

APPENDIX 2

Notes from Focus Group Brainstorming Sessions

LEXINGTON FOCUS GROUP WORKSHOP BRAINSTORMING NOTES

Ms. Welsh posed four questions at each Workshop session to draw comments from the attendees:

- *What are the key issues facing the Town of Lexington?*
- *What are key challenges or barriers faced by public sector agencies, community organizations, and schools in communicating with their constituencies?*
- *What are some of the ways in which you (or your “organization”) could use cable or PEG Access to communicate?*
- *What would make it easier to use PEG Access or the cable system?*

The responses to these questions are documented in this Appendix, and analyzed in a three-step process. For each question:

1. Raw attendee comments are listed in the order expressed within each session (horizontal lines separate the responses from different sessions)
2. The comments are sorted into what emerged as major groups appropriate to the question (issues, challenges, categories) for Questions 1, 2 and 4. Some comments appear more than once because the groups often overlap
3. Comments within each major group are summarized and presented in the body of the report.

Question #1: What are the Key Issues Facing the Town of Lexington?

a) Raw brainstorming responses to Question 1 from each session:

No broadband service (AT&T)
Budget cuts/town finances
Aging equipment at schools
More resources and training at Lexington High School on media literacy and production
Lexington is information “hungry,” community needs information and more resources to produce information back to the community
Difficulty in getting information out and sharing it
Aging population
Highly educated, very sophisticated population
Lack of services for youth
Growth change in Lexington demographics
Polarization of different groups
Housing/affordability
Housing costs because of rising real estate prices
Condos
Stress level of students in Lexington from school – they have no free time because of college prep priorities

Resume-driven involvement

Budget

Affordable housing, real estate costs

Mansionization

Hanscom Field expansion

Educational excellence, matching school quality with budget cuts

Diversity of population

Spiraling medical costs

Site for a Senior Center

Historical society funding

Tourism in Lexington

Increased tax base

Disposition of DPW site Bedford Street

Recycling/trash disposal

Town unity vs. divisive attitudes

Disposition of new guidelines for civic discourse

Teen (issues)

Drugs

Youth activities – lacking programs for youth

Family concerns for families on the edge

Lack of funds – domestic violence, lack of teen center and after school programs

Aging population needs services

General aesthetics of town

Tax base, finances

Quality of schools

Historic district, important part of aesthetics and preservation for Town's historical image

Open space vs. development

Recycling and waste removal

Trash disposal

Traffic

Tourism

Hanscom Air Field Expansion (no commercial travel to be permitted at field)

Aging population – need for services

Communication and importance of issues for seniors and shut-in residents

Civility of public discourse

Open space protection

Affordability of real estate

Communication of local information

Live coverage of municipal meetings

Coverage of local events

Aging population, need for communication resources

Need for serving the community in a time efficient manner - taping, replay time

Need for inactivity among town groups

Town scheduling information for viewers
Population of shut-ins
Hanscom Field expansion
Need live coverage capability
Two cable systems creates divide of viewership of local programs (problem with AT&T and RCN distribution)
Priorities in Town, try to meet needs with limited resources for seniors and parents of youth
Quality of signal a problem (unwatchable)
Media literacy needed
Community building
Newspaper no longer meets coverage needs of town
Traffic
Road management
Anxiety and growing paranoia about what is happening in meetings, Selectmen's, school, etc., when one is not able to view them live
Diversity of community

Age stratification – tax issues misunderstood
Senior population, youth population and school services are a pull on service monies
Maintain vitality of the Lexington center
Diminishing financial resources
Loss of funding to services/organizations
Need more visibility of resources such as Heritage Museum
Lack of civility between groups who have different attitudes about town management
Busy people – lack of time to participate in civic discourse
Need for gathering, working together of community
Need public space in which to meet
Need for distribution for small businesses
Visibility of small businesses
Need to assure participation in local business through awareness of local resources
Parking
Snow removal is a problem in Lexington
Lack of vision for Lexington future image
Lack of planning for future type of town that Lexington is becoming
Need for discussion of vision and image for Lexington
Need to share Lexington 2020 Vision study outcomes with the community
Perception that Town is run by a small group
Need to open governance process
Business community hard to get involved
Structure of town committees is difficult
Poor leadership
Poor management, specifically of citizen participation

Local programming quality, both signal and production quality
Diversity
Hayden Recreation Center awards not covered
Lack of coverage of nonprofit organizations – need to look to positives, why people live here
Financial/budget cuts – especially to non-profits

Support ongoing financing to non-profits – need to protect the reasons people live in Lexington
Recognition of non-profits and their services and cultural contribution
Coverage by AT&T only – problems in local program distribution: RCN and AT&T schedule agreement needed
Image of Lexington
Informed electorate/political process needs to be expanded to disenfranchised
Acrimony: lack of civility in public discussion
Need for ground rules for public discourse
Programming on history not available
Tech efficient private sector, but deficient as a town, need more tech savvy at Town Hall
Sharing of information is difficult – no learning from the past, studies sit on shelves, need forums on study findings
Communications – there is a lack of centralized communication

Selectmen meeting taped live
Local programming issues (lack of coordination) with RCN and AT&T
Lack of debate for citizen participation in civic issues
Communication void
Newspaper lacking in coverage of full community and nonprofit organizations
Importance of access to town records not given enough attention
Lack of resources in Town government
Financial crisis
Issue of funding to community media center
No coverage of school committee, planning board meetings
Level of animosity in public discourse
Diversity – need voices of different points of view
Need for better town communications
More information will help inform and have better debate

Communication between town residents and decision makers
Taxes/budget
Financial constraints of town
Affordable housing
Expansion of Hanscom Airbase
Need voice to disenfranchised citizens
Infrastructure for town
Aging population
Limitation on services to seniors
Noise from 128
Transportation (poor public transportation)
Need for senior center (x 5!)
Land use/protection
Real or perceived income gap
Demographics of town
Participation in town government
Mansionization
Poor local television, inadequate resources

Problems between RCN and AT&T for local programming distribution
Poor local media, including newspaper
Town committee work difficult to follow in participation by residents is often difficult because of poor communications

Budget – financial constraints of the Town
Economy
Stratification of the community
Individual interests in competition are creating negativity and a lack of civility
Religious issues
Managing growth and development
Affordable housing with the cost of real estate out of control
Land use issues
Teen issues
Lack of youth programs
Teen expression apathetic, not engaged
Teen center needed badly
Some disenfranchised teens (but not all) need services
Stagnant or declining central business district
Lack of adequate field/ICE building space for recreation programs
Lack of communication between all organizations in town
Centralized sharing of ideas is needed
People work independently without collaboration because of poor communication
Duplication of efforts because of poor communication
Group isolation because of poor communication
Need recreation and sports representation on program advisor committee

b) Brainstorming Responses from Question 1 sorted into Key Issues:

Key Issue #1 Town Issues and Concerns

Budget cuts/town finances

Lexington is information "hungry," community needs information and more resources to produce information back to the community

Aging population

Budget

Historical society funding

Increased tax base

Disposition of DPW site Bedford Street

Recycling/trash disposal

Town unity vs. divisive attitudes

Youth activities – lacking programs for youth

Lack of funds – domestic violence, lack of teen center and after school programs

Aging population needs services

General aesthetics of town

Tax base, finances

Quality of schools

Recycling and waste removal

Trash disposal

Open space protection

Need for inactivity among town groups

Priorities in town, try to meet needs with limited resources for seniors and parents of youth

Community building

Road management

Anxiety and growing paranoia about what is happening in meetings, Selectmen's, school, etc., when one is not able to view them live

Diminishing financial resources

Loss of funding to services/organizations

Lack of civility between groups who have different attitudes about town management

Need for gathering, working together of community

Need public space in which to meet

Visibility of small businesses

Snow removal is a problem in Lexington

Lack of vision for Lexington future image

Lack of planning for future type of town that Lexington is becoming

Need for discussion of vision and image for Lexington

Need to share Lexington 2020 Vision study outcomes with the community

Perception that town is run by a small group

Need to open governance process

Structure of town committees is difficult

Poor leadership

Poor management, specifically of citizen participation

Financial/budget cuts – especially to non-profits

Support ongoing financing to non-profits – need to protect reasons people live in Lexington

Image of Lexington

Need for ground rules for public discourse

Tech efficient private sector, but deficient as a town, need more tech savvy at Town Hall

Communications – there is a lack of centralized communication
Selectmen meeting taped live
Local programming issues (lack of coordination) with RCN and AT&T
Communication void
Importance of access to town records not given enough attention
Lack of resources in Town government
Financial crisis
Issue of funding to community media center
No coverage of school committee, planning board meetings
Level of animosity in public discourse
Communication between town residents and decision makers
Taxes/budget
Financial constraints of town
Infrastructure for town
Land use/protection
Real or perceived income gap
Town committee work difficult to follow in participation by residents is often difficult because of poor communications
Budget – financial constraints of the Town
Economy
Managing growth and development
Land use issues
Lack of youth programs
Teen center needed badly
Stagnant or declining central business district
Need recreation and sports representation on program advisor committee

Key Issue #2 Technology / Communications

No broadband service (AT&T)

Aging equipment at schools

Lexington is information "hungry," community needs information and more resources to produce information back to the community

Difficulty in getting information out and sharing it

Disposition of new guidelines for civic discourse

Communication and importance of issues for seniors and shut-in residents

Civility of public discourse

Communication of local information

Live coverage of municipal meetings

Coverage of local events

Aging population, need for communication resources

Need for serving the community in a time efficient manner - taping, replay time

Need for inactivity among town groups

Town scheduling information for viewers

Need live coverage capability

Two cable systems creates divide of viewership of local programs (problem with AT&T and RCN distribution)

Quality of signal a problem (unwatchable)

Media literacy needed

Newspaper no longer meets coverage needs of town

Need more visibility of resources such as Heritage Museum

Lack of civility between groups who have different attitudes about town management

Need for gathering, working together of community

Need public space in which to meet

Local programming quality, both signal and production quality

Need to share Lexington 2020 Vision study outcomes with the community

Need for discussion of vision and image for Lexington

Lack of coverage of nonprofit organizations – need to look to positives, why people live here

Coverage by AT&T only – problems in local program distribution: RCN and AT&T schedule agreement needed

Informed electorate/political process needs to be expanded to disenfranchised

Tech efficient private sector, but deficient as a town, we need more tech savvy at Town Hall

Sharing of information is difficult – no learning from the past, studies sit on shelves, need forums on study findings

Communications – there is a lack of centralized communication

Selectmen meeting taped live

Local programming issues (lack of coordination) with RCN and AT&T

Lack of debate for citizen participation in civic issues

Communication void

Newspaper lacking in coverage of full community and nonprofit organizations

Issue of funding to community media center

No coverage of school committee, planning board meetings

Level of animosity in public discourse

Need for better town communications

More information will help inform and have better debate

Communication between town residents and decision makers

Need voice to disenfranchised citizens

Infrastructure for town

Poor local television, inadequate resources

Problems between RCN and AT&T for local programming distribution

Poor local media, including newspaper

Town committee work difficult to follow in participation by residents is often difficult because of poor communications

Individual interests in competition are creating negativity and a lack of civility

Lack of communication between all organizations in town

Centralized sharing of ideas is needed

People work independently without collaboration because of poor communication

Duplication of efforts because of poor communication

Group isolation because of poor communication

Key Issue #3 Growth / Economic Development / Cost of Living

Growth change in Lexington demographics

Housing/affordability

Housing costs because of rising real estate prices

Condos

Affordable housing, real estate costs

Diversity of population

Spiraling medical costs

Historical society funding

Tourism in Lexington

Increased tax base

Traffic

Tourism

Hanscom Air Field Expansion (no commercial travel to be permitted at field)

Affordability of real estate

Population of shut-ins

Hanscom Field expansion

Traffic

Senior population, youth population and school services are a pull on service monies

Maintain vitality of the Lexington center

Diminishing financial resources

Loss of funding to services/organizations

Visibility of small businesses

Need to assure participation in local business through awareness of local resources

Lack of vision for Lexington future image

Lack of planning for future type of town that Lexington is becoming

Need for discussion of vision and image for Lexington

Need to share Lexington 2020 Vision study outcomes with the community

Business community hard to get involved

Support ongoing financing to non-profits – need to protect reasons people live in Lexington

Recognition of non-profits and their services and cultural contribution

Image of Lexington

Lack of resources in Town government

Financial crisis

Financial constraints of town

Affordable housing

Expansion of Hanscom Airbase

Infrastructure for town

Transportation (poor public transportation)

Land use/protection

Budget – financial constraints of the Town

Economy

Managing growth and development

Affordable housing with the cost of real estate out of control

Land use issues

Stagnant or declining central business district

Key Issue #4 Education and Services for Youth / Seniors

More resources and training at Lexington High School on media literacy and production

Lack of services for youth
Stress level of students in Lexington from school – they have no free time because of college prep priorities
Resume-driven involvement
Educational excellence, matching school quality with budget cuts
Site for a Senior Center
Teen (issues)
Drugs
Youth activities – lacking programs for youth
Family concerns for families on the edge
Lack of funds – domestic violence,
Lack of teen center and after school programs
Aging population needs services
Communication and importance of issues for seniors and shut-in residents
Aging population, need for communication resources
Population of shut-ins
Priorities in town, try to meet needs with limited resources for seniors and parents of youth
Media literacy needed
Senior population, youth population and school services are a pull on service monies
Loss of funding to services/organizations
Hayden Recreation Center awards not covered
Limitation on services to seniors
Need for senior center (x 5!)
Teen issues
Lack of youth programs
Teen expression apathetic, not engaged
Teen center needed badly
Some disenfranchised teens (but not all) need services
Lack of adequate field/ICE building space for recreation programs
Need recreation and sports representation on program advisor committee

Key Issue #5 Health & Health Services

Aging population

Lack of services for youth

Stress level of students in Lexington from school – they have no free time because of college prep priorities

Spiraling medical costs

Site for a Senior Center

Teen (issues)

Drugs

Youth activities – lacking programs for youth

Family concerns for families on the edge

Lack of funds – domestic violence, lack of teen center and after school programs

Aging population needs services

Aging population, need for communication resources

Population of shut-ins

Priorities in town, try to meet needs with limited resources for seniors and parents of youth

Senior population, youth population and school services are a pull on service monies

Loss of funding to services/organizations

Communications – there is a lack of centralized communication

Aging population

Limitation on services to seniors

Need for senior center (x 5!)

Teen issues

Lack of youth programs

Teen center needed badly

Some disenfranchised teens (but not all) need services

Key Issue #6 Infrastructure / Traffic / Transportation

Hanscom Field expansion
Disposition of DPW site Bedford Street
Traffic
Hanscom Air Field Expansion (no commercial travel to be permitted at field)
Hanscom Field expansion
Traffic
Road management
Need public space in which to meet
Parking
Expansion of Hanscom Airbase
Infrastructure for town
Transportation (poor public transportation)

Key Issue #7 Demographic Changes / Civil Unity

Aging population
Highly educated, very sophisticated population
Growth change in Lexington demographics
Diversity of population
Town unity vs. divisive attitudes
Aging population needs services
Aging population – need for services
Aging population, need for communication resources
Population of shut-ins
Diversity of community
Age stratification – tax issues misunderstood
Diversity
Diversity – need voices of different points of view
Aging population
Real or perceived income gap
Demographics of town
Stratification of the community
Religious issues
Teen expression apathetic, not engaged

Question #2: What are the Key Challenges/Barriers to Communicating Now?

a) Raw brainstorming responses to Question 2 from each session:

Aging equipment at AT&T studio in schools
Not enough equipment
No digital equipment
Not state-of-the-art resources at Lexington High School for web based technology
Need coordination of information
Changing "volunteer"- based staff
Lack of centralized management of resources
Different systems do not carry local programs (RCN and AT&T problem)
Lack of crossover in local programs on both systems
Lack of I-Net connectivity for all to use
Lack of production capabilities at school system
Older computers
Program incompatibility on computers
No staffing support for community bulletin boards and Town web site
Older citizens not computer savvy
Lack of information about "studio" in town
Condos having SMATVsystems and no access channels
Lack of awareness of AT&T studio resources
Lack of after school and summer programs for youth
Lack of public space for people to meet

Lack of information of programs
Lack of quality Town dialogue
Old money vs. new money
Seniors lack communication capability
No coverage of Town meeting
No live coverage of Selectmen's, school committee, town meeting and other meetings
Lack of support of multicultural programming

Lack of cross programming on both cable systems (RCN and AT&T)
Lack of resources to provide the local programming over the web
Lack of video on demand capacity
Lack of newspaper responsiveness and coverage – staff size/distribution numbers
Lack of quality in coverage of meetings
Noisy signal on local channel
Lack of coordination of information onto local channels/bulletin board channel
Lack of training for volunteers
Lack of appropriate equipment for volunteers to use
Reaching audience/knowing that there is and having feedback as to who has watched your program
Lack of effective outreach to develop volunteer base (PEG studio)
Lack of community involvement
Lack of adult participation in production at PEG studio, especially evenings
Lack of effective management of community bulletin board
Lack of effective management of local programming
Live capacity at Town Hall and other places in town
Lack of coverage of other town meetings and how to get involved in town governance
Need more focus on performance and delivery
Inferior technical equipment, not compatible with Sony VCR, remote, etc.
Poor picture quality
Frequent outages
Poor inferior service by senior telephone service, busy signal inability to get response
Failure to deliver promises (refunds promised for outages time system down were never delivered)

Lack of civility among groups with different needs
Lack of time
Lack of communication between committees and work being done
Lack of system for pooling resources to work together
Overlap of committee work
Lack of clear reporting of committee activities to keep community informed
Lack of effective leadership to clearly mobilize
Lack of integrated technology with community ideas and challenges
Vital resources, such as museum and library, under-utilized

Two cable system, problem of delivery of local programming
Double effort for less service, no live capacity on RCN
Lack of schedule for local programming
Lack of quality signal on local channels makes programs unwatchable
Lack of programs on RCN channels
Poor production values
Poor equipment
Poor training for content development

Lack of outreach to many organizations – coverage of their efforts
Lack of diversity on local programming
Two cable system distribution problem, lack of coordination between CAN and AT&T
Controversy avoided because of acrimony, no local dialogue opportunities
Lack of equipment available to public for local coverage – local debate
Lack of training for productions
Lack of coverage of Arts/Cultural, Town events
Need to get information out on museum programs available to Lexington residents
Need increased awareness
Antiquated organizations
Lack funds for goal coordination of local information
Lack of people to help
Lack training on new technologies
Mentoring/volunteer coordinators
No unified place for postings or to see our community
Lack leadership to local programming resources

Lack of newspaper coverage
Lack of central source for media
Lack of access to database in public review (note: this concern is NOT held by all participants, who feel that some public information should be accessed only with sensitivity to individual right to privacy)
Lack of coordination between RCN and AT&T
Lack of money to manage web site
Lack of perceived value of forming local programming entity

Lack of local coverage by town newspaper
Lack of information about what is on cable
No information on RCN
Financial limitation of agencies
List serves that are partial
Lack of access to list serves and coordination of information
Lack of local coordinator in town to organize and get information on activities, meetings, events, to public
Need print mainly for people who don't have computers (not everyone has email)
Lack of equipment for local TV coverage and events
Lack of assistance for local TV coverage and events
Town web site difficult to use
Need for update of Town web
Lack of coordination for public input and participation in committees of the town
Cost of mailings
Cost of print
Who to help with marketing efforts
Need to understand how to use technology
Help to do things – training new ways to do things

Lack of communication between organizations and community groups
Duplication of efforts because of lack of coordination
Lack of venue for sports information
Problem inherent to volunteer organizations that rely on help from unpaid staff
Over committed volunteers, hard to get communication out re: projects/needs
Conflicts of busy people
Website does not solve problems of telephone calls
List serve grouping does not necessarily reach everyone or get them to meet deadlines
Getting volunteers and having them follow through so it doesn't fall back on few active workers

b) Brainstorming responses from Question 2 sorted into Key Challenges and Barriers:

Key Challenge #1 Lack of Equipment, Infrastructure and Centralized Management of Resources

Aging equipment at AT&T studio in schools

Not enough equipment

No digital equipment

Not state-of-the-art resources at Lexington High School for web based technology

Lack of centralized management of resources

Different systems do not carry local programs (RCN and AT&T problem)

Lack of crossover in local programs on both systems

Lack of I-Net connectivity for all to use

Lack of production capabilities at school system

Older computers

Program incompatibility on computers

Lack of public space for people to meet

Lack of cross programming on both cable systems (RCN and AT&T)

Lack of resources to provide the local programming over the web

Lack of video on demand capacity

Noisy signal on local channel

Lack of coordination of information onto local channels/bulletin board channel

Lack of appropriate equipment for volunteers to use

Live capacity at Town Hall and other places in town

Inferior technical equipment, not compatible with Sony VCR, remote, etc.

Poor picture quality

Frequent outages

Two cable system, problem of delivery of local programming

Lack of quality signal on local channels makes programs unwatchable

Lack of programs on RCN channels

Poor production values

Poor equipment

Poor training for content development

Two cable system distribution problem, lack of coordination between CAN and AT&T

Lack of equipment available to public for local coverage – local debate

Lack of central source for media

Lack of coordination between RCN and AT&T

Lack of equipment for local TV coverage and events

Key Challenge #2 Better Oversight and Planning for Effective Uses of Media

- Lack of centralized management of resources
- No staffing support for community bulletin boards and Town web site
- Lack of information about “studio” in town
- Lack of awareness of AT&T studio resources
- Lack of after school and summer programs for youth
- Lack of support of multicultural programming
- Reaching audience/knowing that there is and having feedback as to who has watched your program
- Lack of adult participation in production at PEG studio, especially evenings
- Lack of effective management of community bulletin board
- Lack of effective management of local programming
- Need more focus on performance and delivery
- Lack of system for pooling resources to work together
- Lack of effective leadership to clearly mobilize
- Lack of people to help
- Lack training on new technologies
- Mentoring/volunteer coordinators
- Lack leadership to local programming resources
- Lack of perceived value of forming local programming entity
- Lack of assistance for local TV coverage and events
- Lack of coordination for public input and participation in committees of the town
- Who to help with marketing efforts
- Need to understand how to use technology
- Help to do things – training new ways to do things
- Lack of communication between organizations and community groups

Key Challenge #3 Lack of Time, Attention, Knowledge and Collaboration

- Changing “volunteer”- based staff
- Older citizens not computer savvy
- Seniors lack communication capability
- Lack of coordination of information onto local channels/bulletin board channel
- Lack of training for volunteers
- Lack of effective outreach to develop volunteer base (PEG studio)
- Lack of community involvement
- Lack of adult participation in production at PEG studio, especially evenings
- Lack of civility among groups with different needs
- Lack of time
- Lack of communication between committees and work being done
- Lack of system for pooling resources to work together
- Need increased awareness
- Need to understand how to use technology
- Help to do things – training new ways to do things
- Lack of communication between organizations and community groups
- Duplication of efforts because of lack of coordination
- Problem inherent to volunteer organizations that rely on help from unpaid staff
- Over committed volunteers, hard to get communication out re: projects/needs
- Conflicts of busy people

Getting volunteers and having them follow through so it doesn't fall back on few active workers

Key Challenge #4 Lack of Effective Media Outlets

Lack of information about "studio" in town

Lack of awareness of AT&T studio resources

Lack of newspaper responsiveness and coverage – staff size/distribution numbers

Lack of effective management of local programming

Lack of programs on RCN channels

Two cable system distribution problem, lack of coordination between RCN and AT&T

Lack funds for goal coordination of local information

No unified place for postings or to see our community

Lack of newspaper coverage

Lack of central source for media

Lack of access to database in public review (note: this concern is NOT held by all participants, who feel that some public information should be accessed only with sensitivity to individual right to privacy)

Lack of money to manage web site

Lack of perceived value of forming local programming entity

Lack of local coverage by town newspaper

List serves that are partial

Lack of access to list serves and coordination of information

Need print mainly for people who don't have computers (not everyone has email)

Need for update of Town web

Lack of venue for sports information

Website does not solve problems of telephone calls

List serve grouping does not necessarily reach everyone or get them to meet deadlines

Key Challenge #5 Problems with Existing Programming

Lack of information of programs

Lack of quality Town dialogue

No coverage of Town meeting

No live coverage of Selectmen's, school committee, town meeting and other meetings

Lack of support of multicultural programming

Lack of cross programming on both cable systems (RCN and AT&T)

Lack of video on demand capacity

Lack of quality in coverage of meetings

Noisy signal on local channel

Lack of coordination of information onto local channels/bulletin board channel

Reaching audience/having feedback as to who has watched your program

Lack of coverage of other town meetings and how to get involved in town governance

Need more focus on performance and delivery

Poor picture quality

Frequent outages

Two cable system, problem of delivery of local programming

Double effort for less service, no live capacity on RCN

Lack of schedule for local programming

Lack of quality signal on local channels makes programs unwatchable

Lack of programs on RCN channels

Poor production values

Poor training for content development
Lack of outreach to many organizations – coverage of their efforts
Lack of diversity on local programming
Two cable system distribution problem, lack of coordination between RCN and AT&T
Controversy avoided because of acrimony, no local dialogue opportunities
Lack of equipment available to public for local coverage – local debate
Lack of coverage of Arts/Cultural, Town events
Need to get information out on museum programs available to Lexington residents
No unified place for postings or to see our community
Lack leadership to local programming resources
Lack of coordination between RCN and AT&T
Lack of information about what is on cable
No information on RCN
Lack of venue for sports information

Key Challenge #6 Training and Education

Lack of after school and summer programs for youth
Lack of training for volunteers
Lack of community involvement
Lack of adult participation in production at PEG studio, especially evenings
Lack of effective leadership to clearly mobilize
Lack of integrated technology with community ideas and challenges
Poor production values
Poor training for content development
Lack of outreach to many organizations – coverage of their efforts
Lack of training for productions
Need increased awareness
Lack training on new technologies
Mentoring/volunteer coordinators

Key Challenge #7 Affordability and Costs

Lack funds for goal coordination of local information
Lack of money to manage web site
Financial limitation of agencies
Cost of mailings
Cost of print

Question #3: How could you use PEG Access or the Cable System?

a) Raw brainstorming responses to Question 3 from each session:

Coordinated communication to provide information to all residents in the same manner
Centralized calendar of town activities and events
Cable book club
Cable programs for youth
Build good community relations between school and local media entities
Publicity needed that reaches youth (specifically)
School band-type events at community media center
Collaborations with school music at community media center
More foreign language programming
Student, "kid" programs in other languages
Senior programs
Exercise programs for aging population
Information and programs on resources for disabled
Schedule that directs viewers to local programming
School events

Communication for seniors
Live coverage of Selectmen's, sports, town meetings
More cultural programs, religious activities and services
Disabled programs on resources
Accommodations for the deaf
Nationally produced programs for disabled

Live coverage of local meetings (Planning, Selectmen, Board of Education, etc.)
Emails on programs for feedback
Phone banks for taking and understanding community feedback
Live town meetings over both systems (RCN and AT&T)
Sporting events live
Capability of I-Net drop
School events live and taped
Parades and town events (I-Net drops in town)
Reenactment/historical events covered
Community calendar/bulletin board
Outreach, coverage about Town services
Information about town services and resources
Who's who at Town Hall
Local analysis of national issues
Committee and meeting schedules
How to use system

Taping of meetings with interactivity by technology, across distance participation, and customized experience
Language capability for multilingual communities
Government information packaged/produced so that viewers will watch, listen and learn
Raising awareness about traffic and street issues, and other things that people may not know about
Diversity explored through programming

Cable cooking
Fitness Show
School events/activities
Cultural/information programs
Groups of local businesses, forums
Museum exhibitions, programs to include, for example, ballet, music exhibits coverage
Exposure for performing arts, local programs and schedules
Recreational possibilities for local business employees (what's local for people who commute to work?)
Promotion of Lexington special events – parking planning, etc., for participants
Tourism and Lexington highlights need special visibility
Historical – on demand programming on Lexington history
Lexington Garden Club – wildflowers, trees of Lexington
Lexington Historical Society, coverage of activities

Selectmen/School Education Board/Planning meetings – good quality signal, live coverage
Sports youth
Awards recognition
Find ways to market image of Lexington
History of Lexington
Tourism in Lexington
Visuals of Lexington on channels
Information on studies/discussion of works like Lexington 2020 Vision – forums on town planning initiatives
Leadership programs and Town meetings on TV
How to run for office
Interactive information on application for programs on channels and on Town web
Explanation of resources
“How to Use” PEG Access
Community Bulletin Board that reflects programming, events and coverage of events
Artists in studio
Arts programming for all ages
Art talks by artist
Art summer programs/Show & Tell
Art – high school students dance performance
Art talks
All kinds of music

Show community – faces and programs of artists
In home learning – arts and crafts

Access to town information
Database retrieval
Profile new businesses and technology in town
Profiles of human service organizations and social service resources
Local events (i.e., Bicentennial Band)
Capacity for environmental video with fixed camera on town (buildings, views of town)
All major town committee meetings covered
Planning board live
School committee live

Coverage of more town meetings, specific agendas and posting of scheduled meetings
Public comment through email and calls
Elder issues programs
Long term care – profiles and issues
Lots of repeats to reach people with easy schedules
Public affairs programming – teens, seniors, cross population, multiple cultures
Training and production with resources in new senior center
Music, local bands
Celebrating arts and cultures
Celebrating diversity
Coverage of activities at senior center – health, exercise program, social/political forums,
information on daycare and home care
Programs for shut-ins
Local programs put onto both systems (RCN and AT&T)
Profiles from other towns on what a senior center could be (what works and what does not)

News, local forums and discussions
Game of the week – hockey and all other sports – youth sports, high school, elder exercise/sports
Coverage of “older men’s teams”
Education about facilities and services in town
Promotion – preview of “Great Meadows, i.e., cross country skiing on golf course – and other
seasonal uses of public spaces
Advertising of “try out” schedules to expand access for others to information about programs with
limited enrollment space; now, those who know get in, those who are new to town or kids just
coming of age don’t get information to compete for enrollments
Sports listing
Local telephone numbers
Information for newcomers to town about resources
Last minute choices and opportunities for cancellation
Wireless contact to information center for sports schedules and cancellations
History programs
Profiles of recreation “hidden gems” – bike paths, etc.
Recreation and open space

Live coverage of sports
Basketball, hockey coverage
Track meets, etc. are not so easy to cover because the need for special production equipment
Programs at a “youth park” skate boarding coverage and competitions to engage youth
Road races in town
Patriot’s day parade
Reenactments of Battle of Lexington
Media literacy

b) Comments from space provided in participant questionnaire for further input:

Broad range of arts/cultural events that take place on a regular basis – enhanced cable access would be the logical vehicle to provide access to and awareness of these performances and cultural events
Lexington hasn’t even begun to capitalize on its unique historical significance as a means for self-promotion and tourism (thus economic development); enhanced cable access could provide a level of programming that addresses this untapped opportunity
Film the Lexington Field and Garden club/Lexington Historical Society’s “Holiday Open House” every year, early in December
Lexington Field and Garden Club’s “Arts-in-Bloom” at the Lexington Arts and Crafts every year in the spring
Lexington Field and Garden Club’s competition at the New England Flower Show and also at the MFA’s competition at the “Arts-in-Bloom”
Hayden Recreation Center precision ice skating – three teams in town, out of town and internationally
Enhanced cable access could serve as a business attraction for smaller (i.e. start-ups and home-based) technology and science companies (thus adding to commercial desirability of Lexington)
Broadcast of community (scientific) events such as the high school’s annual science fair (including judging and winners)
Science as R&D companies that educate the community on the latest innovations
Announcement of web site for Recreation Center’s information on membership, class registration, class and activity description, downloading class registration and membership forms, summer day camp
Recreation Center activities, such as Halloween party, swim team meets, basketball tourney, Joe Burns (March tourney) and summer camp activities
Skating facility events
Direction of points of contact and web site of different sports and recreation facilities

Question # 4: What Would Make It Easier to Use PEG Access or the Cable System?

a) Raw brainstorming responses to Question 4 from each session:

Broadband service
Summer and weekend training and media projects for youth
Expertise needed as town-wide resource
Community media center and youth center combination
Community media center near public transportation, Lexington High School, and Town Center
Updated language in contract with contract “openers” to update language on new technologies
Use language that is inclusive of technology development throughout contract
Training funding support
Web development staff
Space for shared resources
PEG under one roof
Large space – good square footage
Good audio as well as television production equipment
Funds for equipment replacement throughout contract
Two-way interactive capability of system (specific homes to school)
I-net at all schools
Community media center downlink with satellite equipment
Customer service standards
System maintenance by operator to include 24-hour service for emergencies
Senior discount
Senior center access
Production van – mobile production capability
Training, hands-on with involvement for producers
Internships
Six channels convert into percentage of spectrum
5% to community media center

Free program guide
Cable to nursing homes
Allocation of server space for PEG access users (broadband access set aside)
More digital channels
HDTV on cable system
Staff to manage volunteer programs
Training of youth and volunteer to produce and edit local programs
State of the art curriculum for training
Maintenance funding for equipment
Access to all programming on both RCN and AT&T
Sliding scale rate consideration for handicapped and the elderly (lifeline service)
Community media center
Quality of picture and sound controls on PEG
Fact check all local programming before cablecasting
Programming capacity over channels on digital server
Equipment funding
Gross revenue – 5% to community media center

Web-casting equipment and server space on system
Support for community media center – full 5% of gross revenue
Training for staff, programming

Provisions for pole positions and regulatory policy, “penalty” provisions (Enabling Ordinance update)
High performance server for PEG access
Local channel – specific to local residents
Bill stuffers for PEG access, polling and surveys, 2-3 times a year
Staff for training community
Production staff to cover events and assistance to volunteers
Money for equipment
Money for community media center facility
Money for staff (nonprofit organizations)
Educational resources/media literacy
Nonprofit 501(c)3 community media center
Mobile unit for production out in the town
I-Net with local drops for production throughout the town (AT&T and RCN)
AT&T/Comcast I-Net capability to provide back-up to RCN town commitment
Drop “old” I-Net but insure I-Net for both AT&T and RCN system users
Community media center to be included in town design of new facilities (senior center, youth center, new public building)
Quality of signal on local channel held to compliance standards (penalties)
Contract to include which meetings must be covered and by whom should operator continue to manage Government Access
Standards for customer service: local responsiveness, local person on telephone; 24/7 regional technical support, 2-3 hour window of scheduled home visits; phone answered on time; complaint review regularly, review of services annually
Contract must include/emphasize better, more responsive customer service/provisions
Coordinate PEG content with Town Internet sites so that non-cable subscribers can have access to PEG content (local information)

Need live capacity for meeting and town events
Community media center (head end for local channels)
Shared channel for contiguous towns (regional channel)
Shared channel line-up with one source programming
Resources for program schedules
Assure resources and channels at Hancock are maintained by new contract and RCN
Live call-in programs
Upgrade of equipment
Advanced training to improve quality of programs
Digitalization for archival of programs and segments
Ability to subscribe to events through web
Web casting equipment, server capacity to archive and program on demand
Live on web
Kitchen in studio
Existing channel capacity or percentage of bandwidth

Goodwill clause to develop a technologically savvy user

Two-way capacity of cable system

I-Net capacity to connect many (specific list) of town locations for two-way communications

Town web-site support to make it an effective tool to provide services electronically

Need connectivity to locations throughout Town

Local control of management

Training for use of infrastructure opportunities as well as production skills

Community media center

Facility/building space (big)

Museum as space for location of media center

25% of spectrum

Support money

Equipment, funding for digital, state-of-the-art equipment

Funding throughout term of contract

Replacement of equipment

Good signal quality

Better production training

Equipment for signal quality

Production teams (coordinators)

Schedule reliability

Marketing of local programming/awareness outreach

Production coordinator (staff)

Space/facility financing

Locations within community to house resources (collaborations)

State of the art equipment

Mobile production equipment

Spectrum set aside

Full 5% of gross revenue

Nonprofit organizations spectrum

Capacity of system to provide organization drops throughout Town

Transition provisions with AT&T studio to Lexington non-profits

Cable service to all Lexington residents

Good, strong customer standards to be included in contract

Fixed cameras in Selectmen meeting room for live coverage out of both systems

Two-way capacity of system

Use library for fundamental base of local channel management

Infrastructure and equipment that makes production easy (user friendly)

One-fifth connectivity to promote Town Center, interconnected to I-Net

Interconnection of contiguous communities (towns/cities)

Full 5% of gross revenues

Negotiate 3% of gross revenue

HDTV availability ASAP

High speed to grow service level agreement; small number on each node to permit growth

Lifeline service in all marketing materials
Live capability at Town Hall

Production equipment at Senior Center
Centralized studio with enough capacity for the future
Space for facility (access to transportation and town center)
Equipment – money for equipment package with replacement funds throughout life of contract)
Money/funding for new technologies
Bandwidth spectrum set asides with incremental growth provisions
Senior services in meeting rooms – handicap access throughout
Government support of local programming
Money for staff and support of channel
Nonprofit organization management with 5% gross revenue
Money for education programs
Money for outreach
Customer service standards – tech appointment window of two hours; local office for response to
Lexington problems
Real person on local phones
Support concept of adding funding for PEG Access as externalized cost added to subscriber bills
(see Monterey example), for modest cost per month, per subscriber, payment directly for PEG
services/community media center
Rebuild of system to maximum capacity 750-860 MHz
Address issue of management of local channels with RCN and AT&T – same programs and
pooled resources for management of local resources, community media center
Assure access to channel line-ups on both systems – same times, same programs, same
schedules

Moveable tracking equipment, which allows weight for camera angle at sports events
Channels to include a recreation/sports channel
Equipment – state of the art package
Mobile production equipment
Wireless microphone, etc. (for sports needs)
Lighting equipment
Training = staff to address production of sports
Money for these purposes
Having staff support PEG access
Staff to manage resources
Facility building with space for staff offices, studio, editing bays, equipment storage, computer lab
and maintenance
Web capacity of PEG information
Set-aside bandwidth for information sharing on demand
Server capacity equipment for streaming video and web casting
Archive space
Five percent of gross revenue – maximum funding possible
Management staff to manage resources professionally
Media literacy training

Announcement of web site for Recreation Center's information on membership, class registration, class and activity description, downloading class registration and membership forms, summer day camp

Recreation Center activities, such as Halloween party, swim team meets, basketball tourney, Joe Burns (March tourney) and summer camp activities

Skating facility events

Direction of points of contact and web site of different sports and recreation facilities

b) Brainstorming responses from Question 4 sorted into Primary Categories of Concern:

(1) PEG Access Equipment, Facilities and Channels

Community media center and youth center combination
Community media center near public transportation, Lexington High School, and Town Center
Space for shared resources
PEG under one roof
Large space – good square footage
Good audio as well as television production equipment
Funds for equipment replacement throughout contract
Community media center downlink with satellite equipment
Customer service standards
Production van – mobile production capability
Six channels convert into percentage of spectrum
Allocation of server space for PEG access users (broadband access set aside)
More digital channels
Staff to manage volunteer programs
Maintenance funding for equipment
Community media center
Quality of picture and sound controls on PEG
Programming capacity over channels on digital server
Equipment funding
Web-casting equipment and server space on system
High performance server for PEG access
Local channel – specific to local residents
Money for equipment
Money for community media center facility
Mobile unit for production out in the town
Community media center to be included in town design of new facilities (senior center, youth center, new public building)
Quality of signal on local channel held to compliance standards (penalties)
Community media center (head end for local channels)
Assure resources and channels at Hancock are maintained by new contract and RCN
Live call-in programs
Upgrade of equipment
Digitalization for archival of programs and segments
Ability to subscribe to events through web
Web casting equipment, server capacity to archive and program on demand
Live on web
Kitchen in studio
Existing channel capacity or percentage of bandwidth
Town web-site support to make it an effective tool to provide services electronically
Facility/building space (big)
Museum as space for location of media center
25% of spectrum (set aside)
Equipment, funding for digital, state-of-the-art equipment
Funding throughout term of contract
Replacement of equipment
Equipment for signal quality

Space/facility financing
Locations within community to house resources (collaborations)
State of the art equipment
Mobile production equipment
Spectrum set aside
Nonprofit organizations spectrum
Fixed cameras in Selectmen meeting room for live coverage out of both systems
Use library for fundamental base of local channel management
Infrastructure and equipment that makes production easy (user friendly)
Production equipment at Senior Center
Centralized studio with enough capacity for the future
Space for facility (access to transportation and town center)
Equipment – money for equipment package with replacement funds throughout life of contract)
Money/funding for new technologies
Bandwidth spectrum set asides with incremental growth provisions
Senior services in meeting rooms – handicap access throughout
Moveable tracking equipment, which allows weight for camera angle at sports events
Channels to include a recreation/sports channel
Equipment – state of the art package
Mobile production equipment
Wireless microphone, etc. (for sports needs)
Lighting equipment
Money for these purposes
Facility building with space for staff offices, studio, editing bays, equipment storage, computer lab
and maintenance
Web capacity of PEG information
Set-aside bandwidth for information sharing on demand
Server capacity equipment for streaming video and web casting
Archive space

(2) PEG Access Staffing, Policies & Procedures

Web development staff

5% to community media center

Fact check all local programming before cablecasting

Gross revenue – 5% to community media center

Support for community media center – full 5% of gross revenue

Training for staff, programming

Staff for training community

Production staff to cover events and assistance to volunteers

Money for staff (nonprofit organizations)

Educational resources/media literacy

Nonprofit 501(c)3 community media center

Resources for program schedules

Town web-site support to make it an effective tool to provide services electronically

Local control of management

Community media center

Support money

Funding throughout term of contract

Replacement of equipment (fund)

Production teams (coordinators)

Schedule reliability

Marketing of local programming/awareness outreach

Production coordinator (staff)

Full 5% of gross revenue

Full 5% of gross revenues

Negotiate 3% of gross revenue

Government support of local programming

Money for staff and support of channel

Nonprofit organization management with 5% gross revenue

Money for education programs

Money for outreach

Support concept of adding funding for PEG Access as externalized cost added to subscriber bills
(see Monterey example), for modest cost per month, per subscriber, payment directly for PEG
services/community media center

Money for these purposes

Having staff support PEG access

Staff to manage resources

Five percent of gross revenue – maximum funding possible

Management staff to manage resources professionally

(3) Bandwidth, Infrastructure & System Design

Broadband service

Two-way interactive capability of system (specific homes to school)

I-net at all schools

Senior center access

Cable to nursing homes

HDTV on cable system

Access to all programming on both RCN and AT&T

I-Net with local drops for production throughout the town (AT&T and RCN)

AT&T/Comcast I-Net capability to provide back-up to RCN town commitment

Drop "old" I-Net but insure I-Net for both AT&T and RCN system users

Need live capacity for meeting and town events

Community media center (head end for local channels)

Shared channel for contiguous towns (regional channel)

Shared channel line-up with one source programming

Assure resources and channels at Hancock are maintained by new contract and RCN

Live call-in programs (capacity)

Two-way capacity of cable system

I-Net capacity to connect many (specific list) of town locations for two-way communications

Need connectivity to locations throughout Town

Good signal quality

Spectrum set aside

Nonprofit organizations spectrum

Capacity of system to provide organization drops throughout Town

Cable service to all Lexington residents

Two-way capacity of system

Infrastructure and equipment that makes production easy (user friendly)

One-fifth (spectrum) to promote Town Center, interconnected to I-Net

Interconnection of contiguous communities (towns/cities)

HDTV availability ASAP

High speed to grow service level agreement; small number on each node to permit growth

Live capability at Town Hall

Rebuild of system to maximum capacity 750-860 MHz

Assure access to channel line-ups on both systems – same times, same programs, same schedules

Web capacity of PEG information

Set-aside bandwidth for information sharing on demand

Server capacity equipment for streaming video and web casting

Archive space

(4) Training

Summer and weekend training and media projects for youth
Expertise needed as town-wide resource
Training funding support
Web development staff
Training, hands-on with involvement for producers
Internships
Training of youth and volunteer to produce and edit local programs
State of the art curriculum for training
Training for staff, programming
Staff for training community
Advanced training to improve quality of programs
Training for use of infrastructure opportunities as well as production skills
Better production training
Money for education programs
Training = staff to address production of sports
Media literacy training

(5) Customer and Community Relations

Customer service standards
System maintenance by operator to include 24-hour service for emergencies
Senior discount
Free program guide
Standards for customer service:
 Local responsiveness, local person on telephone;
 24/7 regional technical support, 2-3 hour window for scheduled home visits;
 phone answered on time; complaint review regularly, review of services annually
Contract must include/emphasize better, more responsive customer service/provisions
Good, strong customer standards to be included in contract
Lifeline service in all marketing materials
Customer service standards – tech appointment window of two hours; local office for response to
 Lexington problems
Real person on local phones

(6) Regulatory Issues

Updated language in contract with contract “openers” to update language on new technologies

Use language that is inclusive of technology development throughout contract

System maintenance by operator to include 24-hour service for emergencies

Sliding scale rate consideration for handicapped and the elderly (lifeline service)

Provisions for pole positions and regulatory policy, “penalty” provisions (Enabling Ordinance update)

Quality of signal on local channel held to compliance standards (penalties)

Contract to include which meetings must be covered and by whom should operator continue to manage Government Access

Goodwill clause to develop a technologically savvy user

(7) Outreach and Promotion

Bill stuffers for PEG access, polling and surveys, 2-3 times a year

Coordinate PEG content with Town Internet sites so that non-cable subscribers can have access to PEG content (local information)

Resources for program schedules

Town web-site support to make it an effective tool to provide services electronically

Marketing of local programming/awareness outreach

Cable service to all Lexington residents

Money for outreach

Assure access to channel line-ups on both systems – same times, same programs, same schedules