

Accelerate Broadband Surveys Discussion Worksheet

1. Who are the audiences for our community broadband survey results (local policy makers, community residents, broadband providers, etc.)? In other words, whom are we trying to convince to take action based on this information?
 2. What strategies (prizes, competitions, publicity), platforms (press releases, social media, texting lists, web pages), and partners (schools, chambers of commerce, government agencies) can we use to spur people to take the survey?
 3. For us, which objective is more important: conducting a randomized, statistically valid survey or getting the largest possible numbers of people wanting improved broadband to complete the survey?
 4. Who can help us to distribute, promote, and collect surveys? What combination of strategies can we use (online, paper, mail out/mail in, etc.)?
 5. Should we partner with a particular prospective broadband provider on this survey initiative?
 6. Who can help us analyze the data (county GIS, graphic designers, university extension, statisticians)?
 7. With whom will we be willing to share the data, especially survey respondents' contact information?
 8. How are we planning to use and share the results?
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