

Brightspeed_Sanilac

Applicant

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Version # _____

APP # 230120

Applicant Information

- a. Applicant Name Brightspeed
- b. Does Business as Connect Holding II LLC d/b/a Brightspeed
- c. Address 1120 S Tryon Street
- d. Address 2
- e. City Charlotte State NC Zip 28203
- f. Federal ID Number 87-3811759 DUNS Number 118577017 Unique Entity Id. JWYXBY1U3M
L3
- g. 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
- Private, Non-Profit

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

Connect Holding II LLC d/b/a Brightspeed is the parent company of ILECs Brightspeed of Central Michigan, Inc., Brightspeed of Michigan, Inc, Brightspeed of Northern Michigan, Inc., Brightspeed of Upper Michigan, Inc. (formerly known as CenturyLink ILECs), each is licensed by the Michigan Public Service Commission, is registered with the ITSP, and is certified as Eligible Telecommunications Providers (ETCs) participating in the ACP program. We are ISP providers in the state of Michigan.

Please provide evidence of eligibility [433__Brightspeed_EvidenceOfEligibility.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: 381254928

Michigan Vendor Identification Number (SIGMA ID): CV0019223

Federal Communications Commission Registration Number (FRN): 0031310576

Service Provider Identification Number (SPIN): 143001707

Project Information

- a. Project Name Brightspeed_Sanilac

Facesheet for Realizing Opportunities with Broadband Infrastructure Networks Grant - 2023

Agency: Brightspeed

Application: Brightspeed_Sanilac

- 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 \$202,705.00 Project Cost \$410,779.00

Facesheet for Realizing Opportunities with Broadband Infrastructure Networks Grant - 2023
 Agency: Brightspeed
 Application: Brightspeed_Sanilac

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Contacts

a. Primary Grant Contact

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b. Authorized Official

Name Tucker Hickey
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c. Application Author

Name Pamela Sherwood
 Title Compliance Officer
 Mailing Address 9725 Fortune Drive
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 E-mail Address pamela.sherwood@brightspeed.com

d. Financial Officer

Name Pamela Sherwood
 Title Compliance Officer
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Project Overview

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Project Overview

Please provide a Project Summary not exceeding 250 words

The opportunity to apply for the ROBIN grant presents Brightspeed with the chance to extend its already impressive capital investment program and RDOF build in Michigan to reach even more homes and businesses in our serving territory than would otherwise be economically feasible to reach. As such, grant subsidies allow us to help even more rural customers realize the multitude of benefits that fiber broadband enables. All of this is achieved through Brightspeed's state-of-the-art network which leverages the latest XGS-PON (10-Gigabit Symmetric Passive Optical Network) technology to deliver gigabit-speed internet service to homes and businesses.

Through this project, we intend to provide approximately 122 locations primarily in Sanilac County with reliable high-speed broadband via last mile fiber deployment. The 122 locations represent 120 households and 2 businesses, with all locations currently lacking access to broadband speeds of at least 100/20 Mbps download/upload, and at least 115 locations lacking access to broadband speeds of at least 25/3. We will provide these locations with affordable broadband at speeds of at least 200/200 Mbps and up to 1G/1G+ Mbps. We intend to deploy approximately 8 miles of fiber related to this project.

This project is likely to have a significant, positive economic impact on the community, as broadband speeds will increase to levels that can readily accommodate individuals and businesses seeking to access the increasingly data-centric and bandwidth-intensive services and products available today via the Internet. These additional economic opportunities would be welcome to residents of Sanilac County, who currently receive an average income of \$42k, below the state average income of \$63k.

This project will reach the following jurisdictions: Marlette City, Marlette Township, Sanilac County & Tuscola County covering House District 98 and Senate District 25.

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.):

It is uneconomical for Brightspeed - based on the cost of the project and the limited number of customers in the project area - to provide consistent broadband service above 25 Mbps absent additional financial support. Without grant funding, the cost to connect these locations would be \$3,367, and based on the economics, Brightspeed is only able to contribute \$1,706, so Brightspeed needs ROBIN funding in order to connect these locations.

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

- Last-Mile
- Middle-Mile

Project Service Delivery

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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.):

Through this project, we intend to provide approximately 122 locations primarily in Sanilac County with reliable high-speed broadband via last mile fiber deployment. The 122 locations represent 120 households and 2 businesses, with all locations currently lacking access to broadband speeds of at least 100/20 Mbps download/upload, and at least 115 locations lacking access to broadband speeds of at least 25/3. We will provide these locations with affordable broadband at speeds of at least 200/200 Mbps and up to 1G/1G+ Mbps. We intend to deploy approximately 8 miles of fiber related to this project.

This project is likely to have a significant, positive economic impact on the community, as broadband speeds will increase to levels that can readily accommodate individuals and businesses seeking to access the increasingly data-centric and bandwidth-intensive services and products available today via the Internet. These additional economic opportunities would be welcome to residents of Sanilac County, who currently receive an average income of \$42k, below the state average income of \$63k.

Please upload a PDF overview map of proposed service area

[436_Brightspeed_Sanilac_Map.pdf.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
Central Office	437_0_Brightspeed_Sanilac_CentralOffice.kml.kml
Fiber Route	437_1_Brightspeed_Sanilac_FiberRoute.kml.kml
Route Locations	437_2_Brightspeed_Sanilac_RoutedFiber.kml.kml

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.

[278_Brightspeed_Sanilac_Addresses.xlsx](#)

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	120
Businesses	2
Community Anchor Institutions	0
Total Locations Passed	122

Please list the jurisdictions impacted by the proposed service area:

City(ies)/Village(s): Marlette

Township(s): Marlette Township

County(ies):

- Sanilac
- Tuscola

State House District(s):

- State House District 98

State Senate District(s):

- State Senate District 25

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. (250 words max.):

Brightspeed's state-of-the-art network leverages the latest XGS-PON (10-Gigabit Symmetric Passive Optical Network) technology to deliver gigabit-speed internet service to homes, businesses, and CAls. Brightspeed Fiber Internet has boosted capabilities, equal (symmetrical) upload and download speeds and consistent responsiveness that enable multi-device households to connect, work, study, stream, communicate and game efficiently and reliably.

Brightspeed uses the best state-of-the-art technology and equipment available today. Plug-and-play components that are easier to. We are combining this technology with advances in GIS-based engineering and other operations support systems to create a super-efficient fiber ecosystem. The build requires several components, including, an XGS-PON Optical Line Terminal (OLT) in the Central Office, fiber in the field, the Optical Network Terminal (ONT), and a Wi-Fi 6E mesh at the customer's location.

Brightspeed's superior operating support systems tie everything together and provide seamless workflow, design, and inventory management. Our GIS-based engineering increases efficiency and lowers the engineering element in CPP.

We are committed to ensuring a fast, reliable internet experience on the premises, throughout the premises, and from the premises -- and we have the technology and know-how to back up that promise.

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)
200	200	60.00	unlimited
500	500	80.00	unlimited
1,000	1,000	100.00	unlimited

Affidavit of commitment [442_Brightspeed_AffidavitOfCommitment.pdf](#)

FCC's Affordable Connectivity Program (ACP)

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.

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.

Brightspeed is committed to bringing customers access to the reliable connectivity they need to accomplish what's important for work, school, healthcare, and more. The ACP initiative is aligned with Brightspeed's mission, and we are proud to provide our enthusiastic support for the program. We anticipate that ACP benefits will be available to a broad range of customers across our footprint, based on the list of qualifying criteria for the federal program.

To support households struggling to pay for internet service, the FCC's Affordable Connectivity Program provides discounts of up to \$30, and up to \$75 in Tribal areas, for qualifying customers. In addition to the ACP monthly discount of up to \$30 provided by the FCC, Brightspeed will also provide an additional monthly discount of up to \$30 for ACP qualified customers to create a maximum total savings of up to \$60 per month on qualifying plans. If the monthly statement for an ACP qualified customer is less than \$60, the total discount will not exceed the statement amount. The additional Brightspeed discount cannot be combined with \$75 Tribal household discount. The FCC and Brightspeed ACP discounts are available to customers monthly so long as they continue to meet the ACP program eligibility requirements. More information on the program and Brightspeed's participation can be found on the Brightspeed website.

Project Costs and Budget

Project Costs and Budget

Please complete the following table with project cost information.

Total Project Cost:	410,779.00
Total Grant Request:	202,705.00
Total Match Amount:	208,074.00
Total Match Percentage:	50.65

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
Brightspeed	208,074.00	Cash	No
		Inkind	

Match commitment letters or evidence

Name of Attachment	Match commitment letters or evidence
Brightspeed Evidence of Match	319_0_Brightspeed_Evidence of Match.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.):

Brightspeed is exceptionally well financed by Apollo Global Management. Apollo itself is a publicly traded company with a current market cap in excess of \$35 billion. It manages more than \$400 billion in credit, private equity, and real assets funds. Brightspeed is strongly capitalized now that it has closed on the acquisition of the CenturyLink ILECs, with Apollo making up to \$2 billion available to Brightspeed, of which \$1.5 billion will be available to fund capital expenditures. A proportional amount of this funding will be available for investment in Michigan. As grants are won, and contracts are executed, we allocate CapEx from our budget to complete the project. We have experience with completing the CenturyLink grant projects and then submitting the documentation for reimbursement under grant programs.

Budget Summary for Realizing Opportunities with Broadband Infrastructure Networks Grant - 2023
 Agency: Brightspeed
 Application: Brightspeed_Sanilac

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	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 Additional Information

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Budget Narrative

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

The proposed project plans to serve 122 locations at a total cost of \$411k primarily in Sanilac County, with the state contributing \$203k, and Brightspeed providing the remaining sum of \$208k. With Brightspeed's contribution, the premises in our build will be connected at an average cost of \$1.7k to the state. The total cost of the project is broken out across the following 5 categories:

Last mile Construction Labor: \$293k

Last Mile Construction Materials: \$28k

Customer Premise Equipment & Installation: \$55k

Electronics: \$13k

Permits: \$21k

Attach additional information as necessary

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.):

The pro forma financial statement is estimated based on assumed subscribers in the area of the build along with expected ongoing expenses that Brightspeed will incur over the 5 years. While this project would not be commercially viable without a subsidy, we have designed our subsidy request in-line with making this a viable build, and the proposed subsidy ultimately allows for long-term sustainability of the project and ability to pursue this build.

Additional forecast information

Project Readiness

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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
Brightspeed XGPON Engineering and Design	353_0_Brightspeed_Technology_Calix_White_Paper_XGSPON.pdf
DTAP Engineering Design	353_1_Brightspeed_Sanilac_DTAP.pdf.pdf
Project Budget	353_2_Brightspeed_Sanilac_Budget.pdf
Project Map	353_3_Brightspeed_Sanilac_Map.pdf.pdf
PE Certification	353_4_Brightspeed_PE_Certification.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.

Brightspeed has been actively engineering, constructing and building broadband networks. We are building internally funded broadband projects in its operating territories in addition to constructing RDOF funded projects and other grant funded FTTH projects. Our proposal includes the deployment of state-of-the-art 1G+ capable network equipment (“XGSPON”) and the fiber necessary to deliver fiber-to-the-premises (“FTTP”) service directly to customers’ homes and businesses. The uploaded documents explain the state-of-the-art technology we are using in our network builds as well as the scalability of that network.

The technology that will be used is XGSPON fiber-to-the-premise. XGSPON is a 10 gigabit per second (GBPS or G) symmetrical Passive Optical Network delivered via a dedicated fiber loop to the customers’ premises. This grant award will allow Brightspeed to provide high-speed symmetrical (upload and download) data up to 1 Gbps transported on a single fiber from our existing ILEC central office (CO) to the customer’s home or business. The XGSGPON infrastructure eliminates the need for active electronics (and the associated power, real estate and maintenance costs) in the distribution plant.

The capabilities of a fiber or Optical Distribution Network (ODN) are, practically speaking, limitless, offering customers an extremely reliable transport medium that is resilient in the face of bad weather - there is no service fade. These products will easily serve customers’ needs for decades to come.

Brightspeed will utilize both buried and aerial fiber builds for this project. Pole make-ready work may be required when existing infrastructure requires upgrades and pole attachment processes are in place to handle that work, as necessary. Brightspeed will utilize existing property access rights and/or easements at each of the equipment locations where possible to complete the project in an efficient and cost-effective manner. Brightspeed will be authorized to work within the rights-of-way

as the successor to CenturyLink’s extensive and long-standing experience working within those rights-of-way.

Evidence of network scalability

Evidence of network scalability

Name of Attachment	Evidence of network scalability
Scalability of Network	357_0_Brightspeed_Scalability CommScope DTAP White Paper.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.):

The minimum speed available for the FTTP technology that Brightspeed will install is 200 Mbps symmetrical (equal speeds down- and up-stream). The maximum speed offered will be at least 1 Gbps/1 Gbps, with opportunities to scale to faster speeds. The proposed network and technology solution will have the ability to be upgraded to even faster speeds in the future. Brightspeed’s high speed fiber offers are competitively priced, offering up to 200 Mbps for \$60.00 a month and up to 500 Mbps for \$80.00 a month. These prices per speed tier are well-below the National Benchmark Standard of \$98.59/month for 100/100 service. Customers can purchase up to 1 Gbps symmetrical speed service for \$100 a month. Each speed tier offers unlimited data, with no data cap, and symmetrical upload and download speeds. In each of our builds, we work and design the network to ensure it can manage traffic and demand for all use cases which include times with exceptionally high seasonal traffic, remote working, and business demands. We build out our network to be able to meet the challenges that come with increased traffic while allowing our services to be scalable up to a symmetrical 1Gbps offering to serve residential, business and CAIs in the project area.

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.)

Task	2023		2024		2025		2026							
	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Receive award	<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"/>	<input type="checkbox"/>
Complete Construction Drawings (Final Design)	<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"/>
Create Bill of Materials	<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"/>	<input type="checkbox"/>
Order Materials	<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"/>
Submit Permits and Make Ready	<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"/>
Receive Materials	<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 type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Distribution Fiber	<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"/>

Project Readiness for Realizing Opportunities with Broadband Infrastructure Networks Grant - 2023
 Agency: Brightspeed
 Application: Brightspeed_Sanilac

Fiber Splicing and Testing	<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 checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
All Access Fiber Construction Complete	<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 type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Begin Sales and Customer Installs	<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 checked="" type="checkbox"/>	<input checked="" 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. 12/31/2026

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

Brightspeed intends to complete the project by the project deadline of December 31, 2026. We fully expect to achieve this goal and note that, like any major construction project, the schedule is subject to change and to various factors, including delays due to weather or Act of God events, obtaining necessary permits in a timely manner, including any private easements, and difficulty in obtaining and deploying necessary fiber, equipment, labor, and other resources needed to complete the project as scheduled.

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.

Brightspeed's predecessor, CenturyLink, has already obtained right-of-way access as well as permits in most project areas given existing service and our RDOF build commitments. Brightspeed inherited this access when the transaction closed in October 2022, and thus the project can be considered shovel ready. Brightspeed will undertake commercial best efforts to get the project done as soon as possible, and will start construction in short order, after executing the grant agreement, finalizing engineering designs, and obtaining all necessary permitting. Additionally, Brightspeed has allocated three to six months in the project timeline to obtain the necessary permitting. Once awarded, Brightspeed will begin detailed engineering which will help identify the exact permitting needs. Brightspeed will work with the applicable local, state, and federal permitting and regulatory authorities, and the state's broadband grant office, to secure all necessary permits and authorizations. We ask that the broadband office and the towns, cities and counties in the project area facilitate deployment by assisting with timely processing of permits and the construction-related requirements.

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

Additional evidence of project readiness

Name of Attachment:	Evidence of project readiness
Metro Act Permit	390_0_Brightspeed_Sanilac_Project_Readiness.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.

Being an incumbent telecommunications provider in Michigan for decades, Brightspeed is already established under the METRO Act to operate and maintain its network facilities in the right-of-way. Brightspeed acquired CenturyLink's network, operations, customers and, importantly, its employees, in Michigan (and 19 other states). Brightspeed is leveraging the experience and expertise that CenturyLink has built over decades of operation in the state and elsewhere. CenturyLink has completed thousands of internet service infrastructure projects of projects nationwide, as well as dozens of state-funded internet service infrastructure projects across the country, and it has participated in the FCC's CAF II program and won multiple RDOF auction grants in states across the country, including RDOF funding in Michigan to reach nearly 2,556 premises, which will be constructed by Brightspeed in Alcona, Huron, Iosco, Lapeer and Tuscola, Michigan.

The opportunity to apply for state and federal broadband grants presents Brightspeed with the chance to extend its already extensive capital investment program to reach even more homes and businesses in our serving territory than would otherwise be economically feasible to reach. As such, grant subsidies allow us to help even more rural customers realize the multitude of benefits that fiber broadband enables.

While Brightspeed has already committed to investing nearly \$2 billion in expanding our broadband network, we are seeking additional grant funds to offset the high cost of deploying fiber, and to leverage our existing network and planned build to further expand our business. As examples of our commitment to building out to more high-cost rural communities, to date, Brightspeed has earned the following broadband grants:

\$92.2 million in North Carolina that will fund 30 projects to connect 38,086 premises

\$1.5 million in Wisconsin to connect 6,120 premises

\$300,000 for two projects in Louisiana that will connect 400 premises

We have several pending applications in Wisconsin, Texas and Virginia. We have also finalized the grant project builds under prior CenturyLink grants and have complied with all reporting and program requirements associated Treasury Uniform Grant Guidelines, compliance reporting associated with Coronavirus State and Local Fiscal Recovery Funds (SLFRF), requirements associated with ARPA and state specific grant requirements in Virginia, South Carolina, North Carolina and Wisconsin.

Applicant Capacity

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Brief history of your organization

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.):

Brightspeed began operations as a new company in October 2022 following the acquisition of ILEC assets and associated operations across 20 states from Lumen Technologies by Apollo-managed funds.

Brightspeed is the nation's fifth-largest incumbent local exchange carrier with more than 1.2 million broadband customers across its footprint. Brightspeed is investing \$2 billion to build a network that will bring faster, more reliable internet and Wi-Fi to its footprint. The company's fiber optics transformation is expected to reach up to 3 million homes and businesses over the next few years, including in many rural and suburban locations where fiber and advanced technologies have not historically been deployed.

Brightspeed is owned by funds managed by Apollo, one of the world's largest alternative asset managers. Apollo's Private Equity team created Brightspeed from a carve-out of Lumen ILEC assets, with a thesis to invest in our transformation to bring faster, more reliable connectivity to underserved communities.

Brightspeed Fiber Internet is our gig-speed internet service delivered via our newly built next-generation Fiber-to-the-Premises (FTTP) network with boosted capabilities, equal upload and download speeds and consistent responsiveness.

Ensuring everyone has access to fast, reliable and affordable internet and Wi-Fi will have a major impact on the rural-urban digital divide.

Organization Chart & Resumes

Applicant organizational chart

Name of Attachment	Organizational chart
Organizational Chart	329_0_Brightspeed_OrgChart ILECs.pdf

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

Personnel Name	Resume
Resumes for Executives	332_0_Brightspeed_Exec Team.pdf
Resumes for Engineering and Support Staff	332_1_Brightspeed_OpEngineeringSupport Team.pdf

Audited Financial Statements

Three years of audited financial statements

Attachment Name	Audited Financial Statements
Brightspeed Audited Financial Statements	336_0_Brightspeed_Confidential 2021 Audited Financial Statements.pdf

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

Brightspeed is exceptionally well financed by Apollo Global Management. Apollo itself is a publicly traded company with a current market cap in excess of \$35 billion. It manages more than \$400 billion in credit, private equity, and real assets funds. At the time of the acquisition of the CenturyLink ILECs, Apollo made up to \$2 billion available to Brightspeed, of which \$1.5 billion will be available to fund capital expenditures across its 20-state footprint, including Michigan. Prior to the close, carve-out financials illustrating the portions of the business purchased by Brightspeed were audited by KPMG, LLC. The audit for those carve-out assets, as of December 31, 2021 and 2020, is attached. These financials are confidential. Brightspeed's first audited financials, for the time period post-close (October 3, 2022) will be available in May of 2023.

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

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.

Brightspeed is leveraging the experience and expertise that our former CenturyLink employees have built over decades of operation. In Michigan, we have diverse footprint of staff residing and working in Michigan across both the lower and upper peninsula including Pickford, Manistique, Boyne Falls, Kingsley, Hale, Chesaning, Caro, Mecosta, Orleans, Crystal, Montrose, Litchfield, Goodrich.

Brightspeed actively seeks diverse vendors to manage our business needs. In 2021, CenturyLink (our predecessor) spent millions of dollars nationwide on women-owned, minority-owned, disabled veteran-owned and/or LGBT-owned business enterprises (WMDVLGBTBE). Investing in opportunities for minority and disadvantaged enterprises is a legacy that Brightspeed intends to continue. For example, supply chain is one of the most critical components in successfully building a large-scale fiber optic network. Brightspeed is relying on a women owned business (KGPCo) to manage nearly all facets of our supply chain operations (procurement, inventory management and distribution, and transportation). In addition, this business is our primary vendor to install our fiber optic central office equipment. Please find the following for KGPCo's certifications:

<https://www.kgpc.com/about-us/corporate-social-responsibility>. As a prime contractor to local, state and federal governments, Brightspeed will identify and provide whenever practicable the opportunity for Diverse Suppliers to compete for business. In addition to prioritizing diversity as we gather our team and partners, we at Brightspeed make a point to involve the local population, both directly and as contractors, and as ancillary suppliers for support service (i.e. transport, traffic control, etc.).

Brightspeed utilizes a diverse array of engineering and construction contractors to carry out project deliverables. Our current contractor in Michigan is Squan and other contractors that Brightspeed has worked with in the past and expect to work with for this type of project, include: Quanta, SDT, Dycom, MasTec, Creek Enterprise, Blue Streak, Luffman-Byers, Star Construction, Byers Engineering Company.

Safety and training standards

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

Brightspeed has a robust technical staff consisting of employees and contractors who have been vetted to meet our technical standards. Brightspeed's technical staff and contractors are

appropriately skilled and credentialed.

Brightspeed uses a diverse array of engineering and construction contractors to support our fiber build in communities across the country.

Brightspeed has deployed an extensive training program for our technical staff. Our training programs include a combination of safety, technical and customer experience training that includes classroom and on-the-job training components and reinforcement.

Brightspeed implemented a new-hire training program that is 160 hours of blended learning that includes 120 hours of foundational training delivered by an industry expert in a classroom setting. Brightspeed requires its technical staff to participate in continuing education opportunities that are segmented by role and durations vary from 16 to 80 hours of Instructor-led training per discipline. The technical training team members average 33.5 years of experience in telecom and hold professional certifications including PMP, CCNA, CCNP and OSHA10 among others. Members of our training team hold patents related to telecom system design and use. Brightspeed has two formal training centers capable of training technicians in all aspects of their jobs with a third training center planned.

We are committed to building a team as diverse as the customers we serve. Diversity, equity and inclusion are at the center of our grounding beliefs. In 2023, Brightspeed launched employee-led communities to further our culture of belonging.

- o Women empowerment
- o Disabilities/different abilities
- o Black/African American
- o LGBTQ+
- o Veterans & active military

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

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.

Brightspeed operates in compliance with all applicable federal and state laws, rules and regulations relating to labor and employment, including those relating to: wage and hour laws (such as the Fair Labor Standards Act), overtime, equal employment opportunity (including the Age Discrimination in Employment Act, Title VII of the Civil Rights Act, and the Americans with Disabilities Act), discrimination in hiring, promotion or pay of employees, collective bargaining, health and welfare benefit plans (including pension), workplace safety, family and medical leave, and the payment of Social Security and similar taxes. Brightspeed is not liable for any arrears of wages or any tax penalties for failure to comply with any of the foregoing. Brightspeed has not received any orders, judgments or findings of any violation with respect to any federal or state law relating to discrimination in the hiring, promotion or pay of employees or with respect to applicable federal or state wage and hour laws. Brightspeed includes provisions in its contracts with its vendors and subcontractors requiring them to comply with all obligations under federal and state laws and with all

obligations which the applicable customer contract requires us to “push down” to our vendors and subcontractors, including rules and regulations on the payment of wages, overtime pay, and other labor-related benefits.

Brightspeed has collective bargaining agreements and to minimize risks of labor disputes and disruptions that would jeopardize timeliness and cost-effectiveness of the project, we have ensured that our collective bargaining agreements have provisions allowing us to use outside contractors and vendors provided it does not result in the lay-off of bargained for employees assigned to those units. Given this tight labor market, broadband builders will be looking for as many contractors and vendors as possible.

Our overall Labor Relations philosophy is one that maintains a fair and competitive compensation and benefits structure while maintaining our cost effectiveness. We constantly seek to create and maintain an environment of mutual respect and open communications through our daily interactions and through a more formal process of Labor/Management meetings conducted on a recurring basis. We seek to engage the union whenever possible and never pass up a chance to listen to our employees.

Our Total Rewards philosophy consists of competitive compensation and benefits programs, a collaborative and inclusive organizational climate, and opportunities for career and professional development. We provide a robust array of benefits programs, such as health insurance, retirement plans, employee tuition assistance, and paid maternity and paternity leave. We review market benchmarks on a regular basis to ensure that our compensation and benefit programs are fair and equitable. We are committed to administering programs equitably and in compliance with all governmental regulations.

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.

Brightspeed has a robust technical staff consisting of employees and contractors who have been vetted to meet our technical standards. Brightspeed's technical staff and contractors are appropriately skilled and credentialed. Brightspeed uses a diverse array of engineering and construction contractors to support our fiber build in communities across the country.

Brightspeed has deployed an extensive training program for our technical staff. Our training programs include a combination of safety, technical and customer experience training that includes classroom and on-the-job training components and reinforcement.

Brightspeed implemented a new-hire training program that is 160 hours of blended learning that includes 120 hours of foundational training delivered by an industry expert in a classroom setting.

Brightspeed requires its technical staff to participate in continuing education opportunities that are segmented by role and durations vary from 16 to 80 hours of Instructor-led training per discipline. The technical training team members average 33.5 years of experience in telecom and hold professional certifications including PMP, CCNA, CCNP and OSHA10 among others. Members of our training team hold patents related to telecom system design and use. Brightspeed has two formal training centers capable of training technicians in all aspects of their jobs with a third training center planned.

Prioritization efforts to hire local workers

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

We are committed to building a team as diverse as the customers we serve. Diversity, equity and inclusion are at the center of our grounding belief in being real. As a prime contractor to local, state and federal governments, Brightspeed will identify and provide whenever practicable the opportunity for Diverse Suppliers to compete for business. In addition to prioritizing diversity as we gather our team and partners, we at Brightspeed make a point to involve the local population, both directly and as contractors, and as ancillary suppliers for support service (i.e. transport, traffic control, etc.).

Community and Economic Impact

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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
Brightspeed Community Support Sen Lauwers	414_0_Brightspeed_Sanilac_Community_Support_Senator_Letter.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.

Senator Lauwers' letter of support for Brightspeed's project expands on the needs of the community, reflecting that the proposed build would provide internet access to Caro, Indiansfield Township, Marlette Township and Port Austin Township, reaching 500 households with FTTH. He states in his letter that "Expanded internet access increases skilled employment, improves household incomes, and leads to high property values. It will also improve educational opportunities and allow healthcare professional to better treat patients." He offers his enthusiastic support for Brightspeed's efforts.

Community Interest

Demonstration of customer interest

Name of Attachment	Customer Interest
Brightspeed Customer Interest	394_0_Brightspeed_Customer_Interest.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.

We know our people know their customers and communities best, so we have established market teams to actively solicit input from our people in the field to be sure we make smart decisions that will benefit those communities most effectively.

In a 2021 study commissioned by Michigan's Merit Network, Michigan township officials around the state report that broadband access is the number one issue brought to them by their constituents. Merit Network, Township Focus, April/Mary 2021. www.michgantownships.org.

It is no surprise that benefits to the community, of broadband access like the type of FTTH project proposed by Brightspeed, have been found to include:

- Broadband fiber within a neighborhood has been shown to increase median home values by as much as 7%.
- A home broadband connection gives households an estimated economic benefit of as much as \$1,850 a year.
- Farmers with broadband access see an average of 6% higher revenue on average.

K-12 students with home broadband access, on average, score higher on standardized tests, achieve a higher grade point average and are more likely to pursue higher education.

Brightspeed's broadband deployment project, offering high speeds are prices below the national benchmark standard will enable job creation and support the anticipated economic benefits similar

to those cited in the Upper Peninsula study.

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

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
Brightspeed MI SPIN	410_0_Brightspeed_MI_Spin.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.

Brightspeed participates in the schools and libraries universal service support program, commonly known as the E-rate program, administered by the Universal Service Administrative Company under the direction of the FCC, helps schools and libraries to obtain affordable broadband. Brightspeed offers schools and libraries services that are E-rate program eligible. Our SPINs for our Michigan ILECs are 143001690 and 143001707. In Michigan, we provide E-rate services to Curtis Township Library, Crooked Tree District Library System, the Bay County District Library System, the Monroe Co. District Library System, the Lapper District Library System, and the Genesee District Library System.

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 Support and Outreach	398_0_Brightspeed_Business Support and Outreach.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.

In the Sanilac project, we have identified 2 unserved/underserved businesses. As explained in our application, if Brightspeed is a successful grant applicant, it will work with these businesses to ensure they understand the broadband offerings available to them to enable business and facilitate additional benefits to the community. Job creation and economic growth have the potential to create jobs and increase incomes in Michigan communities once FTTH builds, like that proposed by Brightspeed, are completed. See uploaded document, Construction of Broadband in the Eastern Upper Peninsula of Michigan: Estimates of Economic Impacts, W.E. Upjohn Institute for Employment Research (1/25/2021). The study found that a fiber build in the Upper Peninsula would create an economic impact in the region and through the state of Michigan in excess of \$18M and raise

household income by \$5M.

Direct job creation

Evidence of job creation

[459_Brightspeed_Job Creation MI Study.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.

Job creation and economic growth have the potential to create jobs and increase incomes in Michigan communities once FTTH builds, like that proposed by Brightspeed, are completed. See uploaded document, Construction of Broadband in the Eastern Upper Peninsula of Michigan: Estimates of Economic Impacts, W.E. Upjohn Institute for Employment Research (1/25/2021). The study found that a fiber build in the Upper Peninsula would create an economic impact in the region and through the state of Michigan in excess of \$18M and raise household income by \$5M.

Studies have also demonstrated that access to the internet raises income and lowers income inequality. Access to broadband enables the increase of teleworking from home positions and correlates to increases to median income. See Sallet, Jonathan. October 2019. Broadband for America's Future: A Vision for the 2020s. Evanston, IL: Benton Institute for Broadband & Society. <https://www.benton.org/publications/broadband-policy2020s>

Brightspeed's broadband deployment project, offering high speeds at prices below the national benchmark standard will enable job creation and support the anticipated economic benefits similar to those cited in the Upper Peninsula study.

Training and Awareness

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Proposed digital literacy training events, materials

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.

Brightspeed promotes a world where people and businesses have access to the connectivity they need to accomplish what's important. Our company culture was built on simple ideals with powerful meaning and impact. We believe everyone deserves access to the best internet service available, no matter where they call home.

Put simply, the internet equals opportunity for households and businesses alike. Ensuring everyone has access to fast, reliable and affordable internet and Wi-Fi will have a major impact on the rural-urban digital divide. That's why we're building our smart, fiber optics-based network in rural and suburban American communities — so homes and businesses have the reliable connectivity needed to work, learn, play and thrive.

We will bring faster and more reliable internet service to more than 3 million homes and businesses over the next few years, primarily targeting locations where fiber and advanced technology have not historically been deployed.

Our digital equity and inclusion efforts include deploying broadband and providing outreach and assistance for low-cost and subsidized broadband. Brightspeed participates in the FCC's Affordable Connectivity Program (ACP). While we are not in the business of providing equipment, computers or training, we are willing to partner with organizations that provide these products and services, such as libraries, workforce development and governmental agencies. We are attaching materials from our website explaining the programs that we offer to the public sector, our engagement in the FCC subsidy programs to support communities and our role as an expert to assist CAIs to navigate products and services to fit their needs.

Please upload evidence of training partnership, materials, etc.

[508_Brightspeed_Evidence of Digital Literacy.pdf](#)

Materials and Method(s) to be used

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.

Brightspeed is a participant in the Rural Health Care program, and as such, enables eligible health care organizations with their broadband needs, including facilitating telemedicine and telehealth. USTelecom (2020) identified the shift to healthcare resources when 1 in 3 Americans turned to telemedicine throughout the pandemic. Increasing access to high-speed internet will afford even more residents that opportunity. We have not identified any unserved/underserved CAIs in the project area, but we intend to work with the community to explore every opportunity to connect

businesses, anchor institutions and residents to ensure they have state-of-the-art technology to leverage faster and more reliable internet services.

A FTTH project, coupled with fiber to schools and libraries (and partnership from a provider who participated in the E-rate program) will further enhance and protect school enrollment, offer tele-education to children where needed, and put children front and center of the broadband connectivity priority so they can compete with students around the world. Learning opportunities, such as accessing digital textbooks, taking supplemental lessons from other learning sources like Khan academy or reviewing materials on google classroom, will be enabled once residential locations are connected with high-speed internet services.

High speed broadband connectivity will also enable distance learning for adults and allow for continuing education via e-learning. Allowing them to continue their education and further their work careers or promotional opportunities. Lastly, different school programs could benefit from increased connectivity like a robotics team or expansion of career technical programs inaccessible before.

Brightspeed offers schools and libraries services that are E-rate program eligible and has a long history of assisting Michigan libraries, including Curtis Township Library, Crooked Tree District Library, Bay County District Library System, Lapeer District Library System, Genesse District Library System, and Monroe Co. District Library System.

Evidence of awareness activities

[511__Brightspeed_Marketing
Outreach.pdf](#)

Commitment to improving the adoption rate of broadband services

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.

Our beliefs differentiate us as a committed partner to the customers and communities we serve and the team members who demonstrate that commitment every day. Our purpose, beliefs and supporting behaviors provide the foundation of our commitment to social responsibility and integrating it into our operations and the services we provide to our customers.

In 2023, we are launching our community impact program, founded on our commitment to support the communities where we live and work. We empower our employees to extend their pride through community engagement and believe doing so amplifies the impact we can make.

Commitment to our communities is fundamental to who we are. While our employee engagement programs are only the beginning, they will be an important foundation for strengthening our workforce and the communities we serve.

This project will help remove geographical barriers to technology and enhance the critically important goals of improved digital inclusion and equity. Brightspeed fully participates in the federal Affordable Connectivity Program (ACP), and users eligible for that program will receive subsidized access to the broadband network that the project will fund. Brightspeed offers an additional discount to its fiber package to offer a free tier of service, providing an additional \$30 Brightspeed discount to the FCC's \$30 ACP offer.

Brightspeed is also an active participant in the Lifeline Program. In participating in the Lifeline program, we offer a \$9.25 per month subsidy for those customers who qualify for the program and a \$34.25 per month subsidy for those customers who are also on Tribal land.

As mentioned in other parts of our application, high speed internet connections are critical to providing citizens with opportunities to apply for higher paying jobs, promotional opportunities,

educational advancements and on-line learning. With FTTH, like the build proposed by Brightspeed in this project, communities have the opportunity to improve their economics, expand telehealth and connect critical anchor institutions.

Promotion of customer take rate

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.

Brightspeed's modeling includes an anticipated subscription rate reaching ~20% penetration in the first year, and ~40% in the second year. These numbers could be higher if there isn't another provider serving the same area which we are proposing our project. This subscription modeling is based on past experience in grant build areas as well as information from other providers in the marketplace.

Brightspeed intends to meet the challenges of customer adoption by utilizing strong outreach tactics – with clear messaging and wide reach – to promote customer acquisition and drive adoption in the area. To acquire customers, Brightspeed will utilize standard go-to-market plans for fiber-to-the-home launches. Brightspeed's local teams will determine, based on the geography of the impacted households, the best method of marketing the launch. Like the marketing/customer segmentation strategy, the sales strategy will be determined by local Brightspeed teams to ensure the highest degree of efficacy within the targeted communities. We expect to implement a marketing strategy similar to that used where we have completed builds using grant dollars in other communities, which include: Planned Marketing Campaigns that include multiple touches as groups of addresses within a wire center are completed using a Pre-launch Awareness "Coming soon!" message, supported by local teams issuing news releases, placing yard signs and banners. Then we conduct a pre-sale signup as part of our launch awareness, conducting a direct message and email outreach program, using geofencing. We plan to hang doorhangers and conduct in-person events. Once the area is officially launched, we continue with post-launch awareness programs with our traditional type marketing, including "Open For Sale" Campaigns/Touchpoints while leveraging our existing legacy fiber advertising and point of sale materials. We continually monitor the responses and augment with In-Flight campaigns to increase awareness and take rates. Brightspeed is committed to undertaking programs necessary to meet the needs of the local community, including educational forums, technology demonstrations, and other individual outreach.