



# Spruce Grove

Update to Council | April 17, 2023

# Spruce Grove PureFibre Build

The purpose of this presentation is to report the successful completion of the Spruce Grove PureFibre build:



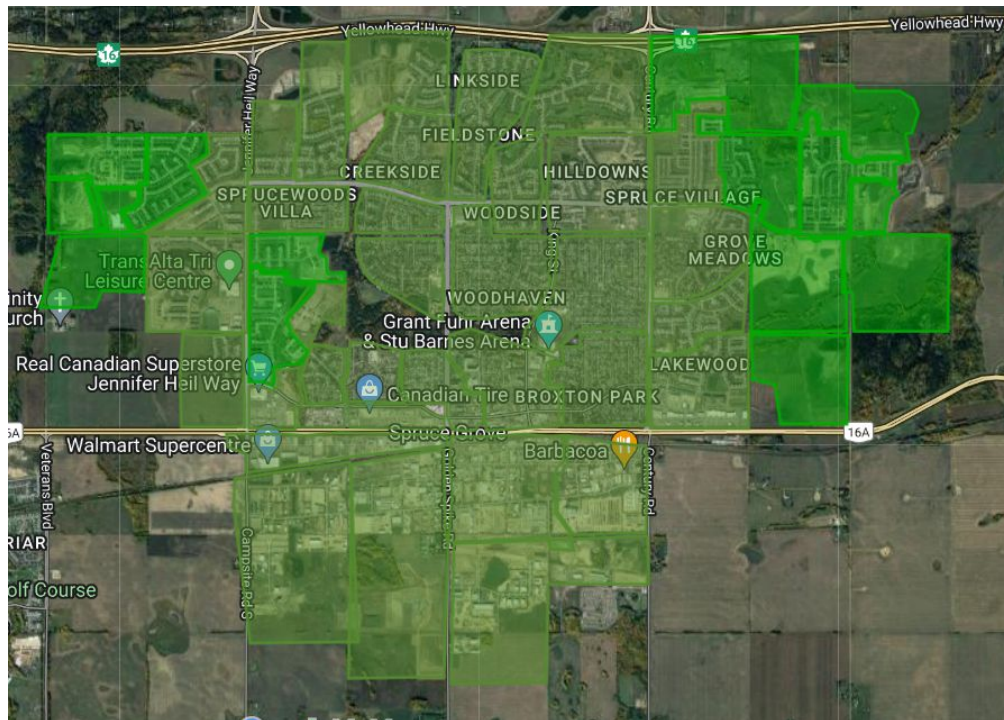
- ✓ In September 2021, TELUS and the City of Spruce Grove entered into an agreement as a result of a RFP
- ✓ The RFP was targeted at a build out of fibre in the industrial and commercial areas, to which the city committed \$4.25 M
- ✓ The TELUS proposal encompassed not only the industrial and commercial areas, but to extend the build to the entire city. The total build cost was \$54 M, with the balance being contributed by TELUS
- ✓ Construction of the TELUS PureFibre network was completed in January 2023, with industrial areas having been completed January 2022

# Build Overview



## PureFibre Footprint

Over 90% of premises within the City of Spruce Grove, both residential and business, now have access to the TELUS PureFibre network





# Quality & Restoration

- Goal is to restore hard & soft surfaces to the pre-construction state
- Soft Surfaces
  - Top Soil & Seed & Hydroseed
- Hard Surfaces (concrete and pavement)

Over the coming months, TELUS will be completing all remediation efforts to repair any disturbances resulting from construction activity



# Thought Leadership

## Spruce Grove

The City is one of a handful of communities that is leading the way in closing the connectivity gap. By choosing the PureFibre network, the City is enabling growth across health, socio-economic, and employment indicators.

The collaboration and partnership with Administration & Council has made these opportunities possible.



## Business

- Cloud computing
- Telecommuting
- Reduction of environmental footprints
- Improved wireless speed and capacity

## Health

- Increased reliability
- Faster diagnostics
- High-speed video connections
- Electronic prescribing
- TELUS MyCare

## Innovation

- Smart Cities
- Virtual reality
- Retention of knowledge workers
- New industries & technologies
- Next-generation virtual learning systems and tools

# PureFibre Progress

# Business Connections

**Fall**

**Completed Build**

Access fibre to the property lines completed



**Private Work**

Business Park prioritization on Multi Tenant Units. Work includes right of entry, aerial connections, internal wiring.

**Winter**



**Spring**

**Sales Begin**

Dedicated sales team and education, including events.

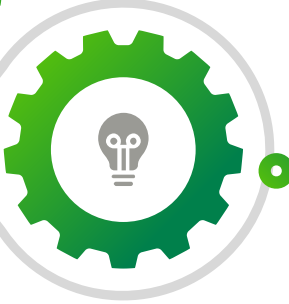
TELUS plans do door knocking



**Spring ∞**

**Sales & Connections**

Ongoing sales and placing drops to buildings





# Spruce Grove

# 1100

businesses

Premises where PureFibre  
available

# >95%

Total Business **RoE**

# 408

83 Signed

In-progress **RoE**

# 287

Declined **RoE**

# 34

**Additional Info**

- Winter drilling hold
- Winter aerial connections & sales continued
- Prioritizing connections for those with RoE





# Single Family Units



## Connecting Customers

PureFibre is available to over 11,700 homes.

More than 45% of homes customers are on PureFibre.



## New Customers

Households not connected - and who would like to be - need to make a request to TELUS and order service. There is no connection fee.

[telus.com/getconnected](https://telus.com/getconnected)



## Ongoing Sales, Connections & Restoration

Teams will be active in the community in perpetuity; ongoing activations to residents and businesses to enable connectivity to the PureFibre network.

# Multi-Unit Residences



## Right of Entry

TELUS will work with multi-tenant dwellings to secure right of entry to do work on the property.  
[telus.com/strata](https://telus.com/strata)



## Unit Access

TELUS coordinates with property management to bring PureFibre to units, wherever possible



## Specialized Install

There is significant diversity and complexity from private building to private building

# Let's Celebrate



## Celebration in June

Let's take time to celebrate the City's investment and engage with residents.



### Food & Fun

Hotdogs & critters in the park

Family Activities

Food Bank Donations



### Meet Our Teams

Engage on restoration work

Share stories



### Get Connected

Meet our sales teams and sign up for service





# Communicating Spruce Grove's Thought Leadership

