LOC Annual Conference

10.6.22
What Is HiLight?

HiLight is a high-speed fiber internet service provided by the City of Hillsboro for the benefit of our community.

HiLight combines the highest-quality service — featuring gigabit speeds — with affordability and equity.

Why HiLight?

Internet is an essential service. Too many people in our community don’t have affordable, reliable access to this fundamental resource.

HiLight was born out of the City’s desire to give our residents and businesses access to a more affordable source of innovative technology, to strengthen the infrastructure and services in Hillsboro, and to give residents and businesses a local option with superior customer service.
Launched & Serviceable
First Three Phases | Initial Two Huts

Serviceable Addresses Passed 4,235
• Residential 2,997
• Commercial 1,238

- 8.6% of addresses in Hillsboro are constructed and fully activated
- Residential and Commercial installations being done
- Targeted marketing efforts fully executed
TOTAL ACTIVE SUBSCRIBERS

Progress To-Date

Serviceable Addresses Passed 4,235
• Residential 2,997
• Commercial 1,238

Active Customers 430
• Residential 337
• Commercial 93

Penetration 10.2%
• Residential 11.2%
• Commercial 7.5%
# Residential Services & Rates

## Internet

<table>
<thead>
<tr>
<th>SERVICE</th>
<th>SPEED</th>
<th>MONTHLY RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>HiLight 1 Gig</td>
<td>1 Gig / 1 Gig</td>
<td>$55.00</td>
</tr>
<tr>
<td>HiLight 2 Gig</td>
<td>2 Gig / 2 Gig</td>
<td>$125.00</td>
</tr>
<tr>
<td>HiLight 3 Gig</td>
<td>3 Gig / 3 Gig</td>
<td>$200.00</td>
</tr>
<tr>
<td>HiLight 4 Gig</td>
<td>4 Gig / 4 Gig</td>
<td>$300.00</td>
</tr>
<tr>
<td>Bridge Internet*</td>
<td>1 Gig / 1 Gig</td>
<td>$10.00</td>
</tr>
<tr>
<td>Wi-Fi Management</td>
<td></td>
<td>$5.00</td>
</tr>
</tbody>
</table>

* Bridge requires qualification through community partner based on established economic criteria.

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## Voice

<table>
<thead>
<tr>
<th>SERVICE</th>
<th>NOTE</th>
<th>MONTHLY RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unlimited Digital Voice (Per Line)</td>
<td>With Internet Only</td>
<td>$20.00</td>
</tr>
</tbody>
</table>

All fees and taxes included

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* Additional fees and taxes apply

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* Bridge requires qualification through community partner based on established economic criteria.
Bridging The Digital Divide

1 Gigabit Speed
Wi-Fi Management Included
No Installation Fee

Just $10 Per Month
Bridge participants requalify after twelve months

Free Laptop Program
- Windows compatible laptop
- MS Office Home & Student 2021
- Premium Support package

Core Values

- Build community
- Create opportunity
- Keep it simple
- Live equity
- Serve the city we love
# Commercial Services & Rates

## Internet | Small and Medium Business (SMB)

<table>
<thead>
<tr>
<th>SERVICE</th>
<th>SPEED</th>
<th>MONTHLY RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>HiLight Basic Business</td>
<td>500 Mbps / 500 Mbps</td>
<td>$75.00</td>
</tr>
<tr>
<td>HiLight 1 Gig Business</td>
<td>1 Gig / 1 Gig</td>
<td>$200.00</td>
</tr>
<tr>
<td>HiLight 2 Gig Business</td>
<td>2 Gig / 2 Gig</td>
<td>$300.00</td>
</tr>
<tr>
<td>HiLight 3 Gig Business</td>
<td>3 Gig / 3 Gig</td>
<td>$400.00</td>
</tr>
<tr>
<td>HiLight 4 Gig Business</td>
<td>4 Gig / 4 Gig</td>
<td>$500.00</td>
</tr>
<tr>
<td>Wi-Fi Management</td>
<td></td>
<td>$10.00</td>
</tr>
<tr>
<td>Static IP Address (Each)</td>
<td></td>
<td>$15.00</td>
</tr>
</tbody>
</table>

All fees and taxes included

## Digital Voice

<table>
<thead>
<tr>
<th>SERVICE</th>
<th>NOTE</th>
<th>MONTHLY RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unlimited Digital Voice (Per Line)</td>
<td>With or without internet</td>
<td>$25.00</td>
</tr>
</tbody>
</table>
DARK FIBER

• Expecting to deliver dark fiber but no paid customers yet

• A few government users:
  o Hillsboro School District
  o Clean Water Services
  o Washington County Cooperative Library Services
  o Washington County ITS
  o Washington County Traffic Division

• Interest/Inquiries from:
  o Link Oregon
  o Pacific University

• Exploring processes, details and approach
CUSTOMER SATISFACTION

Early Survey Results

Very positive customer response to HiLight!

- Net Promoter Score (NPS) of +88
- Many very glowing comments about customer service and product performance

Likelihood to Recommend

Customer survey August 2022
Funding Sources
Initial Buildout

To-Date
- Gainshare 88%
- SIP & Interest 9%
- ARPA Enabled 2%
- Customer Revenue 1%

Full Build
- Gainshare 37%
- ARPA Enabled 3%
- SIP & Interest 3%
- Customer Revenue 13%
- Unidentified 64%
Additional Financial Options
Funding the Gap to Complete Buildout

1. **Gainshare**
   - Sunsets in FY 2024-25
   - Exploring extension opportunities
   - Annual payments = $6,195,000

2. **Federal Infrastructure Investment and Jobs Act = $65B**
   - Expanded affordable access
   - Connectivity infrastructure – middle mile
   - Projects reaching the unserved and underserved
   - Connecting community Institutions and multi-family

3. **Bank Loan/Bonds/Interfund Borrowing**
   - Repayment sources
     - Extended Gainshare/SIP
     - HiLight operational cost

4. **Other State & Federal Grant Opportunities**
Buildout
By Fiscal Year

- SoHi to be built as area is developed
- Future build phases are estimates
Thank you!
Sherwood Broadband
Tim Rosener
Sherwood City Council President

• Oregon Broadband Advisory Council
• LOC Telecom Committee Vice-Chair
• NLC Internet Telecommunications and communications Policy Committee
• Career-focused on delivering technology solutions to local governments in 37 states.
Sherwood Broadband, est. 2004

• Structured as an Enterprise Fund
• One Million Loan from General Fund.
• Acquired Dark fiber from Sherwood to Pittock Building in Portland.
• Partners were used to provide services to customers, and Sherwood provided the Pipe.
• 2010, Transitioned to Direct Sales, focusing on private and public customers.
• 2018; Started exploring residential services.
Sherwood Broadband, est. 2004 (cont.)

• In the late 2000s, expanded networks into neighboring communities.
• Expanded network throughout Portland Metro Region
• Hired construction crews so work could be done in-house.
• Began an FTTH pilot project in 2019
• Began providing service to un/underserved rural residents in 2020
• Started a full FTTH buildout in 2022
Creative Financing.

- General Fund Loans
- Bonding against future Revenue
- Urban Renewal Agency Investment
- ARPA Funds
Fiber Backbone and the URA Map
Fiber Backbone and the URA Map
Monmouth / Independence Networks
Willamette Valley Fiber

PJ Armstrong
General Manager
parmstrong@minetfiber.net | 503.837.0708
www.minetfiber.com | www.wvalleyfiber.com
What is MINET / WVF?

- Municipally owned FTTP network serving Monmouth & Independence OR
- Formed mid 2000s as ORS 190 through IGA / partnership between cities of Monmouth / Independence
- Customer #1 - Winter of 2006
- 6 person Board of Directors:
  - 2 city managers
  - 2 city council liaisons
  - 2 citizens at large, 1 from each city

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MINET / WVF Services

- GPON technology - 100% fiber network
- Symmetrical gigabit data & voice service
- Managed mesh wireless
- Dark / dedicated fiber
- Free community wireless

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MINET / WVF Team & Network

- > 7000 subscribers
- 80% penetration rate legacy MINET market
- WVF - 2.5 years / 30% penetration
- < 25 team members

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MINET / WVF Mission & Success

- Provide highest quality service
- Unmatched customer support
- Team composition
- Community involvement = community support
- Partnerships

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MINET / WVF Trajectory

- Early 2006 - pioneering municipal broadband
- Success, missteps, transformation
- Public / private partnership & WVF
- Municipal partnerships & expansion efforts
- From city to county

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Why municipal & caveats

- Incumbent providers
- A higher standard of service
- “Public utility” in the private sector
- Municipal oversight
Resources

- Fiber Broadband Association - https://www.fiberbroadband.org/
- Broadband Communities - https://www.bbcmag.com/
- Institute for Local Self Reliance - https://ilsr.org/

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