

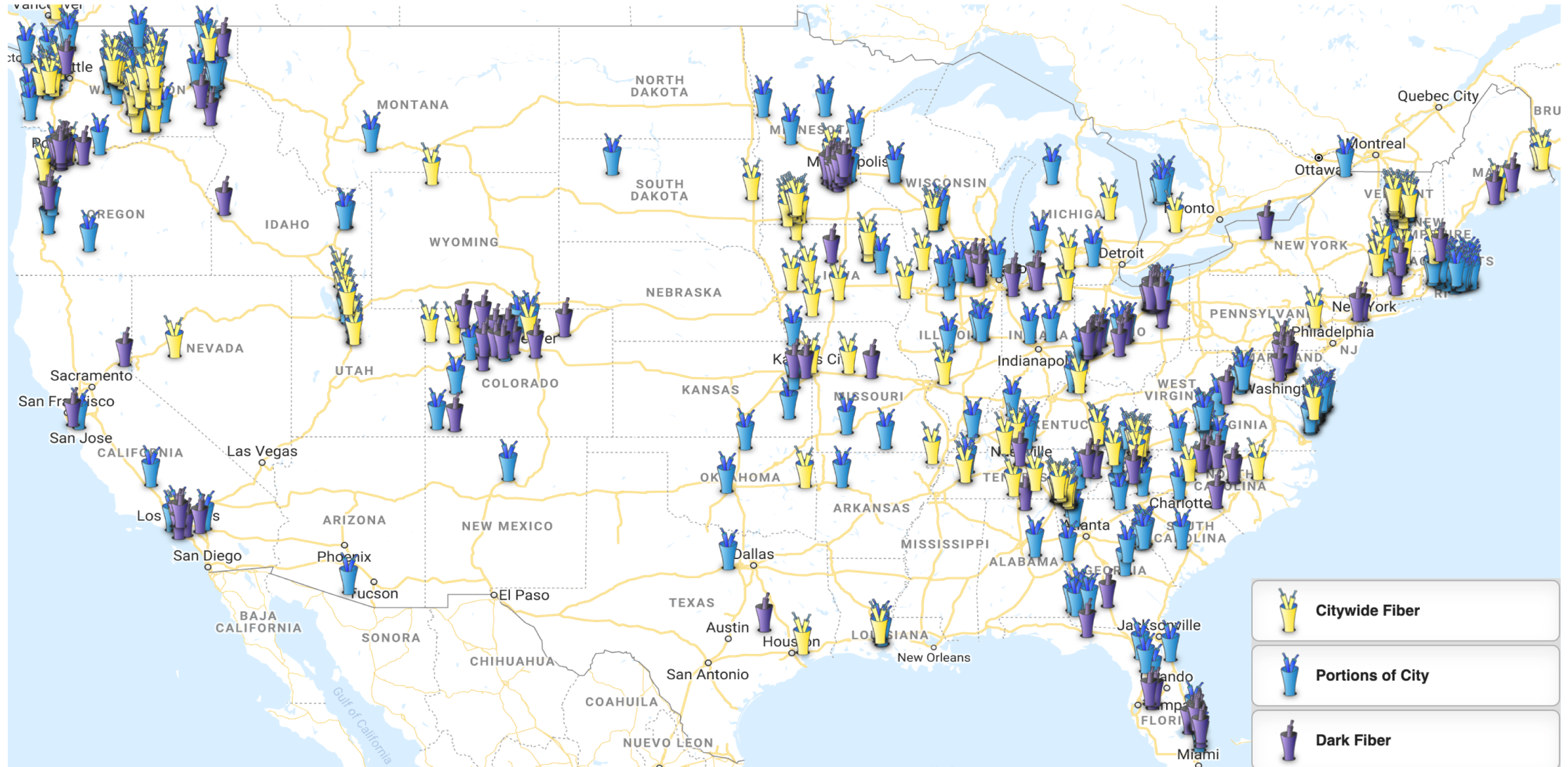
BROADBAND INITIATIVE UPDATE

Update to City Council



BROADBAND INITIATIVE

Over 200 City-Owned Broadband Fiber Networks in the US



BROADBAND INITIATIVE

Why do Cities provide broadband services?

Ensure residents and businesses have the access they need to take advantage of all opportunities the Internet has to offer

- Economic development
- Availability
- Education and training
- Telehealth
- Utility & Traffic management/modernization
- Smart city integration
- Reducing the digital divide
- Pandemic preparedness
- Public safety

BROADBAND INITIATIVE



What role do cities with owned electric utilities play?

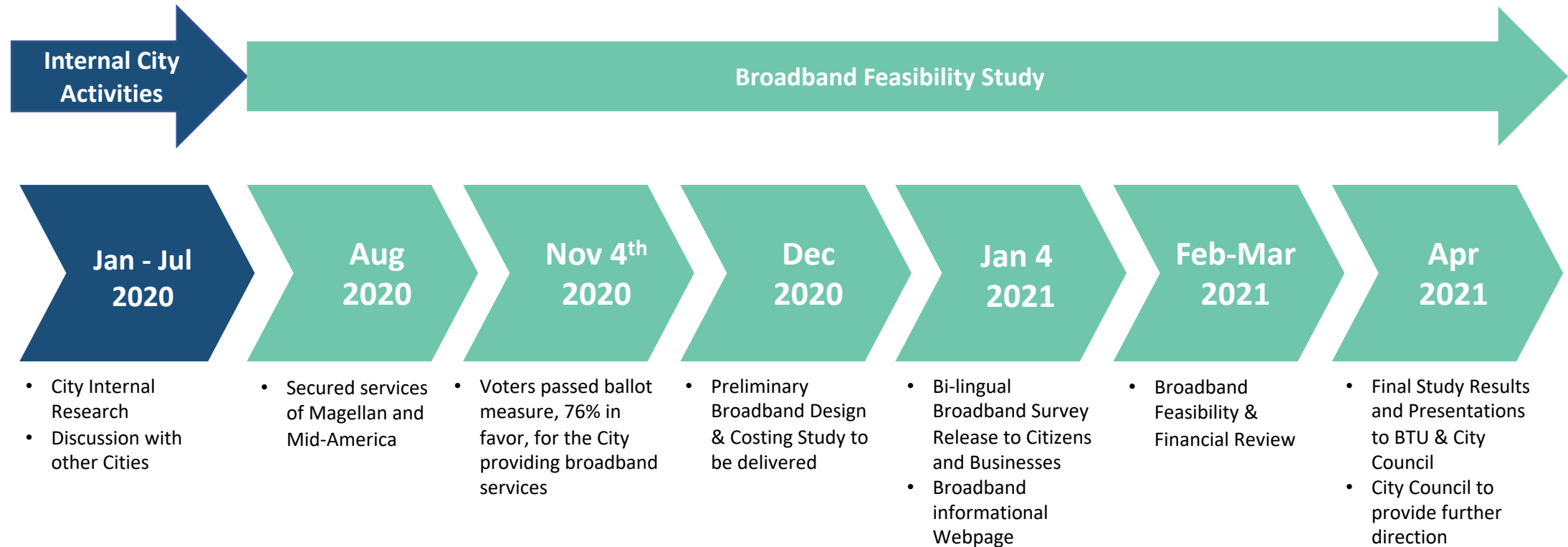
Typically have assets, resources and processes that are broadband enablers.

- Existing infrastructure (Poles, Easements, Fiber, Conduit, etc.)
- Electric substations and properties (Strategic cabinet locations, etc)
- Similar processes in-place that align with broadband operations
 - Billing, work order, inventory processes
 - Field & Operational practices
 - Culture of managing critical infrastructure and essential services

The broadband feasibility study will assess the value of these assets.

PROJECT TIMELINE

BTU Broadband Initiative



CITIZEN & BUSINESS SURVEY



Survey – 1/4/2021

- Separate bi-lingual surveys for citizens and businesses

Survey Results –

2/5/2021

Survey will solicit information to determine what the drivers are for our citizens

- Speed & Cost expectations
- Customer Service
- Overall Satisfaction
- Are constituents' needs being met
- What are the key issues
- How is broadband distributed across the City

CITIZEN & BUSINESS SURVEY



Survey Results –

2/5/2021

- Responses will determine what “take rates” the City could expect if it provided broadband services to the community
 - Number of customers that sign up
 - Prices customers would pay
 - Revenues generated by the system
- **Take rate – a measure of “success” defined as the percentage of potential subscribers who are offered the service that actually do subscribe**

QUESTIONS?



QUESTIONS?