

## Facesheet for Realizing Opportunities with Broadband Infrastructure Networks Grant - 2023

Agency: Great Lakes Energy

Application: Realizing Opportunities with Broadband Infrastructure Networks Grant - 2023

**Applicant Information**

- a. Applicant Name Great Lakes Energy
- b. Does Business as
- c. Address 1323 Boyne Ave.
- d. Address 2
- e. City Boyne City State MI Zip 49712
- f. Federal ID Number 38-3321875 DUNS Number 114529956 Unique Entity Id. C2P3UEAV2K  
L3

g. Agency's fiscal year (beginning month And day) January-01

h. Agency Type

- Licensed under the Michigan Telecommunications Act (1991 PA 179, MCL484.2101 to 484.2603)
- Franchise holder under the Uniform Video Services Local Franchise Act(2006 PA 480, MCL 484.3301 to 484.3315)
- Broadband Service Provider currently providing service in Michigan
- Public private-partnership between a governmental entity and an internet service provider

**As an applicant to the ROBIN Program I certify that I have read and understand the ROBIN Program Guidance and any linked or accompanying information in its entirety and understand the program guidelines, restrictions, reporting, compliance, and regulations.**

- Agree  Disagree

Please provide additional details on how you are eligible for this program

Great Lakes Energy Cooperative is the applicant and the parent company of the wholly-owned subsidiary Great Lakes Energy Connections, Inc., d.b.a. Trustream (Trustream). Trustream holds a license under the Michigan telecommunications act and currently provides broadband service in Michigan.

Please provide evidence of eligibility [433\\_\\_Basic Local Exchange Service License - 02-26-19.pdf](#)

Are you registered with the Michigan Public Service Commission's Intrastate Telecommunications Service Providers Registry (ITSP)?

- Yes  No  Unsure

Have you provided broadband availability data to the Federal Communications Commission within the last two years?

- Yes  No  Unsure

Applicant Identification Numbers: Please provide the following identification numbers for the applicant (if available):

Michigan Tax Identification Number: 383321875

Michigan Vendor Identification Number (SIGMA ID): CV0040474

Federal Communications Commission Registration Number (FRN): 0027364959

Service Provider Identification Number (SPIN): 143051379

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**Contacts**

## a. Primary Grant Contact

Name Dawn Burks  
 Title  
 Mailing Address 1323 Boyne Ave.  
 City Boyne City State MI Zip 49712  
 Telephone (231) 487-1312 Fax  
 E-mail Address dburks@glenergy.com

## b. Financial Officer

Name John Fettig  
 Title Chief Financial Officer  
 Mailing Address 1323 Boyne Ave.  
 City Boyne City State MI Zip 49712  
 Telephone (231) 487-1312 Fax  
 E-mail Address jfettig@glenergy.com

## c. Authorized Official

Name Shaun Lamp  
 Title President  
 Mailing Address 1323 Boyne Ave.  
 City Boyne City State MI Zip 49712  
 Telephone (231) 487-1312 Fax  
 E-mail Address slamp@glenergy.com

## d. Application Author

Name Chris Barber  
 Title  
 Mailing Address 1323 Boyne Ave.  
 City Boyne City State MI Zip 49712  
 Telephone (231) 487-1312 Fax  
 E-mail Address cbarber@glenergy.com

**Project Overview****Please provide a Project Summary not exceeding 250 words**

This project would bring fiber-optic broadband to rural households and businesses in Kalkaska, Antrim, Grand Traverse, and Otsego counties. The proposed network would improve broadband speeds from slow rural DSL to the capacity for continuous end-user internet connection at a symmetrical rate from 100 Mbps to 1 Gbps. While these are initial speed offers, the project has the potential to deliver up to symmetrical 10 Gbps for residential and up to 100 Gbps to commercial users through a dedicated advanced data services network. GLE's ability to utilize existing infrastructure used to provide electric power for GLE reduces the project's environmental impact and deployment risks. Aerial fiber-optic cable will be added to GLE's existing utility poles and alongside the existing buried electric network. As such, they do not expect to dig in previously undisturbed soil. This also allows for expedited deployment with all proposed addresses served by the end of 2026. Trustream offers affordable and significantly less expensive services than the slower DSL and satellite services currently available in the rural landscape of Kalkaska and Antrim counties and includes managed Wi-Fi service, unlimited data, and no contract required.

**Please briefly describe why this project needs funding from the ROBIN Grant Program and why the project could not proceed without this funding. (250 words max.):**

GLE continues to expand their broadband footprint across Michigan to households and businesses and is committed to reliable and robust fiber technology at competitive rates. While the design has been completed for this area, the network infrastructure deployment is on hold due to the economic challenge of the infrastructure deployment, which has only increased due to recent increases in material and labor costs and interest rates, in areas where there are fewer people per geographic area; the passings per mile is low. Additionally, it is expensive to operate and maintain networks in these low-population-density areas. To deploy the project in the current environment without the ROBIN program, the customer rates to support connectivity in the rural market proposed would be very high and not competitive. The ROBIN funds would provide the financial shortfall to allow for infrastructure construction and expedite services to an area that would otherwise remain a longer-term plan (5-10 years). The ROBIN funds will allow the cost of services in the area to be the same as in more densely populated areas and consistent with GLE's commitment to competitive rates. The ROBIN funds allow for a more robust infrastructure that can be scaled to accommodate future use. Without the funding, GLE would continue expansion in more densely populated areas prior to the proposed project area.

**Is the proposed project a last-mile or middle-mile infrastructure proposal as defined in the ROBIN Grant Program Guidance?**

- Last-Mile  
 Middle-Mile

**Proposed Service Area Information**

**PLEASE READ THE FOLLOWING CAREFULLY**

**ENTER INFORMATION IN THIS SECTION ONLY IF YOU SELECTED 'LAST-MILE' AS A PROJECT TYPE**

**Please provide a brief description of the proposed service area (250 words max.):**

The project service area includes predominantly Kalkaska and Antrim counties, along with some service expansion in Grand Traverse and Otsego counties. Kalkaska County has a significant number of unserved and underserved areas, as well as areas with RDOF and USDA Reconnect funding commitments. About half of Antrim County contains a considerable number of unserved and underserved areas, as well as areas with CAF II Auction and CAF BLS funding commitments. These federal funds are not duplicative. The unserved and underserved areas within these counties intersect with the proposed project location footprint.

Please upload a PDF overview map of proposed service area

[436\\_GLECoop\\_KalkaskaDistrict\\_PUBLIC\\_ROBIN-Kalkaska Area Map.pdf](#)

**Proposed infrastructure to be deployed including route locations**

Please upload a GIS-compatible file(s) of the proposed infrastructure to be deployed including route locations and other supportive infrastructure to be deployed as a result of the grant. This file(s) should contain the actual proposed locations of infrastructure to be deployed including, but not limited to: fiber transport, fiber to the premise, coaxial, or other similar network routes, cabinets, nodes, pedestals, splice enclosures, towers, huts, etc.

**Acceptable file types:** ESRI Geodatabase (.gdb), ESRI Shapefile (.shp, .shx, .dbf, .sbn or .sbx, .fbn or .fbx, .ain or .aih, .atx, .ixs, .mxd, .prj, and .xml), Google Earth files (.kml or .kmz).

**Please refer to the Application guidance to view an example of the output from such a GIS-compatible file**

Name	Attachment
GLECoop_KalkaskaDistrict_ESRIGeodatabase	<a href="#">437_0_ROBIN_Kalkaska_District.gdb.zip</a>

**Locations by Type**

Locations Passed: Please indicate the total number of locations by type that will be able to receive improved broadband services as a result of the proposed project:

Type	Locations
Households	3,417
Businesses	242
Community Anchor Institutions	4
<b>Total Locations Passed</b>	<b>3,663</b>

**Please list the jurisdictions impacted by the proposed service area:**

**City(ies)/Village(s):** Mancelona

**Township(s):** Jordan, Forest Home, Kearney, Chestonia, Mancelona, Custer, Helena, Union, Cold Springs, Rapid River, Clearwater, Excelsior, Kalkaska, Oliver, Orange, Boardman, Garfield, Springfield, Hayes, Star

**County(ies):**

- Antrim       Grand Traverse       Kalkaska       Otsego

**State House District(s):**

- State House District 104       State House District 105

**State Senate District(s):**

- State Senate District 36       State Senate District 37

**Description of the broadband service to be provided**

Does the proposed service area include (wholly or partially) a Qualified Opportunity Zone?       Yes       No

If yes, please list the Census Tract numbers for the impacted Qualified Opportunity Zones 26009960700, 26079950400

Please provide a brief description of the broadband service to be provided including, but not limited to, the technology to be used, will bandwidth be dedicated or shared, etc. (250 words max.):

GLE provides a 100% fiber-to-the-premise optical network. Residential is a shared Passive Optical Network (PON). Commercial advanced data services network offers dedicated, SLA-backed service. All-Dielectric Self-Supporting (ADSS) fiber optic cable that follows our existing electrical infrastructure, including overhead, underground, easements, and rights-of-way. A core trunk built with at least a 288-fiber count cable connects our Central Offices together, and at least 96-count ADSS cables branch out from the Central Offices to directly serve the consumer. Both our dedicated and PON networks utilize a modular Core-Distribution-Access design with the ability to swap or add electronics to existing equipment and infrastructure as technology advances. This design allows for scaling to ultra-high speeds by simply changing out the electronics without the need to build more fiber optic plant. The residential portfolio leverages the flagship Calix E9 product line and uses G-PON (2.5/1.25 Gbps) technology while XGS-PON (10 Gbps symmetrical) is planned for limited availability in late 2023. All residential services include a fully managed ONT and WiFi router. Commercial customers can subscribe to a dedicated up to 100 Gbps through a Cisco-based, dedicated advanced data services network. Each access network connects to two Cisco Catalyst 9K distribution network switches, and each distribution switch has at least two upstream connections to our Cisco ASR 9K powered backbone network.

**Minimum Mbps**

Are you able to provide the minimum 100/100 Mbps required service speed to all  Yes  No locations identified in the proposed service area?

If No, the ROBIN Program allows for a minimum service speed of 100/20 Mbps in cases of extreme geographical, topographical, or financial impracticability of delivering 100/100 Mbps. Such connections must be scalable to 100/100 Mbps. Applicants must provide substantial evidence as to the impracticability of delivering 100/100 Mbps and the justification for providing a connection speed of 100/20 Mbps instead.

**FCC's Affordable Connectivity Program (ACP)**

Do you participate in the FCC's Affordable Connectivity Program (ACP)?  Yes  No

If No, applicant must participate in ACP within 6 months of receiving a ROBIN grant award. Please attach evidence that they are pursuing ACP participation.

Do you provide a low-cost service offering in conjunction with the ACP that provides  Yes  No ACP eligible households with a net \$0 monthly cost of service?

If yes, please describe the low-cost service offering.

### **Budget Narrative**

The expenses are necessary and reasonable to complete the Fiber to the Home (FTTH) network deployment. All expenses are based on actual historical costs incurred for building the proposed network throughout our service territory in rural Michigan with escalation included.

### **Building and Labor**

As a significant cost item the budget, the last Mile construction labor and material includes the costs with equipment required to construct the network, such as vegetation clearance, plowing/boring underground conduits, utility locating services, vault/pedestal installation, aerial/underground fiber placement, fiber splicing, and testing. Last mile construction labor and material includes the network build from the Central Office (CO) to the premise serving terminal. The deployment includes materials such as All-Dielectric Self-Supporting (ADSS) fiber optic cables with at least 288-fiber count cable to connect CO's and at least 96-count ADSS cables from the CO's to the distributed splitters feeding serving terminals. Underground deployment materials include conduits and associated materials to protect all fiber cables installed underground along the network route, vaults to protect stored cable slack, and vault mounted pedestals to protect splice enclosures and serving terminals. Building equipment includes prefabricated communication huts, back-up generators, mounting hardware, cabinets, transport, setting, and any required earth work.

### **Customer Premise Equipment and Installation**

Customer premise installation is one of the more substantial budget cost items and includes construction labor and material including equipment required to construct the fiber drop, such as underground conduit installation to protect the drop cable, aerial/underground fiber placement from the serving terminal to the premise, and termination of the drop cable at the premise mounted network interface device (NID). Customer premise materials include ADSS 1-fiber count cable for overhead and transitional applications, and flat 1-fiber drop cable for 100% underground applications. Customer premise equipment includes the ONT, managed WiFi router, WiFi mesh units, and in-home installation by a technician.

### **Electronics**

Electronics includes core network routers, aggregation routers/distribution switches, OLT GPON access nodes, optical transport equipment, optical transceivers, power supplies, battery backup, and all related management equipment.

### **Permits**

Costs include obtaining Rights-of-Way Permits, and Michigan Department of Natural Resources Easements.

### **Professional Services & Engineering**

Include engineering design, GIS mapping services, design support for redline changes during construction, and As-Builts of the constructed network for proper maintenance and record keeping.

### **Other**

Costs include construction equipment, labor, and materials to make ready existing overhead distribution electric plant for the installation of the fiber network.

Please provide a brief narrative to accompany your project budget (max 400 words).

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### **Other**

Costs include construction equipment, labor, and materials to make ready existing overhead distribution electric plant for the installation of the fiber network.

Attach additional information as necessary



**Evidence of network scalability**

GLE operates a low-latency, geographically diverse, highly available, all fiber optic network for Michiganders in the northern and western parts of the lower peninsula. Since lighting up our first subscriber in late October 2018, we have experienced steady, explosive subscriber growth, having added around 4,000 subscribers yearly. We now reliably serve over 16,000 residential, small business, and large commercial accounts, as evidenced by our Net Promoter score of 87, now achieved for two years running. Our ability to add additional subscribers and service areas smoothly and rapidly is due to the modular design of our all-fiber network, including shelters, electronics, configurations, and our expertise in daily operations. Our fiber cable build follows and attaches to the existing electrical plant of Great Lakes Energy, including overhead, underground, easements, and rights-of-way. Since we already own all infrastructure that the fiber plant will be installed in, hanging new fiber can begin as soon as material arrives. Our Central Offices (CO) are situated on the same property as the electrical substations. Inside each CO, we take advantage of redundant Calix E9 CLX-3001 aggregation and control cards to collect subscriber traffic from the access layer and provide BNG functionality. This is also called an “E9-2 Node” or simply a “node.” As of February 2023, observed peak demand was 54 Gbps down and 5 Gbps up from our 16,000 subscribers across all borders. With an average of 3.5 Mbps per subscriber today, adding a potential 2562 subscribers would add less than 6 Gbps at peak, adjusted for historical usage growth and Nielsen's Law of Internet Bandwidth by the end of 2025.

Evidence of network scalability

Name of Attachment	Evidence of network scalability
Equipment Info	<a href="#">357_0_GLE_Kalkaska District_EvidenceScalability.pdf</a>

Please provide a description and evidence that the proposed infrastructure is scalable to meet the anticipated future connectivity demands of the proposed service area. Please indicate the end-user connection speed to which the proposed network is designed to scale. This information must be certified by the equipment manufacturer or a professional engineer. (250 words max.):

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**Anticipated completion date**

Please indicate the anticipated date upon which service to the last location in the proposed project area will be made available. 12/31/2025

Please list any factors that would change or delay the proposed schedule.

Broadband deployment involves some levels of uncertainty. The best way of minimizing risk is to prepare and understand the factors that would change or delay the proposed schedule. These risks include design risks, such as delays in the design process or design omissions. External risks can impact a project as well, such as delays in obtaining easements from a range of owners/authorities when deployment crosses their property, such as government or privately owned land, bridges, overpasses, railroads, and attaching cables to utility poles. Specifically, there are aerial railway crossings will require coordination with the relevant railroad owner to obtain a ROW. Federal funding does require additional environmental review, specifically cultural and biological resources found in pre-construction surveys could require mitigation or additional steps to minimize impact. With the recent supply chain issues material procurement is a considerable risk that could delay the schedule. GLE will works to first identify the risks that could change or delay the proposed schedule and after assessing the risk, a plan will be developed to minimize the risk and outline procedures of what should be done should the risk arise. Throughout the project deployment GLE will continuously scan the project to identify future risks.

Have all the required local/city/county/state approvals and/or permits necessary for this project to proceed been obtained?  Yes  No

If No, what remains to be done and what is required for completing the process of obtaining approvals? Include any permitting timeline in the project schedule.

The project deployment of this project is dependent on the ROBIN award, so required approvals and permits have not been obtained. However, GLE has successfully constructed over 6,500 miles of fiber-optic which demonstrates their understanding of permitting requirements and procedures. With the broadband deployment along existing electrical infrastructure GLE already has permission such as right-of-way (ROW) or other easements from a range of owners/authorities, for example nine aerial railway crossings will require coordination with the relevant railroad owner. Some easements do not expressly include language for communication operations and a new easement will need to be secured.

With the federal government owning a significant amount of land in Michigan, obtaining federal permits will be important. GLE already operates along public land that runs alongside roads or private land and will obtain a ROW with the universal SF-299 Form for most federal agencies. For access to state-owned lands, GLE will coordinate with Michigan Department of Transportation (MDOT) or any other relevant state agencies to identify the landowners and required ROW. This includes identifying crossings, creating maps, and crossing data, and submitting the application(s) to the MDOT Permit Gateway. Approximately 31 miles of DNR easements will need to be obtained and will require a survey of the existing electrical plant and application submission to DNR Finance and Operations Divisions. Additionally, two rivers will be crossed by boring underground and will require DNR Natural River Permitting.

Local forms may vary county-by-county, township-by-township, and across municipalities, so GLE will start identifying the documentation needed as soon as they are notified of award of ROBIN funds.

Will this project require state or federal environmental review, approval, or permits?  Yes  No  Unsure

If Yes, what remains to be done and what is required for completing the process of obtaining approvals? Include any permitting timeline in the project schedule.

Will this project require state or federal historic, architectural, or archeological review, approval, or permits?  Yes  No  Unsure

If Yes, what remains to be done and what is required for completing the process of obtaining approvals? Include any permitting timeline in the project schedule.

### Project Readiness

GLE has completed the design and is ready to construct the Kalkaska District project. Additionally, GLE has successfully

Project Readiness for Realizing Opportunities with Broadband Infrastructure Networks Grant - 2023

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constructed over 6,500 miles of fiber-optic infrastructure since 2018 which demonstrates their understanding of broadband infrastructure deployment and project readiness. With the broadband deployment along GLE's existing electrical system, GLE already has permission such as right-of-way (ROW) or other easements from a range of owners/authorities when their deployment crosses the property, bridges, overpasses, railroads, and attaching cables to utility poles. GLE has already contacted the Michigan DNR who is prepared to assist with obtaining the easements required.

Additional evidence of project readiness

Name of Attachment:	Evidence of project readiness

Please provide any additional evidence of your project's readiness. This evidence can include, but is not limited to, letters of intent, memorandums of understanding, land/tower lease agreements, right-of-way agreements, permits, etc. Provide a short narrative to accompany this additional evidence.

GLE has completed the design and is ready to construct the Kalkaska District project. Additionally, GLE has successfully constructed over 6,500 miles of fiber-optic infrastructure since 2018 which demonstrates their understanding of broadband infrastructure deployment and project readiness. With the broadband deployment along GLE's existing electrical system, GLE already has permission such as right-of-way (ROW) or other easements from a range of owners/authorities when their deployment crosses the property, bridges, overpasses, railroads, and attaching cables to utility poles. GLE has already contacted the Michigan DNR who is prepared to assist with obtaining the easements required.

### **Brief history of your organization**

GLE is the largest rural electric cooperative in Michigan that includes relationships with 125,000 rural customers in 26 counties in lower Michigan. Great Lakes Energy Connections, Inc., d.b.a. Truestream, is a subsidiary of GLE. In 2017, GLE's board of directors approved the building of a fiber network in one of GLE's nine service districts. The pilot project, which began build-out in 2018, connected its first Truestream internet subscriber in October 2018.

The key personnel who manage the company and the proposed project, begins with Mr. Scott Blecke, the Chief Strategy Officer, Mr. Blecke will serve as the executive sponsor responsible for heading the development. Mr. Blecke has over 17 years of experience the utility industry with a focus on engineering.

Mr. Mike Youngs will serve as the Network Operations Manager and has been with GLE for over 17 years. Mr. Youngs will lead the design, installation, and administration of the fiber-to-the-home broadband network. He will also oversee network performance tools, assessing availability and performance of the network, while maximizing availability and affordability of service.

Last, Mr. Bill White, is the Director of the Fiber Program and has worked in fiber deployment with GLE since 2019 to provide the highest quality services to deploy broadband networks in rural and urban settings. Including field verification of designs, engineering and design, oversight of installation contractors and production of as-builts drawings.

Please provide a brief history of your organization including experience relevant to the proposed project and your technical, financial, and managerial capabilities to complete the project within the designated project period. (250 words max.):

GLE is the largest rural electric cooperative in Michigan that includes relationships with 125,000 rural customers in 26 counties in lower Michigan. Great Lakes Energy Connections, Inc., d.b.a. Truestream, is a subsidiary of GLE. In 2017, GLE's board of directors approved the building of a fiber network in one of GLE's nine service districts. The pilot project, which began build-out in 2018, connected its first Truestream internet subscriber in October 2018.

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### **Partners, subcontractors, or vendors associated with the project's deliverables**

Great Lakes Energy Cooperative (GLE) will ensure that necessary investments in broadband infrastructure will be carried out in ways that produce high-quality infrastructure, avert disruptive and costly delays, and promote efficiency. GLE contracts all its broadband infrastructure construction and has established strong relationships with contractors across Michigan. However, GLE understands the procurement requirements outlined in 2 C.F.R. 200 must be followed for the for the acquisition of services. GLE will maintain oversight to ensure that contractors perform in accordance with the terms, conditions, and specifications of their contracts. GLE will follow formal procurement methods for most procurements as they will likely exceed the federal threshold value. GLE will take all necessary affirmative steps to assure that minority businesses, women's business enterprises, and labor surplus area firms are used when possible.

With the above requirements in mind, GLE has utilized several Michigan based contractors since 2018 to deploy the broadband network. Beginning with design services, Axin Global provides the Geographic Information System (GIS)

design used to construct GLE's fiber to the home network. They also provide deliverables during deployment such as staking sheets, splicing plans, bill of material, and cable calculations.

For assistance with permitting, GLE utilizes Meridian Mapping to create maps for USFS, MDOT, and County permit applications. Additionally, Gosling Czubak Engineering Sciences (Traverse City, MI) assists with waters and wetland crossing applications and provides surveying and other information for easement applications with the DNR. Along with permitting Recon provides utility locates in preparation for construction.

For materials, GLE directly sources from the manufacturers such as AFL and Duraline for conduit. Irby Utilities (Mt Pleasant, MI) manages, warehouses, and issues materials to contractors as well as procures miscellaneous hardware. Construction is completed by Maverick Corporation as a general contractor for installation of high-count underground conduit, vaults, and pedestals. Wolfline Construction (Regional Office: Boyne City, MI) also provide fiber placement including high count and drops. Spligitty Fiber Optic Services completes fiber splicing and testing. Last, Northern Utility Contractors (Charlevoix, MI) typically serves as the general Contractor for installation of drop conduit and pedestals.

Describe any partners, subcontractors, or vendors associated with the project's deliverables, including but not limited to adoption, deployment, and service delivery. Describe each party's role in the project. This should include a discussion of whether and to what extent the applicant, as well as its anticipated partners, subcontractors, or vendors are organizations incorporated, headquartered, or with a principal place of business in Michigan.

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## Safety and training standards

Great Lakes Energy's commitment to safety and training is paramount to the success of the organization. Our safety and loss control department includes a director, assistant director, senior loss control specialist, and loss control specialist. Two staff hold Certified Loss Control Professional (CLCP) credentials through the University of Wisconsin-Madison and the National Rural Electric Cooperative Association, verifying they have achieved the benchmark of competency and commitment to safety. CLCP is a program that provides an educational foundation for Safety Professionals; giving them the information and tools need to be effective leaders of the safety function for GLE. CLCP requires continuing education to retain credentials. The two individuals are currently working toward CLCP certification, which is a three-year program. In addition, GLE staff are certified by the American Red Cross and National Safety Council to teach CPR, First Aid, and AED. All are OSHA 10 certified and two are OSHA 30 certified. Three of the individuals from GLE are TrainMor Forklift certified instructors. GLE safety staff maintain membership with a number of safety-focused associations including National Utility Training and Safety Education Association (NUTSEA); QUAD State Instructors, with one member serving on the website committee and one on the membership committee; and the Association of Large Distribution Cooperatives (ALDC). Two members serve on the Northern Michigan University Line School Advisory Board. One GLE employee is also a UAS Safety Certification Level One holder for drones. GLE line apprentices participate in the Department of Labor-certified Joint Michigan Apprentice Program (JMAP) and one of our safety and loss control department members serves on the multi-employer and union committee. GLE holds a wide variety of relative training for employees using both staff instructors as well as outside experts. Our standard training topics include but are not limited to personal protective equipment (PPE), specialized equipment such as chainsaw safety, forklift certification, CPR/First Aid/AED certification, ladder safety, bloodborne pathogens, emergency action plans, safety data sheets (SDS), fire and fire extinguisher training, and hazard awareness. In addition to training for employees, GLE is committed to educating fire department, public safety, road commission and other appropriate community first responders about hazard awareness and safety best practices related to electric and fiber utility infrastructure through comprehensive hot-line demonstrations.

Describe the safety and training standards in place for your employees, including professional certification, licensure, and/or robust in-house training opportunities.

Great Lakes Energy's commitment to safety and training is paramount to the success of the organization. Our safety and loss control department includes a director, assistant director, senior loss control specialist, and loss control specialist. Two staff hold Certified Loss Control Professional (CLCP) credentials through the University of Wisconsin-Madison and the National Rural Electric Cooperative Association, verifying they have achieved the benchmark of competency and commitment to safety. CLCP is a program that provides an educational foundation for Safety Professionals; giving them the information and tools need to be effective leaders of the safety function for GLE. CLCP requires continuing education to retain credentials. The two individuals are currently working toward CLCP certification, which is a three-year program. In addition, GLE staff are certified by the American Red Cross and National Safety Council to teach CPR, First Aid, and AED. All are OSHA 10 certified and two are OSHA 30 certified. Three of the individuals from GLE are TrainMor Forklift certified instructors. GLE safety staff maintain membership with a number of safety-focused associations including National Utility Training and Safety Education Association (NUTSEA); QUAD State Instructors, with one member serving on the website committee and one on the membership committee; and the Association of Large Distribution Cooperatives (ALDC). Two members serve on the Northern Michigan University Line School Advisory Board. One GLE employee is also a UAS Safety Certification Level One holder for drones. GLE line apprentices participate in the Department of Labor-certified Joint Michigan Apprentice Program (JMAP) and one of our safety and loss control department members serves on the multi-employer and union committee. GLE holds a wide variety of relative training for employees using both staff instructors as well as outside experts. Our standard training topics include but are not limited to personal protective equipment (PPE), specialized equipment such as chainsaw safety, forklift certification, CPR/First Aid/AED certification, ladder safety, bloodborne pathogens, emergency action plans, safety data sheets (SDS), fire and fire extinguisher training, and hazard awareness. In addition to

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training for employees, GLE is committed to educating fire department, public safety, road commission and other appropriate community first responders about hazard awareness and safety best practices related to electric and fiber utility infrastructure through comprehensive hot-line demonstrations.

### **Labor standards**

GLE will ensure that necessary investments in broadband infrastructure will be carried out in ways that produce high-quality infrastructure, avert disruptive and costly delays, and promote efficiency. GLE understands the importance of promoting workforce development and is committed to use strong labor standards. GLE is committed to using practices in construction projects that not only promotes effective and efficient delivery of high-quality infrastructure and supports the economic recovery through employment opportunities for workers but may also help to ensure a reliable supply of skilled labor that would minimize disruptions, such as those associated with labor disputes or workplace injuries.

GLE commits to requiring contractors and subcontractors pay their employees at or above the prevailing rate. All persons employed by contactor or any subcontractor in the manufacturing or furnishing of the supplies, materials, or equipment, or the furnishing of work, labor or services, used in the performance of this project, shall be paid, without subsequent deduction unless expressly authorized by law, not less than the prevailing minimum wage rate which is based on the rates contained in the wage determination of the Secretary of Labor which will be attached to and made a part of both procurement documents and subsequent contracts. Such laborers and mechanics shall be paid the appropriate wage rate and fringe benefits on the wage determination for the classification of work performed, without regard to skill.

Payrolls and basic records relating will be required to be maintained by the contractor during the work for all laborers and mechanics working of the project site. The contractor shall submit any contract work performed with a copy of all payrolls to GLE. Each payroll submitted shall be accompanied by a "Statement of Compliance," signed by the contractor or subcontractor or his or her agent who pays or supervises the payment of the persons employed under the project. The contractor or subcontractor shall make the records required available for inspection, copying, or transcription by authorized representatives of GLE and shall permit such representatives to interview employees during working hours on the job.

Does your company incorporate strong labor standards, including project labor agreements and community benefits agreements that offer wages at or above the prevailing rate?  Yes  No

If Yes, please describe.

GLE will ensure that necessary investments in broadband infrastructure will be carried out in ways that produce high-quality infrastructure, avert disruptive and costly delays, and promote efficiency. GLE understands the importance of promoting workforce development and is committed to use strong labor standards. GLE is committed to using practices in construction projects that not only promotes effective and efficient delivery of high-quality infrastructure and supports the economic recovery through employment opportunities for workers but may also help to ensure a reliable supply of skilled labor that would minimize disruptions, such as those associated with labor disputes or workplace injuries.

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### Hiring Policy

For this project, will additional labor force needs be met by hiring staff directly with your organization or contracted through another entity?

- Directly with company  
 Contracted through another agency

If direct hire, please estimate the total number of new, directly hired staff needed to complete this project.

If this project will be completed using contracted labor, describe your policies and practices that ensure contractors and subcontractors meet high labor standards.

GLE commits to requiring contractors and subcontractors pay their employees at or above the prevailing rate. All persons employed by contractor or any subcontractor in the performance of this project, shall be paid not less than the prevailing minimum wage rate which is based on the rates contained in the wage determination of the Secretary of Labor which will be attached to and made a part of both procurement documents and subsequent contracts.

Payrolls and basic records relating will be required to be maintained by the contractor during the work for all laborers and mechanics working of the project site. The contractor shall submit any contract work performed with a copy of all payrolls to GLE. Each payroll submitted shall be accompanied by a "Statement of Compliance," signed by the contractor or subcontractor or his or her agent who pays or supervises the payment of the persons employed under the project.

GLE supports registered apprenticeships, trainees, or other joint labor management training programs that serve all workers. This will be done by requiring contractors and subcontractors that are utilizing these programs for workers to manage those programs correctly. First, by requiring documentation of the program, which must be a bona fide apprenticeship program. GLE will ensure use of an appropriately skilled workforce by requiring a form statement of the bidder's qualifications to be submitted with all bids, all while ensuring procurement requirements of 2 CFR 200 are being met. Second, by requiring apprentices be paid the appropriate wage rates specified in the contractor's program.

### Prioritization efforts to hire local workers

GLE will encourage contractors and subcontractors to hire both low- and very low-income persons who are typically underrepresented or have historically excluded in addition to supporting use of a locally based workforce. GLE intends to achieve this by requiring contractor and subcontractors, when hiring, to post hiring notices in noticeable places at the work site and within the project area where both employees and applicants for training and employment positions can see the notice. Additionally, contractors and subcontractors will be required to send notices to each labor organization or representative of workers with which the contractor has any agreements or other understanding. This will be monitored by requiring monthly reporting of contractors and subcontractors on hiring.

Describe any prioritization efforts to hire local workers and/or workers from historically disadvantaged communities for this project.

GLE will encourage contractors and subcontractors to hire both low- and very low-income persons



who are typically underrepresented or have historically excluded in addition to supporting use of a locally based workforce. GLE intends to achieve this by requiring contractor and subcontractors, when hiring, to post hiring notices in noticeable places at the work site and within the project area where both employees and applicants for training and employment positions can see the notice. Additionally, contractors and subcontractors will be required to send notices to each labor organization or representative of workers with which the contractor has any agreements or other understanding. This will be monitored by requiring monthly reporting of contractors and subcontractors on hiring.

**Community Support for this project**

Demonstration of interest/impact/support from communities (If you need to upload additional support letters, click on 'Save' and the system will add an additional five lines.)

<b>Name of Community / Organization</b>	<b>Support Letters</b>
DNR	<a href="#">414_0_DNR_Letter of Support.pdf</a>
East Jordan Family Health Center	<a href="#">414_1_East Jordan Family Health Center - Antrim County_Kalkaska_Letter of Support.pdf</a>
Antrim County EDC	<a href="#">414_2_GLECoop_Kalkaska_District_Antrim County EDC_Kalkaska_Letter of Support.pdf</a>
Antrim County	<a href="#">414_3_GLECoop_Kalkaska_District_Antrim County_Kalkaska_Letter of Support.pdf</a>
Coldsprings Township	<a href="#">414_4_GLECoop_Kalkaska_District_Coldsprings Township_.pdf</a>
Custer Township	<a href="#">414_5_GLECoop_Kalkaska_District_Custer Township.pdf</a>
Helena Township	<a href="#">414_6_GLECoop_Kalkaska_District_Helena Township.pdf</a>
Kalkaska County	<a href="#">414_7_GLECoop_Kalkaska_District_Kalkaska County_Letter of Support.pdf</a>
Kalkaska County EDC	<a href="#">414_8_GLECoop_Kalkaska_District_Kalkaska CountyEDC.pdf</a>
Kalkaska Schools & Library	<a href="#">414_9_GLECoop_Kalkaska_District_Kalkaska Schools and Library.pdf</a>
Kearney Township	<a href="#">414_10_GLECoop_Kalkaska_District_Kearney Township-Antrim County_Kalkaska_LOS.pdf</a>
Mancelona	<a href="#">414_11_GLECoop_Kalkaska_District_Mancelona Village-Kalkaska County_Kalkaska_LOS.pdf</a>
Networks Northwest	<a href="#">414_12_GLECoop_Kalkaska_District_Networks Northwest-Antrim County_Kalkaska_LOS.pdf</a>
Northern Lake Economic Alliance	<a href="#">414_13_GLECoop_Kalkaska_District_Northern Lakes Economic Alliance_LOS.pdf</a>
Antrim Planning Commission	<a href="#">414_14_Antrim</a>

	<a href="#">County Planning Commission_Kalkaska_Letter of Support.pdf</a>
Antrim County Master Plan	<a href="#">414_15_GLECoop_KalkaskaDistrict_AntrimMasterPlan.pdf</a>
Northland Library Cooperative	<a href="#">414_16_GLECoop_Kalkaska_District_Northland Library Coop_Letter of Support.pdf</a>
Otsego County	<a href="#">414_17_GLECoop_Kalkaska_OtsegoCounty_LOS.pdf</a>

Please provide a description of the community support for this project to accompany relevant attachments. Community support can be expressed through public-private partnerships, letters of support, memorandums of understanding, community broadband plans, or other relevant and appropriate documents.

Strong stakeholder engagement is critical to the development of an inclusive, ambitious, and responsive broadband plan grounded in a deep understanding of community needs. GLE has engaged a large and diverse group of stakeholders, including individuals, groups, and/or organizations involved in, impacted by or interested in your broadband efforts. GLE received support from several public sector entities as well as from the private sector included economic development organizations such as the Economic Development Corporation (EDC) of the County of Kalkaska and the EDC of the County of Antrim, who indicated this project will reduce a major barrier to economic growth that Michigan's rural areas are currently facing; the lack of true broadband service and promote economic development. Additionally, the Northern Lakes Economic Alliance believes this project will resolve the constant challenge to fill vacant job opportunities that offer wages & benefits to sustain and families, especially given that advanced manufacturing composing approximately 16% of our regional employers. The availability of fiber-based broadband to residents in this service area will result in countless new opportunities. Specifically, the Daifuku/Webb plan relocation to Charlevoix County has opened the door to opportunities for other area businesses to grow.

GLE has also recognizes the link between broadband and other goals with the review of community plans. The community plans demonstrate that connectivity is foundational to meeting other needs in the community. The Antrim County Master Plan includes an implementation strategy for economic develop to target investments on infrastructure to attract business establishment including communication infrastructure, broadband data and internet services. For infrastructure implementation, the first strategy listed for Antrim County to compete in a global economy, is to include in their infrastructure development plans, wireless and broadband technology.

**Community Anchor Institutions (CAI) served**

Please list the specific community anchor institutions (CAIs) to be served by the proposed project. Attach evidence of support for the project from impacted CAIs (if applicable). **(If you need to upload additional support letters, click on 'Save' and the system will add an additional five lines.)**

CAI Name	Address	Type of CAI	Letter of Support
Kalkaska Public Schools	315 South Coral Street, Kalkaska, MI 49646	School	<a href="#">458_0_GLECoop_Kalkaska_District_Kalkaska_Schools and Library.pdf</a>
Kalkaska Library	247 S Cedar St, Kalkaska, MI 49646	Library	<a href="#">458_1_GLECoop_Kalkaska_District_Kalkaska_Schools and Library.pdf</a>
Northland Library Coop	220 W. Clinton St. Charlevoix, MI 49720	Library	<a href="#">458_2_GLECoop_Kalkaska_District_Northland</a>

			<a href="#">Library Coop_Letter of Support.pdf</a>
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**SPIN Information**

Evidence of application for a SPIN (if applicable) **If the proposed project includes connections to schools or libraries, please ensure you have entered your SPIN at the beginning of this application. For applicants without a SPIN please provide evidence of your application for a SPIN.**

Name of Evidence	Evidence of Application for SPIN

If the proposed project includes connections to schools or libraries, please provide your SPIN or evidence of application for a SPIN from the FCC Universal Service Administrative Company (USAC) and demonstration of your knowledge of E-rate and working with the FCC/USAC.

**Need for improved broadband service for businesses**

Evidence of interest, impact, or support from businesses. **(If you need to upload additional Evidence of Interest, click on 'Save' and the system will add an additional five lines.)**

Name of Attachment	Evidence of interest
Antrim County EDC	<a href="#">398_0_GLECoop_Kalkaska_District_Antrim County EDC_Kalkaska_Letter of Support.pdf</a>
Northern Lakes Economic Alliance	<a href="#">398_1_GLECoop_Kalkaska_District_Northern Lakes Economic Alliance_LOS.pdf</a>

Please provide a brief description of the businesses needing improved broadband service in the proposed project area and the level of improvement needed. Attach statements or evidence regarding the benefits from the proposed connectivity solution and how it will impact those businesses.

The proposed connectivity solution will improve businesses connections efficiently and affordably. The deployment of the proposed broadband service will allow businesses to reach new customers and even access the global market. Additionally, it allows residents to have flexibility with their careers.

The Economic Development Corporation of the County of Antrim and the Economic Development Corporation of the County of Kalkaska noted in their letters of support that the proposed project will reduce one of most stubborn barriers to economic growth that Michigan's rural areas are currently facing; the lack of true broadband service and promote economic development.

Northern Lakes Economic Alliance stated that with advanced manufacturing composing approximately 16% of their regional employers, there is a constant challenge to fill vacant job opportunities that offer wages and benefits to sustain and families. The availability of fiber-based broadband the proposed deployment would provide to residents will result in countless new opportunities for area businesses to grow. An example of the need is the Daifuku/Webb plant relocation in Charlevoix County

The proposed connectivity solution will empower small businesses like rural and home-based businesses, that require reliable broadband access to lower costs and grow revenue. Connection outages or drops cost real dollars and activities like virtual video meetings require the kind of bandwidth that can only be delivered with a connectivity such as the project proposed.

**Direct job creation**

Evidence of job creation

[459\\_GLECoop\\_Kalkaska\\_District\\_Antrim County EDC\\_Kalkaska\\_Letter of Support.pdf](#)

Describe and account for any direct job creation in the proposed service area related to this project, if funded. Provide supplemental evidence if available. Job creation here means those jobs created in the community as a result of new internet connectivity being deployed, not any jobs created to deploy the proposed network.

The proposed connectivity solution will improve businesses connections efficiently and affordably. The deployment of the proposed broadband service will allow businesses to reach new customers and even access the global market. Additionally, it allows residents to have flexibility with their careers.

The Economic Development Corporation (EDC) of the County of Antrim and the EDC of the County of Kalkaska noted in their letters of support that the proposed project will reduce barriers to economic growth that Michigan's rural areas are currently facing, specifically the the lack of true broadband service and promote economic development.

Northern Lakes Economic Alliance stated that with advanced manufacturing composing approximately 16% of their regional employers, there is a constant challenge to fill vacant job opportunities that offer wages and benefits to sustain families. The proposed deployment would provide to residents countless new opportunities for area businesses to grow.

The proposed connectivity solution will empower small businesses like rural and home-based businesses, that require reliable broadband access to lower costs and grow revenue. Connection outages or drops cost real dollars and activities like virtual video meetings require the kind of bandwidth that can only be delivered with a connectivity such as the project proposed.

More efficient farms will be created from the proposed project, for farmers in these rural communities, an emerging market of smart technology designed specifically for agriculture can give them real-time access to vital info from sensors placed around their land. This requires wired high-speed internet, plus a combination of transmitters and wired internet to other areas on their farm. Beyond helping farmers gather critical data in real-time, a high-speed internet network on their farm can open them up to the potential of using autonomous farming equipment. Using this equipment can increase productivity and lower labor costs.

**Last-Mile Partners**

**PLEASE READ THE FOLLOWING CAREFULLY**

**ENTER INFORMATION IN THIS SECTION ONLY IF YOU SELECTED 'MIDDLE-MILE' AS A PROJECT TYPE**

Name of the last-mile partner	Brief description of their organization and the technology	Area to be served by the last-mile partner	Evidence of partnership

**Last-Mile Partner Details**

**Proposed infrastructure to be deployed including route locations**

Please upload a GIS-compatible file of the proposed infrastructure to be deployed including route locations and other supportive infrastructure to be deployed as a result of the grant

Name of GIS-compatible file	GIS-compatible file Attachment

**Spreadsheet of street addresses**

Please upload a spreadsheet of street addresses/locations within the proposed service area. Spreadsheet should include full address string (number, street, city, state, zip), location type (residential, business, institution, other), latitude and longitude (if available), and whether the address is currently unserved at 25/3 Mbps or 100/20 Mbps or unknown.

**Locations by Type**

Locations Passed: Please indicate the total number of locations by type that will be able to receive improved broadband services as a result of the proposed project.

Type	Locations
Households	
Businesses	
Community Anchor Institutions	
<b>Total Locations Passed</b>	

**Please list the jurisdictions impacted by the proposed service area:**

**City(ies)/Village(s):**

**Township(s):**

**County(ies):**

**State House District(s):**

**State Senate District(s):**

**Description of the broadband service to be provided**

Does the proposed service area include (wholly or partially) a Qualified Opportunity Zone?  Yes  No

If Yes, please list the Census Tract numbers for the impacted Qualified Opportunity Zones

Please provide a brief description of the broadband service to be provided including, but not limited to, the technology to be used, will bandwidth be dedicated or shared, etc.

**Minimum Mbps**

Will the last-mile partner be able to provide the minimum 100/100 Mbps required service speed to all locations identified in the proposed service area?  Yes  No

If No, the ROBIN Program allows for a minimum service speed of 100/20 Mbps in cases of extreme geographical, topographical, or financial impracticability of delivering 100/100 Mbps. Such connections must be scalable to 100/100 Mbps. Applicants must provide substantial evidence as to the impracticability of delivering 100/100 Mbps and the justification for providing a connection speed of 100/20 Mbps instead.

**Download and Upload speeds of the services**

Using the table, please indicate the download and upload speeds of the services to be offered by the last-mile partner in the proposed service area. The non-discounted or rack rate monthly pricing of unbundled internet-only service should be included for each service offered, as well as the monthly data allowance for customers (if applicable).

Additionally, please attached an affidavit of commitment to offer the proposed service and cost in the proposed service area once the middle mile infrastructure project is complete should it be funded.

Download Speed (Mbps)	Upload Speed (Mbps)	Monthly Cost \$	Monthly Data Allowance (GB)	Affidavit of commitment
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**FCC's Affordable Connectivity Program**

Does the last-mile partner participate in the FCC's Affordable Connectivity Program (ACP)?  Yes  No

If No, applicant must participate in ACP within 6 months of receiving a ROBIN grant award. Must attach evidence that they are pursuing ACP participation.

Does the last-mile partner provide a low-cost service offering in conjunction with the Affordable Connectivity Program (ACP) that provides ACP eligible households with a net \$0 monthly cost of service?  Yes  No

If yes, please describe the low-cost service offering.

### **Proposed digital literacy training events, materials**

Truestream has a digital literacy plan for the provision of traditional basic skills training for computer, internet, email, cyber security, mobile phone, and teleconferencing. Truestream will host one **Rally** event each quarter to educate customers about available broadband services such as streaming, accessing the GLE app, how fiber works, home equipment installation, service plans, broadband construction and schedule, technical support, setting up a free email account, and MyBundle. Truestream also conducts **virtual rallies**. Rallies are publicized on the member's bills, posted on Truestream's events page, and shared on Facebook. Truestream **in-home installation technicians provide one-on-one training** and an **'In-Home Installation' folder** to customers and provides **24/7 Tech support** at 1-888-485-2537. Truestream offers **online informational and educational materials**. They provide videos on social media, such as GLE's YouTube channel. They partner with **MyBundle** to provide a simple platform that helps members intuitively discover the streaming TV package that best fits their needs and preferences. **Truestream's website** has a NEWS webpage with blogs to educate customers about various topics like whether to call tech support, access to technical support, troubleshooting tips, and frequently asked questions. Truestream sends **monthly e-news** to active subscribers and a **'Shared Interest' e-newsletter** to members who've shared their interest but are in inactive areas, awaiting construction.

The **Northland Library Cooperative** has provided a letter of support and greed to offer digital literacy training. Truestream will provide up to \$5,000 for two counties in the Kalkaska District totaling \$10,000. The **Kalkaska Public Schools and the Kalkaska County Library** have provided a letter of support, pledging to engage in digital literacy initiatives in partnership with Truestream. Truestream will partner with the **Northern Lakes Economic Alliance** (local economic development corporations, and the **Small Business Development Center** (SBDC) to assess needs for closing the digital equity gap in the communities, prioritize digital literacy topics, and offer technical assistance and training to meet these needs. The SBDC provides no-cost/low-cost training and tools to help businesses run and grow such as developing a business plan, cybersecurity, etc. Truestream plans to provide information to new and upgraded subscribers in the welcome packet.

Please describe any proposed digital literacy training events, materials, and/or resources that will be provided to residents or businesses impacted by the proposed connectivity. Include the number and type of events, including commitments from any partners included in the digital literacy training and the anticipated outcomes from related activities. The description must provide clear detail and contain measurable metrics for the proposed programs or partnerships.

Truestream has a digital literacy plan for the provision of traditional basic skills training for computer, internet, email, cyber security, mobile phone, and teleconferencing. Truestream will host one **Rally** event each quarter to educate customers about available broadband services such as streaming, accessing the GLE app, how fiber works, home equipment installation, service plans, broadband construction and schedule, technical support, setting up a free email account, and MyBundle. Truestream also conducts **virtual rallies**. Rallies are publicized on the member's bills, posted on Truestream's events page, and shared on Facebook. Truestream **in-home installation technicians provide one-on-one training** and an **'In-Home Installation' folder** to customers and provides **24/7 Tech support** at 1-888-485-2537. Truestream offers **online informational and educational materials**. They provide videos on social media, such as GLE's YouTube channel. They partner with **MyBundle** to provide a simple platform that helps members intuitively discover the streaming TV package that best fits their needs and preferences. **Truestream's website** has a NEWS webpage with blogs to educate customers about various topics like whether to call tech support, access to technical support, troubleshooting tips, and frequently asked questions. Truestream sends **monthly e-news** to active subscribers and a **'Shared Interest' e-newsletter** to members who've shared their interest but are in inactive areas, awaiting construction.

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Please upload evidence of training partnership, materials, etc.

[508\\_GLECoop\\_Kalkaska\\_District\\_Digital\\_Literacy\\_Events\\_Materials\\_Partnerships.pdf](#)

### **Materials and Method(s) to be used**

There are a variety of marketing materials used to promote using high-speed internet service to improve quality of life, access to resources, and economic opportunities, emphasizing how fiber internet is well suited for data-driven needs of residential and business customers. Truestream conveys how communities benefit from high-speed internet service for enhanced educational opportunities, remote working, telehealth, business growth and expansion, and increased home values and real estate sales. Truestream has developed and a presentation that is delivered to community groups, GLE and Truestream send monthly E-news sections and advertise online about their internet plans, upgrades, service changes, and streaming. GLE's website has a link to fiber internet on Truestream's website. Truestream's website includes internet service plan information, a map of internet service availability and status, construction updates, news, 'Cutting the Cord', answers to frequently asked questions, equipment information, technical support, as well as the ability to register for an account online or via calling their toll-free phone number. Truestream sends postcards, letters, door hangers, bill inserts, and PowerTalk bill supplements about upgrading service to high-speed fiber internet service, as well as printed materials to unserved populations to encourage signing up for new service. Truestream posts on social media, conducts in-person events, and provides brief one topic videos, as well as advertises service and upgrades in Country Lines magazine. When Truestream starts planning construction for an area, they identify specific community outreach opportunities in each broadband expansion location. They plan to attend or sponsor expos, home and garden shows, festivals, county fairs, after-hour business networking events, chamber of commerce events (Truestream is typically a member of area chambers of commerce), and county and township meetings.

Please describe the materials and method(s) to be used for providing residents and businesses with information promoting the use of an internet connection for improving quality of life, access to resources, economic opportunity, etc., in the proposed service area. Partnerships with local CAIs that build awareness for enriching online opportunities for residents and businesses are highly encouraged.

Examples of these opportunities include, but are not limited to, telehealth applications, access to government services, e-learning, job and career readiness programs, public safety information, cybersecurity training, etc. This description must provide clear detail and contain measurable metrics.

There are a variety of marketing materials used to promote using high-speed internet service to improve quality of life, access to resources, and economic opportunities, emphasizing how fiber internet is well suited for data-driven needs of residential and business customers. Truestream conveys how communities benefit from high-speed internet service for enhanced educational opportunities, remote working, telehealth, business growth and expansion, and increased home values and real estate sales. Truestream has developed and a presentation that is delivered to community groups, GLE and Truestream send monthly E-news sections and advertise online about their internet plans, upgrades, service changes, and streaming. GLE's website has a link to fiber

internet on Truestream's website. Truestream's website includes internet service plan information, a map of internet service availability and status, construction updates, news, 'Cutting the Cord', answers to frequently asked questions, equipment information, technical support, as well as the ability to register for an account online or via calling their toll-free phone number. Truestream sends postcards, letters, door hangers, bill inserts, and PowerTalk bill supplements about upgrading service to high-speed fiber internet service, as well as printed materials to unserved populations to encourage signing up for new service. Truestream posts on social media, conducts in-person events, and provides brief one topic videos, as well as advertises service and upgrades in Country Lines magazine. When Truestream starts planning construction for an area, they identify specific community outreach opportunities in each broadband expansion location. They plan to attend or sponsor expos, home and garden shows, festivals, county fairs, after-hour business networking events, chamber of commerce events (Truestream is typically a member of area chambers of commerce), and county and township meetings.

Evidence of awareness activities

[511\\_GLECoop\\_Kalkaska\\_Internet\\_Awareness\\_Activities.pdf](#)

#### **Commitment to improving the adoption rate of broadband services**

There are a variety of marketing materials used to promote using high-speed internet service, which emphasize how Truestream offers high-speed fiber internet free installation, special reduced service rates, free equipment or a Wi-Fi app, and digital skills training.

GLE and Truestream send monthly E-news sections and advertise online about their internet plans, upgrades, service changes, and streaming. GLE's website has a link to fiber internet on Truestream's website. Truestream's website includes internet service plan information, a map of internet service availability and status, construction updates, news, technical support, as well as the ability to register for an account online or via calling their toll-free phone number.

Truestream sends postcards, letters, bill inserts, and PowerTalk bill supplements about upgrading service to high-speed fiber internet service, as well as printed materials to unserved populations to encourage signing up for new service.

Truestream posts on social media, conducts in-person events, and provides brief one topic video, as well as advertises service and upgrades in Country Lines magazine.

Describe how the project commits to improving the adoption rate of broadband services, including, but not limited to, special service rates, internet-enabled devices that meet the needs of the user, and digital skills training.

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#### **Promotion of customer take rate**

Truestream plans to promote high-speed fiber internet in the area using the following marketing and outreach activities:

- Coordinating with local economic development corporations, who have expressed support for high-speed fiber internet expansion, to remove barriers to economic growth in Michigan's rural areas resulting in improved quality of life for residents, new housing, and additional infrastructure.
- Sending registration letters and postcards to inform underserved customers and unserved customers about free installation and low prices.
- Sending emails on a quarterly basis to underserved customers about free installation and free equipment or wif-fi app.
- Advertising online and in local print such as Country Lines magazine (i.e., PowerTalk).
- Delivering presentations to community groups about high-speed fiber internet service and local benefits.

New service will be made available to 3,663 new locations, including 3,147 residences, 242 businesses, and four community anchor institutions. Truestream anticipates a take rate of 70%. This estimate is based on our historical take rate in similar geographic areas where we provide service and members in the project area that have already expressed interest.

Explain how you plan to promote customer take rate, including marketing activities, outreach plan, and other actions to reach the identified serviceable units within the project area. Provide the anticipated take rate and describe the basis for the estimate.

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