

Broadband Project Update

September 22nd, 2009



Agenda



- Introduction of the team
- A look back
- A look forward
 - Coverage
 - Price point
 - Product demonstration
 - Product differentiation
- Community Outreach
- Public Installation
- Broadband Developments
 - HSPA
 - DSL Expansion

The Team



- Province
 - Doug Maddock
 - Ed Deng
 - Ronda Fraser-Trinder

The Team



- Bell Aliant
 - Brian Morris
 - Simon Chapelle
- Bell Canada
 - Christian Belanger
- Inukshuk
 - Don Falle
 - Stuart Truba

The Team



- Middlesex County
 - Marg Rule
 - Gary Reed
 - Steve Evans
 - Bill Rayburn

Background



- Identified the need
- Successful application to the Provincial Broadband Program
 - November 2008
 - “up to \$1M in funding”
- RFP Process
- Selection of the preferred vendor
 - Bell-Aliant
- Provincial submissions
 - Technical plan
 - Expenditure summary

The Plan



- Provide 1.5 Mbps licensed bandwidth to the entire county at urban rates
 - Utilizing existing Bell Mobility towers
 - Saves the cost of building new tower locations in the County
 - Towers are well positioned
 - Towers are very tall, offering better line of sight options
 - Utilize Inukshuk Wireless Technology
 - Wimax

Funding



- Total Project Cost
 - \$3,397,616
- Provincial Contribution
 - \$1,000,000
- Bell Contribution
 - \$2,397,616

A Look Back



- A very challenging approval process
 - Not what we expected
 - Different than the round one process
 - We are at the forefront of the round two applicants
- Received final approval for our technical plan in late July
- Purchased our equipment

A Look Back



- The timeline from announcement of our application (Dec '08) to approval of our technical plan (July '09) was frustrating for all involved
 - Public
 - Contractor
 - Administration
- Our anticipated implementation date was May '09

A Look Forward



- We wanted a May implementation date
 - Leaves on the trees
 - Better test of the system
 - Maintain consumer momentum
 - Riggers readily available

Future Challenges

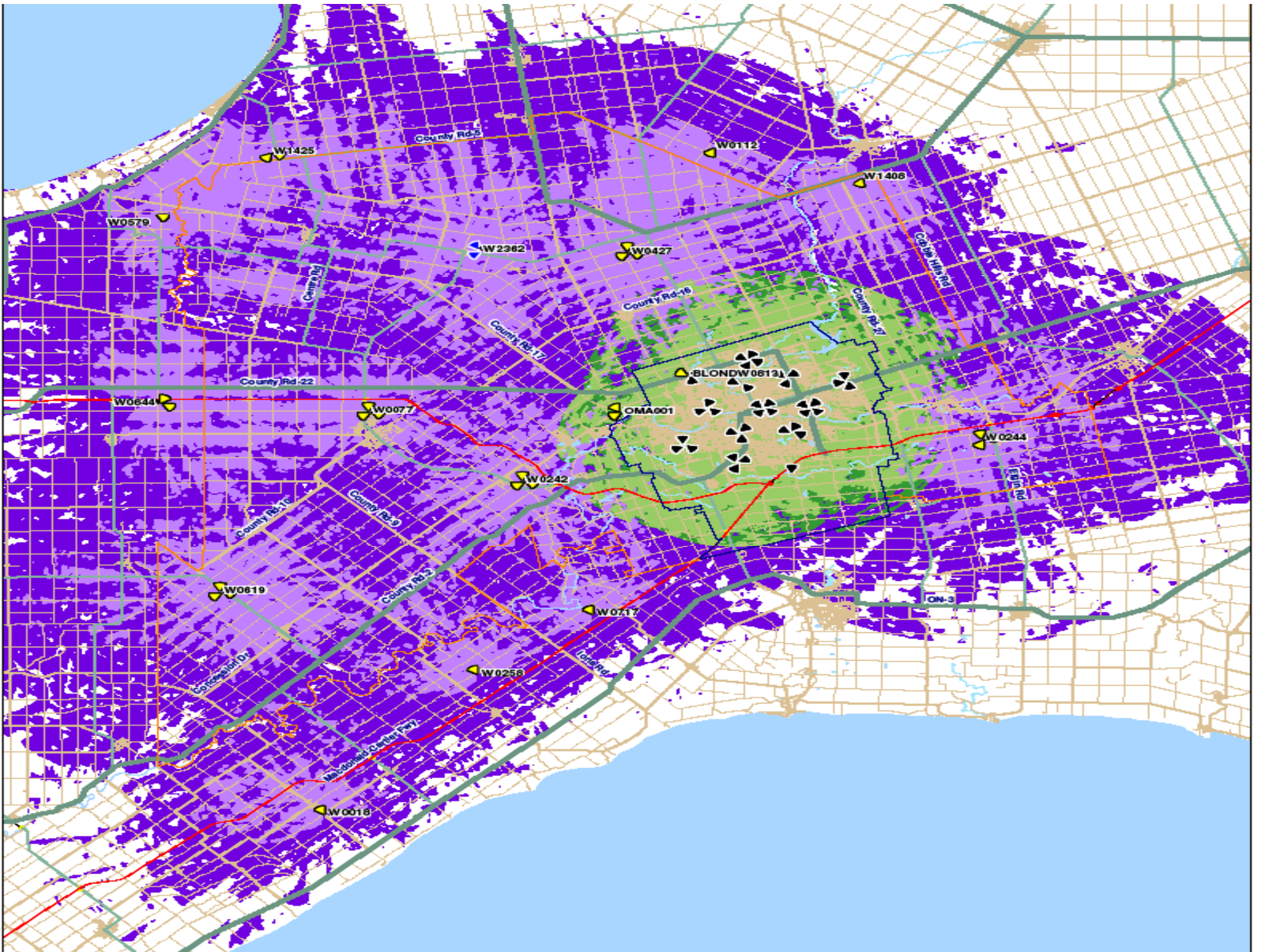


- As I mentioned earlier, we have the equipment waiting to go on the towers
- What we don't have is riggers to put the equipment on the towers
 - HSPA build out is a priority prior to the Olympics
- We missed our installation window in May / June
- Now we will have to wait until Q4 and Q1 2010 to complete installation
- This is a province wide problem

The Good News



- We have a very good plan for the delivery of affordable high speed internet to a very high percentage of our population
- Don Falle is our technical expert and the designer of our wireless broadband system



Product Demonstration



- The internal Inukshuk wireless product is so easy to install that anyone can do it
- There are three simple steps to hook up the system

Price Point



- In addition to extensive broadband coverage one of the key parts of our project is affordability
- I have invited Christian Belanger to discuss consumer price points for the product

Product Differentiation



Bell Internet Portable

- Up to 3 Mbps
- \$49.95/month (regular price)
- Modem Cost: \$49 (one time)
- Also Includes:
 - Online Security
 - 5 MB of Personal Webspace
 - 24/7 Tech Support
 - Email Address & Email Security
 - 30 GB Bandwidth Cap
 - No charges for going over bandwidth cap

Bell Internet Rural

- Up to 2 Mbps
- \$45.00/month (regular price)
- Modem Cost: \$5/month for 24 months
- One time installation cost: \$100 (after discount)

Turbo Stick

- Up to 3 Mbps
- Monthly cost varies based on usage:
 - Up to 500 MB: \$30.00
 - 500 MB to 1 GB: \$35.00
 - 1 GB to 2 GB: \$50.00
 - 2 GB to 3 GB: \$65.00
 - 3 GB to 5 GB: \$85.00
 - Additional usage exceeding 5 GB: \$0.03 MB
- System Access Fee: \$6.95
- One-time activation fee: \$35
- Modem Cost:
 - No Contract: \$174.95
 - 1 Year Contract: \$24.95
 - 2 & 3 Year Contract: \$0.00

Web Page



- Today we launched a web page to provide citizens with additional information in regard to the broadband project
- As new information is available in regard to installation, new features to the site will be added
- <http://www.ruralconnects.ca/middlesex/>

Community Outreach



- One of the required components of the program is Community Outreach
- These public meetings are an opportunity to:
 - Make the public aware of the new product
 - Make the public aware of the other existing products
 - Present information on safe use of the internet and how the internet can be used to establish commercial enterprises
- These sessions will be scheduled to coincide with installation dates
- These sessions will be agnostic
 - They will present information on all of the broadband options available in the county

Public Installation



- The project also provides funding to “light up” a number of public facilities
- The project will provide wireless internet access at these public facilities for our residents
 - Arenas
 - Community centres
- We will connect as many of these facilities as the funding provides for
- In some cases, the work to connect these facilities will begin in Q4 of '09

Broadband Developments



- The new HSPA network will be available in the county in Q1 of 2010
- This will provide some residents that currently do not have broadband with a viable option to receive it
- It will be a nice compliment to the network that we are developing
 - This will increase coverage area and speed for turbo sticks and cell phones

Next Steps



- Now that we are nearing the finish line of providing base broadband to the residents of Middlesex County we need to think about next steps
- In my opinion, our next step should be the expansion of DSL

DSL Expansion



- We need to work with our funding partners and vendors to explain the importance of DSL expansion in our community
- There are several pockets in our community that could efficiently be served through DSL expansion
- This is the next evolution in broadband service provision for our residents
- Unfortunately, many of the funding programs coming from the federal and provincial government will not support DSL expansion in our community
- We have to keep working to uncover new sources of funding for this project

Questions

