



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

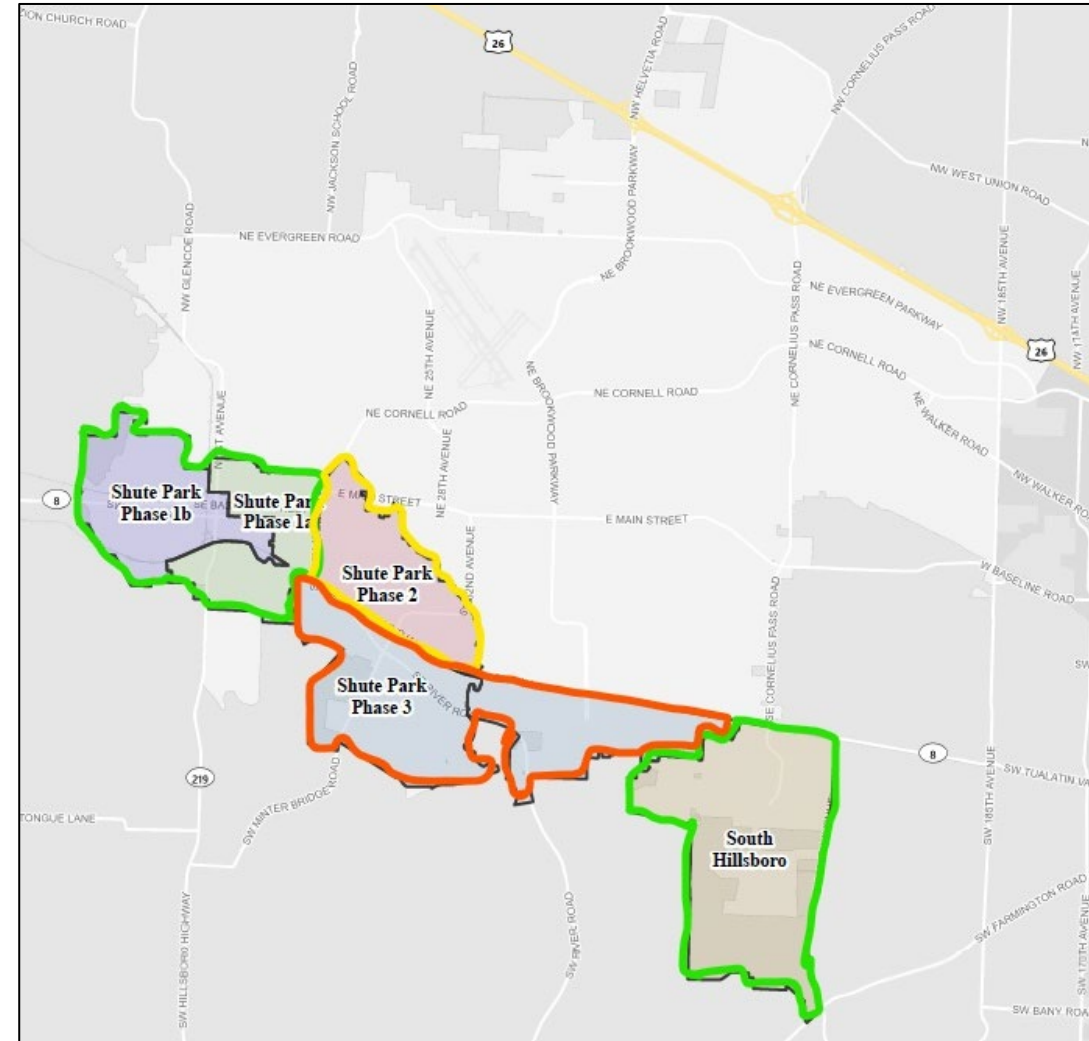
Serviceable Addresses Passed **4,235**

- Residential
- Commercial

2,997

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

- Residential
- Commercial

4,235

2,997

1,238

Active Customers

- Residential
- Commercial

430

337

93

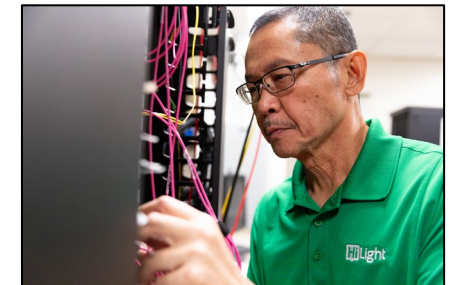
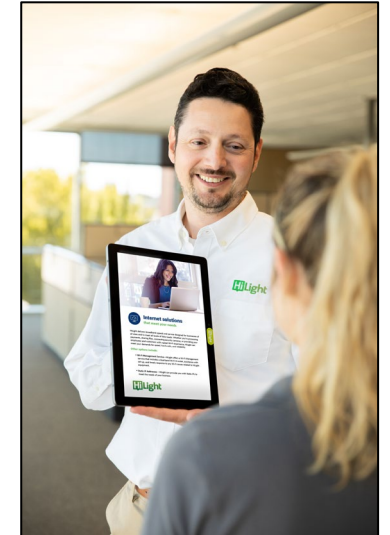
Penetration

- Residential
- Commercial

10.2%

11.2%

7.5%



Residential Services & Rates



Internet

| SERVICE | SPEED | MONTHLY RATE |
|------------------|---------------|--------------|
| HiLight 1 Gig | 1 Gig / 1 Gig | \$55.00 |
| HiLight 2 Gig | 2 Gig / 2 Gig | \$125.00 |
| HiLight 3 Gig | 3 Gig / 3 Gig | \$200.00 |
| HiLight 4 Gig | 4 Gig / 4 Gig | \$300.00 |
| Bridge Internet* | 1 Gig / 1 Gig | \$10.00 |
| Wi-Fi Management | | \$5.00 |



All fees and taxes included



Voice

| SERVICE | NOTE | MONTHLY RATE |
|------------------------------------|--------------------|--------------|
| Unlimited Digital Voice (Per Line) | With Internet Only | \$20.00 |

Additional fees and taxes apply

Core Values

Build community
Create opportunity
Keep it simple
Live equity
Serve the city we love

Bridging The Digital Divide

Bridge

- 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

Commercial Services & Rates



Internet | Small and Medium Business (SMB)

| SERVICE | SPEED | MONTHLY RATE |
|-------------------------------|---------------------|--------------|
| HiLight Basic Business | 500 Mbps / 500 Mbps | \$75.00 |
| HiLight 1 Gig Business | 1 Gig / 1 Gig | \$200.00 |
| HiLight 2 Gig Business | 2 Gig / 2 Gig | \$300.00 |
| HiLight 3 Gig Business | 3 Gig / 3 Gig | \$400.00 |
| HiLight 4 Gig Business | 4 Gig / 4 Gig | \$500.00 |
| Wi-Fi Management | | \$10.00 |
| Static IP Address (Each) | | \$15.00 |



Digital Voice

All fees and taxes included

| SERVICE | NOTE | MONTHLY RATE |
|------------------------------------|--------------------------|--------------|
| Unlimited Digital Voice (Per Line) | With or without internet | \$25.00 |

DARK FIBER

- Expecting to deliver dark fiber but no paid customers yet
- A few government users:
 - Hillsboro School District
 - Clean Water Services
 - Washington County Cooperative Library Services
 - Washington County ITS
 - Washington County Traffic Division
- Interest/Inquiries from:
 - *Link Oregon*
 - Pacific University
- Exploring processes, details and approach

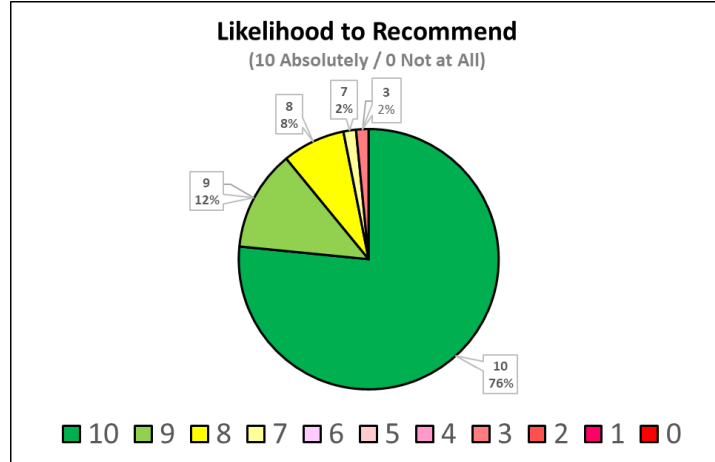


CUSTOMER SATISFACTION

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



How is HiLight doing?



"It's **great internet**, the best I've had, at the **right price**."

"This is the **best internet** I've **ever** had in terms of performance and service."

Likelihood to Recommend HiLight
89% of customers gave a **9 or 10 rating!**



See what our customers are saying.



"It's **the best customer service** of **my entire life!**"

"With **1 gig** going in and out, HiLight provides **so much more** than my past provider."

Likelihood to Recommend HiLight:
Average score

9.54

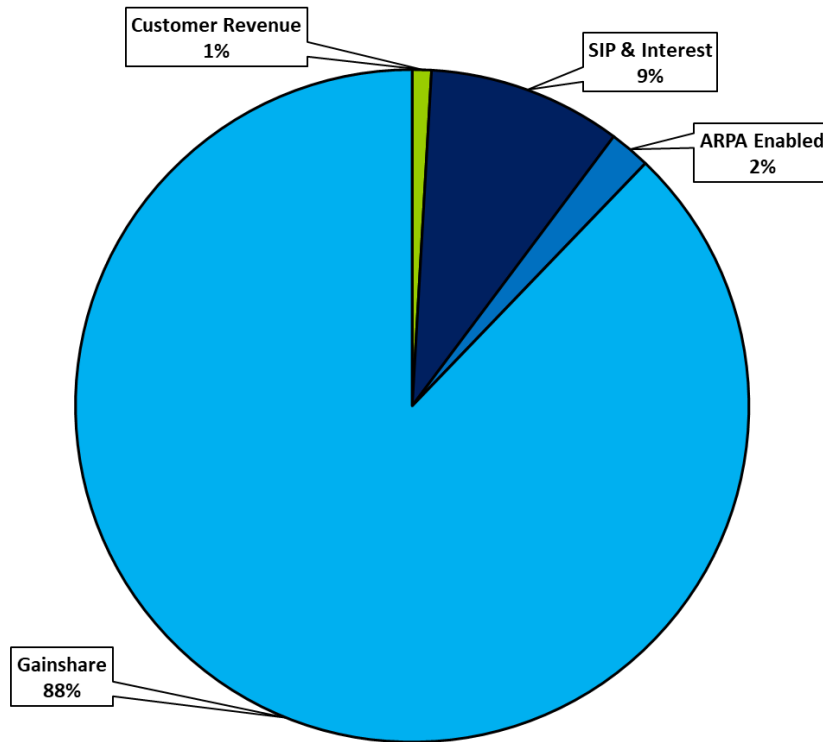


Customer survey August 2022

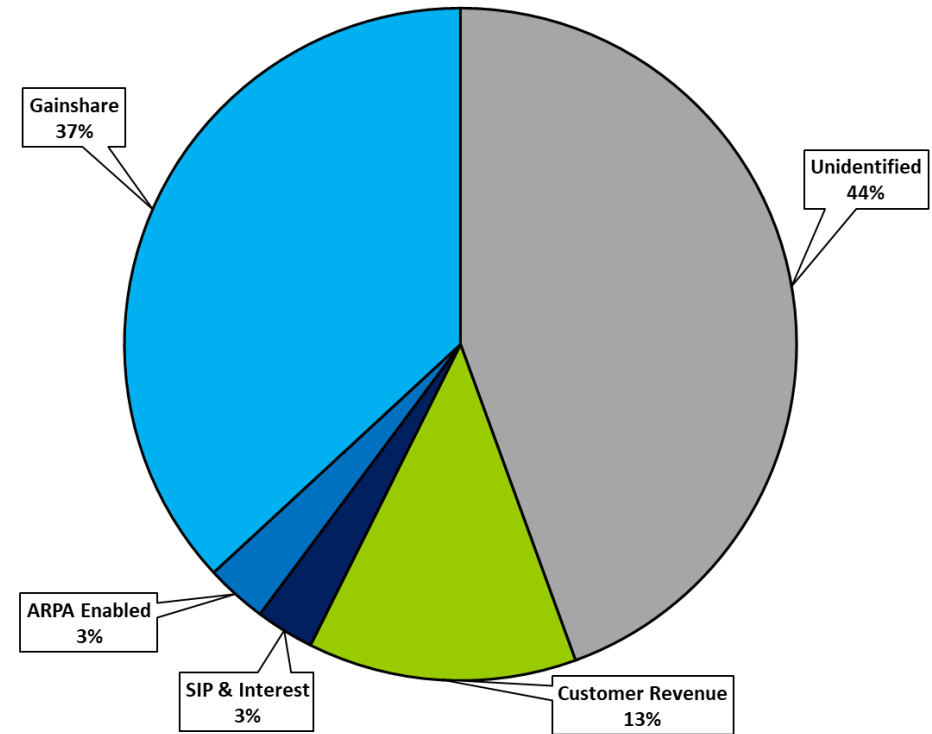
Funding Sources

Initial Buildout

To-Date



Full Build



Additional Financial Options

Funding the Gap to Complete Buildout

1.

Gainshare

- Sunsets in FY 2024-25
- Exploring extension opportunities
- Annual payments = \$6,195,000

3.

Bank Loan/Bonds/Interfund Borrowing

- Repayment sources
 - Extended Gainshare/SIP
 - HiLight operational cost

2.

Federal Infrastructure Investment and Jobs Act = \$65B

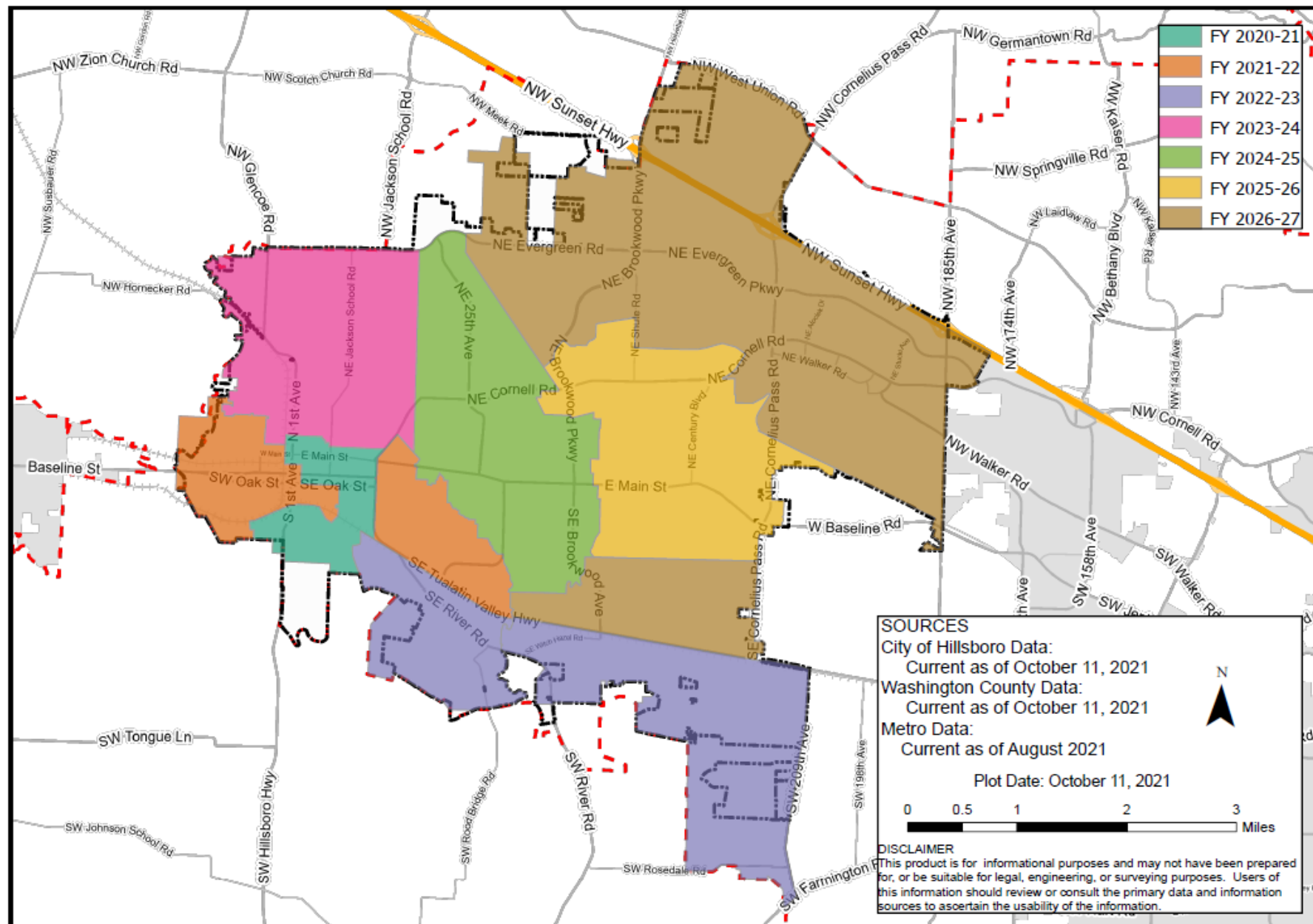
- Expanded affordable access
- Connectivity infrastructure – middle mile
- Projects reaching the unserved and underserved
- Connecting community Institutions and multi-family

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



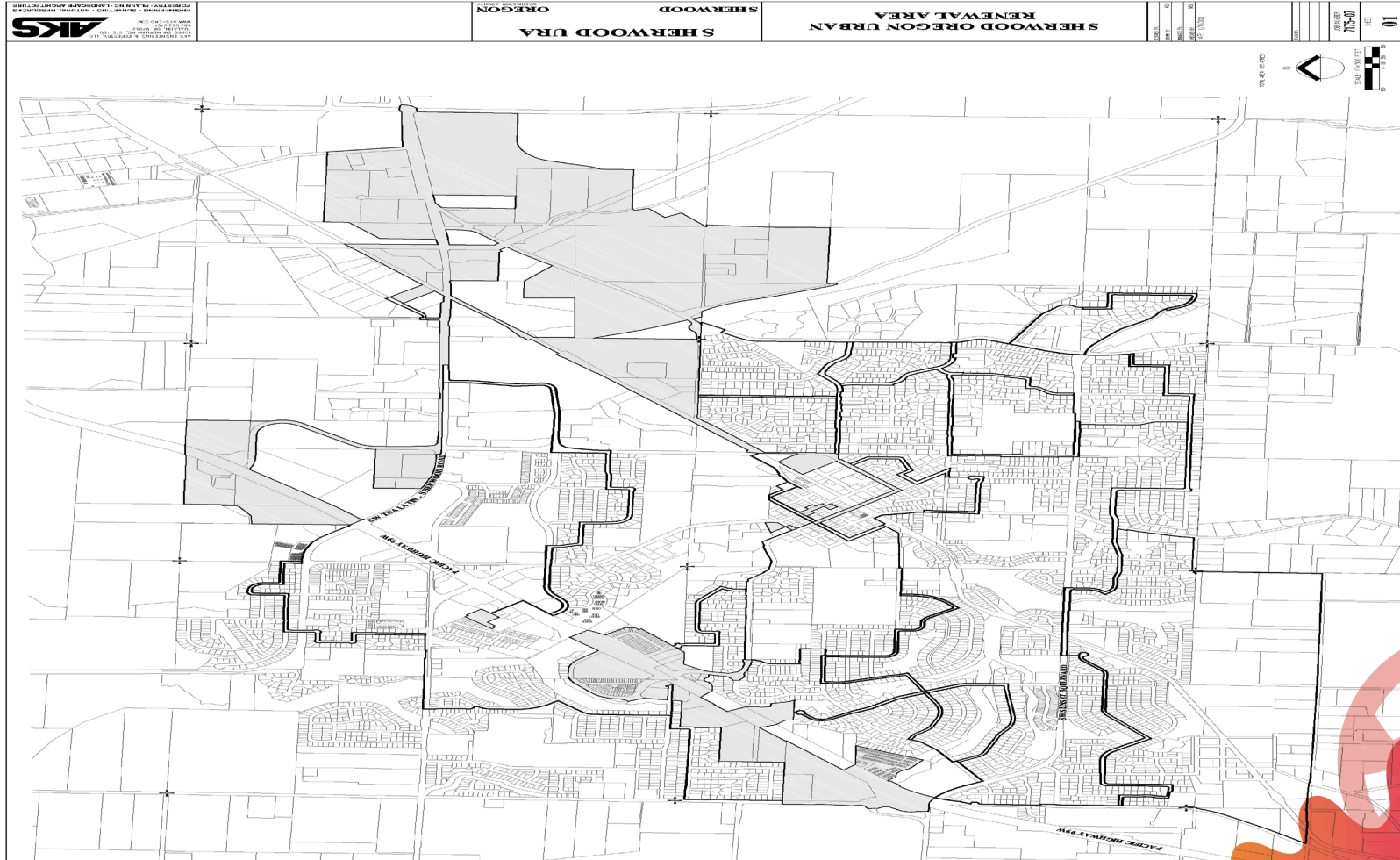
Creative Financing.



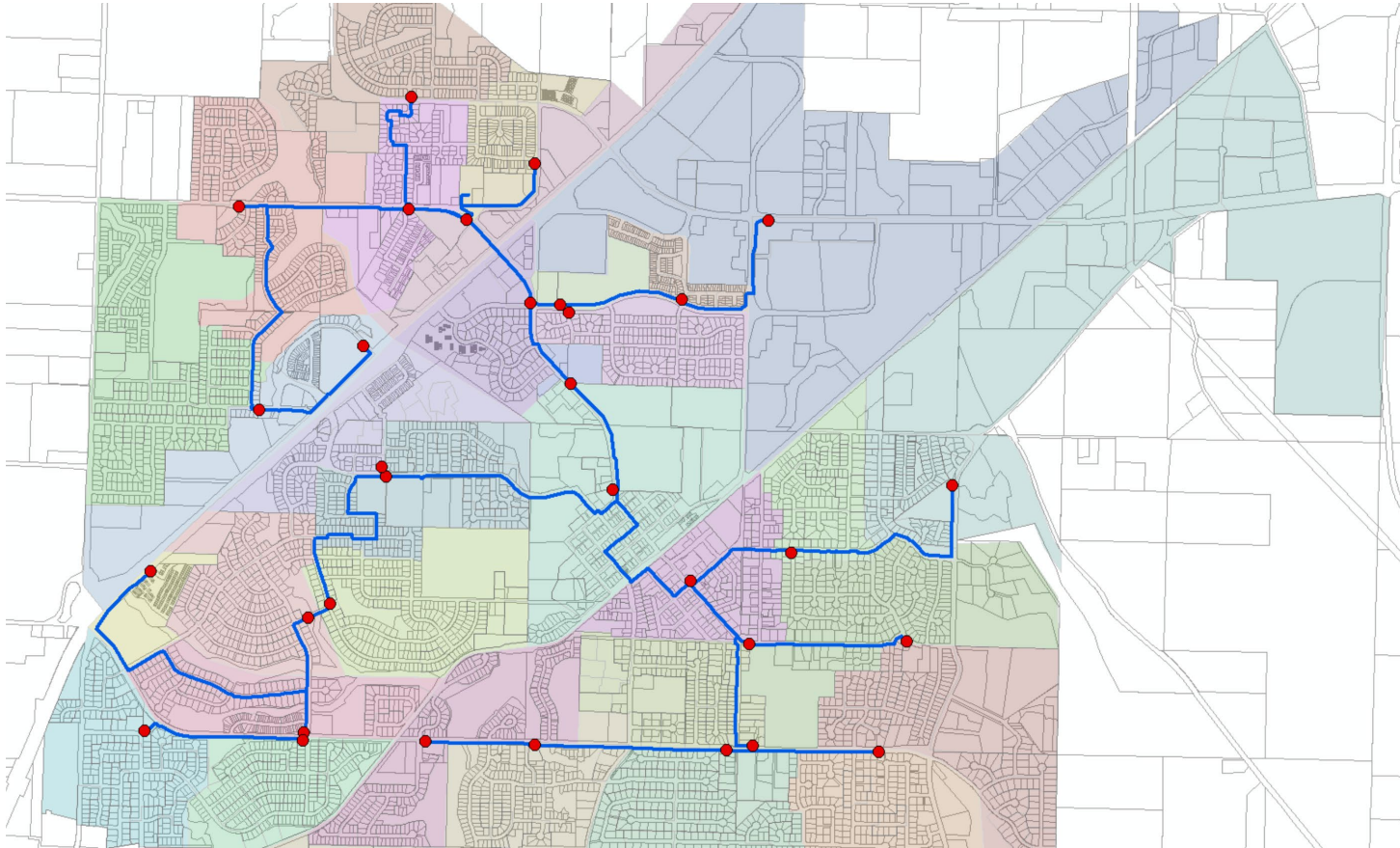
- General Fund Loans
- Bonding against future Revenue
- Urban Renewal Agency Investment
- ARPA Funds



Fiber Backbone and the URA Map



Fiber Backbone and the URA Map



Regional Fiber Map

Portland
Pittock Building

Sherwood

McMinnville

Woodburn

Sherwood
BROADBAND



Monmouth / Independence Networks Willamette Valley Fiber

PJ Armstrong

General Manager

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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 liasons
 - 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
- Customer Service, Outside Plant, Network Operations, Finance, Management

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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

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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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