



Mille Lacs County Community Outreach, Education, and Take Rate Survey

Agenda

- Background
- Advantenon's Approach
- Deliverables
 - Create educational content
 - Conduct educational seminars
 - Create printed mailing material
 - Create electronic survey
 - Compile survey response
- Findings

Background

- Desire for county-wide education and survey for all residents
- County received Blandin grant to perform Outreach, Education and Take Rate
- Past feasibility study used as starting point
- Frustration in Rural areas with Broadband options

Advantenon's Approach

- Build and Deliver an Educational Series
- Build and Deliver a Survey of Residents
- Compile a “Take Rate” summary
- Work with county administrator to determine appropriate locations within county for educational seminars
- Create content to gain appropriate feedback from residents to determine take rate
 - Develop EDDM piece and electronic survey
- Compile data and present to county board

Deliverables

- Create educational content
 - Created a PowerPoint educational deck focusing on current state of the Internet, and a comparison of Broadband Internet types. Content contains examples of creative uses of Internet in Farming Operations, Home Based businesses, Home Health Care, Education, and Entertainment
- Conduct educational seminars
 - Executed 5 educational seminars using content created by Advantenon. These seminars were spread across Mille Lacs County
- Create printed mailing material
 - Performed the creative design of printed mailing material and online content. Worked with printing company to print, sort and organize mailings. Distributed to post offices
- Create electronic survey
 - Created the electronic survey using Survey Monkey
- Compile survey response
 - Compiled the mailed and electronic survey responses and presented to County

Create Educational Content

Goal – Education on Internet service offerings

- Rural Challenge
- Wired Internet
- Wireless Internet
- Wireless Solution
- Wireless Service Plans
- Personal / Community Benefits / Business
- Internet safety
- Speed testing
- Domain names and IP addressing
- Basic troubleshooting
- Survey / Interest

Conduct Educational Seminars

- Princeton – January 10th at 6:00 p.m. – City Hall
- Wahkon – January 11th at 6:00 p.m. – Community Hall
- Onamia – January 16th at 6:00 p.m. – City Hall
- Isle – January 17th at 6:00 p.m. – City Hall Center
- Milaca – January 26th at 6:00 p.m. – City Hall

Educational Seminar Promotion

- Mille Lacs county Facebook page
 - Announcement and link to survey
 - [Here](#)
- Mille Lacs Messenger
- Union Times
 - Calendar of dates and link to survey
 - [UT events calendar](#)

Educational Seminar Promotion

- Princeton
 - City electronic billboard, website, flyer postings
- Wahkon
 - City website, posting community hall & post office
- Onamia
 - Posting on city website, flyer at city hall, hardware store
- Isle
 - City website, flyer at city hall, Post Office, Bank, Council Meeting
- Milaca
 - City website, flyer at city hall

Survey Results Summary

- EDDM and electronic survey 5 questions
- 738 responses
 - 320 postcards returned by mail
 - 418 surveys completed online
 - 132 also completed expanded electronic survey

Create Printed Material

- Every Door Direct Mail (EDDM)
- Mailed to ~11,000 residents

MILLE LACS COUNTY HIGH SPEED INTERNET SURVEY

Mille Lacs County is working with Advanteron Wireless to conduct a rural wireless Internet study throughout the county. The purpose of this study is to determine the existing service offerings, customer satisfaction, and acceptance/need for upgraded wireless Internet. We encourage you to participate, and to ask your friends and neighbors to do the same. Your feedback will assist the county to understand your Internet needs. Please answer the survey on the attached postcard. Simply drop the survey card in the mail at your convenience.

The survey can also be completed on-line via the link below:
https://www.surveymonkey.com/r/mille_lacs

PLACE
STAMP
HERE

ADVANTERON WIRELESS
 3500 VICKSBURG LN N #315
 PLYMOUTH, MN 55447

3500 Vicksburg Ln N #315
 Plymouth, MN 55447



onymous.

PRRST STD
 ECRWSS
 US POSTAGE
 PAID
 EDDM

LOCAL POSTAL CUSTOMER

3500 Vicksburg Ln N #315
 Plymouth, MN 55447

MILLE LACS COUNTY HIGH SPEED INTERNET SURVEY

**Please take this Short Survey
 regarding High Speed Internet!**

SURVEY END DATE IS JANUARY 31, 2017

You can use the attached card

OR go to

https://www.surveymonkey.com/r/mille_lacs



Help us to understand your current internet speed. Please select from the options below. Please select from the options below.

2 Mbps 5 Mbps 10 Mbps 15 Mbps 25 Mbps and greater
 Please tell us the price range of your current service, including equipment rental. Please select from the options below.
 \$30-40 \$40-50 \$50-60 \$60-75

Please provide existing internet service company/provider name: _____
 Do you live in _____ town or out _____ of town? Please indicate with an X. (Out of town is greater than 1/4 mile outside of the city limits)

Please provide your current internet contract expiration date if in a contract: _____ month, _____ year.

Please select the internet service plan that you would sign up for if it was available to you:

Unlimited data No data throttling No overage fees \$7 Antenna rental No long term contract	Unlimited data No data throttling No overage fees \$10 Antenna rental No long term contract	Unlimited data No data throttling No overage fees \$10 Antenna rental No long term contract	Unlimited data No data throttling No overage fees \$10 Antenna rental No long term contract
4 Mbps \$39+\$7=\$46 total	10 Mbps \$59+\$10=\$69 total	25 Mbps \$89+\$10=\$99 total	

This survey can also be completed on-line via this link: https://www.surveymonkey.com/r/mille_lacs

Create electronic survey

This survey can also be completed on-line via the below link:

https://www.surveymonkey.com/r/mille_lacs

Help us understand your existing Internet plan speed. Please select from the options below.

2 Mbps 5 Mbps 10 Mbps 15 Mbps 25 Mbps and greater

Please tell us the price range of your current service, including equipment rental. Please select from the options below.

\$30-40 \$40-50 \$50-60 \$60-75

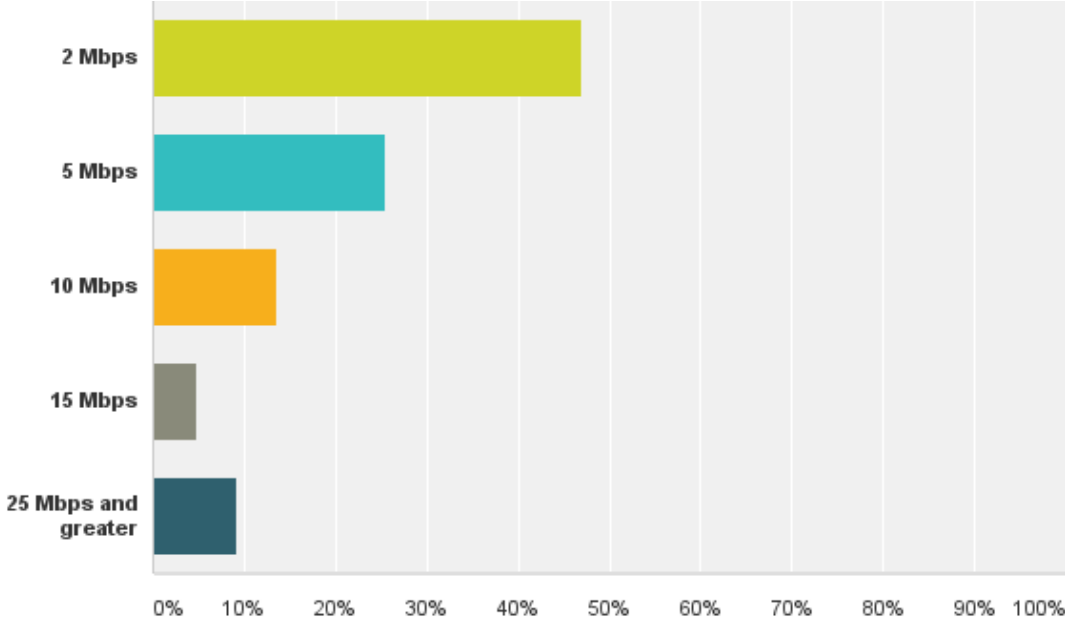
Please provide existing Internet service company/provider name

Do you live in town or out of town please indicate with and X. Outside of town is greater than ¼ mile outside of the city limits.

Please provide your current Internet contract expiration date if in a contract, month/year
_____ month, _____ year.

Q1: Help us to understand your current Internet plan speed. Select your current Download speed from the options below.

Answered: 659 Skipped: 75



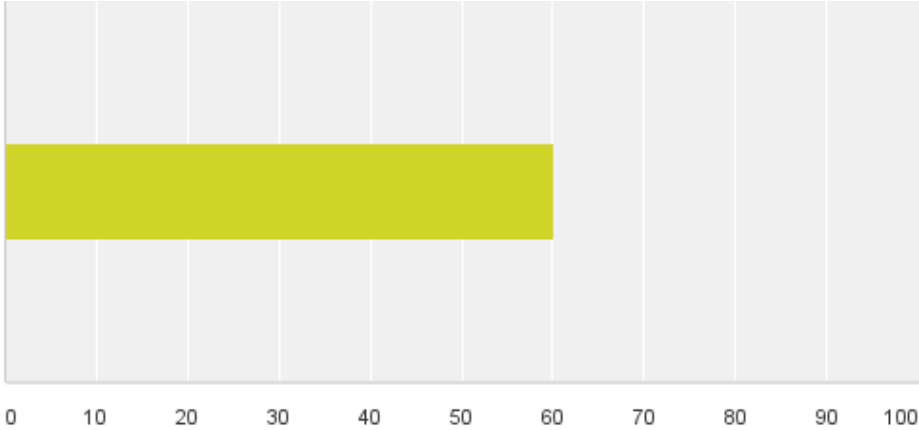
Q1: Help us to understand your current Internet plan speed. Select your current Download speed from the options below.

Answered: 659 Skipped: 75

Answer Choices	Responses	
2 Mbps	47.04%	310
5 Mbps	25.49%	168
10 Mbps	13.51%	89
15 Mbps	4.86%	32
25 Mbps and greater	9.10%	60
Total		659

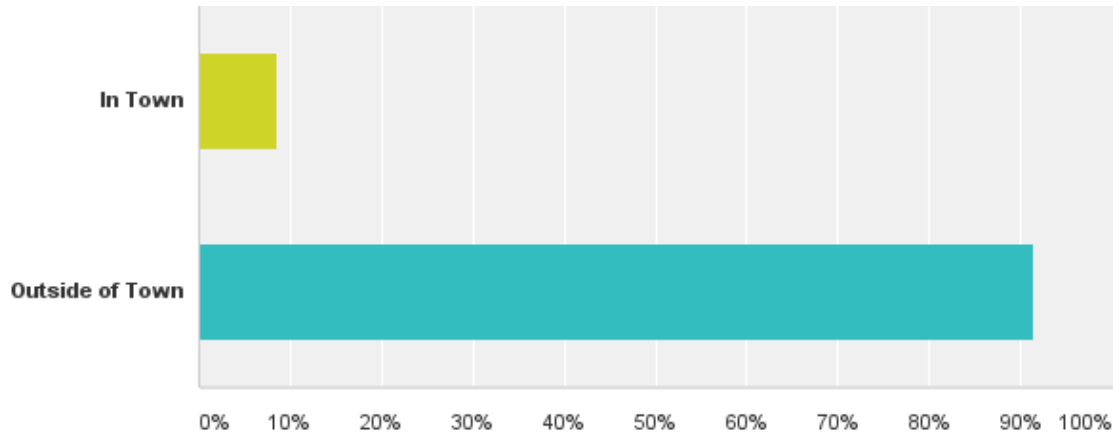
Q2: Please tell us the price range of your current service, including equipment rental. Select your total monthly fee using the sliding scale below.

Answered: 693 Skipped: 41



Q4: Do you live in town or outside of town? Outside of town is greater than 1/4 mile outside of the city limits.

Answered: 725 Skipped: 9

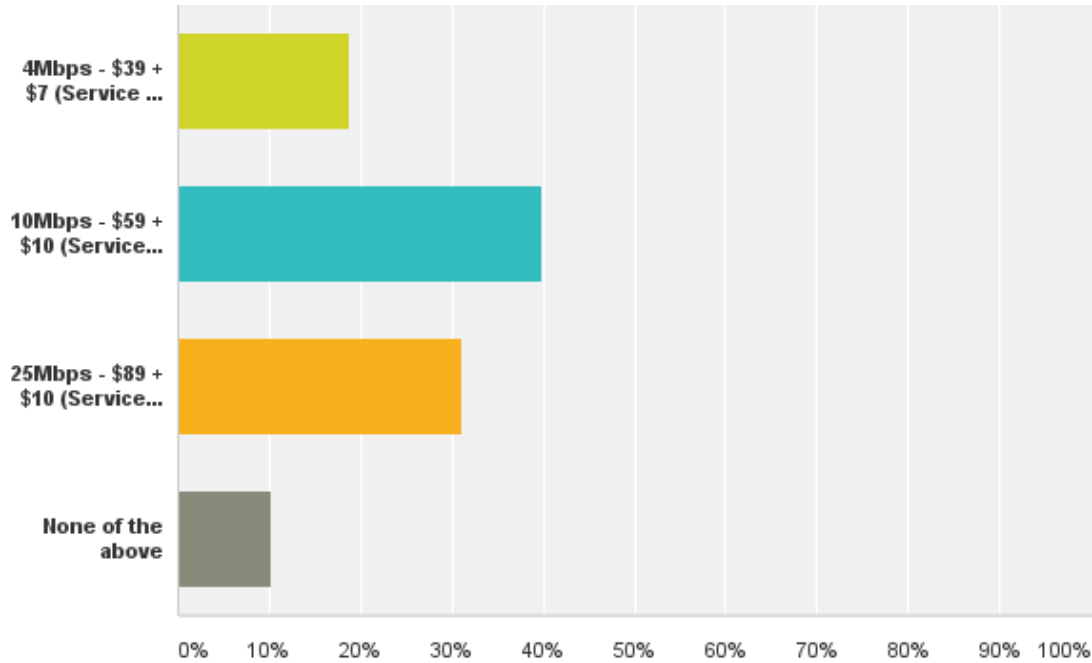


Answer Choices	Responses
In Town	8.55% 62
Outside of Town	91.45% 663
Total	725

Q6: Please select the Internet service plan that you would sign up for if it was available to you.

Plan Details: Unlimited Data, No Data Throttling, No Overage Fees, No Long Term Contract

Answered: 700 Skipped: 34



Answer Choices	Responses	
4Mbps - \$39 + \$7 (Service + Equipment Rental) = \$46 Total per month	18.86%	132
10Mbps - \$59 + \$10 (Service + Equipment Rental) = \$69 Total per month	39.86%	279
25Mbps - \$89 + \$10 (Service + Equipment Rental) = \$99 Total per month	31.14%	218
None of the above	10.14%	71
Total		700

Extrapolation

- Approximately 11,000 postcards mailed to rural residents
 - Mailing contained some city residents (8.5% per Question 4)
 - 10,000 remain after removing city residents
- 738 of 11,000 returned (6.7%)
- Extrapolation based upon 10% margin of error

Expected Take Rate

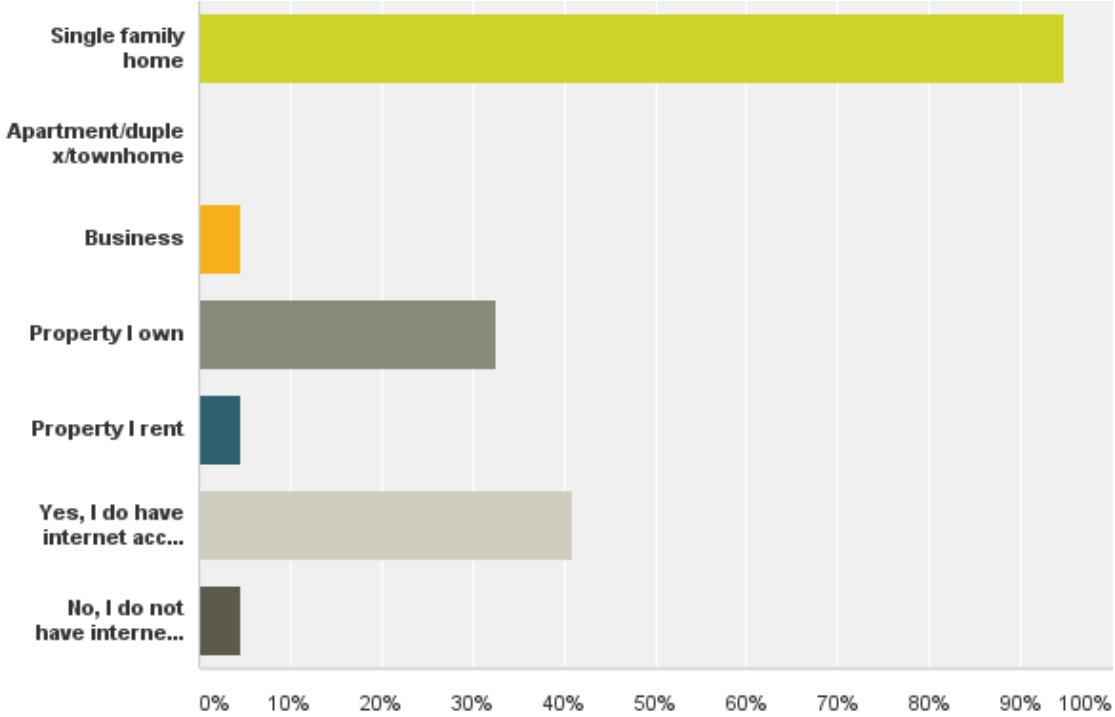
- 85% of subscribers indicated they would sign up for one of the plans offered in Question 6
 - Low number of subscribers = 7,650
 - High number of subscribers = 9,350

Expanded Survey

- https://www.surveymonkey.com/r/mille_lacs_expanded
- 15 questions
- We have included an excel spreadsheet with the data

Q2: Please describe your residence.

Answered: 132 Skipped: 0



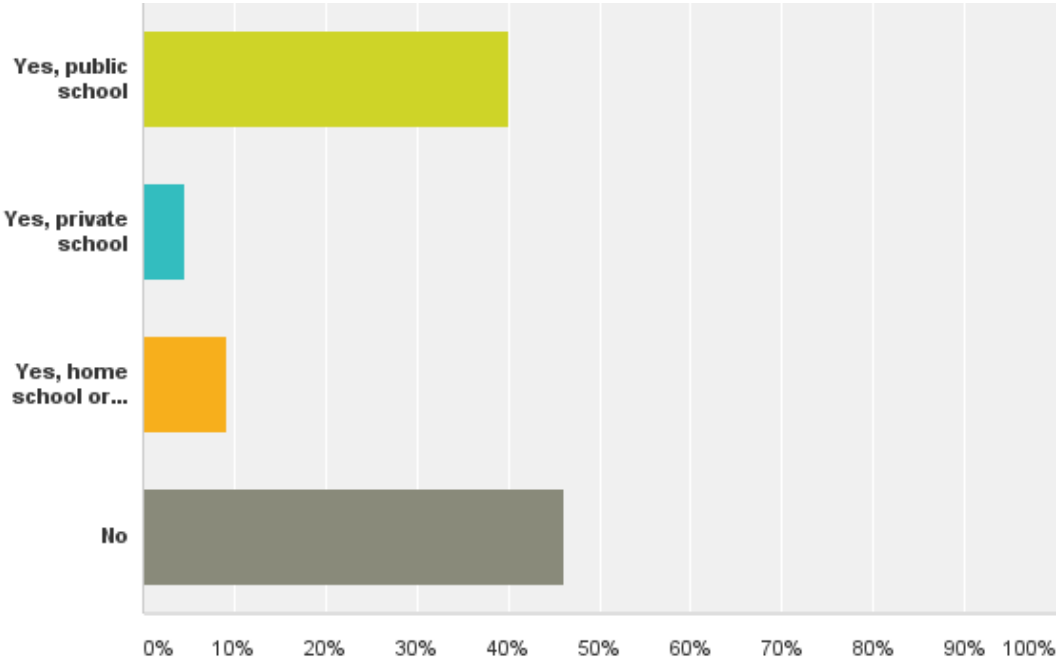
Q2: Please describe your residence.

Answered: 132 Skipped: 0

Answer Choices	Responses	
Single family home	94.70%	125
Apartment/duplex/townhome	0.00%	0
Business	4.55%	6
Property I own	32.58%	43
Property I rent	4.55%	6
Yes, I do have internet access at the above address	40.91%	54
No, I do not have internet access at the above address	4.55%	6
Total Respondents: 132		

Q3: Do you have children in school?

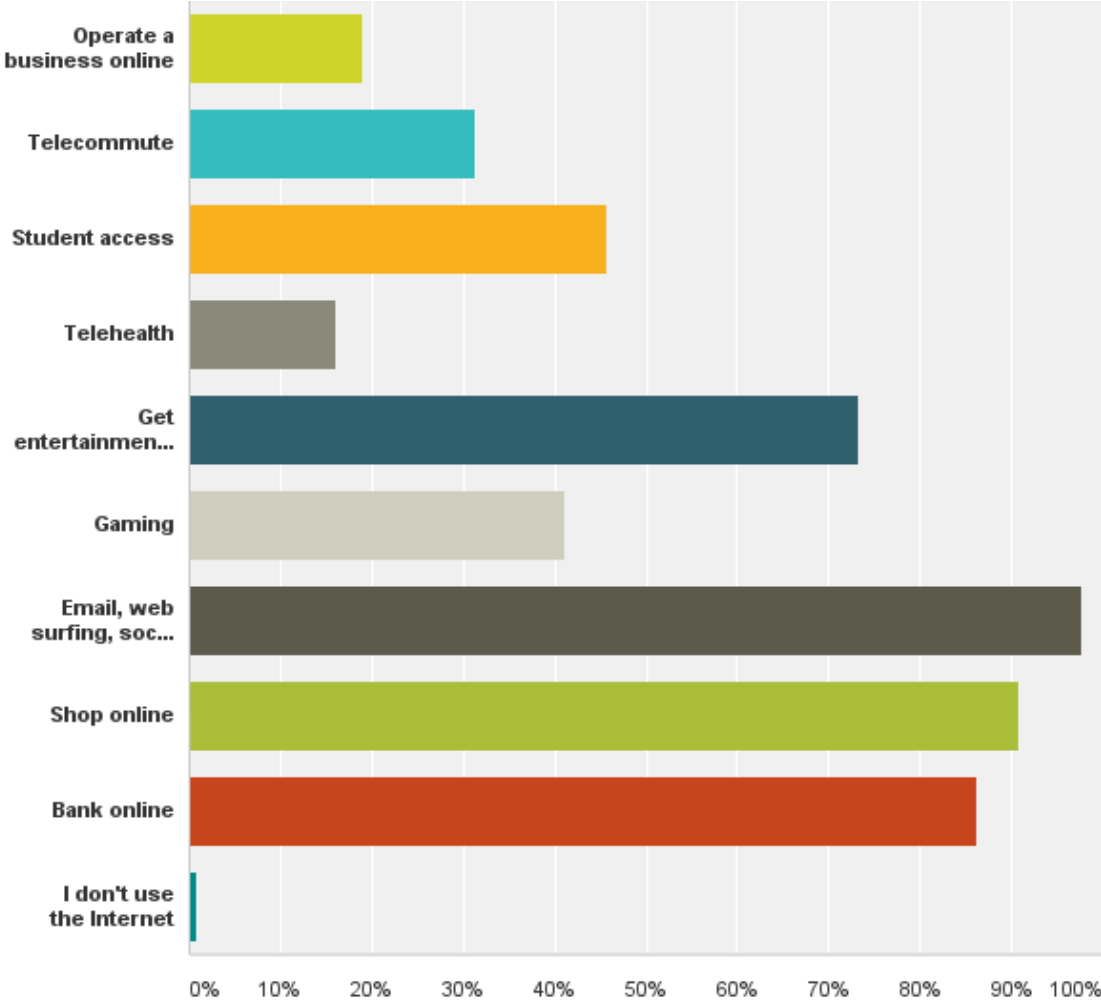
Answered: 132 Skipped: 0



Answer Choices	Responses
Yes, public school	40.15% 53
Yes, private school	4.55% 6
Yes, home school or online school/college	9.09% 12
No	46.21% 61
Total	132

Q4: How do you currently use the Internet?

Answered: 131 Skipped: 1



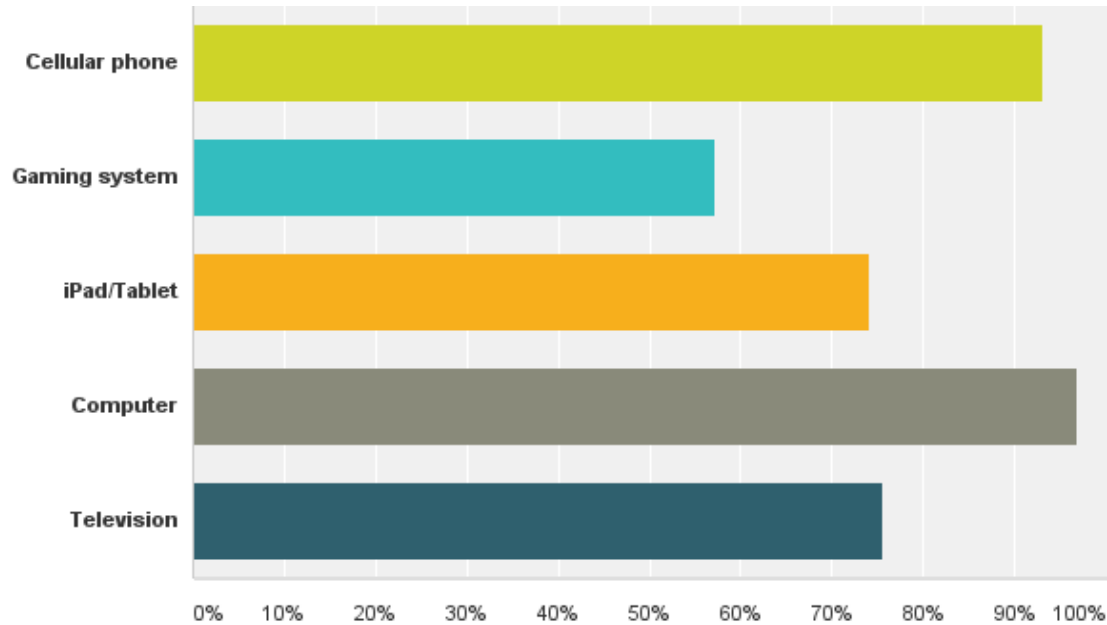
Q4: How do you currently use the Internet?

Answered: 131 Skipped: 1

Answer Choices	Responses	
Operate a business online	19.08%	25
Telecommute	31.30%	41
Student access	45.80%	60
Telehealth	16.03%	21
Get entertainment (streaming movies)	73.28%	96
Gaming	41.22%	54
Email, web surfing, social networking	97.71%	128
Shop online	90.84%	119
Bank online	86.26%	113
I don't use the Internet	0.76%	1
Total Respondents: 131		

Q5: Please select the device types accessing the Internet that you have in your household.

Answered: 131 Skipped: 1



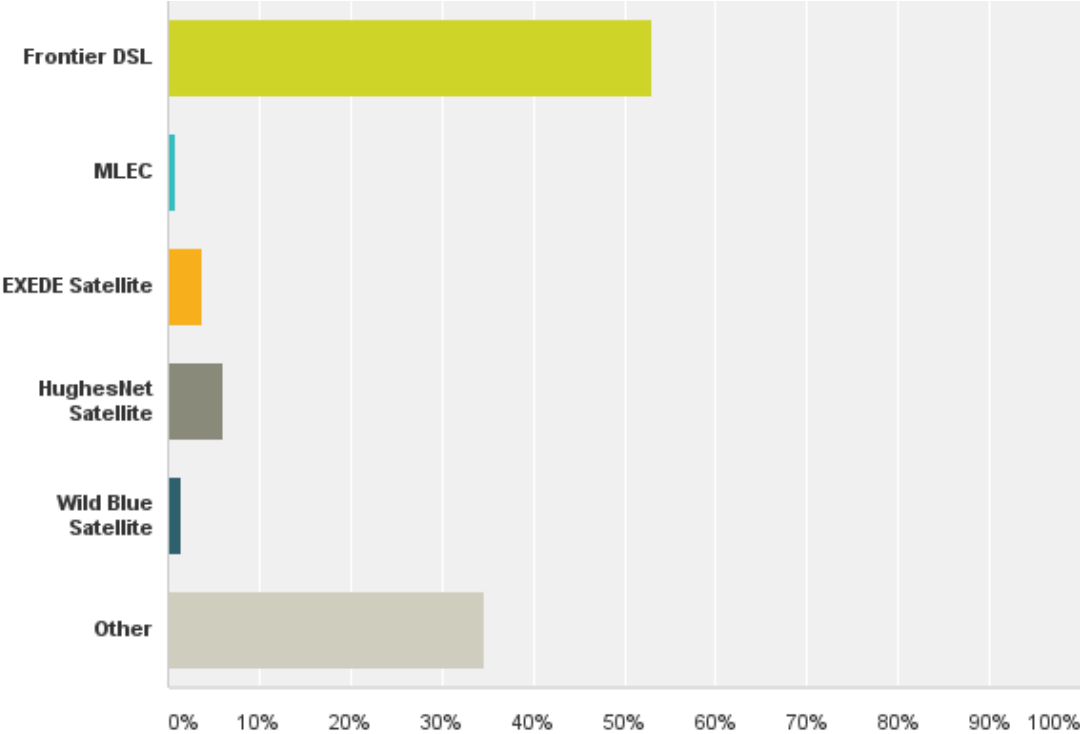
Q5: Please select the device types accessing the Internet that you have in your household.

Answered: 131 Skipped: 1

Answer Choices	Responses	
Cellular phone	93.13%	122
Gaming system	57.25%	75
iPad/Tablet	74.05%	97
Computer	96.95%	127
Television	75.57%	99
Total Respondents: 131		

Q6: Who is your current Internet provider?

Answered: 130 Skipped: 2



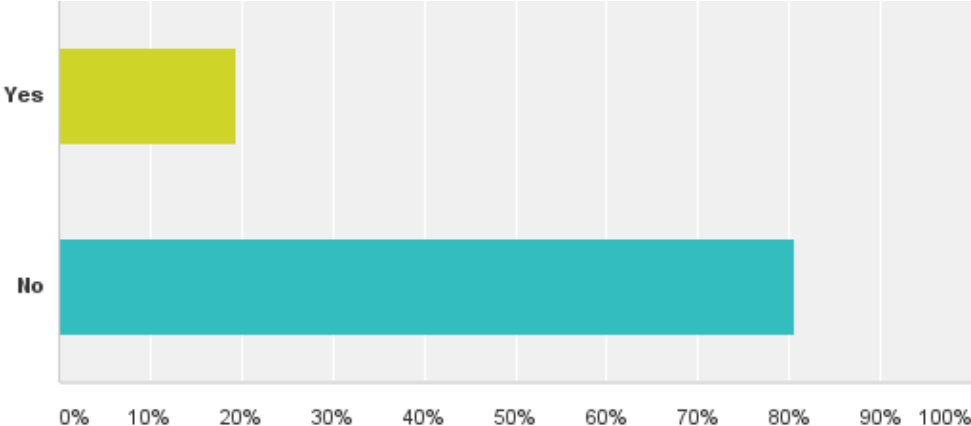
Q6: Who is your current Internet provider?

Answered: 130 Skipped: 2

Answer Choices	Responses	
Frontier DSL	53.08%	69
MLEC	0.77%	1
EXEDE Satellite	3.85%	5
HughesNet Satellite	6.15%	8
Wild Blue Satellite	1.54%	2
Other	34.62%	45
Total		130

Q7: Is your phone or mobile hot spot your only Internet access?

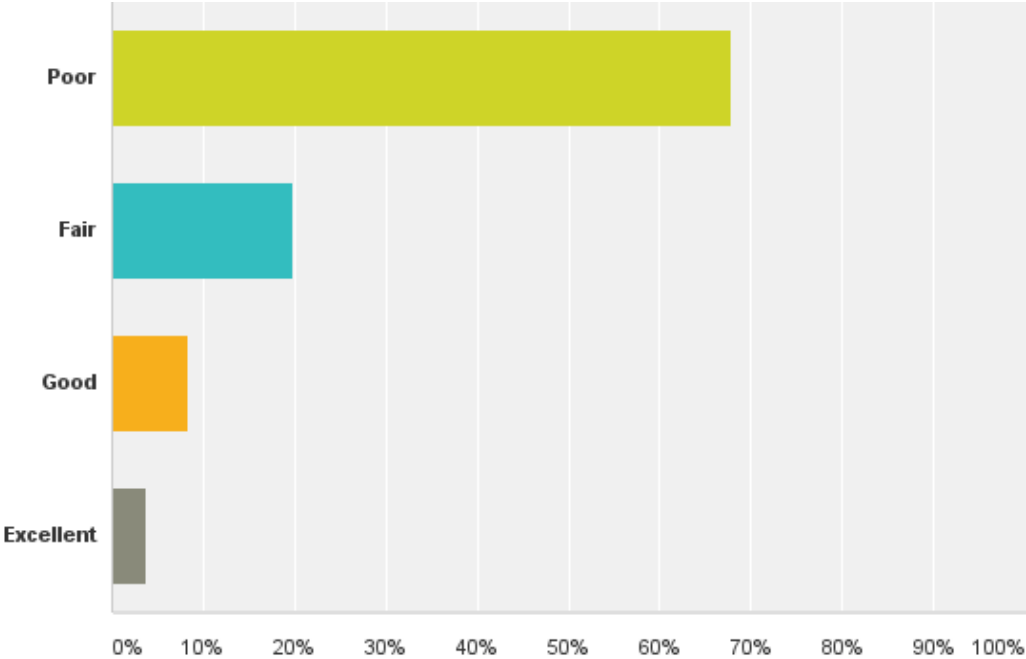
Answered: 129 Skipped: 3



Answer Choices	Responses
Yes	19.38% 25
No	80.62% 104
Total	129

Q8: Please rate your satisfaction for your primary Internet service for Speed of Service.

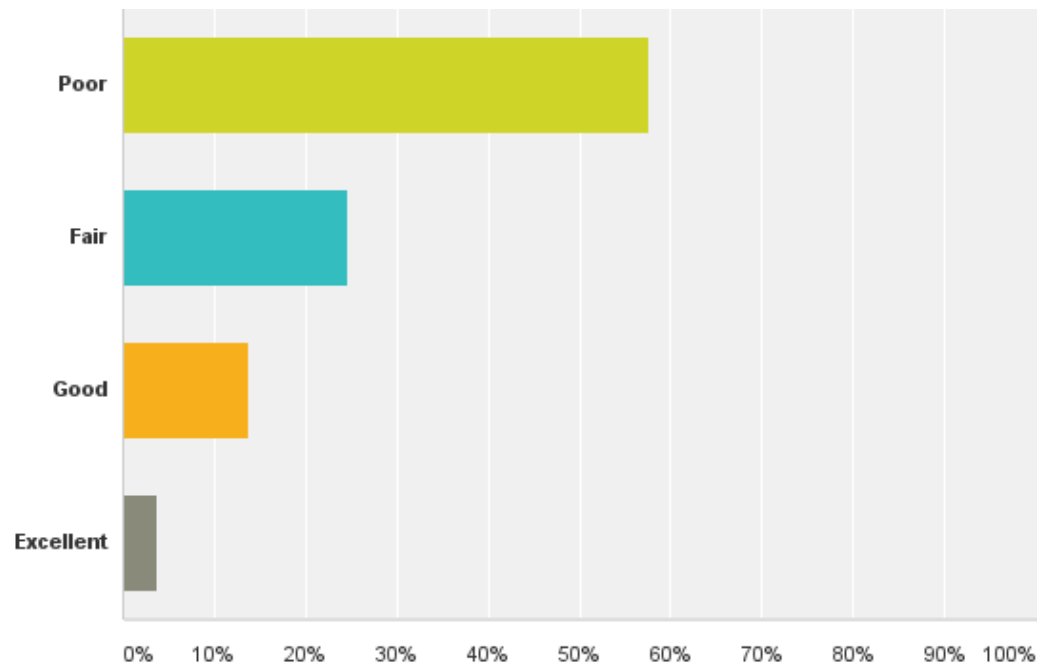
Answered: 131 Skipped: 1



Answer Choices	Responses
Poor	67.94% 89
Fair	19.85% 26
Good	8.40% 11
Excellent	3.82% 5
Total	131

Q9: Please rate your satisfaction for your primary Internet service for Cost of Service.

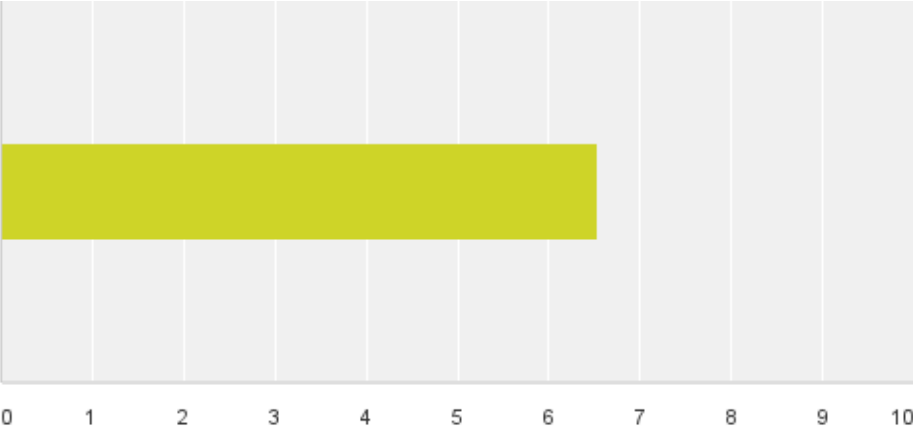
Answered: 130 Skipped



Answer Choices	Responses
Poor	57.69% 75
Fair	24.62% 32
Good	13.85% 18
Excellent	3.85% 5
Total	130

Q10: What Internet speed are you receiving in Mbps?

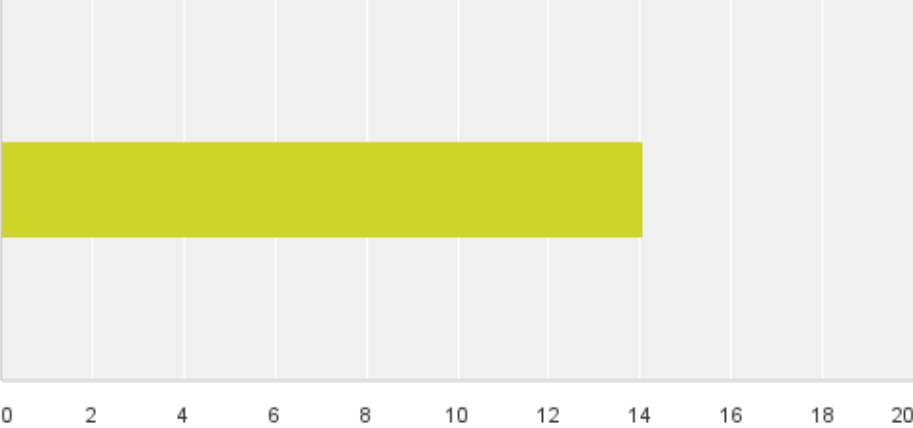
Answered: 122 Skipped: 10



Answer Choices	Average Number	Total Number	Responses
	7	797	122
Total Respondents: 122			

Q11: What Internet speed are you paying for in Mbps?

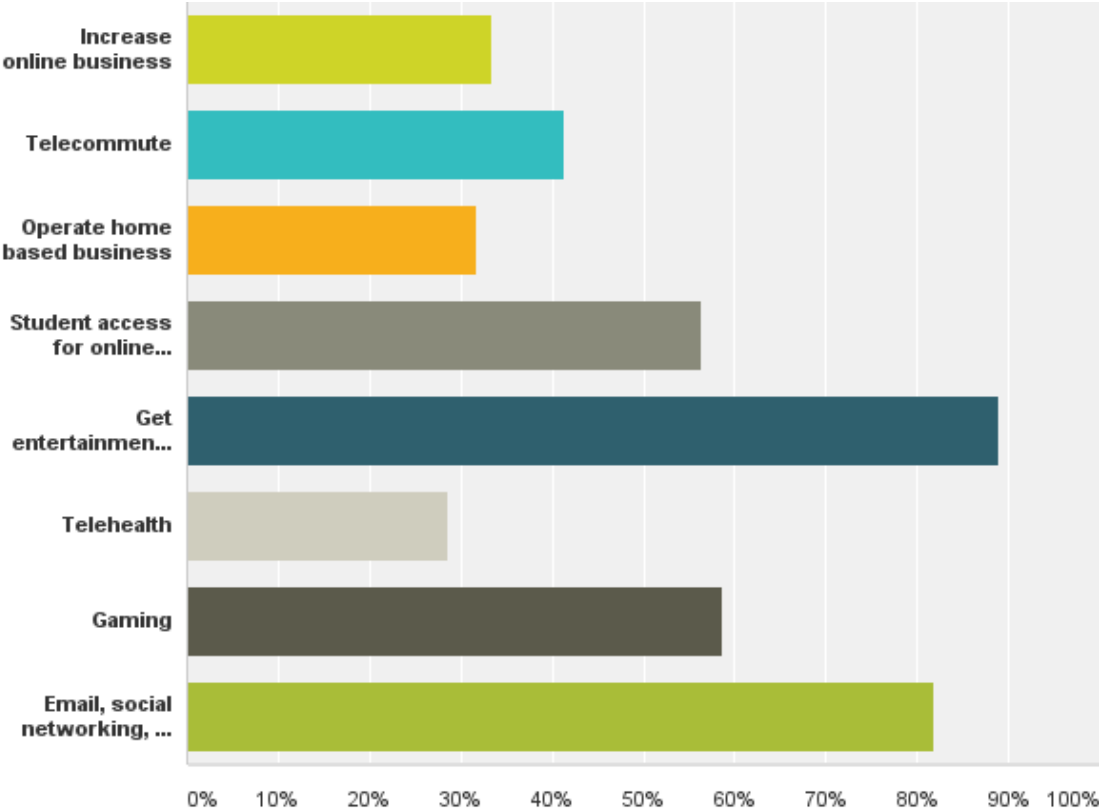
Answered: 107 Skipped: 25



Answer Choices	Average Number	Total Number	Responses
	14	1,507	107
Total Respondents: 107			

Q12: If you had faster dependable Internet access, would you be more likely to do any of the following? (select any that apply)

Answered: 126 Skipped: 6



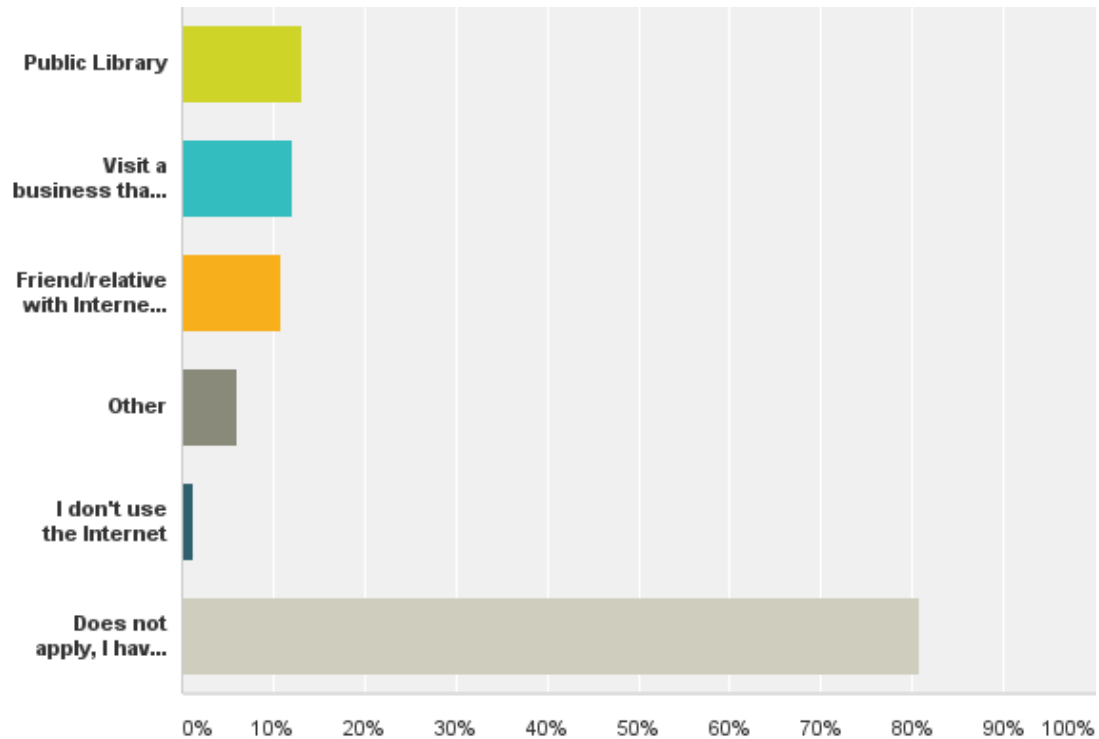
Q12: If you had faster dependable Internet access, would you be more likely to do any of the following? (select any that apply)

Answered: 126 Skipped: 6

Answer Choices	Responses	
Increase online business	33.33%	42
Telecommute	41.27%	52
Operate home based business	31.75%	40
Student access for online learning courses	56.35%	71
Get entertainment - streaming movies	88.89%	112
Telehealth	28.57%	36
Gaming	58.73%	74
Email, social networking, web surfing	81.75%	103
Total Respondents: 126		

Q13: If you DO NOT have Internet access, where do you go to access the Internet?

Answered: 83 Skipped: 49



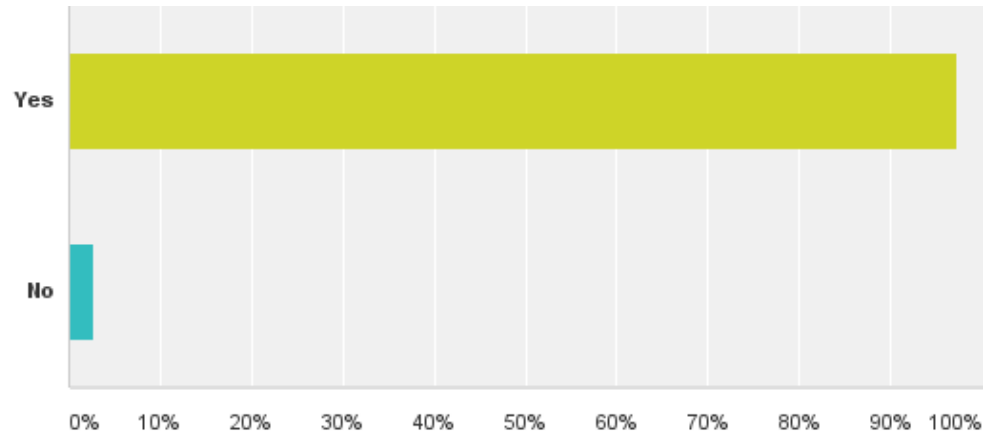
Q13: If you DO NOT have Internet access, where do you go to access the Internet?

Answered: 83 Skipped: 49

Answer Choices	Responses	
Public Library	13.25%	11
Visit a business that offers Wi-Fi	12.05%	10
Friend/relative with Internet access	10.84%	9
Other	6.02%	5
I don't use the Internet	1.20%	1
Does not apply, I have Internet	80.72%	67
Total Respondents: 83		

Q14: If you DO NOT have high speed Internet service available in your area, would you be likely to subscribe if it were available?

Answered: 76 Skipped: 56



Answer Choices	Responses
Yes	97.37% 74
No	2.63% 2
Total	76