage with these tools or to safely and effectively navigate the internet and computing devices. Veterans discussed generational considerations that intersect with this challenge. Veterans were interested in increased local digital skills support – including group classes and 1-to-1 offerings. Veterans expressed an interest in a peer-to-peer learning model and a preference for these offerings to be provided through the Falmouth Veterans' Community Center. Areas of focus may include employability/job-skills/re-training, healthcare, and trust-building/internet safety. Veterans suggested that incorporating a social element or other hook (such as access to high quality devices) would increase program attendance and sustainability.

Appendix 2: Town of Falmouth - Community Pop-Up Summary

<u>Falmouth Service Center</u>
Community members frequently cited internet service plan affordability as their top concern. Community members expressed that high quality internet service is essential to everyday life, but there is a high price tag to internet service in Falmouth. Some community members seemed resigned to this affordability challenge and were unaware of lower-cost plans, such as Comcast Internet Essentials or NOW. Some community members expressed a reliance on public Wi-Fi networks and interest in making them more widely available.

<u>Falmouth Senior Center</u>
Increased programming to address internet and device skills gaps was a common request amongst community members. This includes increased offerings around: understanding internet bundles and transitioning away from cable service, personal iPhone support, and safety training. A lack of internet service provider choice was also frequently cited as a barrier to affordable internet service.

Public Comment Summary and Action Matrix

Contact	Date Received	Comment Summary	Action
Peter Clark & David Isenberg, Better Broadband for Falmouth	3/30/2025 *Digital copy via email*	Prioritize the ~2,200 Falmouth households with marginal or no Internet access; recommended a pilot digital navigator initiative to deliver personalized support on connectivity, devices, and digital skills via a nonprofit organization rather than Town; supports formation of a Digital Equity Advisory Group; suggested a future "business digital navigator" role, potentially through the Chamber of Commerce or Falmouth EDIC.	The suggestions generally align and further the recommendations included in the plan. The suggestions and areas of focus will be among the discussion points as the Town moves toward implementation.
Daniel M. Glanville, Comcast Vice President, Government & Regulatory Affairs	4/3/2025 Hard and digital copies submitted via email	Letter from Comcast outlining services across Falmouth, Barnstable County, and Massachusetts. Noted that Falmouth is the first Cape town with deployment of multi-gig symmetrical broadband. Noted that in 2024, Comcast made $80,000 in digital equity grants to two Falmouth nonprofits.	Further described affordability options within digital navigation recommendation. Expanded language around increased speed availability and network enhancements in Falmouth.
Anonymous (requested)	4/8/2025 *Via email*	The commenter expressed concern that the Plan inadequately addresses the needs of veterans and, critically, omits their families, suggesting that references to "veterans" be changed to "veterans' households" throughout the document. They also highlighted a lack of clarity about responsible entities, insufficient action plans for veteran housing and digital access, and the absence of veteran representation in stakeholder engagement.	Reviewed the plan language related to veterans, and expanded the language to include veteran households, as appropriate. As an identified "covered population," there are existing definitions and areas of intended focus for the plan, but broadening language where appropriate provides additional useful context.

Town of Falmouth Results
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 Falmouth 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.

Question*   Response

3   **Are you a resident of Massachusetts?**   *N* **111**

8   **In what Massachusetts municipality do you live: Falmouth** *N* **111**

9   **Do you have internet service in your home?**   *N* **111**

Yes 110
No 1

10 **Who is your internet service provider?**   *N* **109**

Comcast Cable Corporation/Xfinity 102
T Mobile Usa 1
OpenCape...2
Verizon Communications 4

11 **What kind of internet service do you have at home?**
    (all that apply)   *N* **109**

A data plan for a smartphone hotspot or tablet? 24
Home wireline connection, cable, fiber, DSL, etc? 98
Satellite internet? 1
I don t know? 1

12 **How well does your home internet service work?**   *N* **110**

Good enough to meet my household's needs 54
Not good enough to meet my household's needs 47
I don't know 3

13 **Is your home internet service bundled with other services such as telephone or tv?** *N* **109**

No 74
Yes 35

14 **How much do you pay for the internet every month (bundle)?** *N 65*   *Average* **$143**

15 **How much do you pay for the internet every month?** *N 31* *Average* **$101**

* Some questions were removed to protect personally identifiable information.

Town of Falmouth Results
Massachusetts Statewide Digital Equity Survey

MBI | MASSACHUSETTS BROADBAND INSTITUTE | at the MassTech Collaborative | CAPE COD COMMISSION

16 How hard is it for you to pay your internet bill? **N 105**

Not at all hard..18
Not too hard 40
Somewhat hard 41
Very hard 6

19 Have you heard about the Affordable Connectivity Program (ACP) that provides discounted internet service for low income households? **N 106**

Yes 65
No 37
I don't know 4

20 Does everyone in your household have access to the computer devices they need to meet their everyday needs for internet use? **N 106**

Yes 101
No 5

21 Which of the following devices do you use most of the time to connect to the internet? (all that apply) **N 106**

Cellphone...85
Desktop Computer...39
Laptop Computer...86
Tablet or Similar Device 57
Other 9
      Smart TV/ TV-Streaming 6
      Game console 1
      Smart devices 2

22 How much would you be able to pay for a laptop or desktop computer? **N 106**

$0-$50 4
$50-100 4
$100-150 1
$150-250 6
$250-500 22
$500-1000 30
More than $1,000 35

23 Are you able to regularly use the internet for online activities? **N 105**

Yes 95
No 10

Town of Falmouth Results
Massachusetts Statewide Digital Equity Survey

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

General internet searching   N **86**

Easy 75
Not easy 11
Hard .... --

Health care or telehealth services?   N **80**

Easy 50
Not easy 25
Hard 5

Participating in your local community?   N **81**

Easy 57
Not easy 21
Hard 3

Searching and applying for a job?   N **63**

Easy 45
Not easy 14
Hard 3

Applying for benefits or resources for you or your family   N **78**

Easy 49
Not easy 24
Hard 5

Transportation information   N **79**

Easy 59
Not easy 16
Hard 4

25 **If you do not have regular access to the internet,
what would you most like to use it for if you could?**   N **10**

I don't want to use the internet regularly 3
General internet searching 2
Health care or telehealth services 2
Participating in your local community 1
Searching and/or applying for benefits or resources for you and your family 1
Something else 2

Town of Falmouth Results

Massachusetts Statewide Digital Equity Survey

MBI | **MASSACHUSETTS BROADBAND INSTITUTE** | at the MassTech Collaborative | **CAPE COD COMMISSION**

26   What kind of digital skills support would you be most interested in?   N **87**

A do-it-yourself training module 52
Online classes 20
In person support from a friend or instructor 13
In person classes 2

27   How concerned are you about internet safety?   N **99**

Not at all concerned 2
Not very concerned 5
Somewhat concerned 32
Very concerned 57

28   What are you most concerned about? (all that apply)   N **99**

That My Data Could Get Stolen Or Used Without My Consent 82
That I Or A Loved One Could Get Scammed Or Tricked 62
That I Could Be Tracked Or Surveilled 56
That I Or A Loved One Could Be Harassed Or Abused Online 33

29   Are you aware of tools or resources you can use to stay safe online?   N **10**

Yes, I have tools and resources I use to stay safe online 5
I know of tools or resources to stay safe online, but they don't work for me 2
I have tools but not sure how they work or how effective they are. 1
No, I don't know of any tools or resources to stay safe online.................................2

30   How accessible are online government services like benefits portals, RMV services, or paying for permits or tickets to you?   N **101**

Very accessible 55
Somewhat accessible 39
Not very accessible 4
Not at all accessible 3

31   When you have used online government services like benefits portals , RMV services, or paying for permits or tickets how well did they work for you?   N **100**

Very well...29
Somewhat well 60
Not too well 9
Not well at all 2

Town of Falmouth Results
Massachusetts Statewide Digital Equity Survey

MBI MASSACHUSETTS BROADBAND INSTITUTE | at the MassTech Collaborative CAPE COD COMMISSION

32 What is your age? N 101

18-24 1
25 to 34 1
35 to 44 8
45 to 59 28
60 to 74 42
75 or older 18

33 What is your gender identity? N 101

Man 53
Woman 41
Prefer not to answer 7

**34 How many people including yourself
currently live in your household?** N 101

*NOTES: A household is defined as all the people who currently occupy the housing
unit where you live*

1 15
2 44
3 14
4 13
5 9
6 3
7 0
8 or more 1
Prefer not to answer 2

**35 How many children under age 18
currently live in your household?** N 86

*NOTE: A household is defined as all the people who currently occupy the housing
unit where you live*

0 63
1 7
2 9
3 2
4 2
Prefer not to answer 3

Town of Falmouth Results

Massachusetts Statewide Digital Equity Survey

**36   What is the highest level of school you have completed
or the highest degree you have received?**   N 101

High school graduate (Grade 12 with diploma or GED certificate) 9
Two-year associate degree from a college or university 7
Four-year college or university degree/Bachelor's degree (e.g., BS, BA, AB) 36
Postgraduate or professional degree, including master's, doctorate,
    medical or law degree (e.g., MA, MS, PhD, MD, JD) 44
Prefer not to answer 5

**37   Are you of Hispanic, Latino or Spanish origin
such as Mexican, Puerto Rican or Cuban?**   N 101

Yes 2
No..93
Prefer not to answer 6

**38   What are you most ?
Which of the following best describes your race?
(all that apply)**   N 101

White Or Caucasian 88
Black Or African American 0
Asian Or Asian American 0
Native American, American Indian, Alaska Native 5
Other 1
Prefer Not To Answer 7

**39   Do you belong to a North American
Indigenous, Native, or Tribal group?**   N 102

Yes 6
No...93
Prefer not to answer 3

**40   What is your total annual household income
from all sources and before taxes?**   N 102

Less than $22,000 0
$22,000 to $29,999..1
$30,000 to $36,999..4
$37,000 to $44,999..2
$45,000 to $52,999..9
$53,000 to $59,999..3
$60,000 or more...60
Prefer not to answer 23

Town of Falmouth Results

Massachusetts Statewide Digital Equity Survey

41 Do you identify as a person with a disability? N 102

NOTE: Disability is defined as physical emotional or mental health conditions that result in limitations of activities or restrictions to full participation at school at work at home or in the community

Yes 11
No 88
Prefer not to answer 3

42 Do you have difficulty in any of the following areas? Select all that apply N 16

Communicating For Example Understanding Or Being Understood 1
Remembering Or Concentrating 4
Hearing Even If Wearing A Hearing Aid 1
Seeing Even If Wearing Glasses 3
Walking Or Climbing Steps 6
Prefer Not To Answer 1

43 Do you identify as a member of the LGBTQIA community? N 102

Yes 4
No 93
Prefer not to answer 5

44 Did you serve on active duty in the US Armed Forces? N 101

Yes 10
No 88
Prefer not to answer 2

45 Do you live in affordable housing? N 100

NOTE: Affordable housing is defined as housing subsidized by a housing authority paid for through a voucher or in a building run by a private developer

Yes 3
No 96
Prefer not to answer 1

Town of Falmouth Results

Massachusetts Statewide Digital Equity Survey

MBI | at the MassTech Collaborative
MASSACHUSETTS BROADBAND INSTITUTE

CAPE COD COMMISSION

46 **What are Where did you hear about this survey? (all that apply)** **N 106**

From A Government Website Email List Flyer Or Other Outreach 12
From An Organizations Website Email List Flyer Or Other Outreach 50
From A Community Meeting Community Anchor (Library, School, Other)............................10
From A Friend Colleague Or Acquaintance 9
Other 25

> News/Newspaper 17
> Social Media... 1
> Mashpee Wampanoag Tribe... 5
> Other 2

47 **Which local institution or organization did you hear about this survey from?** **N 50**

Open Cape 30
FalmouthNet.org 3
Love Live Local email newsletter 3
Falmouth Broadband MLP..2
Cape Cod Times...2
Fabulous Falmouth on Facebook...1
On Internet surfing..1
MBI 1
Falmouth EDIC...1
Cape Cod Technology Council..1
WCAI 1
Falmouth Enterprise 1
The Bourne Enterprise...1
Upper Cape Regional Vocational Technical School...1
Email 1
> *Note: Some respondents named multiple sources*

48 **Are you using a public Wi-Fi connection to complete this survey?** **N 91**

Yes 8
No..83
I don't know 0

Appendix 4: Town of Falmouth: Community Survey Results

Town of Falmouth Results

Massachusetts Statewide Digital Equity Survey

MBI | MASSACHUSETTS BROADBAND INSTITUTE | at the MassTech Collaborative | CAPE COD COMMISSION

Speed test results

N **64**

		DOWNLOAD (Mbps)			UPLOAD (Mbps)		
TOWNWIDE	65	168.1 Median			20.0 Median		
		246.8 Average			23.8 Average		
ZIP	# Tests	Average	Max	Min	Average	Max	Min
02543	7	132.2	548.0	16.3	25.4	42.7	10.7
02536	37	226.4	719.0	0.9	21.3	141.0	0.0
02540	18	300.5	1234.0	17.4	29.0	114.6	8.1

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

Appendix 5:
Town of Falmouth: Municipal Digital Outreach Kit

Newsletter Language
Are you connected?
Are you connected? Do you have the devices, skills, and internet access you need to engage online? Are you able to connect with friends and family, pay bills and manage finances, access healthcare, complete school or professional work, and stay involved in your community? What would improve your online experiences?

Access to fast, reliable internet service has long been recognized as necessary to work, learn, conduct business, and engage in society—and, therefore, vital to supporting vibrant communities. Individuals, families, and organizations across Cape Cod increasingly rely on high-quality, consistent, and affordable internet access to fully participate in our society, democracy, and economy.

The Town of Falmouth 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 Falmouth households and businesses face in accessing the internet 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 a workshop on Wednesday, December 11 at 5:30 PM at the Falmouth Public Library to learn about the digital equity plan and contribute to the development of the plan through group exercises and conversations.

Once finalized, the Municipal Digital Equity Plan will prepare the Town of Falmouth for funding opportunities and guide decision-making, investment, and implementation.

This project is funded by the Massachusetts Broadband Institute at the MassTech Collaborative under the Municipal Digital Equity Planning Program. Funding was provided by Massachusetts ARPA State Fiscal Recovery Funds. For more information, please visit: cccom.link/Falmouth-DE. Your thoughts and ideas will shape the plan, and you can engage in the effort by:

- [Taking the survey](#) which will inform the digital equity plan.
- Attending the **community workshop** on Wednesday, December 11, 2024 from 5:30 to 7:30 PM in the Hermann Meeting Room in the Falmouth Public Library, 300 Main Street, Falmouth. At the workshop, community members will gather to discuss connectivity, device, and skills-based challenges and opportunities.
- Stay up to date as the plan progresses: Keep an eye on this newsletter or visit cccom.link/Falmouth-DE

Newsletter: Shorter Version
Are you connected?
Do you have the devices, skills, and internet access you need to engage online? Can you easily stay connected with friends and family, pay bills and monitor expenses, manage your healthcare, access schoolwork, and participate in community discussions?

The Town of Falmouth is working with the Cape Cod Commission to develop a municipal digital equity plan. The plan will detail challenges that community members like you face with the internet and technology. Together, we can identify solutions to ensure that all have equal access to our increasingly digital world. Your perspective is critical – join us to shape the plan!

Appendix 5: Town of Falmouth: Town of Falmouth: Municipal Digital Outreach Kit

You can shape the plan by taking a survey, joining a community workshop, and by staying up to date as the plan progresses. Join us at a community workshop on December 11, 2024 from 5:30 – 7:30 pm in the Hermann Meeting Room at the Falmouth Public Library to share your thoughts and experiences.
Keep an eye on this newsletter or visit cccom.link/Falmouth-DE

Social Media Posts

What is your internet like?

Do you have the skills you need to use your smartphone or computer?

Falmouth Digital Equity Community Workshop
Wednesday, December 11, 2024 5:30 PM – 7:30 PM
Hermann Meeting Room, Falmouth Public Library
300 Main Street, Falmouth MA 02540

Join the Town of Falmouth and the Cape Cod Commission for an educational and interactive workshop to inform the town's digital equity plan.

Are you paying too much for internet?

Cape Cod has the highest internet rates in Massachusetts*. In a recent survey, Barnstable residents said they pay more than $100 per month on average for Internet services.

Falmouth Digital Equity Community Workshop
Wednesday, December 11, 2024 5:30 PM – 7:30 PM
Hermann Meeting Room, Falmouth Public Library
300 Main Street, Falmouth MA 02640

Join the Town of Falmouthand the Cape Cod Commission for an educational and interactive workshop to inform the town's digital equity plan.

*Massachusetts Broadband Institute Digital Equity Plan

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 Falmouth is working with the Cape Cod Commission to develop a municipal digital equity plan. The plan will detail challenges that community members like you face with the internet and technology. Together, we can identify solutions to ensure that all have equal access to our increasingly digital world. Your perspective is critical – join us to shape the plan.
Join us at a community workshop on December 11, 2024 at 5:30 pm in the Hermann Room at the Falmouth Public Library to share your thoughts and experiences and help shape the plan.
Visit cccom.link/Falmouth-DE to learn more.

Town of Falmouth:
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
- **S1602**, Limited English Speaking Households
- **B16005**, Nativity By Language Spoken At Home By Ability To Speak English For The Population 5 Years And Over
- **S1701**, Poverty Status In The Past 12 Months
- **S2802**, 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	Latency > 100 ms	Latency > 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