

FREQUENTLY ASKED QUESTIONS

1. *Is the Town considering becoming an internet service provider (ISP)?*

Absolutely not. The Town is only considering investing in infrastructure that private ISPs would pay the Town to have access to in order to sell you service.

2. *How much would the deployment of a network cost?*

Based on third-party estimates, deployment would cost about \$2.75 million.

3. *Would every household and business have access?*

Yes. By the time the deployment would be completed over two years, every premise would be able to sign up for broadband service.

4. *Will my Taxes go up?*

If a minimum 33% of premises in Sundre sign up for service within 5 years, your taxes will not be affected. In fact, the service could generate operational profits.

5. *How much will the service cost?*

Based on existing rates in nearby markets, the expected monthly service fee would be in the range of \$150 for a bundle consisting of high-speed internet, TV and phone services for home customers. Internet-alone service could be as low as \$90 per month. Individual ISPs might charge a sign-up fee.

6. *What are the benefits of broadband fibre optics?*

Besides being a required infrastructure to compete in today's modern economy, broadband will provide greater choice for consumers, increased capacity for business, and countless social benefits in the medical and educational fields.



OUR BROADBAND OPPORTUNITY

LET US KNOW YOUR THOUGHTS.

Take our survey online

www.banisterresearch.com/sundrebroadbandsurvey

or call

1-844-451-4441

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Visit www.sundrebroadband.com for more information.

OUR COMMUNITY HAS THE POTENTIAL TO BUILD AND OWN A BROADBAND NETWORK.

BENEFITS & RISKS OF PUBLIC AND PRIVATE OPERATIONAL MODELS

OPTION A – PUBLICLY-OWNED WHOLESALE BROADBAND NETWORK

This option would require approximately \$2.75 million in capital spent over four years. To generate revenue, it would involve selling access to the network to private internet service providers (ISPs).

The potential benefits associated with this option are the following:

- If penetration targets are met, it will enable future Councils to utilize the profits generated from the network for the betterment of the community;
- The network would remain an asset of, and in strategic control of the Town and community;
- Millions of dollars in capital would not leave the community.

The risks are the following:

- If penetration targets are not met in under 5 years, then tax increases might be required to cover the cost of operations and debt repayment;
- The cost to borrow could impact the borrowing limit required for future projects.

OPTION B – INVITE PRIVATE COMPANY TO INSTALL WHOLESALE BROADBAND NETWORK

This option would involve inviting a private company to install a broadband network in Sundre, using absolutely no tax dollars. The network would not be guaranteed and would be installed at a time and choosing of a company's choice.

The benefits of such a model would be the following:

- There would be no tax dollars used, and therefore absolutely no risk.

The downsides associated with this model are the following:

- There would be absolutely zero dollars contributed to the municipality;
- Strategic control of the network would remain outside of the municipality;
- Millions of dollars in capital would leave the region;
- Deployment by a private company could be years away.