



COMMITTED TO OUR COMMUNITY

*It's all about delighting customers with great service.*

# TODAYS AGENDA

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- Introductions
- TDS History/ Overview
- Community Benefits
- Construction
- Questions/Next Steps



# COMPANY PROFILE

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Telephone and Data Systems (TDS)  
founded in 1969

***“Connect our communities to the world”***



# ABOUT TDS TELECOM

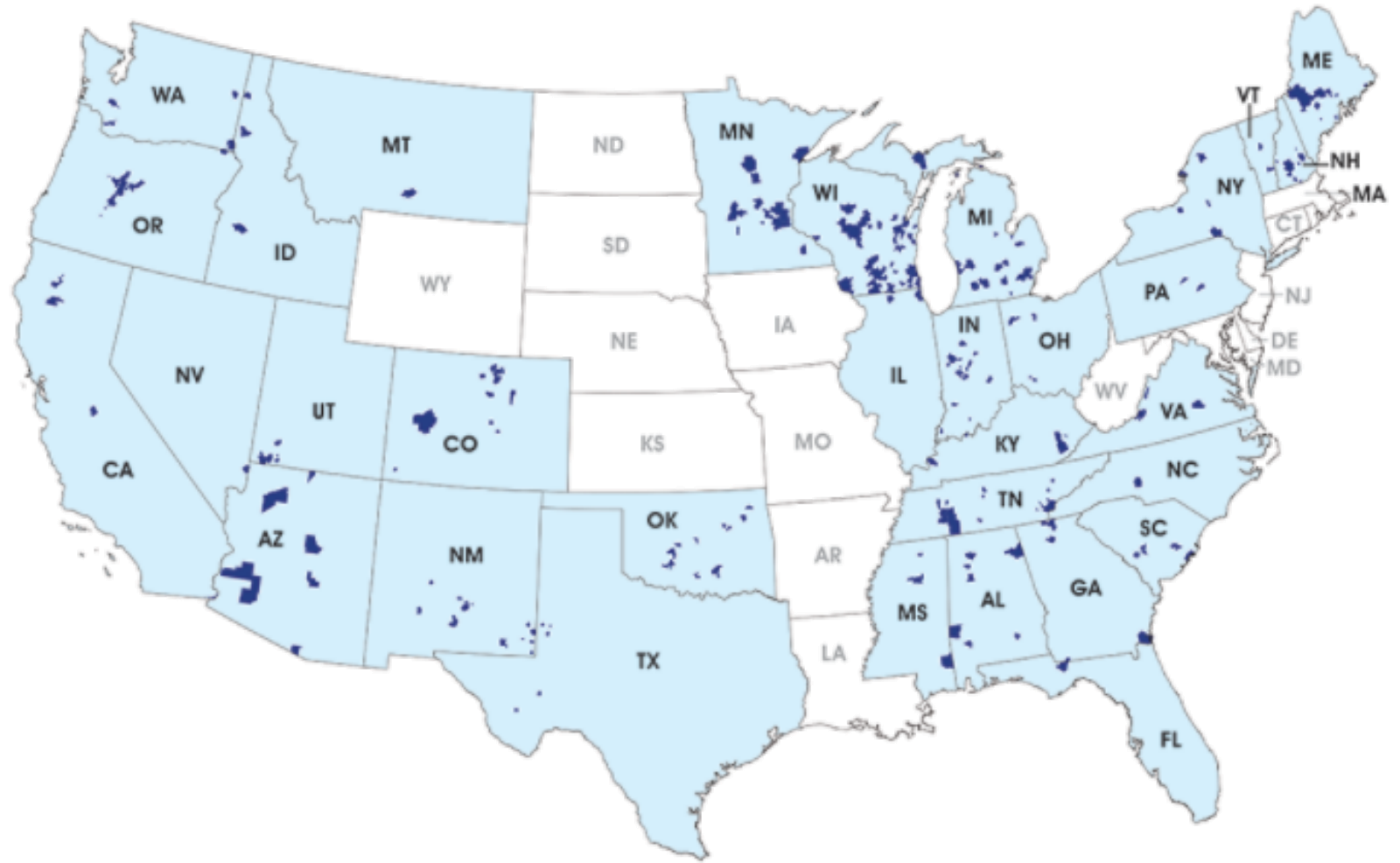
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- TDS Telecom is headquartered in Madison, WI
- The nation's 7th largest wireline communications company offering broadband, video, and voice.
- Service more than 1,100 rural and suburban communities across the U.S.
- We employ approximately ~3,500 talented professionals





# TDS SERVICE AREA



# FIBER DEPLOYMENTS

- **TDS has aggressively pursued two fiber strategies:**
  - Overbuilding existing areas in our footprint to better serve customers and remain competitive
  - Greenfield builds include deploying next-generation fiber versus copper and coax networks
- **Out Of Territory (OOT)**
  - Overbuild new underserved markets





# Strong community partnership: Sun Prairie, Wisconsin



First partnership  
outside our footprint



Demonstrated need for  
better broadband



Committed to building  
out fiber throughout  
the city – in 16 months!

3,700+ customers upgraded

Residents and businesses now have access to state-of-the-art

**TV | INTERNET | VOICE**



# WHY WATERTOWN?

Well, it checks all the boxes our Sr.  
Leadership team looks at including

- ✓ Demographics
- ✓ Growth
- ✓ Need for competition



THE CITY OF  
**WATERTOWN**

*Opportunity runs through it.*

**TDS® and Your Community: Growing Together**

# TDS FIBER SERVICE

All fiber network – fiber to the home or business



## Symmetrical Speeds

Internet speeds up to 2Gig for home; up to 10Gig dedicated for businesses

Internet product offerings start at 300MB x 300MB



## TDSTV+ Smart Cloud TV Product

Brings together live, recorded, and streaming TV



## Phone

Crystal clear calling, variety of feature-rich plans





# THE ENTIRE COMMUNITY BENEFITS

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+



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## **Future-proof**

Fiber easily carries today's services (internet, TV, phone) with room to spare for what's to come.

## **Speeds** up to **2Gig**

Enjoy a seamless online experience - connect any way you want, as much as you want, even during peak usage times

## **Choice**

Broadband competition and choice in your area.

## **Reliable**

Fiber is virtually immune to interference and doesn't falter under harsh weather conditions.

COMMITTED  
TO OUR  
COMMUNITY

Giving back is an integral part of the culture at TDS. From hands-on volunteering to in-kind and financial support, TDS takes a vested interest in the growth and success of the communities we serve.

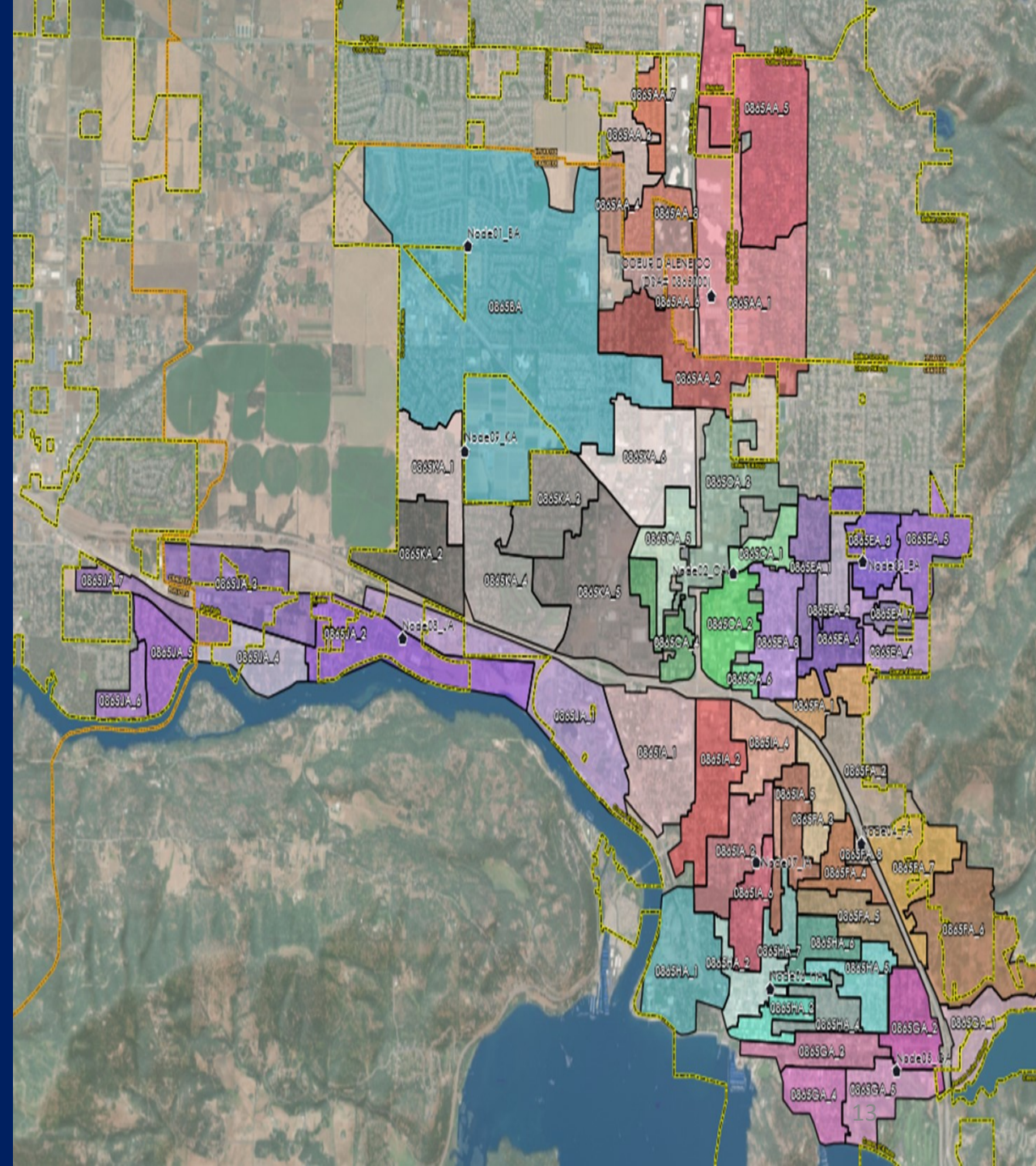




# DFN

## DIGITAL FIBER NETWORK

- Our roadmap of how we systematically permit, construct, communicate, and turn up the community.
- Made up of small polygons, you can think of them as neighborhoods consisting of 200-300 homes.
- And allow us to scale up or down based on the community





# NETWORK CONSTRUCTION

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- Our Fiber deployment traditionally consists of a 90/10 mix.
- Pedestals are commonly used in backyard utility easements.
- Handhold in the front yard utility easements or right of way.



Buried Cable Placement  
(Directional Bore)



Aerial Cable Placement  
(Bucket Truck)



# CONSTRUCTION COMMUNICATION PROGRAM

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## Mailer One

Three weeks prior to construction start residents receive a letter



## Mailer Two

One week prior to start, residents receive a postcard



## Door Hangers and Yard Signs

Three to five days prior to start, contractor places door hangers and yard signs



## Sandwich Board

During construction, contractor places sandwich board at neighborhood entrances each day

# PRIOR TO CONSTRUCTION

- What to Expect During Construction
- What is an Easement?
- Safety is essential



**TDS**

## THE SCOOP ON TDS FIBER CONSTRUCTION

Excitement is in the air, because soon there will be TDS Fiber in the ground! Here are the ins and outs of the construction process that will bring cutting edge fiber Internet, TV, and phone services to your neighborhood.

**What is a Utility Easement?**  
Easements grant utility companies, like TDS, the legal right to access areas of a property for running transmission lines, underground electric lines, and water, sewer, and fiber-optic lines.

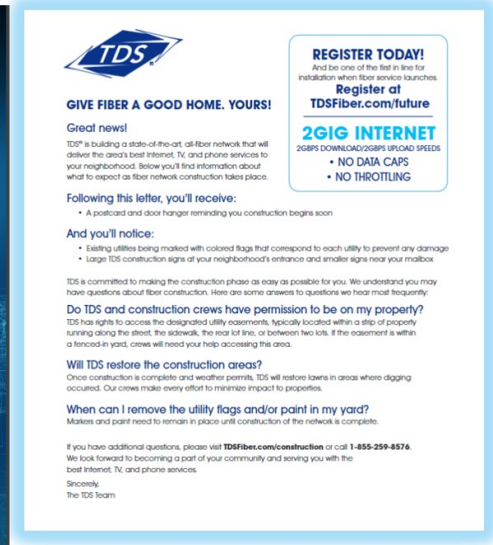
A crew will mark the easement with utility flags and/or spray paint (see reverse side). You should receive a letter in the mail that notifies you before this work takes place.

Often times, easements are in easily accessible parts of a yard. Occasionally, we run across obstructed easements, such as those located in a fenced-in backyard. Please help to ensure any fences are unlocked, so workers may access the easement.

**Safety is Essential**  
Once utilities are marked, please do not remove the flags or cut the painted grass—these markings are essential to keeping you and your home safe! Crews will remove flags when it is safe to do so after construction.

Learn more: [TDSFIBER.COM/construction](http://TDSFIBER.COM/construction)

See reverse side after 4/1/16



**TDS**

## GIVE FIBER A GOOD HOME. YOURS!

Great news!  
TDS is building a state-of-the-art, all-fiber network that will deliver the area's best Internet, TV, and phone services to your neighborhood. Below you'll find information about what to expect as fiber network construction takes place.

Following this letter, you'll receive:

- A postcard and door hanger reminding you construction begins soon

**And you'll notice:**

- Existing utilities being marked with colored flags that correspond to each utility to prevent any damage
- Large TDS construction signs at your neighborhood's entrance and smaller signs near your mailbox

TDS is committed to making the construction phase as easy as possible for you. We understand you may have questions about fiber construction. Here are some answers to questions we hear most frequently.

**Do TDS and construction crews have permission to be on my property?**  
TDS has rights to access the designated utility easements, typically located within a strip of property running along the street, the sidewalk, the rear lot line, or between two lots. If the easement is within a fenced-in yard, crews will need your help accessing this area.

**Will TDS restore the construction areas?**  
Once construction is complete and weather permits, TDS will restore lawns in areas where digging occurred. Our crews make every effort to minimize impact to properties.

**When can I remove the utility flags and/or paint in my yard?**  
Markers and paint need to remain in place until construction of the network is complete.

If you have additional questions, please visit [TDSFiber.com/construction](http://TDSFiber.com/construction) or call 1-855-259-8576. We look forward to becoming a part of your community and serving you with the best Internet, TV, and phone services.

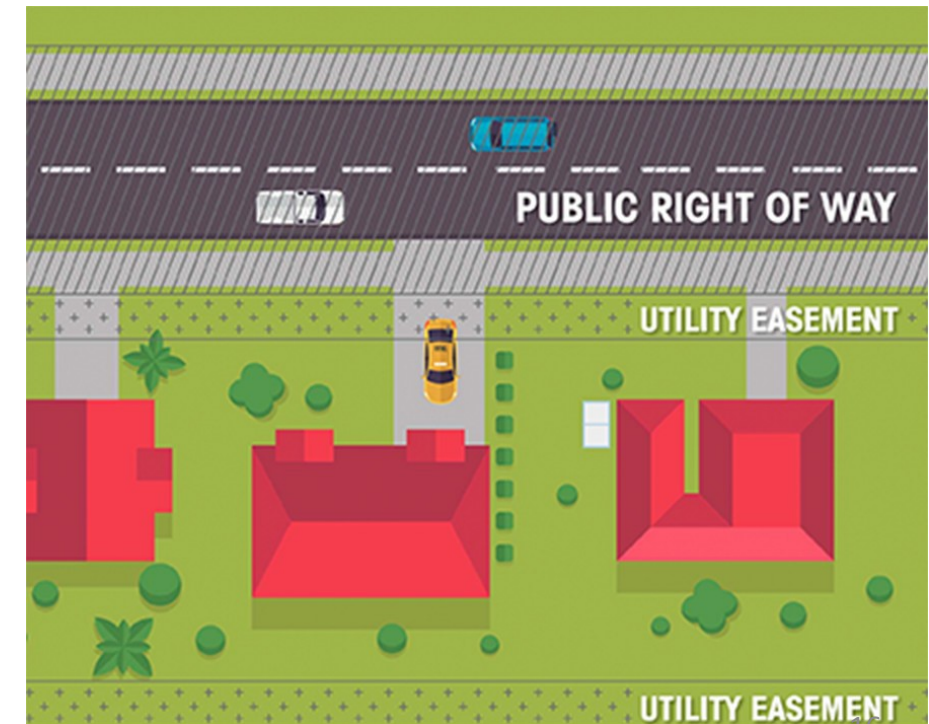
Sincerely,  
The TDS team

**REGISTER TODAY!**  
And be one of the first in the line for installation when fiber service launches.

Register at  
[TDSFiber.com/future](http://TDSFiber.com/future)

**2GIG INTERNET**  
200PS DOWNLOAD/UPLOAD SPEEDS

- NO DATA CAPS
- NO THROTTLING





# SAFETY IS ESSENTIAL

- A contractor marking underground utilities with flags or spray paint. This helps prevent damage to those facilities and adds a layer of safety for workers and residents.
- Please do not remove the flags or cut the grass where utilities are marked—they are essential to keeping you, your home or business, and workers safe!



Flags will be used to indicate any of the following:

- **Red** = electric
- **Yellow** = gas, oil, or petroleum
- **Orange** = telecommunications
- **Blue** = potable water
- **Green** = sewer
- **White** = our proposed excavation
- **Pink** = property line/pin

# WHEN CONSTRUCTION BEGINS

**IMPORTANT CONSTRUCTION NOTICE**

## TDS FIBER

YOUR NEIGHBORHOOD IS ALMOST READY FOR THE FUTURE! TDS FIBER MEANS:

- Lightning-fast Internet speeds up to 1 Gbps
- Robust TV programming packages
- Crystal-clear, reliable phone service

Thanks in advance for your patience during the construction process.

Register for Service Today at [TDSFIBER.COM/now](http://TDSFIBER.COM/now)

1-week  
postcard

**IMPORTANT CONSTRUCTION NOTICE**

Work on a fiber-optic network is about to begin in your area.

Before we get started, there are few things you must know.

1. A contractor will be in your area marking underground utilities with flags or spray paint.
2. Property owner is responsible for:
  - ✓ clearly marking any privately owned facility (e.g. watering system, invisible fence, security system, or private power) with flags or spray paint
  - ✓ calling the construction hotline at 1-855-259-8576

**DURING CONSTRUCTION**, we'll use drilling and/or plowing techniques designed to limit disruptions. We'll also use existing utility easements and public rights-of-way as much as possible. However, there will be areas where digging is required. We'll finish up as quickly as possible and restore any areas disrupted by construction. If winter weather interrupts construction, we will return in the spring to complete cleanup.

**Questions? PLEASE CALL** **1-855-259-8576**

**TDS FIBER**

## NETWORK BUILD IN PROGRESS

**QUESTIONS?**  
Call **1-855-259-8576**  
or visit  
[TDSFIBER.COM/CONSTRUCTION](http://TDSFIBER.COM/CONSTRUCTION)

**TDS**

2GIG INTERNET | TV | PHONE

**IMPORTANT!**

**TDS**

### FIBER-OPTIC NETWORK CONSTRUCTION IS ABOUT TO BEGIN.

Construction to bring TDS Fiber Internet service to your neighborhood will begin soon.

A contractor will be in your area marking existing underground utilities with flags or spray paint. This helps prevent damage to those facilities and adds a layer of safety for workers and residents.

If you need further assistance or additional information is needed, please call our construction hotline at 1-855-259-8576 or visit [TDSfiber.com/construction](http://TDSfiber.com/construction). TDS appreciates your assistance and patience during our network expansion to your neighborhood.

**DURING CONSTRUCTION**, we'll use drilling and/or plowing techniques that are designed to limit disruptions. We'll also use existing utility easements and public rights-of-way as much as possible. However, there will be areas where digging is required. Construction will be completed as quickly as possible.

We'll complete clean up and restore any areas disrupted by construction. If construction is interrupted due to winter weather, we will return in the spring and complete clean up.

Questions? Please call **1-855-259-8576**

**TDS**

## TDS FIBER

WHEN YOUR NEIGHBORHOOD FIBER PROJECT IS COMPLETE, YOUR HOME WILL BE READY TO WELCOME THE FUTURE.

Just imagine: Internet speeds up to 1 Gbps, robust TV programming packages, plus crystal-clear phone service.

Thanks in advance for your patience during the construction process.

REGISTER FOR FIBER SERVICE TODAY!  
[TDSFIBER.COM/now](http://TDSFIBER.COM/now)

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Day of

**Customer Service Triage Team**  
The toll-free number directs the caller to the TDS customer contact center.



# HARD & SOFT SURFACE RESTORATION

- Soft surface restoration will occur within two weeks
  - There may be seasonal exceptions, but these will be tracked and visible to the City
- Hard surface restoration will be scheduled as soon as the conduit is tied together and proofed
  - Restoration will typically occur within two to three weeks of conduit verification
  - Seasonal exceptions will occur, but these will be tracked and visible to the City



2GIG INTERNET | TV | PHONE

## ALL-FIBER NETWORK CONSTRUCTION

Crews are bringing TDS® Fiber Internet service to your neighborhood.  
Construction will be completed as quickly as possible,  
and we'll promptly clean up and restore any disrupted areas.

**QUESTIONS?**  
**[TDSFiber.com/construction](https://TDSFiber.com/construction) | 1-855-259-8576**



# QUESTIONS, CONCERNS & RESOLUTIONS

## CUSTOMER SERVICE TRIAGE TEAM

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Dedicated team to provide a better customer experience. The one point of contact for all customer construction-related inquiries.



Assesses the severity of an issue, identifies the correct course of action to resolve issues in a timely manner.



All issues are logged and tracked. If no action is taken on the ticket within the above timelines, the ticket is escalated to the Outside Plant Construction Manager in charge of the project.



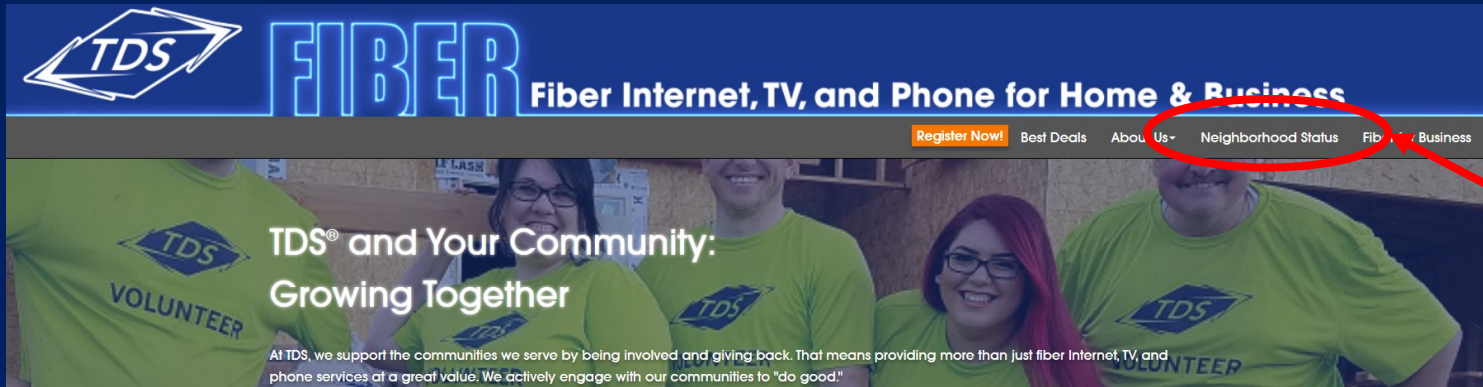
### **Response time SLA**

- Critical – safety/damage related – 4 hours
- High – damage, no safety concern – 9 hours
- Medium – aesthetic/clean-up – 18 hours
- Low – misc. – 28 hours



# INFORMATION

## TDSFIBER.COM/CONSTRUCTION

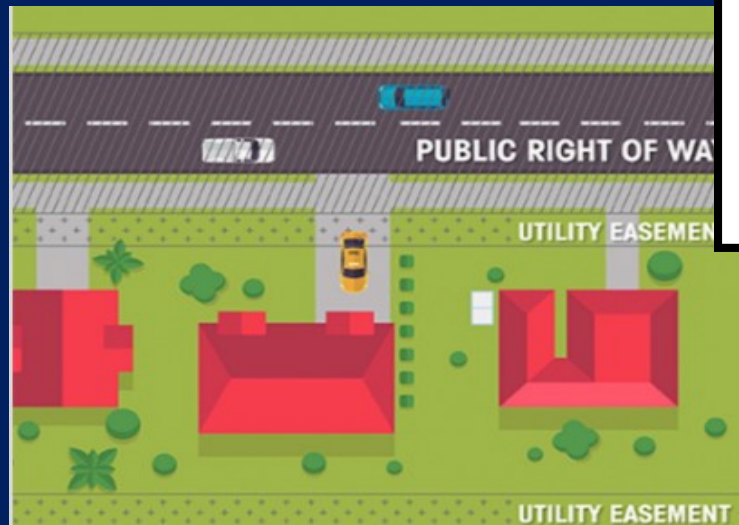


### Safety Is Essential

TDS uses an independent contractor specializing in locating any existing underground facilities. This helps prevent damage to those facilities and adds a layer of safety for workers and residents.

### When Construction Begins

We'll use cable placement techniques, such as directional drilling, to limit disruptions in the road right of way or utility easements the best we can. However, there will be areas where digging is required, and additional excavation is necessary.

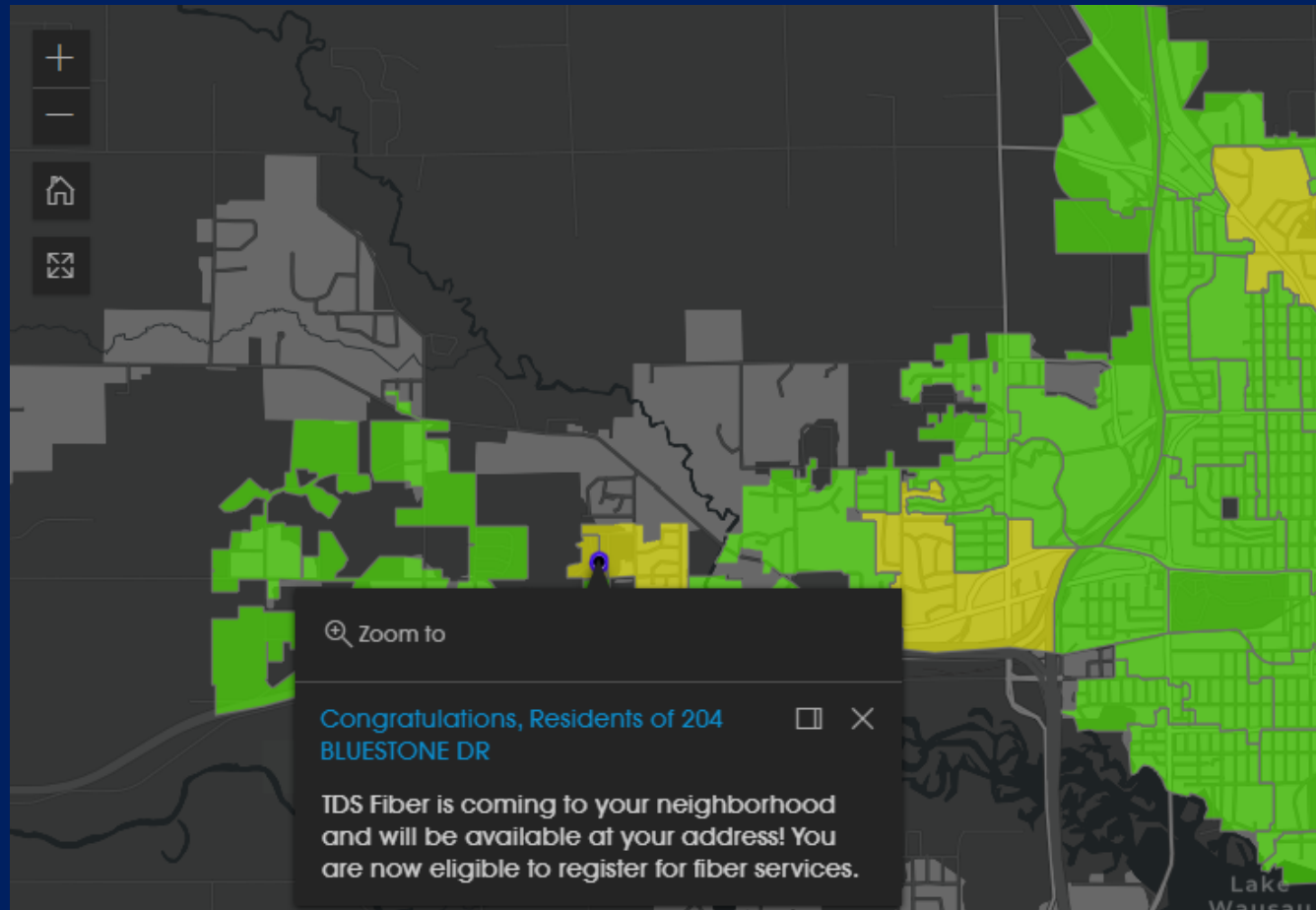


Address

Check Availability >

## AREA STATUS MAPS





# YOUR NEIGHBORHOOD STATUS



Congratulations, Residents of 204  
BLUESTONE DR

TDS Fiber is coming to your neighborhood  
and will be available at your address! You  
are now eligible to register for fiber services.

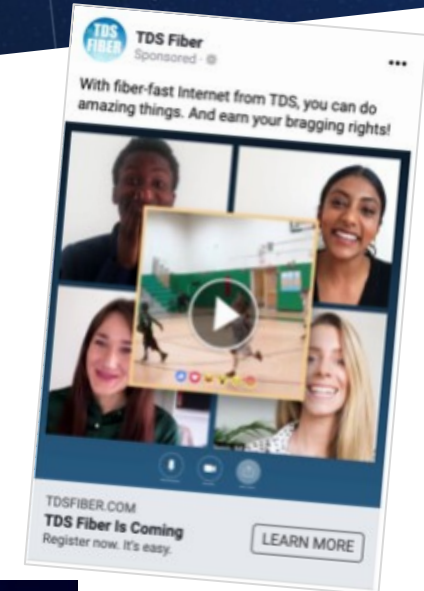
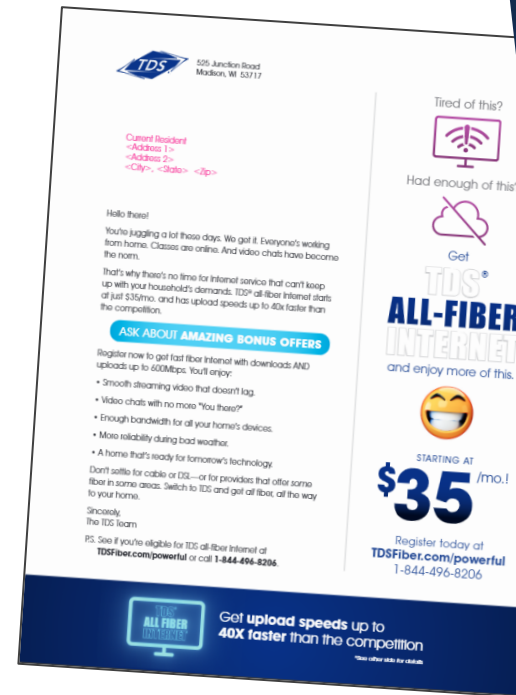
### TDS Fiber Build Status

-  Construction Complete
-  Under Construction
-  Construction Pending
-  Check Back for Updates



# PRELAUNCH CAMPAIGN OVERVIEW

- Targeted approach to register customers launching in the next 3 months
- Brand Awareness campaign introduces TDS to the market. Educates the community on TDS, the registration and ordering process, and starts to build brand trust within the community.



# FIELD MARKETING

- Hire locally
- Create partnerships with local organizations and businesses
- Volunteer and participate in philanthropic opportunities





## We Give Back

Over 1,000 TDS employees have donated more than 16,000 hours of their time to organizations, big and small, from coast to coast. TDS also supports and contributes to a wide variety of nationally recognized nonprofits, including:

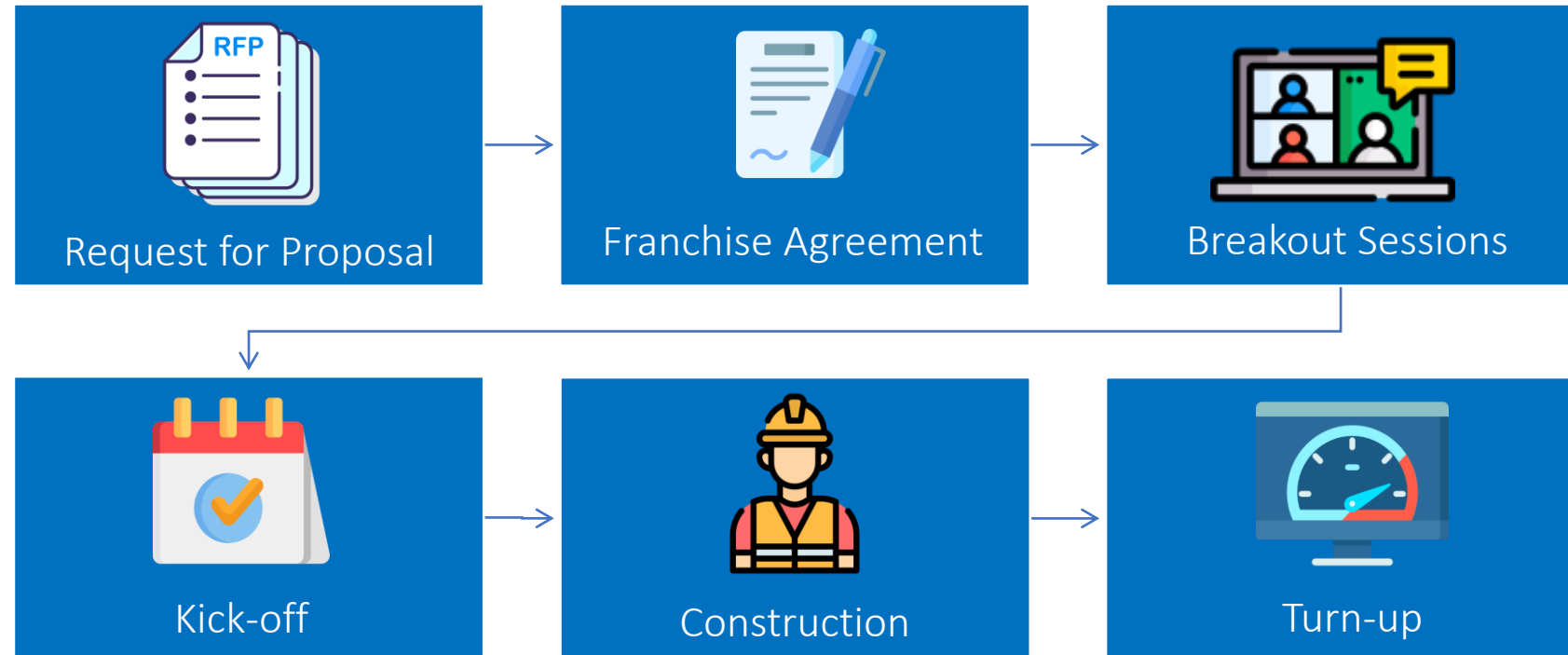


## We Believe in the Power of Community

TDS knows that smaller, hometown nonprofits, charities, and causes can have a big impact on area residents. Check out some of the local organizations we support in our growing fiber communities around the country:

# TIMELINE & NEXT STEPS

- In parallel (6 months)
  - RFP
  - Franchise Agreement
  - Architectural Design
- Kick-off Event
- Construction (tentative 2023)
- Services launched





AND THAT'S HOW  
THE UNIVERSE  
WORKS.

QUESTIONS?