

Broadband Survey for Iosco County

Executive Summary

June 2016

Introduction

Develop Iosco saw the need and developed the **Develop Iosco Technology Team (DITT)** in 2014 to lead the effort towards improving broadband capabilities for residents and businesses throughout Iosco County.

Develop Iosco's Mission statement is: *To promote community and economic development and the growth of Iosco County and/or the multi-county area surrounding Iosco County in the State of Michigan. Recognizing the inseparability of healthy community, environment and economy, the corporation will support and conduct economic development activities in furtherance of sound community and environmental policies.*

<http://www.developiosco.org/>

In the summer of 2014, DITT partnered with Connect Michigan to begin the process. With advice from Connect Michigan, DITT decided in the fall of 2015 to conduct an abbreviated survey to augment the 2014 responses due to its relatively low response rate. This additional survey increased overall responses by 33% for individuals and nearly doubled the number of businesses. The 2014 team was comprised of the Oscoda-AuSable Chamber of Commerce, Michigan State University Extension and Develop Iosco while the 2015 survey was conducted by Develop Iosco. We also want to recognize the mapping efforts provided by the staff of NEMCOG. The team recognizes the importance of high-quality internet connectivity in the lives of students, families, and businesses, not only in East Tawas, Oscoda, and Tawas City, but possibly more importantly, into the rural areas of our communities and Iosco County as a whole.

Connect Michigan and Tom Stephenson, the Community Technology Advisor for the agency, have been instrumental in assisting in the development of a detailed strategy for creating a “connected” community. Plans for improving the access, adoption and use of technology have included their review of local technology landscapes, bringing in regional partners, helping to establish our local teams, conducting detailed community assessments and recommending action plans, and inviting strong internet service providers to our community.

Survey Summary

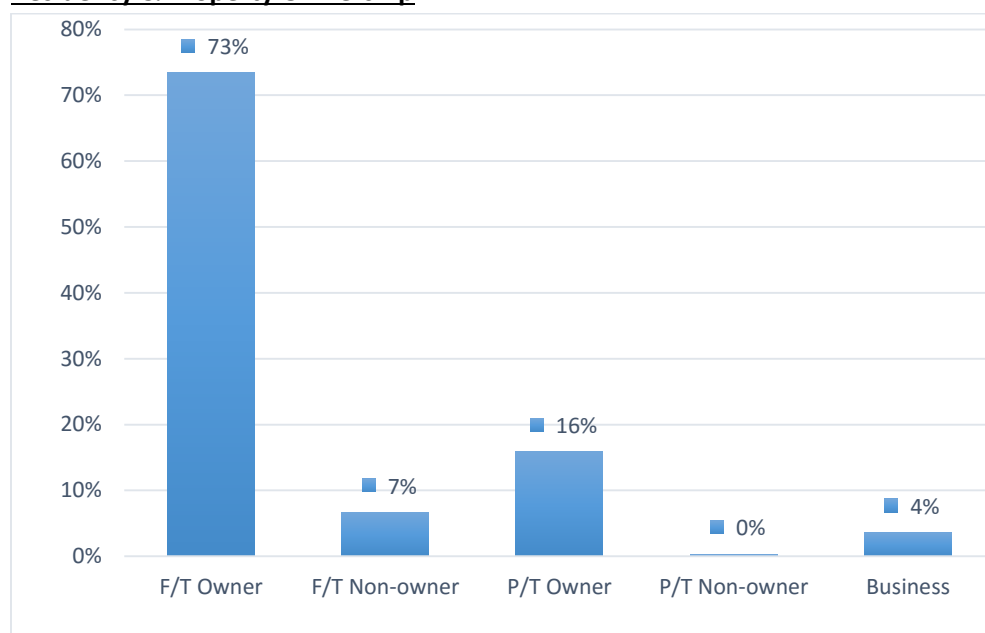
The summer 2014 surveys were available at Chambers of Commerce, libraries, and Michigan Works. In addition, the Oscoda Press and Iosco County News-Herald featured an article with a copy of the survey questions for mail-ins. The fall 2015 surveys were distributed primarily to lake and property associations in the county. The 10 question survey asked about the use, satisfaction, cost, type of service, and desire to bundle services (internet, phone and television).

An online version of the survey was conducted through Survey Monkey in both surveys. There were 551 documentable responses that were received (total of both surveys) and later plotted in GIS maps (Enclosed) with the aid of Amalgam LLC. Surveys were collected at the local libraries, Michigan Works, and Chamber offices. Participants also had the option of mailing their responses to Develop Iosco.

Property Address and Ownership

Of the 551 documented addresses, **405 (73%)** indicated their address as a full-time resident and property owner. The remaining respondents **88 (16%)** were part-time resident property owners. There were **20 responses (4%)** from business addresses.

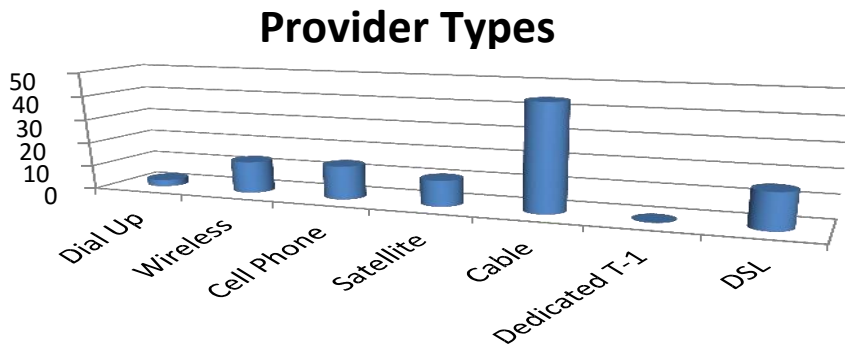
Residency & Property Ownership



Type of Service

The survey indicated that **247 (47%)** of the 530 responses to the question “If you DO subscribe to an internet service for this address, what type of service is it?” said they have **Cable Internet**. Ranked second was Wireless (not cell-based) with 76 responses (14%) followed by DSL at a close third rank with 72 (14%). Another **68 responders (13%)** had Cell Phone Based. Satellite provided 55 responders (**10%**), while Dial Up followed with 11 (2%). Dedicated T-1 provided service to one (1)

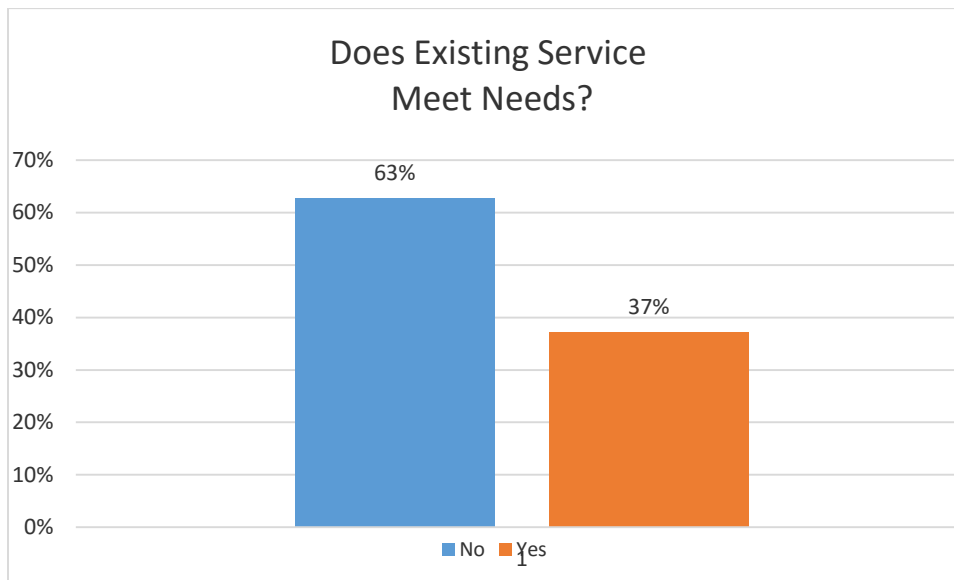
responder.



60 people responded to the question asking that “If you do NOT currently subscribe to an internet service at this address, why not?” A certain 48 of respondents (80%) stated that they “cannot get adequate access to the internet at this address”.

Does Service Meet Needs

A large majority 63% (327 responses) and nearly a 2:1 response of the 521 results responded existing service does not meet their needs.



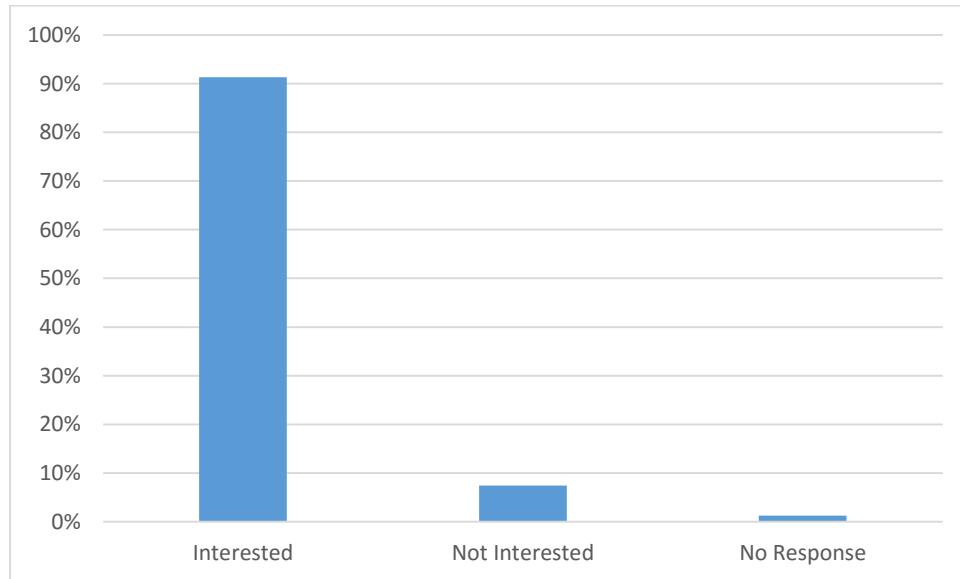
Reason Existing Service Does Not Meet Needs

Answer Options	Response %	Response Count
High Price	48%	163
Too Slow	24%	81
Unreliable	20%	68
Too Slow, High Price	2%	7
High Price, Customer Service	2%	7
Other Responses	4%	16

And while the “High Price” response was the highest at 48%, it is significant to note that the following **related** reasons of “Too Slow”, “Too Slow/High Price” and “Unreliable” **combined** to a near equivalent percentage of 46%. Thereby, highlighting that price and performance are equal issues.

Are You Interested in Alternative Choices for Internet Services?

An overwhelming 92% (503 responses) of the 544 tabulated responses asking “Are you interested in having alternative choices for internet service for this address?” said they would like more options. Another 41 respondents (7%) replied in the negative and 7 residents (1%) did not respond.



Working with local providers

The GIS maps of the responses will be used to show the obvious need in our community for enhanced broadband service. With the assistance of the Connect Michigan representatives, the DITT will meet with new providers and help to bring additional service. The more rural areas of the county will be

hard to attract new providers. However, data shows the demand for service and will likely encourage providers to fill our most remote areas.

Next steps

The DITT will continue to partner with Connect Michigan and work towards developing, then implementing the following 6 “Priority Projects” as we further the development of broadband services throughout Iosco County:

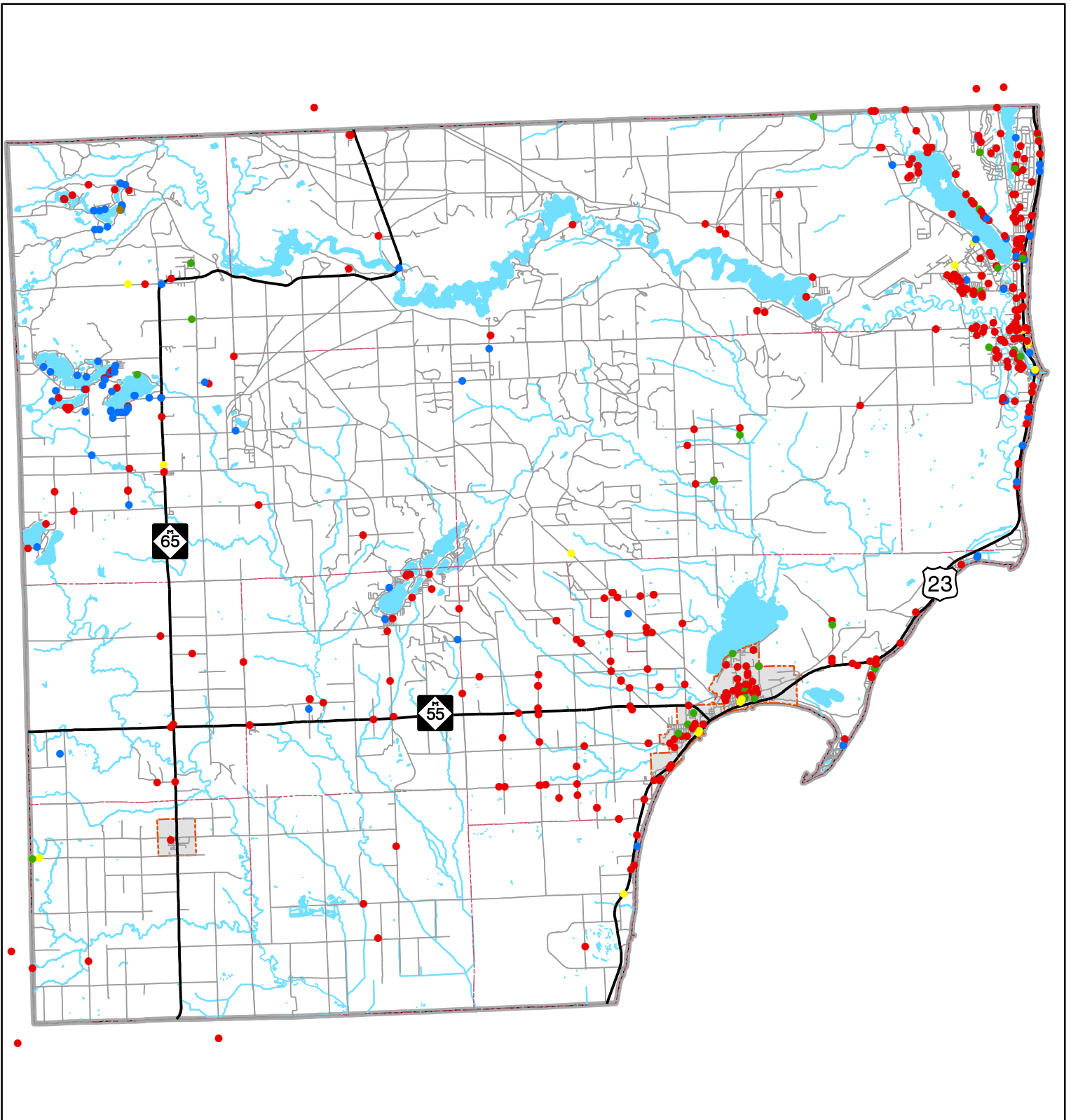
1. Identify, Map, and Validate Broadband Demand
2. Perform an Analysis of Local Policies and Ordinances
3. Facilitate Internet Safety Classes
4. Facilitate a Technology Summit
5. Develop or Identify a Broadband Training and Awareness Program for Small and Medium Businesses
6. Perform a Municipal Information Technology Assessment.

For further information or to become involved, please contact:

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Enclosed: Mapped Survey Responses (9 Questions)



Iosco County Broadband Services Survey Results

Respondent Residency and Property Ownership Status

- Full Time Resident/Property Owner (405)
- Full Time Resident/Non-Property Owner (37)
- Business (20)
- Part-Time Resident/Property Owner (88)
- Part-Time Resident/Non-Property Owner (1)

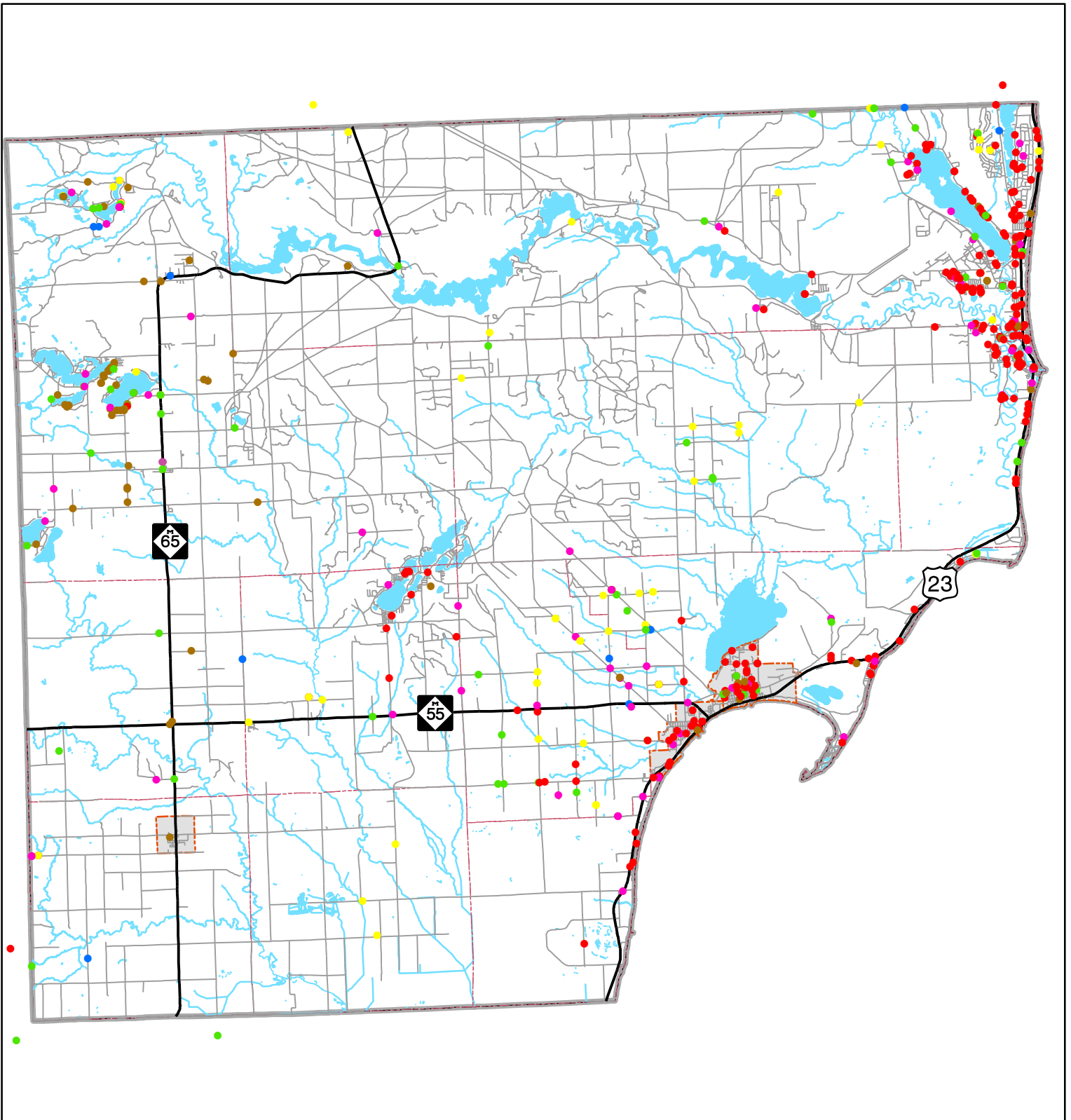


Map created by the
 Northeast Michigan Council
 of Governments GIS Department

1 respondent did not provide a response to this question and has been removed from the map



11/17/2015



Iosco County Broadband Services Survey Results

Type of Existing Service

- Cable (247)
 - DSL (72)
 - Dedicated T-1 line (1)
 - Dial-up (11)
- Other: Cell Phone Based (68)
 - Satellite (55)
 - Wireless (76)

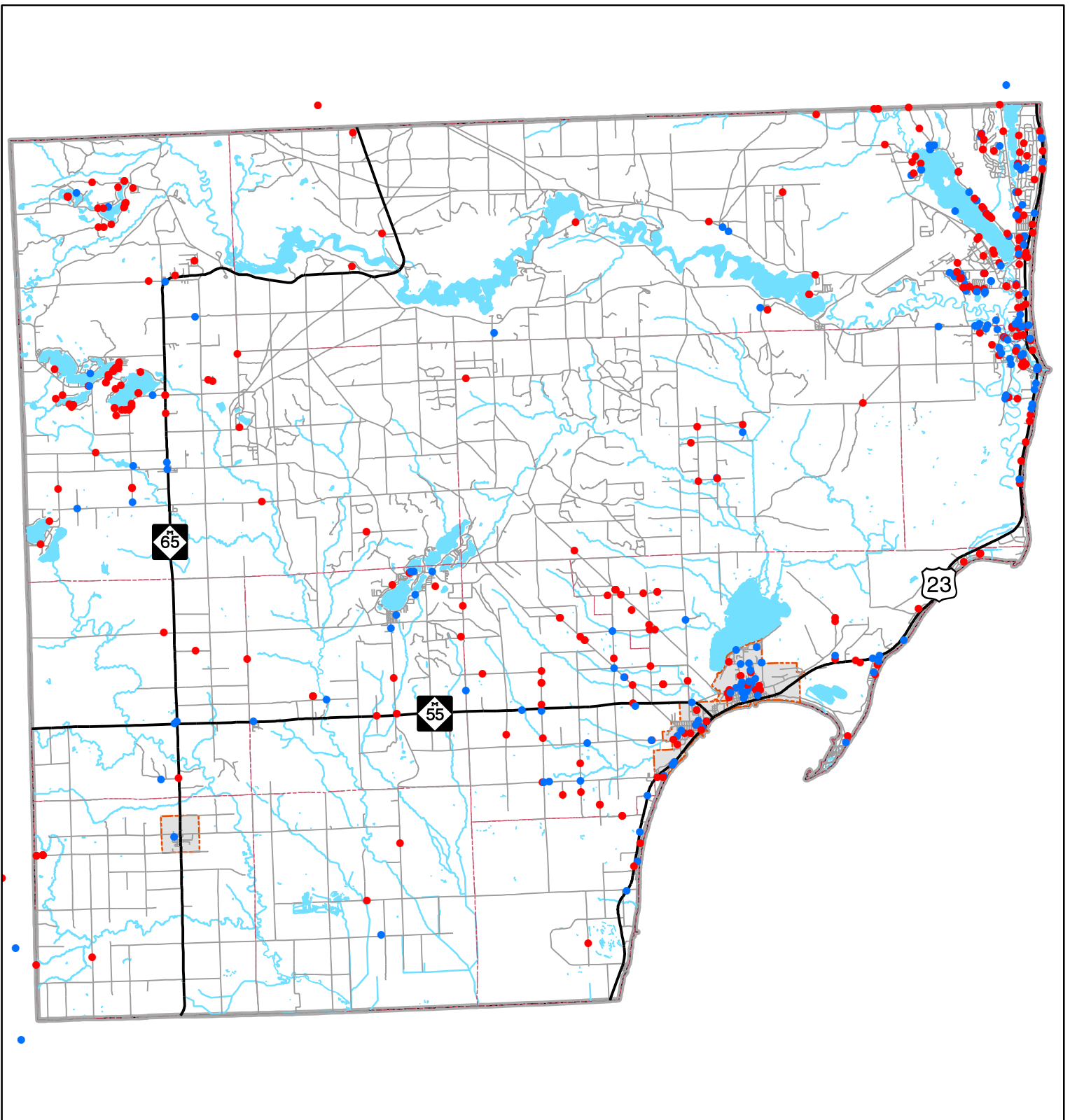


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22 respondents did not provide a response to this question and have been removed from the map

11/17/2015



Iosco County Broadband Services Survey Results

Does Existing Service Meet Needs

- No (327)
- Yes (194)

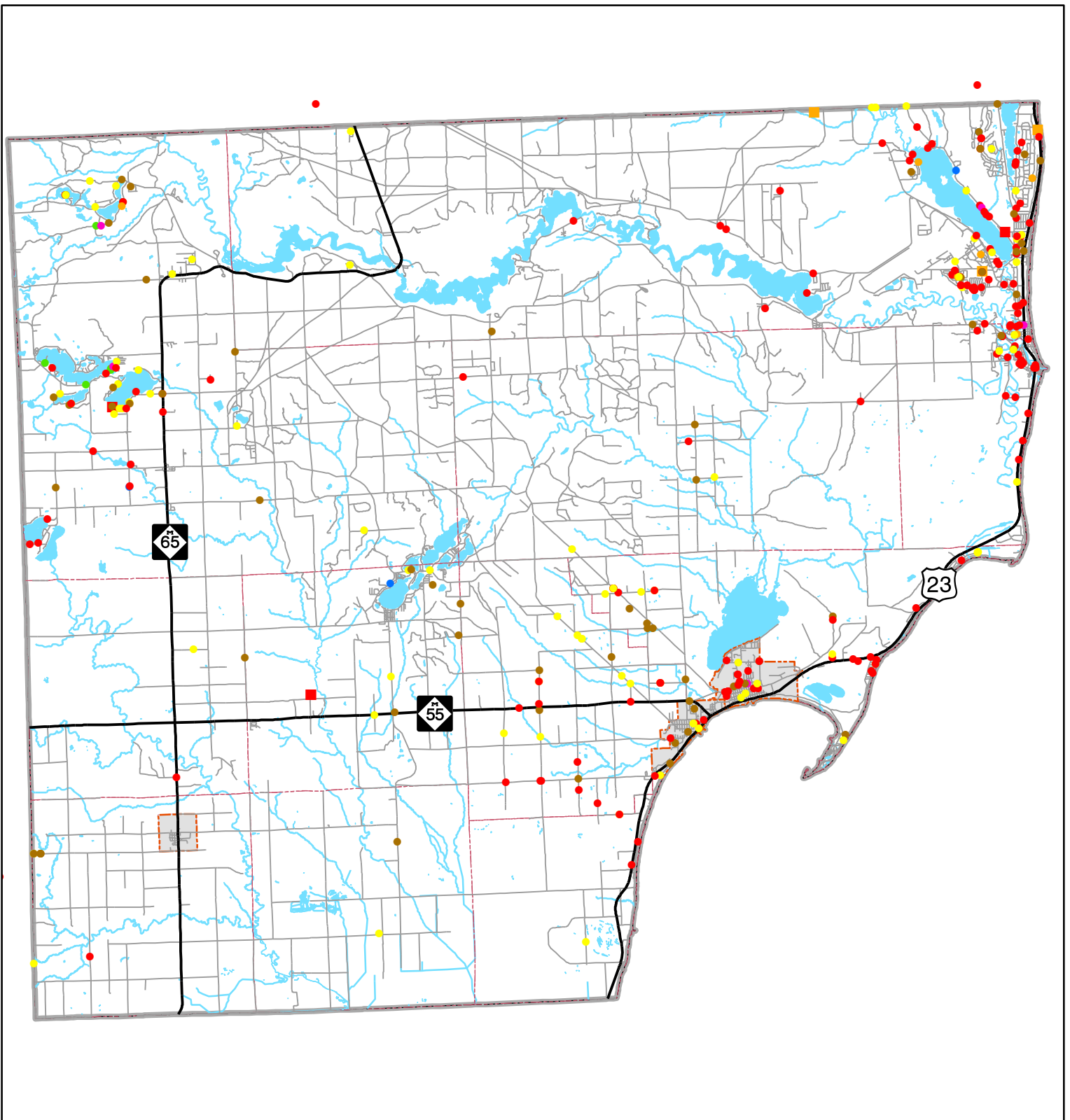


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32 respondents did not provide a response to this question and have been removed from the map

11/17/2015



Iosco County Broadband Services Survey Results

Reason Existing Service Does Not Meet Needs

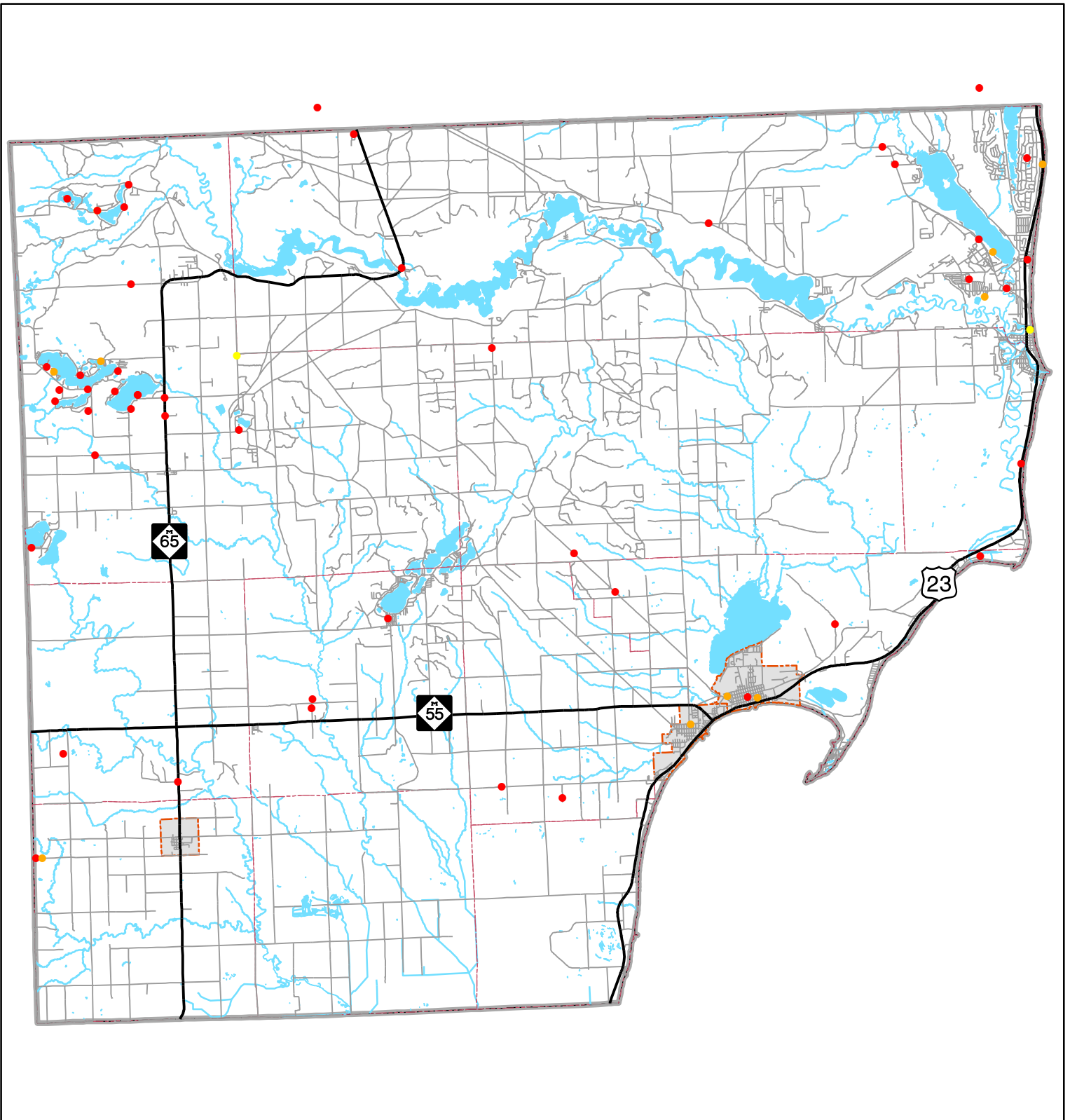
- High Price (163)
- High Price, Customer Service (7)
- Too Slow (81)
- Too Slow, Unreliable (5)
- Too Slow, Unreliable, High Price (4)
- Too Slow, High Price (7)
- Unreliable (68)
- Unreliable, High Price (4)
- Customer Service (3)



Map created by the
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211 respondents did not provide a response to this question and have been removed from the map





Iosco County Broadband Services Survey Results

Reason For Not Having Service

- Inadequate/No Access (48)
- Access Elsewhere (9)
- No Desire (3)

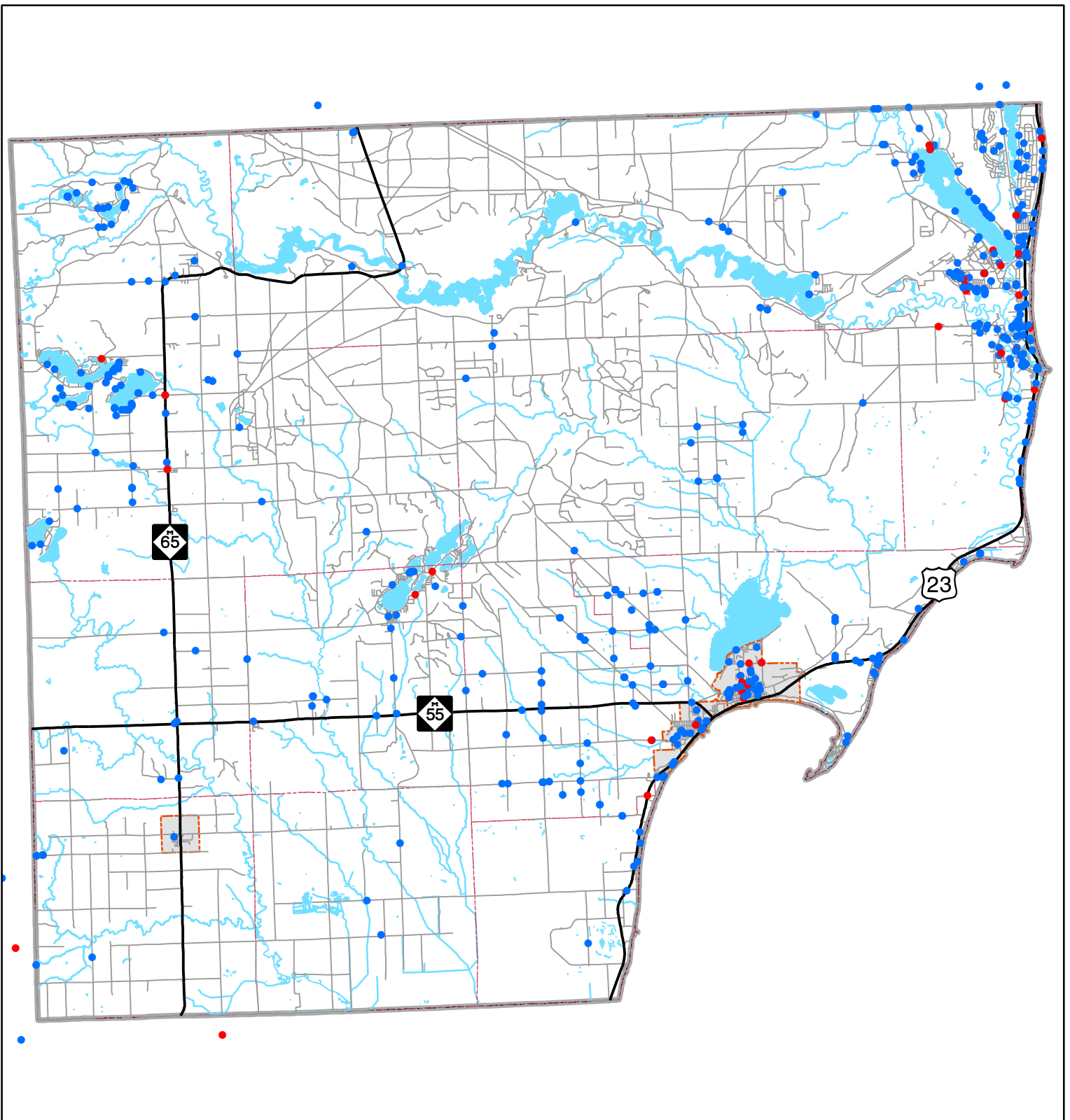


Map created by the
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495 respondents did not provide a response to this question and have been removed from the map



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Iosco County Broadband Services Survey Results

Interested In Alternative Choices

- No (41)
- Yes (503)

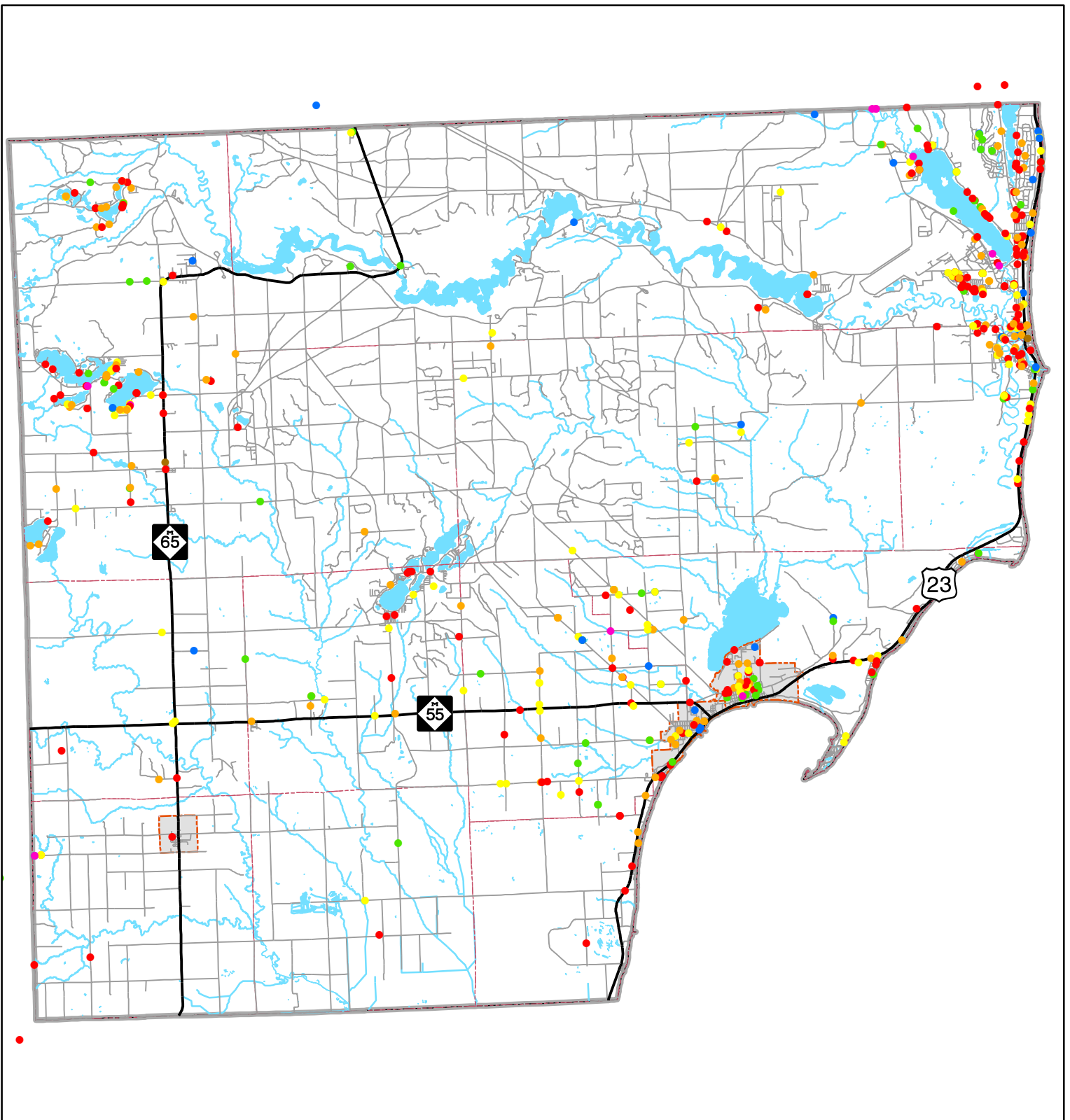


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9 respondents did not provide a response to this question and have been removed from the map

11/17/2015



Iosco County Broadband Services Survey Results

Acceptable Monthly Cost For Service

- \$20-30 (194)
 - \$31-40 (118)
 - \$41-50 (112)
 - \$51-60 (63)
- \$61-80 (31)
 - \$81-100 (13)
 - More than \$100 (2)

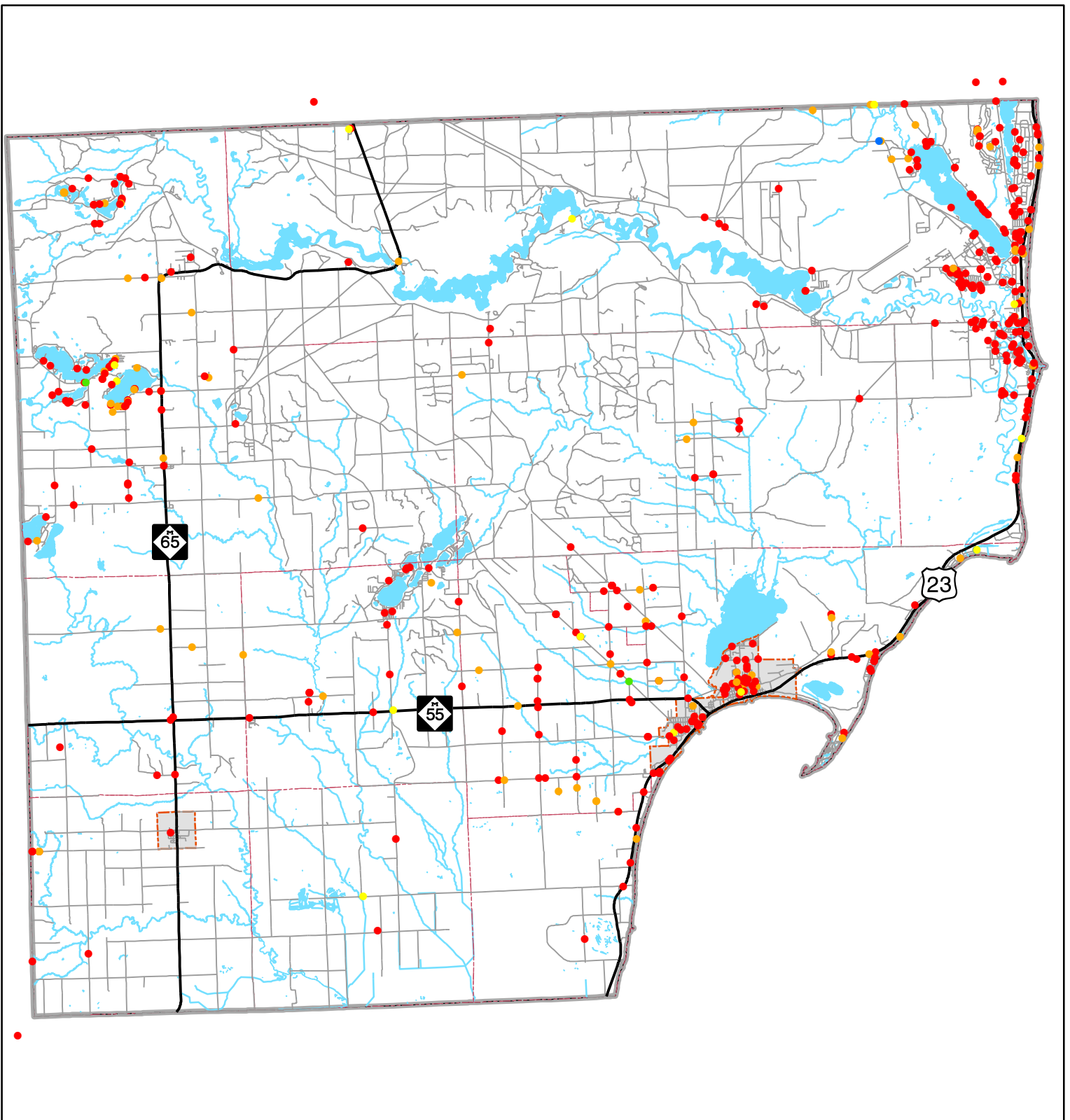


Map created by the
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19 respondents did not provide a response to this question and have been removed from the map

11/17/2015



Iosco County Broadband Services Survey Results

Acceptable Installation Cost

- Less than \$100 (412)
- \$100-200 (90)
- \$201-300 (16)
- \$301-400 (2)
- \$401-500 (2)

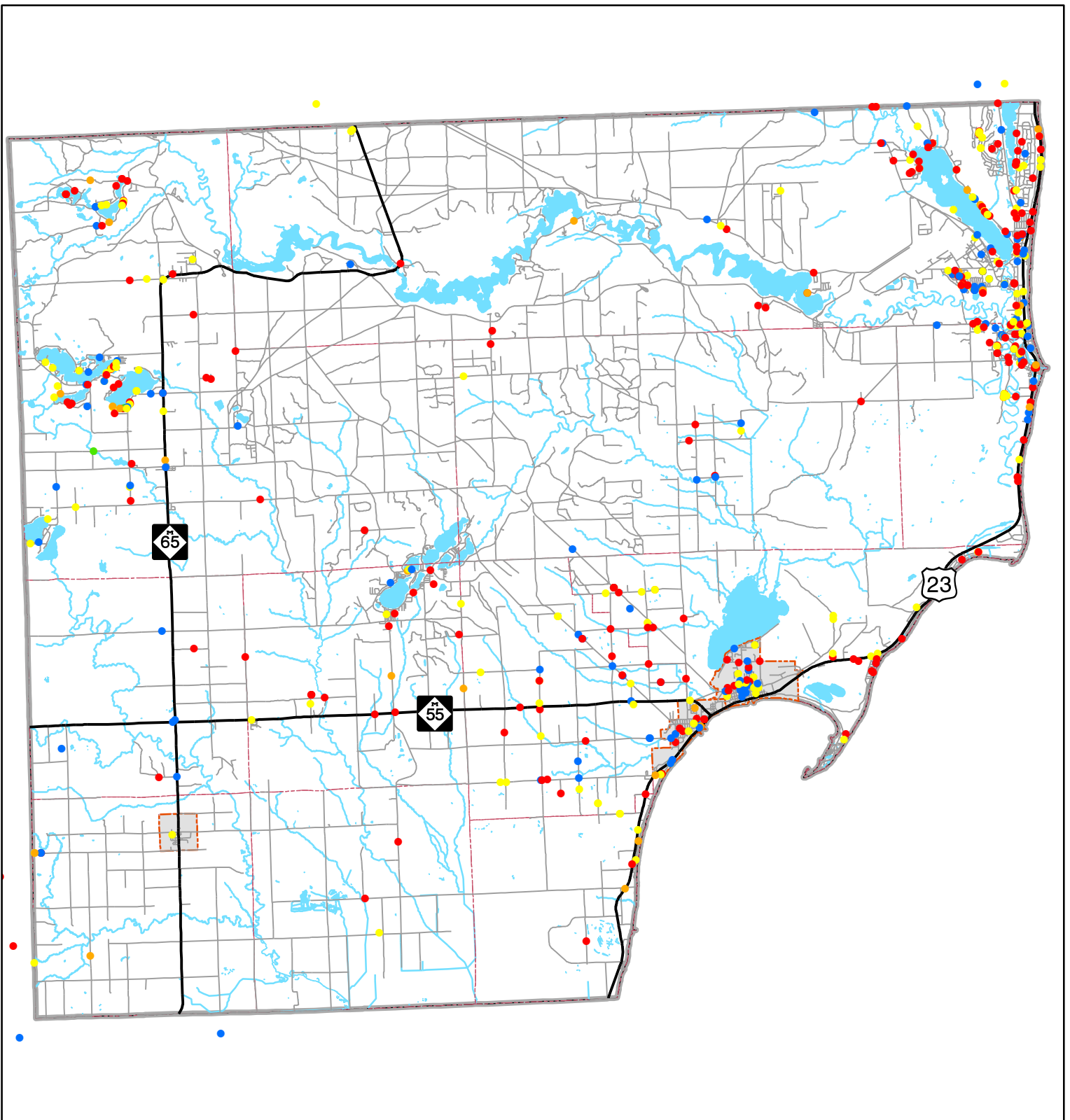


Map created by the
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30 respondents did not provide a response to this question and have been removed from the map



11/17/2015



Iosco County Broadband Services Survey Results

Type of Bundle Interest

- TV, Internet & Phone (225)
- Internet & Phone (31)
- TV & Internet (160)
- TV & Phone (2)
- No Interest (120)



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14 respondents did not provide a response to this question and have been removed from the map



11/17/2015