

The background is a collage of three images related to fiber optic installation. The top image shows a long line of large spools of fiber optic cable on a construction site. The middle image shows a white pickup truck with 'Wightman' on the side parked on a street. The bottom image shows several spools of fiber optic cable on the ground with some cables laid out. The entire collage is overlaid with a semi-transparent blue filter.

# Wightman

## **FIBRE TO THE HOME SHELBURNE Project Overview**

Prepared for: Shelburne Town Council  
Prepared by: Rob Figliuzzi, President & CEO  
September 2022

# Wightman Fibre to the Home Project Overview

## WIGHTMAN'S HISTORY

- Established in 1908 in Clifford, Ontario by Robert Wightman
- Current owners, Paul and Blair Wightman, are the 4th generation of Wightman ownership
- Offer residential and business communications services of Landline, Internet, TV, Mobility, and Business systems
- Service Areas: from Owen Sound to Fergus, Stratford to Orangeville
- Wightman has offered landline phone and internet services in Shelburne since 2016, where we have acquired a meaningful customer base.
- Putting people first and treating them right has sustained the business for 114 years

## WIGHTMAN'S FTTH PROJECT HISTORY

- In 2005, we started our first Fibre to the Home (FTTH) project in Mount Forest
- In 2022, we are working on our 18th FTTH community-wide project
- Above represents 100's of kilometres of in town fibre construction
- Currently in year 3 of 5-year project in Orangeville
- Over 78% of our customers are served by fibre

## WIGHTMAN'S BUSINESS MODEL

- Wightman is privately owned
- Our fibre projects are bank financed



## WIGHTMAN'S FTTH TECHNOLOGY

- Lots of marketing hype to be aware of:
- FTTN is **Fibre To The Node** which then uses old copper or coax for the last mile to the home or business
- Fibre powered – only means there is fibre somewhere in the network
- FTTH is **Fibre To The Home** which is the ultimate connection as it's fibre end to end  
Wightman does FTTH
- Our standard technology has fibre from our Technology centre directly into the home or business

## FTTH PROJECT IMPACT

- It is a construction project
  - We have a great record of restoring to pre-construction state
  - We recognize that a homeowner upset with construction restoration likely won't become a customer, so we take extraordinary care
  - Our method is flush to grade so no unsightly pedestals on lawns
  - Does not require road closures – one side of the street at a time
  - Lots of communications to residents concerning the project and imminent activity in their areas
  - Check out our website for more details: [wightman.ca/residential/fibre-to-the-home#construction](http://wightman.ca/residential/fibre-to-the-home#construction)
- It requires town planning, permitting, locating resources
  - We normally agree to help subsidize incremental town costs to support the project

## FTTH PROJECT VALUES

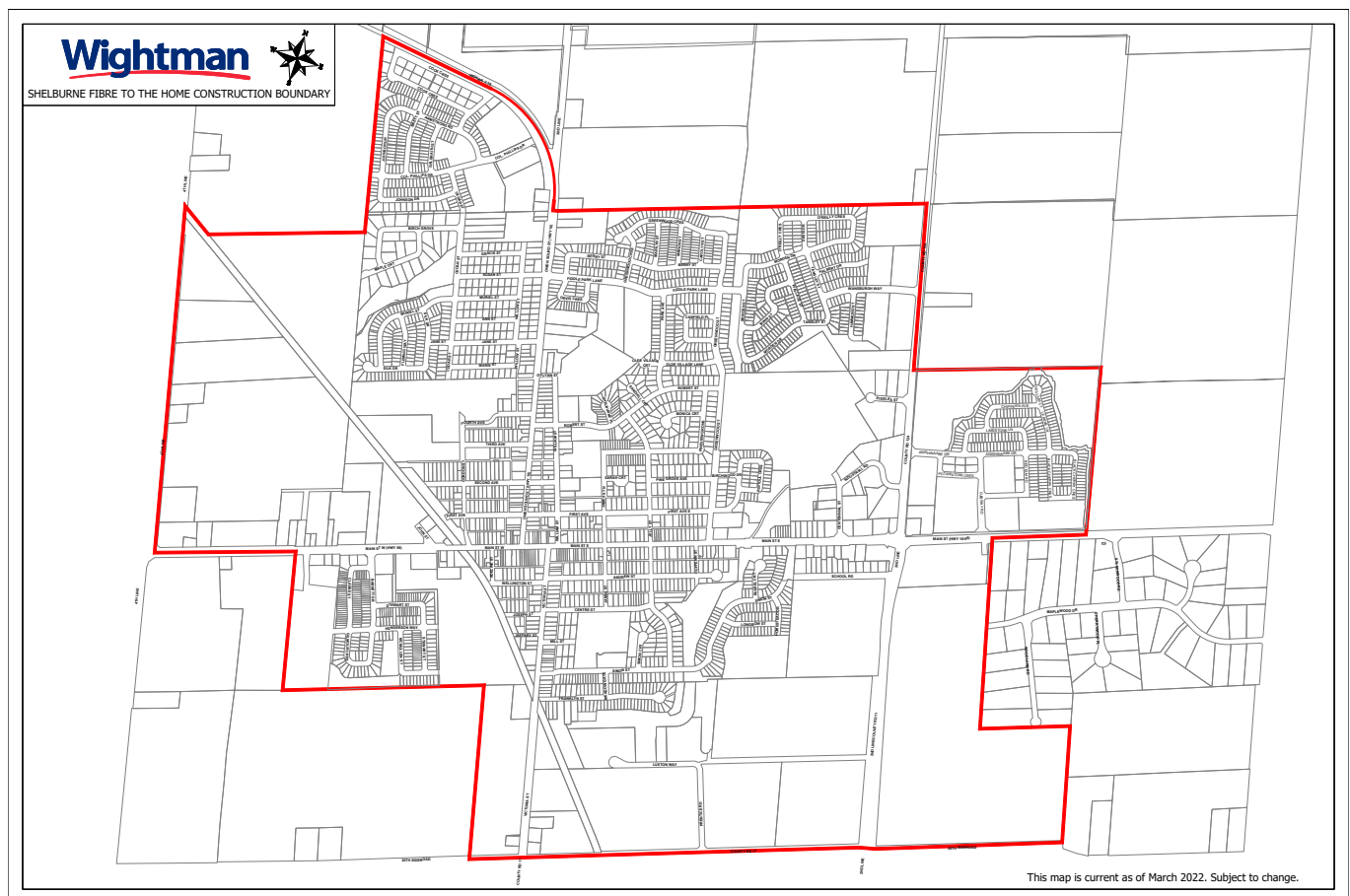
- This is a Wightman facility-based project – we won't be using another Service Provider's existing facilities – it's a long-term investment in the community
- Internet is a valuable utility – usefulness is a derivative of the throughput of the service – fibre provides far superior throughput
- Studies available showing the value of a residential house increases by 3 to 5% if they have access to fibre communication services
- Real Estate is adding "fibre availability" to their listings
- Enormous economic impact to the commercial & industrial sector with access to fibre
- Availability of fibre is key to Home Office Telecommuters support within a community
- We hire locally to staff our new construction projects
- Wightman community charitable activities - we focus on youth, education, and health care in the communities we serve
- Community participation - Board of Trade member



## PROJECT SPECIFICS

- A \$15 million investment in Shelburne's communications infrastructure
- Cover town urban area with close to 80,000 metres of fibre
- Approximately 4,300 residential and business locations covered
- Targeting project to commence late summer 2022 assuming agreements can be completed in a timely manner
- Assuming meaningful construction can be completed in 2022 (ie approx 15,000 metres), the majority of the project should be completed by end of 2023
- For 2023, we expect construction to cover the timeframe April – November

## AREA OF CONSTRUCTION



This is a privately funded project and even in areas where there are other providers of fibre networks, Wightman would look to build so our network is ubiquitous and available to all in-town residents.

We would also look to work with the Town of Shelburne's economic development department to understand where future development is scheduled; this will ensure we provision enough fibre at the edge of these areas.

## REQUIREMENTS FROM THE TOWN OF SHELBURNE

- A signed Municipal Access Agreement. We can use the Town's template or provide our own
- Running line approvals returned in a timely manner. 24-48 hours ideally
- Locating of municipal buried infrastructure
- NB: If any of Wightman's requirements create incremental costs to the Town, we would be willing to subsidize

## STEPS REQUIRED PRIOR TO CONSTRUCTION COMMENCEMENT

### Completed:

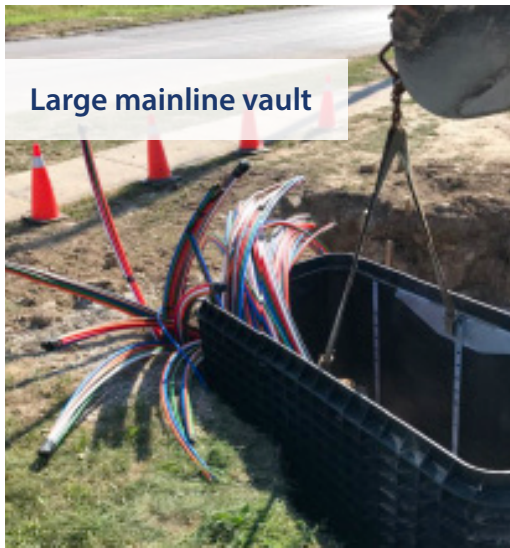
- 2022Q1 - Kickoff meeting with CAO and Town staff
- 2022Q1+ - Review construction considerations with Town
- 2022Q2 - Work with Town on a site for our POP (**P**oint **o**f **P**resence building that will house electronics)
- 2022Q2 - Identification to Town and Engineers project commencement point
- 2022Q3 - Work with Town on a draft copy of Municipal Access Agreement

### To Be Completed:

- 2022Q3 - Meet with Town Council to review project and address questions
- 2022Q3 - Finalization of Municipal Access Agreement

# Appendix

## VIEW OF CONSTRUCTION TECHNIQUES



Large mainline vault



Completed vault



Mainline directional drilling



Vac Truck - Warm water & vacuum to expose sensitive underground areas



## FIBRE DROP & HOME INSTALLS

Drop install  
Small directional drill



Fibre to the Home Construction Buryi...  
Posted by Wightman  
1,472 Views

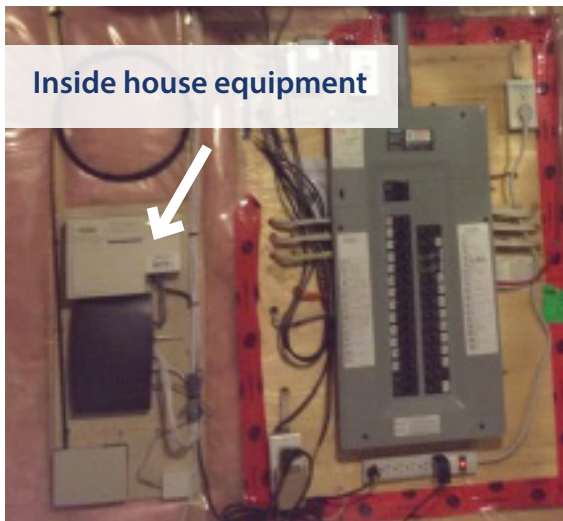


Remote controlled  
drop plow



Wightman install van

Inside house equipment



Lawn sign example





## CHARITABLE & COMMUNITY INVOLVEMENT





## MARKETING EXAMPLES



# Something incredible

is happening in Orangeville!

## Are you ready for the future?

### Wightman Fibre to the Home is starting this summer!

We're excited to announce the expansion of our fibre network in Orangeville. That means that you will have access to a direct connection with virtually unlimited possibilities!

Get all your services – internet, phone, and TV – from one local award-winning provider.

Sign up by phone 519-415-4273, email [ftthorangeville@wightman.ca](mailto:ftthorangeville@wightman.ca), or online at [wightman.ca/signup](http://wightman.ca/signup)

**Wightman** | [wightman.ca](http://wightman.ca) | 95 First Street (next door to Walmart)



\*Installation is free while construction is active in your neighbourhood. All products and services are available where technology exists. © 2021 Wightman. All rights reserved.

PC\_F\_OR\_2021-04



## Fibre to the Home

Installs are happening now!

**Sign up today so your home is on our list!**

Only those homes and businesses who have signed up will have Fibre installed at their location.



Plus add Wightman Mobility to complete your bundle!

All products and services are available where technology exists. © Copyright 2018 Wightman Telecom. All rights reserved.

## Construction progress continues!

We are currently bringing Fibre through the following areas:

- Mornington Street between Graff Avenue and McCarthy Road, Kemp Crescent, and surrounding streets
- Duke and Princess Streets, Glastonbury Drive, Warwick Road, and surrounding streets

Connect with us and we'll give you the information you need to sign up:

**CALL US**  
1-877-863-4273

**EMAIL US**  
[ftthstratford@wightman.ca](mailto:ftthstratford@wightman.ca)

**VISIT US**  
587 Huron Street, Unit 3  
Stratford ON



## GRAND OPENING celebration

**MAY 10** Come join us in celebration of the opening of **Wightman's Stratford Store**  
587 Huron Street, Unit 3, Stratford  
1.877.863.4273

Refreshments & Giveaways | **Wightman** | Ribbon cutting at noon

## SALES OFFICES

Hanover



Stratford



Clifford



Fergus



Orangeville

