

Broadband Task Force Team A (Demand Identification Website and Paper Survey)

Thursday 1/30/14 – County Office Building, IT Offices

Present: Lee Catlin, Michael Culp, Philip Freeman, Pat Groot, Chelsea Morse, Burke Morton, Liz Palmer, Sandie Terry (via phone), Bebe Williams

Mike opened by telling the group that the County has a number of methods available to distribute information (including the website, Facebook, twitter, etc.)

- The County is considering purchasing MindMixer, which could be another avenue.

Lee asked if we are looking for tools that can only be used by County residents?

- What are the parameters of the survey?
- How will we administer survey – via zip code?
- Bebe noted that we *have* to include a paper option because some Albemarle County residents do not have internet access
- Pat noted that we must gather a statistically significant sample (to be eligible for grant funding)
- Mike assured the group that our intent is to survey the entire County (not necessarily every resident, but residents from every district)

Sandie: Center for Innovative Technology (CIT) has done a needs assessment for Loudoun County; CIT is launching a new website next Friday (2/7) including the survey (which looks better online b/c as you answer questions, successive questions populate/expand based on your answers)

- For awareness and adoption, target older and lower-income folks (which you target through paper surveys)
- Need to determine if awareness and adoption will help, in Albemarle County, to attract providers and expand services
- She thinks that to start doing a marketing and roll out education without knowing where you need to focus those efforts is like “fishing in the dark”
- Link to survey + direct mail OR push out paper surveys thru schools, libraries, civic organizations (still need a vehicle to hit that population)
- NO fee to use the CIT survey tool, but no customization either

Sandie: what we fashioned on this survey – get better participation if people don't have to give their name or address – they can select a county or city, asks for them to include their zip code (which allows you to divvy it up and provides a geographic divider within the County because some parts of Albemarle County are well served and others are not served as well)

Sandie recommends zipmap.net – good way to split up zip code data [Map Here](#)

- Right now it is optional to input the zip code (when user does the CIT survey), but she might be able to make it mandatory

Pat suggested changing Question 3a from “broadband” to “internet” on CIT survey

- Question 18 – can Sandie add an “other” for e) and/or “speed” for f)
- Philip asked if Sandie can add “not available” to Question 3

Mike suggested we try and find the balance between taking too long (to try and survey every citizen in the County) and moving quickly enough to get things done

Pat reiterated that we must document that there is a need across the County to get any grant funding

- The community development block grant is due in March (and March of every year) → typically would not fund what we're about to do, but *has* funded what we're about to do
- Liz said that some areas have hired people to go door-to-door surveying → Pat says some community development grants require this door-to-door
- Pat said that we have some relationship-building to do before we receive grant funding

Mike says we will probably not be done with the survey by March, but Chelsea suggested we will have some data (results until then) that we can give to the BOS

- Sandie suggested giving it to civic orgs that touch seniors
- Liz asked if we could put the surveys in kids' backpacks – Lee said it is up to the principals, but we can definitely approach the schools

Lee suggested that in mid-April, when we send out personal property taxes from the County – we could put a note in there (directing them to a link with the website). Strong push – have to use 1/3 page sheet so that we can put in easily and not make the weight too heavy (bright color paper)

Sandie is doing an awareness and adoption effort in another locality from February to June – our group agrees that this is a reasonable time frame for us as well

Pat asked about a speed test – Sandie pointed the group to [Accelerate Virginia](#) (through Virginia tech)

- They can push this out through media outlets (radio, paper, etc.) for free & will do it for 60 days – Sandie has connected Mike and Philip with Jean Plymale
 - Also tracks and maps dead zones

Burke asked about the results from the previous Google Fiber survey – Mike said there were about 300 results

Group consensus to use the CIT-sponsored survey. Before we send it out via paper we have to establish and agree upon a distribution method.

Lee says we will typically produce a communications plan, which we could share with the Board in advance

- Lee, Mike, and Philip will start the shell of a plan and send it around to team members for input

Bebe has free radio ads on country music and can run a public service announcement (PSA) on cable TV

- Lee has communication channels to tell citizens to expect the survey
- We can run the PSA wording through Lee

We're relying on Sandie to make sure the survey instrument is good to go

Lee asks if we should input results for paper surveys – we need to figure out a way to track these results

- Group consensus is that we should input results for paper surveys, so that Albemarle County and the Commonwealth both benefit from this effort
- Website is not going to be available until next Friday (then we can test it)
- Not anticipating any problems with the website

Education piece – Lee and Mike will work on rebuilding this County webpage

Mike will send a Doodle Poll to set the next meeting up

--- Meeting adjourned

Follow-Up:

- Develop draft communications plan (Lee, Mike, Philip)
 - This is underway. We need to develop a list of “approved” distribution channels for the paper survey in particular (e.g. distribution through ACPS)
- Touch base with [Accelerate Virginia](#) (Internet Speedtest) (Mike, Philip)
 - We held a conference call with Accelerate Virginia on Jan. 31
 - No cost for this service, we are encouraged to participate
 - We can either link to the speedtest tool, or frame it in our website
 - Accelerate Virginia can help us “advertise” the tool and will track individuals who call in to report “no internet”.
 - Goochland County has participated and Philip provided the following links for reference:
 - [Goochland County Accelerate Virginia](#)
 - [Goochland County High Speed Internet Committee](#)
- Rebuild County webpage hosting the education piece (Lee, Mike)
- Schedule Feb. follow-up meeting (look for the Doodle poll) (Mike)