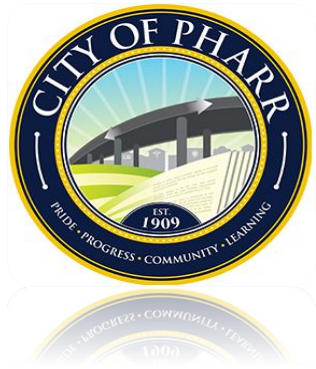


City of Pharr TeamPharr.Net



Presented By:

Jose J. Peña, CGCIO - Innovation & Technology Director, City of Pharr, TX

A little about where Pharr WAS in 2019



TEAMPHARR.NET
POWERED BY THE CITY OF PHARR

**THE CITY OF PHARR –
THE **WORST** CONNECTED
CITY IN THE NATION.**

This data is **NOT an indication of the availability of home broadband service but rather to the extent to which households are actually connected to it.
(Source: National Digital Inclusion Alliance)*

The infographic features a dark blue background with a light blue dotted map of the United States. A small, glowing blue dot is positioned over the state of Texas, indicating the location of Pharr. The text is prominently displayed in white and yellow, with the word 'WORST' in yellow. The TEAMPHARR.NET logo is in the top left corner.



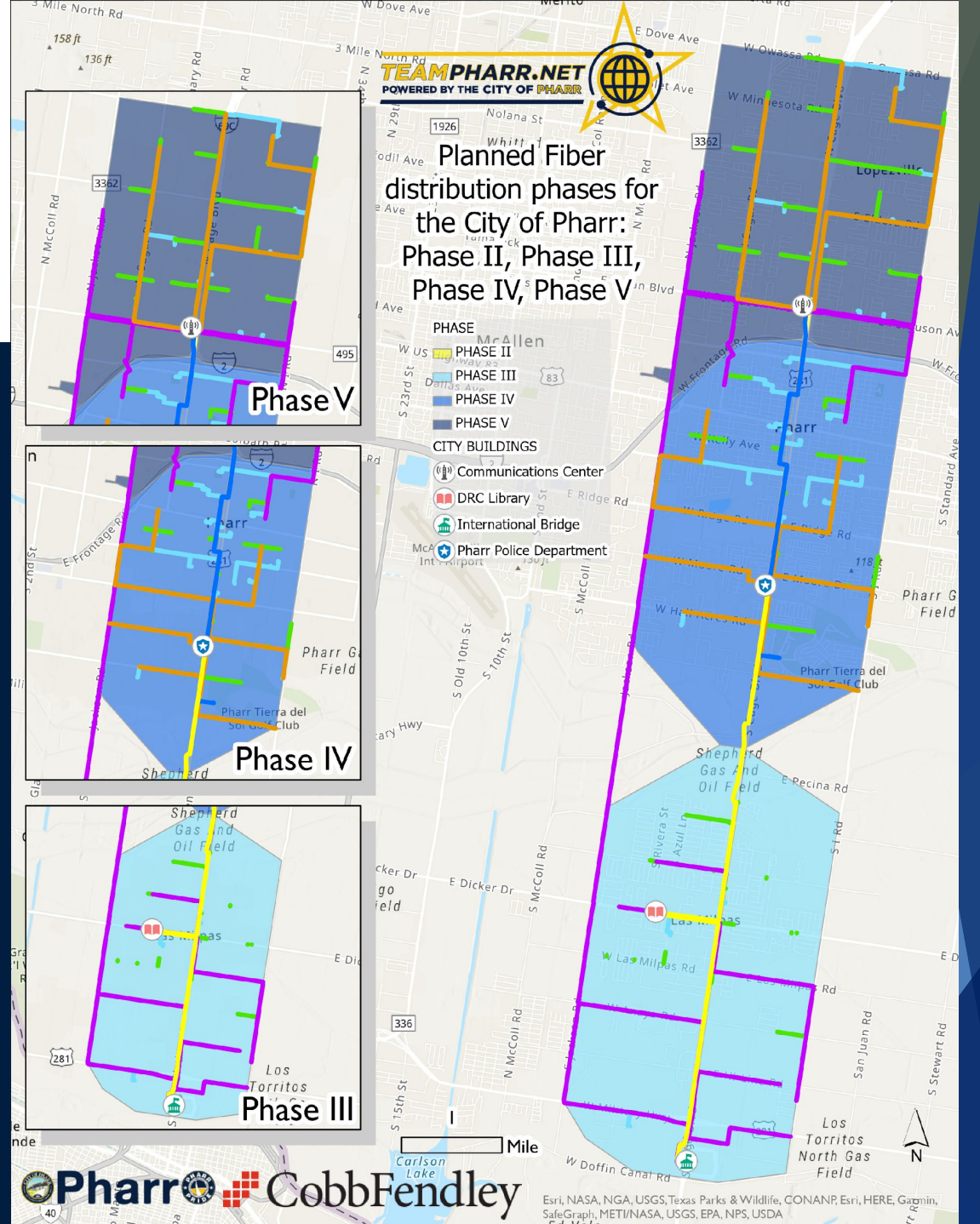


Project Highlights

- 2.1 Million feet (398 miles) of fiber optic cable.
- 24,000 residential and business accounts.
- 1GB (1000Mbps) Internet Speed.

Fast Facts About 1 GB Fiber

- 1 song (4 minutes, 4 megabyte) = almost instant
- Web video (5 minutes, 30 megabyte) = almost instant
- 9-hour audiobook (110 megabyte) = 1 second
- 45-minute HDTV show (600 megabyte) = 5 seconds
- 2-hour HD movie (4.5 gigabyte) = 38 seconds
- Archiving 10 gigabyte of various files = 1 minute 25 seconds
(all speeds calculated with download-time)



Fiber Distribution

- ▶ Top Neighborhood
 - ▶ 124 Homes
 - ▶ 74 Customers
 - ▶ 60% take rate



TeamPharr.Net Residential Plans

- ▶ 3 plan options
 - ▶ \$25 for 500 MBPS
 - ▶ \$50 for 1 GBPS
 - ▶ \$80 for 2 GBPS



WELCOME TO THE
Ultimate Wi-Fi Experience

Speeds
Starting at / **\$25**
Per month

[LEARN MORE](#)

Reserve your spot today!

Residential Monthly Rates

shall apply to all residential property requiring a wireless modem

Blue Plan

\$25

per month

500 Mbps

Up to 500 Mbps download

Up to 500 Mbps upload

Gold Plan

\$50

per month

1G

Up to 1G download

Up to 1G upload

Platinum Plan

\$80

per month

2G

Up to 2G download

Up to 2G upload



PSJA ISD School Partnership

- ▶ On May 2023, the City of Pharr and Pharr-San Juan-Alamo ISD entered into an agreement
 - ▶ Fund 1 GB service to every student household
 - ▶ School population is a little over 30,000 students encompassing 3 cities
 - ▶ City of Pharr student population is about 15,000 students
 - ▶ City of Pharr student households is about 7,000
- ▶ 2,324 student homes connected to date

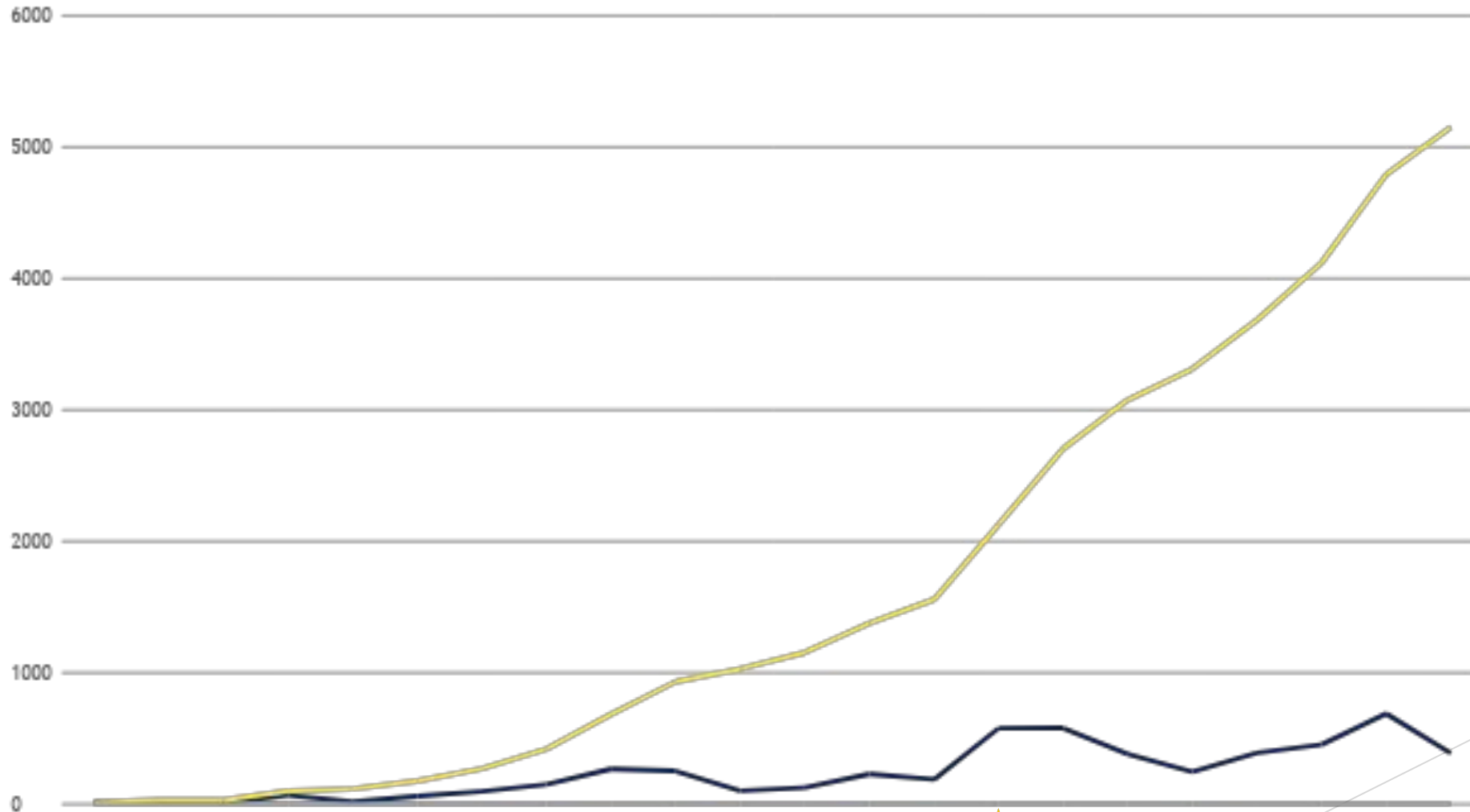


South Pharr Custom March 2024

- ▶ (lowest income area of the city/formerly the colonia Las Milpas)
 - ▶ 7,292 Homes Passed
 - ▶ 2,633 Installed Customers
 - ▶ 36% take rate overall
- ▶ City Overall
 - ▶ 18,511 Homes Passed
 - ▶ 5,153 Customers
 - ▶ 28% take rate city wide

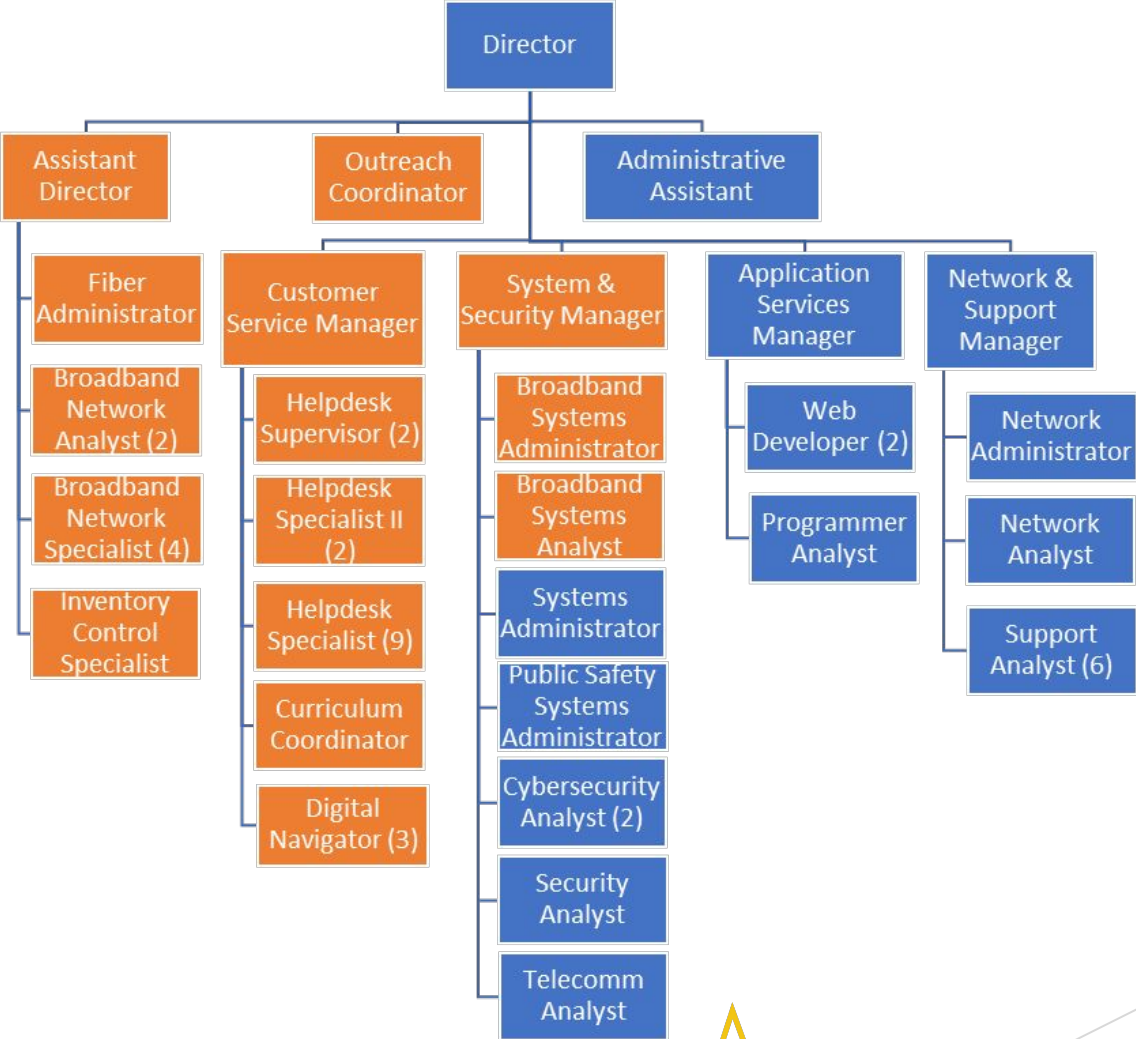


TeamPharr.Net Adoption & Growth



IT - TeamPharr.Net Staff - FY 2023-2024

52 Employees, 6 Grant Funded



What's Next? Making Digital Inclusivity Happen

- ▶ Grow It - South Texas and the border region have become a hotbed of broadband activity and have led the nation over the past two years. Pharr, Brownsville, and Cameron County each have municipal or P3 builds underway. Cameron County has completed its feasibility study and Hidalgo County has started one.
- ▶ Pay It Forward - Pharr has opened its doors to those who would like to learn more and has positioned itself as a regional, state, and national resource for others.
- ▶ School Partnerships - Have paid internships for high school dual enrollment cybersecurity students. Also have South Texas College Cybersecurity and Networking capstone students volunteering.
- ▶ Utilize the Grant Stack and Inclusivity Toolbox - Having a stable, expansive, fast network brings improved economic development, telehealth, improved safety / security capabilities rapidly into play.



Grants



- ▶ 2023 - Awarded \$1 Million Grant
 - ▶ Funded last mile home installations
 - ▶ Funded staff
- ▶ 2024 - 2026 - Awarded \$3.2 Million Grant
 - ▶ Funded additional staff and internships
 - ▶ Funded our Digital Navigator Training Program to promote digital skill building, telehealth, and connection to public services/resources
 - ▶ Funded our Laptop Distribution Program for low-income participants
 - ▶ Funded our Bark subscriptions through our Calix partnership



Awards & Recognitions

TeamPharr.Net Highlighted

- ▶ TEDC 2022: Pharr E.D.C. earns Community Economic Development Award
- ▶ Quality Texas Foundation 2022: Governor's Texas Award for Performance Excellence
- ▶ May 3rd 2023: Broadband Communities - Cornerstone Award
- ▶ May 15th 2023: Smart Cities Connect - Smart 50 Awards
- ▶ August 23rd 2023: Fiber Broadband Association - Certified all Fiber Provider
- ▶ August 24th 2023: NATOA - Community Broadband Project of the Year
- ▶ March 25th 2024: ACEC Texas Engineering Excellence Award
 - ▶ Awarded to Cobb Fendley & Associates for the Pharr Broadband Project



Questions & Thank You



Jose J. Peña
Innovation & Technology Director
City of Pharr, TX

