TOOLS TO INFORM BROADBAND PLANNING: SURVEYS & EXPLORATORY CONVERSATIONS
Broadband & Digital Equity

Extension
UNIVERSITY OF WISCONSIN-MADISON

Barry Hottmann, Community Development Educator; Iowa County

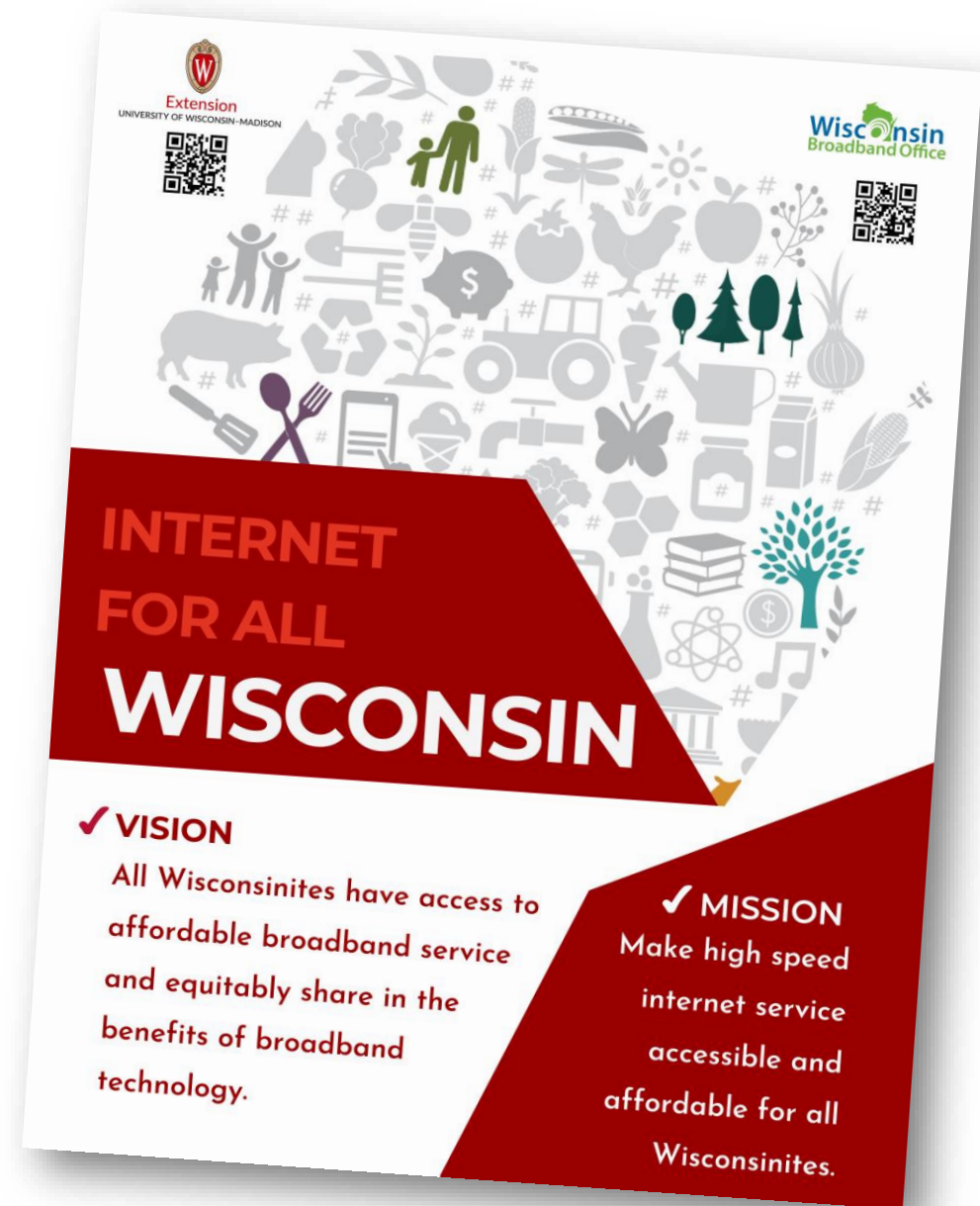**Sharon Lezberg, Community Development Educator; Dane County**

Internet for All

The benefit of 'Internet for All' is improved and enhanced:

- Health
- Education
- Economic opportunity
- Quality of life

For EVERYONE!

Workshop Objectives

- Discuss when and how to use surveys to gather input from the public in your broadband and digital equity planning.

- Explore the types of exploratory conversations which could support broadband expansion opportunities in your communities.

Why do a Survey?

- To elevate the discussion about broadband
- To determine the need for broadband expansion in a particular area
- To evaluate potential uptake of broadband service
- To build a case for funding, municipal support, or increased attention to broadband
- To identify potential barriers

Benefits

- Documents the need
- Points out inadequacies of current maps
  - provides data to update maps
- Provides rationale for resource allocation
- Stories gathered from open-ended questions provides powerful testimonies
- Survey data useful in conversations with ISPs

Survey Considerations & Examples

Survey Considerations

- Purpose of survey
- Scale
- Population to be surveyed
- Survey tool
- In-house or contracted out
- Publicity & engagement

Putting it into practice

Survey Considerations

Questions for discussion with the Broadband Committee prior to developing a survey

Consideration	Your Community
Purpose	

What do we want to learn from survey respondents?
 	
For example:
  ○ Current broadband use
  ○ Infrastructure gaps
  ○ Current Speed
  ○ Willingness to adopt, and at what price point?	

How will we analyze the information we receive?
For example:
  ○ Will the committee discuss survey results to identify major findings
  ○ Will you rely on a consultant to interpret results?	

How will we use the information we receive?
For example:
  ○ Support a broadband initiative
  ○ Identify priority areas for expansion
  ○ Recruit ISPs to build out infrastructure	

Scale	

What is the geographic or political boundary of the area surveyed?
 	
For example:
  ○ County
  ○ City, Village, Town
  ○ Geographic Area
  ○ Neighborhood / Community	

Is current broadband coverage consistent across this geographic area? If not, do we need to adjust the sample to account for areas that are underserved?	

Extension
UNIVERSITY OF WISCONSIN-MADISON

Dane County


Dane County Board of Supervisors

Dane County Broadband Task Force

In 2020, the Dane County Board of Supervisors created the Dane County Broadband Task Force. The task force was created through resolution 2020 RES-415 and outlines the work the task force will do over the course of the next year including: collect data, research and explore various funding mechanisms, partner with stakeholders to identify where broadband access is and is not, explore alternative solutions, and make recommendations to the County Board on the role of Dane County in facilitating the expansion of broadband services to residents.

Share of Census Tract Households with a Broadband Internet Subscription such as Cable, Fiber Optic or DSL
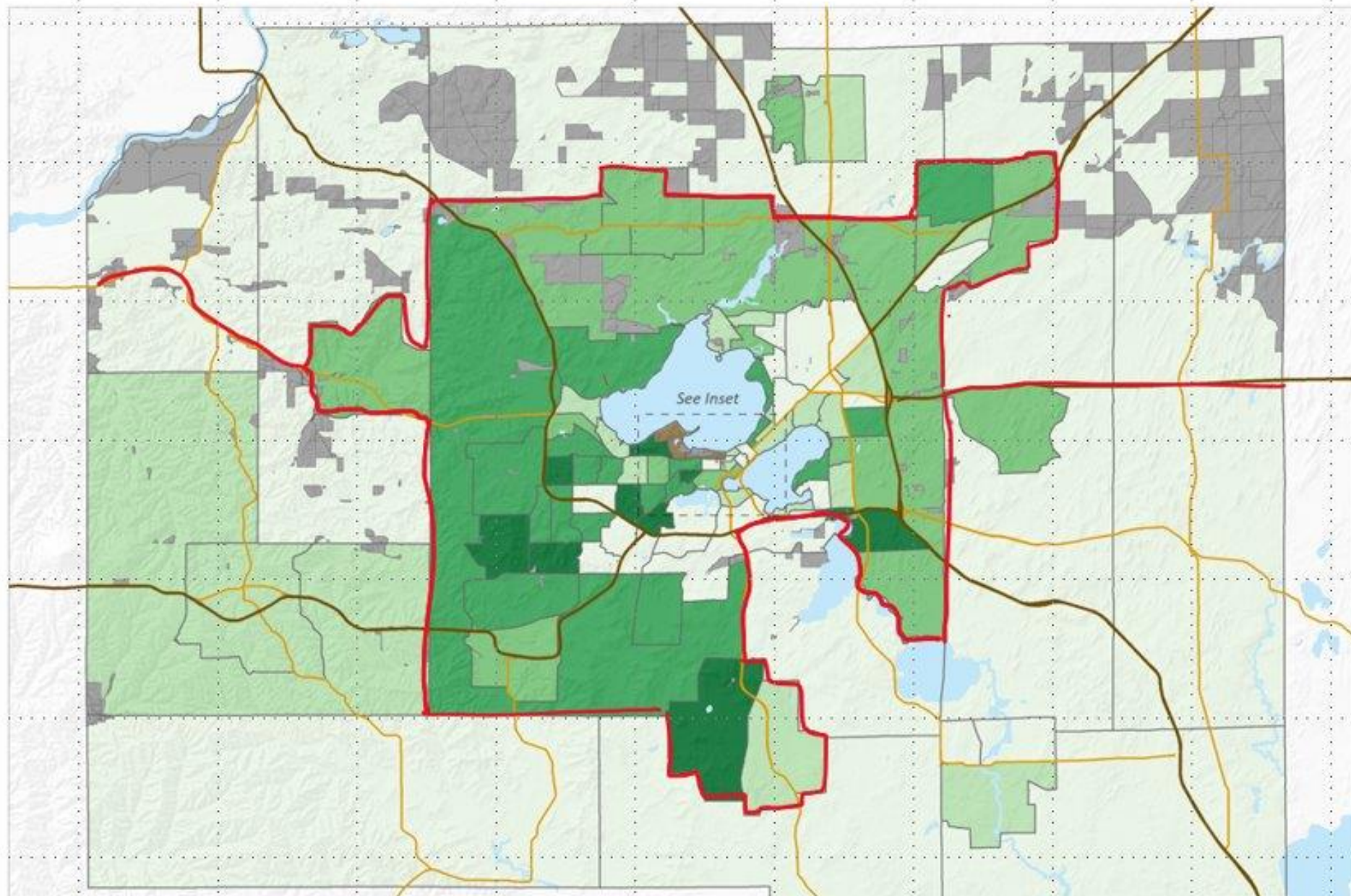
**Percent of Households
(2015 to 2019 5-Year Estimates)**

- Less than 75.0%
- 75.0% to 79.9%
- 80.0% to 84.9%
- 85.0% to 89.9%
- 90.0% or More (94.2% = Max.)
- Large Margin of Error
- Broadband Unavailable (FCC)
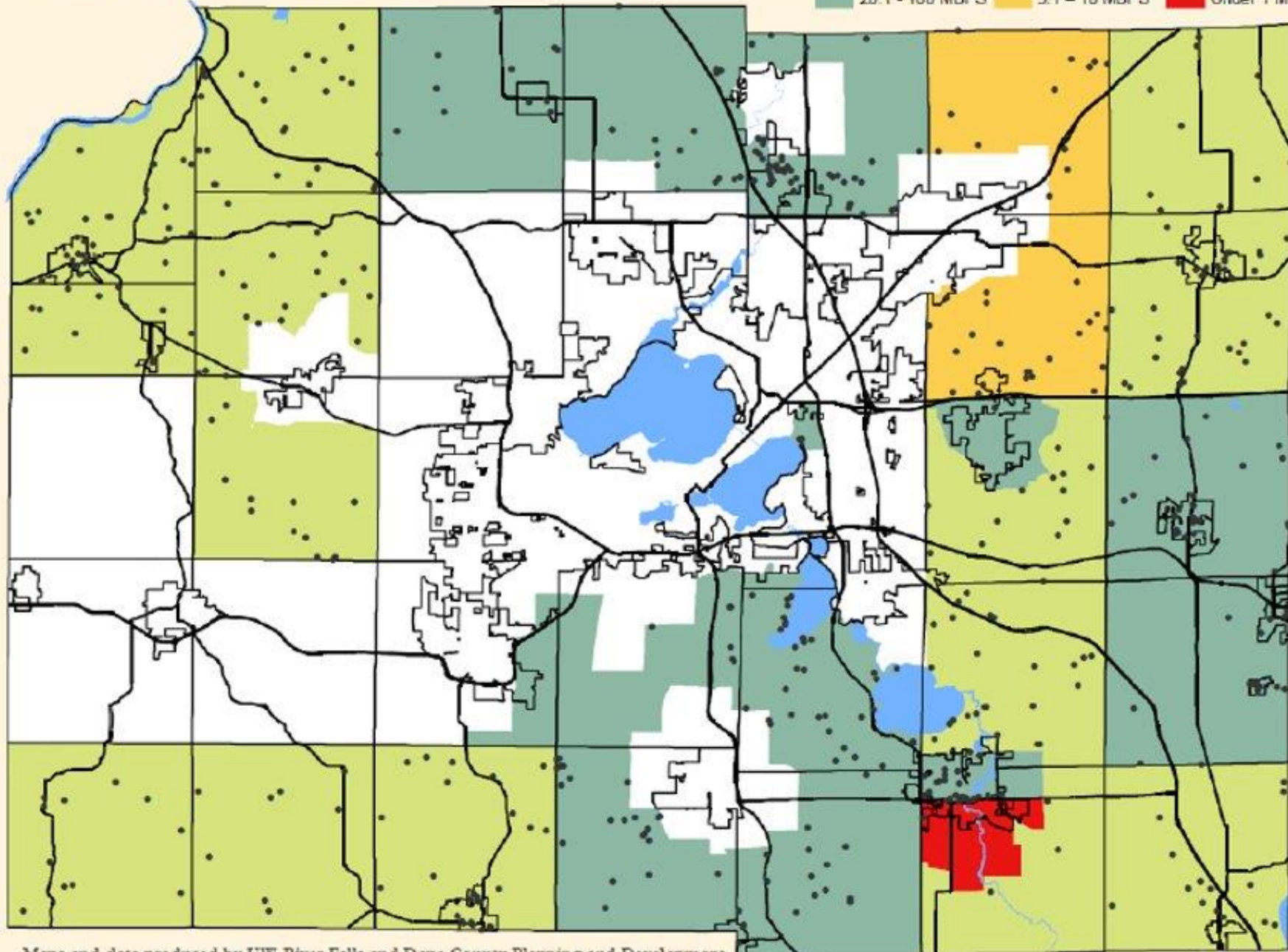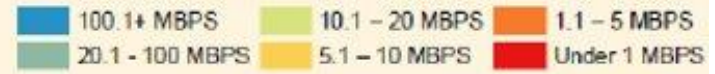- Limited Access Freeway
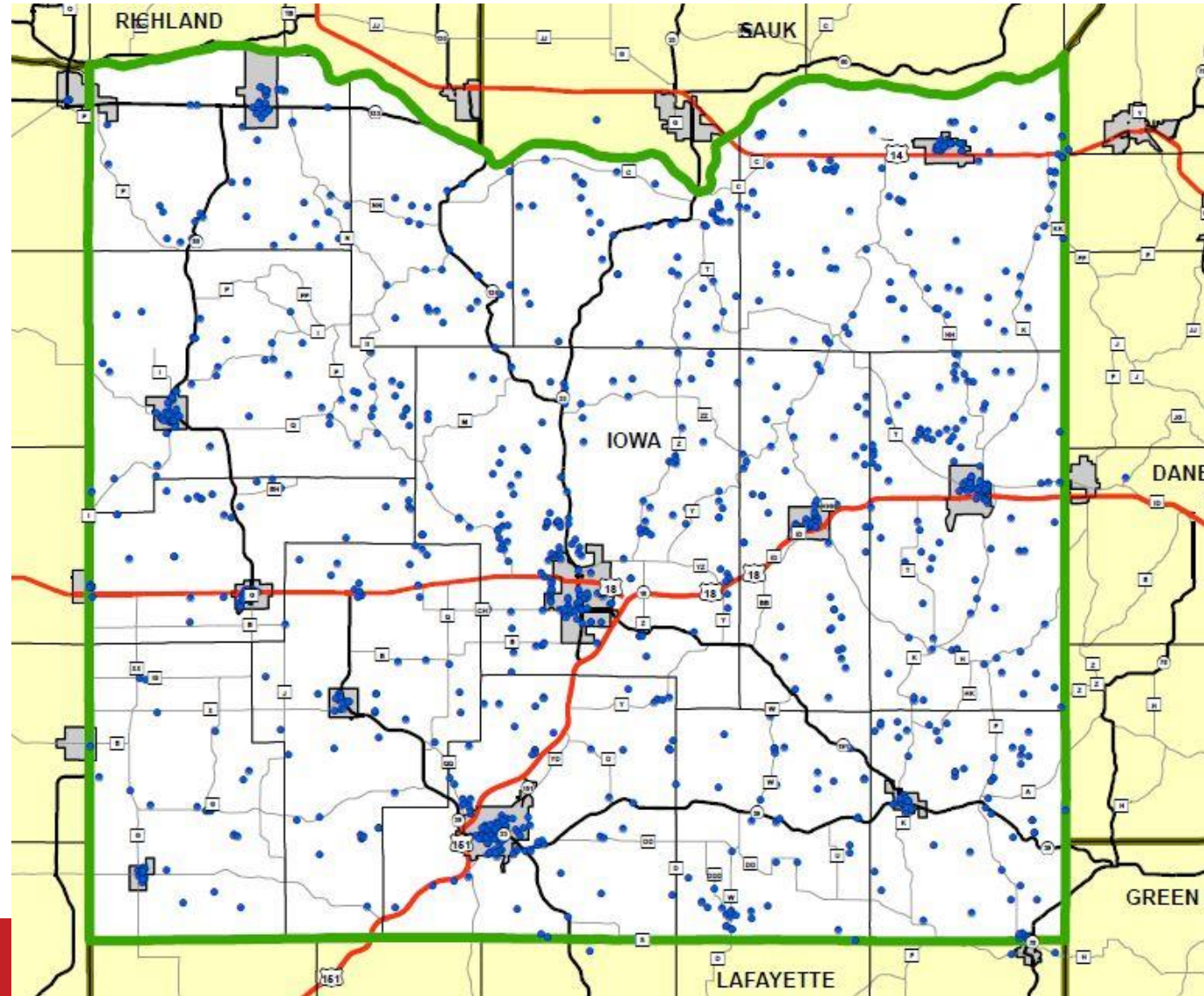- Major Highway

See Inset

Extension
UNIVERSITY OF WISCONSIN–MADISON

Downtown Madison

Data Sources: U.S. Census Bureau American Community Survey and FCC Form 477 June 2020. Values subject to a margin of error. Produced by UW-Madison Division of Extension Community Development Institute

Dane County Broadband Task Force Survey Results (2022)

Download Speed Question by Census Tract (random sample)

Legend:
- 100.1+ MBPS
- 20.1 - 100 MBPS
- 10.1 – 20 MBPS
- 5.1 – 10 MBPS
- 1.1 – 5 MBPS
- Under 1 MBPS

N

Maps and data produced by UW-River Falls and Dane County Planning and Development

Iowa County
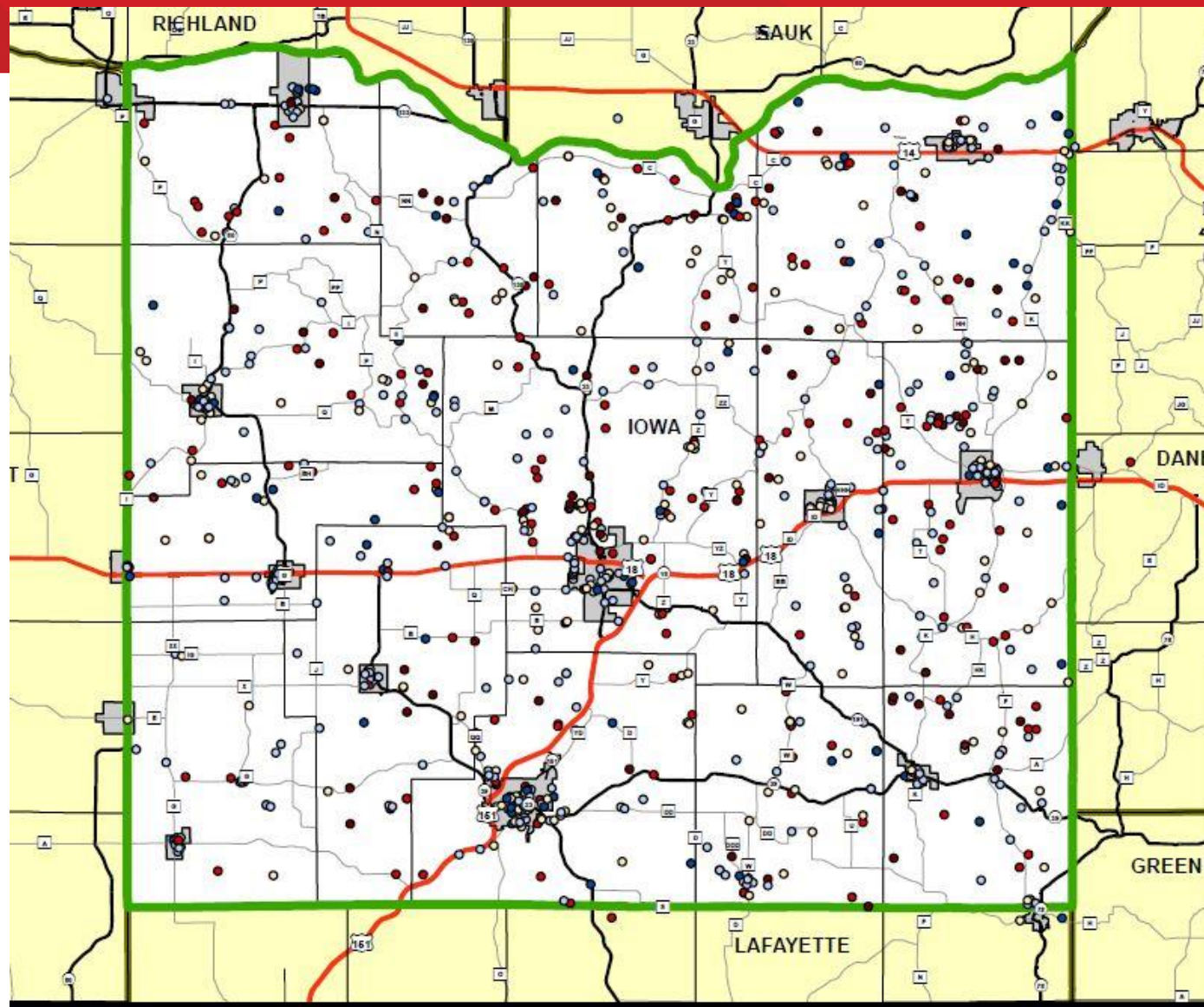
Iowa County

Amount
- ● Less than $40 (111)
- ○ $40–$60 (359)

How much Residents are Willing to Pay for Internet

Iowa County

Internet Download Speed of Survey Respondents (Heat Map)
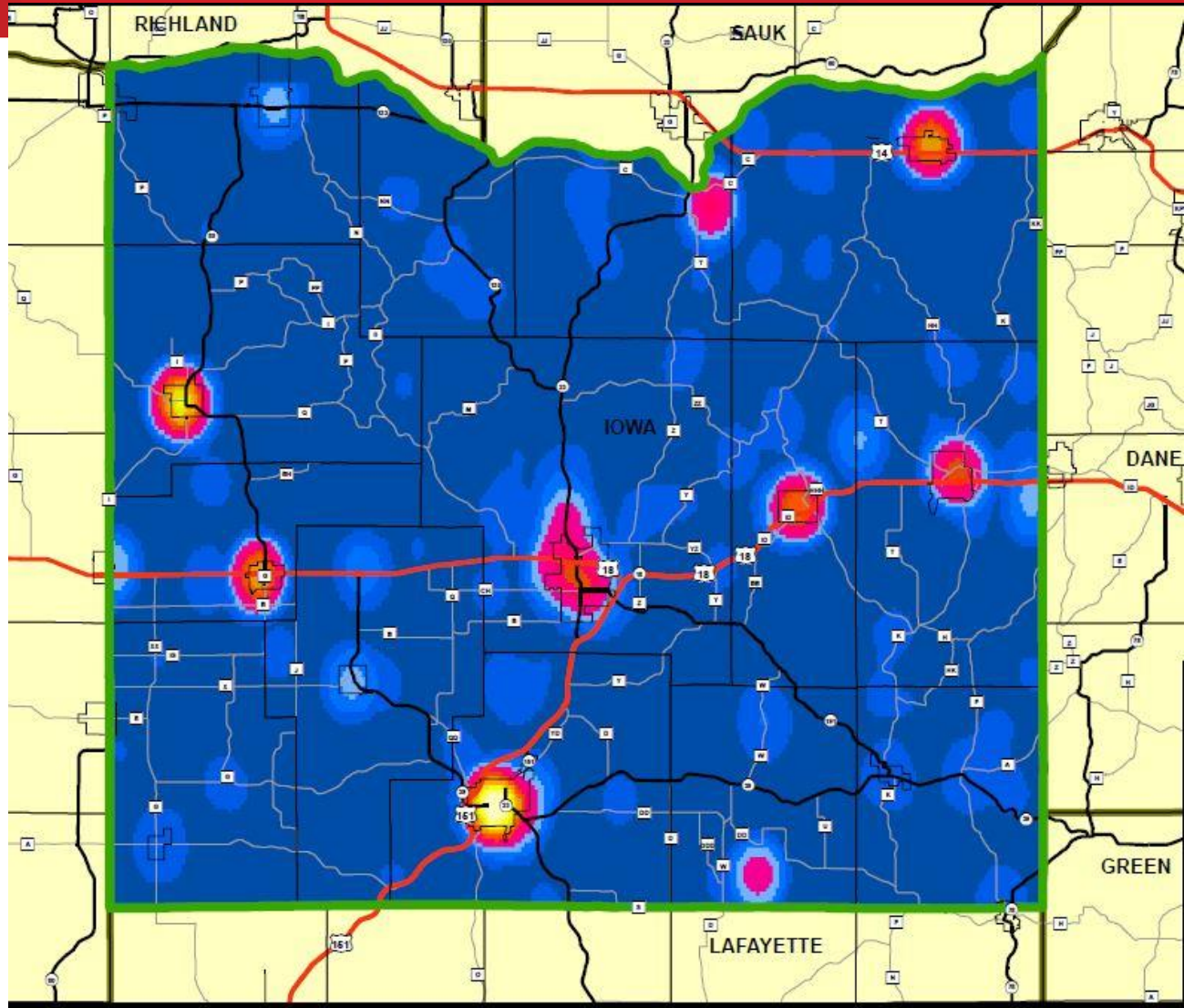
Download Speed (Mbps)
- Lowest Speeds (<10)
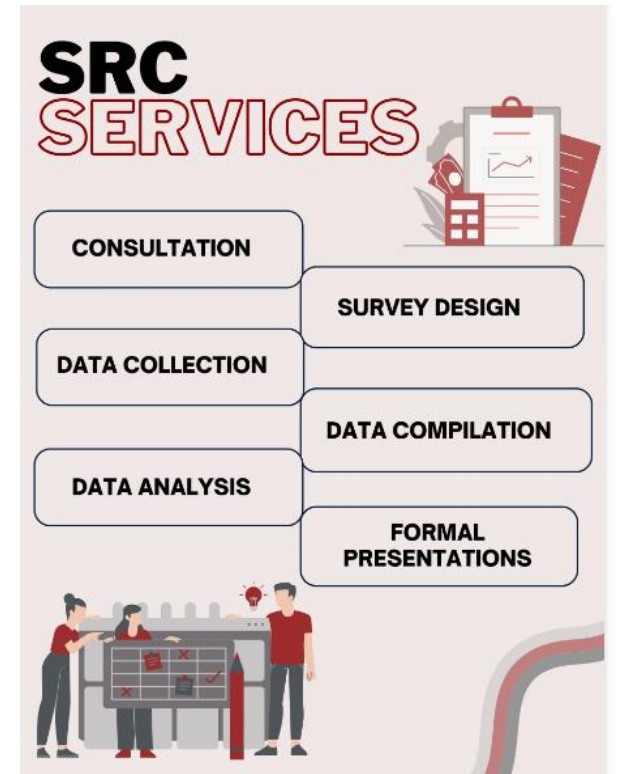- Slightly Low
- Moderate Speeds

Resources & Survey Examples

Resources

- Survey Research Center, UW-River Falls
- UW-Madison Division of Extension, Community Development Institute
  - Contact your local CDI Educator
- Regional Economic Development Organizations

Survey Examples

- Qualtrics On-line Survey

- Paper survey

Dane County Broadband Survey
**Please return in the postage-paid envelope provided by 3/15/2022

Fill the circle that most closely matches your opinion about the following questions   Like this: ●   Not like this: ⊘ ⊗ ⊘

1. Which of the following best describes your current place of residence?

Owned single-family home	Owned unit in a multi-family building	Rented single-family home	Rented unit in a multi-family building	Other (specify)
○	○	○	○	○

2. Which of these options bests describes your internet access at your Dane County residence?
   - ○ I do not have internet access (skip to question 4)
   - ○ I have internet access only through my phone data plan/phone hotspot (skip to question 4)
   - ○ I have internet access via a monthly subscription for internet service (e.g. DSL, fiber optic, etc.)

3. Please check your speed by going to your internet browser and typing in https://speed.measurementlab.net Please check the data policy agreement form, then click on Begin Test. Please note the download and upload speeds (the numbers will be followed by MBPS – MegaBytes Per Second.

What was your download speed?

Under 5 MBPS	5.1 – 10 MBPS	10.1 – 20 MBPS	20.1-25 MBPS	25.1+ MBPS
○	○	○	○	○

What was your upload speed?

Under 0.5 MBPS	0.5 – 1 MBPS	1.1 – 2 MBPS	2.1-3 MBPS	3.1+ MBPS
○	○	○	○	○

Exploratory Conversations

Types of exploratory conversations

- Brainstorming "what's possible"
- Educational – to help partners and stakeholders understand the need for better services
- Collaborative / Planning
- Focus groups
- Grassroot / "Community" Champions

Activity

What types of exploratory conversations have you had or plan to have in your county, city, village or town? What worked and why?
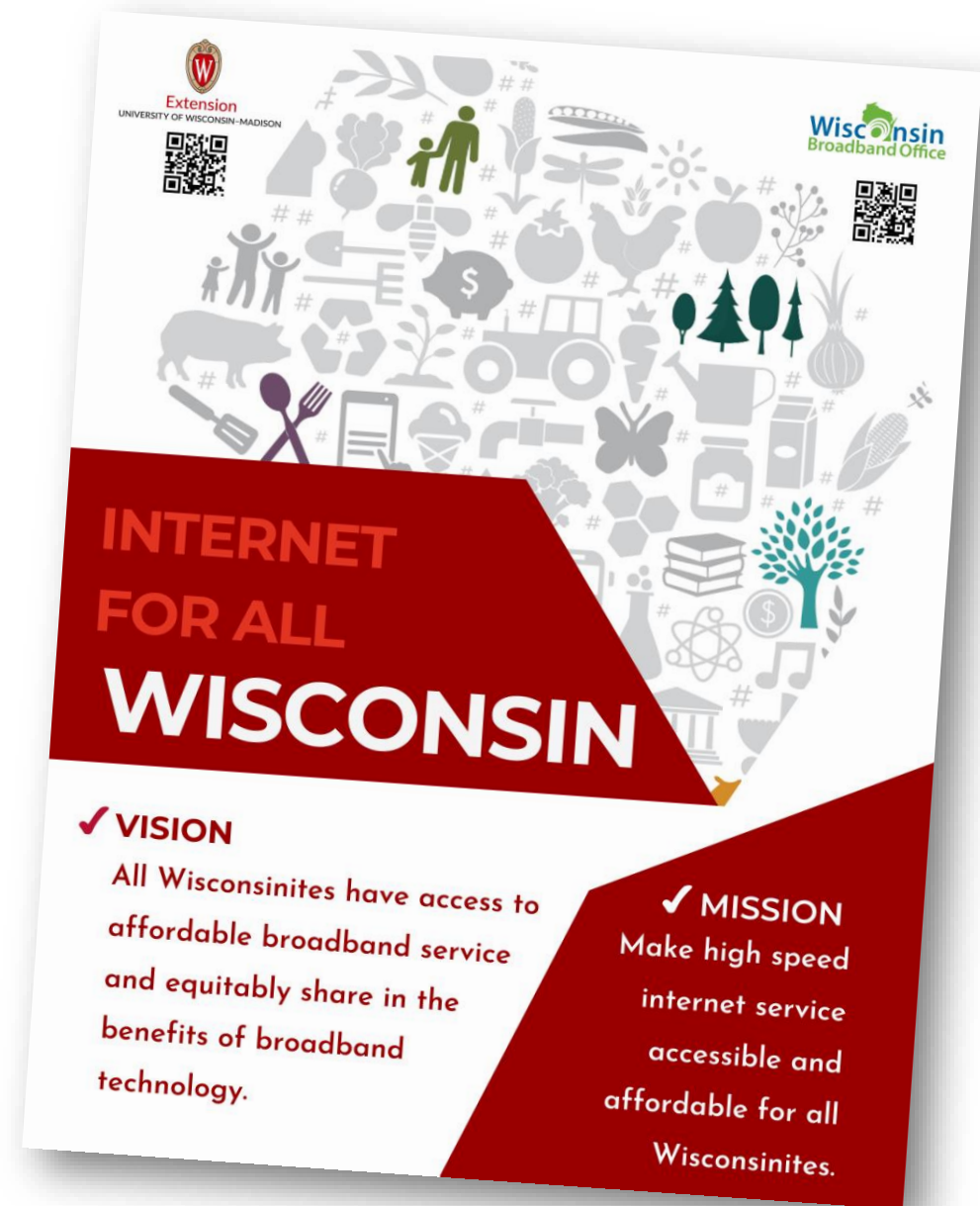
"Creative agreements will be necessary to bring broadband to many of the state's rural communities. It's all about creating that collaboration and being proactive and thinking outside the box."

Wrapping Up

- Where to find the worksheets and recording of this meeting

- Office hours

- Other tools on their way!

- Broadband toolkit

- Next webinar: DATE

Discussion/Questions

Extension
UNIVERSITY OF WISCONSIN-MADISON