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

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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

<table>
<thead>
<tr>
<th>Questions for discussion with the Broadband Committee prior to developing a survey</th>
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<tbody>
<tr>
<td><strong>Consideration</strong></td>
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<tr>
<td><strong>Purpose</strong></td>
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| What do we want to learn from survey responses? 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 issues or findings?  
- Will you employ a consultant to interpret results? |  |
| How will you 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 geographical area? If not, do we need to adjust the sample to account for areas that are underserved? |  |
Dane County

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.
Dane County Broadband Task Force Survey Results (2022)
Download Speed Question by Census Tract (random sample)

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

How much Residents are Willing to Pay for Internet

Amount
- Less than $40 (111)
- $45-$60 (356)
Iowa County
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
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