

Facesheet for Realizing Opportunities with Broadband Infrastructure Networks Grant - 2023

Agency: LakeNet LLC

Application: Realizing Opportunities with Broadband Infrastructure Networks Grant - 2023

Applicant Information

- a. Applicant Name LakeNet LLC
- b. Does Business as
- c. Address 16690 Graitot Rd
- d. Address 2
- e. City Hemlock State MI Zip 48626
- f. Federal ID Number DUNS Number Unique Entity Id.
- 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

LakeNet is an ETC recognized by MPSC and the FCC.

Please provide evidence of eligibility [433__LakeNet ROBIN ETC Documentation.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:

Michigan Vendor Identification Number (SIGMA ID):

Federal Communications Commission Registration Number (FRN): 0021411152

Service Provider Identification Number (SPIN): 143051936

Project Information

- a. Project Name LakeNet LLC ROBIN Midland-Saginaw Project
- b. Is implementing agency same As Applicant Yes No
- c. Implementing Agency Name
- d. Project Start Date Sep-01-2023 End Date Dec-31-2026
- e. Amount of Funds Requested \$6,441,123.60 Project Cost \$12,921,886.32

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Application: Realizing Opportunities with Broadband Infrastructure Networks Grant - 2023

Contacts

a. Application Author

Name	Christopher Fabien				
Title	Manager				
Mailing Address	16690 Graitot Rd				
City	Hemlock	State	MI	Zip	48626
Telephone	(989) 643-5819			Fax	
E-mail Address	chris@lakenetmi.com				

b. Authorized Official

Name	Christopher Fabien				
Title	Manager				
Mailing Address	16690 Graitot Rd				
City	Hemlock	State	MI	Zip	48626
Telephone	(989) 643-5819			Fax	
E-mail Address	chris@lakenetmi.com				

c. Financial Officer

Name	Christopher Fabien				
Title	Manager				
Mailing Address	16690 Graitot Rd				
City	Hemlock	State	MI	Zip	48626
Telephone	(989) 643-5819			Fax	
E-mail Address	chris@lakenetmi.com				

d. Primary Grant Contact

Name	Christopher Fabien				
Title	Manager				
Mailing Address	16690 Graitot Rd				
City	Hemlock	State	MI	Zip	48626
Telephone	(989) 643-5819			Fax	
E-mail Address	chris@lakenetmi.com				

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

LakeNet LLC is proposing a ROBIN grant project to build approximately 173 miles of fiber in parts of Midland, Saginaw, Gratiot and Bay counties to provide Fiber-to-the-Home Broadband to 1,458 unserved or underserved locations. Speeds will be up to 1000/1000 Mbps at project launch but we will use XGS-PON technology to enable future multi-gigabit services. With nearly 10 years of experience designing, constructing, and operating a rural FTTH network in this area, we are well qualified to deploy a cost effective, high performance, reliable network. The project will be fed by our existing fiber network and includes new fiber huts in Porter and Freeland. There is also a middle-mile component which will provide a new, diverse dark fiber path from our network to the Detroit Internet Exchange which will improve reliability and greatly increase future bandwidth capabilities. We are requesting 49.9% grant funding and will provide a 50.1% matching in-kind contribution in the form of construction and installation labor using our existing construction crew and in the form of engineering and administrative services to design and implement the build and manage the project.

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.):

LakeNet has been successful in building self-funded FTTH in several rural portions of western Saginaw county, with approximately 100 self-funded miles built since 2014. Naturally, we have a return-on-investment target for these builds, and we can only build an area if we get enough customers signed up. Generally, we have proposed a \$249 installation fee to customers in these builds to help cover a portion of the costs and improve ROI. We have previously attempted to market several smaller projects within the proposed grant project area. We were unable to meet our ROI target to build the projects at our cost. We feel this is due to lower population density (less potential customers, so a higher take % needed) and demographics (lower average income) when compared to areas we have been able to build self-funded. Feedback from potential customers in the area was clear that there was demand, however affordability was a significant hurdle. With grant funding, this allows us to meet a reasonable ROI on our investment and makes the project viable. Grant funding will allow us to improve broadband access by building the entire project area, not just higher density or higher income roads, and allow us to greatly improve affordability by offering free installation and low-cost service options to ACP eligible households.

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 proposed service area contains portions of Midland, Gratiot, Saginaw and Bay Counties. In this area there is a wide variety in population density with dense towns and subdivisions interspersed with un-developed agricultural area and scattered houses. There is also wide variety in broadband availability. Higher density areas have had multiple broadband providers available for decades, and lower density areas still have many locations without broadband access.

LakeNet has been active for nearly 10 years building Gigabit Fiber to the Home in medium and low density areas of these counties. With the increase in broadband standards to 100/20 Mbps and the introduction of the FCC's location-based BDC system, we have better tools than ever before to identify unserved and underserved locations. The service area for this grant combines some larger groups of locations and a number of smaller pockets which have not been served via previous grant efforts or were incorrectly considered as served under the previous FCC mapping. In total, the proposed project will provide Gigabit FTTH access for 1,458 locations.

Upon review of the latest FCC broadband availability data, we believe there exists significant over-stated coverage by fixed wireless operators in our service area. Our application contains approximately 300 locations showing as served at 100/20 Mbps by a fixed wireless provider. We performed thorough due diligence investigation and determined that these are actually unserved locations.

The service area includes a Qualified Opportunity Zone in Kochville Township, and will wholly cover all unserved/underserved locations within that Opportunity Zone.

Please upload a PDF overview map of proposed service area

[436_LakeNet Robin Overview Map v3.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
Fiber Huts Shapefile	437_0_LakeNet ROBIN FiberHuts.zip
Fiber Feeder Route Shapefile	437_1_LakeNet ROBIN FiberRouteFeeder.zip
Fiber Trunk Route Shapefile	437_2_LakeNet ROBIN FiberRouteTrunk.zip
Service Locations Shapefile	437_3_LakeNet ROBIN ServLocs.zip

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,

[278_LakeNet ROBIN Serv Location v3xl.xlsx](#)

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	1,176
Businesses	280
Community Anchor Institutions	2
Total Locations Passed	1,458

Please list the jurisdictions impacted by the proposed service area:

City(ies)/Village(s): None

Township(s): Jasper, Porter, Wheeler, Mt. Haley, Ingersoll, Jonesfield, Richland, Lakefield, Marion, Fremont, Brant, St Charles, Swan Creek, Thomas, Tittabawassee, Williams, Monitor, Frankenlust, Kochville

County(ies):

Bay Gratiot Midland Saginaw

State House District(s):

State House District 93 State House District 95 State House District 96
 State House District 97

State Senate District(s):

State Senate District 31 State Senate District 32 State Senate District 33
 State Senate District 36

Description of the broadband service to be provided

Broadband service will be offered via Fiber-to-the-Home on a 10-Gig XGS-PON network. Speeds offered will be 100/100 and 1000/1000 Mbps and bandwidth usage cap will be unlimited. While XGS-PON is a shared access medium, bandwidth allocations for each rate plan will be configured with the plan advertised speed as a maximum best-effort rate and a lower speed as a dedicated/committed bandwidth allocation. This helps to ensure a good experience for all users in the extremely unlikely event of bandwidth contention on the PON. The Vendors expected to be used will be Juniper for routing/transport equipment and Calix for access/end user equipment. We have these platforms currently in use on our existing network. A managed wifi 6 home router is offered to help ensure great wifi performance in the home and eliminate potential problems for less experienced Internet users.

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 26145010200 Wholly Covered (all actual Opportunity Zones unserved locs)

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.):

Broadband service will be offered via Fiber-to-the-Home on a 10-Gig XGS-PON network. Speeds offered will be 100/100 and 1000/1000 Mbps and bandwidth usage cap will be unlimited. While XGS-PON is a shared access medium, bandwidth allocations for each rate plan will be configured with the plan advertised speed as a maximum best-effort rate and a lower speed as a dedicated/committed bandwidth allocation. This helps to ensure a good experience for all users in the extremely unlikely event of bandwidth contention on the PON. The Vendors expected to be used will be Juniper for routing/transport equipment and Calix for access/end user equipment. We have these platforms currently in use on our existing network. A managed wifi 6 home router is offered to help ensure great wifi performance in the home and eliminate potential problems for less experienced Internet users.

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.

Affordability and Service Limitations

Using the table, please indicate the download and upload speeds of the services to be offered 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). Applicants must certify their commitment to providing the proposed level of service and cost for at least one (1) year after grant closeout. After this period, grantees are expected to maintain pricing and speed levels for the ROBIN project area consistent with those found in the grantee's non-ROBIN service areas elsewhere in the state.

Download Speed (Mbps)	Upload Speed (Mbps)	Monthly Cost \$	Monthly Data Allowance (GB)
100	100	64.00	Unlimited
1,000	1,000	125.00	Unlimited

Affidavit of commitment [442_LakeNet ROBIN Service Commitment Affidavit.pdf](#)

FCC's Affordable Connectivity Program (ACP)

LakeNet is already under obligation to participate in ACP from another program, since we are an ETC we are required to file an Election Notice to USAC, which has been filed. The election notice and our ETC designation are attached in the uploaded file. We will be offering APC to all of our broadband customers as soon as approved by USAC.

For the ROBIN grant area, we will offer the 100/100 Mbps service plan at a discounted price of \$30/mo for any customer who qualifies for and maintains ACP participation. This will be applied automatically upon their participation with the ACP program. This will provide those households with 100/100 Mbps at \$0 net monthly cost after the ACP stipend.

Do you participant 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. [444_LakeNet ROBIN ACP Election.pdf](#)

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.

LakeNet is already under obligation to participate in ACP from another program, since we are an ETC we are required to file an Election Notice to USAC, which has been filed. The election notice and our ETC designation are attached in the uploaded file. We will be offering APC to all of our broadband customers as soon as approved by USAC.

For the ROBIN grant area, we will offer the 100/100 Mbps service plan at a discounted price of \$30/mo for any customer who qualifies for and maintains ACP participation. This will be applied automatically upon their participation with the ACP program. This will provide those households with 100/100 Mbps at \$0 net monthly cost after the ACP stipend.

Project Costs and Budget

Please complete the following table with project cost information.

Total Project Cost:	12,921,886.32
Total Grant Request:	6,441,123.60
Total Match Amount:	6,480,762.72
Total Match Percentage:	50.15

Total matching funds: Please complete the table below summarizing the source, amount, and type of matching funds contributed to the project. Applicants should also indicate if the match is secured or not.

Source	Amount	Type	Secure
OSP Construction, 100 Miles of 12F Branch Route			
Installation Labor, Drop Install, Splicing for 1094 Customer Installs			
Engineering Services performed in-house			
Administrative Services performed in-house			

Match commitment letters or evidence

Name of Attachment	Match commitment letters or evidence
Match Commitment Letter	319_0_LakeNet ROBIN Match Commitment.pdf

If matching funds or in-kind contributions listed above are not yet secured, please describe the process remaining to secure the funds and the anticipated timeline to do so. (250 words max.):

Budget Summary for Realizing Opportunities with Broadband Infrastructure Networks Grant - 2023
 Agency: LakeNet LLC
 Application: Realizing Opportunities with Broadband Infrastructure Networks Grant - 2023

	Category	Total	Requested	Cash	Inkind	Narrative
1	Building and Labor					
2	Last Mile Construction Labor					
3	Middle Mile Construction Labor					
4	Last Mile Construction Material					
5	Middle Mile Construction Material					
6	Customer Premise Equipment					
7	Customer Premise Installation					
8	Electronics					
9	Permits					
10	Professional Services and Engineering					
11	Other					
TOTAL EXPENDITURES						

Budget Narrative

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

Attach additional information as necessary

[449_LakeNet ROBIN Project Budget.pdf](#)

Five-year stand-alone project financial plan/forecast.

Please use the table to complete a five-year stand-alone project financial plan/forecast.

Five-Year Stand-Alone Project Financial Plan

Project Name	Year 1	Year 2	Year 3	Year 4	Year 5
Anticipated Revenue					
Anticipated Expenses					
Anticipated Grant Funds					
Cash Flow					
Cummulative Cash Flow					

Please provide a brief narrative to accompany your five-year stand-alone project financial plan/forecast (400 words max.):

Additional forecast information

[450_LakeNet ROBIN 5-yr Forecast.pdf](#)

Engineering designs, diagrams, and maps

Budgetary engineering designs, diagrams, and maps that show the proposed project. Design documents must clearly demonstrate the applicant’s complete understanding of the project and ability to provide the proposed solution. This information must be certified by a professional engineer.

Name of Attachment:	Budgetary engineering designs
System Design Description Document	353_0_LakeNet ROBIN Grant FTTH System Description.pdf
Project Overview Map	353_1_LakeNet Robin Overview Map v3.pdf
Example Construction Plan Set	353_2_ROBIN Example Plan Set.pdf
Example GPON Splitter Tap Calc Sheet	353_3_ROBIN Example GPON Tap.pdf
Project Budget	353_4_LakeNet ROBIN Project Budget.pdf
PE Certification	353_5_LakeNet ROBIN PE signoff.pdf

Please provide a brief statement to accompany your attached engineering designs, diagrams, and maps indicating your readiness to build, manage, and operate the proposed network.

Evidence of network scalability

Evidence of network scalability

Name of Attachment	Evidence of network scalability
System Scalability Worksheet	357_0_LakeNet ROBIN System Scalability.pdf

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.):

Project Schedule

28. Please use the table below to complete a project schedule outlining individual tasks and their timing by quarter and year. All projects must be complete by December 31, 2026. (If you need to add additional lines, click on 'Save' and the system will add an additional five lines each time.)

	2023				2024				2025				2026			
Material Sourcing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plans Permits	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fiber Const - Fremont, Swan Creek, Brant area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fiber Const - Freeland, Frankenmuth, Kochville	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fiber Const - Jasper, Porter, Mt Haley, Ingersoll	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Property Aquisition, Zoning, for fiber huts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fiber Hut Construction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer Installs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Middle-Mile IRU Sourcing, Negotiation, Purchase	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Middle-Mile Place Into Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Anticipated completion date

Please indicate the anticipated date upon which service to the last location in the proposed project area will be made available. 12/01/2026

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

Potential schedule changes would be to accommodate material delivery schedules, contractor availability, weather/outside condition delays. In our other 4 grant builds we have been able to adapt the schedule as necessary and still completed the projects on time or early.

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.

Some townships will need METRO and Video Franchise agreements completed, which takes approximately 2-3 months and will be started immediately upon final award of grant. ROW Construction permits will only be started once the grant is awarded and only take a few weeks to be completed for each segment. Permitting work will be ongoing throughout the project. We generally permit construction in approximately 10-mile sections.

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.

State MDOT permits will be required for any construction in MDOT ROW, and will be completed along with normal permitting for that section of the project. There is a river crossing which may require Army Corps of Engineer approval, we will determine and start that upon grant award.

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

Our ROBIN grant service area is contained within and adjacent to communities where we have been providing Broadband access for 13 years, and have been actively expanding our fiber network for nearly 10 years. We have a staffed local office in Hemlock with a 5-acre laydown yard available so there will be no mobilization or local setup period required. We already have a fully-equipped in-house construction team ready to begin work on the proposed ROBIN grant project. An employee roster and equipment list is attached. We also have three qualified underground contractors we've used previously who are ready to get to work if needed.

We have METRO permits already in place in a number of the townships in the proposed project, copies are attached. Additional METRO permits needed will be done by experienced LakeNet In-house engineering staff upon project award which is expected to take 2-3 months.

We have an existing working relationship with Millennium to supply a majority of the Fiber and other OSP materials needed for the project. Millennium has a local Michigan warehouse where they stock materials for us and deliver as needed. Millennium has reviewed our proposed ROBIN project and is ready and willing to supply materials as needed and has also provided a letter of intent to provide \$5M of funding through their Millennium Infrastructure Fund.

Additional evidence of project readiness

Name of Attachment:	Evidence of project readiness
Richland Twp METRO Permit	390_0_Richland Metro.pdf
Fremont Twp METRO Permit	390_1_Fremont Metro.pdf
Brant Twp METRO Permit	390_2_Brant Township Metro.pdf
Jonesfield Twp METRO Permit	390_3_Jonesfield Metro.pdf
Lakefield Twp METRO Permit	390_4_Lakefield Metro.pdf
LakeNet Construction Team & Equipment	390_5_LakeNet ROBIN Construction

	Team.pdf
Millennium Infrastructure Funding Letter of Intent	390_6_LakeNet-Award-Letter-of-Intent.pdf

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.

Our ROBIN grant service area is contained within and adjacent to communities where we have been providing Broadband access for 13 years, and have been actively expanding our fiber network for nearly 10 years. We have a staffed local office in Hemlock with a 5-acre laydown yard available so there will be no mobilization or local setup period required. We already have a fully-equipped in-house construction team ready to begin work on the proposed ROBIN grant project. An employee roster and equipment list is attached. We also have three qualified underground contractors we've used previously who are ready to get to work if needed.

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We have an existing working relationship with Millennium to supply a majority of the Fiber and other OSP materials needed for the project. Millennium has a local Michigan warehouse where they stock materials for us and deliver as needed. Millennium has reviewed our proposed ROBIN project and is ready and willing to supply materials as needed and has also provided a letter of intent to provide \$5M of funding through their Millennium Infrastructure Fund.

Brief history of your organization

LakeNet LLC was formed in 2010 to expand Internet service into unserved rural areas near the owner's hometown of Merrill, MI. Our initial service launch was via Fixed Wireless, and serviced approximately 500 square miles in Saginaw, Midland, Gratiot and Gladwin county. In 2014 we launched LakeNet Fiber to fill in wireless coverage gaps and offer faster, more reliable service to our customers. Our chosen Fiber to the Home technology proved to offer the great quality service and speeds demanded by our customer base. We have embraced fiber as our primary technology going forward, and are currently adding about 50-70 miles per year. We currently serve approximately 80% of our customers via FTTH and expect to be 100% FTTH within the next 2 years.

Our recent experience has seen LakeNet awarded three CMIC grants covering about 1200 locations and RDOF funding for approximately 600 locations. Our first CMIC grant was completed successfully in 2022, on budget and 15 months early. Our second CMIC grant is nearly complete, on budget and expected to be complete 2 years ahead of schedule. Our RDOF build is in process and has met the first 20% service milestone. The last CMIC award is also currently in build process and on schedule. Our performance on these previous grant projects demonstrates our continued and consistent delivery getting builds complete on time and on budget while navigating the challenging COVID-era fiber material and labor market.

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.):

LakeNet LLC was formed in 2010 to expand Internet service into unserved rural areas near the owner's hometown of Merrill, MI. Our initial service launch was via Fixed Wireless, and serviced approximately 500 square miles in Saginaw, Midland, Gratiot and Gladwin county. In 2014 we launched LakeNet Fiber to fill in wireless coverage gaps and offer faster, more reliable service to our customers. Our chosen Fiber to the Home technology proved to offer the great quality service and speeds demanded by our customer base. We have embraced fiber as our primary technology going forward, and are currently adding about 50-70 miles per year. We currently serve approximately 80% of our customers via FTTH and expect to be 100% FTTH within the next 2 years.

Our recent experience has seen LakeNet awarded three CMIC grants covering about 1200 locations and RDOF funding for approximately 600 locations. Our first CMIC grant was completed successfully in 2022, on budget and 15 months early. Our second CMIC grant is nearly complete, on budget and expected to be complete 2 years ahead of schedule. Our RDOF build is in process and has met the first 20% service milestone. The last CMIC award is also currently in build process and on schedule. Our performance on these previous grant projects demonstrates our continued and consistent delivery getting builds complete on time and on budget while navigating the challenging COVID-era fiber material and labor market.

Organization Chart & Resumes

Applicant organizational chart

Name of Attachment	Organizational chart
LakeNet Org Chart	329_0_LakeNet ROBIN Org Chart.pdf

Resumes of key officers, management personnel, and proposed project management team

Personnel Name	Resume
Christopher Fabien	332_0_Christopher Fabien Resume.pdf
	332_1_Keri Fabien

Keri Fabien	Resume.pdf
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Audited Financial Statements

Three years of audited financial statements

Attachment Name	Audited Financial Statements
Financial Statements 2020-2022	336_0_LakeNet Financial Statements.pdf

Please provide a brief statement to accompany your attached audited financial statements and documentation.

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

LakeNet is a Michigan Limited Liability Company with a headquarters in Hemlock MI. LakeNet maintains a fully equipped in-house fiber construction team. During previous grant projects, we have done a majority of the work using our in-house team and have also contracted out a portion of the work to local underground contractors. For the proposed ROBIN project, our plan indicates approximately 100 miles to be done in-house and approximately 70 miles to be done by contractor. We have previously used

all with good results. We have discussed the ROBIN project with these contractors and determined they are ready and able to handle the project within the budget and timeframe required. These are all Michigan companies with headquarters in Michigan.

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.

LakeNet is a Michigan Limited Liability Company with a headquarters in Hemlock MI. LakeNet maintains a fully equipped in-house fiber construction team. During previous grant projects, we have done a majority of the work using our in-house team and have also contracted out a portion of the work to local underground contractors. For the proposed ROBIN project, our plan indicates approximately 100 miles to be done in-house and approximately 70 miles to be done by contractor. We have previously used

all with good results. We have discussed the ROBIN project with these contractors and determined they are ready and able to handle the project within the budget and timeframe required. These are all Michigan companies with headquarters in Michigan.

Safety and training standards

All employees involved in the ROBIN grant project will receive OSHA 10-hour safety training course in Construction industry and employees in a supervisor or crew lead role will receive OSHA 30-hour training as well. Additionally, all employees will receive training on specific hazards associated with their specific job assignment which is reviewed in classroom setting at the beginning of the season and on a daily basis in a morning safety review of the specific tasks that day. For job training, due to the size and structure of our organization, LakeNet has adopted a 1-on-1 mentoring/training approach to bring new employees up to speed on tasks required of them and to learn new skills as they progress in their career development. Most of our current employees have started out as entry level employees and progressed through mentoring/training to their current positions.

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

All employees involved in the ROBIN grant project will receive OSHA 10-hour safety training course in Construction industry and employees in a supervisor or crew lead role will receive OSHA 30-hour training as well. Additionally, all employees will receive training on specific hazards associated with their specific job assignment which is reviewed in classroom setting at the beginning of the season and on a daily basis in a morning safety review of the specific tasks that day. For job training, due to the size and structure of our organization, LakeNet has adopted a 1-on-1 mentoring/training

approach to bring new employees up to speed on tasks required of them and to learn new skills as they progress in their career development. Most of our current employees have started out as entry level employees and progressed through mentoring/training to their current positions.

Violations of federal or state labor and employment laws

Have there been any recent violations of federal or state labor and employment laws by your organization? Yes No Unsure

If Yes, please describe in detail.

Labor standards

As detailed in the US Treasury Capital Projects Fund Compliance and Reporting Guidance, if awarded a ROBIN grant, LakeNet will prepare and submit a project employment and local impact report and a project workforce continuity plan detailing the following items:

Project Employment & Local Impact Report

- The number of contractors and sub-contractors working on the Project;
- The number of employees on the Project hired directly and hired through a third party;
- The wages and benefits of workers on the Project by classification; and
- Whether those wages are at rates less than those prevailing

Project Workforce Continuity Plan

- How the Recipient will ensure the Project has ready access to a sufficient supply of appropriately skilled and unskilled labor to ensure high-quality construction throughout the life of the Project, including a description of any required professional certifications and/or in-house training, registered apprenticeships or labor-management partnership training programs, and partnerships like unions, community colleges, or communitybased groups;
- How the Recipient will minimize risks of labor disputes and disruptions that would jeopardize timeliness and cost-effectiveness of the Project
- How the Recipient will provide a safe and healthy workplace that avoids delays and costs associated with workplace illnesses, injuries, and fatalities, including descriptions of safety training, certification, and/or licensure requirements for all relevant workers
- Whether workers on the Project will receive wages and benefits that will secure an appropriately skilled workforce in the context of the local or regional labor market
- Whether the Project has completed a project labor agreement.
 - o Whether the Project prioritizes local hires.
 - o Whether the Project has a Community Benefit Agreement.

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.

As detailed in the US Treasury Capital Projects Fund Compliance and Reporting Guidance, if awarded a ROBIN grant, LakeNet will prepare and submit a project employment and local impact report and a project workforce continuity plan detailing the following items:

Project Employment & Local Impact Report

- The number of contractors and sub-contractors working on the Project;
- The number of employees on the Project hired directly and hired through a third party;
- The wages and benefits of workers on the Project by classification; and
- Whether those wages are at rates less than those prevailing

Project Workforce Continuity Plan

- How the Recipient will ensure the Project has ready access to a sufficient supply of appropriately skilled and unskilled labor to ensure high-quality construction throughout the life of the Project, including a description of any required professional certifications and/or in-house training, registered apprenticeships or labor-management partnership training programs, and partnerships like unions, community colleges, or communitybased groups;
- How the Recipient will minimize risks of labor disputes and disruptions that would jeopardize timeliness and cost-effectiveness of the Project
- How the Recipient will provide a safe and healthy workplace that avoids delays and costs associated with workplace illnesses, injuries, and fatalities, including descriptions of safety training, certification, and/or licensure requirements for all relevant workers
- Whether workers on the Project will receive wages and benefits that will secure an appropriately skilled workforce in the context of the local or regional labor market
- Whether the Project has completed a project labor agreement.
 - o Whether the Project prioritizes local hires.
 - o Whether the Project has a Community Benefit Agreement.

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. 5

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

Prioritization efforts to hire local workers

As a local broadband service provider LakeNet has made it a priority to build and maintain a high-quality team of dedicated local long-term employees. We have had much better success in hiring local people and training them for the necessary tasks as required. Essentially, local people working to build infrastructure that improves their local community has worked out the best for us compared to bringing in operators or a contractor from out of state for a specific project. To this end, we focus our recruiting efforts on local platforms such as targeted facebook ads, local advertising sources, jobs fairs at local schools and bulletin boards / signs that would be in the local area.

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

As a local broadband service provider LakeNet has made it a priority to build and maintain a high-quality team of dedicated local long-term employees. We have had much better success in hiring local people and training them for the necessary tasks as required. Essentially, local people working to build infrastructure that improves their local community has worked out the best for us compared to bringing in operators or a contractor from out of state for a specific project. To this end, we focus our recruiting efforts on local platforms such as targeted facebook ads, local advertising sources, jobs fairs at local schools and bulletin boards / signs that would be in the local area.

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.)

Name of Community / Organization	Support Letters
Porter Township, Partnership Resolution passed 2/1/2013	414_0_PorterTwpResolution2023.pdf
Jasper Township, Partnership Resolution passed 2/8/2023	414_1_JasperTwpResolution2023.pdf
Ingersoll Township, Partnership Resolution passed 2/13/2023	414_2_Ingersoll ROBIN Resolution.pdf
Mt. Haley Township, Partnership Resolution passed 2/20/2023	414_3_MtHaley ROBIN Resolution.pdf
Midland County Board of Comissioners	414_4_Signed BOC Letter of Support for LakeNet ROBIN grant.pdf
State Representative Bill G Schuette	414_5_BGS LakeNetLLC ROBIN Grant.pdf
Midland County Internet Connectivity Committee	414_6_Midland County Internet Committee LOS.pdf
Eastern Michigan Council of Governments	414_7_2016_emcog_approved_ceds_january_2016.pdf
Fremont Township, Partership resolution passed 3/13/2023	414_8_LakeNet ROBIN Fremont Resolution.pdf

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.

In preparation of our ROBIN grant application, LakeNet established contact with community representatives at the township, county, regional, and state levels. Our goal was to better understand the needs of the various communities, any activities already underway towards broadband expansion, and to work together in a collaborative partnership to improve broadband access, adoption, and digital literacy in the area.

At a township level, we met with township boards at many of the townships covered by our grant application. Due to the application timeframe we had to give priority to townships with a higher number of service locations. We requested a resolution be passed to express support of our application as a partnership. The townships also made several specific contributions from the township level, such as establishing a single point of contact, limiting permitting fees to reasonable amounts, and the ability to use the township hall for digital literacy training and for a public Wifi access point at no cost. We have these resolutions passed by Ingersoll, Jasper, Mt Haley, Fremont and Porter Townships. Copies are attached.

On the County level, we met with the Midland County Internet Connectivity Committee and discussed the results of their 2020-2021 community broadband survey, which showed strong demand and support from the residents in Midland County. We also received letters of support from the Midland County Board of Commissioners, Midland County Internet Connectivity Committee, and State Representative Bill G Schuette whose district covers the grant project area.

On a regional level, we reviewed our grant project with a member of the Eastern Michigan Council of Governments and determined that it aligned with a focus on broadband access/speed improvement which they incorporated into their Comprehensive Economic Development Strategy.

Community Interest

Lakenet ran a customer demand service to measure the level of satisfaction with their current service provider and the demand for a better service with the proposed grant service area. This survey ran via an online form from 1/28/2023 to 3/1/2023. After removing any invalid responses that were not from actual proposed service locations, we had 149 valid responses. 85% of respondents reported their current service was unreliable, inadequate or they would prefer to have faster service, and 95% reported they would definitely or probably sign up for the services proposed in our grant project. The attached file shows a summary of the data and also the raw survey data with contact information removed.

Midland County also ran a survey from 2020-2021, which found similar results indicating widespread dissatisfaction with the current service available and significant demand for improved/faster services. A copy of their survey summary report is also attached.

Demonstration of customer interest

Name of Attachment	Customer Interest
LakeNet 2023 Survey Results	394_0_LakeNet LLC Robin Survey Summary-merged.pdf
Midland County Survey Results	394_1_Midland-County-Portal-Results_04082021.pdf

Please provide a brief statement to accompany the demonstration of customer interest you have attached to this application. This description should include the method used for gauging customer interest and the results.

Lakenet ran a customer demand service to measure the level of satisfaction with their current service provider and the demand for a better service with the proposed grant service area. This survey ran via an online form from 1/28/2023 to 3/1/2023. After removing any invalid responses that were not from actual proposed service locations, we had 149 valid responses. 85% of respondents reported their current service was unreliable, inadequate or they would prefer to have faster service, and 95% reported they would definitely or probably sign up for the services proposed in our grant project. The attached file shows a summary of the data and also the raw survey data with contact information removed.

Midland County also ran a survey from 2020-2021, which found similar results indicating widespread dissatisfaction with the current service available and significant demand for improved/faster services. A copy of their survey summary report is also attached.

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
Tri-Township Fire Department Station #2	16000 Brant Rd, Brant MI	Other (Public Safety)	
Saginaw Valley State University	7400 Bay Rd, University Center, MI	School	458_1_LakeNet ROBIN SVSU Robin Letter.pdf
MBS International Airport	8000 Garfield Rd, Freeland MI		

		Other (Airport)	
Delta College	1961 Delta Rd, University Center, MI	School	
Midland Bay Saginaw International Airport Fire Department	8500 Garfield Rd, Freeland MI	Other (Public Safety)	

SPIN Information

LakeNet has SPIN 143051936. We have previous experience providing services to schools under E-Rate. As documentation of this, attached is a funding decision letter for a project for Hemlock Public Schools in Hemlock MI.

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
Previous USAC Funding Letter for proof of SPIN	410_0_LakeNet LLC Funding Commitment Decision Letter.pdf

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.

LakeNet has SPIN 143051936. We have previous experience providing services to schools under E-Rate. As documentation of this, attached is a funding decision letter for a project for Hemlock Public Schools in Hemlock MI.

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
Business Impact Statements	398_0_LakeNet LLC Robin Business Impact Statements.pdf

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.

From our customer demand survey we also asked respondents about any business activity at their location & the positive impact that improved broadband would have. 35 respondents identified as business locations and provided a brief description of their struggles with connectivity and how they would utilize better service.

Direct job creation

Evidence of job creation

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.

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	
Total Locations Passed	

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

LakeNet has built a digital literacy training library on our website, which consists of a variety of high-quality training material and videos that are made available to the public for free. These cover topics such as online safety, connecting different devices to wifi, basic Internet use for beginners, and computer accessibility features for hearing/visual impaired users. A screen shot of the training material section of our website is included in the attachment.

In addition to the above mentioned material, we have also found a great resource of training video material produces by EBSCO Information Services, which is currently available as part of the Michigan Electronic Library, but is not available for free to the public. This material covers basic computer and Internet use but also contains a wide range of educational topics from high-school and college level coursework and remedial lessons, adult-level courses for people wanting to improve their language or math skills, and many other topics that may be helpful to disadvantaged individuals. We have contacted EBSCO and obtained pricing to license this material for use as in-person classroom type courses as well as to make it available on our website. If awarded this grant, we will license this material from EBSCO and use it along with our other training material to lead quarterly in-person digital literacy training courses. These courses will be held at township halls within the communities served by the ROBIN grant. Several townships have already agreed to provide their facilities for free for this use. We would expect to offer 12-16 in-person courses over the build timeframe and for 1 year after project completion.

We expect the outcomes from these training events and resources to be increased adoption especially by individuals who have not been computer or Internet users previously. With the recent shift away from personal computers toward tablets, smart phones, media players and other connected devices, we will target the training to cover all types of broadband connected devices, especially those which may be more approachable to new users than a traditional computer.

We will request attendees to complete a grading survey at the completion of each training event, which will collect metrics such as their comfort level with using a computer or tablet for simple Internet tasks, their likelihood to sign up for service, whether they felt the class was helpful, etc. We will also track attendance at the various townships as another metric.

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.

LakeNet has built a digital literacy training library on our website, which consists of a variety of high-quality training material and videos that are made available to the public for free. These cover topics such as online safety, connecting different devices to wifi, basic Internet use for beginners, and computer accessibility features for hearing/visual impaired users. A screen shot of the training material section of our website is included in the attachment.

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Please upload evidence of training partnership, materials, etc.

[508_LakeNet LLC
Digital Literacy Training
Materials.pdf](#)

Materials and Method(s) to be used

We plan to generate and publish information on potential uses for the new broadband services by several different categories of residents/businesses. For example, information targeted at a farmer would promote different uses than information targeted at a family with school-age children. In addition we will promote the ACP + low cost discount providing free service to eligible customers. These promotional materials will be shared with the communities by several methods, including direct mail, fliers/pamphlets left at area stores and township offices, and will be made available online at the project website and via Facebook. The townships have both agreed to assist us in distribution of materials such as this via any existing e-mail lists or Facebook groups they have. We also plan to have digital literacy training sessions at the township halls throughout the build phase of the project where we will discuss this material and encourage adoption in person. In addition, several townships have agreed to allow access to township property to allow placement of a public-use wifi hotspot for use by individuals who may be unable to afford access at home even with the free install and low-income discounts offered. The specifics of placement and access to the hotspot will be determined with the Townships, but we anticipate they could be located at the township park parking area or at the township hall parking area. To include a measurable metric, we will include a survey link on the training materials for residents/businesses to provide feedback on how well they understood the opportunities afforded by a broadband connection, whether they intent to make use of their connection in the suggested ways, etc. Some sample awareness marketing materials are shared in the attachment.

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.

We plan to generate and publish information on potential uses for the new broadband services by several different categories of residents/businesses. For example, information targeted at a farmer would promote different uses than information targeted at a family with school-age children. In addition we will promote the ACP + low cost discount providing free service to eligible customers. These promotional materials will be shared with the communities by several methods, including direct mail, fliers/pamphlets left at area stores and township offices, and will be made available

online at the project website and via Facebook. The townships have both agreed to assist us in distribution of materials such as this via any existing e-mail lists or Facebook groups they have. We also plan to have digital literacy training sessions at the township halls throughout the build phase of the project where we will discuss this material and encourage adoption in person. In addition, several townships have agreed to allow access to township property to allow placement of a public-use wifi hotspot for use by individuals who may be unable to afford access at home even with the free install and low-income discounts offered. The specifics of placement and access to the hotspot will be determined with the Townships, but we anticipate they could be located at the township park parking area or at the township hall parking area. To include a measurable metric, we will include a survey link on the training materials for residents/businesses to provide feedback on how well they understood the opportunities afforded by a broadband connection, whether they intent to make use of their connection in the suggested ways, etc. Some sample awareness marketing materials are shared in the attachment.

Evidence of awareness activities

[511__LakeNet ROBIN Sample Adoption Marketing.pdf](#)

Commitment to improving the adoption rate of broadband services

We intend to promote the adoption of broadband in the grant area in 3 different ways. First, as part of our marketing efforts we will use multiple methods to improve our chances of reaching the most potential customers. These will include direct mail postcards and EDDM flyers, billboard marketing in key locations, and online marketing via social marketing presence and ads. To improve sign-up rates we will design those marketing campaigns to direct customers to a simple self-signup website which will eliminate barriers such as needing to call our office during business hours, which can be difficult for working people. We will be offering special rates to low income households so in combination with ACP discount they will be able to sign up for free Internet service. We intend to leverage that in our marketing efforts to improve adoption since that removes affordability barriers. Third, we will be offering quarterly digital literacy events as explained in previous responses. We intend to mention and promote broadband adoption at those events as well.

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

We intend to promote customer take rate in multiple ways. First, as part of our marketing efforts we will use multiple methods to improve our chances of reaching the most potential customers. These will include direct mail postcards and EDDM flyers, billboard marketing in key locations, and online marketing via social marketing presence and ads. To improve sign-up rates we will design those marketing campaigns to direct customers to a simple self-signup website which

will eliminate barriers such as needing to call our office during business hours, which can be difficult for working people. We will also use follow-up marketing in the form of radius postcards sent out to the nearest 10 houses after each new service install, and we will place "We just got Fiber Internet" yard signs at new installs with the customer's permission. This helps generate a buzz in the neighborhood especially when several yard signs are all visible at the same time.

Our anticipated take rate is 75% based on our experience in nearby areas with similar demographics. Considering the ACP + Low Cost Plan = FREE service has not been part of our previous offerings, we expect to potentially see as high as 85 - 90% in these areas with those discounts.

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.

We intend to promote customer take rate in multiple ways. First, as part of our marketing efforts we will use multiple methods to improve our chances of reaching the most potential customers. These will include direct mail postcards and EDDM flyers, billboard marketing in key locations, and online marketing via social marketing presence and ads. To improve sign-up rates we will design those marketing campaigns to direct customers to a simple self-signup website which will eliminate barriers such as needing to call our office during business hours, which can be difficult for working people. We will also use follow-up marketing in the form of radius postcards sent out to the nearest 10 houses after each new service install, and we will place "We just got Fiber Internet" yard signs at new installs with the customer's permission. This helps generate a buzz in the neighborhood especially when several yard signs are all visible at the same time.

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