



WELCOME

Thank you for letting us share some information about Estes Park's only community-owned broadband internet service delivered over fiber optic lines. This project is being built out by the Town of Estes Park's Power & Communications team and their partners.

You will see our crews from time to time in the field installing the main fiber lines throughout the Estes Valley including Glen Haven and Allenspark. **Service will be built out over the next 3 to 5 years beginning the fall of 2019.** The initial phase will take advantage of Estes Park Power & Communications' smart grid fiber-optic infrastructure, which already exists in specific neighborhoods and is currently under construction in others.

Broadband Team Members



Reuben Bergsten
Town of Estes Park
Director of Utilities



Linda Swoboda
Project Manager



Joe Lockhart
Line Superintendent



Josh Cramer
Technology Manager



Kim Smith
Customer Experience
Manager



Sid Scott
Sales and Marketing
Manager



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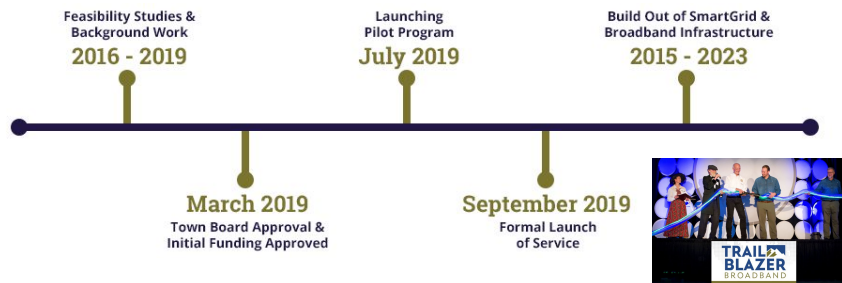
Our Trailblazer Broadband team is local and under the direction of Reuben Bergsten the Town of Estes Park Utilities Director.

- To give you a brief background, this project has been in development for over 4 years
- In March of 2019, the Town Board approved initial funding so the project is now a reality
- Our Pilot Program providing our 1 Gbps service launched late last year in Ranch Meadow
- Earlier this year, we formally launched the service in additional neighborhoods.

The Town of Estes Park Power & Communications division and it's partners are proud to be part of this exciting project bringing the community the most reliable high speed internet service available.

How did we get here?

- Residents and businesses expressed a need.
- Private companies are not bringing true curb to home fiber-optic internet to Estes Park and surrounding areas due to the large up-front investment associated with the project.



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Some of you may be asking: Why Broadband and Why the Town of Estes Park?

- A community survey conducted in 2018 that showed two-thirds of the respondents wanted the Town to provide better internet service.
- Over the last few years, the Town has been building a fiber optic "Smart Grid" to improve our electric system. The upgrade is required to improve electric service and meet renewal energy goals
- The Town explored options in the private sector and private companies did not come forward with reasonable responses that would connect our communities: Estes Park, Allenspark and Glen Haven.
- Understanding the demand for Fiber Optics and in order to better support the community, the Town of Estes Park is bringing this technology to it's area residents and businesses

On September 25th we formally revealed the brand and announced the launch of Trailblazer Broadband.

Why Choose Trailblazer?

- **Faster:**
 - **TRUE 1 GIG Speed** (symmetrical upload/download)- **up to 100X faster!**
 - 10 GIG Speed available
 - Quicker uploads & downloads
- **Better:**
 - Fiber technology is the new standard replacing the cable of the past
 - Greater **reliability** & continuity
 - Multiple users at a single location without loss of connectivity
- **Connecting our community:**
 - Keeping dollars in our community
 - High-quality, **local**, trusted support
 - Foundation for the future
- **Worry Free WiFi Whole Home Coverage:**
 - An extension to your Trailblazer Broadband service



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Offering

- We will offer **faster, better TRUE 1 GIG** symmetrical speed fiber optic internet service which is up to 100 times faster than what is available in our area now
- Now more than ever, **reliability** is key to operate our businesses, communicate with others or enjoy our entertainment.
- Reliability that comes with fiber means:
 - Fewer outages,
 - Fewer dropped calls,
 - Less buffering, and
 - For families and multi-user businesses, the ability for multiple members to use the internet at once without degradation of service

We are **Local**, this is an investment our community:

- It keeps dollars in the community
- Creates jobs, and
- High quality support will be done locally through Estes Park Power & Communications - a service that we all know and trust!



Trailblazer Broadband
with Worry Free WiFi
for Whole Home
Coverage . . .

Now you that have state of the
art 1Gbps internet service. . .
don't settle for bad WiFi!

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EP

With World class service comes State of the Art technology! The Nokia Gateway that is provided with your service is very powerful, but even with blazing fast internet, the strength of your WiFi can be impacted by many factors including the size of your home, construction types and disruptions from other devices or appliances in areas of your home.

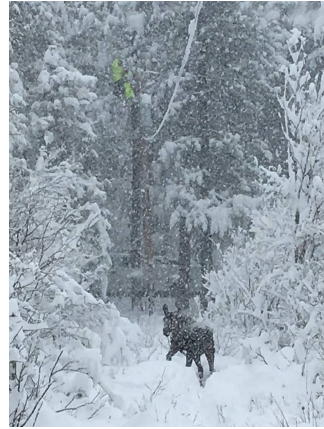
Using multiple devices based on your home's size and configuration, our mesh system, powered by Nokia, banishes interruptions for good.

In fact, it's the only solution that detects and circumvents 100% of interference, from both WiFi and non-WiFi sources.

Worry Free Whole Home WiFi delivers peak performance all the time by steering your network to the best channel in real time, keeping your network free of disruption.

Buildout

The main construction is being done by the people you trust at EP Power & Communications and their partners.



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The main construction of building out the fiber network that will serve our customers is being done by the trusted team at Estes Park Power & Communications along with their partners.

Buildout



The full construction schedule is expected to take 3-5 years at the current rate, however our team continues to look at options to speed up the process due to high demand for the service.

All Estes Park P&C areas will be built out with fiber optic lines in 4 Phases.

Service areas will cover the entire valley including Estes Park, Glen Haven and Allenspark.



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As you can imagine, Building a world class system takes time! Our 4 phase buildout is expected to take 3-5 years to complete and will service all Estes Park Power and Communications customers in the Estes Valley including Glen Haven and Allenspark.

All construction of the fiber system follows the power system lines from the points of service origination all the way to the home or business. For all construction, Some of the fiber lines will be buried underground and some will run overhead.

That got the construction team thinking ahead about the precious nature of our surroundings and how best to manage the construction....

Buildout

Protecting our viewshed and natural landscape is always a priority.

The Town of EP has done extensive research and training to utilize the least invasive and most beneficial methods available to make the necessary improvements to the infrastructure.



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Since our communications lines follow the power lines, with overhead feeds, our construction teams did a great deal of research on the best methods to be able to accomplish the buildout of main line fiber and still protect that viewshed.

As realtors and residents, you truly understand the value of the view shed here.

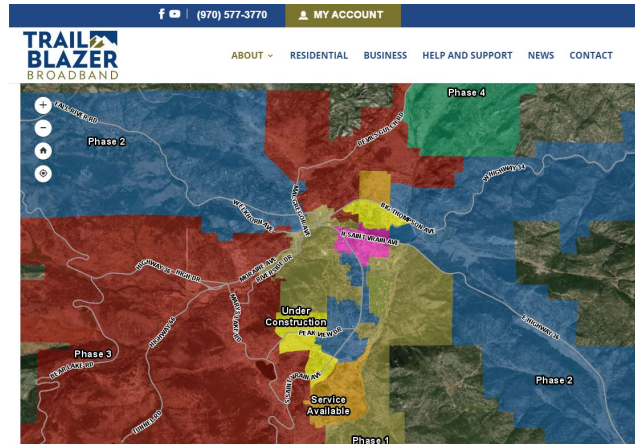
What you see here is pretty typical in cities that have fiber. This is from one research trip to Texas where these kinds of lines are built by national companies. Obviously our teams knew that would simply not be an option for Estes Park.

Their diligence paid off as they were able to find solutions that fit the needs for the buildout and still maintain the integrity of the existing views.

Buildout-Where is Trailblazer?

- Currently, we have services available in several neighborhoods and continue to rollout service availability on an on going basis.
- To find out when service is coming to your area, check for specific address availability information on our website at

<https://trailblazerbroadband.com/construction-schedule/>



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One of our most asked questions is WHEN CAN I GET SERVICE?

This is a view of the construction map that you can find on our website

<https://trailblazerbroadband.com/construction-schedule/>

This is an interactive map that you can use to find out approximately when service will be available at a particular address.

Main Construction: What to Expect



**Underground Construction of conduit
(MicroTrenching)**
GE Construction has placed
23,218 Linear Feet of MicroTrench To Date



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In both main construction and in-home installation, fiber feeds will typically follow the same path as your electrical lines.

If fiber in your area is run underground, Estes Park Power & Communications will complete locates prior to digging or trenching to lay the fiber.

Locates identify and label public utility lines that are underground. These lines may include cabling for telecommunication, electricity distribution, natural gas, cable television, fiber optics, traffic lights, street lights, storm drains, water mains, and wastewater pipes.

We are making every effort to minimize disruption, but some trenching is necessary to run the fiber for our internet service.

- We are following the path of existing electrical lines.
- We also must follow existing easements which is why we may have to "cut through" a sidewalk or parking lot rather than going around it.
- Finally, while it may seem odd that you will see a trench run through

- the middle of a road around town, that is actually the BEST location because it avoids lanes where disruption could cause tire damage as well as the edges of the asphalt on each side which is weaker than down the middle of the of the road. Trenching cuts about a 2" line to house the fiber.

Please know that we will repair and replace any disrupted asphalt, concrete or landscaping to the best of our ability when the fiber run in the area is complete. This is an example of the microtrenching methods we use for main lines.

Main Construction: What to Expect



Overhead Construction (Figure Eight Fiber)

Splash Fiber is pulling in our overhead fiber, bringing it down into underground vaults. The vaults are installed using staff from the Events Center.

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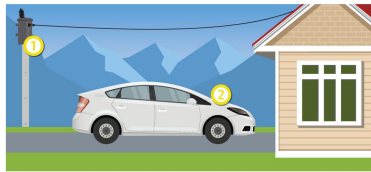
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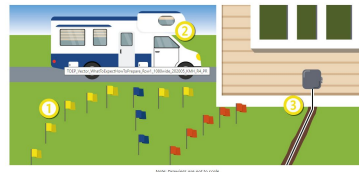
Overhead lines are installed along the electrical lines and some is in tandem with with Smart Grid Power upgrades.

Installation: What to Expect

Overhead Installation



Underground Installation



You will need to be home for your interior installation.



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There are really 2 steps to installation:

- The first is **pre-installation**
 - After you order service, technicians will come to your home to run fiber from the curb terminal to your house.
 - Fiber in your neighborhood may run underground or overhead depending on your electrical feed.
 - A small weatherproof box will be attached to your home, generally near the electric meter.
 - Underground feeds will be done ahead of your scheduled installation. You do not need to be home for this part of the process.
 - Overhead exterior work will be done at the time of your scheduled installation.
- The second is the **installation in your home itself**.
 - Installation inside your home will be completed at the date and time you specify when signing up online.
 - Someone will need to be home for the installation.
 - The Standard installation process will take approximately 3 hours.
 - The technician will provide your Nokia equipment that works like a modem and WIFI router and confirm your service is working.

How Much Does It Cost?



MOUNTAINEER PACKAGE

\$69.95 per month

(1 Gig~WiFi Included~\$0 Activation Fee)

*Residential
Sign Up Early
SAVE!*

- This is \$20 off the Standard Residential Rate of \$89.95
- \$0 Activation Fee-Your standard installation is included
- Includes WORRY-FREE WIFI*-A \$6.95/month savings
- Full LOCAL customer support and technical support team available to answer any questions.
- As an Early Subscriber, you will always have the best price!
- Add a Beacon at the time of your scheduled installation for Whole Home coverage for \$5 per month and a \$25 one time activation per unit



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Another frequently asked question is HOW MUCH IS IT?

For Residential service

- We are offering special pricing for early subscribers; When service is available in a residential area, residents will have 90 days to take advantage of the special discounted pricing for our 1 Gig Residential Package.
- **THE MOUNTAINEER PACKAGE** priced at \$69.95
 - TRUE 1 Gig Upload/Download Symmetrical!-High speed fiber brought directly to your home for speeds up to 100x faster than existing options**
 - Included Worry Free Wifi Service a savings of \$6.95/month-this includes local tech support from Trailblazer
 - \$0 Activation which includes the standard installation of bringing fiber to the home
 - During signup or at the in-home installation, customers have option to add one or more WiFi units for Whole Home coverage for \$5 a month and one time activation fee \$25 per unit*

- Once this window has expired, service will be available at the Standard Rate which is currently \$89.95 plus installation and wifi services
- ANY service will always include customer support from our premier customer support team.

* (activation fees are higher if added later)

** (Speeds are up to 1 gig based on factors like age/type of device, wired or wireless connections etc...)

Television or Phone:

Trailblazer gives customers the freedom
to choose their own services

The screenshot shows the Trailblazer Broadband website. At the top, there is a navigation bar with the Trailblazer Broadband logo on the left, social media icons, the phone number (970) 577-3770, and a 'MY ACCOUNT' link. Below this is a secondary navigation bar with links for 'ABOUT', 'RESIDENTIAL', 'BUSINESS', 'HELP AND SUPPORT', 'NEWS', and 'CONTACT'. The main content area features a large image of a mountain range with the text 'STREAMING RESOURCES' overlaid. Below the image, a text box states: 'With world class 1Gbps service customers can now take advantage of the array of streaming services for TV and VoIP phones!'. The footer contains the Trailblazer Broadband logo, the tagline 'Connecting Our Community' with the website URL TrailblazerBroadband.com, and a small logo for the local government.

WHAT ABOUT TV OR PHONE?

- With reliable high speed internet, the options are endless for allowing customers the freedom to choose what they want to watch when they want to watch it.
- There are a wide variety of options for phone and TV streaming services to fit every budget.
- No contracts, bundling or data caps gives customers the opportunity to try many of the excellent streaming services available
- Many homeowners are now using WiFi calling using their cellular phones eliminating the need to landline services.

Cutting the Cord:

More and More people are saving money by Cutting the Cord!

"[Traditional] TV operators lost a combined 1.4 million subscribers in the first quarter, a 75% year-to-year cord-cutting uptick."

[Multichannel News, May 7, 2019](#)

These days, more of us are considering cutting the cord and getting rid of cable, and with good reason. One is that there are now more options. The other is simply the growing cost of traditional pay TV."

[Consumer Reports, March 8, 2019](#)



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How can you save money and watch TV with our service?

More and more people are "cutting the cord"

- Instead of paying upwards of \$100 or more each month for a variety of TV channels that you don't watch, replace your traditional television service bundled cable with streaming TV service at a fraction of the cost.
- There are loads of streaming options available and many offer live TV, sports and the local channels you rely on.

For Business



Promote Innovation



Support Growth



Reduce Costs



Increase Collaboration

The Fastest Most Reliable Internet Service to help you!

- Faster more reliable ecommerce transactions
- Leverage Cloud Capabilities
- Increase Efficiency and Productivity
- No data bottlenecks
- Protect Data, Protect Your Customers



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- Yes! Trailblazer Broadband will also be available for business.
- Increased speeds and greater reliability mean you can operate your business with confidence and ease.
- As realtors you can utilize video conferencing and other virtual tools without degradation of service
- You to save time and money by taking advantage of Gig speeds for your Large up and downloads and data transfers
- Trailblazer does not throttle speeds or cap data, so multi-user businesses can work efficiently day or night resulting in increased productivity

How does it work? Stay Informed!



- Residents and businesses interested in finding out more are encouraged to register on our website to receive periodic news and updates
- Also registered residents will be the first to receive their personal invitation to sign up for service and schedule installation. when service becomes available in their area

Next Steps

- 1) Register to receive periodic News & Updates
- 2) Watch email for Personalized Invitations sent when Service is Available!
- 3) Sign up for service and schedule an in-home installation.

To learn more visit:

<https://trailblazerbroadband.com/>



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Customers can stay apprised of the latest news. Once service becomes available, customers can sign up online and choose a time at their earliest convenience to schedule their in-home installation.

Next Steps



SIGN UP



SET UP



STREAM

To learn more visit: <https://trailblazerbroadband.com/>



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The best way to keep up on what's new at Trailblazer is to register for interest through our website and get ready to enjoy the Trailblazer lifestyle!

TRAIL BLAZER BROADBAND

CONNECTING OUR COMMUNITY

To learn more visit: <https://trailblazerbroadband.com/>

Or Call 970-577-3770



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Thank you again for your time.

We are happy to answer additional questions or contact us directly for more information.

Call us at Customer Service 970-577-3770

Or visit us on the web at

www.trailblazerbroadband.com