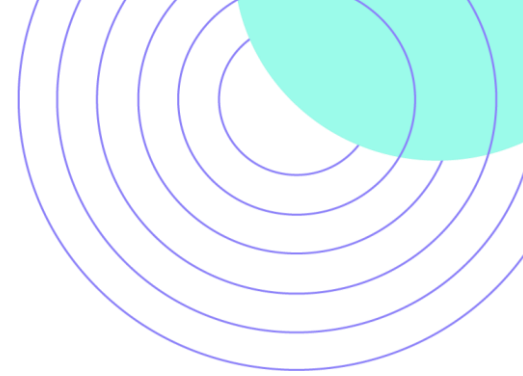


The Lake Cities, TX | Pavlov Media

Community Broadband Availability, Access, Affordability



Partners

The Lake Cities, TX
Marketplace.city
Mighty River LLC

Partnership Features

- 19.5-mile dark fiber ring connecting The Lake Cities and over 200 miles of fiber to reach every home and business.
- 12 months to complete initial fiber buildout.
- 17 anchor institutions to be connected across the Lake Cities.
- Lit service rates to selected institutions of:
 - A: 1Gbps \$75.00
 - B: 5Gbps \$250.00
 - C: 10Gbps \$500.00
- Fiber/Internet Managed Service for Govt buildings for 5 years.
- 36 months to expand the network to every household and business in the Lake Cities.
- Service packages to include provision for low-income households and \$70-90/month for symmetrical gigabit service.
- 100% below-ground installation.
- IRU term of 30 years with two 10-year renewal options, providing service and cost certainty.

Documents

Lake Cities IRU
Final Briefing Packet

Approaching the Challenge of Connectivity

In September of 2020, The Lake Cities, comprised of four communities – the City of Corinth, Town of Hickory Creek, City of Lake Dallas, and Town of Shady Shores – established a Broadband Committee to do a physical inventory of broadband assets in the Lake Cities and chart a path forward based on local sentiment on broadband and connectivity issues. Following this review of the state of connectivity in The Lake Cities, it became clear that the existing providers were not meeting consumer needs. The Cities determined cost-effective, ubiquitous, high-speed broadband needed to be a priority to support the present and future needs of The Lake Cities for education, economic development, and government services. To do this, The Lake Cities wanted to make judicious use of, and leverage ARPA funds with a public-private partnership to ensure quality broadband for multiple generations.

Creating an Efficient Path Forward

With a general idea of the outcomes that they wanted, The Lake Cities engaged Marketplace.city and Mighty River LLC to source and procure the solution. Through this partnership, the Cities rigorously evaluated the technology, the partnership model, the partner, and the contract structure in a 6-month period to final selection. The process gave them an informed, compliant procurement process that leveraged outside expertise to fit their community's needs.

Navigating Broadband Solutions

Sample of Different Community Broadband Models:

Privately Operated:	Government Operated:
<ul style="list-style-type: none"> • Public Policy Project • Infrastructure Project • Public-Private Partnership (P3) 	<ul style="list-style-type: none"> • Public Services Provider • Wholesale Open Access • Retail Provider

An Expedited and Compliant Process

A local solution to connectivity issues can take on many different forms, and so rather than picking different technologies and models out of a vacuum, the teams at Marketplace.city and Mighty River navigated the broadband landscape through the structured process of sourcing and procurement. This process started with providing data on more than 50 companies with fiber, broadband and operating capability, ranging from some of the largest broadband providers in the United States to emerging companies offering creative new solutions. Through discussions between The Lake Cities' Stakeholders, Marketplace.city, and Mighty River, the

Select Solution Deployments

Denton, TX
Champaign, IL
Mahomet, IL

Who should use this solution?

Universities, Municipalities, Counties, and States interested in pursuing local solutions to fiber/connectivity issues

Contacts

Andrew@marketplace.city
jfreddoso@mightyriverllc.com
bob.hart@cityofcorinth.com

Timeline

- **06/09/21:** The Lake Cities adopt the Connected Nation Strategic Plan
- **08/21:** Partnered with Marketplace.city and Mighty River
- **09/01/21-09/30/21:** Request for Qualification window
- **11/02/21:** City Stakeholders shortlist Pavlov Media and Sprocket
- **11/04/21-11/16/21:** Request for Proposal sent to shortlisted vendors
- **11/30/21** and **12/06/21:** In-person meetings with vendors
- **01/12/22:** Lake Cities Tech Committee adopts Pavlov Media as the preferred solution
- **01/26/22:** Lake Cities Councils vote to approve going to contract with Pavlov Media

Cities determined what outcomes were most important to them – long term broadband certainty in the last mile, speed of deployment, cost, and avoidance of new responsibility or cost of maintenance for the government.

Following discussions with The Lake Cities Stakeholders, Marketplace.city and Mighty River crafted a Request for Qualification tailored to The Lake Cities' specific concerns but designed to encourage a wide range of solution models and approaches. The RFQ was distributed publicly but also marketed to appropriate vendors to obtain the right degree of exposure. This approach resulted in six complete vendor responses with solutions including fiber-to-the-home networks, mixed fiber and wireless solutions, and mesh/wireless solutions. Marketplace.city and Mighty River analyzed the vendor responses and summarized them for The Lake Cities Stakeholders, allowing them to downselect two qualified candidates to submit final proposals. Through that analysis the Cities were also able to refine their thinking on the best technology, partnership model and key KPIs for the contract

A Qualified Solution Within 6 Months

Following a detailed analysis of the vendor responses and discussions with The Lake Cities' Stakeholders, Marketplace.city crafted a Request for Proposal for the two qualified candidates that allowed The Lake Cities to clarify open questions and to receive detailed proposals for the project, including contract structure, partnership structure, and pricing. Marketplace.city and Mighty River again provided analysis on the proposals and enabled The Lake Cities Stakeholders to break down their selection into thirteen weighted criteria.

Based on the needs of The Lake Cities and the relative strengths of the proposals, the City Stakeholders chose Pavlov Media's proposed solution as the one that provided the desired functionalities and best met the needs of their community: Pavlov Media's experience building fiber to the home and the company's vertically integrated structure minimized the business risk for the Lake Cities, who were selecting their partner for the project in the middle of supply chain disruption and a new wave of Covid-19. Throughout the selection process, Marketplace.city and Mighty River continued to support the Lake Cities by evaluating and evolving the proposed partnership model to include service and cost certainty over a 30-year IRU (Indefeasible Right of Use) lease on the dark fiber.

Key Outcomes and Benefits

- Government Private WAN for 30 years with two 10-year renewals for a \$3.5million dollar investment – a fraction of the total buildout cost (~\$25million)
- Contractual commitment to deliver market rate fiber to every residence and business in The Lake Cities by 2024 with a 19.5-mile dark fiber ring and 200 miles of FTTH.
- Fiber/Internet Managed Service for government buildings for 5 years
- Options to add additional government fiber needs at fixed rates as government service and/or smart city needs change
- Fixed price for additional "drops" if public sector/anchor institution footprint changes
- Built community support for the project across the leadership of the four cities
- Backbone, scalability, and cost certainty for a utility that has become increasingly important. Government Services, Economic Development, and Education rely continuously more on connectivity, particularly since the advent of Covid. By ensuring fiber access for the next 50 years, The Lake Cities have taken an important step to securing the success of the community in the future