

Gloucester County Fixed-Wireless Broadband Expansion

06-NOV-2024



openbroadband

Fixed-Wireless Broadband Update

Project Results	Summary from last report
-----------------	--------------------------

Next	Success-based plans Going Forward
------	-----------------------------------

Summary of Project

- Fixed-wireless deployed on downtown Gloucester water tower, Landfill tower, James Store tower, Page water tower, and Gloucester Point water tower.
- Two fiber circuits currently with a third on order for Gloucester Point
- Replaced original Nokia LTE equipment with Tarana at Open Broadband's expense
- All customers getting 100x20 or better speeds (vs 25x3 plan)
- VATI completed (our role)

Summary of Project

- Free public Wi-Fi downtown
- Marketing in areas of the active towers – social media, door hangers, postcard mailers, yard signs where allowed
- Storage unit in downtown Gloucester full of equipment
- Reach of the wireless technology, even with Tarana, is less than any of us would like.
- Open Broadband is subsidizing the operational cost
- For those we can serve, speed and customer satisfaction is high

October Customer Survey

Name	Score	Comment
Rita A	10	Service is great. We have medium speed and no problems with streaming
Allison M	10	
William L	9	Sometimes it's a little slow in connecting.
Donna V	10	Both customer service and service quality have been outstanding.
Helen R	10	
Jackie I	10	I am very pleased with the service and follow-up.
Sandra H	10	Open Broadband has worked exceptionally well for me.. the speeds are fast in everything I do online. From uploading photos to streaming movies. Greg Reid did excellent work installing the cables and the other equipment.. he was able to answer all my questions and took time to explain details on my router and service.
Helen Y	9	Customer service is great until it goes down for no reason. Am notified if the Navy takes over the band. Not happy with that and hope that can be rectified soon.
Jim V	10	Great service support
James G	10	Customer service was great. Greg got ahead of the issue and contacted me.

Moving Forward

<https://openbb.net>



Success-based Approach

- Continue to market in the areas of service reach
- Satellite and cellular options where the fixed-wireless signal doesn't reach – getting residents connected is the goal
- Complete Gloucester Point and Landfill equipment adds
- Use customer demand to determine future equipment additions
- Continue review of potential new sites as demand dictates. 5 sites under evaluation

Commitment with the County

- Open Broadband will continue to focus on high-speed and affordable broadband service to all serviceable residents.
- Open Broadband will continue to update the county on service connections, tower dates, and monthly calls.
- Smaller new towers originally forecast for the project remain on-hold until service demand and projected delivery justify the expense.
- Unused and in-service equipment has been inventoried and provided to the county

Commitment with the County

- Open Broadband understands the county will not be providing the balance of funds initially indicated for service in Years 2 and 3.
- Open Broadband understands that the county has the ability to end the free tower leases on 10/31/25.
- The county understands that Open Broadband is losing money every month in Gloucester, is subsidizing operational expenses, and we need a turn-around in signups to make the project sustainable.
- Current customer revenue does cover the current fiber leases and tower lease at James Store. Open Broadband is committed to continuing service to these customers.

Conclusion

- Open Broadband will serve as many people as possible that want service and have a qualifying wireless signal level.
- Success-based growth is standard business practice and growth of equipment and Open Broadband investment will grow accordingly.
- We appreciate the support of the county in making our internet option available to the community, and encouraging residents and businesses to consider using the service.

Thank you! Questions?

<https://openbb.net>

