



# How Ashland Connects

A service offered by the City of Ashland

# Our Mission

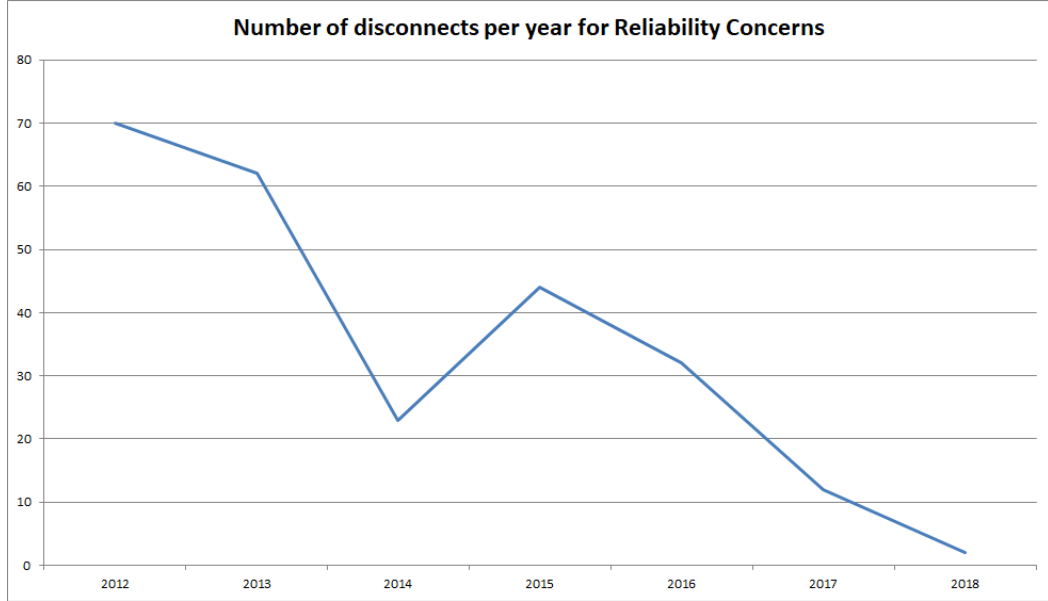
The City of Ashland Fiber Network provides Ashland with a public telecommunications utility that creates opportunities and enables our citizens, businesses, and municipal government to thrive as a connected community.

# Net Neutrality

- The City of Ashland Fiber Network is a community owned open-access telecommunications infrastructure that showcases local people, supports local innovators and shares the community's unique way of living and thinking with the world.
- The Ashland Fiber Network and its local Internet Service Partners does not and will not collect or distribute subscriber's information or browsing history.
- AFN and its partner ISP's treat all data on the Internet the same and will not discriminate or charge differently by user, content, website, platform, application, type of attached equipment, or method of communication.

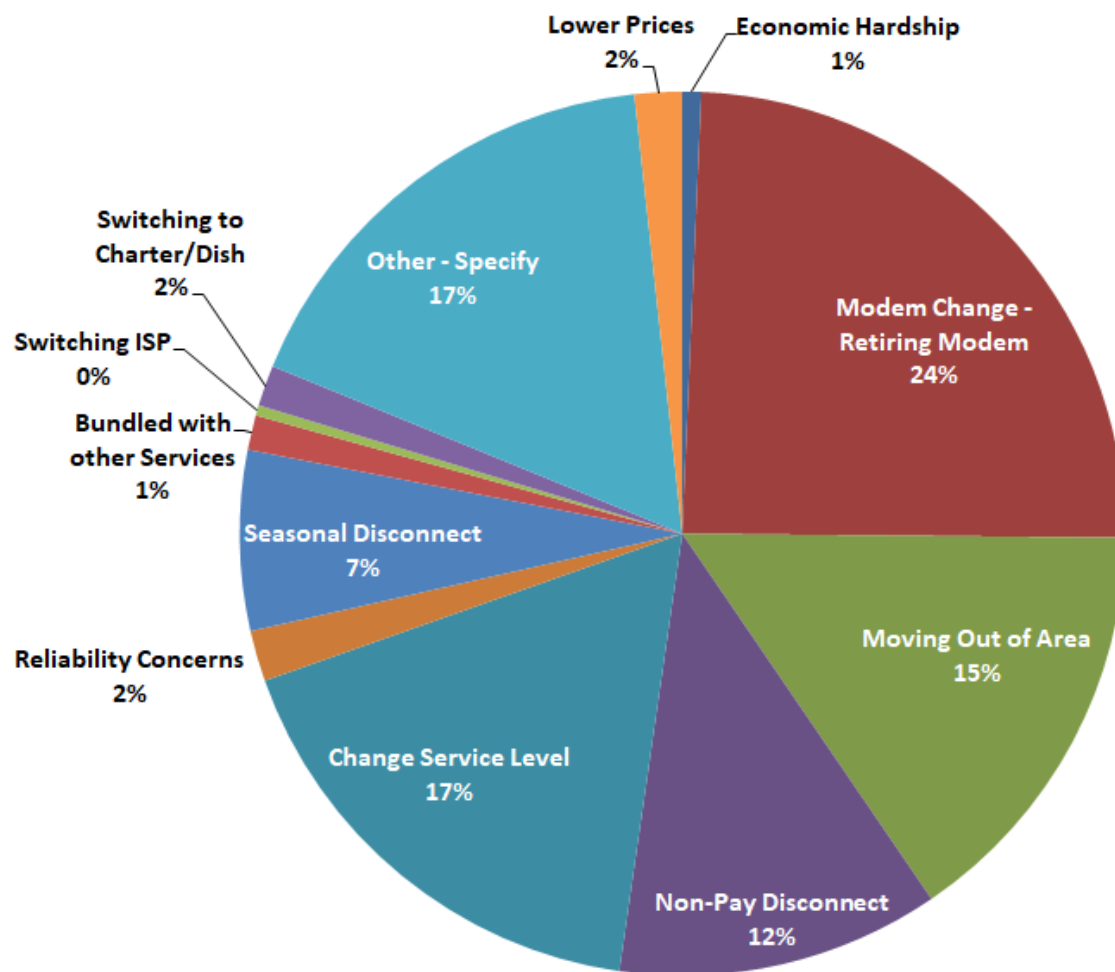
# Current AFN Customers

- SCADA (Wastewater & Electric Dept.)
- City Sites
  - City Hall, Police, Fire, Community Development, N Mountain Ave Facilities, Golf Course, Ice Rink,
- Ashland School District
- 4,200 Businesses, Residences and Medical Facilities
- Medford City Hall

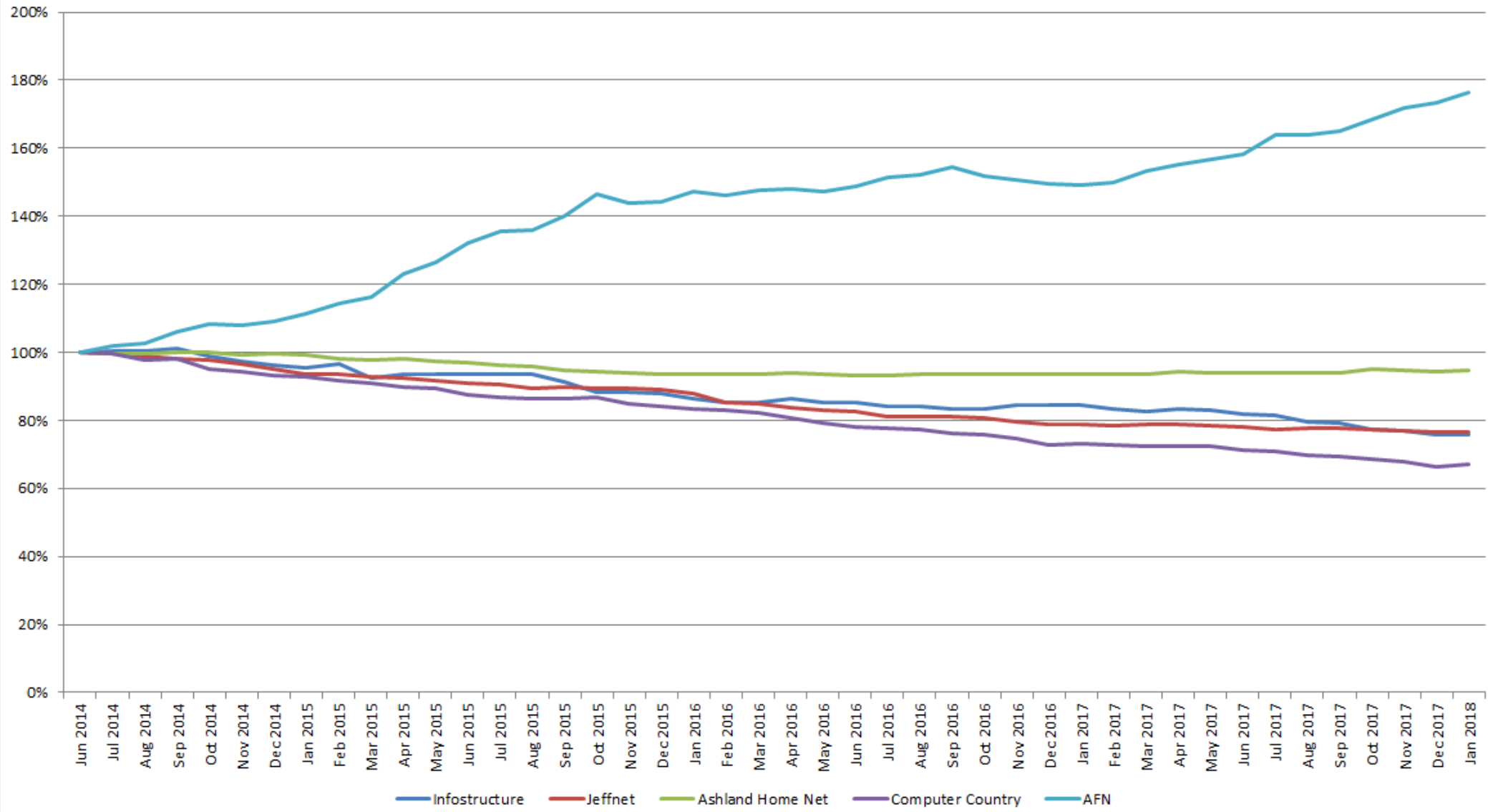


# Performance

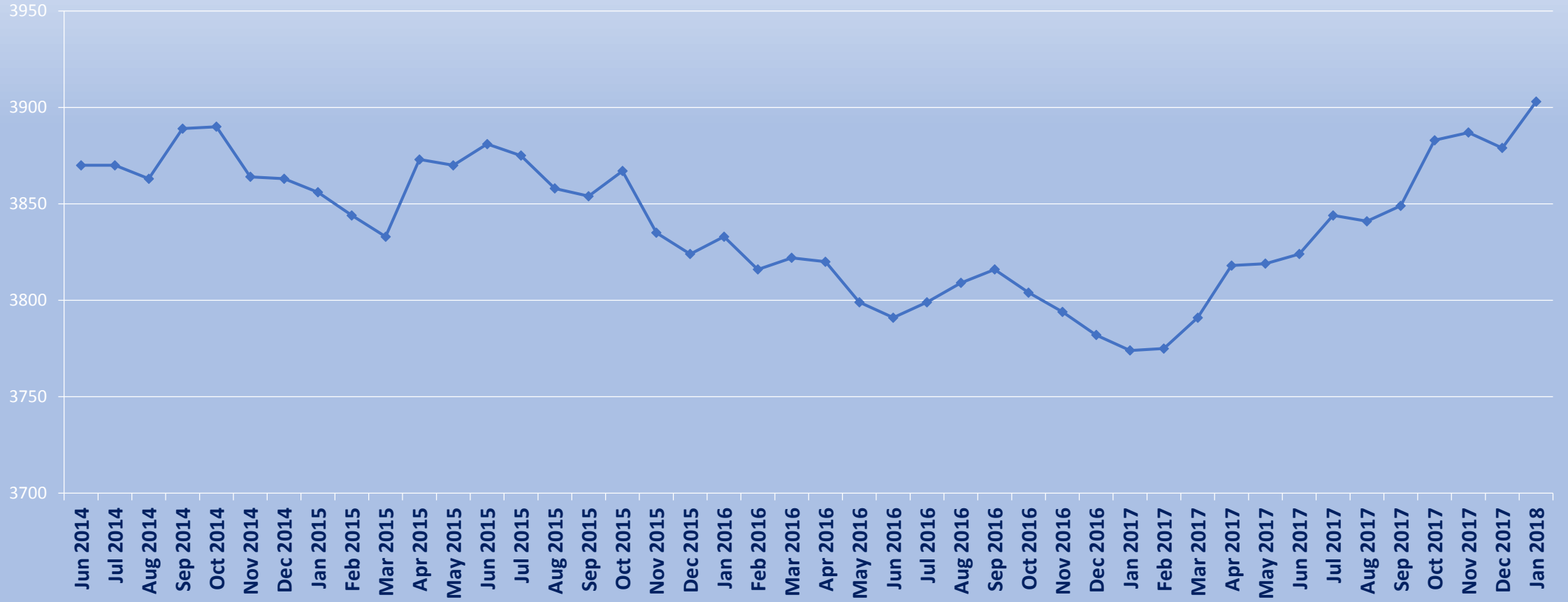
### Disconnect Reason - Jan 2012 to Jan 2018



# Customer Gain/Loss



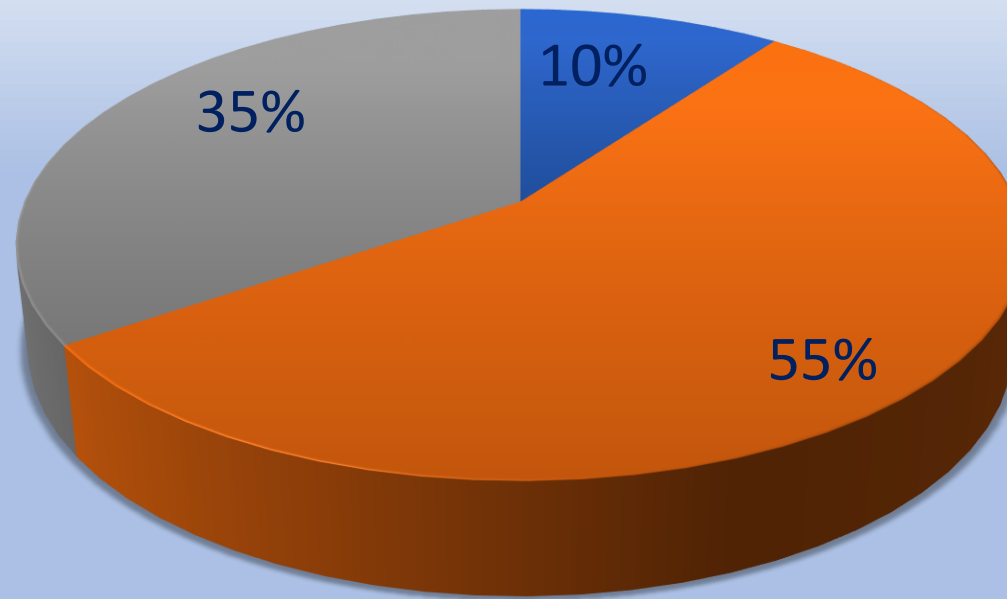
## Monthly Total All ISPs





# Ashland's Available Market Share

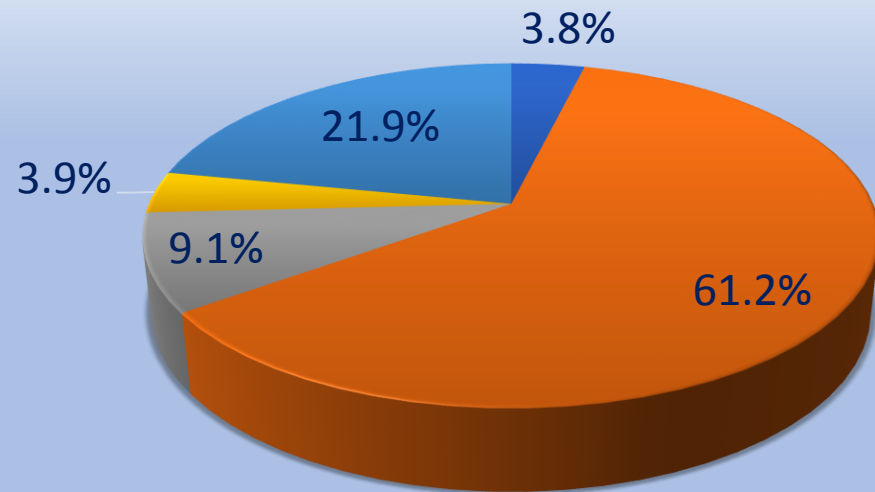
Market Share (# of Potential Customers)



■ Other ■ MSO ■ AFN & ISP's

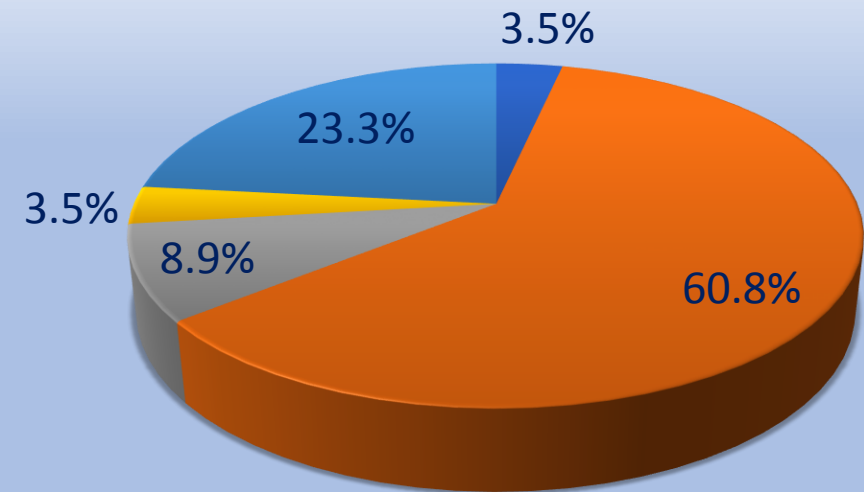
# Current AFN & ISP Market Share

**AFN & ISP Customer Distribution  
June 2017**



Computer Country Ashland Home Net Jeffnet Infostructure AFN

**AFN & ISP Customer Distribution  
December 2017**



Computer Country Ashland Home Net Jeffnet Infostructure AFN

# Improved Service & Product Offerings

- Installations 7-days per week
- Increase Bandwidth (download & upload speeds)
- Value Added Service Calls
- Customer Service Surveys
  - Market Survey
  - Ashland Fiber Network
  - Partner ISP's
- Vendor Score Cards
- Random Quality Assurance Inspections
- Community WiFi & Live Feed Webcams
- Low Income Internet



# Community WiFi Landing Page



[Home](#)  
[Terms of Service](#)

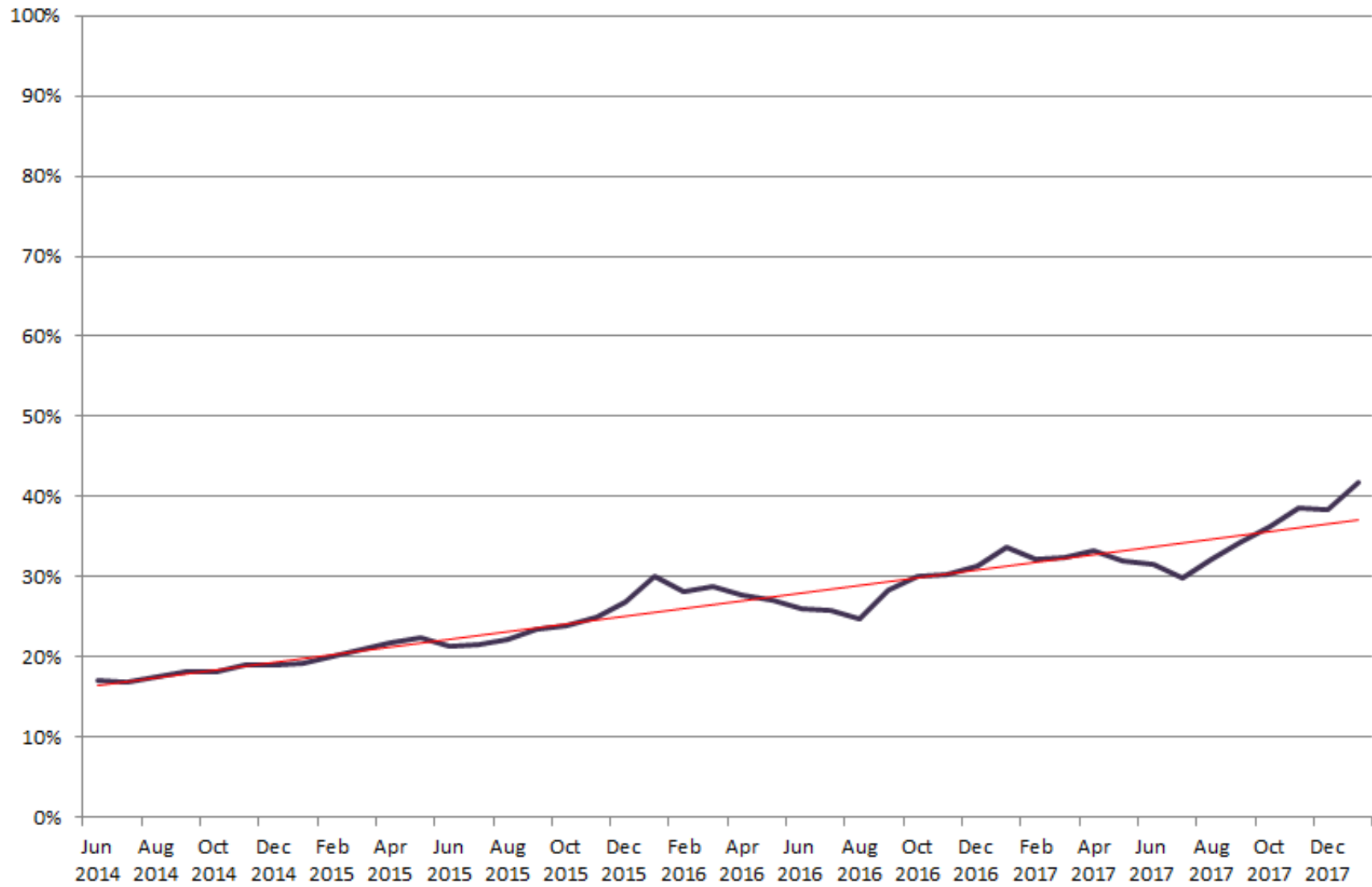
## Ashland Fiber Network Downtown Wireless

Ashland's beautiful downtown now offers free wireless connectivity courtesy of the City of Ashland and Ashland Fiber Network (AFN).

AFN has all the right connections for your business and residential needs. Locally owned and servicing Ashland since 2000, AFN provides you the right connection across town, across the country or around the world.

I Accept [Terms of Service](#)

## Total Current Bandwidth Utilization



# Increased Bandwidth

	<b>Max Home</b>	<b>Max Streaming</b>	<b>Max Small Business</b>	<b>Max Enterprise</b>	<b>Promo</b>
Advertised Download	30 mb/sec	60 mb/sec	90 mb/sec	120 mb/sec	10 mb/sec
Advertised Upload	3 mb/sec	6 mb/sec	9 mb/sec	20 mb/sec	1 mb/sec
Actual Download	40 mb/sec	70 mb/sec	108 mb/sec	200 mb/sec	24 mb/sec
Actual Upload	4 mb/sec	8 mb/sec	11 mb/sec	26 mb/sec	3 mb/sec
<b>Proposed Download</b>	<b>60 mb/sec</b>	<b>120 mb/sec</b>	<b>180 mb/sec</b>	<b>220 mb/sec</b>	<b>25 mb/sec</b>
<b>Proposed Upload</b>	<b>5 mb/sec</b>	<b>8 mb/sec</b>	<b>11 mb/sec</b>	<b>26 mb/sec</b>	<b>3 mb/sec</b>

# Collaboration Between Communities & Government Organizations

- ECSO
- City of Medford
  - Medford City Hall
  - US Cellular Community Park
- City of Talent
  - City Hall
  - Police Department
- City of Central Point
- City of Phoenix
- Jackson County



# Marketing Channels

## Business and Community Based Organizations

- Ashland Chamber of Commerce
  - Living and Doing Business Guide
  - Celebration of Lights Festival
  - 4<sup>th</sup> of July Celebration
  - Business Portal
  - Greeters
- Community Based Organizations
  - YMCA
  - Workforce Development Resources
- Southern Oregon Film Festival
- Connect Americans Now (CAN)
- Next Century Cities





# Next Century Cities



175 Communities Across The Country Bridging the Digital Divide

# Marketing Channels

## City, Government & Education

- Ice Skating Rink
- City of Ashland
  - Utility Bill Inserts & City Source Monthly Newsletter
  - Digital monitors
- Ashland School District
  - Sports Sponsorship
- Southern Oregon University

# Customer Education

- Social Media
  - YouTube Troubleshooting & How To Videos
- Website
  - Tutorial Videos
  - Basic Troubleshooting Guides
- Public Workshops
  - Adult & Senior Education
- Monthly Newsletter (Trends, Technology Tips, etc.)
- Educational Pamphlets at the City Hall Utility Billing Lobby

# Recent Marketing & Advertising Creative Content

# This good news travels fast.

## High Speed Internet for Residents & Businesses in Ashland

- Fastest upload & download speed in Southern Oregon
- Expert local partners to add TV, phone, and business services customized to you
- Low-income access program available



**Get Started Now!**

Call 541-552-2222

Or visit [ashlandfiber.net](http://ashlandfiber.net)

# City Source Newsletter Inserts

## High Speed Internet for Residents & Businesses in Ashland

**Max Home—Up to 30Mbps \$55/month**  
Email, surfing and music

**Max Streaming—Up to 60Mbps \$65/month**  
Great for video streaming

**Max Small Business—Up to 90Mbps \$95/month**  
Make your business fly



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# Post Cards & Direct Mail

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**afn** | How  
Ashland  
Connects

# AFN Commercials & Video Segments





# Testimonials

*“The partnership between the Ashland School District and the Ashland Fiber Network has spanned more than 15 years.*

*In that time, educational technology and resources available to students have evolved tremendously. Having an Internet*

*Service Provider that grows right alongside of us has been mission critical. AFN has played a crucial role in allowing us*

*to pursue internet-based technologies and tools that truly enhance learning outcomes while improving the quality and*

*effectiveness of teaching and learning. Our partnership with AFN is the foundation of our current Educational Technology*

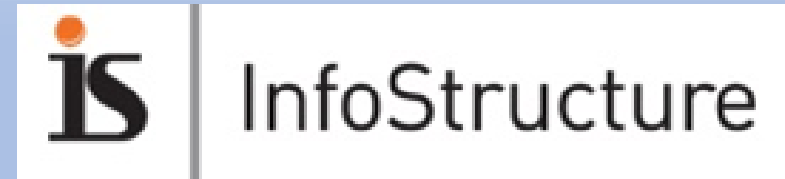
*arena and we are hopeful that it will continue to play a leading role long into our future.”*

**-Steve Mitzel, IT Director for Ashland School District**

# Current Participating Retail Partners & Resellers



Internet and User Support Services  
541-772-2170  
ccountry.net



Internet, Telephone, User Support and Business Services  
541-488-1962  
Infostructure.net



Cable Television, Internet and Telephone  
541-488-9207  
Ashlandhome.net



Ashland's National Public Radio Affiliate  
Internet and User Support Services  
541-482-9988

# Questions ?

