# Broadband Survey Communications and Marketing Plan

Doña Ana Broadband

Participation expectations

- Apply lessons from survey and 2020 Census
  - Communications survey in 2019 garnered 320 responses
- Consider budget, length of time to fill out survey; social media presence and outreach in print and in person
- Partner with municipalities, non-profits and HHS

~217,000 residents

Early participants

**Followers**

End of Life

6 weeks
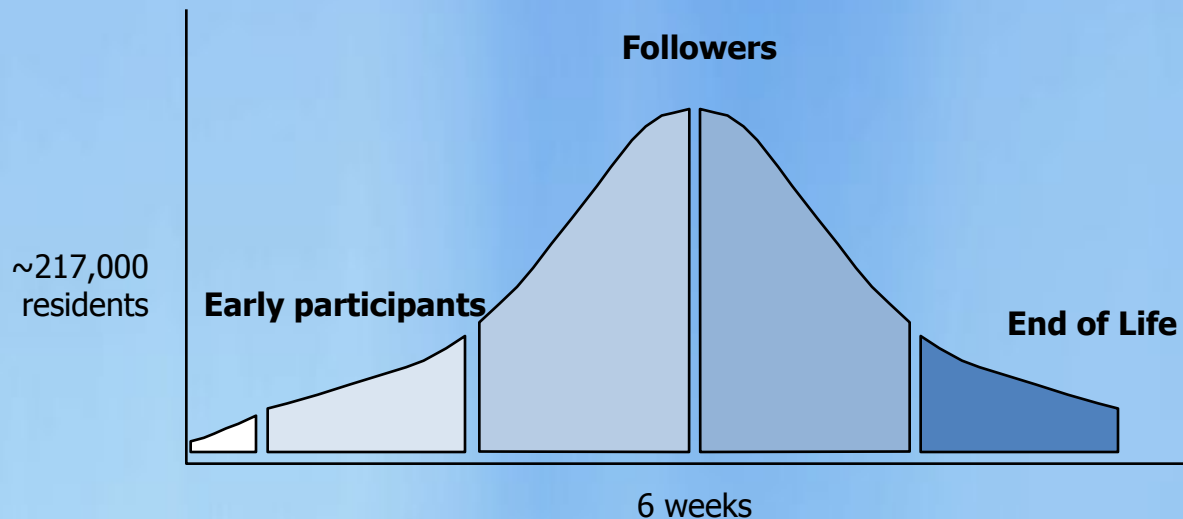
Broadband survey

- Doña Ana Broadband will deploy a survey about broadband service availability, access and speed throughout Doña Ana County to inform an upcoming feasibility study that defines:
  - The need for broadband in Doña Ana County
  - Identify underserved areas via map and survey
  - Potential solutions to provide accessible, affordable broadband throughout the county
  - Blueprint for shovel-ready broadband deployment plan

Delivery

- Community surveys are common
  - Fatigue and ability to fill out on phone
- Must include printed and prepaid return envelop option
- In person responses
  - Engage HHS, Clinica de Familia, Ben Archer, library, Community Centers
  - Consider print cost

Cost

Time

Print

In person

Social Media

eMail
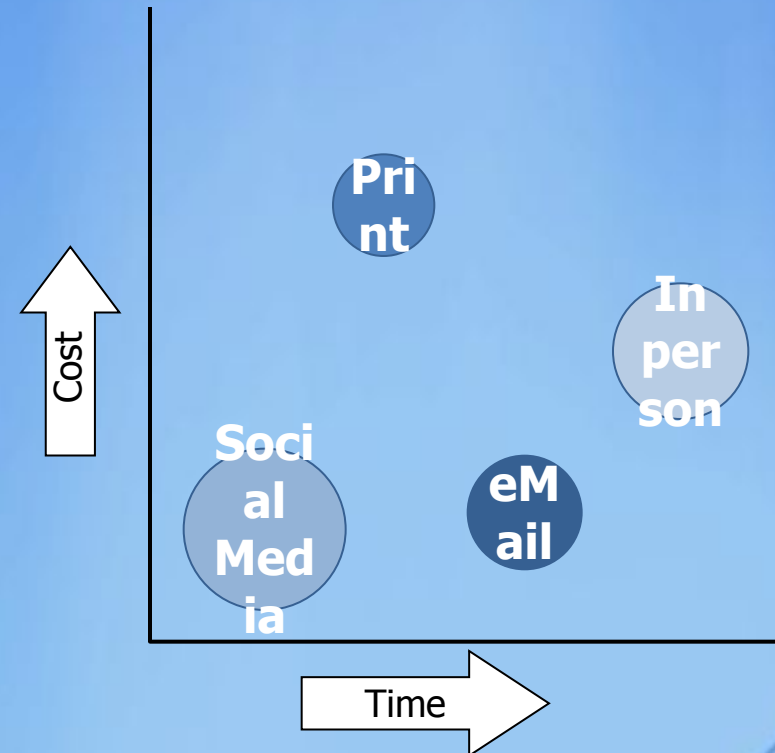
Communication Strategies

- Overall message will answer why it is important to participate in survey
  - Target audience is all residents; about 60% can be reached via:
    - County news release and advertisements
    - Social media channels and websites
    - DAB partners who amplify invitation
  - Hard-to-reach means information is needed in Spanish and in person:
    - Mail with utilities bills, with pre-stamped envelope
    - Available in Spanish in all channels
    - Rural – partner with HHS and community influencers

Why fill out the Broadband Survey?

- Residents' access to broadband in Doña Ana County ranges extensively by area and zip code, from an estimated 70% to 90%.

- By filling out this survey, Doña Ana Broadband will get a more accurate map of the most underserved areas, which will guide decisions to prioritize work, budget and allocate resources.

Public Relations

- Strategy & execution
  - Define messages and develop creative:
    - Key messages
    - News release
    - Flyer
    - Presentation
    - Social media content

- Stakeholders:
  - Community Outreach
  - Communications in all municipalities
  - Sr. Centers, Community Centers (HHS),
  - Economic Development
  - In person outreach: HHS, Clinica, Ben Archer, Library

- Amplify:
  - Presentation to county, CLC, other municipalities, Legislators
  - Timeline needed

Advertising

- Strategy is an integrated campaign so people see, hear and read about it
- Execution
  - Camino Real newspaper in Spanish, bimonthly
  - Weekly Las Cruces Bulletin
  - Weekly radio PSA
  - Social media, especially Facebook
  - Partners' social media
  - Flyers for in-person interactions
  - Mention in EPE bills

Budget

- Deploy survey
  - Survey Monkey? HHS help?
- Print
  - Print for bills could be via their regular channels
  - Cost-effective external print
- Mail
  - Mail cost if direct
  - Mail cost to add to bills, plus print
- Translation
  - Spanish
- Compilation
  - Who will enter printed surveys?
  - How do results need to be complied?

Distribution

Owned
- County and partners' websites
- eMail
- Social Media

Paid
- Mail with bills
- Mail – other?

Earned
- News release to media
- Media digital channels
- Consider media interviews

Success Metrics

- Reach every household with survey communications
- Obtain 2,375 responses, with representation from every county area, a statistically significant representation, based on a population of 217,000
- How will the survey be delivered and compiled????
- Results will be compiled and shared with both the community and the feasibility study vendor

Schedule

- Phase 1: Prepare
  - Define budget: mail, print, translation
  - Finalize survey
  - Define roles: Identify and meet with partners who amplify message; sketch social media calendar; identify spokespeople
  - Define messages and develop creative: News release, flyer, presentation, key messages, social media content; timing;
  - Stakeholders:
    - Review plan and provide feedback; help deploy survey;
    - Help amplify message and increase participation – talk it up!
    - Help in-person outreach
- Phase 2: Deploy
  - Post news release, align social media calendar; add to utilities bills; EPE? Assessor? Treasurer?
  - In person
- Phase 3: Compile
  - Compile results
  - Provide to feasibility study vendor
  - Analyze results
  - Share results with community

Phase 1: Prepare

Phase 2: Deploy

Phase 3: Compile
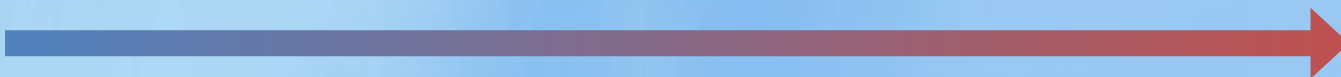
To succeed, we need

- All municipalities and participating organizations to help garner their share of survey responses
- Adjustments in communications messages and channels continuously, to garner more responses
- Budget
  - Social media boosting
  - Printing 1,000 flyers and 10,000 no-access surveys
  - Mailing and stamped, return envelopes