

# Spanish Fork Community Network

## Your Hometown Provider



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### Divisions:

- SFCN (Phone, Internet, Cable TV)
- IT Division (Spanish Fork City)



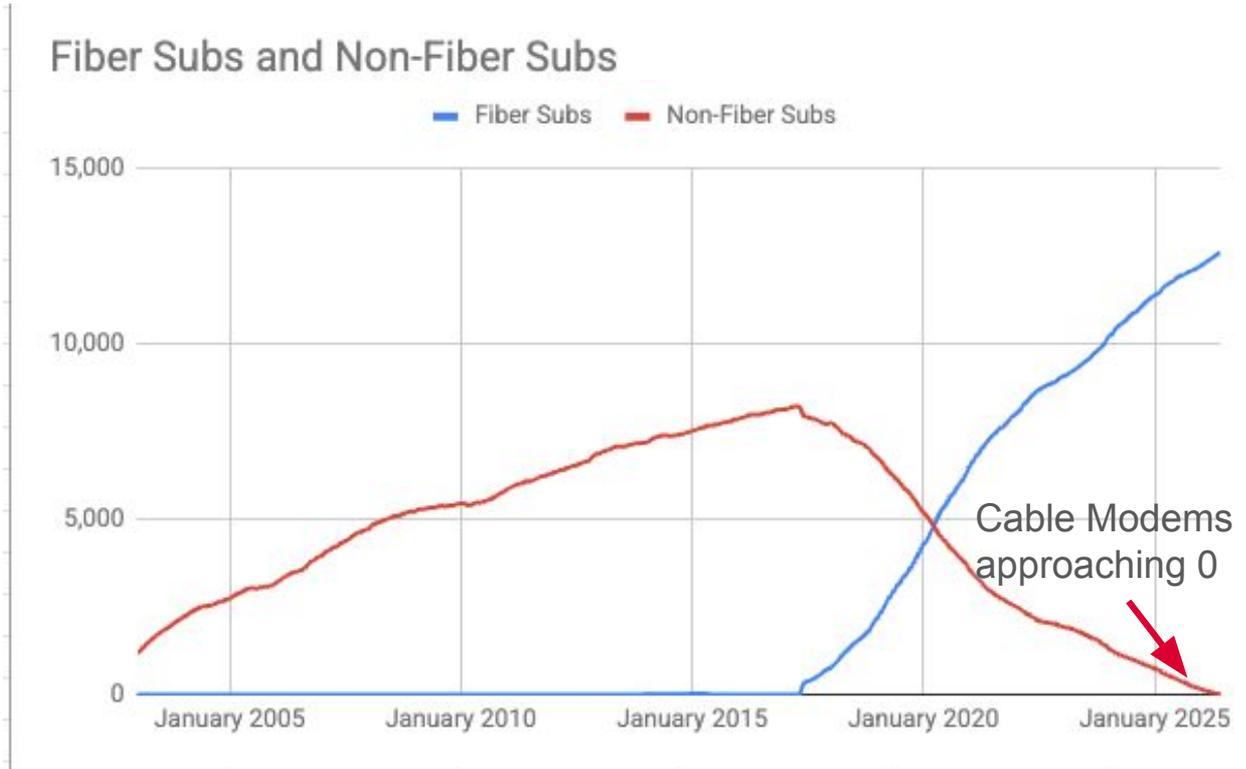
# Spanish Fork Community Network

- Trends and what's new
- Cable TV - 
- Recent pass-over poll results



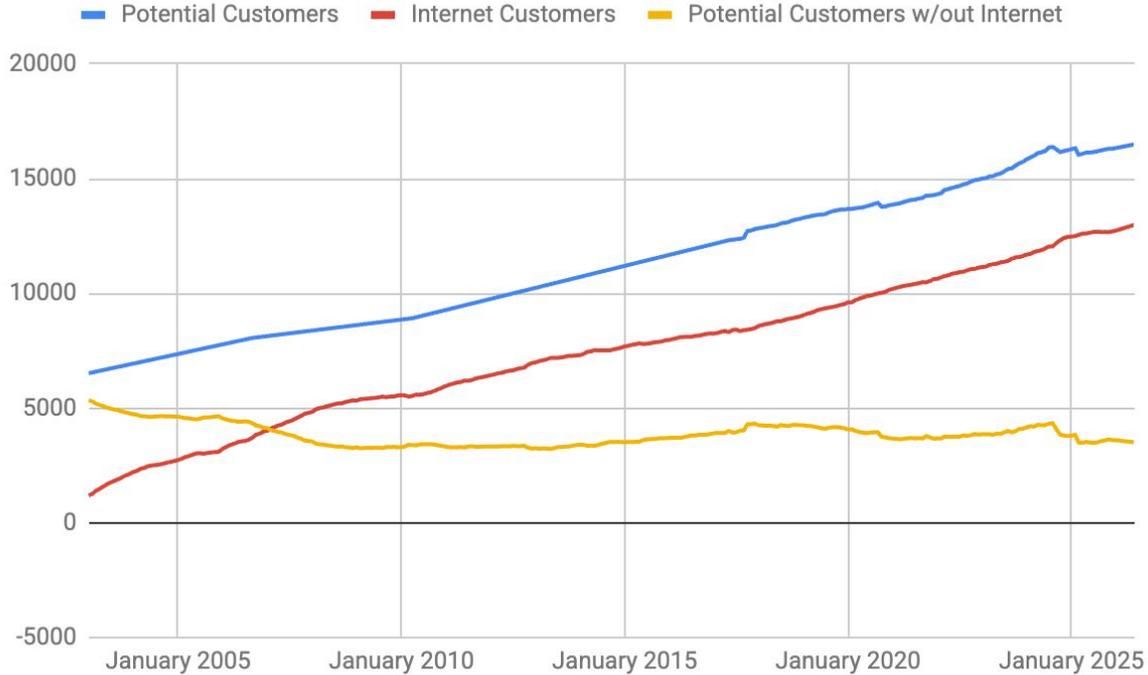
# SFCN

## SFCN Trends



# SFCN

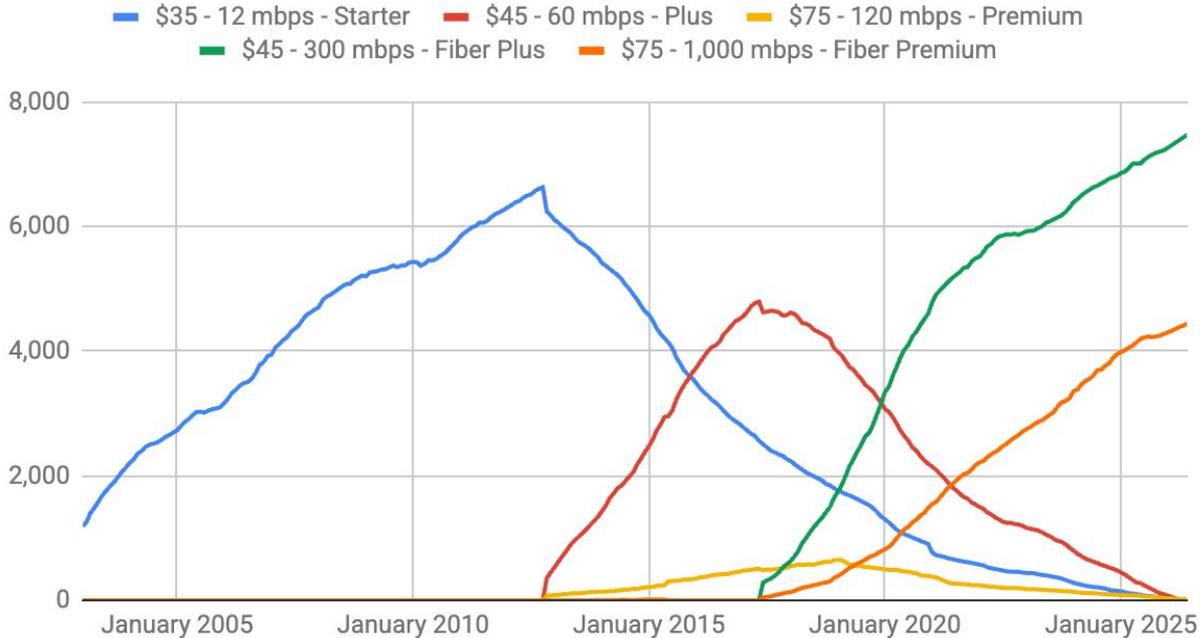
## SFCN Trends



# SFCN

## SFCN Trends

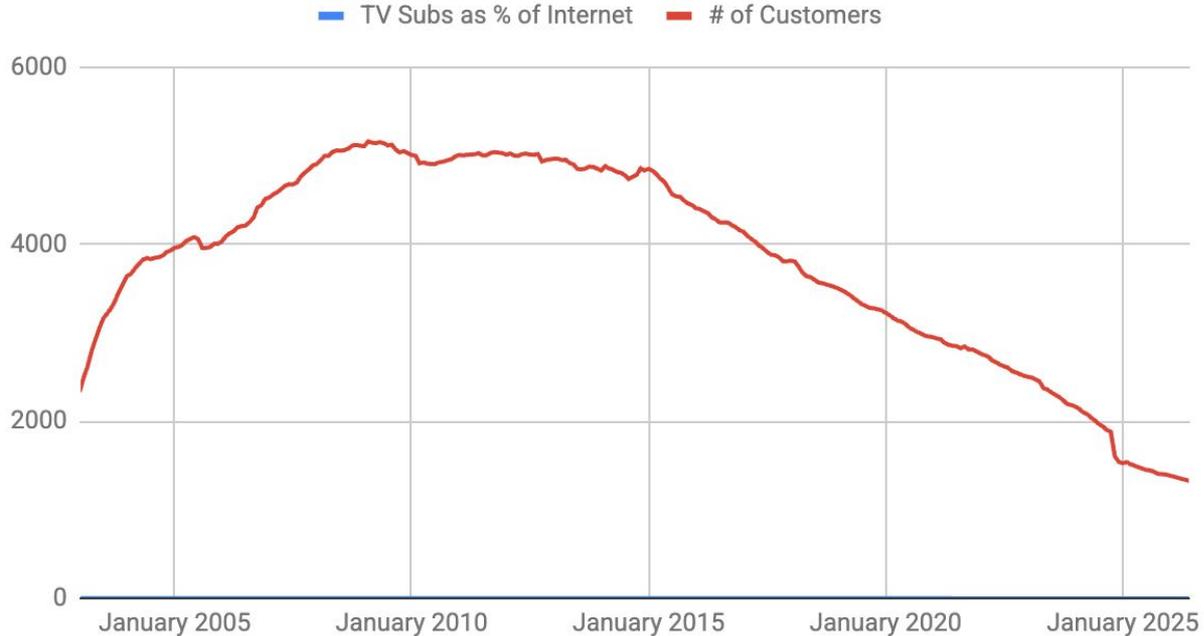
### Residential Internet Customer Types



# SFCN

## SFCN Trends

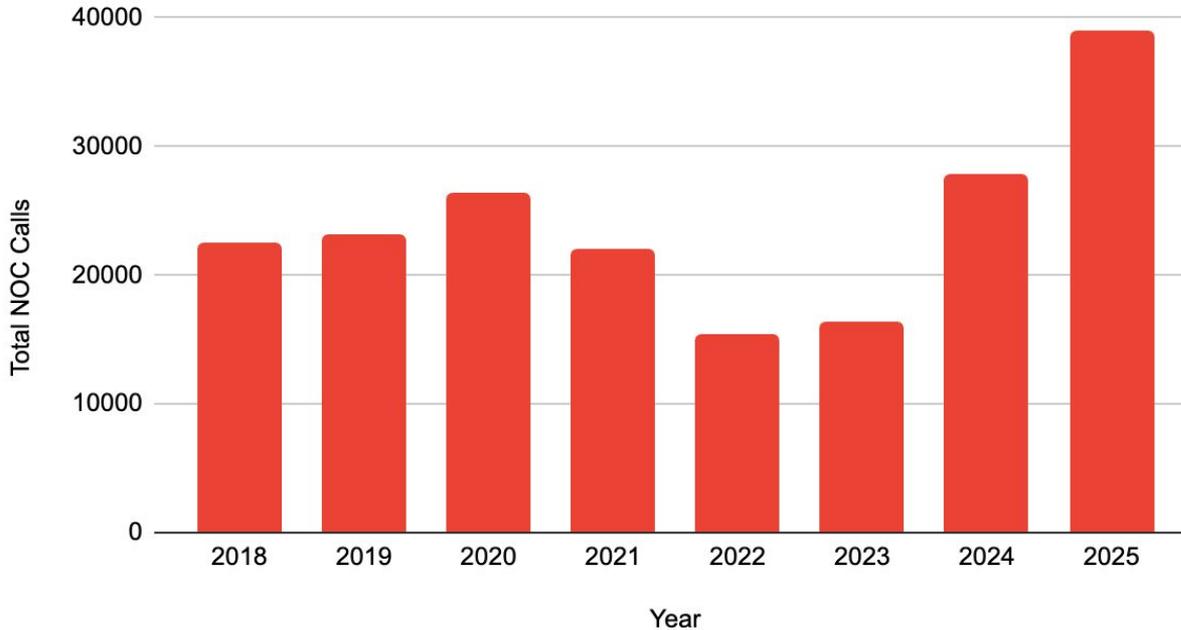
### # of Cable Customers



# SFCN

## SFCN Trends

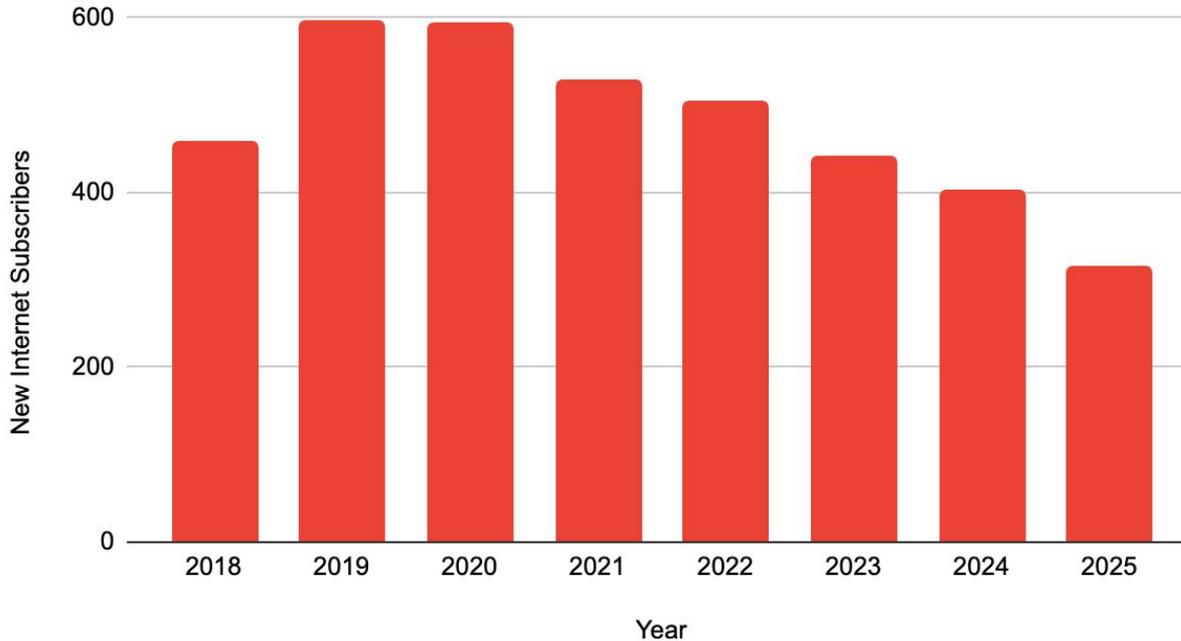
Total NOC Calls per Year



# SFCN

## SFCN Trends

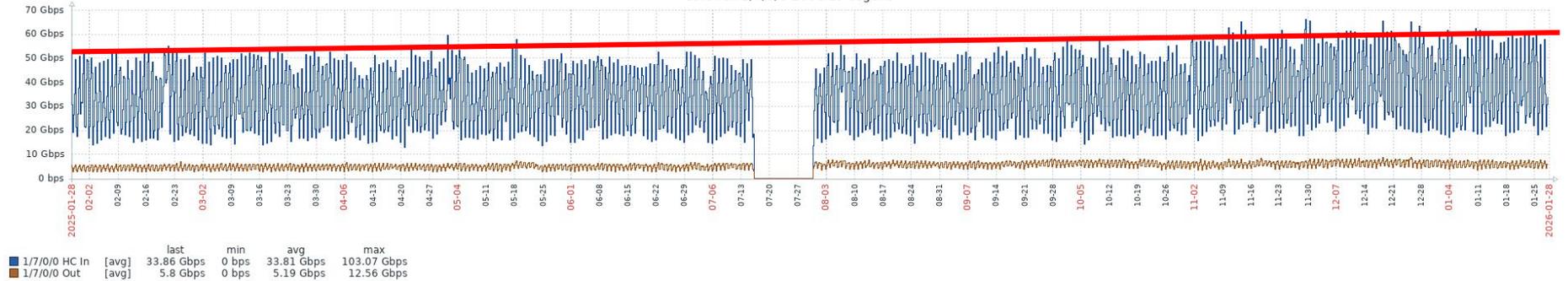
New Internet Subscribers per Year



# SFCN

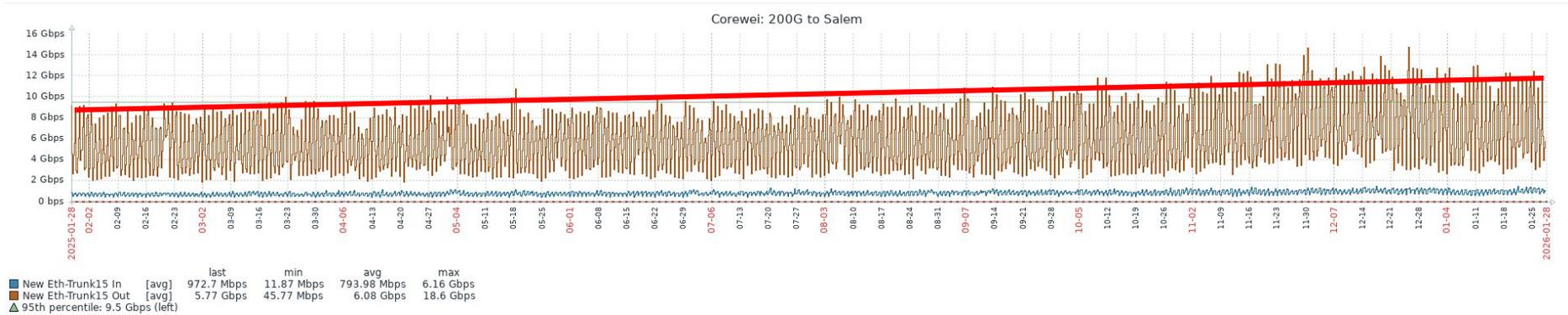
## SFCN Trends

Corewei: 1/7/0/0 100G to Cogent



# SFCN

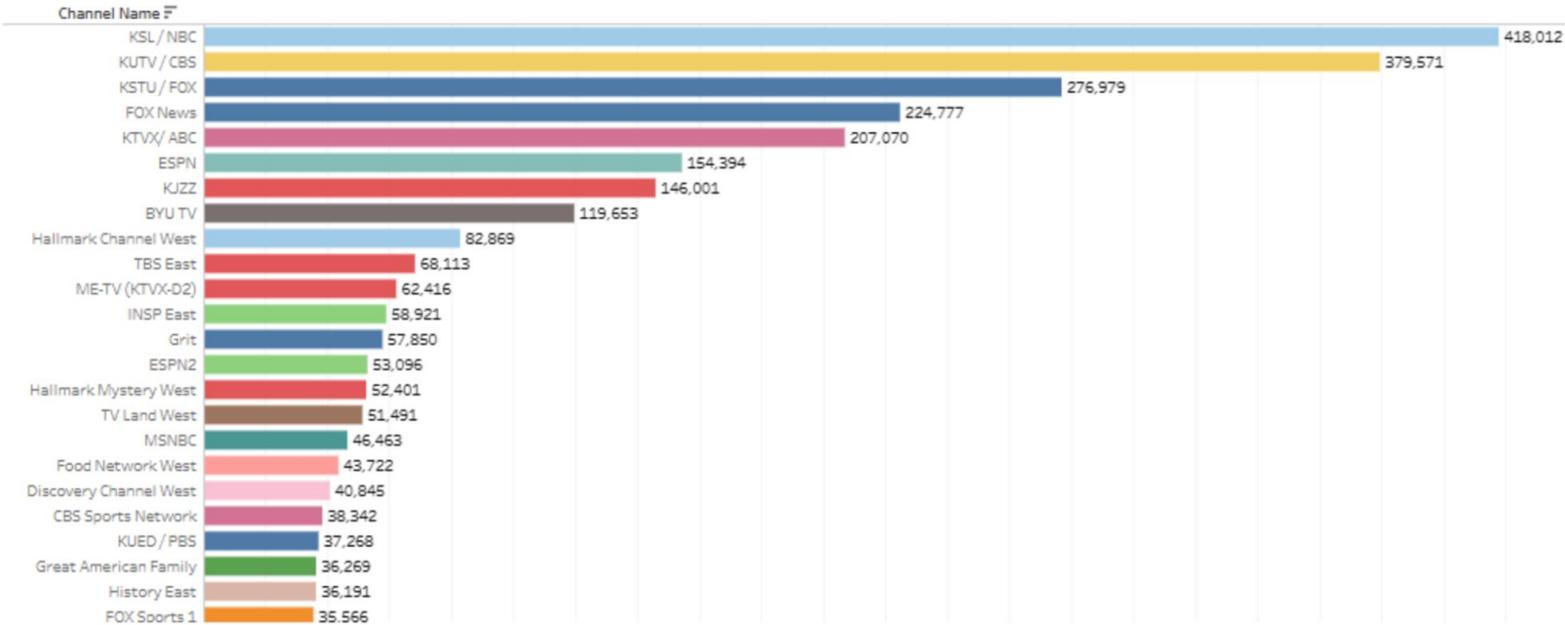
## SFCN Trends



# SFCN

## SFCN Trends

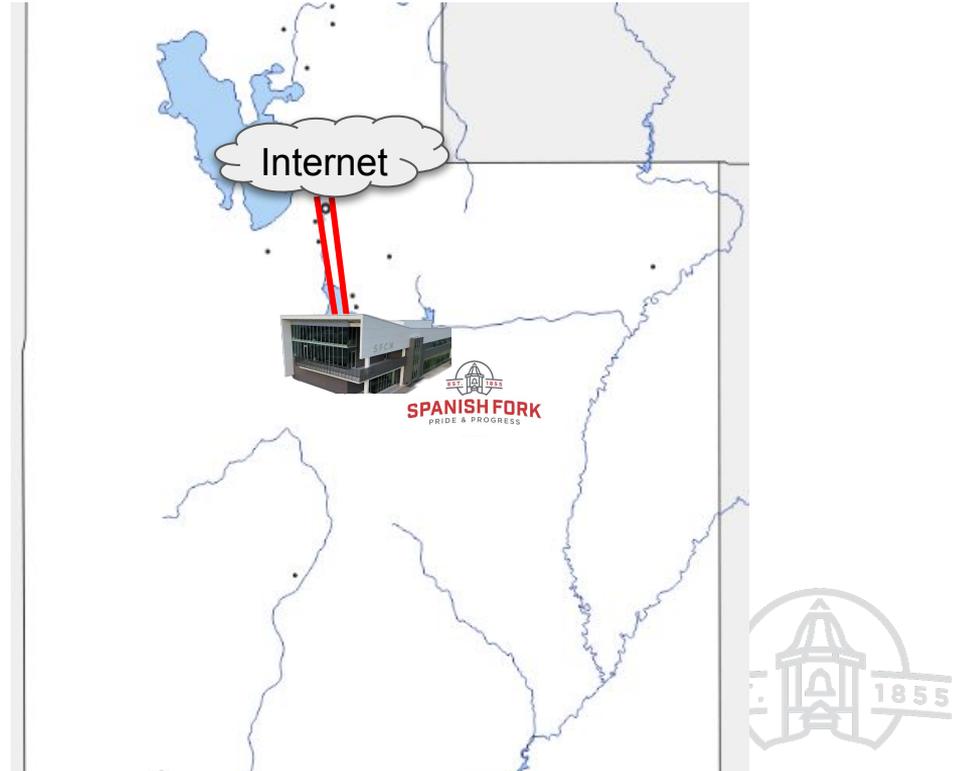
Most Popular Channel



# SFCN

**SFCN** has two internet connections

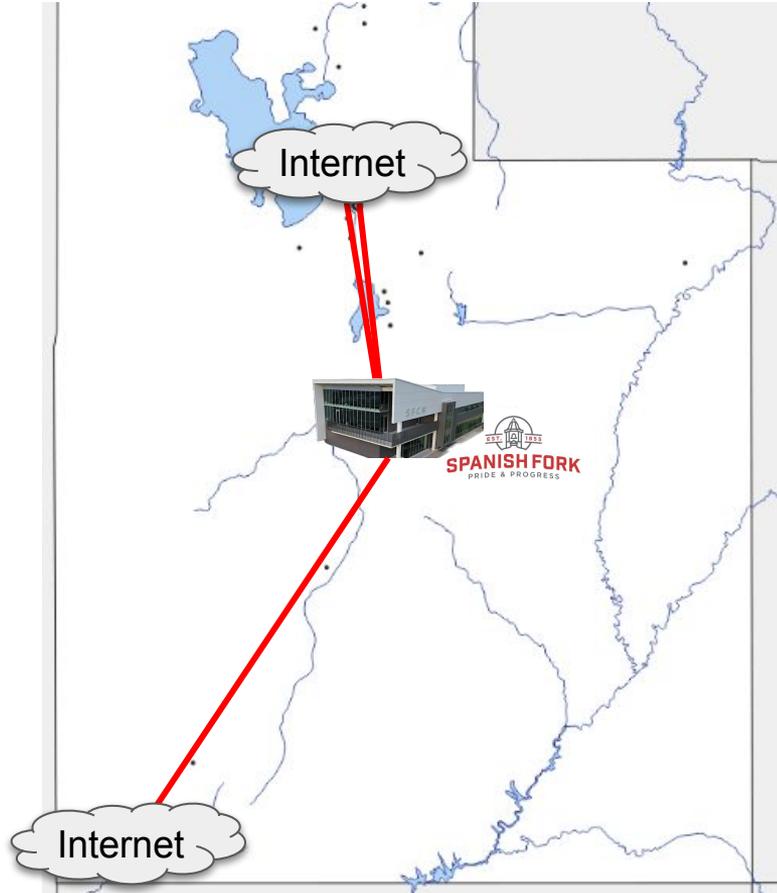
- Both terminate in SLC
- 100Gbps capacity each
- **Cogent**- averages 60 Gbps/day  
(20% increase over 2024)
  - Microburst reaching capacity
- **Zayo** - backup 60 Gbps standard rate. Burst capable to 100Gbps



# SFCN

**Adding** one connection south

- Alternate path
- 10 Gbps capacity during testing
  - Internet only - will convert to transport
- **Completion** in fall/winter 2026
  - Will convert to 100Gbps transport
  - Adding capacity/resiliency
  - Load balancing



**SPANISH FORK**  
PRIDE & PROGRESS



## Strategic Evaluation of SFCN Cable TV

# Navigating Industry Trends & The Future of Spanish Fork Cable TV



## Navigating Industry Trends & The Future of Community Media

- **Current Snapshot:**
  - **Network:** 99% Fiber
    - Remaining coax retiring June 2026.
  - **Cable TV:** 100% Cloud-Based Streaming
    - TiVo Backend – No legacy head-end.
  - **Market Position:** ~80% Internet Take Rate
    - Dominant Revenue.
  - **Cable TV Revenue:** Only 3% of total revenue.



## The "Modernization" Lesson

- **The Transition:** In September of 2024 we modernized our video product (App-based, Cloud DVR).
- **The Result:** We still lost 17% of our Cable TV customers in a single month during the conversion.
- **The Key Insight:** Customers didn't leave because of technology; they left because of *habit and content cost*.
  - Even with a "better" app and service, the change provided an opportunity for them to reevaluate cost/benefit.
  - Technology is not the cure for the structural decline of Cable TV.



## The Financial Trajectory (The "Squeeze")

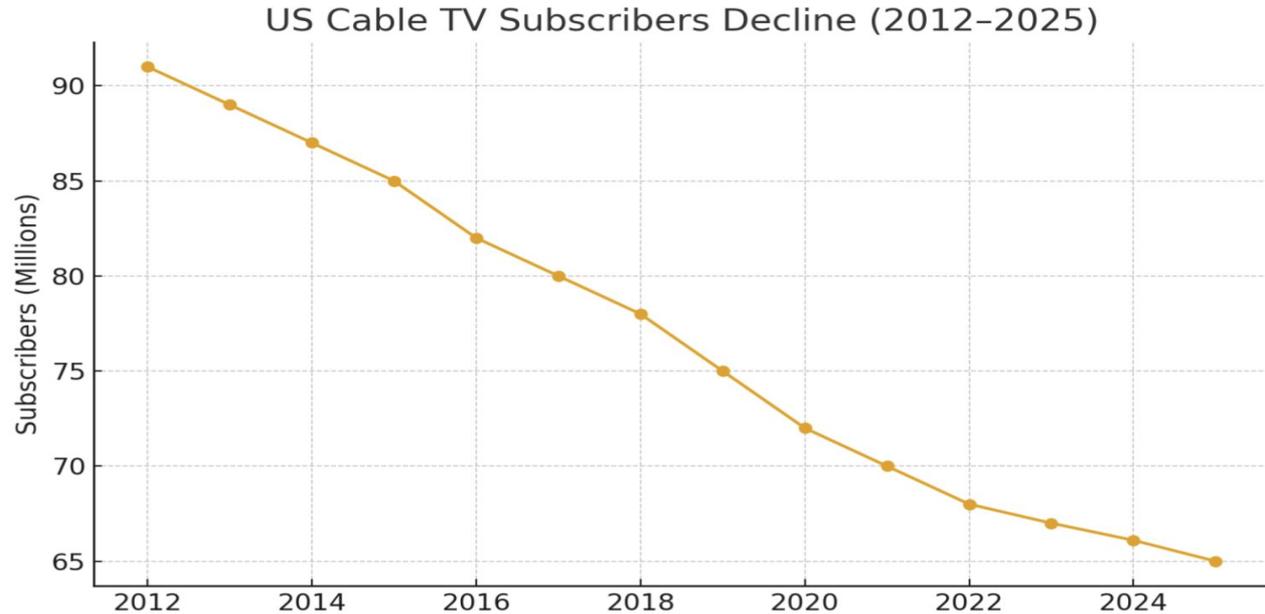
- **Profitability Status:** We are currently profitable.
- **Margin Erosion:** Margins per video customer have shrunk to 1/3 of historical levels. *(2017 to Conversion 23.43%, Since 10.92%, 2026 projected 7%)*
- **The Choice Ahead:** To maintain narrowing profitability and margins, we pass 100% of future network fee increases (Disney/ESPN/Fox) directly to residents.
- **The "Bad Guy" Dilemma:** Do we want the City to be the face of \$10–\$15 annual price hikes for a product that contributes less than 3% to our bottom line?



## Industry Trends – National Context

- **The "Great Exodus":**

National Pay-TV has collapsed from 84% to under 50% in a decade.



\*<https://www.amraandelma.com/cable-tv-marketing-statistics/>

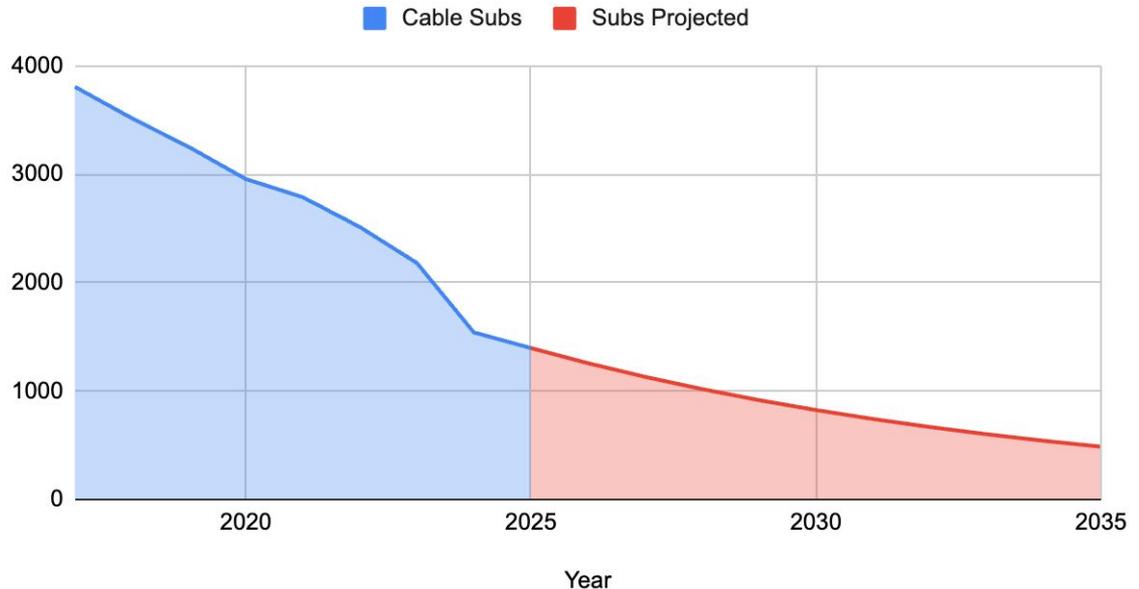
## Industry Trends – National Context

- **The "Great Exodus":**

### **SFCN TV**

Currently 1397 (Jan 2026)  
cable customers.

Cable Subs Current and Projected



## Industry Trends – National Context

- **The "Great Exodus":** National Pay-TV penetration has collapsed from 84% to under 50% in a decade.
- **The "Managed Exit" Trend:**
  - Mid-sized operators (WOW!, Frontier, Sparklight) are actively shutting down video services.
  - They are pivoting to "Connectivity Only" models.
- **Validation:** Our local **8–10% annual churn** mirrors the national average. We are not an outlier; we are part of the trend.



# Strategic Evaluation of SFCN Video Services

## The "Our Duty, Mission Honoring" Argument

- **Question:** Is it in our residents' best interest for us to keep selling Cable TV?
  
- **Cost Comparison:**
  - SFCN Cost: Must cover NCTC wholesale rates + TiVo platform fees + overhead.
    - Average SFCN Cable TV customer bill is \$105.49
  - National Competitor (YouTube TV/Hulu): Often **\$30-\$50/month cheaper** for a similar lineup. (SFCN expanded basic \$135.10 - YoutubeTV \$82.99 Hulu + Live TV (\$89.99-\$99.99/mo)



# Strategic Evaluation of SFCN Video Services

## The "Our Duty, Mission Honoring" Argument

- **Are we doing what is best for our customers?**
- We are currently providing a product that is more expensive than the market alternative without an ability to adjust.
- Is continuing to sell legacy cable an honorable approach with our most loyal (often older) residents.
  - They mostly love us and are loyal Are we honoring that trust?



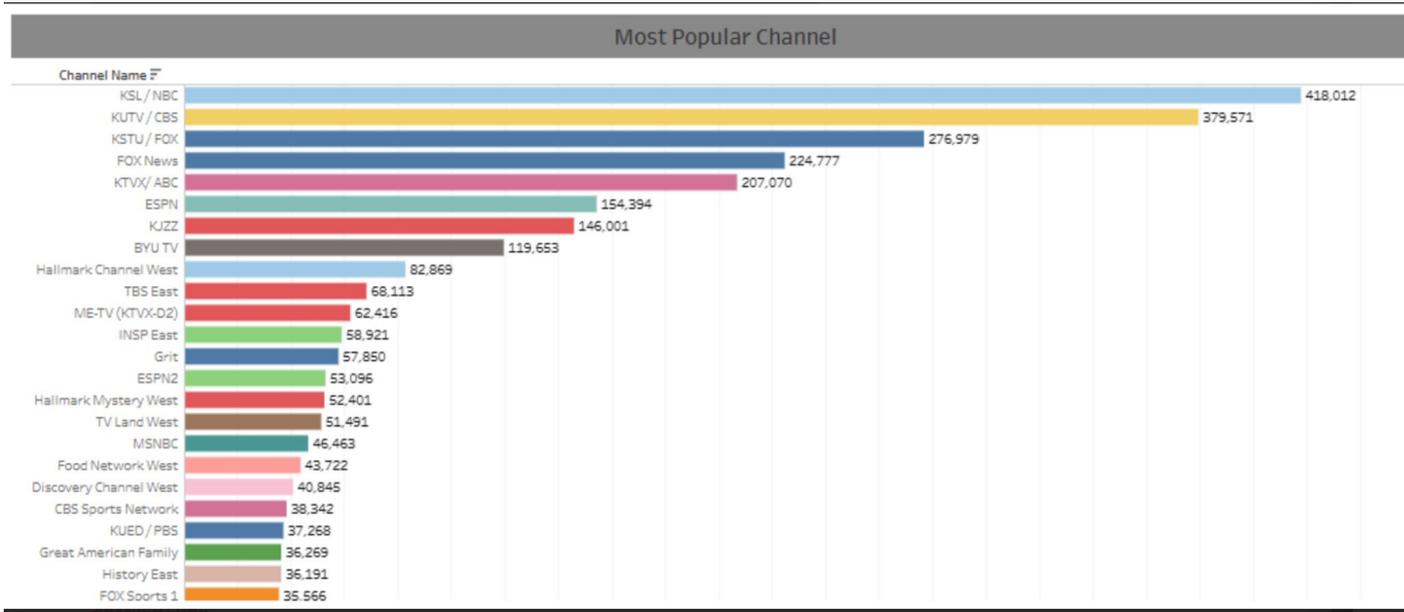
## Options - The "Planned Sunset"

- **Proposal:** Plan a controlled, customer-friendly shutdown of SFCN TV by a planned target date.
- **Goal:** Zero "stranded" customers. Every resident has a landing spot.
- **The "Bridge" Strategy:**
  - Encourage new Cable TV sales beginning today.
  - Partner with and build recommendation engine (e.g., MyBundle.TV) to help residents find the cheapest/best streaming match.
  - Dedicate SFCN support staff to offer "White Glove" migration help. (setup assistance, education).



## Handling Local Content (Local Sports & Council Meetings)

- **The Concern:** "How will they watch local channels or News, sports, City Council meetings?"



## Handling Local Content (Local Sports & Council Meetings)

- **The Concern:** "How will they watch local channels or News, sports, City Council meetings?"
- **The Solution:**
  - City Content: Continue broadcasting SFCN local programming via YouTube. (Direct-to-Consumer).
  - Sports: Educate customers on the alternatives (Jazz+ Streaming App, Antenna, DIRECTV Stream, YoutubeTV).
- We become the **educator**, not the gatekeeper.



## Financial Impact & Risk Mitigation

- **Revenue Impact:** Risking only **3%** of total revenue (CATV).
- **Internet Protection:** Our core is the Internet delivery.
  - **Risk:** As we keep raising cable prices, angry customers might cancel *everything* and commit to a competitor's Internet + TV bundle.
  - **Benefit:** By *helping* them switch to cheaper streaming, we save them money, keeping them as an Internet customers.
- **Operational Gain:** Eventually frees up staff/resources to focus on our Fiber reliability and speed(The 97% of our revenue).



## Next Steps?

### Decisions and Timeline

- **Phase 1:**

- Develop "*Awareness & Education*" campaign.

Integrate and promote '[MyBundle.TV](#)' as the conversion path.

MyBundle is a tool that was developed in partnership with NCTC for providers like us to assist customers know their options.



**SFCN**



# SFCN

← Back to Home Page

 MyBundle<sup>TV</sup>

Questions ○ ○ ○ ○ ○ ● Channels ● ○

## Select the channels you need.

You can choose as many channels as you'd like, but the fewer channels you select the more you'll save!

### Popular Channels

 NBC	 CBS	 abc	 FOX	 FOX NEWS Channel	 ESPN
 USA	 HGTV	 tbs	 TNT	 CNN	 Hallmark Channel
 Discovery	 ID	 TLC	 FX	 bravo	 food network

SELECTED CHANNELS [Unselect all](#)

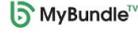


Previous

Next

# SFCN

[← Back to Home Page](#)



Get ready to stream and save!  
Below are your personalized bundles.

MyBundle may be compensated when you purchase through our links, but always strive to recommend the right services for you.

## All Your Channels

You asked and we answered, the service below has 100% of the channels you selected!

	Streams 3	Channels 88	Cloud DVR Yes	Your Channels 100%	Total Price \$83	<a href="#">See All Channels</a>
--	--------------	----------------	------------------	-----------------------	---------------------	----------------------------------

Buy Now

RECOMMENDED FOR YOU

## Best Value

If you want to save even more, this bundle requires just giving up a channel or two.

	Streams 3	Channels 56	Cloud DVR Yes	Your Channels 62%	Total Price \$52	<a href="#">See All Channels</a>
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Buy Now

SELECTED CHANNELS

Edit



855

## Next Steps?

Decisions...



***Blink once if you want me to pull the plug.***

## Next Steps?

### Decisions and Timeline

- **Phase 1:**
  - Develop "*Awareness & Education*" campaign.
  - Integrate and promote '[MyBundle.TV](#)' as the conversion.
- **Phase 2** (12 Months): Direct outreach to "At-Risk" demographics (Seniors) with information workshops.
- **Phase 3** (12-24 Months): Official Sunset Date. Turn off the TiVo/Streaming backend.



## Next Steps?







*"I'm kind of a big deal. People know me... I'm very important. I have many leather-bound books and my apartment smells of rich mahogany."*

A close-up shot of Ron Burgundy, played by Will Ferrell, in a news studio. He is wearing a maroon suit jacket, a white shirt, and a blue and white striped tie. He has a prominent mustache and is looking directly at the camera with a serious expression. The background features a wood-paneled wall with three analog clocks. The leftmost clock is labeled 'SAN DIEGO', the middle one 'NEW YORK', and the rightmost one 'L.A.'. A blue banner with the 'CHANNEL 4' logo is partially visible behind him.

*"I'm kind of a big deal. People know me... I'm very important. I have many leather-bound books and my apartment smells of rich mahogany."*

**Ron Burgundy**

A close-up shot of Ron Burgundy, played by Will Ferrell, in a news studio. He is wearing a maroon suit jacket, a white shirt, and a blue and white striped tie. He has a prominent mustache and is looking directly at the camera with a serious expression. The background features a wood-paneled wall with three analog clocks. The clock on the left is labeled 'SAN DIEGO', the middle one 'NEW YORK', and the right one 'LOS ANGELES'. A blue sign with the 'CHANNEL 4' logo is partially visible behind him.

*"I'm kind of a big deal. People know me... I'm very important. I have many leather-bound books and my apartment smells of rich mahogany."*

**Ron Burgundy, GNN**

## Recent “Passed Over” Poll



## Recent “Passed Over” Poll

**Objective:** Understand why new residents (signing up for power) chose a competitor over SFCN.

### The Sample:

- Recipients: ~1,500 recent move-ins / utility customers.
- Responses: 224 completed surveys.
- Incentive: \$10 utility bill credit (encouraging responses).

**The Big Question:** "If you knew about us, why didn't you pick us?"



## Recent “Passed Over” Poll

### Awareness is (Mostly) Not the Problem

- **Data Point:** 66% of respondents were fully aware SFCN existed when they moved in.
- The Gap: Only 17% were "Not Aware." Another 17% "Heard of it but didn't know much."
- **Key Takeaway:** We don't have an *awareness* problem; we have a *conversion* problem. Residents know we exist, but they are actively choosing Xfinity or Quantum Fiber instead.



## Recent “Passed Over” Poll

### Who is Beating Us?

- **The Dominant Rival:** Xfinity (Comcast) captures 50% of the residents who passed us over.
- **The Runner Up:** CenturyLink/Quantum Fiber takes 22%.
- **The Wireless Threat:** 14% are opting for 5G Home Internet (T-Mobile/Verizon), likely due to price or ease of setup (no wires).

**We are fighting a two-front war:** Xfinity on *habit/bundling* and Quantum/Wireless on *price/convenience*.



## Recent “Passed Over” Poll

**#1 Price & Promotion (23%):** Residents believe competitors are cheaper (likely due to aggressive 1 or 5 year ‘introductory’ rates).

**#2 Bundling (16%):** Customers want Mobile Phone + Internet discounts. (Xfinity Mobile is a major retention tool).

**#3 Speed/Tech Perception (14%):** A segment believes "Fiber is Fiber" or that Xfinity's "10G Network" marketing implies superior technology.

**#4 Habit (13%):** "I just transferred my service." It's the path of least resistance.



## Recent "Passed Over" Poll

### The "Price Perception" Gap and a dose of reality...

- **The Reality:** SFCN is \$45/mo (300Mbps) or \$75/mo (1Gbps).
- **The Perception:**
  - **40%** believe they pay *less* than SFCN.
  - **42%** believe they pay *about the same*.
- **The Problem:** Competitors use "teaser rates" (e.g., \$30 for 12 months) that explode later, have limits, or bury fees. Residents compare our *standard* price to Xfinity's *intro* and promo price.





## Internet

Close X

### Choose your speed

#### Prepaid

100 Mbps

**\$30** /mo

NOW Internet Requires Autopay

- ✓ No credit check, taxes and fees included
- ✓ No Contract
- ✓ WiFi equipment and unlimited data included
- + Pause and resume your service anytime
- + No annual contract required, not eligible for 1-year promotion or 5-year guarantee
- + Not eligible for Xfinity Mobile line promotion

300 Mbps

\$80/mo

**\$40** /mo for 5 years

with \$10 Autopay & Paperless Discount

- ✓ Good for catching up on your email and streaming
- + 5-Year Price Guarantee, no annual contract
- + WiFi Equipment and unlimited data included
- + Advanced Security and parental controls included
- + Xfinity Mobile Unlimited line included for 1 year

500 Mbps

\$95/mo

**\$45** /mo for 5 years

with \$10 Autopay & Paperless Discount

- ✓ Work, learn, and video chat with ease
- + 5-Year Price Guarantee, no annual contract
- + WiFi Equipment and unlimited data included
- + Advanced Security and parental controls included
- + Xfinity Mobile Unlimited line included for 1 year

1 Gig

\$110/mo

**\$50** /mo for 5 years

with \$10 Autopay & Paperless Discount

- ✓ Power your entire home for gaming, creating, and working
- ✓ Peacock Premium included for 2 years (must activate within 90 days)
- + 5-Year Price Guarantee, no annual contract
- + WiFi Equipment and unlimited data included
- + Advanced Security and parental controls included
- + Xfinity Mobile Unlimited line included for 1 year

google fiber rates in springville utah

[Google Fiber](#) (GFiber) provides high-speed internet in Springville, Utah, with symmetrical download and upload speeds across several tiers. As of early 2026, the service is known for straightforward pricing with no annual contracts, data caps, or equipment fees. 

### Residential Internet Plans

Plan Name 	Monthly Rate	Max Speed (Symmetrical)	Features
Core 1 Gig	\$70	Up to 1,000 Mbps	Original plan; includes Wi-Fi 6E router
Home 3 Gig	\$100	Up to 3,000 Mbps	Includes up to 2 mesh extenders
Fiber 5 Gig	\$125	Up to 5,000 Mbps	Legacy tier for high-bandwidth households
Edge 8 Gig	\$150	Up to 8,000 Mbps	Includes battery backup and pro installation



**PLUS**  
300 Mbps \$45

---

**Broadband Facts**

**Spanish Fork Community Network PLUS**  
Fixed Broadband Consumer Disclosure

---

**Monthly Price** **\$45**

This Monthly Price is **not** an introductory rate.  
This Monthly Price does not require a contract.

---

**Additional Charges & Terms**

Provider Monthly Fees	<b>None</b>
One-time Fees at the Time of Purchase	<b>None</b>
Early Termination Fee	<b>None</b>
Government Taxes	<b>Included</b>

---

**Discounts & Bundles**

[Click Here](#) for available billing discounts and pricing options for broadband service bundled with SFCNtv.

[SFCNtv Bundle](#) **\$7**

---

**Speeds Provided with Plan**

Typical Download Speed	<b>300 Mbps</b>
Typical Upload Speed	<b>300 Mbps</b>
Typical Latency	<b>1 ms</b>

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**Data Included with Monthly Price** **Unlimited**

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**Network Management** [Read our Policy](#)  
**Privacy** [Read our Policy](#)

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**Customer Support**  
Contact Us: [\(801\) 798-2877](tel:8017982877)  
[support@sfcn.org](mailto:support@sfcn.org)  
<https://www.sfcn.org/custserv/>

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Learn more about the terms used on this label by

**Premium**  
1 Gbps \$75

---

**Broadband Facts**

**Spanish Fork Community Network Premium**  
Fixed Broadband Consumer Disclosure

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**Monthly Price** **\$75**

This Monthly Price is **not** an introductory rate.  
This Monthly Price does not require a contract.

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**Additional Charges & Terms**

Provider Monthly Fees	<b>None</b>
One-time Fees at the Time of Purchase	<b>None</b>
Early Termination Fee	<b>None</b>
Government Taxes	<b>Included</b>

---

**Discounts & Bundles**

[Click Here](#) for available billing discounts and pricing options for broadband service bundled with SFCNtv.

[SFCNtv Bundle](#) **\$7**

---

**Speeds Provided with Plan**

Typical Download Speed	<b>940 Mbps</b>
Typical Upload Speed	<b>940 Mbps</b>
Typical Latency	<b>1 ms</b>

---

**Data Included with Monthly Price** **Unlimited**

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Learn more about the terms used on this label by

**Platinum**  
10 Gbps \$275

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**Broadband Facts**

**Spanish Fork Community Network Platinum**  
Fixed Broadband Consumer Disclosure

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**Monthly Price** **\$275**

This Monthly Price is **not** an introductory rate.  
This Monthly Price does not require a contract.

---

**Additional Charges & Terms**

Provider Monthly Fees	<b>None</b>
One-time Fees at the Time of Purchase	<b>None</b>
Early Termination Fee	<b>None</b>
Government Taxes	<b>Included</b>

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**Discounts & Bundles**

[Click Here](#) for available billing discounts and pricing options for broadband service bundled with SFCNtv.

[SFCNtv Bundle](#) **\$7**

---

**Speeds Provided with Plan**

Typical Download Speed	<b>9300 Mbps</b>
Typical Upload Speed	<b>9300 Mbps</b>
Typical Latency	<b>1 ms</b>

---

**Data Included with Monthly Price** **Unlimited**

---

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Learn more about the terms used on this label by

internet providers in spanish fork utah

Hide sponsored results ^

◆ AI Overview



Top internet providers in Spanish Fork, Utah, include fiber options from [Quantum Fiber](#), [CenturyLink](#), and the local [Spanish Fork Community Network \(SFCN\)](#). Other reliable choices include Xfinity, T-Mobile Home Internet, and satellite services from [Hughesnet](#) and [Starlink](#).

### Top Internet Providers in Spanish Fork

- **SFCN (Local):** Offers 1 Gbps fiber/cable with local support.
- **Quantum Fiber:** Provides fiber speeds up to 8 Gbps, with options for 940 Mbps or 2-8 Gig plans.
- **Xfinity:** Offers cable internet with speeds up to 1-2 Gbps.
- **CenturyLink:** Offers DSL and fiber, with speeds reaching up to 940 Mbps in some areas.
- **T-Mobile 5G Home Internet:** Wireless option with speeds up to 415-498 Mbps.
- **Google Fiber:** Fiber optic service available with high-speed plans.
- **Satellite:** Hughesnet and Viasat provide 100% coverage, suitable for rural spots.



## Recent “Passed Over” Poll

### The "Switching Friction" Opportunity

- **The Golden Stat:** When asked if they would try SFCN if offered a free month:
  - **19%** said "Yes, absolutely."
  - **38%** said "**Maybe, if installation was easy.**"
- **Total Opportunity: 57%** of non-customers are open to switching if we remove the friction.
- **Friction Points Identified:**
  - "Installation time/ease" (6%)
  - "Assumed installation fee" (3%)
  - "**Router already in the house**" or "SFCN said I had to **buy my own router**, I couldn't afford that..."(Common write-in comment: *Quantum equipment was pre-installed. - Xfinity came with a router*).



## Recent “Passed Over” Poll

### Clear Realizations

#### Router Included...

- Every competitor offers a ‘router’ with their product.

#### Need a hook or entry product...

- Competitive, leads people to the higher speeds packages.

#### We ain’t great at marketing... gunna need help...

- Personable customer service, build great networks, killer with technology...
- *“Hi Y'all. We're here and we exist.” - “We're hot fast - so we have a fire department too...”*
- *5 year guarantee... sure... "its \$30... until it's \$90. Ask your neighbor, they'll say SFCN has been \$45 since forever."*



## Recent “Passed Over” Poll

**More to come... stay tuned...**



**SPANISH FORK**  
PRIDE & PROGRESS

**SFCN**

