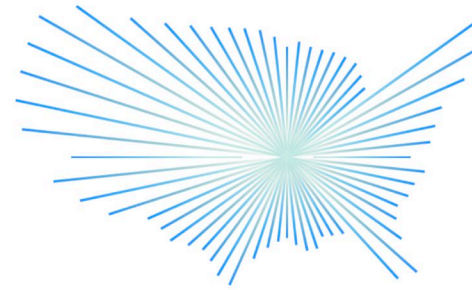


Community Broadband Surveys

Special thanks to Nancy Oeudraogo of University of Illinois Extension for her support of community broadband surveys in multiple states!



**BENTON
INSTITUTE**
for BROADBAND
& SOCIETY

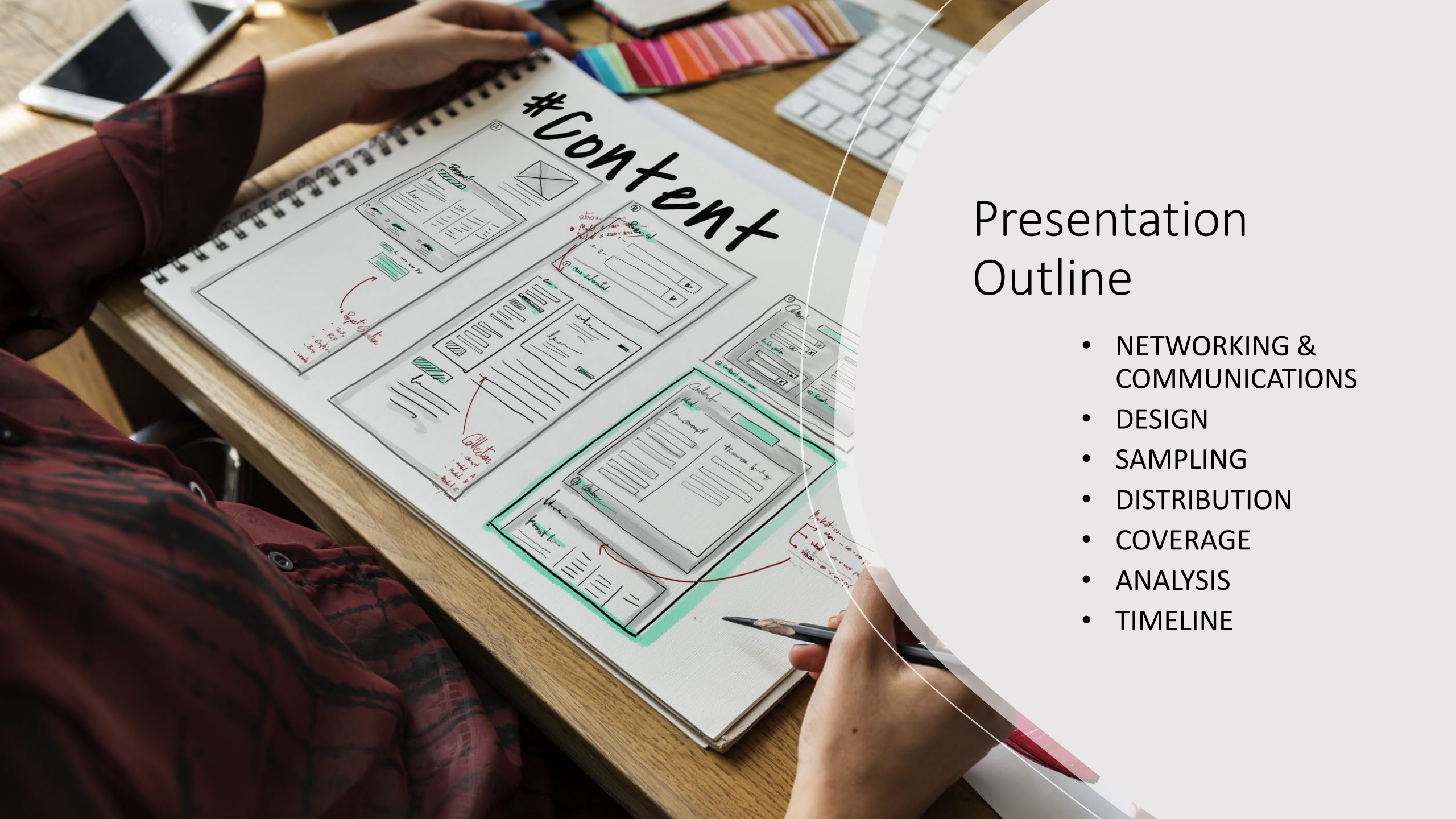


**CONNECTING
THE HEARTLAND**

UT EXTENSION
INSTITUTE OF AGRICULTURE
THE UNIVERSITY OF TENNESSEE

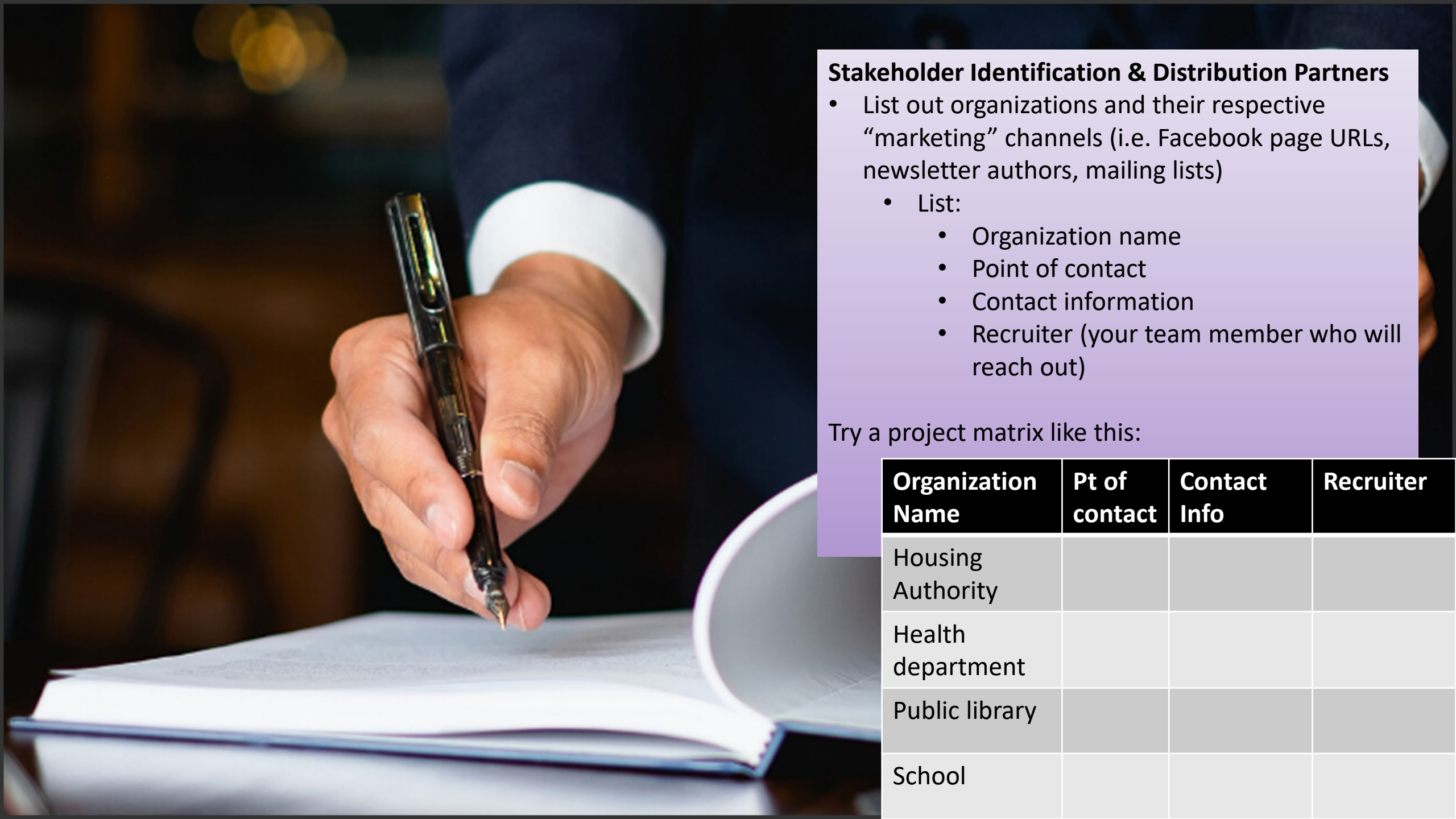


Department of
**Economic &
Community Development**



Presentation Outline

- NETWORKING & COMMUNICATIONS
- DESIGN
- SAMPLING
- DISTRIBUTION
- COVERAGE
- ANALYSIS
- TIMELINE



Stakeholder Identification & Distribution Partners

- List out organizations and their respective “marketing” channels (i.e. Facebook page URLs, newsletter authors, mailing lists)
 - List:
 - Organization name
 - Point of contact
 - Contact information
 - Recruiter (your team member who will reach out)

Try a project matrix like this:

Organization Name	Pt of contact	Contact Info	Recruiter
Housing Authority			
Health department			
Public library			
School			

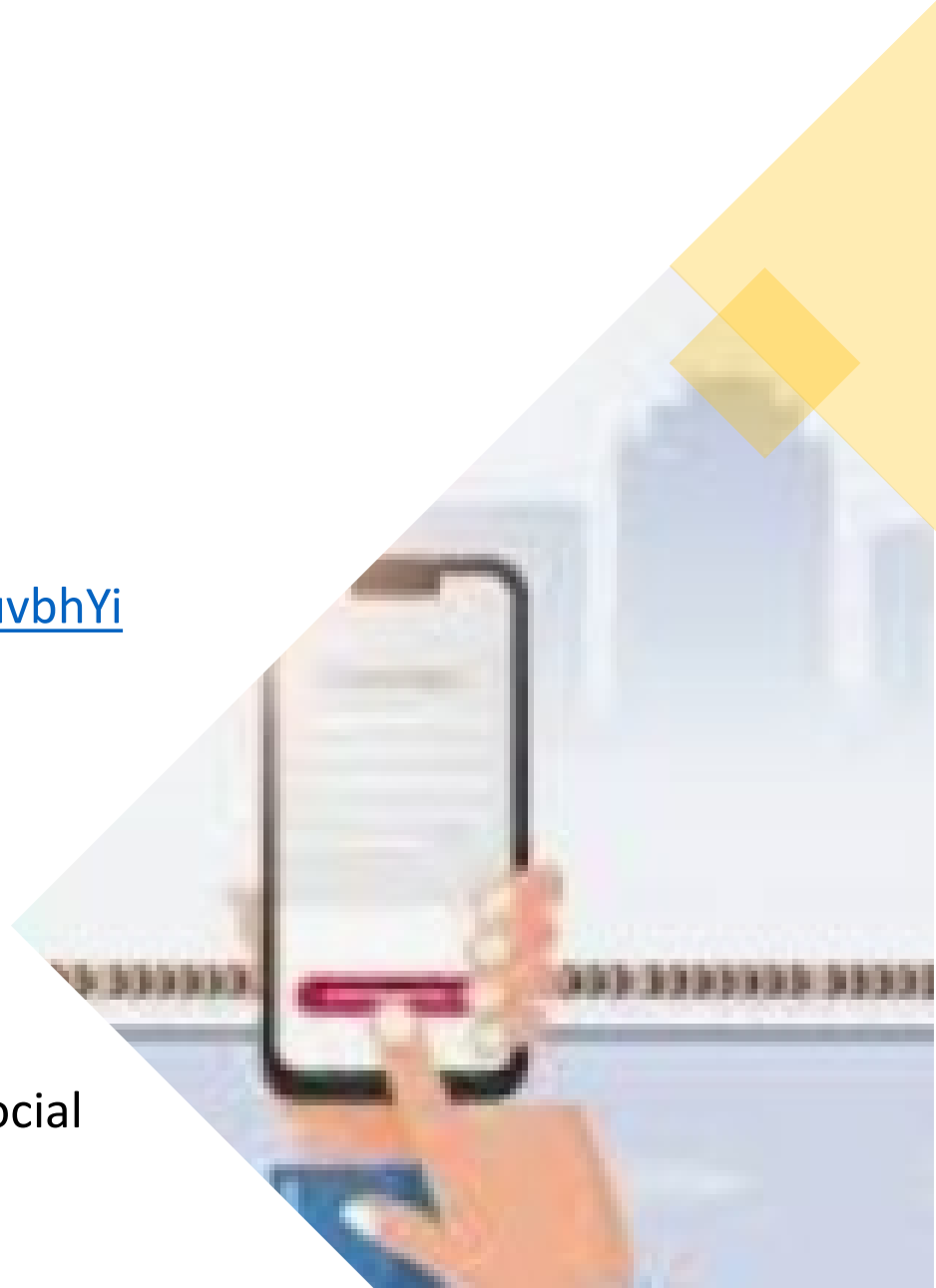


Why do a Community Broadband Survey?

- To inform local elected officials and the general citizenry about overall community perspectives on current and needed broadband infrastructure and services
- To convince current and prospective Internet Service Providers (ISPs) to make service improvements and capital investments in the community
- To support grant applications from the community and/or ISPs to state and federal agencies that would make broadband investment financially feasible

Design

- Introductory Survey text (messaging)
- Test drive the base survey:
https://illinoisaces.co1.qualtrics.com/jfe/form/SV_bpCCWHm9IuvbhYi
- [Send question additions and introductory language](#)
- Each team will get a unique survey URL and short URL if needed
- Finalize distribution materials (Form Email, hook sentences for social media, press release, partner logos/information)





What is your broadband story?

Bill's favorite question...

R E S P O N S E S



Target =
400 + survey responses

Statistical Validity

Random vs. Convenience/Cluster

**Representative – Demographically
comparative**

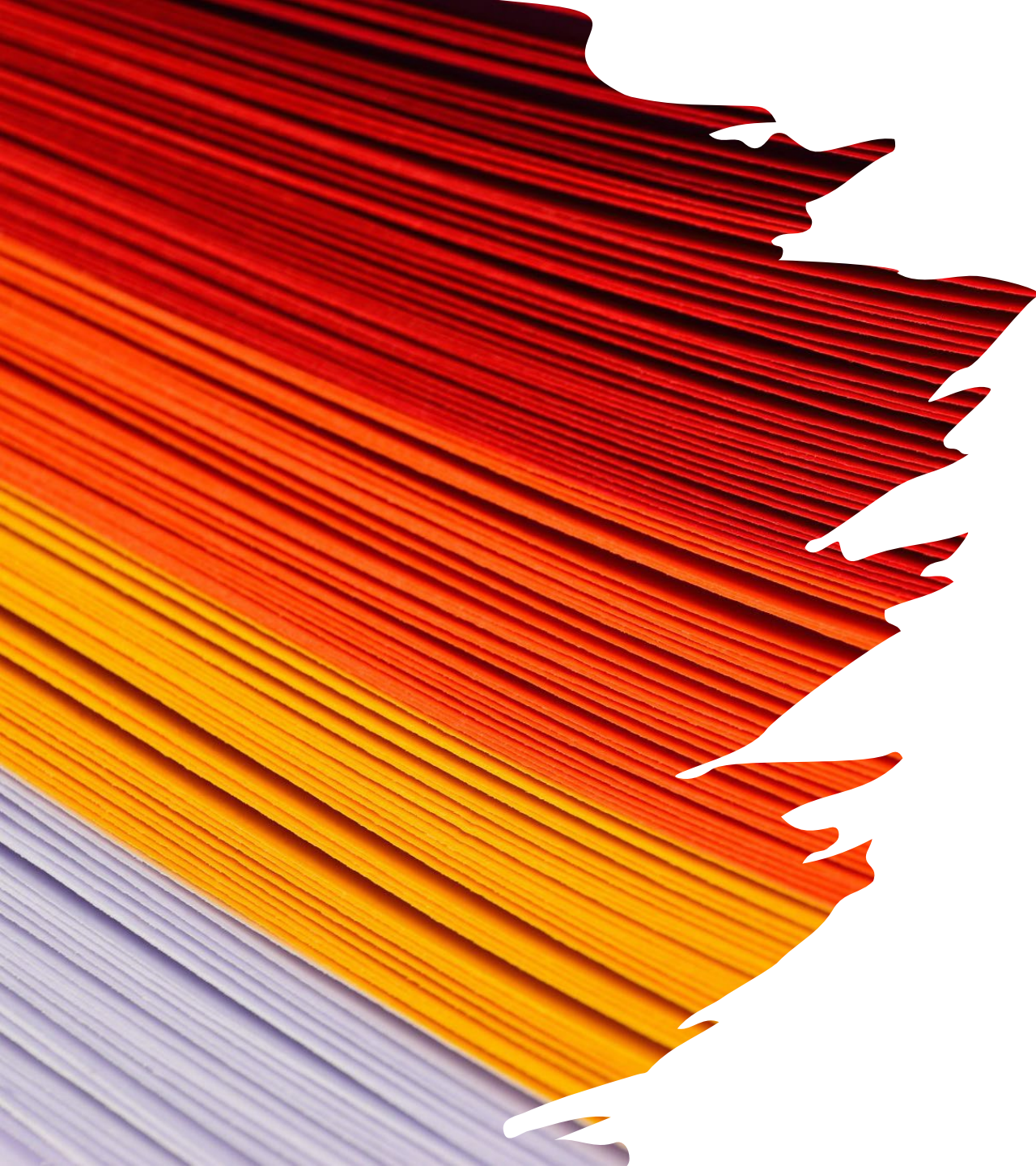
Coverage

Community Sentiment



Distribution

- Distribution networks are representative of your population
- Email messaging (can be used for paper version's cover letter)
- Flyers can have a QR code
- Social Media
- Press Release for Newspaper
- Interviews on local radio and local TV and with *local influencers*
- Include a phone number to call for administered survey for those with no internet connection. Your team members can enter the data.
- Include locations, such as public library, where folks can take the survey.
- Events and expos



Paper Copies & Multi-lingual Versions

- Paper Copies
 - Distribute at events, especially those events with larger numbers of people lacking computers and Internet connections. Consider having helpers to overcome reluctance.
 - Libraries and senior centers
 - Be prepared to have someone do the data entry. Plan for fewer than five minutes per survey.
- Multi-lingual Survey Versions
 - Spanish paper version is available
 - Ensure surveys are consistent to ease data entry
 - Have team members who can promote the survey
 - Have team members who can translate comments

Messaging

- **Method on taking the survey:**

“Please be aware of whether you are on your local internet connection or your cellular data plan / hotspot. You’ll be asked which internet service provider you use.”

- **Speed test:**

“Measuring speeds will inform us of our projected infrastructure demands, which is why including your address on the survey is necessary to assess current demand and plan for future demand.

It will be beneficial to our community to be able to survey residents, businesses, and other entities on broadband reliability, affordability, and speed. Thank you for your participation in improving digital access and quality of life in our community.”

Messaging ideas

Many homes in our community don't have reliable access to high-speed Internet. By taking our survey, you can help us identify gaps in our community. We will use this information to help plan for broadband access expansion.

[information about your survey and community goals]

Why participate in our survey? Connection to the Internet is important for many areas of our lives. Here are some ways better access impacts us all:

- **Education** - Students without broadband at home are at a significant disadvantage. Students with high-speed Internet access at home have more digital skills and enhance their academic performance by being able to access information relevant to their tests and assignments.
- **Telehealth** – Having access to a reliable internet connection lets senior and other residents have the option of taking their appointments virtually or via a telehealth access point rather than traveling.
- **Quality of Life** – Increasing access and usage of broadband infrastructure in rural areas (and the amenities, digital skills, online education, and job search opportunities that come with it) [lead to higher property values, increased job and population growth, higher rates of new business formation, and lower unemployment rates.](#)
- **Economic Impact** – A [cost-benefit analysis of rural broadband installation in Indiana](#) observed three to four-fold returns on investment, not including state and local governments' cost savings on medical expenditures and additional tax revenues from increased incomes. Remote work, e-commerce, and online services / data centers can all scale up in communities with high-speed internet.
- Agriculture – Farmers with broadband access experience *improved* decision-making and planning, production, and market coordination, according to [USDA](#).

Take the Survey here [link] or call 555-555-5555

County or Community Name

Title of the Broadband Survey

Start and End dates

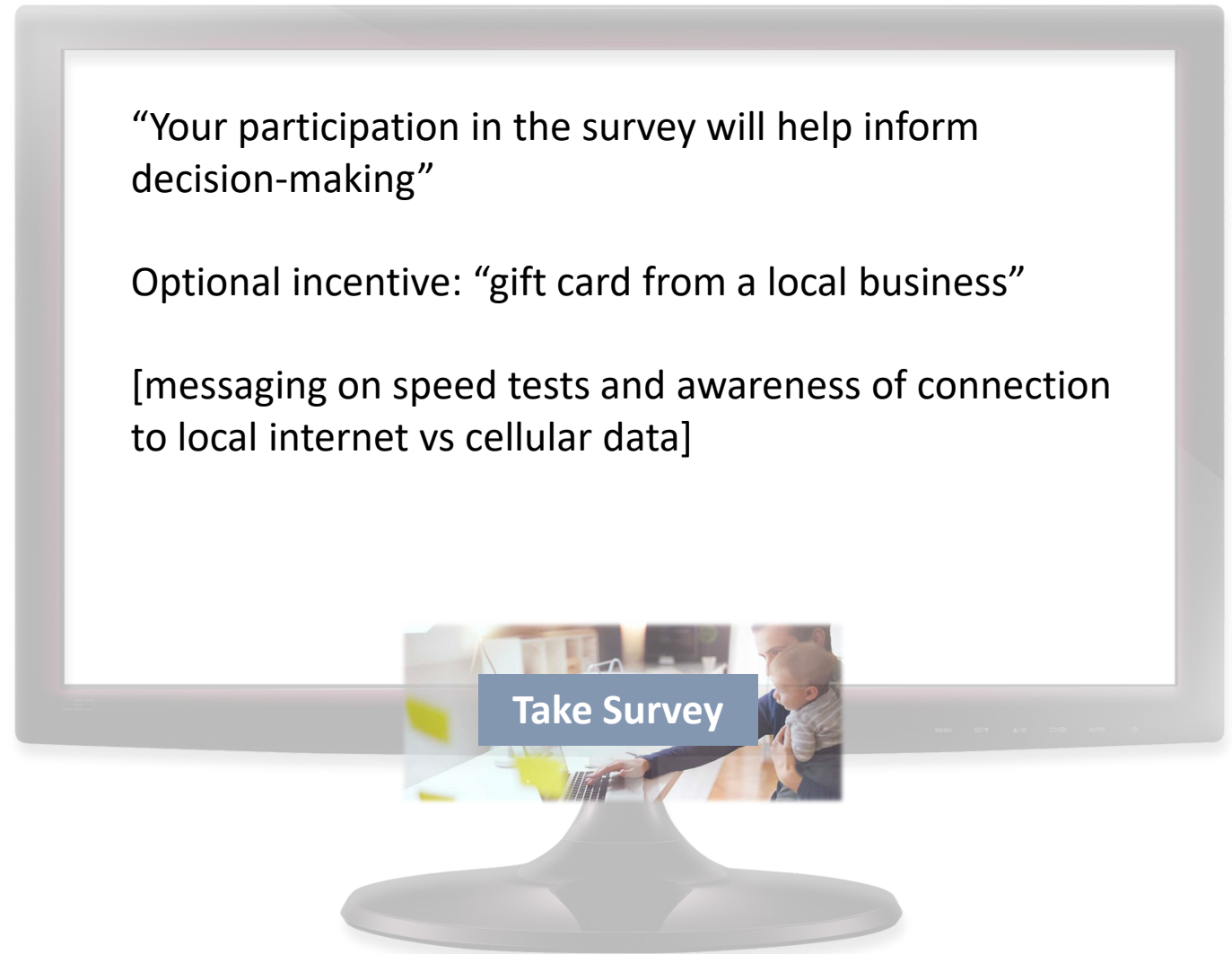
Include data point on broadband story in your area (use the mapping tool, "According to Illinois Office of Broadband").

Benefits broadband could bring to your area.

Current local efforts in broadband development, including the steering team.

Thank you message and partnerships

QR Code
goes here



Email | Address | Phone | Website

Timeline

- Finalize Design and ID launch date – [date]
- Complete survey plan – [date]
- Outreach to stakeholders/partners – [date]
- Build a distribution list (partners/emails/drop-off) – [date]
- Customize distribution/marketing templates - [date]
- Launch Survey – [date]
- Marketing efforts (press release, social media, etc.) - [date]
- Reminders to partners and the public - [date]
- Intake deadline for manual survey entry - [date]
- Meet with Extension to analyze coverage and ID survey gaps – [date]
- Additional marketing push to targets [date]
- Final Reminder of deadlines and survey closing - [date]
- Group data report from Extension - [date]
- Review draft findings/report and discussion – [date]
- Report draft due and discussion – [date]
- Possible town hall or focus group to compliment survey findings – [date]
- Final survey report (incorporate into plan) – [date]



Base Survey

<https://go.illinois.edu/broadbandbreakthroughsurvey>



- A person from your team will be scribe.
- All team members will contribute ideas to ID community partners, pick deadlines, and choose roles.
- Send this out to your team after the activity, either completed or with a plan to finalize the worksheet. Please [send an email](#) with design additions.

Group Input	Please fill out the following: Introductory text on Survey
Design Additions	Feedback on the questions is welcome. https://go.illinois.edu/broadbandbreakthroughsurvey
Steering Team Expansion / Stakeholder ID/Community Distribution Partner Information	List out organizations respective marketing channels (i.e. FB pages) <ul style="list-style-type: none"> • [i.e. Organization name, contact information, online platform URL where survey info gets posted -OR- newsletter or mailing list that will be used] • [i.e. Organization name, contact information, online platform URL where survey info gets posted -OR- newsletter or mailing list that will be used] • https://go.illinois.edu/broadbandbreakthrough - Team Registration (who'll attend the 16-week program with you)
Timeline	<ul style="list-style-type: none"> • Finalize Design and ID launch date – ASAP • Complete survey plan – [date] • Outreach to stakeholders/partners – [date] • Build a distribution list (partners/emails/drop-off) – [date] • Customize distribution/marketing templates - [date] • Launch Survey – [date] • Marketing efforts (press release, social media, etc.) - [date] • Reminders to partners and the public - [date] • Intake deadline for manual survey entry - [date] • Meet with Extension to analyze coverage and ID survey gaps – [date] • Additional marketing push to targets [date] • Final Reminder of deadlines and survey closing - [date] • Group data report from Extension - [date] • Review draft findings/report and discussion – [date] • Report draft due and discussion – [date] • Possible town hall or focus group to compliment survey findings – [date] • Final survey report (incorporate into Accelerate plan) – [date]
Roles	<ul style="list-style-type: none"> • What needs to get done and who will do it? • Contact [partner] – see invite letter – [Team member name] • Contact [partner] – [Team member name] (etc.) • Send finalized timeline to Accelerate team - [Team member name] • Add partner information to distribution materials – [team member name] • Send final design additions to Nancy/team – [Team member name] Send to esarey@illinois.edu • [Other Timeline items go on this list with team member name...]

Launch Worksheet

Timelines

- We will want to launch your surveys as quickly as possible!
- We will want to complete the survey process in time to have complete results for the community planning meetings which begin July 24.
- We will need to work with Dave to understand his deadline for being able to produce the reports by July 24.



Key Survey Resource

Dave Shideler

Chief Research Officer

Heartland Forward

shideler@heartlandforward.org

Please note:

Dave stepped up for this unexpected task just as he was heading out for personal travel.

Please wait to reach out to him until we have confirmed our process and procedures! We will let you know.

Thanks!!

