

Keeping Residents Educated and Informed Begins in the First Step of Choosing your Bulk Provider

Choosing the right bulk internet provider for your community is a big decision—and one that affects every resident. That’s why keeping residents educated, informed and engaged throughout the process is essential. When residents feel included, they’re more likely to support the process, leading to a smoother transition and a better experience for everyone.

Here’s how to keep your community in the loop every step of the way:

1 Educate Residents on Bulk and Its Benefits

Before beginning the selection process, take time to educate residents on what bulk service is and why it matters. Distribute educational materials and provide clear explanations about the cost savings, service quality, and long-term benefits of bulk agreements. This ensures that residents feel informed and prepared to participate in future discussions/decision-making with confidence.

2 Kick Off the Journey with Transparency

Share the exciting news that your board is exploring bulk internet options and the experience that will be used to back this decision (prior experience, industry research, partnerships). Highlight the benefits, like enhanced service and significant cost savings, to set a positive tone. Let them know you’re committed to finding the best experience at the best price for the entire community.

3 Listen to Resident Feedback

Conduct a survey to gather insights about what residents like (and don’t like) about their current provider. This feedback not only helps the board make an informed choice but also makes residents feel valued and heard—fostering trust in the process. Blue Stream Fiber is happy to conduct a survey on your behalf or craft recommended questions and share the results.

4 Explain the Decision

When selecting a provider, communicate the “why” behind the decision. Highlight how the chosen provider will improve services, save money, and enhance their daily lives. Transparency here builds understanding and excitement for what’s to come.

5 Prepare Them for the Transition

Once the provider is selected, outline the next steps in the process so residents know what to expect. Your provider should be handing all resident communications in partnership with you as they move into the various launch phases.

“My community switched from another provider to Blue Stream. As always when the board makes changes, many of us get nervous, because the decision is often made without everyone in mind. When selecting Blue Stream, we were informed about the overall process and those of us interested in sharing feedback were able to provide it in a survey the community sent out. I wish this process was followed for any big changes our board makes moving forward.”

— ELLEN RICHARDSON, SOLIVITA RESIDENT