

**HCR 189 PLANNING GROUP MEETING  
BROADBAND ASSISTANCE ADVISORY COUNCIL (BAAC)  
DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS (DCCA)  
STATE OF HAWAII**

**MINUTES OF MEETING**

Date: Wednesday, August 19, 2015  
Time: 9:00 a.m. – 10:00 a.m.  
Place: King Kalakaua Building, 335 Merchant Street,  
Queen Liliuokalani Conference Room,  
Honolulu, Hawaii 96813

Present:

BAAC Members : Chair Catherine Awakuni Colón – DCCA  
James Miwa (for Todd Nacapuy) – Office of Information  
Management and Technology (OIMT)  
Don Jacobs (via call-in) – County of Hawaii

HCR 189 Participants: Marc Togashi – Hawaii Tourism Authority  
Elton Ushio (via call-in) – County of Kauai, Civil Defense  
Karen Wataru-Nakaoka – Hawaii Lodging & Tourism  
Assoc. (HLTA)  
Rudy Tamayo – Hawaiian Electric Company

Other Participant: Arnold Kishi – OIMT

DCCA Staff: Ji Sook Kim, Cable Television Administrator  
Cathy Takase, Broadband Program Specialist  
Todd Ogasawara, Broadband Program Specialist

**I. Call to Order**

Chair Catherine Awakuni Colón (Chair) called the meeting to order at 9:00 a.m.

The Chair noted that primary focus of the meeting was to get input on the development of a questionnaire to collect data from the resort areas about internet service provided, and identifying issues such as that addressed by the City and County of Honolulu (City) in its Waikiki WiFi pilot project in ensuring that its service would not compete with hotels that offer WiFi as a source of revenue.

## II. Resort Area Broadband Survey

### A. Objective

#### 1. Identify goal of survey

Mr. Marc Togashi expressed his personal thought that the key objective of the survey would be to understand what current infrastructure is provided and any impact to revenue streams from a public WiFi program, and to give businesses the opportunity to voice any concerns so that any program implemented could achieve a balance between providing a desired service and not impacting revenue streams. He suggested that a balance could be struck by providing a base, limited capacity broadband experience that could be packaged as a revenue opportunity. If guests wanted an increase in capacity, the hotels would have the opportunity to offer a higher service to create a revenue stream leveraged off of that base service.

Ms. Karen Wataru-Nakaoka agreed. She also noted that lodging includes the smaller independents that may not currently have a wireless service available, so this would be a benefit for them.

#### 2. Identify target participants

Following discussion, the consensus of the group was to focus on hotels and to include restaurants, tour companies, and other resort-related businesses in the target areas listed in HCR 189. The HLTA has contact with some of these other businesses as HLTA members as well as through organizations, such as the Waikiki Beach Walk businesses through Outrigger and the restaurant association. Mr. Togashi also suggested contact with the Waikiki Improvement Association, with whom both the HTA and the HLTA have a relationship. It was also suggested that contact be made with the Waikiki Community Center, a non-profit organization, and the Waikiki Health Center.

The group discussed the presence of Oceanic Time Warner Cable (OTWC) WiFi hotspots in the resort areas, and the current limitation of the City's Waikiki WiFi project to a specific area of the beach because of some of the restrictions encountered (e.g., hotels that did not want coverage, Kapiolani Park trust restrictions). The group also discussed the availability of OTWC's WiFi hotspots to customers of the cable Wifi Consortium as well as the believed plan for access on an hourly service basis for visitors. Mr. Elton Ushio sent a link to OTWC's WiFi coverage maps (<http://coverage.twcwifi.com/###c=21.3136151,->

157.8480364&z=12&term=Honolulu,%20HI%2096813). It was noted that OTWC has over 1,200 access points throughout the State and that Hawaiian Telcom also offers more limited access to hotspots.

Mr. Arnold Kishi noted that, at the public safety communications meeting attended last week by some of the state and county participants, similar questions to those on the draft survey were raised as part of their data gathering efforts also from resort operators. The participants who had attended noted that FirstNet had an interest in finding out what kind of wireless services the resort operators have and which providers they have worked with because FirstNet is looking to utilizing existing LTE cellular data service infrastructure where available and partnering with providers where they would need to build out the FirstNet network. Although the infrastructure would be built for emergency uses, the infrastructure might also be made available for routine use, which would be preempted during emergency situations.

After discussion, it was decided that DCCA, HLTA and HTA would meet and utilize HLTA and HTA culled contact lists of businesses and organizations to identify appropriate persons for dissemination of the survey for the hotels and resort-related businesses in the areas identified in HCR 189.

Mr. Ushio later noted that their visitor's bureau has a good list of resorts and condos, and vacation rentals. Mr. Don Jacobs also mentioned the Kohala Coast Resort Association ([kohalacoastresorts.com](http://kohalacoastresorts.com)), which includes resorts from Hapuna to Waikoloa and might also be used as a resource for distribution. The Chair suggested that the list of the target areas be sent out to the HCR 189 Participants to seek identification of businesses in the target areas. The lists could then be compared to eliminate overlap.

**Action Items:**

- (1) DCCA to send list of target areas to HCR 189 Participants with request to identify businesses in the target areas.**
- (2) HLTA and HTA to cull their respective lists of hotels, businesses and organizations to create a master list.**
- (3) DCCA to meet & work with HLTA and HTA to finalize list for survey dissemination.**

To address comments made at the HCR 189 Kick Off meeting (held on July 23, 2015) about the inclusion of non-resort areas in the named locations (in HCR 189), DCCA noted that it provided maps of South Kohala and Hanalei that encompassed areas beyond the

resorts so that information could also be gathered on infrastructure and availability of services in the some of the adjoining non-resort areas.

3. Identify contact persons (for each target resort area)

Because of their local knowledge, County participants were asked to serve as the main contact person to field inquiries on surveys for entities surveyed in their respective counties. Mr. Jacobs expressed his willingness to serve as the main contact on Hawaii Island and to assist in coordination to ensure dissemination to the appropriate parties. He noted as an example a person with whom he had a recent conversation who was preparing to stand up an internet service for the movie industry and who would eventually want to provide retail services for others. Mr. Ushio noted that it was a reasonable approach, but indicated that he could not commit to serving as the contact for the County of Kauai because he would likely be replaced in the near future by the County's IT Director, Brandon Raines.

**Action Item: DCCA to check with the County of Maui and the City and County of Honolulu on possible points of contact.**

B. Process

1. Determine form of survey

After discussion, the consensus was to utilize Survey Monkey because it was easily accessible, which would encourage participation, and provided easily tracked results.

2. Method of circulation

Both HLTA and HTA agreed to be the medium for circulation. It was suggested that a higher response would be received if people were called and asked to respond, and that individual relationships would be helpful for this.

3. HCR 189 cover letter to accompany survey

Mr. Rudy Tamayo noted the importance of including a cover letter to explain the reason for the survey and how it might benefit their business.

**Action Item: DCCA to prepare cover letter to accompany survey.**

#### 4. Response period

The consensus was to keep the length of the response period short to get a better response.

#### C. Draft Survey Questions

The Chair asked for comments on the draft survey questions prepared and circulated by DCCA in advance of the meeting, including suggested revisions or additions to get other information that would be helpful.

The following suggestions were provided:

- Question 1: Change “resort/hotel” to “business” given the group’s consensus to also survey resort-related businesses. Break up question and provide options.
- Use more pre-populated answers instead of free form boxes to make it easier to respond with “other” as another option to allow responses other than the pre-populated choices.
- Question 8: Provide specific time periods as options. Provide example conditions such as band limitations on public WiFi or guest WiFi.
- Question 10: Provide for “yes” or “no” answer and provide box for “why.”
- Question 12: Simplify to “How would free WiFi access impact your business?” Suggested answers could include “positive”, “negative”, “no effect”, “interfere with revenue generation”, and “encourage loiterers.”

The group again discussed the importance of not having a government sponsored free service that would compete with hotels offering service as a source of revenue. Support was expressed for the idea of providing a more limited bandwidth service for free, with guests having the option to use the hotel’s higher speed service for a charge. It was noted that limited coverage may be desired because it may take some of the burden off of the hotel’s network, and that this would alleviate the difficult issues raised by the need to direct free WiFi coverage away from hotel properties. It may also address challenge where a business that would like the free service is imbedded in or near a hotel that does not want the service.

It was noted that another factor considered by the City in its pilot project to provide free WiFi was the need to place time restrictions on access to

avoid having people camped out on beach for extended periods of time. The City plan is to limit access to 1 hour per device per day.

Mr. Togashi asked how the group would address fairness in terms of where the hotspots would be located to ensure fair benefit to all hotels given the use of public funds. The Chair noted that the mission of this group was not to actually deploy a network, but that this would be an issue to highlight in the report to the Legislature. Other information that would be helpful to report to the Legislature would be areas where there is already a high concentration of services and infrastructure, areas where businesses are open to having state or county provide additional infrastructure to enhance what is already there, areas where there is resistance by businesses to a WiFi service that may cover their property.

Mr. Tamayo noted that the first deliverable would be to get the facts and data, then to set the criteria to move forward to the next phase of deployment.

Other issues related to the offering of free public WiFi that were raised for consideration included the following:

- Liability where service is offered without content filtering
- Security
- User experience – need to create a good user experience for visitors
- Setting level of expectations – need to set expectations on what the level of service may be used for based upon speed to be offered (i.e., identifying specific uses such as locating businesses, transportation, etc. versus video streaming such as Netflix)
- Effect on or enabling of illegal business activity, such as human trafficking and other issues being dealt with in Waikiki
- Difficulty and cost in providing ubiquitous service versus service in a very defined location, such as airports, large conference center, and hotels
- Higher demands for ubiquitous service because carriers have begun offering cell phone devices with no cellular data (i.e., voice only) so people must use WiFi for data service
- Need for foreign visitors without cellular service to access WiFi to use alternative services like Line for VOIP and messaging

- Alternative options of offering a “communications pass” to get access to various networks at a weekly cost

The Chair noted that these concerns would be included in the report as issues to be considered by the Legislature if a free universal WiFi service was desired and by the eventual implementer of such a system.

**Action Items:**

- (1) Group meeting participants to send any additional survey comments or suggested revisions to DCCA in 1 week.**
- (2) DCCA to send 2<sup>nd</sup> draft of survey to HCR 189 Participants after revisions made per discussion at the meeting and additional comments submitted.**
- (3) Ms. Wataru-Nakaoka will have discussions with her contacts and will use those discussions to provide comment and feedback on the 2<sup>nd</sup> draft of the survey questions.**

**III. Additional Comments and Announcements**

None

**IV. Adjournment**

The meeting was adjourned at 10:00 a.m.