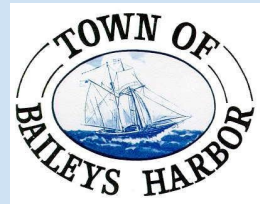


Baileys Harbor High-Speed Fiber Broadband Project

Winter 2023



What is Baileys Harbor doing about broadband?

- Fiber internet access to every address in the Township
- Timeline is to complete within 24 months of beginning of the project
- Working with Nsight-Cellcom as the internet service provider partner
- Project cost is estimated to be \$5.25 million, Town share under \$3 million (new fire station cost \$3 million in 2018)

Why is Baileys Harbor doing this?

How is **YOUR** Internet Service?

According to Speed Tests reported by Baileys Harbor residents and business:

The typical current service in Baileys Harbor Township is about 10 Mbps Download and 2 Mbps Upload (Million bits per second)

The federal government's definition of broadband internet is at least 25 Mbps download and 3 Mbps upload

Baileys Harbor Internet Survey Summary

- 319 Responses to Date (90% Residences / 10% Businesses)
- Dissatisfied with current service levels (speed and reliability)
 - Residences
 - Remote school was tough, daily interruptions, virtual meetings and doctor visits challenging or impossible
 - Working remotely difficult, streaming movies is often difficult, gaming is frustrating
 - Businesses
 - Lost orders, can't process payments/have to turn away customers
 - Dissatisfied customers and guests, reduced stays, bad PR for Baileys Harbor (and all of Door County)

Proposed New Residential Service

300 Mbps Download / 300 Mbps Upload

- \$48 per month for residences for first year, and \$63 per month after that
- \$7.50/month optional gateway device fee
- Standard installation is \$20 one-time with 12-month contract (\$110 without).

NOTE: Higher speeds up to 1GB scalable to 10GB available at higher monthly cost

How do we make this happen?

By partnering with a high quality, trusted Internet Service Provider (ISP)

- Nsight Telservices/Cellcom of Green Bay
- 112 Years of experience - Founded in 1910, the Riordan family has held a majority interest since 1923
- Current CEO, Brighid Riordan, is 4th generation and Door County homeowner
- Operates in NE Wisconsin
 - Invested several million dollars in partnership with County of Door on fiber “backbone” over past 8 years
 - Several fiber broadband projects in communities here, e.g., Luxemburg
- Committed to serving rural areas

Some basic definitions

- Internet - a worldwide system of computer networks -- a network of networks in which users at any one computer can, if they have permission, get information from any other computer (and sometimes talk directly to users at other computers)
- Broadband - high-speed Internet access that is always on and faster than the traditional dial-up
- Wi Fi - a wireless networking technology that uses radio waves to provide wireless high-speed Internet access

What technology options are there for providing broadband internet?

- Cellular service
- Fixed wireless
- Satellite
- Fiber

Why are we using fiber for our network?

- Optical fiber is a flexible, transparent fiber made of glass that is slightly larger than a human hair that will be run over WPS poles or buried (where necessary)
- It will be available to every residence and business just like electrical service
- More reliable than wireless or satellite because it doesn't rely on line of sight (trees are barriers) and is not impacted by weather (fiber uses light pulses through an optical cable)
- It is expandable in capacity - this investment is state of the art and will serve Baileys Harbor for many decades to come

And when we say it goes everywhere, we mean it!



How much will this cost?

Materials	
\$300,000	
Drops	
\$254,000	
Premise Equipment	\$121,860
Electronics	\$30,000
Labor (including engineering)	\$4,544,214
Total	\$5,250,000

- *Estimates based on DCEDC Engineering Study – November, 2021, and cross-validated with the Washington Island Electric Coop’s FTTP project*

What is the Town of Baileys Harbor share?

Total project cost \$5,250,000

Nsight-Cellcom \$400,000

Lawrence University \$100,000

County of Door \$38,000

State of WI grant \$1,890,000

Town of Baileys Harbor \$2,822,000

Work continues on finding additional funds including Gibraltar School District and other grants

How much will this save me?

Current Cost:	\$ 100 (average - varies by provider)
Cost of New Service:	\$ 63 (after initial year 1 promotion)
Tax increase per month:	\$ 10
Monthly Savings:	\$ 27 per month
Annual Savings:	\$ 27 x 12 months = \$324

When is the project to be done?

In the State of Wisconsin grant application, we agreed to this timeline:

- Months 1-3: Engineering and environmental work
- Months 4-7: Permitting and material order
- Months 8-11: Beginning of construction and testing
- Months 12-24: Completion of construction, splicing & turn-up of customers

Our goal is to complete as much as possible in 2023 and hopefully everything in 2024.

Baileys Harbor Fiber Broadband Project Summary

With the Town building a fiber network to every address:

- Increases speed by a factor of at least 10 times
- Increases reliability with local support team,
- Should be here no later than 2024 for ALL, and
- Saves you money!

Baileys Harbor Fiber Broadband Project

With the investment of Federal, State and Local dollars into the infrastructure of Baileys Harbor now is the time to support

- Student education
- Medical services
- The ability to work from home
- Local businesses and the revenue to the community
- Help protect your way of life by having a voice in your future

Thank you for attending Baileys Harbor Fiber Broadband Workshop

We have five more Workshops each Wednesday morning at 9:00 to 10:00am

Feb. 1 – How to watch TV, movies & make phone calls using the Internet

Feb. 8 – Telehealth/medical resources and Library resources

Feb. 15 – What the installation process involves and Keeping safe online

Feb. 22 – Making the Internet affordable for you

March 1 – Financial/banking and other government services

**Thank you for coming and we
hope to see you and a friend at
next week's Workshop**

**Continue with your wonderful
Day**