Why get excited for Fiber?

by Sal LoBianco, General Manager

As an organization that's been around since 1900, MP&W has seen a lot of milestones reached and surpassed. Think about how the world has changed just within our 117-year history.

In 1900, widespread electric power, telephones and automobiles were still a novelty. The Wright brothers had not yet successfully flown their airplane, and it would be decades before television, computers and space travel were commonplace! What was once science fiction, is now routine. We live in an age when technology is doubling every few years.

That's why we at MP&W are excited about fiber to the home, and you should be too! A 100% fiber-optic communications network is our ticket to the future. Cities with fiber will have untold advantages in quality of life and economic development going forward. Cities without it, will lag behind and struggle to compete on the world stage.

The Communications Utility of Muscatine Power and Water exists for precisely those reasons. I had the privilege of being involved at the start and I remember the 1997 voter mandate; our citizens did not want our community to fall behind others with advanced communication capabilities. They recognized that the for-profit, private providers at the time were not going to invest the capital required in Muscatine.

Their vote set in motion the 1998 construction of a robust fiber-based communication system — a hybrid fiber coaxial system, also known as HFC. The newly developed digital technology provided numerous TV channels and two way interactive services for ON Demand movie and event services.

By late 1999, broadband Internet service was delivered via the system.

Today, MP&W is launching the next chapter. Building on the good fiber “bones” of our HFC system, we are now building out fiber to every Communication Utility customer to again fulfill that voter mandate — to not let this City fall behind and be disadvantaged.

Muscatine will become a “Gigabit community” — one of the few cities in the nation able to offer 1,000-Megabit per second broadband service to every customer address in our service area, along with advanced Internet Protocol TV services (IPTV), and shortly, Voice over Internet Protocol telephone service (VoIP).

The Fiber to the Home project is a world-class service solution, that is critical for Muscatine and its future! The Internet has evolved from a small information resource and email communication system, to a service that is not only critical to the functioning of our business and industry, but something that nearly all of us use almost continually, and in ways we could not have imagined at the inception of the Internet.

The forecast is that the average family home will have 50 internet-connected devices in just a few short years! A fiber connection is the essential conduit for enabling all those devices to work simultaneously, accessing and loading applications and information at high speeds, but that’s just the beginning. Fiber will also transform our customers’ television experience, and give them a truly local choice for local and long-distance calling.

It’s an exciting time, and I am pleased to know that our hometown will be one of the leaders of communications technology. We encourage customers who would like to receive special email updates and other helpful information to become a Fiber Fan by signing up online at mpw.org/fiberfans.

more FIBER news on page 3
A major electric reliability project, years in the making, was completed in June. MP&W’s new 161/69kV auto-transformer went online June 9th and technicians put “load” on it June 12th.

The need for the transformer was first identified in a transmission study several years ago and the unit will help prevent system overloads and provide a higher capacity connection to the electrical grid.

Ordered in 2015, the $1.4 million auto-transformer was built and delivered to South Substation in July 2016.

Physical construction and wiring was completed in late April with commissioning and testing throughout May. Total project cost was $4.1 million.

Muscatine Power and Water (MP&W) has once again earned a Reliable Public Power Provider (RP3)® Diamond level designation from the American Public Power Association (APPA).

“Our staff works hard to provide reliable service”, said Sal Lo Bianco, General Manager, “and we’re honored to be recognized as a Diamond level Reliable Public Power Provider, which acknowledges our commitment to serving our community.”

The RP3 designation recognizes public power utilities that demonstrate proficiency in four key disciplines: reliability, safety, workforce development and system improvement. Criteria include sound business practices and a utility-wide commitment to safe and reliable delivery of electricity. Diamond level is the highest possible designation, with the most stringent qualification process.

In presenting the award May 8th, RP3 Review Panel Chairman, David Lynch said, “Utilities that have earned an RP3 designation demonstrate public power’s emphasis on achieving leading practices and providing a high level of service to communities.”

APPA represents not-for-profit, community-owned utilities that power 49 million people in 2,000 towns and cities nationwide. It has offered the RP3 designation for 12 years and 220 public power utilities nationwide hold the RP3 designation. Since its inception, MP&W has received four Platinum level designations and, in its last two applications, two Diamond level designations.

Muscatine Power and Water has received a Water Fluoridation 50 Year Award from the American Dental Association, the Centers for Disease Control and Prevention, and the Association of State and Territorial Dental Directors.

This award is presented in recognition of the contributions our water system has made toward improving the health of our community through water fluoridation over the last 50 years. MP&W is one of only three Iowa water systems to receive this award.

See the American Dental Association’s link for details at mpw.org/ADA

**MP&W recognized by ADA & CDC**

**New auto-transformer now online**

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**Want more? Sign up for the Energy Smarts eNewsletter, call Customer Services at 263-2631 or self-register at: mpw.org/energy-newsletter**

- Clean or change your AC filters once a month. The easier your AC breathes, the better the air flow.
- Using fans will make it feel 4 degrees cooler but remember to turn them off when you leave. Fans cool people, not rooms.
- Whenever possible, wait until cooler evening hours to do heat-producing tasks like running the dishwasher or doing laundry.
Prepare to be amazed. You are about to enter a new world of communications made possible by MachLink® Fiber Internet, TV and Phone. It starts with incredible new Internet speeds. Everyone will get an immediate boost and you can choose up to 1 Gigabit speed (1,000 Megabits). And it’s not just downloads — all upload speeds increase too! Then, there’s IPTV — it’s not cable TV, it’s able TV, packed with amazing features that let you watch TV on your terms, including DVR in every room and new ON Demand and streaming options — there’s even a smartphone app you can use as a remote control! It’s all-HD (when available from provider) and capable of 4k Ultra HD! Plus, we’re adding a new VoIP Telephone service — local and long distance calling from a local, not-for-profit provider.

Get news in your INBOX

If you’re not a MachLink Fiber Fan, you may be missing out the latest news about Fiber to the Home, because fans find out first! Every week, we share the latest news and spotlight features with our Fiber Fans in a quick, concise email before we release it to the media, social media and mpw.org.

Fiber Fans is free and it’s easy to sign up. Just visit mpw for to mpw.org/fiberfans and enter your email address to begin receiving news blasts.

Follow the PROGRESS

There is a growing resource of information about the Fiber to the Home project on mpw.org, including frequently asked questions (FAQ), informational videos and news releases — there’s even an interactive map that shows the activation order by service area, along with progress and other details!

Just go to mpw.org/fibermap and enter your address in the search window, then find your neighborhood’s activation order and other info.

There’s also a cool video that animates the activation order.

Watch for construction NOTICES

As construction progresses, we will be notifying affected customers through various means. Watch your mailbox, your email inbox, your TV and front door for notices regarding upcoming work.

Workers with our contractor, AEG, may contact you in person, and soon, MP&W will also have sales representatives going door to door.

Remember, AEG and MP&W employees will always have proper identification.
Essential tools for back to school
Previous generations got along just fine with pencils and paper, but today’s students rely on their Internet connection for studying and sharing. We’ve got a great offer for first time customers and super upgrade offers too. Call 263-2631 for details.

Football returns and MPW DigitalTV has it

NFL REDZONE - Every Touchdown, from Every Game, Every Sunday, plus big offensive and defensive plays. Don't have it? Order now at 263-2631.

NFL NETWORK - Everything NFL, including Thursday Night Football. 24/7 highlights, classic games, inside information and more on channel 111 and HD 611. Don't have it? Order now at 263-2631.

ESPN MONDAY NIGHT FOOTBALL
Don't miss a minute of the action every Monday night on Channel 33 and HD 733. Don't have it? Order now at 263-2631.

ESPN COLLEGE FOOTBALL - Check your on-screen guide weekly for coverage on ESPN, ESPN2, ESPN Classic, ESPNU and the SEC network. Remember, programming from all of ESPN's networks is available to subscribers via WatchTVEverywhere!

HAWKEYES/CYCLONES - Watch the Annual Cy-Hawk Classic Saturday September 9th, 11:00am on either ESPN or ESPN2 (TBD). Many Hawkeyes and Cyclones games will be broadcast on MPW DigitalTV. Check your on-screen guide for times and channels.

BIG 10 FOOTBALL on BTN & BTN2Go
Games and news from around the Conference 24/7. Tune to Channel 38, HD 338 and HD 738. Can't be home to watch? BTN2Go is available on WatchTVEverywhere!

MUSKIES FOOTBALL - Watch rebroadcasts of Muskies Football on Channel 9/709. Air times will be available online at: www.mpw.org/local-access

Great tasting water for a fraction of bottled

Why pay more for throw-away plastic bottles? MP&W water tastes great straight from the tap! See the annual Water Consumer Confidence Report at http://www.mpw.org/water-ccr

Printed copies available in our lobby.

Muscatine
Power and Water