

Surveys are the best tool that broadband committees have when it comes to collecting data.

- Survey Topics:
  - Any or all of the three A's (affordability, accessibility, availability) could be addressed, depending on the needs of the community where it is initiated.
    - Assess the lack of broadband
    - Identify the interest in a broadband solution
    - Evaluate willingness to pay
    - Identify broadband uses in a community
    - Help engage the community by identifying priorities and assessing infrastructure option
  
- Creating a Survey
  - Determine how results will be used and what response rate is required
  - Decide on a platform for the survey (Google Forms, SurveyMonkey)
  - Make sure the survey is short - should take no more than 5 minutes to complete
  - Include the Maine Broadband Coalition Speed Test - Example Language
  - Use the survey as a way to grow your committee - include a section that asks for people to leave their name and email if interested in being involved in the broadband effort
  - Determine the purpose of the survey - What information do you need to collect?
  
- Distributing a Survey
  - Email the link to an online survey (take advantage of town emailing lists and other organizations with newsletters in town)
  - Orgs to partner with for more outreach opportunities: Libraries, Schools, Community Clubs, Homeowner Associations, etc.)
  - Direct Mailing
  - Table at town events (i.e. farmer's market), town centers, supermarkets, transfer stations, etc. and provide the link to the online survey along with some printed copies

- Word of Mouth -- using relationships in the community to spread the word
  - Taking into account Seasonal Population:
    - Time of year of survey distribution
    - Reaching seasonal residents in the winter
  - Example Outreach Materials (i.e. postcards, emails, flyers, etc.)
- 
- Sharing Survey Results
    - Review the survey results to look for patterns
    - Represent results in a chart format to make patterns easy to identify - pie chart, bar graph, etc.
    - Share results via town newsletter, social media, town meetings, select board meetings, municipal websites, local newspapers, etc.
    - Example survey result summary