



Fort Dodge Pre-Feasibility

Phase 1 Report

Summary of Key Conclusions



Consumers in Fort Dodge are not satisfied with current service options. Price, reliability, customer service quality, and lack of choices are primary factors



Community leaders and key stakeholders are concerned that lack of access to excellent broadband will continue to negatively impact the community



Consumers would react favorably to a new provider that addressed these deficiencies



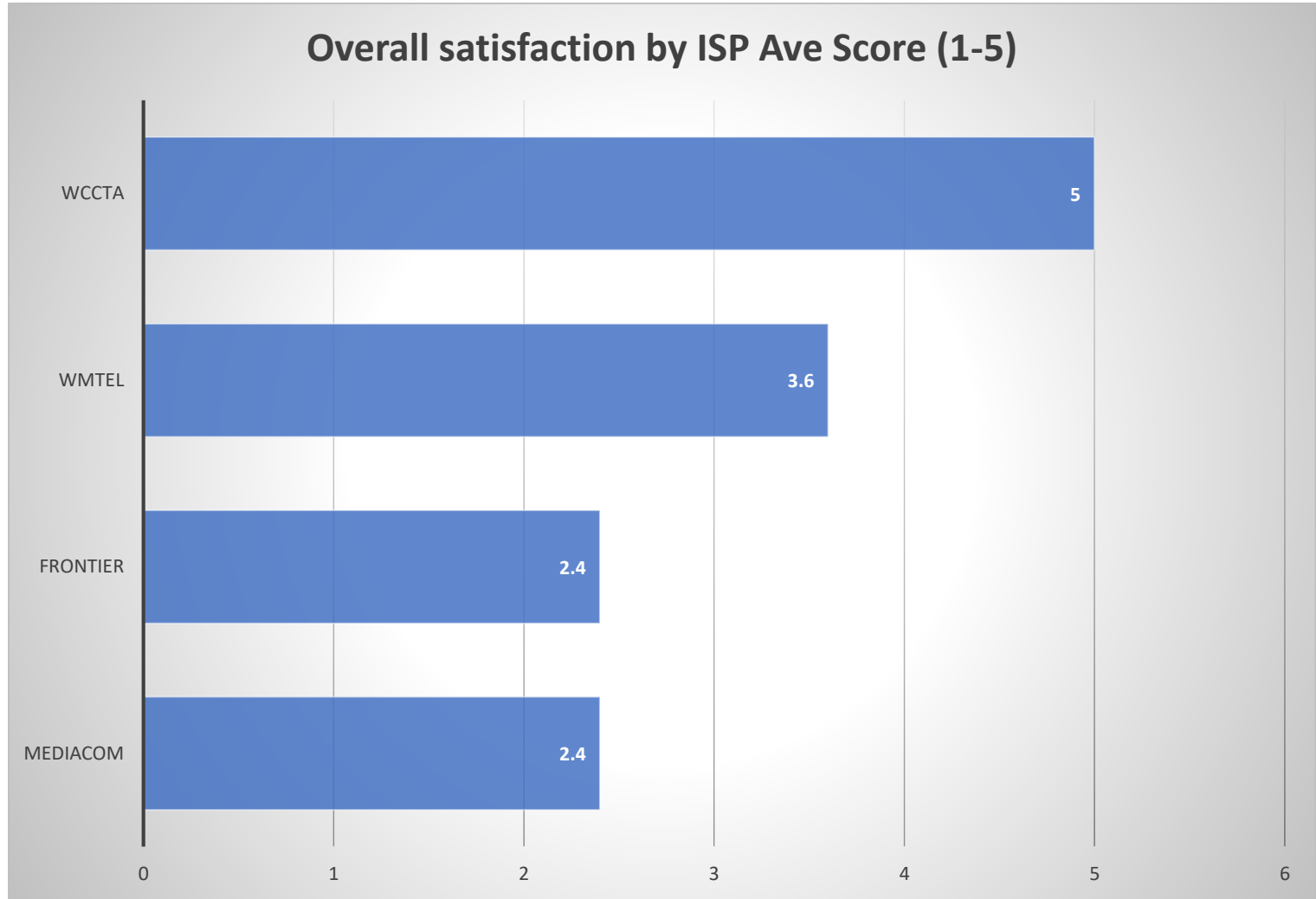
A fiber-to-the-home network in Fort Dodge would likely cost \$22 to \$32 million depending on final design and reach. The annual debt service per subscriber (portion of any monthly bill) is likely to be within the competitive landscape of retail pricing for broadband services.



Consumer Satisfaction

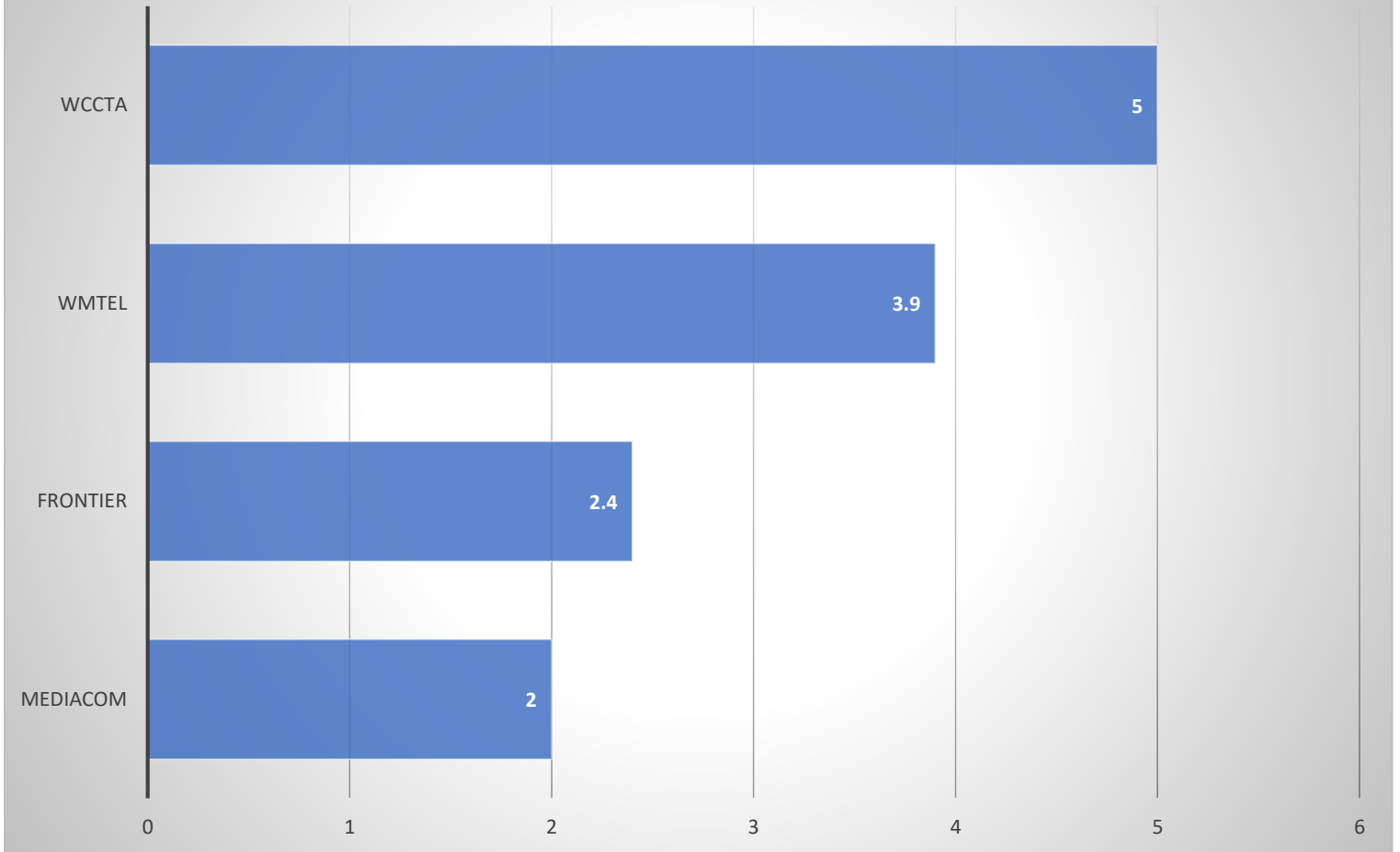
Broadband Survey and Assessments

OVERALL
SATISFACTION



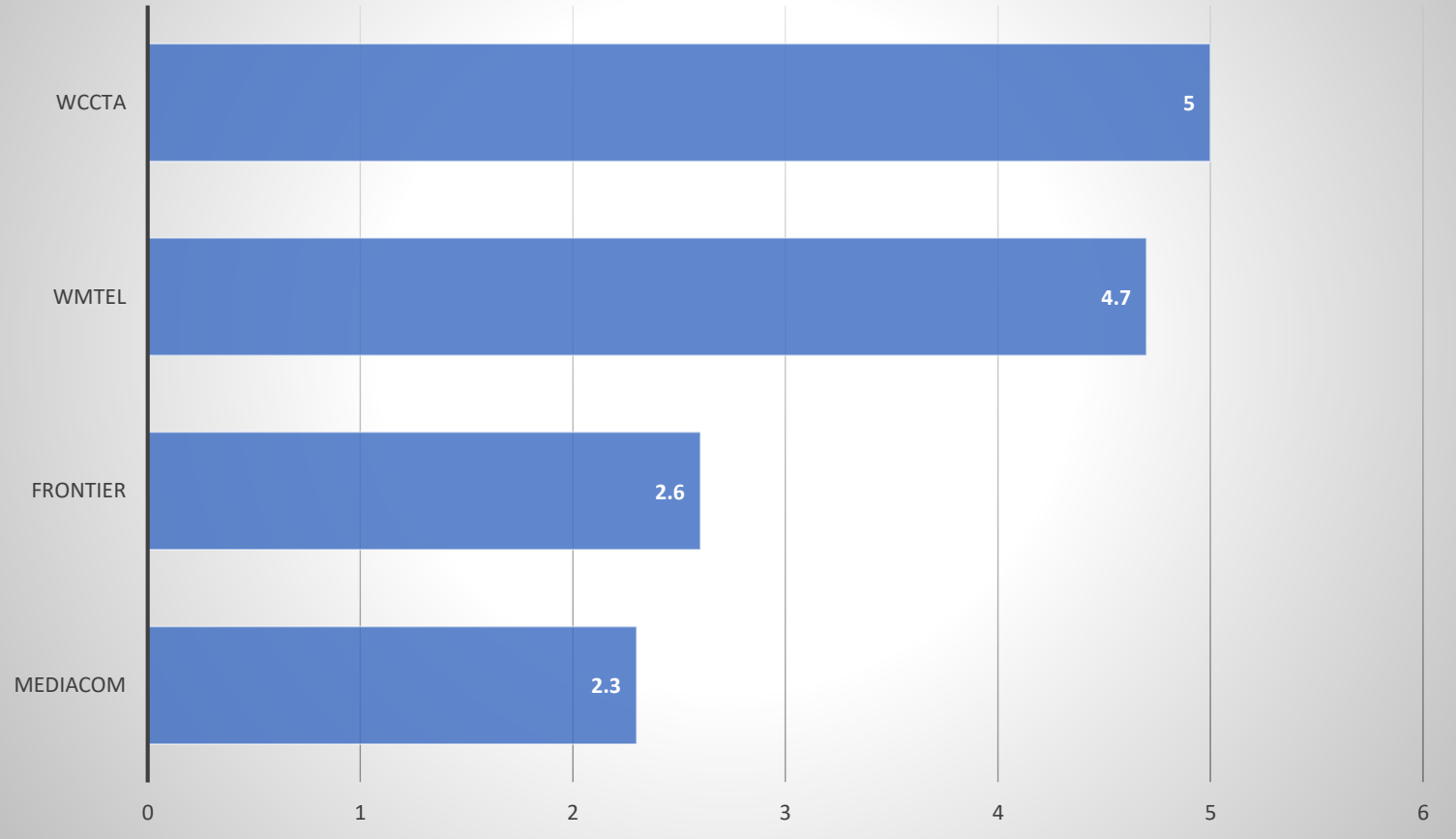
RELIABILITY

Reliability by ISP Ave Score (1-5)



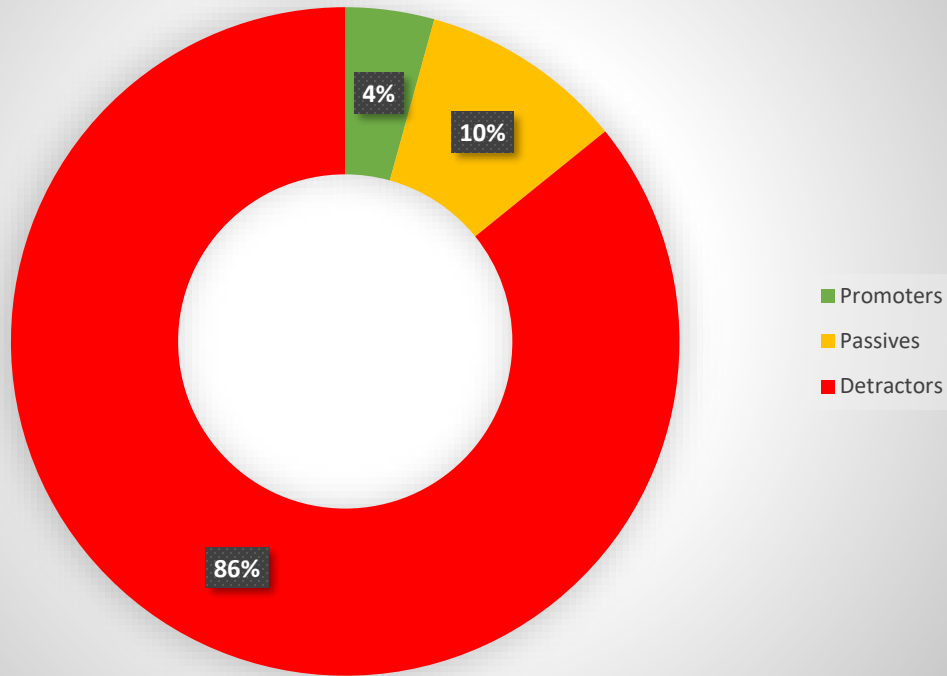
RELIABILITY

Customer Service experience by ISP Ave Score (1-5)

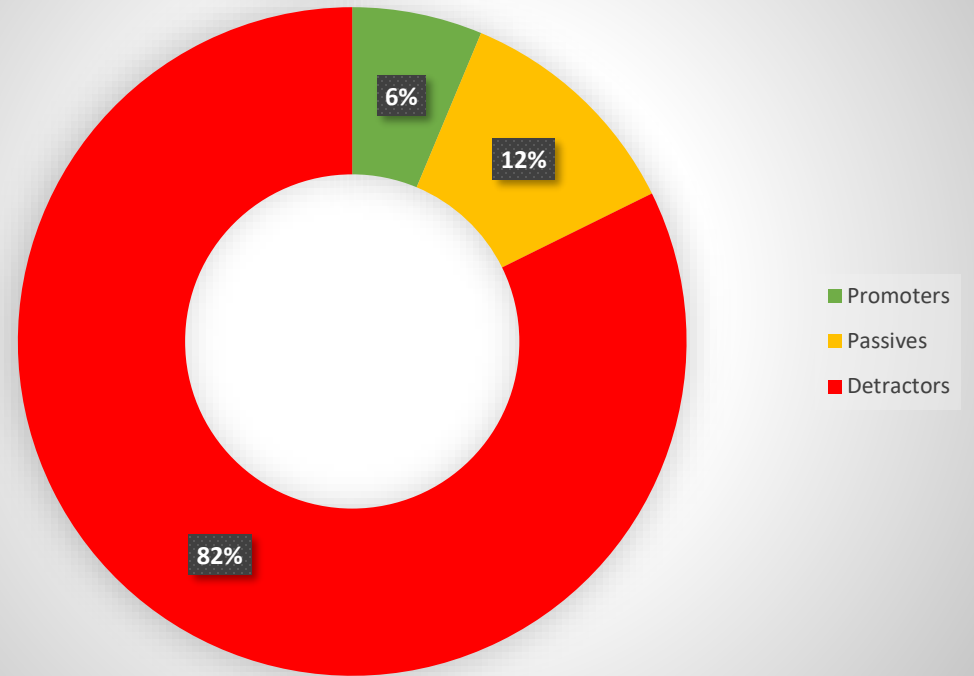


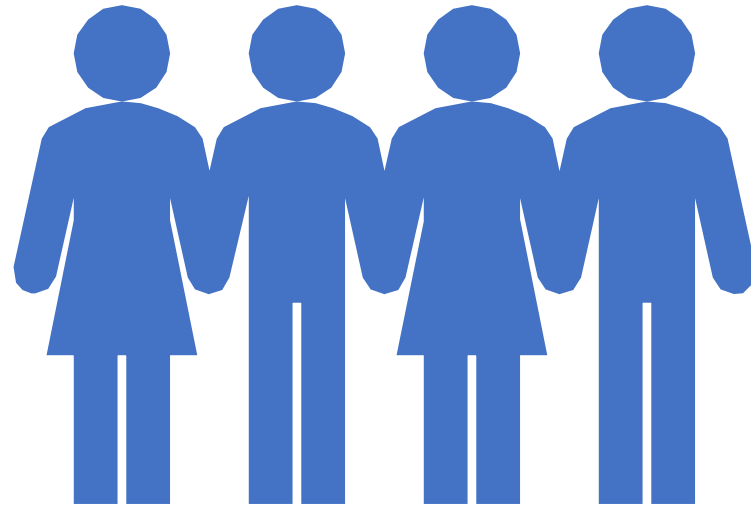
Net Promoter Scores (on a scale of -100 to 100)

Mediacom NPS: -81.6



Frontier NPS: -76





Community Leadership

Stakeholder Meetings

Community Leadership

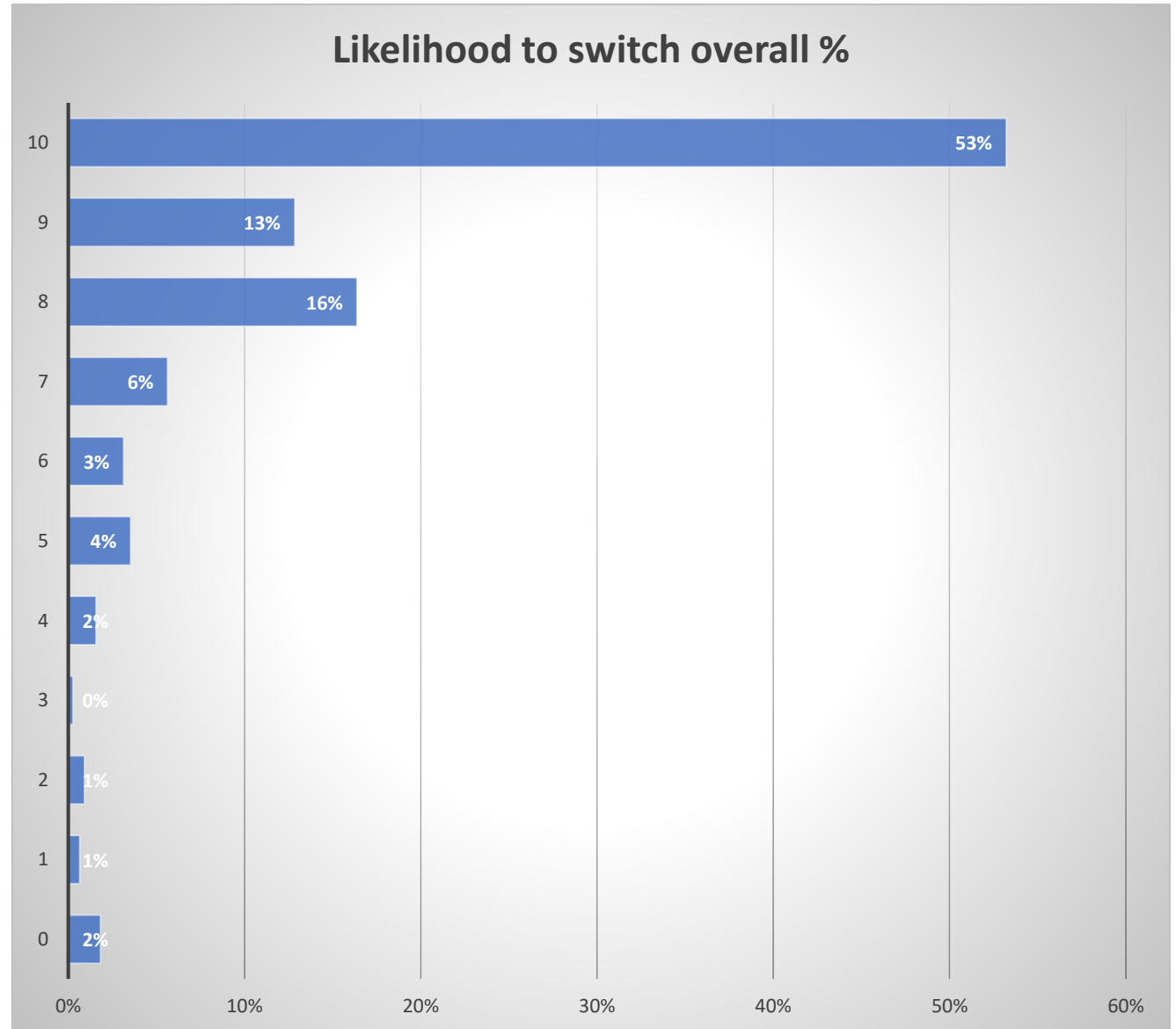
- Larger business can afford custom solutions to meet their needs
- Smaller businesses wrestle with reliability, affordability
- Educational leaders have concerns about access for some students from lower income households and reliability
- Health care leaders could do more with better broadband
- Economic development is fueled by reliable access, and a fiber network would help market the community

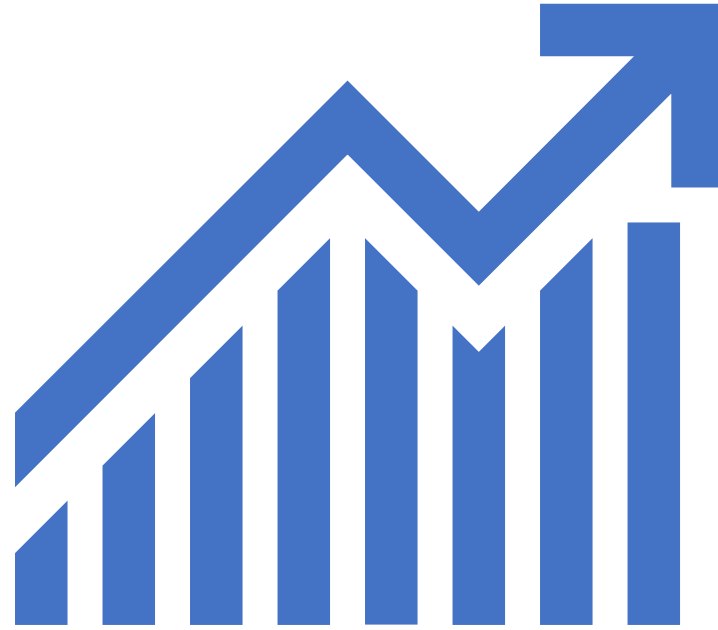


Opportunity for a New Provider

Market Demand

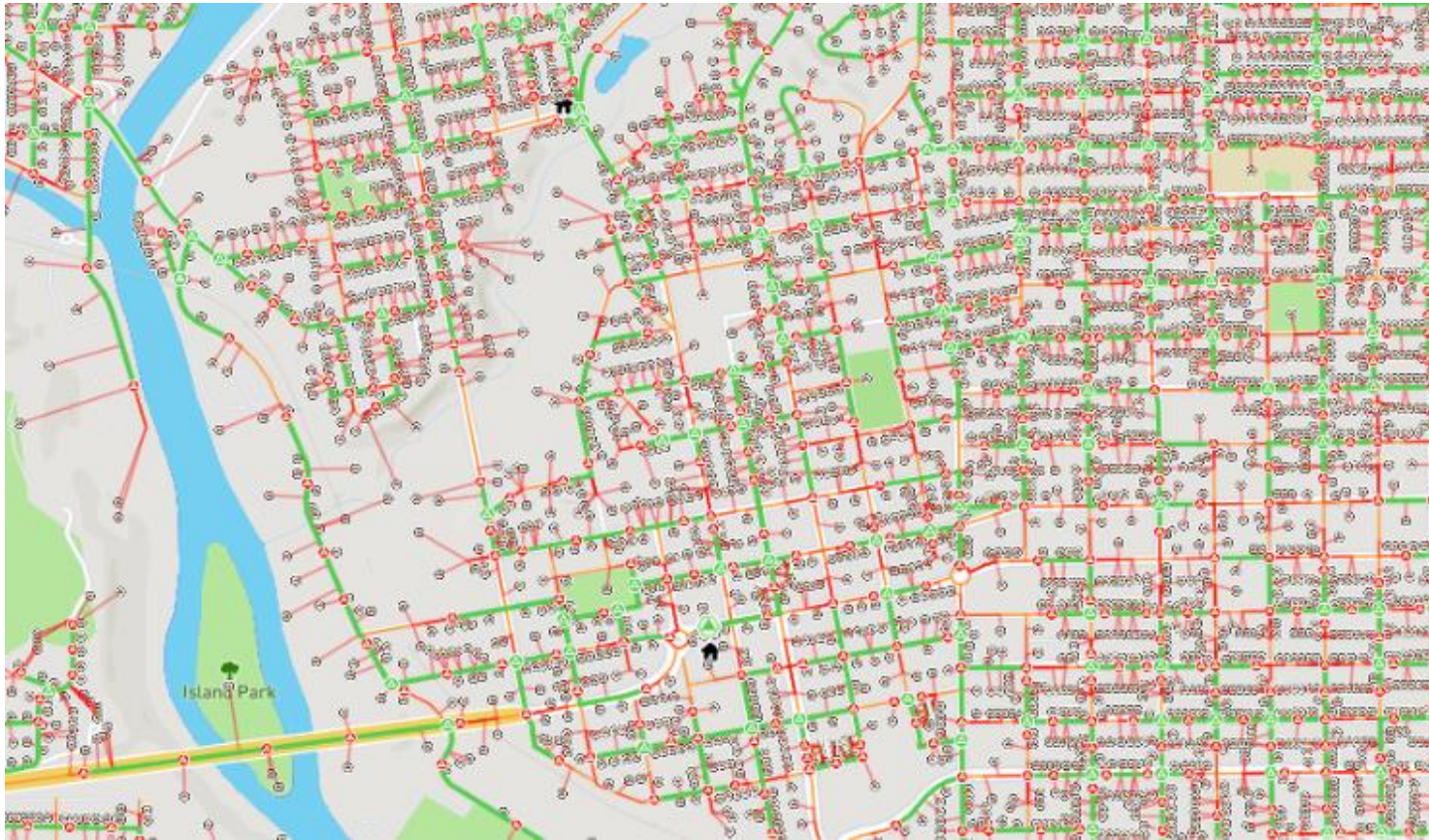
If a new provider (public or private) built a fiber network in Fort Dodge offering superior service for a competitive price, how likely would you be to switch from your current provider?





FTTP Cost Estimate

HR Green High-Level Design



FTTP Cost Estimate

- 100% underground design for maximum reliability
- \$22.2 million with service drops to 40% of premises
- \$31.9 million with service drops to 100% of premises
- The annual debt service per subscriber (portion of any monthly bill) is likely to be within the competitive landscape of retail pricing for broadband services
- Phase 2 proposal would develop high-level business model based on design, cost estimate, and likely take rates from survey

FTTP Network Elements

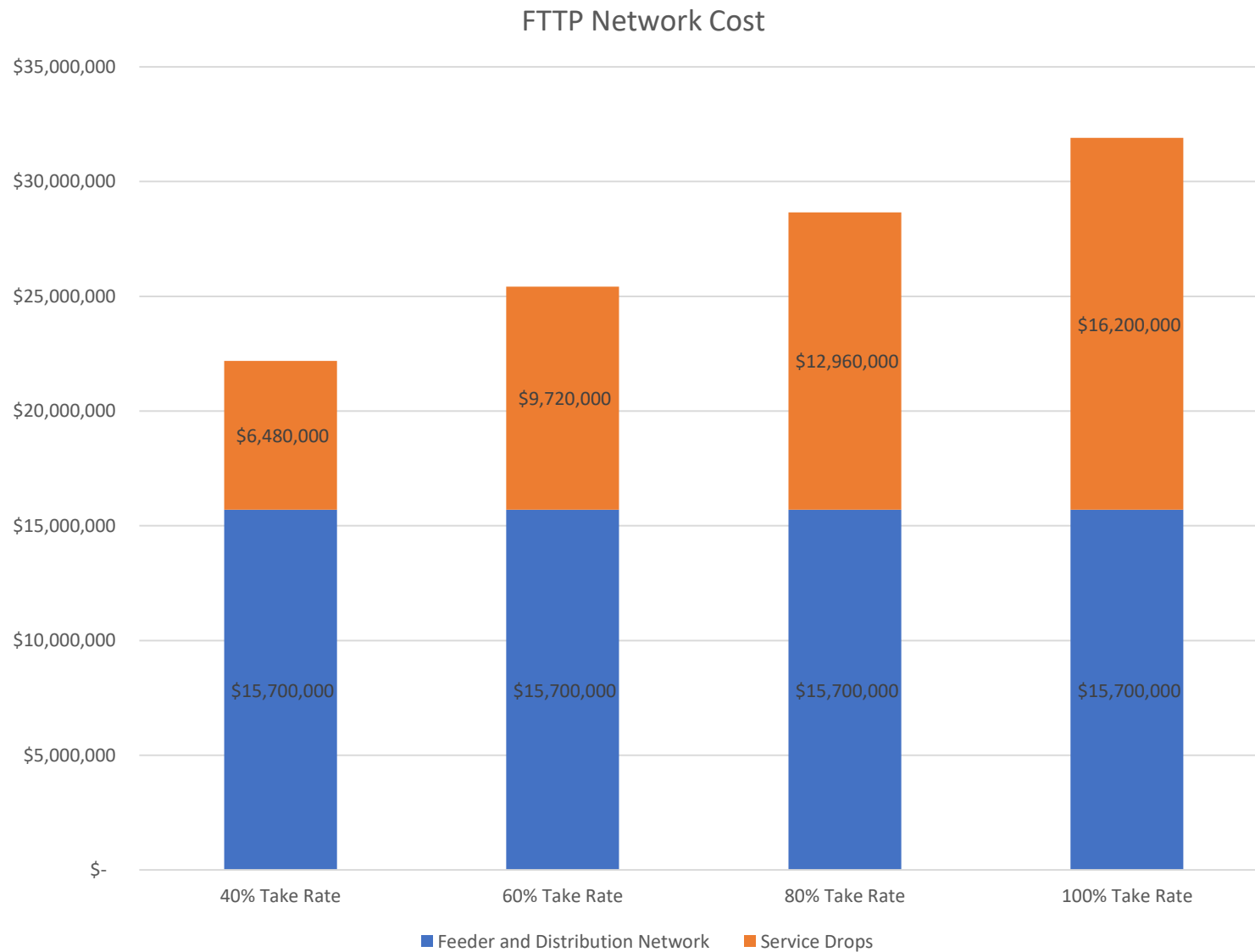
Primary Feeder & Distribution Network

- \$15.7 million to pass all 12,339 premises (homes and businesses)
- \$1,272 per passing
- Fixed cost regardless of take rate

Service Lines/Drops

- \$16.2 million to run a service line to all 12,339 premises
- \$1,313 per service line

Total Cost
Depends on
Take Rate



Next Steps



Referendum on November 5,
2019



Phase 2: Business Model



Phase 3: RFI