


BROADBAND EXPANSION GRANT APPLICATION

For Fiscal Year 2021

 Public Service Commission of Wisconsin
 RECEIVED: 12/01/2020 2:19:58 PM

Primary Applicant (Name and Address): CenturyTel of Northern Wisconsin, LLC d/b/a CenturyLink 100 CenturyLink Drive Monroe, LA 71203	Applications MUST be UPLOADED to ERF via the Commission's website, http://psc.wi.gov/apps35/ERF_upload/content/mymenu.aspx . Refer to section 2.3 for detailed instructions. Applications are due and MUST be uploaded to ERF no later than: December 1, 2020 at 4:00pm (16:00) Central Time. Late applications will not be accepted.
	Contact for further information: PSCStatebroadbandoffice@wisconsin.gov
	Date: September 1, 2020
The Public Service Commission of Wisconsin is seeking applications for Broadband Expansion Grants. The Commission may award one or more grants during Fiscal Year 2021 to public and private entities that meet the eligibility requirements set forth in Wis. Stat. § 196.504. Successful applicants will demonstrate a clear and achievable plan to improve broadband communications services in one or more underserved areas in the state.	
Applicant Certification: In signing this application, the undersigned verifies under penalty of perjury that the Applicant and its employees and agents have not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise taken any action in restraint of free competition with respect to this application; that no attempt has been made to induce any other person or firm to submit or not to submit an application; that this application has been independently arrived at without collusion with any other proposer, competitor or potential competitor; that this application has not been knowingly disclosed prior to the opening of applications to any other applicant or competitor; that all of the responses and representations of Applicant in this application are true and correct to the best of the undersigned's knowledge, information, and belief; and that Applicant agrees to, accepts, and will comply with all of the terms and conditions respecting this application and any award of a broadband expansion grant as may be established in a grant award Agreement.	
Name of Authorized Representative (Type or Print) Ted M. Hankins	Title Government Affairs Director
	Phone () 318-388-9416
Signature of Authorized Representative 	Date November 30, 2020

SUMMARY OF GRANT APPLICATION

Primary Applicant Name CenturyTel of Northern Wisconsin, LLC d/b/a CenturyLink	Amount of Broadband Grant Request (round to nearest dollar) \$2,225,032
Federal Employer Identification No. 72-1489619	Amount of Matching Funds Pledged (round to nearest dollar) \$2,733,808
Contact Name and Title Ted M. Hankins – Government Affairs Director	Total Cost of Proposed Project (round to nearest dollar) \$4,958,840
Telephone Number 318-388-9416	Project Name #3 –Boulder Junction Phase 2
E-mail Address ted.hankins@centurylink.com	Type of Proposed Broadband Service (FTTH, Cable, DSL, etc.) GPON
Grant Manager, if different than Primary Applicant	Grant Manager Federal Employer Identification No.
Grant Manager Contact Name	Grant Manager Email Address and Telephone Number
If the application proposes a public-private partnership, list the names, addresses, and FEINs of the partner companies or organizations Town of Boulder Junction, PO Box 616, 5392 Park Street, Boulder Junction, WI 54512, FEIN - 39--6018408	
Brief Project Description This build will provide 1GE FTTP service to 604 living units in the Boulder Junction area in Phase 2 of a two phase project completing the Town. The following areas are included: Boulder Junction West Village limits, Allen Road, Grassy Lake area, White Sand Lake, Lost Canoe Lake area, North Trout Lake area, Harmony Point area, Wild Rice Lake area, Jag Lake area, Rudolph Lake area, Street Lake area, Edith Lake area, Wool Lake area, Whitney Lake area, Nichols Lake area, Maple Lake area, Big Lake area, North East side of Clear Lake area and the North East side of Island Lake area, and other areas not covered in Phase 1.	
Maximum /Minimum Proposed Download Transmission Speed 1Gbps/100Mbps	Maximum/Minimum Proposed Upload Transmission Speed 1Gbps/100Mbps
County or Counties served by this project Boulder Junction Township in Vilas County	Community or Communities served by this project See Project Description above for list of Communities
List of the broadband service providers, if any, currently serving the area the applicant proposes to serve There are no other land-based or fixed wireless providers in the project area. CenturyLink DSL services is available within the project area.	
Does proposed project serve an <u>unserved</u> area of the state, as defined in Section 1.4 of the application instruction? (yes/no) Yes	Is the Applicant certified as a Broadband Forward! Community or Telecommuter Forward! Community, or does the grant project propose to serve a Broadband Forward! Community or Telecommuter Forward! Community? (yes/no) Yes
Expected Number of Business Locations that will have access to the improved broadband service. Per the Census Bureau, there are 19 firms located in the project area	Expected Number of Residential Locations that will have access to the improved broadband service Per the Census Bureau, there are 585 households in the project area.
Of the improved business locations, how many locations are <i>unserved</i> ? 10 Firms	Of the improved residential locations, how many are <i>unserved</i> ? 293 Residential
For customers eligible for the Lifeline discount, will the proposed service be available to Lifeline customers? (yes/no) Yes	Are there any programs available for low-income households to access low-cost service or discounts? (yes/no) Yes

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CenturyLink Boulder Junction Phase 2 Application #3

Project Budget Summary

Boulder Junction Phase 2

CenturyTel of Northern Wisconsin, LLC d/b/a CenturyLink

Summary of Project Budget		
Line	Description	Total Cost
1	Electronics	\$ 675,000
2	Fiber	3,705,600
3	Serving Area Interface	240,000
4	Drop	338,240
5	Enter a category description	-
Total Project Cost		<u>\$ 4,958,840</u>

Applicant Comments:

Use this space to add additional information, such as *See page X for an itemized budget detailing the separate buildouts.*

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Funding Statement

Boulder Junction Phase 2							
CenturyTel of Northern Wisconsin, LLC d/b/a CenturyLink							
Funding Statement (Revenue Sources)							
Revenue Sources (Contributors to Project Expenses)				Cash	Salary Expense (W-2 Employees)	In-Kind	
CenturyTel of Northern Wisconsin, LLC d/b/a CenturyLink				\$ 383,840	\$ -	\$ -	
Boulder Junction Township				2,333,718	-	-	
Marshfield Clinic Health System Pledge				15,000	-	-	
Boulder Junction Lions Club Pledge				250	-	-	
Boulder Junction Community Foundation Grant				1,000	-	-	
Other Contributing Entity				-	-	-	
Other Contributing Entity				-	-	-	
Other Contributing Entity				-	-	-	
Other Contributing Entity				-	-	-	
Other Contributing Entity				-	-	-	
Other Contributing Entity				-	-	-	
Other Contributing Entity				-	-	-	
Subtotals				\$ 2,733,808	\$ -	\$ -	
				PSC Grant Funds Requested		\$ 2,225,032	
				Total Project Cost		\$ 4,958,840	
				% Match (contributions by all parties)		55.13%	
					PSC Grant Funds %	44.87%	

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3.2.1 Applicant identification and contact information

CenturyTel of the Northern Wisconsin, LLC d/b/a CenturyLink ("CenturyLink") (PSCW Utility Number 5530) will provide both broadband and voice components in this project.

CenturyLink is an Incumbent Local Exchange Service Provider operating in Wisconsin as an Alternative Telecommunications Utility – Recertified (Final Decision dated September 9, 2011 in Docket 5846-NC-100). As such, CenturyLink is an eligible applicant per Wis. Stat. § 196.504(1)(a)2. CenturyLink has requested, and been granted, eligible telecommunications carrier (ETC) designation for all the areas in which it provides service.

The point of contact for this Application is:

Ted M. Hankins
CenturyLink
100 CenturyLink Drive
Monroe, LA 71203
Phone: (318) 388-9416
Email: ted.hankins@centurylink.com

The public partner is the Town of Boulder Junction, Wisconsin. Here is the contact information for the Town's offices:

*Town of Boulder Junction
PO Box 616
5392 Park Street
Boulder Junction, WI 54512
Call: (715) 385-2220
Fax: (715) 385-9129
Email: clerk@townofboulderjunction.org*

3.2.2 Description of the project

CenturyLink will supply fiber to the premise (FTTP) Highspeed Broadband to 604 homes and business/living units, or LUs, in the Town of Boulder Junction in Phase 2 of the 2 phase project undertaken by CenturyLink and the Town of Boulder Junction, which began in 2020 (Phase 1). Phase 2 will complete the project bringing 1Gbps FTTP service to each living unit in Boulder Junction.

Boulder Junction (The Musky Capital of the World™) is fully engaged, and its Electors voted overwhelmingly in 2019 to support a two-year phased project to light the Town in FTTP High Speed Broadband. Boulder Junction's Town Board immediately and unanimously passed a resolution supporting a two-year Boulder Junction total contribution of \$3.8MM to build this High Speed Broadband network and set a new standard for a Northwoods community and its High Speed Broadband capability.

CenturyLink will install 58.0 miles of fiber in the Town of Boulder Junction and upgrade electronics. The project will pay for all costs to ensure all LUs have High Speed Broadband after they place an order with CenturyLink.

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This build will provide 1GE FTTP services to the following areas: Boulder Junction West Village limits, Allen Road, Grassy Lake area, White Sand Lake, Lost Canoe Lake area, North Trout Lake area, Harmony Point area, Wild Rice Lake area, Jag Lake area, Rudolph Lake area, Street Lake area, Edith Lake area, Wool Lake area, Whitney Lake area, Nichols Lake area, Maple Lake area, Big Lake area, North East side of Clear Lake area, and the North East side of Island Lake area. In total, this build will provide these services to 604 customers.

Boulder Junction is located in north central Vilas County. Six Hundred four (604) eligible living units in the project area are located in the grant eligible areas compared to information from the Broadband Expansion Grant Eligible Guideline Areas: Fiscal Year 2020 - Developed by the WBO to determine eligibility for the annual Broadband Expansion Grant. Zip file also includes areas without 5 Mbps Download / .6 Mbps Upload speeds. [Download](https://psc.wi.gov/Pages/Programs/BroadbandData.aspx), from <https://psc.wi.gov/Pages/Programs/BroadbandData.aspx> Based upon Boulder Junction's actual speed tests there are ~303 living units in unserved areas. There are no living units in ineligible areas. The Boulder Junction Phase 2 project is shown on Attachment 2 in a map depicting eligible areas, unserved areas, and ineligible areas. Attachment 3 contains a list of the census blocks in the project area.

The project will greatly enhance Broadband speed for potential customers in the project area. Currently, the average customer speeds in the project area are <11Mbps download and 1Mbps upload. In the unserved areas, speeds are less <5Mbps download and 600Kbps upload. If the Commission approves this project, CenturyLink will be able to provide a maximum of 1Gbps download speed with a GPON solution. The ability to provide higher speeds is based on installing fiber to the serving devices and upgrading the Company's serving devices as addressed above.

The Boulder Junction Phase 2 project targets "middle and last mile" Broadband infrastructure since the investment is being made to add fiber between central offices (or a location between the central office and a serving device) and upgrading the serving device.

CenturyLink has estimated there is a total of 604 living units within the project area. The project will provide higher Broadband speeds to all 604 living units in the Boulder Junction Phase 2 project area.

3.2.2.b - If the project area lies within a census block designated as served on the PSC Broadband Map, provide additional documentation to demonstrate the actual broadband service that is available in the proposed project area.

The PSC coverage map shows much of this project area is served; however, less than five percent of stakeholders have access to 25Mbps/3Mbps Broadband service. In many cases those speeds can only be attained through a bonded pair with the subscriber being close to a node; however, CenturyLink has placed a moratorium on such work. In addition, many CenturyLink DSL nodes are full so subscribers can often not even get 10Mbps of service. In addition, because more and more subscribers are sharing the limited DSL network, speeds are decreasing. COVID-19 resulted in many seasonal residents spending more time at

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their Boulder Junction homes or moving to Boulder Junction straining the existing CenturyLink DSL network.

Boulder Junction's testing has shown of 44 stakeholders who provided tests, the average download speed is 10.81Mbps and upload speed is 1.24Mbps. Fifty (50) percent have unserved speeds while another 45 percent are underserved. Less than five percent have speeds considered served (25/3Mbps).

3.2.2.c - An explanation of how the proposed project will increase broadband access.

Average existing Broadband service in the project area is generally <11Mbps download by 1Mbps upload and considered underserved. However, half of those who provided speed tests demonstrate they are in unserved areas with download and upload speeds under 5Mbps/600Kbps.

Living Units Served

Living units served in this project number 604 according to the Federal census block tool used by CenturyLink. Nineteen (19) established businesses are included in this project area with the remainder of the 604 LUs being homes where many residents conduct some type of business or work remotely. COVID-19 has made a dramatic impact on the ability for people to work remotely and Boulder Junction has benefitted, but Broadband remains the key limiting factor to individuals spending more time in or moving to Boulder Junction.

Full and Part-Time Residents and Tourists Served

As of 2010, Boulder Junction's full-time residents numbered 941. According to a 2008 Vilas County study, the seasonal population rises to 7,570 during the summer. As a result of this project, 423 full-time and 3,407 seasonal residents and visitors will have access to Highspeed Broadband service. Ten years and COVID-19 has dramatically impacted these numbers, which now likely significantly underestimate the number of seasonal residents and tourist in Boulder Junction.

Table 4: Estimated Seasonal Population in Vilas County

	2007 Estimates	Accommodations Rooms	X 2.2 Persons	Campgrounds** Sites	X 3.5 Persons	Homes	Second [Seasonal]* X 4 Persons	Day Visitors	Total	% Year- Round Pop.	% Seasonal Pop.
Arbor Vitae	3,345	411	904	776	2,786	1,039	4,156	800	11,991	28%	72%
Boulder Junction	1,019	497	1,093	300	1,050	977	3,908	500	7,570	14%	86%
Cloverland	1,030	—	0	0	0	569	2,276	—	3,306	32%	68%
Conover	1,254	197	433	101	354	1,028	4,112	400	4,555	20%	80%
C. Eagle River	1,512	1,114	2,451	341	1,194	50	200	1,000	4,356	24%	76%
Loc du Flambeau	3,250	377	829	121	424	1,974	7,896	500	12,899	26%	74%
Land O' Lakes	951	278	612	91	319	940	3,760	300	6,141	16%	84%
Lincoln	2,745	0	0	0	0	742	2,968	—	5,733	49%	51%
Manitowish Waters	698	285	627	0	836	3,344	400	—	5,049	14%	86%
Phelps	1,475	227	499	0	1,091	4,364	400	—	6,738	22%	78%
Pum Lake	537	156	343	60	210	592	2,368	400	3,658	14%	86%
Presque Isle	610	148	326	24	84	1,106	4,424	300	5,744	11%	89%
St. Germain	2,026	984	2,165	162	567	1,218	4,872	500	10,130	20%	80%
Washington	1,544	—	—	—	0	1,096	4,384	—	5,950	27%	73%
Winchester	505	54	119	35	123	618	2,472	300	3,618	15%	85%
Fed/State/Co. Campgrounds	—	—	—	1,082	3,787	—	—	—	3,787	—	100%
Vilas Co. Total	22,545	4,728	10,402	3,113	10,896	13,874	55,504	4,000	105,346	22%	78%

* Accommodations, Campgrounds, and Day Visitors for Cloverland, Lincoln, and Washington are included in the Eagle River figures.
 ** Does not include Residential Campground Units.
 * Seasonal homes includes seasonal, recreational, or occasional use housing units from the U.S. Census Bureau, Census 2000.
 Source: Vilas County Comprehensive Plan

Estimated Download and Upload Speeds

Because Fiber to the Premise (FTTP) will be installed, subscribers will have two service options. 1) 100Mbps/100Mbps, or 2) 1Gbps/1Gbps. Final subscription pricing and the individual's or business's needs will drive the selection; however, Boulder Junction will be a High Speed Broadband destination.

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3.2.2.d - A statement whether the proposed project is targeting the “last mile,” “middle mile,” or backbone portion of the broadband infrastructure.

This project targets High Speed Broadband infrastructure (fiber optic cable) and the middle and last miles also through fiber optical cable infrastructure. The project’s goal is Fiber to the Premise (FTTP). All LUs within the project area will have the opportunity to connect to High Speed Broadband through fiber optic cable.

3.2.2.e - A description of the broadband service to be provided, including estimated download and upload speeds, whether the speed is based on dedicated or shared bandwidth, and the technology that will be used. This description may be illustrated by a map or schematic diagram, as appropriate.

The project will install fiber optic cable to each LU with a minimum High Speed Broadband service of 100Mbps/100Mbps up to 1Gbps/1Gbps. All service packages are symmetrical.

Service will be provided through a Gigabit Passive Optical Network (GPON). Most service will be shared; however, subscribers will have the option of a dedicated fiber optic service, but at a dedicated service monthly cost.

3.2.2.f - A schedule by which the applicant intends to complete the components of the proposed project.

The estimated schedule for the proposed Phase 2 project is:

<i>Network Planning Release Date</i>	<i>05/31/21</i>
<i>Engineering Starts</i>	<i>07/01/21</i>
<i>Engineering Complete/Turn-Up²</i>	<i>11/31/22</i>

CenturyLink will make a best effort to complete Phase 2 of the project by year-end 2022. Phase 2 will complete a two-phase, three-year project bringing High Speed Broadband to the entire Town of Boulder Junction. The schedule is subject to change and dependent on many factors, including delays due to weather or Act of God events, obtaining necessary permits in a timely manner, and difficulty in obtaining and deploying necessary fiber, equipment, labor, and other resources needed to complete the project as scheduled.

3.2.3 Itemized Budget

Total construction costs are \$4,958,840 for constructing 58 miles of fiber and updating electronics at the serving device. CenturyLink is seeking a Broadband expansion grant of \$2,225,032 or 44.9% of the total construction costs with Partnership/Joint Venture funding of \$2,349,968 and CenturyLink providing the remaining funding of \$383,840 for a total of 55.1%. CenturyLink has included only costs directly associated with construction of the Boulder Junction Phase 2 project. It will not subsidize CenturyLink’s expenses or the monthly bills of its customers and will not contribute to CenturyLink’s operating costs or profits. Absent receipt of the Broadband expansion grant, CenturyLink will not undertake the project.

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The total construction cost includes Outside Plant (OSP) (Fiber, Material & Equipment) along with Inside Plant (Install, Contract, Labor) cost amounts and the revenue source for the entire project are set forth below:

Description	Total Cost	State Grant Requested	Partnership Funding	CenturyLink Funding
Electronics	\$675,000	\$302,873	\$319,879	\$52,249
Transport	\$3,705,600	\$1,662,703	\$1,756,064	\$286,833
Serving Area Interface	\$240,000	\$107,688	\$113,735	\$18,577
Drop	\$338,240	\$151,768	\$160,290	\$26,182
Total Construction Cost	\$4,958,840	\$2,225,032	\$2,349,968	\$383,840

The costs shown above include a fully-loaded labor rate of \$95 per hour estimated for 2020. CenturyLink will own and operate the facilities as part of its telecommunications network. As shown above, the construction costs are related to project planning, obtaining construction permits, construction of facilities, and installation and testing of the broadband service.

3.2.4 Priority factors supporting the application

3.2.4.a - Matching funds. A description of the matching funds the applicant will invest in the proposed project, if any. For each element, indicate the type of match (cash, salary expense, or in-kind contribution). If the application is submitted by a partnership, identify the partner responsible for providing each element of the proposed matching funds. *Note: The requirement for this information is satisfied via inclusion of the completed Funding Statement as page 4 of the application.*

The proposed budget for this project is provided above. The total estimated cost of this project is \$4,958,840 and CenturyLink, along with its Boulder Junction public partner, will fund 55.1% of this project (\$2,733,808). See detail below.

<u>Matching Funds</u>	
<u>Revenue Source</u>	<u>Cash</u>
CenturyLink	\$383,840
Town of Boulder Junction	\$2,333,718
Marshfield Clinic Health System Pledge	\$15,000
Boulder Junction Lions Club Pledge	\$250
Boulder Junction Community Foundation Grant	\$1,000
Total Matching Funds	\$2,733,808

Please see the below resolution by the Boulder Junction Town Board committing to \$3,800,000 in funding to complete the High Speed Broadband FTTP project in two years (2020 and 2021).

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APPROVED: Nov 14 2019

STATE OF WISCONSIN
TOWN OF BOULDER JUNCTION
VILAS COUNTY

RESOLUTION NO. 2019-R-08

**RESOLUTION IN SUPPORT OF COMMITMENT OF FUNDING FOR THE 2020/2021 (ENTIRE TOWN)
BOULDER JUNCTION HIGHSPEED BROADBAND EXPANSION PROJECT**

AT A SPECIAL MEETING OF THE TOWN BOARD OF BOULDER JUNCTION, WISCONSIN, HELD ON NOVEMBER 14, 2019, A RESOLUTION IN SUPPORT OF COMMITMENT OF FUNDING FOR THE 2020/2021 (ENTIRE TOWN) BOULDER JUNCTION HIGHSPEED BROADBAND EXPANSION PROJECT;

WHEREAS, the Town of Boulder Junction has conducted eight(8) public information meetings during 2019 concerning the expansion of Highspeed Broadband within the Town of Boulder Junction;

WHEREAS, an advisory vote of the Electors of the Town of Boulder Junction was held on November 14, 2019, and a majority of the Electors voted in favor of proceeding with the 2020/2021 (Entire Town) Boulder Junction Highspeed Broadband Expansion Project;

WHEREAS, the Town of Boulder Junction has been certified as a Telecommuter Forward! Community;

WHEREAS, the Town Board of Boulder Junction recognizes the importance of providing Highspeed Broadband access to those parts of the Town that are most in need of assistance;

WHEREAS, the Town Board of Boulder Junction understands that Highspeed Broadband service will diversify the Town's economy, offer a new home for high tech businesses, encourage young families to settle in the Town, stabilize and secure the future of its local elementary and high schools, and allow the full utilization of Tele-Health/Tele-Medicine and Tele-Education services;

WHEREAS, the Town Board of Boulder Junction desires to file an application for Fiscal Year (FY) 2020 Broadband Expansion Grant with the Wisconsin Public Service Commission in connection with the 2020/2021 (Entire Town) Boulder Junction Highspeed Broadband Expansion Project;

WHEREAS, the Town Board of Boulder Junction desires to enter into a Public-Private Partnership with CenturyLink in order to accomplish the 2020/2021 (Entire Town) Boulder Junction Highspeed Broadband Expansion Project;

WHEREAS, the 2020/2021 (Entire Town) Boulder Junction Highspeed Broadband Expansion Project contemplates the following use of funds:

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APPROVED: 12/14/2019

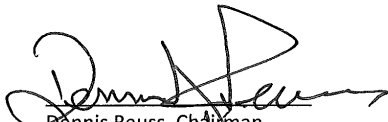
TOTAL PROJECT COST	TOWN OF BOULDER JUNCTION CONTRIBUTION (Not to Exceed)	CENTURY LINK CONTRIBTUION	PSC GRANT
\$7,500,000.00	\$3,800,000.00	\$1,200,000.00	2020 – \$1,250,000.00 2021 – \$1,250,000.00

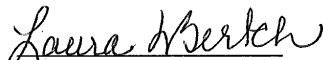
WHEREAS, the Town Board of Boulder Junction desires to commit to the funding for the 2020/2021 (Entire Town) Boulder Junction Highspeed Broadband Expansion Project hereinabove described;

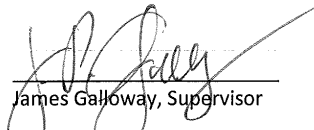
NOW, THEREFORE, BE IT RESOLVED, that this resolution adopted by a 2/3 majority roll call vote of the entire membership of the Town Board with a quorum present, hereby resolves that it supports the commitment of funding hereinabove described for the 2020/2021 (Entire Town)Boulder Junction Highspeed Broadband Expansion Project.

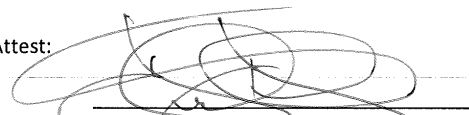
Passed on the 14th day of November, 2019
By the Town Board of the Town of Boulder Junction

Roll Call Vote 3 YES 0 NO (2/3 required)


Dennis Reuss, Chairman


Laura Bertch, Supervisor


James Galloway, Supervisor

Attest: 
Daniel Driscoll, Clerk/Treasurer

Posted at: Community Center and town website; www.townofboulderjunction.org

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3.2.4.b Public-private partnerships. If the public-private partnership is memorialized in a joint venture agreement or other writing, provide a copy of that agreement. If the partnership has not been reduced to a written agreement, provide a short description of the management role, financial commitment, or other contribution to the project for each participating partner.

On September 9, 2020, CenturyLink and the Town of Boulder Junction executed a 28-page legal agreement (attached) memorializing the responsibilities of each party for its Phase 1 project. Here is an excerpt of that agreement.

BUSINESS SUBSIDY AGREEMENT

THIS BUSINESS SUBSIDY AGREEMENT, made as of the 9th day of September, 2020, between the TOWN OF BOULDER JUNCTION, Wisconsin (as more particularly defined herein, the “Town”), and CenturyTel of Northern Wisconsin, LLC d/b/a CenturyLink(as more particularly defined herein, the “Company”),

WITNESSETH:

WHEREAS, the Company is arranging for the construction and installation of a “fiber-to- the-user” broadband communications network and related facilities (as more fully described herein, the “Project Facilities”) within the jurisdiction of the Town;

WHEREAS, the Town has passed Resolution No. 2019-R-08 on November 14, 2019 supporting a two-year phased plan to provide high speed broadband services to the entire town and commits to funding that is not to exceed \$3,8000,000 (Phase 1 not to exceed \$1,466,282) with Company contributions and PSC Grants in 2020 and in 2021 to fund the remaining project costs, a copy of which is attached as Exhibit A; and

WHEREAS, the Town believes that the development and construction of a certain Project (as defined herein), and fulfillment of this Agreement are vital and are in the best interests of the Town, will result in preservation and enhancement of the tax base, provide employment opportunities and are in accordance with the public purpose and provisions of the applicable state and local laws and requirements under which the Project has been undertaken and is being assisted; and

WHEREAS, the Company has received a Fiscal Year 2020 Broadband Expansion Grant for Phase 1 from the State of Wisconsin to provide financing with respect to the Project Facilities (as more particularly described herein, the “Broadband Expansion Grant”), pursuant to that certain Grant Agreement dated as of _____, by and between the Company and the State of Wisconsin (the “Grant Agreement”);

NOW, THEREFORE, in consideration of the mutual covenants hereinafter contained, the parties hereto covenant and agree as follows:

CenturyLink and the Town of Boulder Junction, through its High Speed Broadband Committee, have developed a strong public/private partnership. Here is an excerpt of the respective responsibilities of both parties.

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Marketing Broadband:

As identified in 3.2.4.b of Grant 5-BF-2020, both parties acknowledge that they each have responsibilities to market the broadband services so that the Town's stakeholders can receive the benefits of this project.

- 1. Town's responsibilities include:*
 - a. Communication, awareness, and information dissemination to property owners and other Town stakeholders.*
 - b. Use Town's website to obtain interest in FTTP and communication same to Company.*
 - c. Create marketing campaign to solicit funding, pledges, and donations to be used to offset the Town's financial commitment.*
 - d. Add CenturyLink website link to the Town's website.*
 - e. Work with Town Chamber of Commerce, and other Town organizations and associations to disseminate information on project and enrollment.*
 - f. Establish Town Broadband mailbox for project to be used by town residents during project.*
- 2. Company's responsibilities include:*
 - a. Establishing service plans and communicating to potential subscribers*
 - b. Customer subscriptions, service, invoicing subscribers (billing and collections)*
 - c. Prepare marketing literature to be used by Town/Town Chamber of Commerce to disseminate information.*
 - d. Jointly participate in Community events to disseminate information to town property owners and residents.*

CenturyLink and the Town of Boulder Junction will negotiate and jointly develop a similar agreement covering the responsibilities of each party in a Phase 2 2021 project.

- In scoring this element, information regarding active engagement of diverse communities in the planning, permitting, or marketing of the project will be given weight as well.**

To say Boulder Junction supports this High Speed Broadband project is a gross understatement. Here is why.

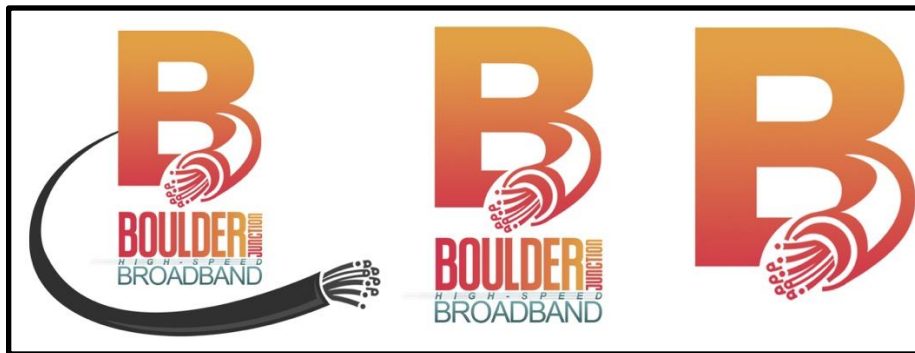
- With the momentum started in 2019, on February 25, 2020, Boulder Junction's Town Board voted unanimously to create a High Speed Broadband Expansion Committee. This Committee is comprised of seven professionals who have volunteered their time in 2020 to not only bring High Speed Broadband to Boulder Junction but crushing it by ensuring Boulder Junction's example is a model for other Towns in Wisconsin and the nation. This Committee will have invested nearly 2000 volunteer hours in 2020. If Boulder Junction paid for this professional service it would have needed to invest another \$200,000+. This volunteer time is in addition to the 1200 hours invested in 2019. In addition, Town Supervisor James Galloway Chairs the Committee and his hours are NOT included in this total because he is an elected official.*
- After Boulder Junction was awarded the 2020 Wisconsin PSC grant, it began negotiating an agreement with CenturyLink. Working closely together for five months, CenturyLink and Boulder Junction inked a historical deal in September 2020 and developed a strong partnership.*

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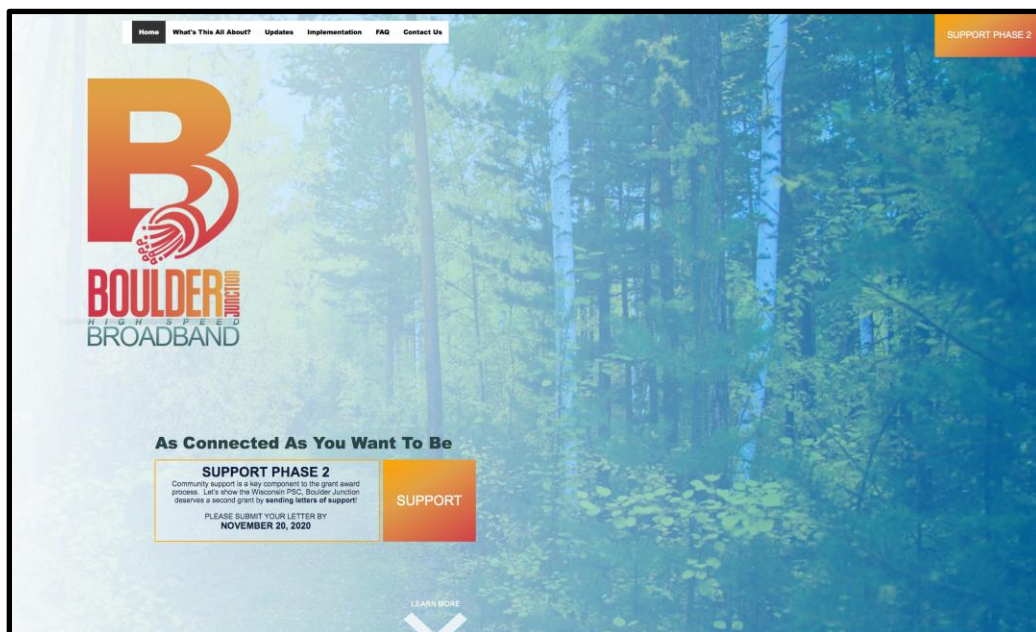
- *Following the execution of the CenturyLink agreement, Boulder Junction's High Speed Broadband Expansion Committee pivoted to marketing and project success management. The Committee felt its members had the expertise, passion, and commitment needed to ensure success and assigned members to develop and launch the marketing campaign and oversee the success of the project. As a result, the following marketing plan was developed to ensure the Community was aware of the project and sign up for the service was as successful as possible.*

Here are the highlights.

Project branding was developed by a Committee member and made available for everyone to review including budgetary information. <https://spark.adobe.com/page/WZNcV5Onp61Kq/>



A dedicated website was designed and launched by the Committee. <https://www.boulderbroadband.com>



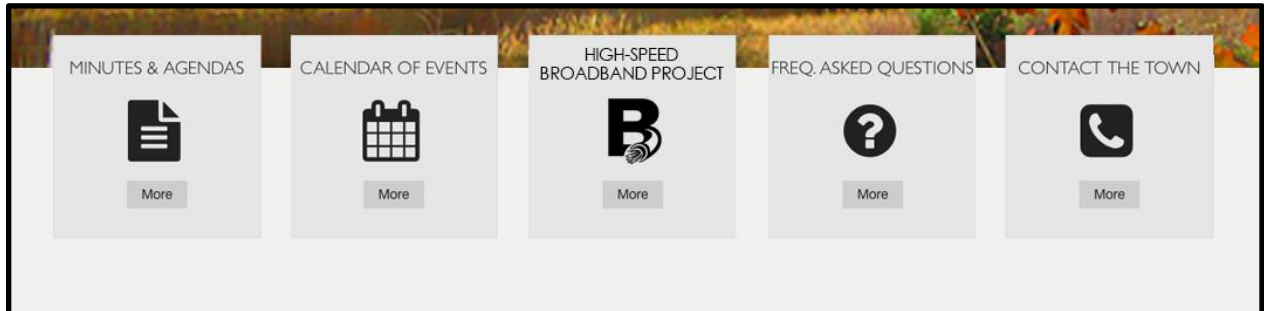
Boulder Junction stakeholders were notified of the project in the following ways.

- *Email through the various community organizations and foundations.*
- *Social media ads partnering with the Boulder Junction Chamber of Commerce.*

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- A High Speed Broadband icon and link was added to the Town of Boulder Junction website directing visitors to the BoulderBroadBand.com website.



- A post card was designed and sent to 1489 property owners in the Town of Boulder Junction.



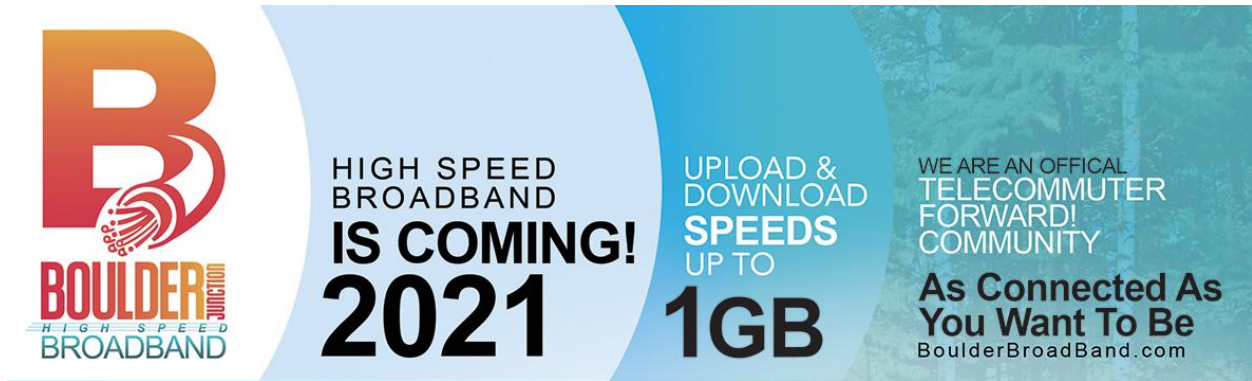
- A roadside billboard was installed on the busiest County Highway in Vilas County just south of Downtown Boulder Junction.



- Radio and television interviews were done.
 - <https://waow.com/2020/10/29/broadband-deadline-approaching-in-boulder-junction/>

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- <https://www.wxpr.org/post/boulder-junction-urges-signups-major-broadband-project-deadline-nears>
- *An ad has been designed and will appear in the 2021 Boulder Junction Visitors' Guide.*



- *Two Community Information Meetings via Zoom ensuring the safety of all 113 stakeholders who attended considering COVID-19. Click link to view a recording. https://ef18f590-7d13-4459-83b5-a2d6e626e277.filesusr.com/ugd/30f5d9_3b1333c8b3a040138f4bb8e20de99324.pdf*

The Result?

1050 Boulder Junction property owners and tenants signed up to have CenturyLink install High Speed Fiber Optic Broadband to their homes and businesses. Total homes and businesses in Boulder Junction are 1349 so the sign up rate was 78 percent! In all of its projects, CenturyLink has never received a sign up list of perspective customers from a community, so this is an extraordinary effort by the Town of Boulder Junction.

3.2.4.c - Existing broadband service. A list of the broadband service providers, if any, currently serving the area the applicant proposes to serve.

CenturyLink is the primary Broadband provider in the Town of Boulder Junction and the only land-based provider. There are no Fixed Wireless providers in the Town.

- **The degree to which the proposed project avoids duplicating existing broadband infrastructure.**

The project provides new, cutting edge FTTP Highspeed Broadband to 45 percent of the LUs in the Town (remainder of Boulder Junction). There is no duplication, because this type of service does not currently exist.

- **The application of a wireless broadband service provider proposing significant overlap with existing broadband service in addition to service to an unserved area will not be given priority consideration.**

There is no Fixed Wireless Broadband service in the Town.

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- **Provide a list of all landline broadband service providers (DSL, cable or fiber to the home) and fixed wireless broadband service providers that overlap the footprint of the proposed broadband project.**

Only CenturyLink currently serves the project area with DSL service. There are no Fixed Wireless providers in the Town.

- **If known, provide an estimate of the customers within the proposed footprint that are served by competing landline and fixed wireless broadband service providers, and the download/upload speeds offered by those competing service providers.**

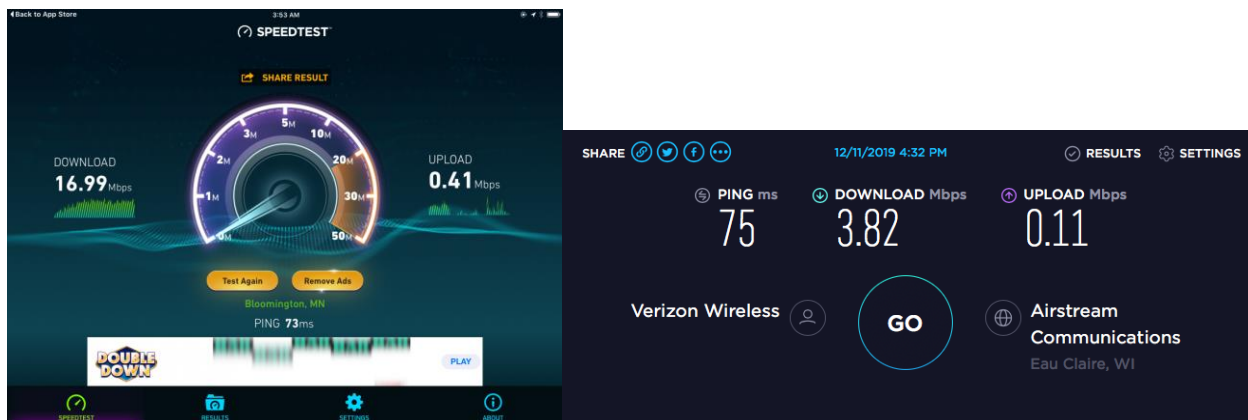
There is no direct competition in the project area.

- **Provide a list of mobile wireless broadband service providers that overlap the footprint of the proposed project.**

Verizon provides data plans within some of the service area (~40 percent); however, speeds and connections vary wildly because of the lack of mobile service towers, geography, and forest.

- **If known, provide an estimate of the customers within the proposed footprint that are served by competing mobile wireless broadband service providers, and the download/upload speeds offered by those competing service providers. (The presence of existing mobile wireless providers does not contribute to or affect the evaluation of existing broadband service in the project area for purposes of priority consideration but provides a more complete picture of the broadband options available to residents.)**

An estimated 40 percent of the subscribers in the project area have access to at least some Verizon Broadband data. As stated above, connections can be intermittent, based upon the limited number of towers, geography, and forest cover. Below are three examples of the speeds of Town Verizon customers. Please note the significant latency.



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Because of the seasonal nature of Boulder Junction, Verizon speeds vary significantly depending upon the time of year. During the summer when population swells by 10 times, Verizon's network becomes very slow and unreliable. Data caps also apply so in one Verizon customer's case when 15GB of data is used, speeds slow dramatically. Finally, the COVID-19 pandemic has driven large numbers of people to their seasonal homes in Boulder Junction to either live for extended periods or to move full-time. Their presence has put additional strain on the Verizon data network.

3.2.4.d - Project Impact. A description of the geographic area and the population, both in terms of absolute numbers and likely users, which will be served by the proposed project. Indicate the number of anticipated residential and business customers in the project area, if known. Explain the speed and quality of internet service that will be available. Include information about the range of packages available for purchase. Provide details on any low-income access programs and steps the project will take to support adoption.

Boulder Junction has 1349 living units (LUs) and an estimated 604 LUs will receive fiber to the premise (FTTP) in the 2021 project. Living units can be a home or business. Because of the seasonal nature of the Town, an unknown, but high number of full and seasonal residents work from or would like to work from their residences. COVID-19 and civil unrest have driven families from the large cities and many who have seasonal homes in Boulder Junction have been here since April 2020. If they had acceptable Broadband service they were able to work from their seasonal home, but if they did not they were working outside the Boulder Junction Community Center where Broadband is available via WiFi.

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Many letters of support writers commented about their need to work from their seasonal residences. Of the 604 LUs, 19 are established businesses. An unknown number are businesses run from individual's homes or remote workers.

Boulder Junction's permanent population is 941, which swells to more than 7570 seasonally according to a 2008 Vilas County study. Boulder Junction's take rate, based upon its sign up campaign for Phase 1 and 2 is 78 percent. As a result, the number of users directly benefitting from this project should be at least 3,000. Taking into account the strong economy and 13 years having passed since the Vilas County study, over 5,000 users benefitting from this project would not be surprising.

CenturyLink will deliver their Fiber Gigabit service in Boulder Junction with symmetrical speeds of 940Mbps on the high end and 100Mbps on the low end. Quality of service improve because of the architectural simplicity over the complexity of DSL.

CenturyLink anticipates two packages will be available to Boulder Junction subscribers as part of its national service and pricing model. The entry level package will be 100Mbps symmetrical service for \$49 per month plus taxes and surcharges. The premium package is 1Gbps (940Mbps) symmetrical service for \$65 per month plus taxes and surcharges.

It is uneconomical for CenturyLink – based on the cost of the project and the limited number of customers in the project area – to provide fiber to the premise service absent additional support.

CenturyLink participates in both the Federal and State Lifeline Programs that assists qualified low-income applicants with reductions in their monthly Local Exchange Service rate. The assistance applies to a single telephone line or broadband service, or a bundle of broadband and single telephone line service at the applicant's principal place of residence.

3.2.4.3 Scalability. A description of how the proposed project could expand or improve the broadband service it delivers, while maintaining the quality of its Broadband service. This description should include specific projected increases in the following parameters known at the time of the application:

Boulder Junction's 2021 High Speed Broadband project is Phase 2 of a two-phase project completing the project started in 2020 to bring High Speed Broadband to each LU in the Town of Boulder Junction making it a very unique destination Wisconsin's Northwoods and in the USA. There are vast unserved areas in the Town and the 2021 project includes the rest of those unserved areas.

Lighting the Town of Boulder Junction in High Speed Fiber Optical Broadband puts Boulder Junction on the map of VERY few rural communities in the USA having 1Gbps service.

CenturyLink will provide two FTTP services from 100Mbps/100Mbps to 1Gbps/1Gbps symmetrical service creating the opportunity for a wealth of services to be provided to subscribers and branding Boulder Junction as a 1Gbps High Speed Broadband destination.

- **The number of users.**

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604 of the 1349 total living units (homes and business) will be covered in the 2021 project.

- **The number of network nodes.**

Because the 2021 project is FTTP, nodes and DSL will not be used; however, CenturyLink will not decommission its DSL network at this time.

Instead of nodes, fiber GOPN technology consists of head-end equipment located in CenturyLink's Boulder Junction office (installed as part of the 2020 project), fiber access points along its existing and new fiber optic infrastructure, and pedestals and fiber service drops and electronic equipment to each living unit.

- **The number of services provided.**

Services addressed by this project include fiber optic High Speed Broadband to the premise or living unit and continued telephone services likely delivered through the new fiber optic technology.

- **The geographic area served by the project.**

The remaining forty-five (45) percent of the LUs in Boulder Junction will received FTTP High Speed Broadband. The areas of the Town in the 2021 project are depicted in the attached maps.

CenturyLink provides Internet service in the Boulder Junction project area, but the maximum speed in many areas using existing facilities is <1.5Mbps download speed. The definition of Broadband service in the grant application (Section 1.4) is a minimum of 25Mbps download speed and 3Mbps upload speed. Therefore, this project is suitable for Broadband grant funding. Further, CenturyLink's network facilities are at capacity in the project area, and Broadband service to new requests cannot be undertaken with existing facilities. A grant awarded to CenturyLink as requested would enable CenturyLink to provide additional capacity for the area to enable provisioning of Internet service to new customers.

3.2.4.f - Possible Growth. This description may also include a discussion of possible growth potential that is outside the commitment the applicant is making as part of its application.

The Boulder Junction project is a Fiber to the Premise (FTTP) project and includes 58.0 miles of fiber, in-field electronics, pedestals, LU drops, and LU electronics. The updated electronics provide 1Gbps download and upload speeds. In the 2020 Phase 1 project CenturyLink placed enough fiber facilities to allow extending fiber (off the feeder cable) to other existing remote cabinets and thereby allow provisioning of broadband service to additional residential and business customers in the Boulder Junction 2021 Phase 2 project area.

3.2.4.g - Economic development. A description of how the proposed project will promote job growth or retention, expand the property tax base or improve the overall economic vitality of the municipality or region. This description may be supplemented with a letter from one or more persons

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discussing the potential economic impact the project could have for that individual or business. In scoring this element, the following factors will be taken into account:

FTTP High Speed Broadband is the key to diversifying Boulder Junction's economy, leveling the peaks and valleys of its tourist-based economy, and developing a sustainable future.

Boulder Junction's economy is presently tourist-based with the majority of its residents being retirees. These two factors require diversification to create sustainability for its economy, schools, and existing businesses.

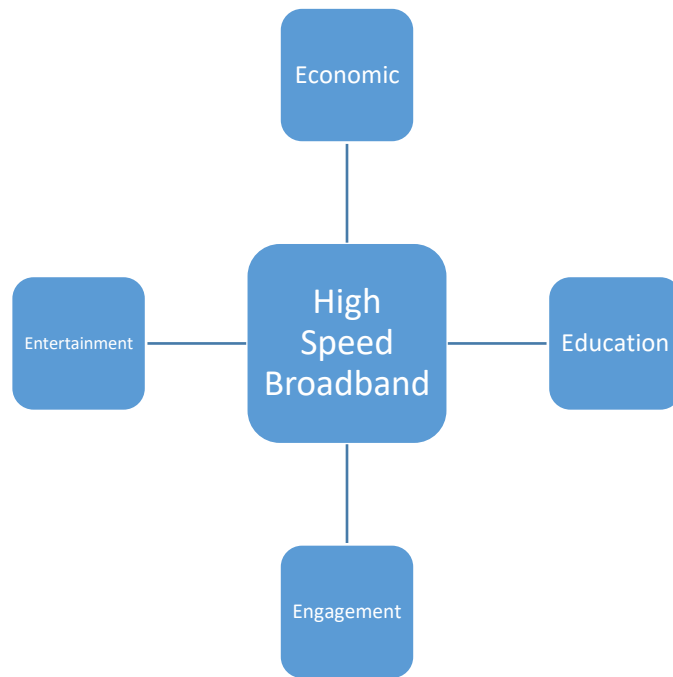
A 2017 survey conducted by Boulder Junction's Economic Development Committee found the vast majority of residents felt Boulder Junction's economy was most challenged by the lack of Broadband. As a result, getting High Speed Broadband throughout the Town is the foundation for economic growth, diversification, and sustainability.

The Boulder Junction project will have a significant economic impact since Broadband speeds will increase to levels easily accommodating individuals and businesses seeking to access services and products via the Internet and using the Cloud for data exchange. The proposed project will increase the ability for customers to work from home, increase educational options, allow businesses greater opportunities, increase medical access options for both patients and providers, and increase access to government programs and services.

In the COVID-19 era and beyond, remote working has become a requirement. Boulder Junction has been inundated by seasonal property owners who escaped their permanent homes in more populated areas and have either spent much more time at their Boulder Junction property or have moved to Boulder Junction. This influx of people has greatly stressed CenturyLink's existing DSL network reducing speeds and increasing latency. Most of the DSL nodes are full so the 2021 High Speed Broadband project is critical to providing Boulder Junction's full and part-time residents, remote workers, and its businesses fast reliable High Speed Broadband.

Boulder Junction's economic development resulting from this High Speed Broadband project is interconnected by these four areas.

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Economic

- *Keep seasonal residents and visitors in Boulder Junction longer*
 - *Seasonal residents and visitors outnumber permanent residents by a factor of 10 so keeping them in Boulder Junction longer is a key to economic success. According to an **August 2014 University of Wisconsin-Whitewater Economic Impact Study, Broadband and Vacation Properties**, seasonal residents spend \$74 a day. If a person stays for an additional month, that single person adds an additional \$2,220 to the economy. If 1,000 people stay a month longer, \$2,200,000 is injected into the local economy.*
 - *With 1050 (78 percent) of homes and businesses signing up for High Speed Broadband it is obvious High Speed Broadband is supported in Boulder Junction and that support will drive economic prosperity.*
 - *The **232 support letters** demonstrate the level of commitment and support from Boulder Junction stakeholders. Many of the letters are from seasonal residents who would either move to Boulder Junction or stay days, weeks, or months longer if they had access to fast and reliable Highspeed Broadband.*
- *Market Boulder Junction to remote workers, entrepreneurs, new and expanding businesses, and as a Best Place to Live*
 - *According to Ziprecruiter.com the average **remote worker annual salary is over \$66,180** meaning these individuals tremendously impact the local economy considering Vilas County's average annual salary is less than \$50,000.*
- *Recruit new and more employees for existing and new businesses*
 - *Like everywhere in the US, existing businesses have difficulty recruiting and retaining employees even in the COVID-19 era. Offering High Speed Broadband is essential in attracting people to work and live in Boulder Junction and ensure new and existing businesses thrive.*
- *Strengthen volunteerism for community events*
 - *Boulder Junction has been designated by the Wisconsin Trademark Office as the **"The Volunteer Capital of Wisconsin!"** Because of its retiree population, running community events is getting more challenging because of their advancing age. Diversifying the economy and demographics of the area provide a pool of volunteers for today and the future.*
- *Increase property values from 5 to 11%*

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- *Studies demonstrate the availability of High Speed Broadband increases property values from 5 to 11%. Those figures have been confirmed by local realtors who say the first question prospective buyers ask is about Highspeed Broadband. If it is unavailable or poor, buyers are not interested in the property.*
- *Fill empty Downtown buildings*
 - *Boulder Junction has affordable commercial space available and a key missing element is High Speed Broadband.*

Education

- *Enhance and protect school enrollment*
 - *Offer Tele-Education to provide children with competitive access and opportunities.*
 - *COVID-19 has required North Lakeland Elementary and Lakeland Union High Schools to assign Tele-Education homework. Unfortunately, the lack of High Speed Broadband made that very challenging. As a result, students without High Speed Broadband had to make other arrangements including sitting outside libraries and community centers in weather well below freezing to complete their assignments.*
 - *Boulder Junction's High Speed Broadband project will put school-aged children at the front and center of priority so they can compete with all students around the world.*
- *Promote distance learning for adults*
 - *As more and more adults work remotely, it means their continuing education will be via E-Learning.*
 - *Having access to fast and reliable High Speed Broadband is essential for these adults to continue their learning and advance their careers.*

Engagement

- *Keep individuals in their homes longer through Tele-Health and Tele-Medicine*
 - *COVID-19 has necessitated Tele-Health and Tele-Medicine and in many cases Boulder Junction residents did not have good enough Broadband service to effectively use it.*
 - *Because of Boulder Junction's retiree demographic, Tele-Health and Tele-Medicine are essential for residents to live healthier and happier lives resulting in a strong Boulder Junction economy.*
 - *Tele-Health and Tele-Medicine costs less meaning individuals will have more income to spend elsewhere.*
- *Video-conference with family, friends, and anyone else*
 - *Considering COVID-19 and global economy and mobility, video conferencing through applications like Zoom and FaceTime are very popular for families and friends. Voice over IP phones have replaced landlines at a significant rate. These applications are essential for Boulder Junction's residents to keep in contact with family and friends no matter if they are full or part-time residents, or visitors.*

Entertainment

- *Watch TV – cast away the satellite dish and large monthly bills*
 - *Watching TV through a streaming service is now simple, easy, much less expensive, and more reliable than satellite service. It only needs a fast and reliable High Speed Broadband connection.*
- *Stream movies (Netflix, Hulu, Disney, Amazon, etc.) and other content*
 - *Streaming movies is not new, but the number of people using these services continues to grow rapidly.*
- *Participate in global interactive gaming*
 - *Boulder Junction's FTTP High Speed Broadband project will provide users the ability to become GAMERS.*

3.2.4.h - Effect upon broadband service to adjacent areas. A description of whether the proposed project will or will not impair the ability of a broadband service provider or competing broadband service provider to extend broadband service to areas adjacent to the proposed project area.

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Boulder Junction's High Speed Broadband project will NOT impair any Broadband service provider from expanding or competing in the area or areas adjacent. On the contrary, CenturyLink and Boulder Junction have been talking with adjacent communities about expanding their own High Speed Broadband networks and they believe Boulder Junction's project helps them. Boulder Junction's High Speed Broadband project can be a model for other communities to complete their own projects.

3.2.5 Other information supporting the application

3.2.5.a - The Applicant's Financial and Network Qualifications

CenturyLink, Inc. began providing local exchange service in Oak Ridge, Louisiana in 1930, and has continued to grow and expand its operations. CenturyLink's history of evolving from a small rural telephone company to the third largest telecommunications company in the nation may be attributed to its forward-looking vision and its ability to evolve its network to keep pace with changes in technology and customer demands.

CenturyLink, Inc. has changed its name to Lumen Technologies (NYSE: LUMN) and is a global communications, hosting, cloud, and IT services company enabling millions of customers to transform their businesses and lives through innovative technology solutions. CenturyLink offers network and data systems management, Big Data analytics and IT consulting, and operates more than 55 data centers in North America, Europe, and Asia. The company provides broadband, voice, video, data, and managed services over a robust 250,000-route-mile U.S. fiber network and a 300,000-route-mile international transport network. CenturyLink, Inc. is an S&P 500 company and is included among the Fortune 500 list of America's largest corporations. For more information, visit www.centurylink.com.

CenturyLink is familiar with the challenges of providing voice and Broadband services in both rural areas and large urban markets. CenturyLink provides data, voice, and managed services in local, national, and select international markets through its high-quality advanced fiber optic network and multiple data centers for businesses and consumers. At the same time, CenturyLink's incumbent local exchange service territory includes many rural communities and areas of low household density, making CenturyLink a recognized leader in providing telecommunications services in the highest-cost areas of the country.

CenturyLink, Inc. has a network investment of \$1.6 billion in Wisconsin, with Internet service availability of 94%. CenturyLink's commitment to providing broadband service in Wisconsin is also demonstrated by its acceptance of the FCC's Connect America Fund Phase 2 (CAF II) funding in Wisconsin. Under CAF II, CenturyLink has committed to providing 10 Mbps download speed and 1 Mbps upload speed to approximately 129,000 living units over 6 years in CAF II eligible census blocks. CenturyLink is not required to build out to every eligible census block, nor is it required to build out to 100% of the living units in an eligible census block. CenturyLink has determined which census blocks it will build out under CAF II and when it will do so over the six-year build out period. CenturyLink is on track to complete the CAF II build by the end of the program in 2021.

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CenturyLink has participated in the state Broadband program since 2014, submitting numerous projects for consideration in each of the state Broadband rounds. CenturyLink has completed several grant applications it has been awarded and is in the process of completing additional grant awarded projects.

CenturyLink has no plans to build in the Boulder Junction Phase 2 project area unless the Commission approves this grant application. If the application is approved, CenturyLink will be able to provide a GPON network High Speed Broadband service to the people in the project area.

3.2.5.b – A description of how the proposed project will or will not duplicate existing broadband infrastructure.

The Boulder Junction Phase 2 project will not duplicate existing Broadband infrastructure within the project area.

3.2.5.c – Financial ability to undertake the proposed project,

CenturyLink, Inc. is an S&P 500 company and is included among the Fortune 500 list of America's largest corporations. For more information, visit www.centurylink.com.

3.2.5.d - Description of how health care services will be enhanced

Discussions with Marshfield Clinic's Health System demonstrate the growth of Tele-Health and Tele-Medicine. Marshfield is a leader in this area and will rely on High Speed Broadband to deliver these essential services to patients. Costs for Tele-Health and Tele-Medicine visits are a fraction of medical facility visits and the operating model is conducive to medical staff being located anywhere.

COVID-19 has accelerated Tele-Health and Tele-Medicine. Residents without High Speed Broadband have to make other arrangements making High Speed Broadband essential to quality health care.

Marshfield Clinic Health System and Howard Young Medical Center have supported Boulder Junction's quest for High Speed Broadband and are excited for this project to be completed. Marshfield Clinic pledged a second \$15,000 grant in 2021 to the project.

3.2.5.e - Description of how education opportunities will improve

Local schools have been critical partners and advocates in the High Speed Broadband project. Unfortunately, because of the lack of High Speed Broadband students are disadvantaged compared to their counterparts in areas with Highspeed Broadband access. This is unacceptable!

Earlier in 2020 when schools closed because of COVID-19, students and school administrators were forced to move to a Tele-Education model even through many students were unable to participate causing hardship to those without High Speed Broadband. Students had to go to great lengths to find a Broadband connection to do their school work.

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Brent Jelinski, District Administrator at North Lakeland Elementary School, is committed to seeing his students get access to High Speed Broadband at home so he can assign e-learning homework. Thirty-seven (37) students will benefit from this project and will be able to enjoy advanced learning opportunities including:

- 1. [Tech books](#) - interactive "text" books in digital form. They have embedded links, videos, audio, and primary sources. All accessed and housed in the "cloud".*
- 2. [Khan Academy](#) - supplemental lessons and instruction for students to access for homework help.*
- 3. [Google Classroom](#) - Online digital lesson plans that are created by teachers for students to access. They include links, readings, videos, assessments, and the ability to submit assignments.*

The world has moved to e-learning and Boulder Junction needs to do the same. High Speed Broadband will pave the way.

3.2.5.f - Additional actions by the Town in support of the High Speed Broadband project

Boulder Junction's support for this project has been unbelievable and humbling.

The need was originally highlighted in a 2017 survey commissioned by Boulder Junction's Economic Development/Connect Communities Committee. In November 2018, the Committee began formalizing its High Speed Broadband plans and in February 2019, the High Speed Broadband Workgroup was created.

Since February 2019, over 3,000 volunteer hours have been invested to ensure Boulder Junction has a bright future by getting High Speed Broadband in the form of FTTP. Those 3,000 volunteer hours, if purchased on the open market, would cost at least \$300,000 so there is great value to CenturyLink, Boulder Junction, and Wisconsin.

After completing its activities in 2019, the Town shifted into overdrive. In February 2020, the Town Board created a High Speed Broadband Expansion Committee and appointed seven highly talented Boulder Junction residents and stakeholders. Town Supervisor James Galloway is the Committee Chair.

After being notified by CenturyLink of a successful 2020 WI PSC grant award, the Committee formed a workgroup which negotiated an agreement with CenturyLink. Another workgroup handled the wildly successful marketing and sign up campaign highlighted earlier. After CenturyLink and Boulder Junction inked the agreement, another workgroup was formed to manage the project with CenturyLink. This workgroup and CenturyLink communicate regularly and meet monthly to status the project and make decisions.

Town of Boulder Junction Chairman Dennis Reuss worked with CenturyLink representatives to help secure permits and provided other information about the Town.

Town Supervisor Laura Bertch has worked with Town Clerk/Treasurer Dan Driscoll on financing options.

The Town and its leadership fully support this project and the Town will continue to dedicate the necessary resources to ensure it is successful for its residents and visitors. The Vilas County Economic

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Development Committee (VCEDC) has also been engaged and offered their support (their support letter is attached). Boulder Junction High Speed Broadband Committee Vice Chair Bill Niemuth is a VCEDC Board member and its Broadband lead, so Boulder Junction is highly engaged, connected, and ready.

*Boulder Junction's **\$2.35MM** in financial commitment and support for this project is unprecedented in Wisconsin and that is the topping on the cake.*

Finally, Boulder Junction has become a model for other communities. The Town's leaders and its High Speed Broadband Committee members have received many calls from other town officials and residents and their Number 1 question is, "How did Boulder Junction do it?"

- **Certification as a Broadband Forward! Community or Telecommuter Forward! Community.**

Boulder Junction is a Tele-Commuter Forward community. See certificate below.



3.2.5.g - Community and Stakeholder Support

***Two hundred thirty-two (232) letters** are provided with this application to demonstrate the broad support by Boulder Junction stakeholders to complete the 2021 project and light the Town in fiber optic High Speed Broadband. Those letters encompass the diversity of Boulder Junction's stakeholders from seasonal and full-time residents, remote workers, business owners, support organizations, medical care establishments, schools, and government officials. Its largest employer, Camp Manito-Wish YMCA, and its largest tax payer, Dairyman's Inc. are both fully behind this project.*

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The High Speed Broadband Committee will continue to promote its website where real-time project updates will be posted, leverage the 1050+ member email distribution list to communicate with stakeholders, and have numerous Community Information meetings to update stakeholders and answer questions about CenturyLink's project and new service.

The Town of Boulder Junction has committed to fund this project and the Town's Board is unanimously behind it.

CenturyLink participates in both the Federal and State Lifeline Programs that assists qualified low-income applicants with reductions in their monthly Local Exchange Service rate. The assistance applies to a single telephone line or broadband service, or a bundle of broadband and single telephone line service at the applicant's principal place of residence.

CenturyLink, Inc. and the Town of Boulder Junction thank the Wisconsin Public Service Commission for its consideration of this groundbreaking project.

Attachment 1

Boulder Junction Broadband Expansion Grant Application

Executive Summary

Here are the key reasons why Boulder Junction deserves to be awarded a 2021 Wisconsin Public Service Commission Broadband Expansion Grant.

Local Financial Commitment of \$2,349,968

As part of a two phase project, Boulder Junction's Electors, and its Town Board authorized \$3.8MM to fund fiber to the premise High Speed Broadband throughout the Town. Thanks to the PSC's 2020 grant award, CenturyLink and Boulder Junction have begun the Phase 1 project. In Phase 2 (2021 grant application) the Town of Boulder Junction contributes \$2,349,968 to this project, which is believed to be unprecedented in Wisconsin, especially for a small community.

CenturyLink's Scope and Scale

CenturyLink brings its financial and construction resources to this large project and commits to completing it by the end of 2022. Other local and regional providers do not have the scale to complete such a large and complex project in the timeframe Boulder Junction's Electors require.

Boulder Junction's Community Support

Let's start with support letters – 232! That is right, this application is accompanied by 232 support letters from Boulder Junction's residents, businesses, nonprofit organizations, schools, regional medical providers, college, elected officials, including US Congressman Tom Tiffany and Rep. Ron Swearingen, economic development organizations, including WEDC, Boulder Junction's largest employer – Camp Manitowish, lake associations, Churches, and other religious organizations.

This support also extends to financial support. The application contains grants and pledges from local and regional organizations totaling \$16,250.

Boulder Junction should again lead the State with support in CenturyLink's 2021 WI PSC Broadband Expansion Grant application.

Boulder Junction's High Speed Broadband Committee

In February 2020, Boulder Junction's Town Board appointed a High Speed Broadband Committee comprised of local residents and stakeholders who are all volunteers to the Town, but professionals in their chosen discipline. This incredible team has carefully and skillfully developed a strong structure and process ensuring a successful Phase 2 project. From working with CenturyLink in contract negotiations and project management, to developing a professional and wildly successful sign up and marketing campaign to communicating with Boulder Junction's stakeholders through Community Information Meetings, Email, Social Media, postal mailing, telephone calls, and 1x1 discussions, the High Speed Broadband Committee fully leveraged all of its 2,000 volunteer hours dedicated to Boulder Junction's High Speed Broadband expansion in 2020.

Marketing and Sign Up Campaign

Internet Service Providers struggle marketing their service. The best are challenged to get a 50% take rate. As part of its agreement with CenturyLink, Boulder Junction committed to creating excitement and interest in the project and executing the initial sign up. Boulder Junction's sign up campaign resulted in 1050 property owners signing up for High Speed Broadband when it is ready. This number is 78 percent of all of the living units (homes and businesses) in the Town.

Branding is critical to any successful marketing campaign and Boulder Junction created it, so the project is easily recognizable. Here are two examples.



Creating a Unique Opportunity in a Unique Place

Boulder Junction is already unique in many ways.

- It is the The Musky Capital of the World™.
- It is The Volunteer Capital of Wisconsin™ as designated by the Wisconsin Trademark Office.
- Its lands and waters are comprised of 88 percent Wisconsin State Owned land, meaning only 12 percent is privately held. This also means 88 percent of its lands are not fully taxed meaning that 12 percent of Boulder Junction's property owners are required to pay for all of its infrastructure through property taxes.
 - Payment in lieu of taxes from Wisconsin for 2020 is \$32,435.26 on only 384.99 acres. There is no payment for the remaining 39,070 acres of State land owned in Boulder Junction. If those 39,070 acres owned by the State of Wisconsin would be taxed an additional \$3,291,648 would be part of Boulder Junction's annual revenue reducing property taxes for its property owners.
- Nearly 200 lakes are within the Town.
- An estimated 70 percent of its homes are seasonal; most of which are along lakeshores.
- Its downtown is one of the most picturesque in Northern Wisconsin.
- Population in the summer can swell more than 10 times.

That bottom line is, Boulder Junction is a place people want to be. Adding High Speed Broadband, up to 1Gbps, to the Town will make Boulder Junction even more unique and it will become a model for Wisconsin and beyond. Its High Speed Broadband Committee and Town Board realize High Speed Broadband is only the foundation – the building will be the economic development it fosters. Boulder Junction also wants to help other Towns succeed because it will be good for Wisconsin.

If the Wisconsin PSC wants to create a model of how a Northwoods Community can rise and thrive as a High Speed Broadband Community, the 2021 Broadband Expansion Grant award to Boulder Junction would make it happen.

Speed Tests

Determining Broadband speeds in a community is challenging. Current maps and resources are highly inaccurate. As a result, to help support its Broadband Grant Application, Boulder Junction asked its Stakeholders to provide their speed tests as evidence of what type of Broadband service they had.

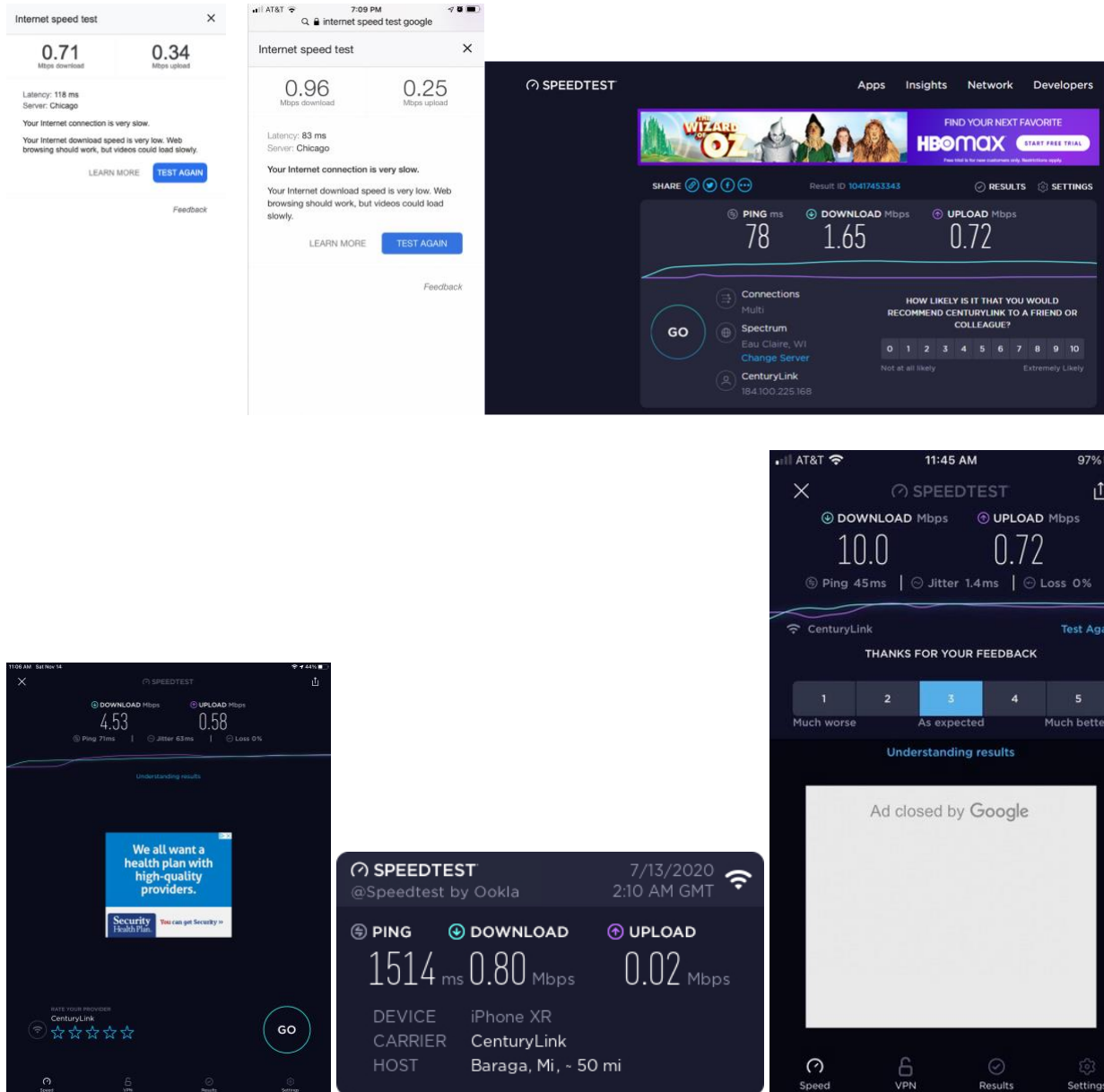
Below, please find the summary as well as various examples.

Boulder Junction's Speed Test Summary

#	Download - Mbps	Upload - Mbps	Unserved	Underserved	Served
1	3	0.3	x		
2	0.7	0.34	x		
3	2	0.3	x		
4	0.96	0.25	x		
5	1.65	0.72	x		
6	4.53	0.58	x		
7	36.16	4.63			x
8	0.8	0.02	x		
9	10	0.72		x	
10	7.99	0.6		x	
11	4.16	0.44	x		
12	9.7	0.5	x		
13	10.4	0.93		x	
14	1.2	0.2	x		
15	3.46	0.56	x		
16	9.7	0.68		x	
17	24.4	2.19		x	
18	21.2	2		x	
19	0.63	0.3	x		
20	1.49	0.23	x		
21	17	1.6		x	
22	2.7	0.3	x		
23	16.8	1.9		x	
24	14.5	0.7		x	
25	20.8	2.1		x	
26	25.4	1.9		x	
27	6.76	0.69		x	
28	61.9	5.1			x
29	10.31	1.02		x	
30	8.5	0.375	x		
31	5.88	0.42	x		
32	0.85	0.25	x		
33	1.82	0.79	x		
34	5.03	7.43		x	
35	24	2		x	
36	32	2.29		x	
37	1.8	0.89	x		
38	27.5	1.55		x	
39	8.57	0.66		x	
40	0.99	3.97	x		
41	9.9	0.6		x	
42	4.7	0.6	x		
43	8.8	0.297	x		
44	5.06	0.6		x	
Results	10.81	1.24	50.00%	45.45%	4.55%

Fifty (50) percent of stakeholders are **unserved** and another **45 percent** are **underserved** meaning over 95 percent of the Town's stakeholders have Broadband speeds less than 25Mbps/3Mbps. This evidence underscores why Boulder Junction is in need of the 2021 Wisconsin PSC Broadband Expansion Grant.

Here are some examples.



Even for those very few of Boulder Junction stakeholders who have more than 25Mbps download speeds, upload speeds are often below 3Mbps.

Cost per Living Unit

In 2020, the Wisconsin PSC called out CenturyLink on its Boulder Junction project for its high cost of fiber to the premise comparing it to a small, local provider in Vilas County. The comparison is not applicable for the following reasons.

- As a \$25 billion company, CenturyLink brings scope and scale a small provider cannot. CenturyLink can undertake very large projects and execute them in a fraction of the time required by a small

provider. Speed is critical for Boulder Junction. Its Electors were clear about not waiting years for High Speed Broadband.

- Combining Boulder Junction's Phase 1 and 2 projects, its cost per living unit is \$6,369. In benchmarking with other regional and national Internet Service Providers, the average cost used for fiber to the premise installations in rural Northern Wisconsin is \$6650, so CenturyLink's total project cost per living unit is within that range.
- Boulder Junction's Phase 2 cost per living unit is driven by those properties requiring many miles of fiber optic cable to service a few living units. It is the nature of rural projects.

Media Coverage

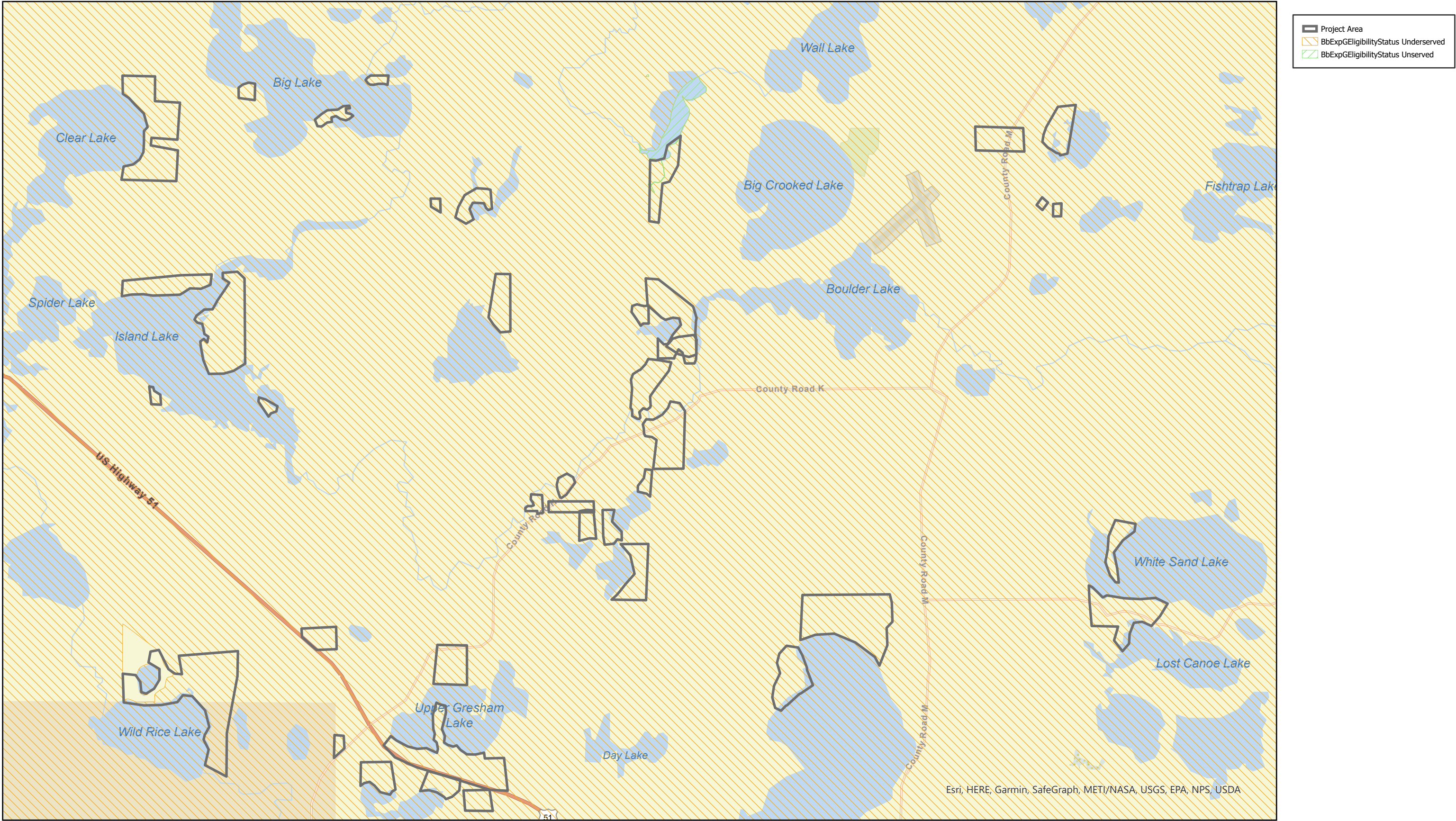
Boulder Junction has actively promoted its High Speed Broadband Project in the media through print, radio, and television attention. The following links demonstrate Boulder Junction's level of activity and enthusiasm for its High Speed Broadband Project.

- <https://waow.com/2020/10/29/broadband-deadline-approaching-in-boulder-junction/>
- <https://www.wxpr.org/post/boulder-junction-urges-signups-major-broadband-project-deadline-nears>
- <https://www.lakelandtimes.com/articles/boulder-junction-community-foundation-awards-grant-supporting-high-speed-broadband/>
- <https://www.lakelandtimes.com/articles/boulder-junction-awarded-2020-highspeed-broadband-expansion-psc-grant/>
- <https://www.lakelandtimes.com/articles/boulder-junction-broadband-committee-hosts-public-information-meeting/>
- <https://www.lakelandtimes.com/articles/boulder-junction-highspeed-broadband-committee-forms-mitigation-plan-work-group/>
- <https://www.lakelandtimes.com/articles/boulder-junction-broadband-signups-exceed-expectations/>
- <https://www.lakelandtimes.com/articles/boulder-junction-broadband-committee-hears-good-news/>
- <https://www.lakelandtimes.com/articles/boulder-junction-discusses-website-and-risk-assessment-for-broadband-project/>
- <https://www.lakelandtimes.com/articles/boulder-junction-discusses-broadband-project-manager/>
- <https://www.lakelandtimes.com/articles/boulder-junction-town-board-approves-centurylink-contract/>

Final Words

CenturyLink and Boulder Junction appreciate the Wisconsin Public Service Commission's consideration of this grant application. CenturyLink and Boulder Junction believe it has created something special in Boulder Junction which does not happen too often. The missing piece is the approval of its Phase 2 project Broadband grant request.

Thank you.



Wisconsin Broadband Expansion Grant
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Attachment 3

Project	Census Block	Percent in Project Area
Boulder Junction	551259400002003	< 1%
Boulder Junction	551259400002004	< 1%
Boulder Junction	551259400002007	56%
Boulder Junction	551259400002011	97%
Boulder Junction	551259400002012	5%
Boulder Junction	551259400002013	100%
Boulder Junction	551259400002178	< 1%
Boulder Junction	551259506001240	< 1%
Boulder Junction	551259506001247	15%
Boulder Junction	551259506001250	92%
Boulder Junction	551259506001251	3%
Boulder Junction	551259506001252	1%
Boulder Junction	551259506001255	< 1%
Boulder Junction	551259506001345	4%
Boulder Junction	551259506001346	6%
Boulder Junction	551259506001346	< 1%
Boulder Junction	551259506001347	100%
Boulder Junction	551259506001348	100%
Boulder Junction	551259506001349	< 1%
Boulder Junction	551259506001352	13%
Boulder Junction	551259506001352	< 1%
Boulder Junction	551259506001353	100%
Boulder Junction	551259506001354	7%
Boulder Junction	551259506001355	3%
Boulder Junction	551259506001356	4%
Boulder Junction	551259506001360	3%
Boulder Junction	551259506001360	< 1%
Boulder Junction	551259506001360	2%
Boulder Junction	551259506001360	< 1%
Boulder Junction	551259506001361	< 1%
Boulder Junction	551259506001364	< 1%
Boulder Junction	551259506001364	1%
Boulder Junction	551259506001367	< 1%
Boulder Junction	551259506001400	11%
Boulder Junction	551259506001420	< 1%
Boulder Junction	551259506001420	< 1%
Boulder Junction	551259506001420	1%
Boulder Junction	551259506001420	< 1%
Boulder Junction	551259506001420	1%
Boulder Junction	551259506001420	< 1%
Boulder Junction	551259506001420	1%
Boulder Junction	551259506001421	< 1%
Boulder Junction	551259506001421	2%

Wisconsin Broadband Expansion Grant
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Attachment 3

Project	Census Block	Percent in Project Area
Boulder Junction	551259506001422	34%
Boulder Junction	551259506001427	15%
Boulder Junction	551259506001429	38%
Boulder Junction	551259506001429	3%
Boulder Junction	551259506001430	100%
Boulder Junction	551259506001431	13%
Boulder Junction	551259506001433	7%
Boulder Junction	551259506001452	48%
Boulder Junction	551259506001453	8%
Boulder Junction	551259506001454	100%
Boulder Junction	551259506001455	100%
Boulder Junction	551259506001456	42%
Boulder Junction	551259506001457	100%
Boulder Junction	551259506001458	39%
Boulder Junction	551259506001461	1%
Boulder Junction	551259506001462	71%
Boulder Junction	551259506001463	< 1%
Boulder Junction	551259506001464	94%
Boulder Junction	551259506001577	2%
Boulder Junction	551259506001578	42%
Boulder Junction	551259506001635	91%
Boulder Junction	551259506001636	16%
Boulder Junction	551259506002439	10%
Boulder Junction	551259506002441	3%
Boulder Junction	551259506002441	11%
Boulder Junction	551259506002442	100%
Boulder Junction	551259506002468	1%
Boulder Junction	551259506002468	1%
Boulder Junction	551259506002485	12%
Boulder Junction	551259506002486	4%
Boulder Junction	551259506002487	1%
Boulder Junction	551259506002488	8%
Boulder Junction	551259506003027	1%
Boulder Junction	551259506003029	< 1%
Boulder Junction	551259506003029	< 1%
Boulder Junction	551259506003033	2%
Boulder Junction	551259506003034	5%
Boulder Junction	551259506003036	1%
Boulder Junction	551259506003037	1%
Boulder Junction	551259506003038	17%
Boulder Junction	551259506003039	14%
Boulder Junction	551259506003047	1%
Boulder Junction	551259506003047	4%

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Attachment 3

Project	Census Block	Percent in Project Area
Boulder Junction	551259506003055	1%
Boulder Junction	551259506003055	1%
Boulder Junction	551259506003055	1%
Boulder Junction	551259506003055	4%
Boulder Junction	551259506003055	2%
Boulder Junction	551259506003060	7%
Boulder Junction	551259506003066	7%
Boulder Junction	551259506003067	< 1%
Boulder Junction	551259506003067	3%
Boulder Junction	551259506003123	8%
Boulder Junction	551259506003132	8%
Boulder Junction	551259506003133	6%
Boulder Junction	551259506003133	3%
Boulder Junction	551259506003133	1%
Boulder Junction	551259506003136	3%
Boulder Junction	551259506003136	< 1%
Boulder Junction	551259506003158	1%
Boulder Junction	551259506003158	< 1%
Boulder Junction	551259506003158	13%
Boulder Junction	551259506003158	10%
Boulder Junction	551259506003159	78%
Boulder Junction	551259506003160	< 1%
Boulder Junction	551259506003160	1%
Boulder Junction	551259506003160	1%
Boulder Junction	551259506003160	< 1%
Boulder Junction	551259506003160	3%
Boulder Junction	551259506003160	1%
Boulder Junction	551259506003160	1%
Boulder Junction	551259506003160	4%
Boulder Junction	551259506003161	5%
Boulder Junction	551259506003161	1%
Boulder Junction	551259506003164	100%
Boulder Junction	551259506003165	< 1%
Boulder Junction	551259506003165	3%
Boulder Junction	551259506003166	1%
Boulder Junction	551259506003168	5%
Boulder Junction	551259506003169	100%
Boulder Junction	551259506003177	1%
Boulder Junction	551259506003179	37%
Boulder Junction	551259506003181	100%
Boulder Junction	551259506003182	100%
Boulder Junction	551259506003188	2%
Boulder Junction	551259506003188	< 1%

Wisconsin Broadband Expansion Grant
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Attachment 3

Project	Census Block	Percent in Project Area
Boulder Junction	551259506003189	12%
Boulder Junction	551259506003189	4%
Boulder Junction	551259506003191	3%
Boulder Junction	551259506003191	< 1%
Boulder Junction	551259506003194	8%
Boulder Junction	551259506003194	2%
Boulder Junction	551259506003195	100%
Boulder Junction	551259506003196	53%
Boulder Junction	551259506003197	100%
Boulder Junction	551259506003198	100%
Boulder Junction	551259506003199	100%
Boulder Junction	551259506003199	< 1%
Boulder Junction	551259506003200	100%
Boulder Junction	551259506003201	100%
Boulder Junction	551259506003202	100%
Boulder Junction	551259506003203	< 1%
Boulder Junction	551259506003204	8%
Boulder Junction	551259506003205	1%
Boulder Junction	551259506003205	< 1%
Boulder Junction	551259506003206	3%
Boulder Junction	551259506003206	< 1%
Boulder Junction	551259506003207	98%
Boulder Junction	551259506003208	100%
Boulder Junction	551259506003209	< 1%
Boulder Junction	551259506003210	7%
Boulder Junction	551259506003210	< 1%
Boulder Junction	551259506003210	< 1%
Boulder Junction	551259506003212	1%
Boulder Junction	551259506003212	34%
Boulder Junction	551259506003213	3%
Boulder Junction	551259506003214	21%
Boulder Junction	551259506003215	2%
Boulder Junction	551259506003215	23%
Boulder Junction	551259506003215	24%
Boulder Junction	551259506003216	< 1%
Boulder Junction	551259506003261	1%
Boulder Junction	551259506003264	4%
Boulder Junction	551259506003271	6%
Boulder Junction	551259506003448	100%