



Commercial and Institutional Pricing Policy

Approved by Plainfield Select board April 23, 2019

Plainfield Broadband's policy for setting service prices relies on several key goals:

1. Set prices to cover the operational costs (both overhead and variable) of providing the service, no more and no less.
2. Avoid frequent changes in prices, especially increases.
3. Avoid additional hidden fees. Keep pricing as simple and straightforward as possible.

While home-based businesses are included in our pricing policy for residential customers, there are several premises in town that do not meet the definition of home-based businesses. We have drafted this policy to provide clarity on how we are treating those potential network customers (e.g., Peppermint Park, Earthdance, solar farms, marijuana facilities, etc). Commercial pricing will be higher than residential pricing so that Plainfield Broadband can be certain to cover operational costs.

Cost Impact to Plainfield Broadband for Commercial and Institutional Customers

1. Commercial and institutional customers with a large number of users will result in increased bandwidth costs to Plainfield for backhaul and Internet access.
 - a. Backhaul is connectivity from Plainfield's hub through the MassBroadband Institute (MBI) middle-mile back to Westfield Gas and Electric's Whip City Fiber (WCF). As we begin operations in 2019 we have planned for 1 Gbps of initial backhaul in the FY2020 MLP operating budget.
 - b. Internet access is the connectivity from Westfield to the public Internet, and our ISP/NO agreement includes 1 Gbps of Internet access. We estimate that 1 Gbps is sufficient to support approximately 250-500 premises with current typical usage.
 - c. High bandwidth commercial customers may require us to purchase additional backhaul and Internet bandwidth. The additional costs for another 1 Gbps would be: \$14,400/year for MBI backhaul plus 20% for WGE transport & Internet, for a total of \$17,280/year or \$1,440/month. It is possible that we could purchase additional bandwidth in less than full 1 Gbps increments.
2. Our Internet Service Provider/Network Operations agreement (draft currently in review by town counsel) includes a basic per-customer wholesale rate (\$36.24/month initially, declining as additional towns come online). For commercial customers, we will be charged this amount plus an additional fee of 20% of the difference between our commercial and residential pricing. This fee is intended to cover WCF's additional expenses for commercial customers, such as customer support. For example, if we charge a commercial customer \$150/month, WGE will charge us the basic wholesale rate plus \$13, which is 20% of \$65 (\$150-\$85).

3. Static IP addresses enable and are frequently used with higher bandwidth applications. Static IP addresses are not available with residential pricing. We will pass on WCF's wholesale rates plus their 20% fee for any commercial customers requesting static IP addresses.
4. Commercial customers may use the WCF Premier Telephone service or a custom solution, depending on their needs. We will pass on WCF's wholesale rates plus any applicable fees.

Commercial and Institutional Service Pricing

We will work with commercial and institutional customers to develop one-year service agreements. These one-year agreements will be based on the anticipated number of users and the anticipated bandwidth requirements, will lay out these assumptions clearly, and will provide the option for a review of the agreement if bandwidth usage is not in line with the assumptions. Our goal is to keep prices affordable to business owners, provide reliable service to staff and visitors, and ensure that commercial and institutional owners are covering the costs of their usage. We anticipate that some commercial customers will not fit easily into the following categories, and we will develop customized service plans for these customers that cover the costs to provide service and meet all of the above goals. We will review actual bandwidth usage regularly to ensure that revenue received from commercial customers is covering their costs.

Basic Commercial and Institutional Service Plans:

Service	Users	Monthly Rate	Notes
WCF Pro	1-5	\$100	Static IP addresses at additional cost, 1TB/month, no resale of services
WCF Business	6-25	\$150	Static IP addresses at additional cost, 1TB/month, no resale of services
WCF Corp	26-50	\$400	Static IP addresses at additional cost, 1TB/month, no resale of services
WCF Enterprise	50+	\$800	Static IP addresses at additional cost, 1TB/month, no resale of services

Static IP (IPv4, or version 4) addresses are available at a monthly rate of \$16.25 for a single address, \$25 for two addresses, and \$37.50 for five. Custom solutions will be negotiated based on the above goals for commercial customers who want more than 1TB/month of data, resale of services (including selling web-hosting or similar services), visitor access, or Service Level Agreements.

Connection and Installation Costs

Residents with home businesses may use a WCF Residential connection, and are covered by the Residential Pricing Policy and the Drop Policy approved by the selectboard on March 12, 2019. Town of Plainfield municipal users will receive services through the municipal fiber ring, with accounting procedures to be determined. All other business uses within Plainfield that were included in the design and construction budget are covered by the existing Drop Policy (e.g., Peppermint Park, Earthdance). Commercial and institutional customers not included in the initial design or construction budget (e.g., Swift River Academy, large-scale solar photovoltaic facilities, marijuana facility) and all commercial and institutional customers outside of Plainfield town boundaries (e.g., SCA Americorps compound in Hawley) are responsible for paying the relevant capital construction

connection and installation costs, including materials, labor, and any design, engineering or project management fees charged by WCF. Plainfield Broadband will provide cost estimates for these prospective customers and will work with WCF and the business owner to craft a broadband service solution to meet the town and business needs.