EASTERN SHORE OF VIRGINIA
BROADBAND
AUTHORITY

Who is the ESVBA?

- The ESVBA is the Eastern Shore of Virginia Broadband Authority

- The ESVBA is a Public Authority, which is made of five board members. The ESVBA was created by a Joint resolution of Accomack & Northampton Counties under the Virginia Wireless Act on April 17, 2008.

- The ESVBA is similar to a utility and owns, operates, and maintains an open access network.

ESVBA Grant Funding

Start-up Operating Funds	
Accomack County	$ 200,000
Northampton County	$ 66,000
Total Planning Phase Funding	**$266,000**
Backbone Construction	
EDA/DHCD Funding	$4,509,800
NASA 2008	$1,786,000
NASA 2009	$2,000,000
Total Backbone Funding	**$8,295,800**
Community Network Construction	
Town of Parksley	$ 450,400
Town of Cape Charles	$ 489,900
Town of Onancock	$ 200,000
Town of Chincoteague	$ 479,500
CDBG-R Grant	$1,000,000
Total Community Funding	**$2,619,800**
Total ESVBA Grant Funds	**$11,181,600**

What has ESVBA Accomplished?

- Constructed approximately 300 route miles of fiber.

- Repaid Accomack and Northampton Counties the initial start up money they provided

- Funds its capital program (network extensions, equipment upgrades, etc.) internally with revenues from operations.

- Lowered pricing in 2014 and again in 2015
  - ESVBA pricing is on par or lower than Mid Atlantic Broadband and Maryland Broadband

Free Wi-Fi Hot Spots

- **Sites In Service**
  - ☐ Chesapeake Bay Bridge & Tunnel Rest Area
  - ☐ Custis Park
  - ☐ Accomack County Airport
  - ☐ Eastern Shore Chamber of Commerce
  - ☐ Accomack Park
  - ☐ Indian Town Park
  - ☐ Chincoteague Park
- **Sites to be Installed**
  - ☐ Cape Charles Park

ESVBA Pricing Initiatives

- **Broadband Initiative Program (BIP)**
  - ☐ Available to Incorporated Towns on ESVBA's network.
  - ☐ Designed to help service providers serve residential & small business customers
  - ☐ Free Internet & Transport for 12 months
  - ☐ Cape Charles, Exmore, Parksley, Bloxom, Hallwood, Chincoteague, Belle Haven, have participated in the BIP.
  - ☐ Nassawadox & Cheriton have just awarded contracts to Service Providers

ESVBA Pricing Initiatives

- WISP EVPL *(Wireless Internet Service Provider Ethernet Virtual Private Line)*
  - Designed to help service providers serve residential & small business customers via wireless connections
  - Drastically reduces the cost of Ethernet Transport by ≈ 87%
  - Designed to promote broadband to the less populated regions
  - Restricted to 50' or greater towers or poles
  - Restricted to wireless broadband sites
  - Currently there are 15 WISP EVPL sites

ESVBA FY16 Network Extensions

- Quinby- *Complete*
- Wachapreague- *Complete*
- Cheapside- *Complete*
- Oyster- *Complete*
- Harborton- *Complete*
- Greenbackville- *In progress*
- Proposed for 2017
  - Sanford
- Other Possible Extensions
  - Silver Beach, Vaucluse, Cradockxville, Cashville, Wardtown

ESVBA Electronics Upgrades

- Two Core Routers
  - Upgrading to Cisco ASR 9010
  - One in Cheriton & one in Wallops
  - Approximately $200,000
- Core Ethernet Switches
  - Currently have a 10 Gigabit Backbone
  - Upgrading to a 100 Gigabit Backbone
  - Metro Ethernet Platform
  - Approximately $500,000
- Dense Wavelength Division Multiplexing (DWDM)
  - Will be required to provision 10 Gig wavelength services
  - Approximately $500,000-$700,000
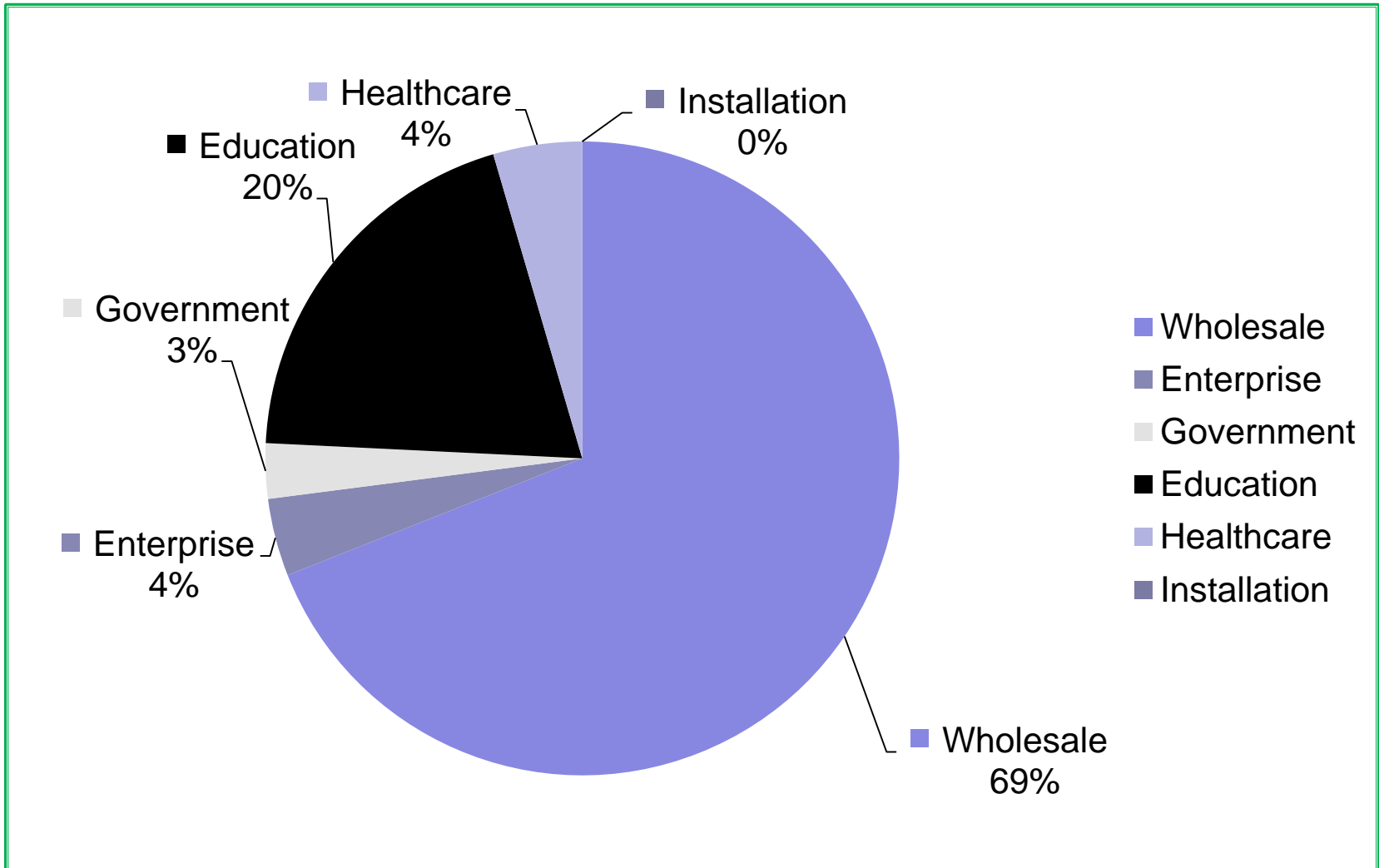
Current Product Offering

- Ethernet Transport (1Mb/s to 10,000 Mb/sec)
- SONET Transport (T1 to OC-192)
- Dedicated Internet (1Mb/s to 10,000 Mb/sec)
- WAN/MAN Networks

Some of ESVBA Customers

- NASA, Navy, & NOAA
- Northampton Public School District
- Accomack Public School District
- Eastern Shore Rural Health
- Eastern Shore Community Services Board
- Northampton County Government
- Chesapeake Bay Field Station
- Riverside Healthcare Associates

Revenue by Sector as of 4-30-16

Sales Plan

- Direct Sales
- Sales Agent/Referral Plan
- Strategic Alliances with National Carriers
  - Cox
  - Windstream
  - Level 3
- Strategic Alliances with Service Providers
  - Chesapeake Bay Communications, Eastern Shore Communications, DNG Group, and OnCall Telecom

Cost Management

- ESVBA generally does not use "Turn-Key" Contracts
  - ☐ Use Line Item Construction Contracts
  - ☐ In House Procurement
- In-house engineering, maintenance
- In-House Network Operations Center (NOC)
- Use outside consultants to supplement ESVBA operations and to acquire knowledge

Keys to Success

- Experienced management team
- Build and train a local team and technical staff
- Build a highly reliable & scalable network
- Be flexible and provide the service that customers desire, not what you want to sell them
- Fiscally careful on expenditures
  - Cash flow positive in twenty-four months
  - Sustainable

Questions?

Bringing the power of light to the Shore