



# TOWN OF CONCORD MUNICIPAL UTILITIES

ELECTRIC | WATER | SEWER | TELECOMMUNICATIONS

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## March 2025 – Broadband Updates

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Concord Broadband is pleased to share the following updates and information from the past month. Please do not hesitate to contact us at [broadband@concordma.gov](mailto:broadband@concordma.gov) should you have any questions, concerns, or feedback.

### Operations

The Broadband team is interviewing candidates for the Network Engineer position. With over 150 applicants to date, we hope to have finalists identified by mid-April.

The XGS-PON bid has been advertised. At this time, we have begun receiving responses and will vet them and award the bid shortly after the deadline for submissions.

The Technicians have spent some recent days assisting with the relocation of equipment from poles that are moving as well as supporting the Town's 250th efforts. Most or all Broadband staff will be working on April 19th to support and be available in case of any unexpected events.

### Wi-Fi Performance

A frequent trouble call we receive at Concord Broadband is a customer struggling with achieving advertised speeds on a wireless device. They feel that if they pay for a certain speed of internet service, they should be able to receive that speed on all of their devices.

In reality, there are a number of factors that contribute to the speeds customers get on their devices. First, as a general rule, wired devices are generally capable of faster speeds than wireless devices. New wireless devices (utilizing Wi-Fi 6, 6E or 7) are likely capable of faster speeds than older devices that might only support 802.11n, or 802.11ac (obviously depending on whether or not your router is capable of newer protocols). Wireless devices that are closer to the router/access point will generally outperform those that are farther away or those that have barriers between the source and the destination.

We want all customers to receive advertised speeds, but some devices may never be able to achieve them. Testing with a newer device hard-wired into an Ethernet port on the ONT or router itself will always yield the most accurate test results when measuring speed.

For more details, review the article that follows on router placement and settings.

### Upcoming Maintenance

There are no maintenance windows currently scheduled.

Concord Broadband typically schedules maintenance windows from 1-4am on Saturday or Sunday to minimize the impact to customers.

Learn more on our maintenance page here:

<https://concordma.gov/3144/Broadband-Maintenance>

## Maximizing Your Wi-Fi Performance: Router Placement and Settings

A strong and reliable Wi-Fi connection starts with the right setup. Whether you're streaming, gaming, or working from home, optimizing your router's placement and settings can significantly improve your internet experience.

### Optimal Router Placement

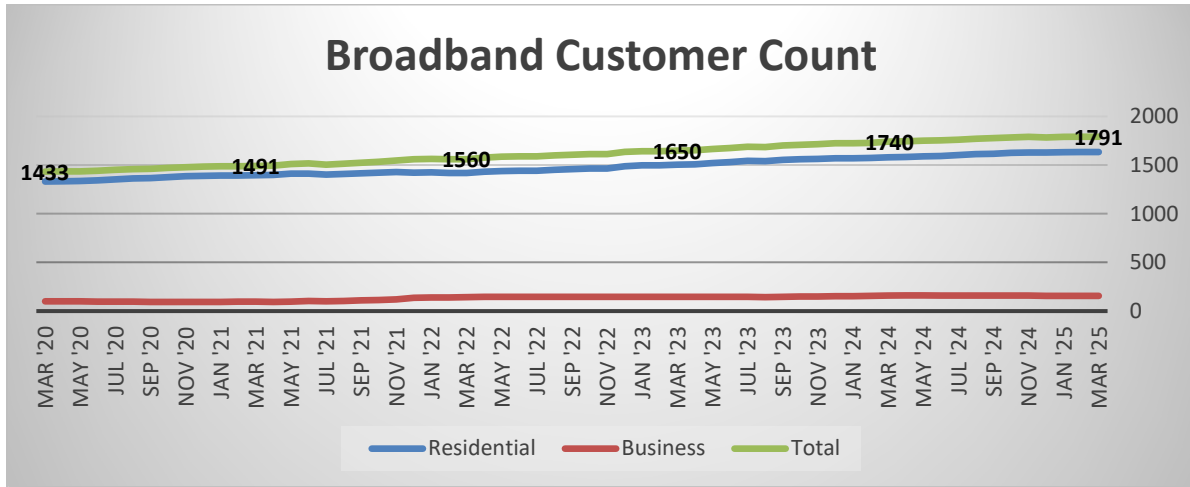
1. **Central Location** – Place your router in a central area of your home to ensure even signal distribution. Avoid placing it in a corner, basement, or near thick walls.
2. **Elevated Position** – Keep the router off the floor and position it on a shelf or mounted on a wall to reduce interference.
3. **Away from Interference** – Keep your router away from large appliances, metal objects, and electronic devices like microwaves and cordless phones, which can disrupt the signal.

### Best Router Settings

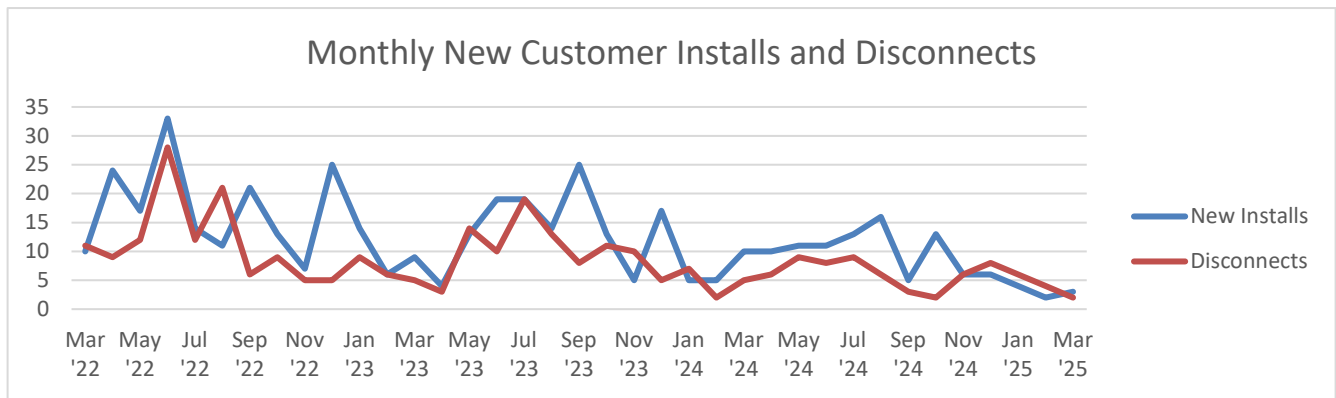
1. **Choose the Right Frequency Band** – Use the 5GHz band for faster speeds and less interference, and the 2.4GHz band for better range.
2. **Update Your Firmware** – Regularly updating your router's firmware can improve security and performance.
3. **Adjust Channel Settings** – If your Wi-Fi feels slow, switch to a less crowded channel using your router's settings.

By following these simple steps, you can enhance your home Wi-Fi performance and enjoy a more reliable connection.

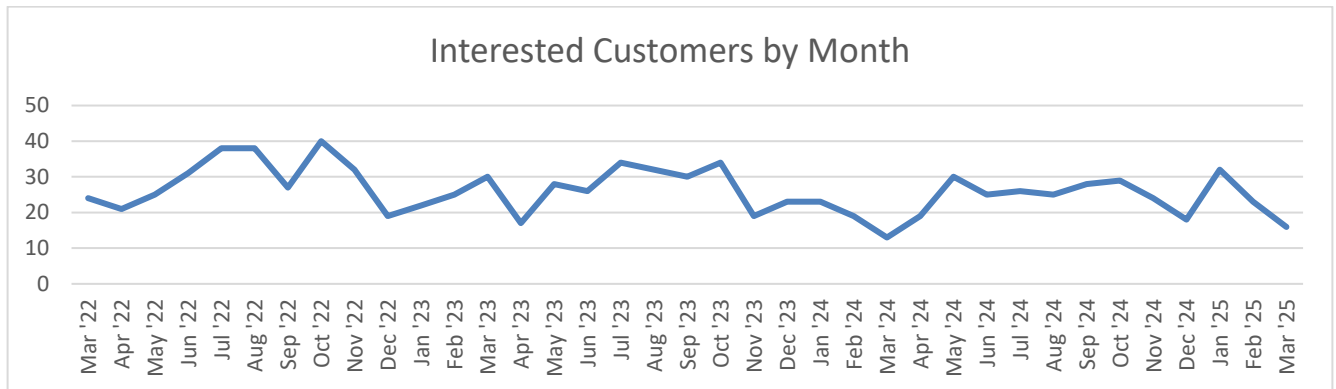
## Monthly Metrics and Business Data



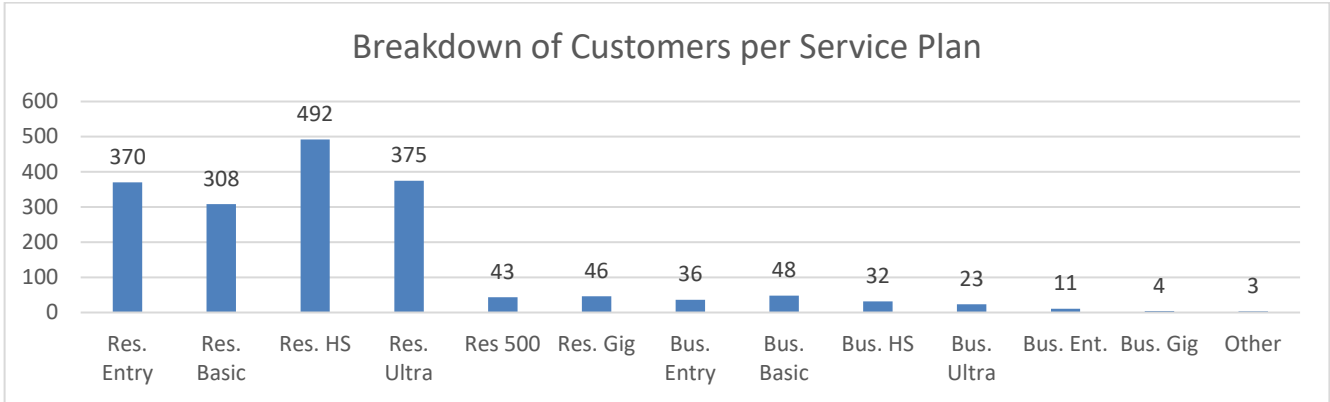
(Customer count: March 2020 – March 2025)



(The number of new installations and disconnects completed each month.)

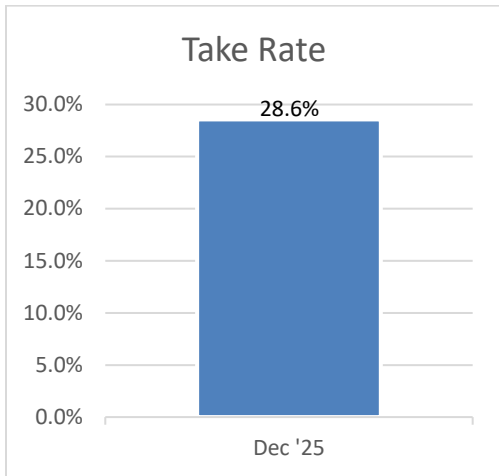
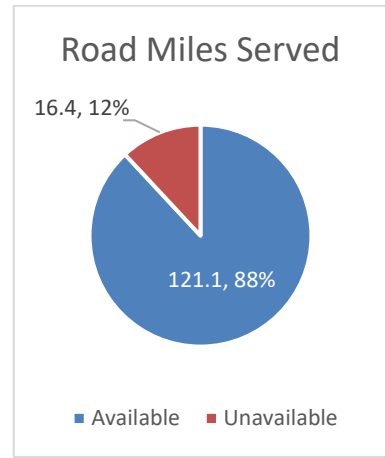
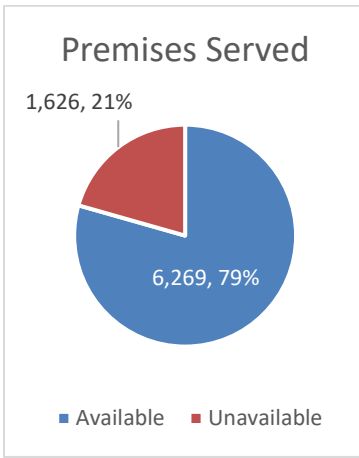
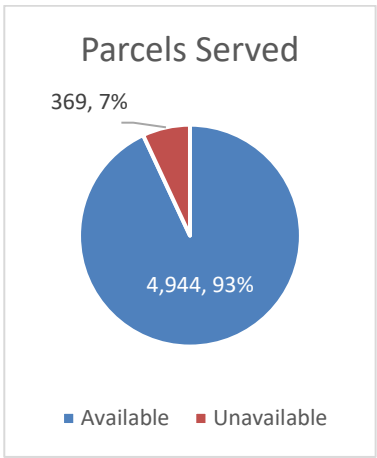


(This is the number of individuals who submit the Broadband interest form, whether they are in the current service area or not.)



*(This is the number of each customer on our different service plans as of 3/31/2025.)*

### Other Metrics



*(As of 2/15/2025)*

## Appendix

### Fiber Broadband Completion Task Force's Report Goals

Goal	Type	Priority	Responsible Party	Additional Info.
<b>Policies (p.39)</b>				
• Universal Access	Policy	Highest	Select Board/Town Meeting	
• Expansion outside current territory	Policy	Low	Select Board/Town Meeting	Conversations happening
• Support Economic Vitality, Sustainability, Equity & Inclusion	Policy	High	Select Board/Light Board/TM Economic Development	Rate subsidy planned
• Affordable Housing	Policy	Medium	Select Board/Housing Groups	Rate subsidy planned; working on Concord Housing Authority properties
• Public Safety	Policy	Medium	Select Board/Town Manager	
• Education	Policy	Medium	Select Board/School Dept.	
• Government Access (PEG)	Policy	Medium	Select Board/PAAC	
<b>Recommended metrics for tracking (p.41)</b>				
• Parcels served	Metric	Medium	Town Staff/Light Board	Complete; will report quarterly
• Premises served	Metric	Medium	Town Staff/Light Board	Complete; will report quarterly
• Road miles served	Metric	Medium	Town Staff/Light Board	Complete; will report quarterly
• Subscribers	Metric	High	Town Staff/Light Board	Complete; will report monthly
• Take rate	Metric	Medium	Town Staff/Light Board	Complete; will report quarterly
• Churn	Metric	High	Town Staff/Light Board	Complete; included in monthly report
• Installations	Metric	Highest	Town Staff/Light Board	Complete; will report monthly
<b>Governance (p.39)</b>				
• Track progress against completion	Metric	Highest	Light Board/Town Staff	Working on this
• Rate of return policy	Policy	High	Light Board/Town Staff	Working on this
• Financial goals with regular reporting	Policy	High	Light Board/FinCom	Working on this
• Retained earnings and reserve policy	Policy	High	Light Board/FinCom	Working on this

Goal	Type	Priority	Responsible Party	Additional Info.
<b>Strategic Planning Goals (p.43)</b>				
• Marketing and growth	Metric	High	Light Board/Town Staff	Working on this
• Business return	Policy	High	Light Board/Town Staff	Working on this
<b>Budgeting Process for Fiber Expansion (p.41)</b>				
• Expand to fill existing opportunities	Planning	High	Light Board/Town Staff	
• External funding sources	Research	Medium	Light Board/Town Staff	Working on this
• ARPA Relief Funds Allocation, incl. Lost Revenue	Finance	Highest	Select Board/Town Manager	Complete
• Review/Confirm Internal Loan Findings	Finance	Highest	Financial Audit Comm/Staff	Complete
• Review and Rescind PILOF to MMN	Finance	High	Select Board/Town Manager	Complete
<b>Capital Planning Process (p.42)</b>				
• Review/Revise Debt financing schedule	Policy	Highest	Light Board/Town Staff	In progress; due to positive financial situation, anticipating being able to repay faster.
• Quantifying cost of expansion	Planning	Medium	Town Staff	Working on this
• How to fund expansion	Planning	Medium	Light Board/Town Staff	Working on this
• Revise/refine methods for computing ROI	Planning	Medium	Light Board/Town Staff	Working on this
<b>Construction and Logistics (p.42)</b>				
• Vibratory plow – direct buried fiber cables	Operations	Medium	Town Staff	Working on this
• Revise/Refine Communication conduit construction standards and guidance	Policy	Medium	Town Staff	Working on this
• Integrate Fiber construction with the Roads Program – focus on Streets without fiber that already have underground electric	Planning	High	Town Staff	Working on this