



City of Hayward Business Broadband Survey

Introduction to City of Hayward Business Broadband Survey

Dear Valued Hayward Business,

The City of Hayward is committed to providing our business community with the infrastructure needed to support your growth and continued success. The City, through our consultant CTC Technology & Energy, is sending you this survey as part of its research into how businesses access and use data connection services, including the Internet.

This survey is designed to help the City understand your current use of data connection services and your projected future needs. It will ask you questions such as what your current services are like and whether they meet your needs; your satisfaction with the services that are currently available to business owners in Hayward; and what you believe the City's role should be in bringing high-speed connectivity to businesses and residents in Hayward.

Your input will help the City develop strategies for improved consumer choice for data connection services (including Internet), and economic development and job creation within the community. The City wants to understand how these services benefit your business, and how we may be able to help fill gaps and reduce barriers to access. The information gathered will not be used to sell you anything. It will not be used for any purpose other than its stated intention—to inform the City's understanding of businesses' use of connectivity services and to explore strategies to improve accessibility and affordability in Hayward.

We understand that, as a business owner, your time is precious, and we have designed this survey to take approximately 10 minutes to complete. The person who selects Internet services for your business should complete the survey.

If you have any questions regarding this survey, please contact Economic Development Specialist Paul Nguyen at 510-583-5542 or paul.nguyen@hayward-ca.gov.

Thank you!



City of Hayward Business Broadband Survey

Information About Your Business

1. How many employees does your business employ in Hayward?

- 1 to 4
- 5 to 9
- 10 to 19
- 20 to 49
- 50 to 99
- 100 to 249
- 250 to 499
- 500 to 999
- 1,000 to 4,999
- 5,000 to 9,999
- 10,000 or more

2. How many total locations does your business have in Hayward?

- 1
- 2
- 3
- 4
- 5 or more

3. Does your business own or lease its Hayward location(s)?

- Lease
- Own
- Combination of lease and own

4. Do your Hayward location(s) share space with other, unrelated businesses (e.g., in an office building)?

Yes

No

Other (please specify)



City of Hayward Business Broadband Survey

Information About Your Business

5. How many personal computers or terminals do you have at your Hayward location(s)?

- None
- 1 to 4
- 5 to 9
- 10 to 19
- 20 to 49
- 50 or more
- Don't know

6. What is the annual sales volume for your business?

- Less than \$500,000
- \$500,000 to \$1 million
- \$1 - \$2.5 million
- \$2.5 - \$5 million
- \$5 - \$10 million
- \$10 - \$20 million
- \$20 to \$50 million
- \$50 to \$100 million
- \$100 to \$500 million
- \$500 million to \$1 billion
- Over \$1 billion

7. What is the annual telecommunications expense for your business?

- Less than \$499
- \$500 to \$999
- \$1,000 to \$2,499
- \$2,500 to \$4,999
- \$5,000 to \$9,999
- \$10,000 to \$49,999
- Over \$50,000



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Business Use of Data Transport and Other Connectivity Services

8. What connectivity services do you use at your PRIMARY business location? (Check all that apply)

- Data
- Internet
- Telephone
- Video conferencing
- Other (please specify)

9. Does your business use data transport and other connectivity services on a day-to-day basis to transfer data to other locations or organizations?

- Yes – to locations in Hayward only
- Yes – to locations outside Hayward only
- Yes – to locations both inside and outside Hayward
- No

10. Is your business required to store any records at an off-site location?

- Yes
- No

11. Have you ever considered redundant or backup network access for your business?

- Yes
- No

12. Do you use any cloud-based services to support business activities?

Yes

No

13. If your business has multiple locations in the region, do you meet your connectivity needs by leasing fiber optic connections to these locations?

Yes

No

N/A – my business does not have multiple locations

14. Do you have a contract with an Internet service provider (ISP) or telecommunications provider for data connectivity services?

Yes

No



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Business Use of Data Transport and Other Connectivity Services

15. Approximately how many months remain on your existing contract with your ISP?

- 1-3
- 4-6
- 7-9
- 10-12
- 13-18
- 19-24
- More than 24

16. Where are decisions about connectivity services made in your organization?

- Within Hayward (local)
- Outside of Hayward (non-local)
- A combination of local and non-local
- Don't know



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Business Internet Connection and Use

17. What do you use for your PRIMARY Internet connection? (Please indicate the way the building/office is connected to the Internet, not the internal Wi-Fi wireless or internal building cabling.)

- Cable modem (Comcast)
- DSL (Digital Subscriber Line)
- Fiber service
- Fractional T1 or full T1
- Metro Ethernet
- Satellite
- Telephone line (dedicated dial-up or share with voice line)
- Wireless
- Don't know
- Do not have an Internet connection
- Other (please specify)



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18. Do you use a backup or secondary connection? If so, what type?

- Cable modem (Comcast)
- DSL (Digital Subscriber Line)
- Fiber service
- Fractional T1 or Full T1
- Metro Ethernet
- Satellite
- Telephone Line (dedicated Dial-Up or share with voice line)
- Wireless
- Don't know
- Not applicable – no backup or secondary connection
- Other (please specify)

19. Would you say your Internet connection speed is:

- Fast enough for your needs
- Not bad but not quite fast enough for your needs
- Fairly slow and you would like to be connected at much higher speeds
- Very slow and you would like to be connected at much higher speed
- Don't know



City of Hayward Business Broadband Survey

Business Internet Connection and Use

20. How IMPORTANT or UNIMPORTANT are the following aspects of your business Internet service?

	Very unimportant	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Very important
Speed of connection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliability of connection (up time)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price of services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical support service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall customer service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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Business Internet Connection and Use

21. How SATISFIED or DISSATISFIED are you with the following aspects of your current business Internet service?

	Very dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Very satisfied
Speed of connection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliability of connection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price of services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical support service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall customer service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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Business Internet Connection and Use

22. How important to your business is Internet access in regards to the following?

	Very unimportant	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Very important
Ability to achieve your strategic goals?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decision of where to locate facilities?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to remain competitive?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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Business Internet Connection and Use

23. Approximately how much do you pay PER MONTH for Internet service at this location? (Do not include charges for telephone lines, data circuit, etc.)

- Less than \$25
- \$25 to \$49
- \$50 to \$99
- \$100 to \$149
- \$150 to \$199
- \$200 to \$299
- \$300 to \$499
- \$500 to \$749
- \$750 to \$999
- \$1,000 or more
- Don't Know



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Business Internet Connection and Use

24. Consider what price level would make you interested in switching to another Internet service provider. How willing or unwilling would you be to switch to a service of 100 Mbps downstream and upstream (5 to 10 times faster than a cable modem) for the following monthly price?

	Very unwilling	Somewhat unwilling	Neither willing nor unwilling	Somewhat Willing	Very willing
\$75 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$100 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$125 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$150 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$200 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$250 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$300 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



City of Hayward Business Broadband Survey

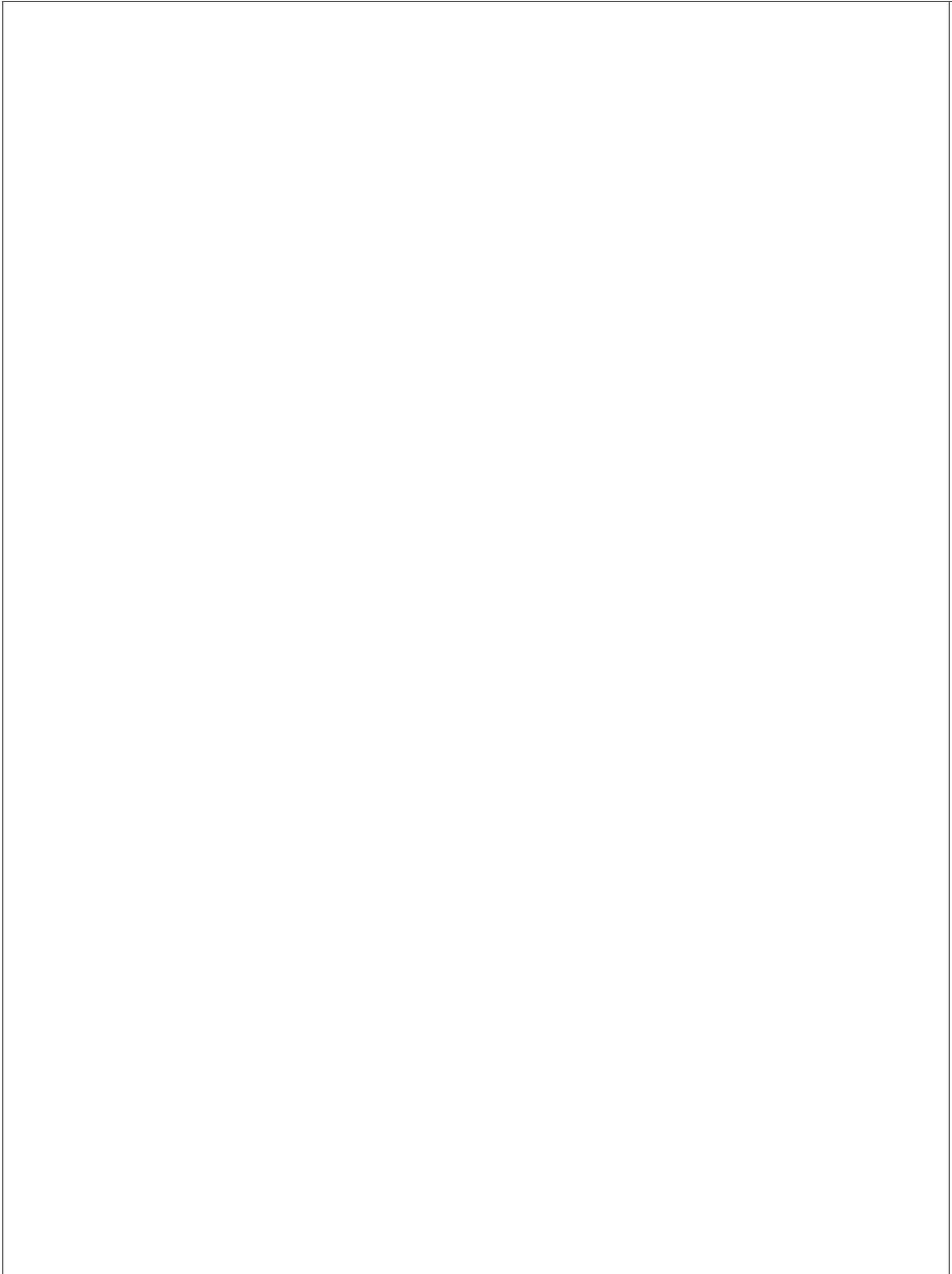
Business Internet Connection and Use

25. How willing or unwilling would you be to switch to a service of 1 Gbps downstream and upstream (100 times faster than a cable modem) for the following monthly prices?

	Very unwilling	Somewhat unwilling	Neither willing nor unwilling	Somewhat willing	Very willing
\$75 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$100 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$125 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$150 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$200 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$250 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$300 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$500 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$1,000 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. How IMPORTANT or UNIMPORTANT are these features when selecting *abusiness* (not cellular/mobile) Internet service provider?

	Very unimportant	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Very important
I can choose from multiple Internet providers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can buy service with very high speeds (10–100 times DSL or cable speeds)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can pay for Internet service based on usage (amount of data)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My service provider does not place “caps” on my total data use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





City of Hayward Business Broadband Survey

Role of the City

27. Using a scale of 1 to 5, where 1 is Strongly Disagree and 5 is Strongly Agree, please indicate to what degree you believe that the City of Hayward should do the following:

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Help provide communications for local nonprofit organizations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Help ensure that all residents have access to competitively priced broadband Internet services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Help ensure that all residents have access to competitively priced broadband Internet services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Help ensure that all school-aged students, parents, and teachers have access to competitively-priced broadband Internet services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Build a publicly-financed network on which competing private sector companies can offer competitive Internet, phone, and cable television services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



City of Hayward Business Broadband Survey

Role of the City

28. Using a scale of 1 to 5, where 1 is Strongly Disagree and 5 is Strongly Agree, please indicate to what degree you agree with the following statements:

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
The competitive market currently offers high-speed Internet access at prices that my business can afford	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The availability of competitively priced high-speed and/or wireless Internet access is now a factor I would consider when choosing where to locate this business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High-speed Internet access is (or is quickly becoming) as essential a service as water and electricity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find it more efficient if businesses and households have high-speed Internet access to purchase products and conduct other transactions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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Role of the City

29. What do you think the MAIN role for the Hayward City government should be with respect to broadband access? (Check MAIN role)

- Install state-of-the-art network and offer services to the public
- Install state-of-the-art network and lease it to competing private companies to offer services to the public
- Encourage a private firm to build a fiber network
- The City shouldn't have a role
- Don't know



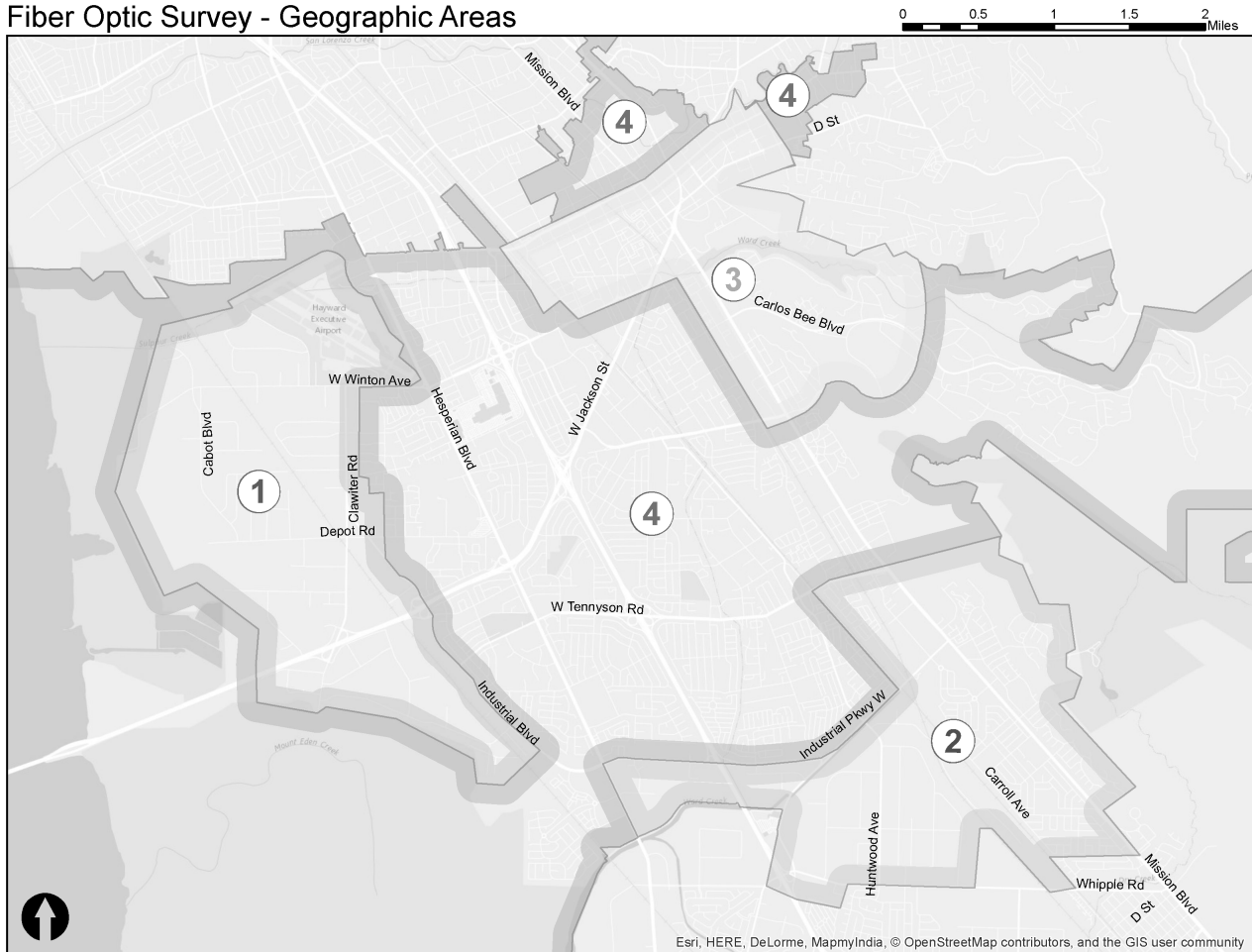
City of Hayward Business Broadband Survey

Business location

30. Please indicate from the map below the approximate location of your business:

- Zone 1
- Zone 2
- Zone 3
- Zone 4

Fiber Optic Survey - Geographic Areas





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Business location

31. Are you willing to share the location(s) of your business in Hayward?

Yes

No



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Business location

32. Please list the address(es) of your business location(s) in Hayward:



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Contact

33. May we contact a designated representative from your business to further discuss the City's broadband initiative(s)?

- Yes
- No



City of Hayward Business Broadband Survey

Contact

34. Please fill out the information below so that a City representative may contact you.

First and last name

Title

Email

Phone