



## CVFiber Update: Town of Plainfield

### A. Introduction

CVFiber is our Communications Union District (CUD) and consists of eighteen communities in Central Vermont:



- Barre City
- Barre Town
- Berlin
- Cabot
- Calais
- East Montpelier
- Elmore
- Marshfield
- Middlesex
- Montpelier
- Moretown
- Northfield
- Orange
- Plainfield
- Roxbury
- Williamstown
- Woodbury
- Worcester

CVFiber's has a single aim: to help residents and organizations of 18 Vermont communities, including Plainfield, have access to fast, reliable Internet service. Our goal is to provide connections with speeds of 100Mbps for both down and upstream (100/100) using fiber-optics to all premises in our member towns. CVFiber is exploring the possibility that some residents may earlier get opportunities for 25/5 or better from fixed wireless. The focus is on providing access to those members of the community without good options today, but eventually we hope to be able to serve everyone in our member towns. Over the next few months, we will be completing work on feasibility studies, business/financing plans, and determining how and when

this Internet access will be rolled out to our various communities. This is a significant undertaking and will take a number of years to fully complete.

Construction of CVFiber to all premises will require a significant investment and must come from self-funding and borrowing.

We want to thank all of you who completed our community survey. The results have provided us with valuable information on a wide variety of topics that will help guide our high-speed broadband feasibility and business planning. The survey provides tremendous insights into our communities' current internet options and interest in switching to CVFiber once our service becomes available.

The survey was made available to households mostly through postings in each community's Front Porch Forum and/or community facebook page starting in June 2019 and concluding on January 24, 2020.

## **B. Demographics**

First, some demographics about Plainfield and the other District Communities from public sources.

## Key Demographic & Education Facts

2019

Community	Demographics			Education			
	Population	Median Age	Household Size	No HS Diploma	HS Graduate	Some College	BA/BS +
Barre City	8,972	40.8	2.2	13%	34%	28%	26%
Barre Town	7,787	46.8	2.4	5%	37%	27%	31%
Berlin	2,891	50.9	2.3	7%	36%	28%	29%
Cabot	1,599	44.5	2.5	5%	29%	25%	41%
Calais	1,747	49.7	2.4	3%	25%	24%	49%
East Montpelier	2,625	49.8	2.4	4%	20%	23%	53%
Elmore	903	44.8	2.3	7%	27%	30%	36%
Marshfield	1,613	44.3	2.5	5%	33%	23%	40%
Middlesex	1,716	48.3	2.5	3%	25%	21%	52%
Montpelier	7,944	45.4	2.0	5%	18%	17%	61%
Moretown	1,743	47.8	2.4	4%	24%	22%	50%
Northfield	6,090	28.7	2.4	7%	32%	26%	35%
Orange	1,121	49.0	2.5	10%	51%	25%	15%
Plainfield	1,232	46.1	2.3	7%	26%	26%	41%
Roxbury	716	47.8	2.3	10%	31%	26%	33%
Williamstown	3,489	44.8	2.4	6%	50%	30%	14%
Woodbury	1,047	49.7	2.3	3%	33%	27%	37%
Worcester	999	46.4	2.5	4%	25%	24%	47%
<b>CVFiber</b>	<b>54,154</b>	<b>44.5</b>	<b>2.3</b>	<b>6%</b>	<b>31%</b>	<b>25%</b>	<b>38%</b>

## Key Economic Facts

2019

Community	Income			Employment				Businesses	
	Median Household	Per Capita	Median Net Worth	Unemployment	White Collar	Blue Collar	Services	Total	# of Employees
Barre City	\$ 40,587	\$ 23,479	\$ 21,177	3.5%	66%	19%	15%	523	4,642
Barre Town	\$ 68,076	\$ 34,636	\$ 230,994	2.7%	67%	20%	13%	240	2,504
Berlin	\$ 64,537	\$ 36,544	\$ 204,457	4.0%	67%	19%	14%	310	6,790
Cabot	\$ 50,087	\$ 28,858	\$ 129,633	2.4%	63%	23%	14%	54	209
Calais	\$ 63,650	\$ 33,729	\$ 189,971	1.4%	70%	15%	15%	39	166
East Montpelier	\$ 63,543	\$ 37,293	\$ 232,498	0.9%	81%	11%	8%	102	736
Elmore	\$ 60,705	\$ 32,753	\$ 176,014	3.0%	61%	25%	14%	20	92
Marshfield	\$ 58,378	\$ 28,787	\$ 143,566	1.2%	65%	22%	14%	64	327
Middlesex	\$ 73,489	\$ 34,539	\$ 253,221	1.1%	68%	16%	16%	67	660
Montpelier	\$ 60,581	\$ 38,332	\$ 75,718	1.7%	83%	8%	9%	930	10,522
Moretown	\$ 76,529	\$ 44,798	\$ 255,648	2.1%	67%	18%	15%	59	450
Northfield	\$ 72,733	\$ 25,501	\$ 111,932	1.1%	60%	22%	18%	191	2,617
Orange	\$ 61,550	\$ 28,241	\$ 193,505	1.7%	65%	22%	13%	12	54
Plainfield	\$ 57,251	\$ 32,519	\$ 146,852	5.3%	63%	18%	10%	47	322
Roxbury	\$ 52,376	\$ 28,931	\$ 125,730	3.3%	53%	27%	20%	27	123
Williamstown	\$ 56,320	\$ 27,549	\$ 130,759	1.1%	58%	26%	16%	92	640
Woodbury	\$ 70,812	\$ 36,940	\$ 206,306	5.0%	69%	23%	8%	26	115
Worcester	\$ 59,670	\$ 30,141	\$ 183,807	1.4%	69%	19%	11%	27	102
<b>CVFiber</b>	<b>\$ 54,154</b>	<b>\$ 31,738</b>	<b>\$ 120,656</b>	<b>2.3%</b>	<b>68%</b>	<b>18%</b>	<b>14%</b>	<b>2,830</b>	<b>31,071</b>

Source: Esri, Census ACS, and Infogroup

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## Population Density

2019

Community	2019 Population	Area (Sq.Mi.)	Population Density/ Sq.Mi.
Barre City	8,972	3.98	2,256
Barre Town	7,787	30.71	254
Berlin	2,891	36.94	78
Cabot	1,599	38.53	42
Calais	1,747	38.56	45
East Montpelier	2,625	32.11	82
Elmore	903	39.58	23
Marshfield	1,613	43.42	37
Middlesex	1,716	39.87	43
Montpelier	7,944	10.25	775
Moretown	1,743	40.21	43
Northfield	6,090	43.63	140
Orange	1,121	39.01	29
Plainfield	1,232	21.04	59
Roxbury	716	42.03	17
Williamstown	999	40.45	25
Woodbury	3,489	39.09	89
Worcester	1,047	38.82	27
<b>CVFiber</b>	<b>54,234</b>	<b>618.24</b>	<b>88</b>

## C. Survey Results

### 1. Responses

Plainfield had 148 responses from an estimated 562 households (a 28% response rate). This is extraordinary. No other town had a higher response rate. This shows the level of interest for high-speed internet in Plainfield.

Summary Survey Response by Community			
Community	Total Residential Premises	Survey Responses	% of Residences
Barre City	2,581	9	0.3%
Barre Town	3,125	37	1.2%
Berlin	1,141	119	10.4%
Cabot	776	133	17.1%
Calais	853	161	18.9%
East Montpelier	1,066	131	12.3%
Elmore	552	7	1.3%
Marshfield	711	92	12.9%
Middlesex	796	175	22.0%
Montpelier	2,501	149	6.0%
Moretown	774	114	14.7%
Northfield	1,741	235	13.5%
Orange	533	35	6.6%
Plainfield	526	148	28.1%
Roxbury	468	47	10.0%
Williamstown	1,401	67	4.8%
Woodbury	739	26	3.5%
Worcester	441	73	16.6%
<b>Totals</b>	<b>20,725</b>	<b>1,758</b>	<b>8.5%</b>

### 2. Subscriber Interest

The survey asked whether “If CV Fiber brought competitively priced broadband services to your community, how likely would you be to subscribe?” This is a critical question relative to subscription (“take rates”) and revenue generation to pay for the construction, operation and maintenance of the network. 48% of Plainfield respondents said they “definitely would” subscribe, another 39% said they “probably would.” In all 18 communities 49% said they “definitely would” and 37% said they “probably would.” The CVFiber governing board is encouraged by the results and what that says about the likely viability of the project.

If CV Fiber brought competitively priced broadband services to your community, how likely would you be to subscribe?								
Community	Definitely Would	%	Probably Would	%2	Don't Know	Probably Not	Definitely Not	Other
Plainfield	68	46%	64	43%	19	1	-	1
Totals	808	48%	657	39%	161	14	5	29

### 3. Motivation for Subscribing to CVFiber

When asked why they 'definitely' or 'probably' would subscribe to CVFiber the number one reason across all towns was that people would "Prefer Higher Speeds", followed by "Improved Reliability" and "Quality of Service." Plainfield agrees.

In Stating that you would 'definitely' or 'probably' subscribe to CVFiber, what are your primary reasons?							
Community	Quality of Service	Quality of Support	Improved Reliability	Prefer Locally Owned	Prefer Higher Speeds	Net Neutrality	Other2
Plainfield	89	46	97	72	109	47	8
CVFiber	861	516	914	745	1,151	586	171

### 4. Interest in Investing in CVFiber

CVFiber is actively engaged in obtaining grants and loans to get the project off the ground. To that end CVFiber has received \$ 102,500 in grants, is in the process of applying for additional grants, and will apply for \$4 million in loans from the Vermont Economic Development Authority (VEDA) to begin our initial deployment. The terms of that loan are that we become "cash positive" in three years.

CVFiber is not the first CUD in Vermont. That honor belongs to ECFiber (ecfiber.net), which began with \$1 million in private financing. ECFiber had to rely on loans and grants to get started. Today ECFiber has connected more than 4,200 customers. CVFiber will also need this type of assistance, **for example as matching funds for state or federal grants or loans**, thus this survey question: "Would you be willing to invest in the planning, construction, and/or operation of this network for the first 24 months?"

The results showed a strong interest in helping to provide start-up investing. District-wide, 15% of residents completing this question said they are willing to loan CVFiber funds. Additionally, nine percent indicated that they would be willing to gift money to CVFiber (we qualify as a non-profit for tax deductible giving). Most encouraging is the high rate of 62% of respondents across all 18 towns who were willing to pre-subscribe to service from CVFiber. 13% of Plainfield respondents indicated that they

were willing to loan or to gift money. This is critical as we will need to have 10% of the value of our VEDA loan in cash resources - the more money we can raise, the more we can borrow and the faster we can build our service area. We will be contacting all these people with a letter of solicitation in the next few months.

Would you be willing to invest in the planning, construction, and/or operation of this network for the first 24 months								
Community	Loan	%	Gift	%	Pre-subscription	%	Other3	%
Plainfield	7	7%	6	6%	68	69%	17	17%
CVFiber	176	15%	103	9%	748	62%	171	14%

### 5. Cost for Internet Service

The survey asked, "What is the Current Level of Expenditure for Your Internet Service?" The results of this question will help guide us to develop a rate schedule for the service levels we will provide. The following table reflects the Plainfield responses, as well as the total responses from the 18 communities. 63% of respondents are spending more than \$75/month for internet.

Amount of Money Spent For Internet Service										
Community	\$10-49	%	\$50-\$75	%	\$75-\$99	%	\$100-\$149	%	\$150+	%
Plainfield	28	20%	50	36%	27	19%	25	18%	9	6%
CVFiber	271	17%	426	27%	366	24%	336	22%	152	10%

### D. Next Steps

CVFiber has engaged a Massachusetts-based firm, Interisle, to perform a Feasibility Study and Business Plan. They have conducted a number of these studies in Western Massachusetts. These reports will inform the project application for the \$4 million loan from VEDA in the 3<sup>rd</sup> quarter of this calendar year. It is expected that CVFiber will issue an RFP for design and construction also in the 3<sup>rd</sup> quarter. Provided we are able to raise enough matching funds to secure a VEDA loan, it is expected that construction will begin in early 2021.

*Would you like to help contribute to CVFiber's efforts? Learn more on our website: <https://cvfiber.net/how-to-contribute/>*

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