



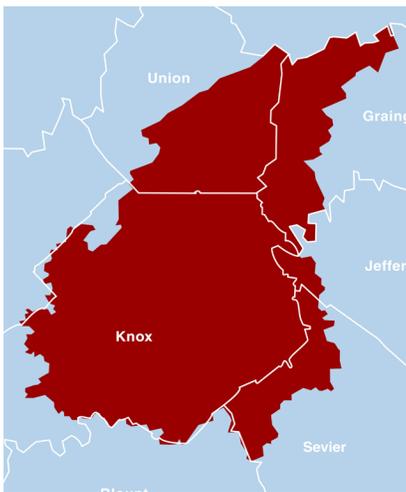
# BROADBAND QUICK REFERENCE GUIDE

## What is municipal broadband?

Municipal broadband is a service that **provides high-speed internet, phone, and television packages**. KUB is evaluating the option to build a municipal broadband system to serve community members in KUB's electric service territory.

Compared to services provided by private companies, municipal broadband:

**Is faster.** Municipal broadband provides 100% symmetrical fiber, meaning faster download *and* upload times than many existing systems - lightning fast.



**Serves everyone.** Unlike private providers, a new KUB system would go the last mile to everyone who receives KUB electric service.

**Is homegrown.** Municipal broadband is a local solution that keeps jobs here and is responsive to the needs of the community.

**Is a better value.** Municipal broadband rates are generally more affordable. Even customers who don't subscribe to KUB broadband can benefit as private companies adjust their rates to compete.

## Does our community need a KUB broadband system?

Many KUB customers have limited options for high-speed internet, and some have none. As the pandemic has shown, access to internet is critical to keep our community from falling behind in education, technology, and economic growth.

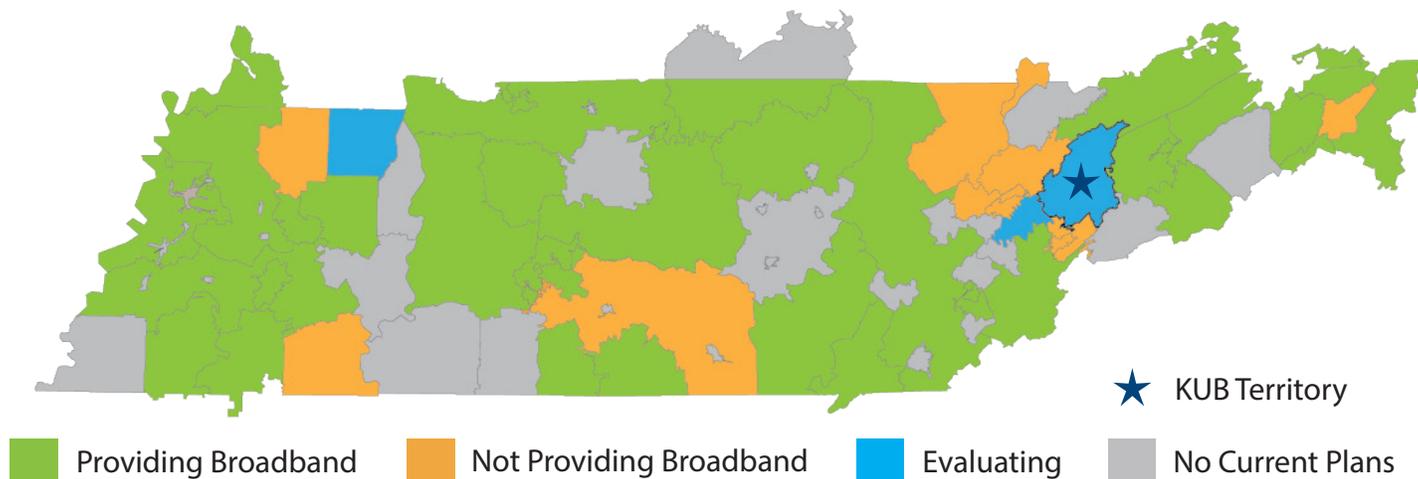


**76%** of KUB customers who answered a recent survey expressed interest in KUB offering broadband services.

**50%** of KUB customers who answered the survey said they would consider switching to KUB broadband services.

**15%** of 40,000 Knox County Schools households (6,000 households) do not currently have wired internet services, and **2%** (800 households) do not have access to wired service.

# Municipal Broadband in Tennessee



## Looking Ahead: A Fifth Utility

KUB has already invested in fiber to support the operations and reliability of its electric system, so adding fiber for our community would build on that backbone. KUB would not be starting from scratch.

Currently, **60 percent of KUB customers only have one internet service provider option.**

Adding broadband would provide customers a more affordable, higher quality option.

To begin the process, KUB would seek approval from its Board of Commissioners and Knoxville City Council. With approval, work could begin **as early as 2022** with a **seven-year rollout**, adding customers as the system is built.

Adding broadband as a fifth utility would bring approximately **200 new KUB jobs.**

## Closer Look: 10 Years of Broadband at EPB Chattanooga

- EPB achieved **70 percent market share** in its service territory
- Approximately **\$2.7 billion in economic benefits**, including more than 9,500 new jobs and increased business investments
- A **40 percent improvement** in electric reliability and outage time

*KUB is accepting public input about adding broadband.  
E-mail [BroadbandFeedback@kub.org](mailto:BroadbandFeedback@kub.org) to provide comments.*