

Crawford County Broadband Survey

Executive Summary

Introduction

Crawford County Planning Commission (CCPC) partnered with Connect Michigan in July 2014 to begin the process of improving broadband capabilities throughout Crawford County. A kick-off meeting was conducted in July 2014 with participants representing the Townships, County Government, City of Grayling, County Library system, Kirtland College, County business professionals, Camp Grayling and the Grayling Visitors Bureau. The Commission recognizes the importance of high-quality internet connectivity in the lives of students, families, and business, not only in the city limits of Grayling, but in the rural areas of our community.

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 been developed based on reviews of local technology landscapes, input from regional partners, input from internet service providers and detailed community assessments.

Survey Summary

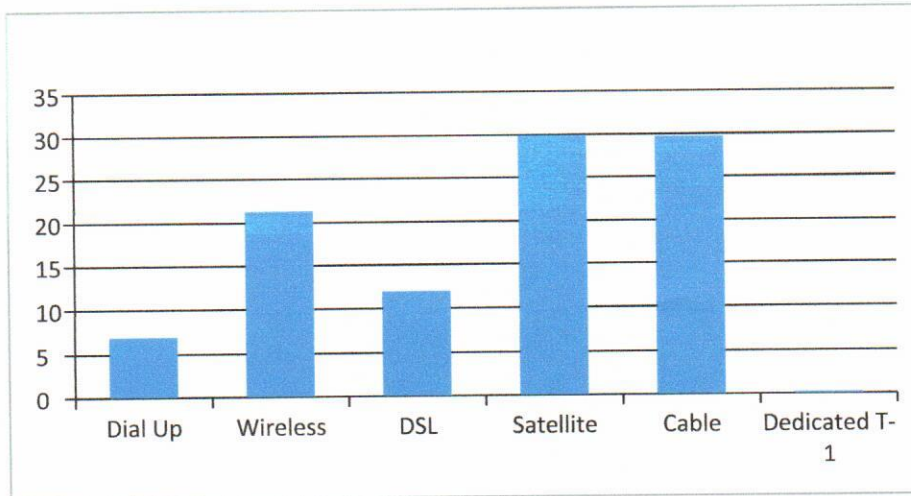
In March of 2014, with the complete support of Crawford County Townships, surveys were sent to all property owners in Beaver Creek, Frederic, Grayling, Lovells, South Branch Townships and the City of Grayling. The 11-question survey was distributed with the 2015 Tax Assessment notification and asked 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 as well. 889 documentable responses were received and plotted on GIS maps with the aide of the Northeast Michigan Council of Governments (NEMCOG). The survey results will be distributed to the participating Townships, the County Board of Commissioners and all internet providers that serve the county.

Property Address

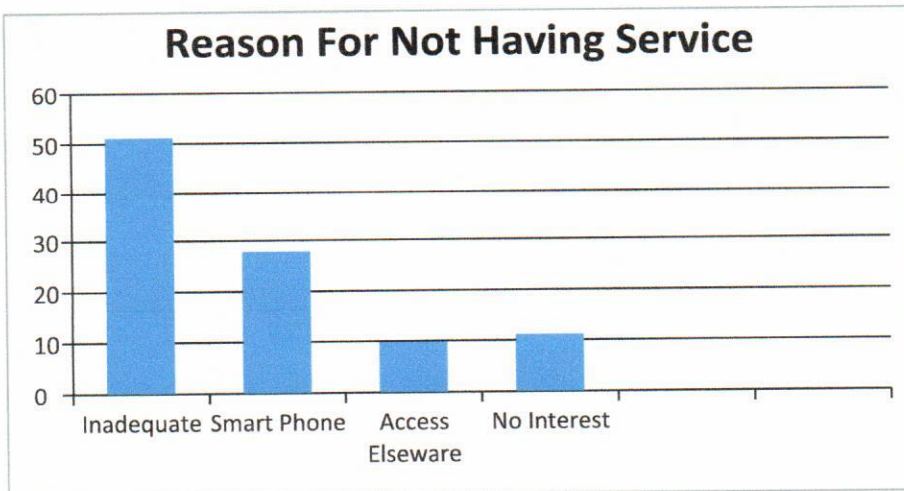
Of the 889 documented addresses, **549 (64.28%)** indicated their address as a full-time resident and property owner. A majority of the remaining respondents (**295 or 34.54%**) were part-time resident property owners. There were **10 responses (1.17%)** from business addresses. There were a number of remarks from part-time residents requesting a “part-time rate”.

Type of Service

The survey indicated that **104 (21.31%)** of the 488 responses to the question “If you DO subscribe to an internet service for this address, what type of service is it?” said they have **Wireless Internet**. Another **146 (29.92%)** used satellite-based internet service, while **145 (29.71%)** used cable internet service, **34 (6.97%)** had dial-up service and **58 (11.88%)** had a DSL product.



377 people responded to the question asking, “If you do NOT currently subscribe to an internet service at this address, why not?” **193 (51.2%)** stated that they “cannot get adequate access to the internet at this address”.



An overwhelming **83.21% (699 responses)** of the tabulated responses asking, “Are you interested in having alternative choices for internet service for this address?” indicated that they would like more options when asked

Cost of Service

There were 697 responses stating how much they are willing to pay on a monthly basis for internet service at their Crawford County address.

Connection-Monthly fee

Answer Options	Response %	Response Count
\$20-\$30	36.15%	252
\$31-\$40	22.67%	158
\$41-\$50	16.50%	115
\$51-\$60	15.06%	105
\$61-\$80	3.30%	23
\$81+	6.31%	44

There were 699 people that responded to the question asking how much they would be willing to pay for a one-time equipment installation fee.

One-Time Installation Fee

Answer Options	Response %	Response Count
Less than \$100	68.38%	478
\$100-\$200	23.60%	165
\$201-\$300	4.29%	30
\$301-\$400	1.86%	13
\$401-\$500	0.86%	6
More than \$500	1.00%	7

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 CCPC has met with internet providers twice in order to understand how broadband access can be improved within Crawford County. The rural areas within the county are a challenging business case for providers, which will require good cooperation between providers and the County to fully address.

Next steps

The Crawford County Planning Commission will continue to partner with Connect Michigan and will work toward implementing top four “next steps” in the development of our broadband services.

They are:

1. Distribute Internet Survey results to providers and County government entities.
2. Complete a mapping of vertical assets within Crawford County (mapping of potential sources of broadband towers) in conjunction with NEMCOG.
3. Analyze and increase consistency of tower ordinances within the Crawford County.
4. Facilitate internet safety classes.

For further information or to become involved, please contact:

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