





October 19, 2023

# Fiber Update



# Agenda

- Fiber engineering
- Fiber construction and service installation
- Construction progress and next phases
- First Quarter update

# High Level Process Overview

Design

Make Ready

Construction

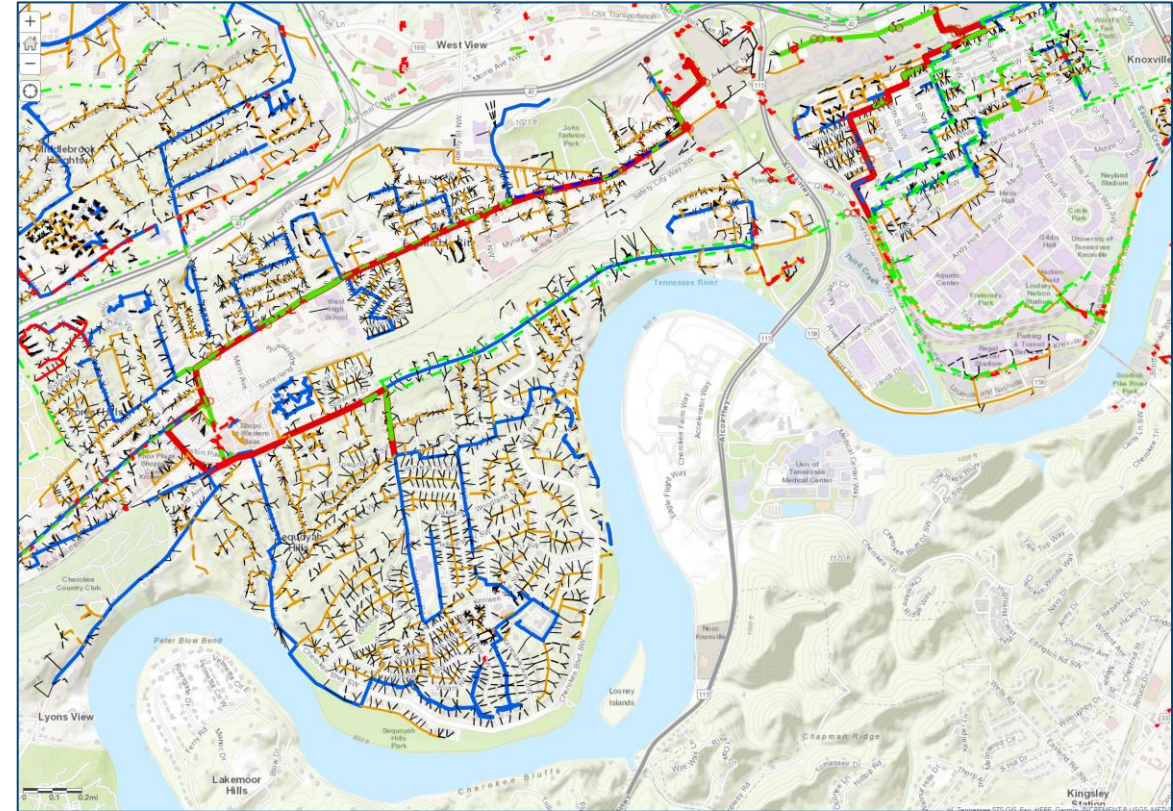
Splicing

Inspection

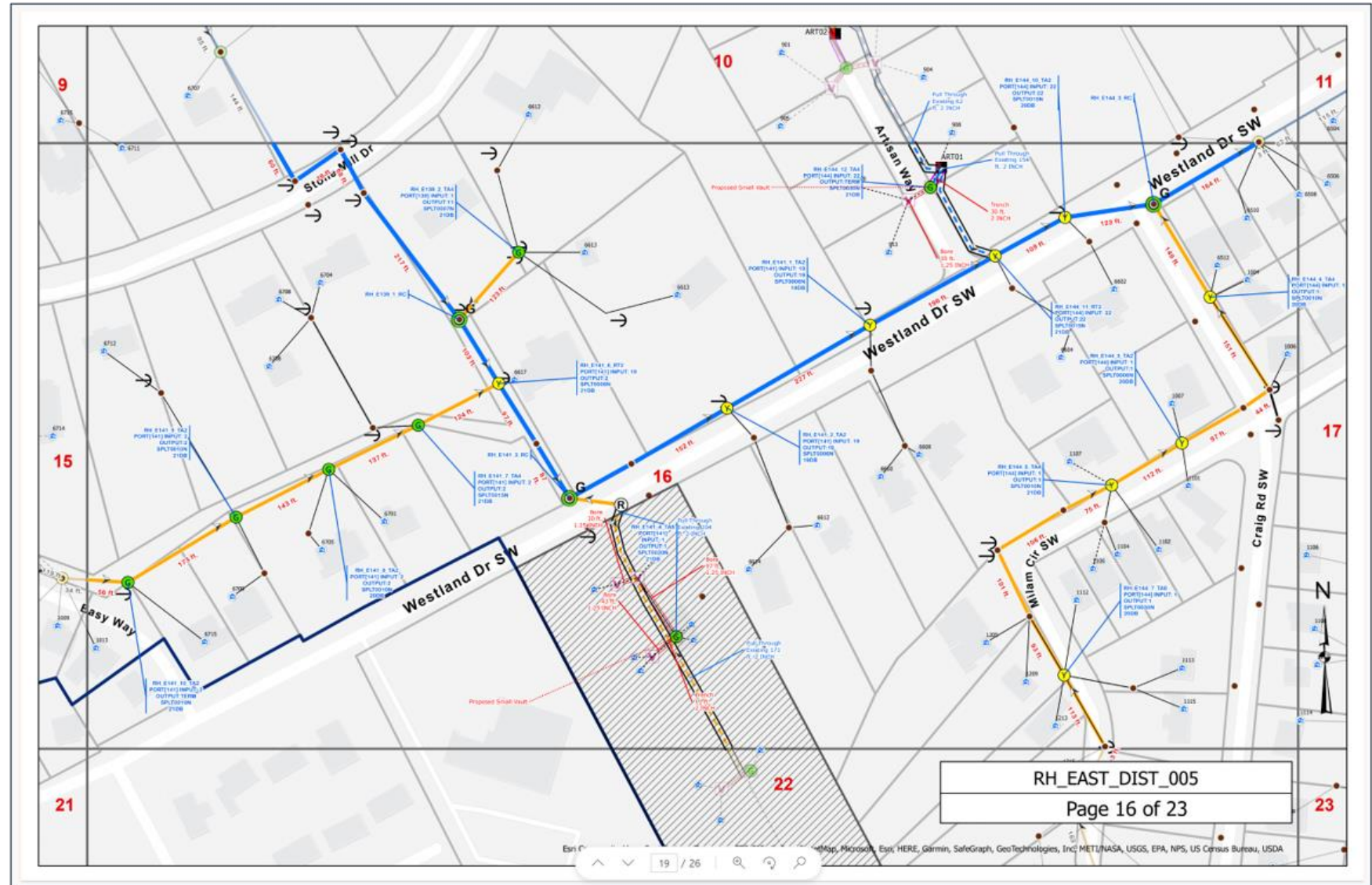
Available for  
Service

# Fiber Availability Begins with High Level Design

- Fiber boundaries generally follow electric substation boundaries
- Identify delivery area boundaries by number of customers
- Cable sizing on routes to account for customer counts
- Logical approach to boundary lines

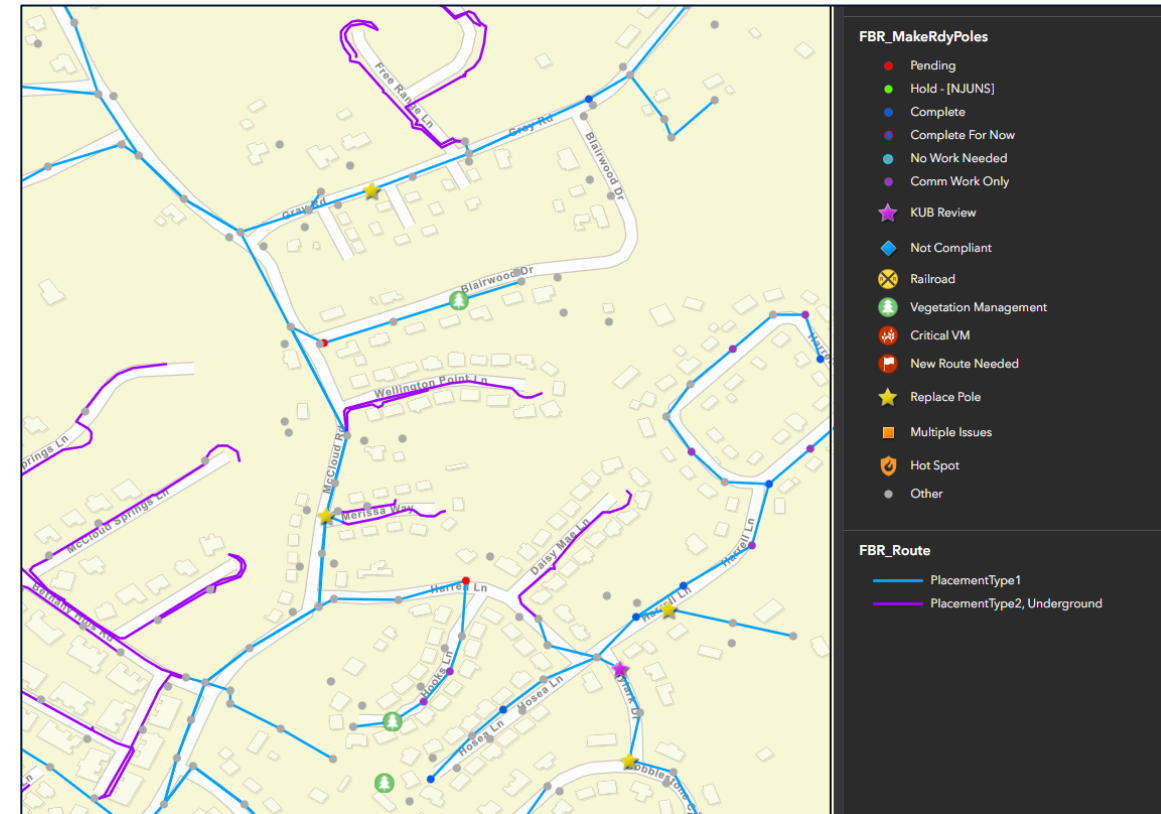


# Construction documents guide crews



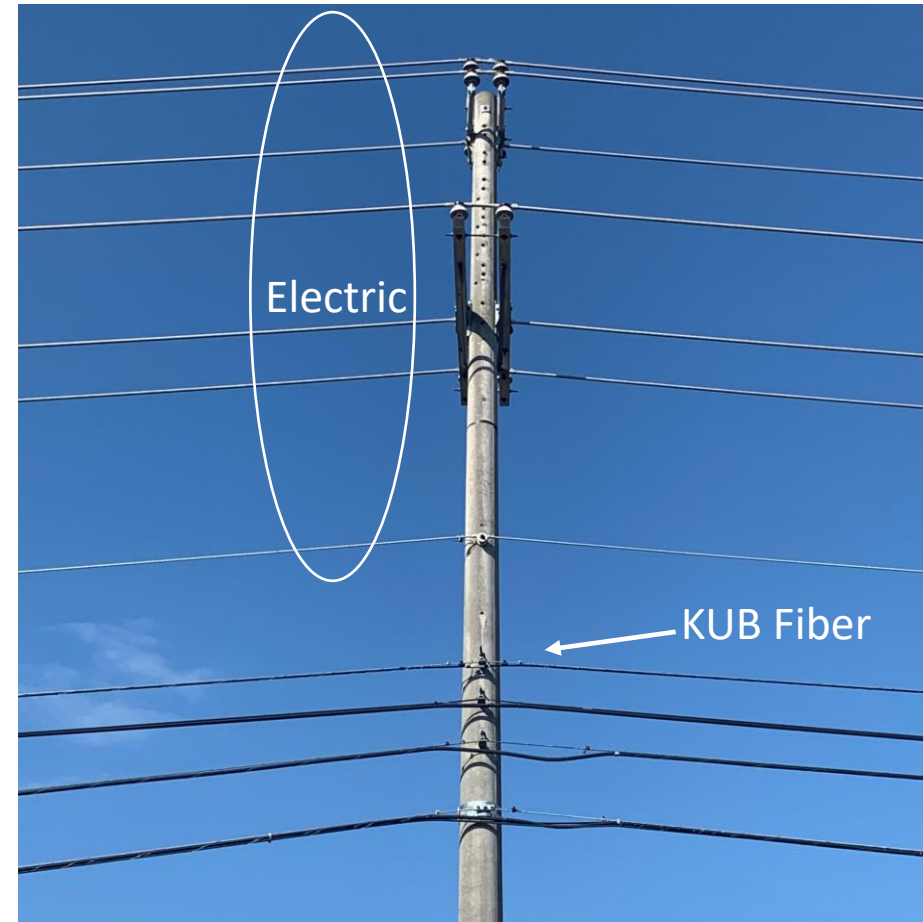
# Make Ready Occurs Ahead of Construction

- Prepare existing poles for new fiber attachment
- 12 months before construction
- Types of work
  - Electric infrastructure
  - Vegetation management
  - Pole replacements



# Make Ready Construction

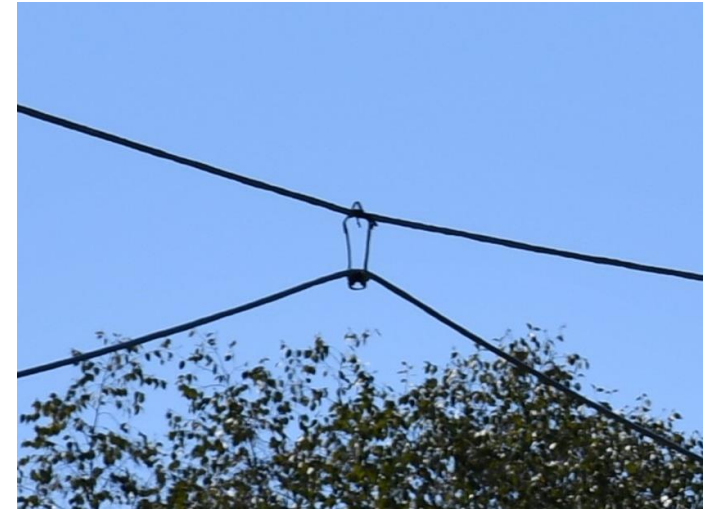
- Move or replace electric infrastructure to meet specifications
- Pole replacements are required in rare instances
- Quick response team dedicated to active construction areas
- Similar prework required for underground make ready





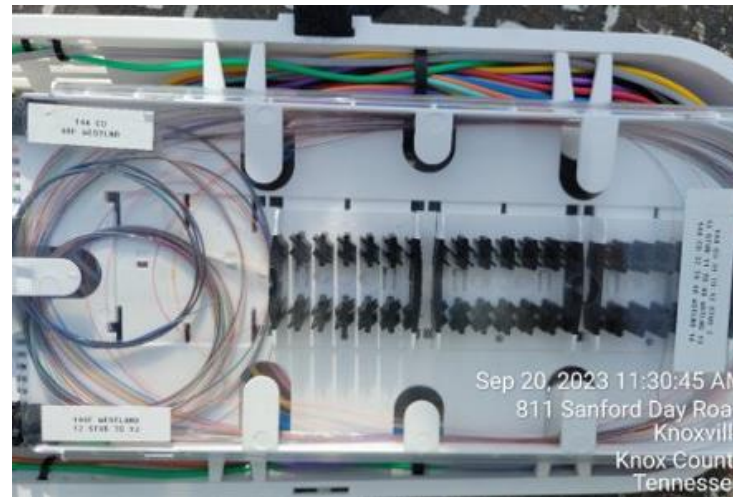
# Aerial Construction

- Frame poles for new fiber attachment
- Place messenger cable for fiber to attachment
- Pull fiber through rollers
- Lash fiber to messenger cable



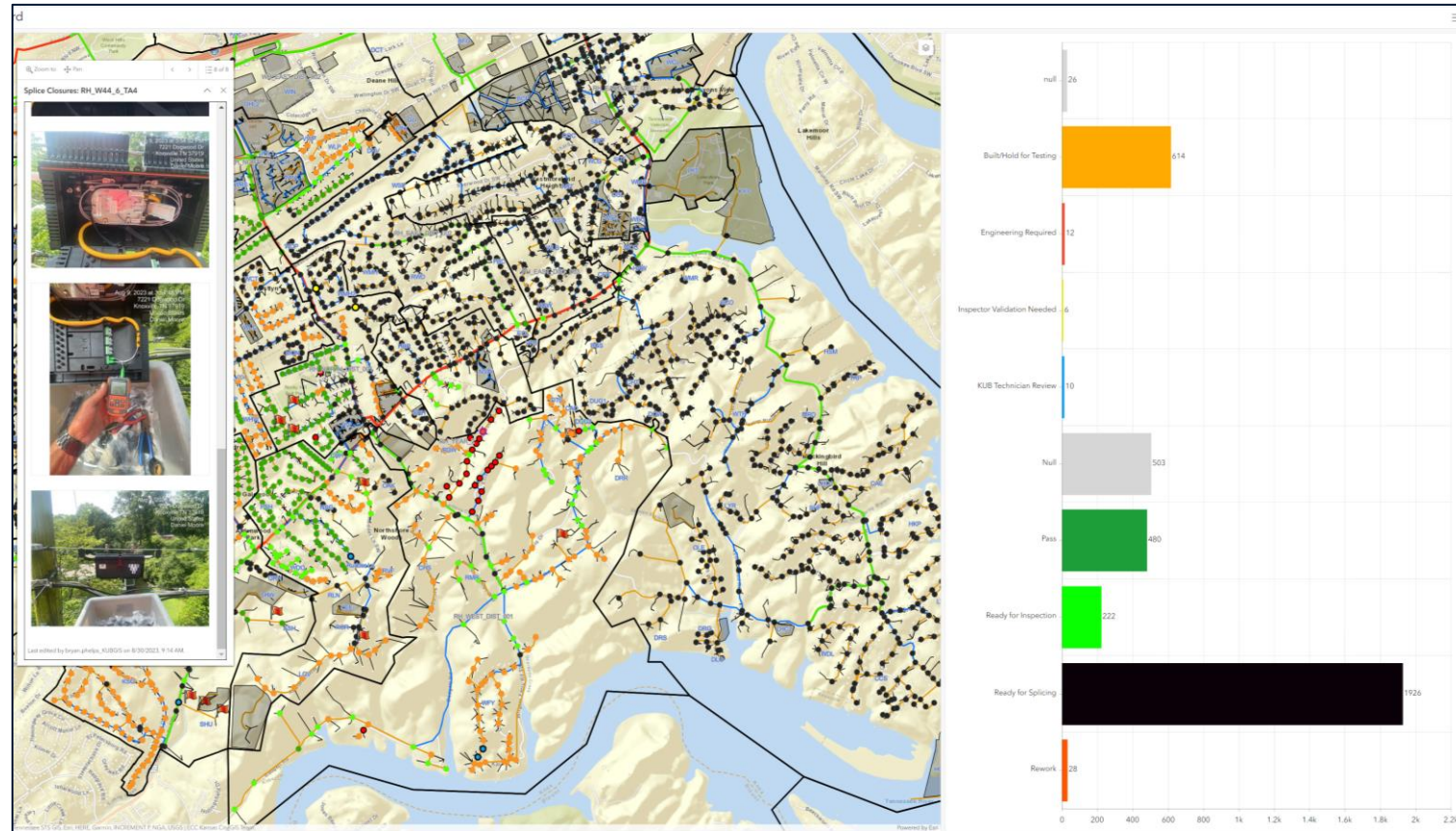
# Fiber Splicing Connects Fiber Strands

- Prepare fiber cable
- Build splice enclosures
- Organize fiber storage
- Fusion splice fiber strands
- Test light signal



# Inspection Ensures Quality Construction

- All inspections are digitally recorded
- Applications prioritize areas of inspection
- Online dashboard tracks progress



## Customer Subscribes to Service

- Communicate with the customer what work will be performed
- Technicians install the service drop to the home
- Customer is not required to be home during this step

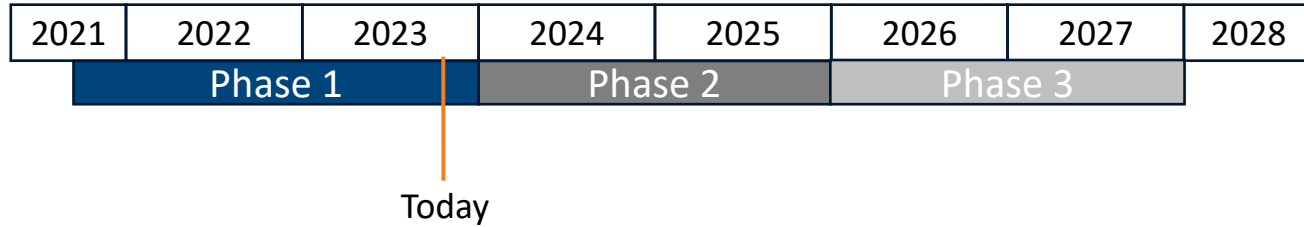


# Install Appointment with Customer

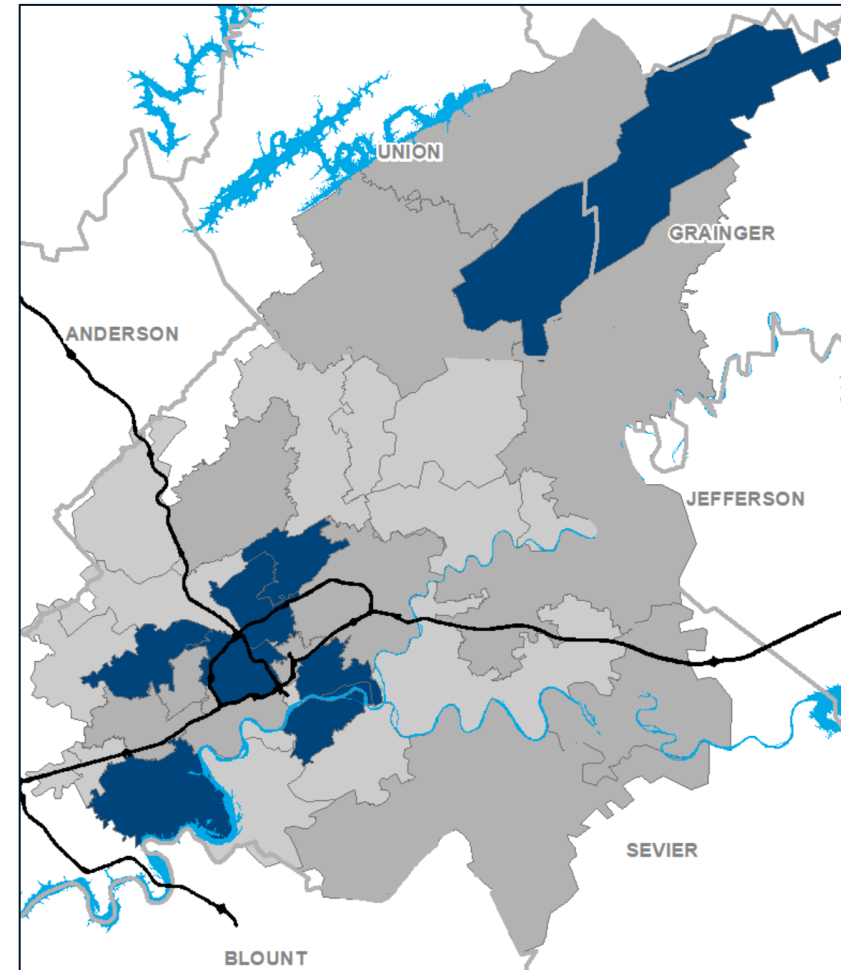
- Tech assesses optimal location for equipment
- Walk through setup process with customer
- Assist customer with connecting existing devices
- Ensure customer is satisfied and everything is working before leaving



# Phase One Progress



- 965 distribution miles constructed
- 45,000 serviceable customers



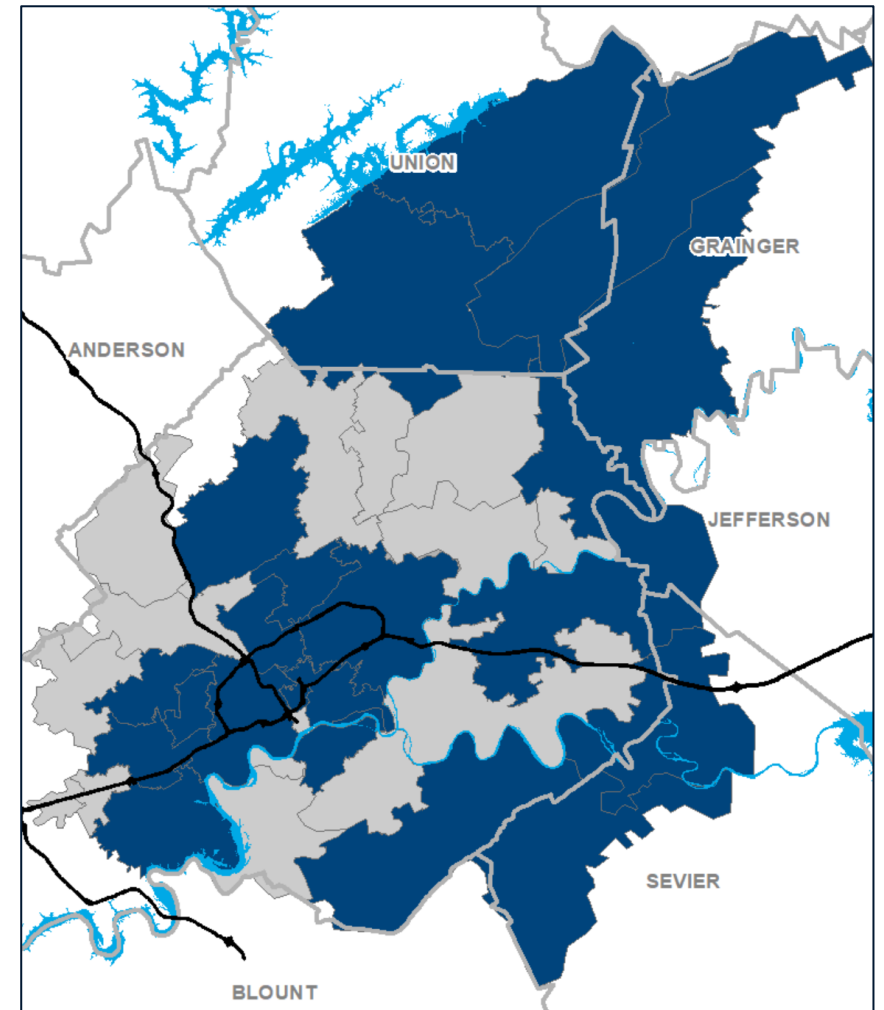
# Next Phases of Construction

## Phase 2

- 3,000 distribution miles
- 102,000 additional serviceable customers

## Phase 3

- 1,200 distribution miles
- 50,000 additional serviceable customers



# Fiber-Related Budgets on Plan

- Electric
  - Capital: \$1.2M over budget
  - O&M: \$200,000 under budget
- Fiber
  - Capital: \$600,000 under budget
  - O&M: \$400,000 over budget
- Approximately \$500,000 paid in fees from fiber to electric FY to date
- First grant reimbursements submitted for construction in Grainger and Union counties
  - Total requested to date: \$3.4M



# First Quarter Customer Growth Strong

- Service made available to more than 36,000 customers
  - Additional 11,000 FY to date
  - FY24 Metric: Available to 90,000
- Approximately 30 customers starting service on average daily
- Business growth slightly higher than projections



# Converting Eligible Customers

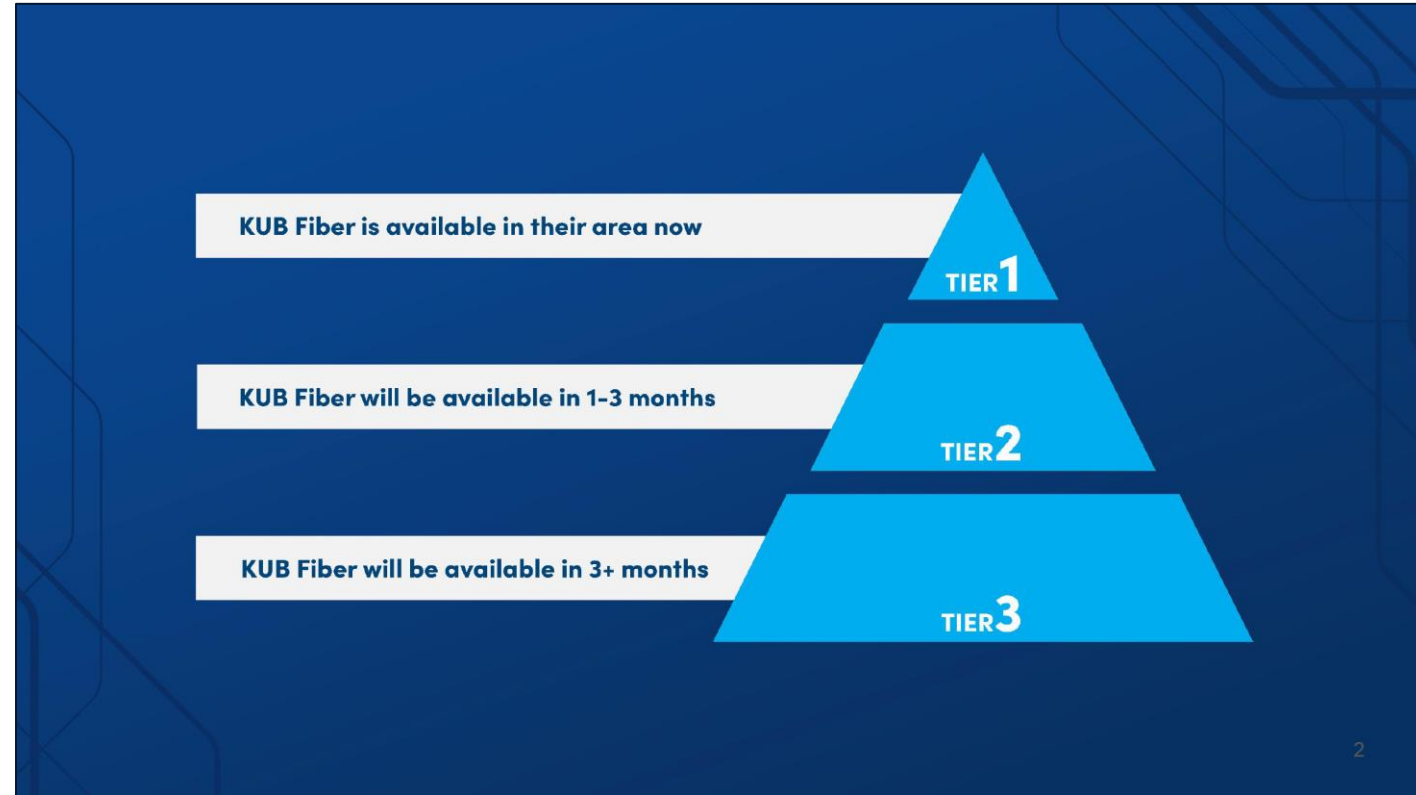
- Door-to-door visits
- Neighborhood event activations
- Direct mail and email
- Targeted digital campaigns
- Targeted social media



Union County Heritage Festival, October 2023

# Right Message for the Situation

- Tiered targeting campaigns based on address
- Three levels of messaging to match customer situation
- Delivered on Google, Meta, and video platforms



# Looking Ahead

- Focus groups and brand health research fall of 2023
- Targeted conversion campaigns
- Neighborhood activations
- Continued awareness and partnership efforts



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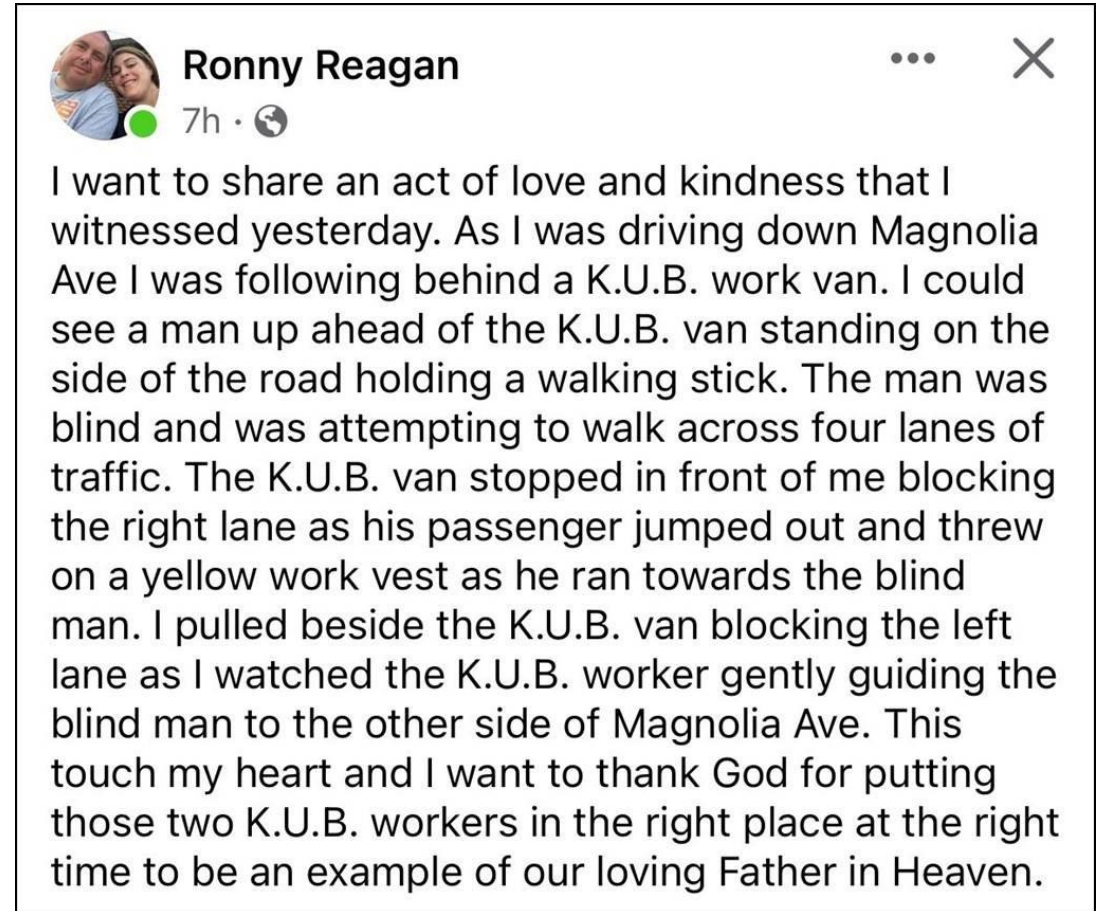
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# Employee Recognition



# Community Member Witnessed KUB Employees' Act of Kindness

- Dewaine Lane (Meter Systems) and Dustin Lynch (New Service)
  - Stopped their KUB vehicle to help a visually impaired person safely walk across a busy street
  - A community member praised their actions on social media



A screenshot of a social media post by Ronny Reagan. The post includes a profile picture of a man and a woman, the name 'Ronny Reagan', a green online status indicator, '7h' indicating the time since posted, and a globe icon for public visibility. The text of the post describes an act of kindness by KUB employees towards a blind man on Magnolia Ave.

**Ronny Reagan** 7h · 🌐

I want to share an act of love and kindness that I witnessed yesterday. As I was driving down Magnolia Ave I was following behind a K.U.B. work van. I could see a man up ahead of the K.U.B. van standing on the side of the road holding a walking stick. The man was blind and was attempting to walk across four lanes of traffic. The K.U.B. van stopped in front of me blocking the right lane as his passenger jumped out and threw on a yellow work vest as he ran towards the blind man. I pulled beside the K.U.B. van blocking the left lane as I watched the K.U.B. worker gently guiding the blind man to the other side of Magnolia Ave. This touch my heart and I want to thank God for putting those two K.U.B. workers in the right place at the right time to be an example of our loving Father in Heaven.

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