



## FOR IMMEDIATE RELEASE

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### **Broadband Feasibility Study Seeks Input from Local Businesses**

**New Braunfels, TX** – The City of New Braunfels, along with the Greater NB Chamber and 4B Board are embarking on the development of a Broadband Feasibility Study to examine how New Braunfels is currently served with broadband services. The study will examine the types of broadband services our community will require in the future and develop a broadband utility plan that provides guiding principles to meet those needs. The plan will provide the groups with options on expanding our fiber network that will allow broadband service providers to bring a higher level of service to their customers in our area.

The participants have partnered with Magellan Advisors, an international broadband and telecommunications planning firm, to assist in the development of the New Braunfels Broadband Feasibility Study. They will be onsite in the coming weeks to meet with area anchors and businesses to understand the specific broadband needs of our region, to determine the “State of Broadband” in New Braunfels and to document the challenges and needs of our specific stakeholders.

“Affordable, high-speed broadband services provide invaluable benefits to our community ensuring we’re able to compete and thrive in today’s digital economy,” said Kristi Aday, Assistant City Manager. “Participation in the study by local businesses is key in making sure New Braunfels continues to be a competitive community today and into the future.”

Local businesses are asked to participate in an on-line survey that asks about their broadband needs and experience with their current services. The survey begins with a ping to measure the participants’ current service speed and then 10 quick questions which take only a few minutes to answer. The survey is accessible at <https://www.surveymonkey.com/s/NewBraunfelsTXBusiness> or at the City’s website under “Quick Links.”

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