

THE RAINBOW connection

www.rainbowtel.net
800-892-0163

July/August/September 2024

Contact Us

Office Hours

All locations open Monday – Friday:
9 a.m. – 12 p.m. and 12:30 p.m. – 4 p.m.

Atchison Office

721 Commercial Street
Atchison, KS 66002

Everest Office

608 Main Street
Everest, KS 66424

Hiawatha Office

628 Oregon Street
Hiawatha, KS 66434

Seneca Office

513 Main Street
Seneca, KS 66538

Technical Support Center

800-892-0163
24 hours a day, 7 days a week



See You There!

Join Rainbow this summer at these community events.

- **July 4** – Independence Celebration (time TBD)
- **July 5** – First Friday, 6:00 p.m. – 8:00 p.m., Downtown Atchison
- **July 9** – Brown Co Fair Parade, 6:30 p.m. – 7:30 p.m., Downtown Horton
- **July 13** – Seneca Poker Run, 10:00 a.m. – 12:00 p.m., Downtown Seneca

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Hiawatha Residents Can Now Enjoy Rainbow Fiber

Over the past year, Rainbow has diligently worked to bring fiber to Hiawatha, and we're thrilled to announce we're ready to connect residents to our state-of-the-art fiber network. It offers lightning-fast Internet speeds of up to 2 Gigabits per second.

All Hiawatha residential Internet customers should have received an informational packet in early June detailing the conversion process, the benefits of fiber, and their new speed plans. If you only have Rainbow phone service, watch for a separate notification in October.

Connecting every Hiawatha resident to the fiber network will require an in-home installation with new Internet and/or phone service equipment. We urge all Hiawatha residential customers to schedule their installation appointments as soon as possible, as our goal is to transition over 1,000 homes to the fiber network by Thanksgiving.

Rainbow is upgrading from coaxial cable to fiber to enhance speed, reliability, and security. With the hashtag #FiberDelivers, we emphasize our commitment to providing top-notch Internet in our rural communities that matches or surpasses what's available in urban areas. We're investing \$25-\$30 million in our fiber network to support economic growth and ensure residents will have the bandwidth they need.

Hiawatha is the first of eight Rainbow towns to undergo this upgrade. Next will be Seneca, where our contracted fiber construction crew, North Central Service (NCS) from Bemidji, MN, will begin work in July. They'll be burying fiber mainlines, hanging drops, and attaching enclosure fiber boxes to homes. This construction phase is expected to last three to four months.

Stay tuned for updates on Rainbow's fiber upgrades.



Taylor Jacobsen in front of his house in Hiawatha, KS.

Rainbow Sponsors Community Grant Program

Our Rainbow Community Grant Program is a funding opportunity for individuals and organizations raising money for special projects that enhance the quality of life in our rural communities.

Do you know a person or group with a unique idea that could positively impact your community? Spread the word about our Rainbow Community Grant Program. It targets projects that foster business and economic development, community enhancement, educational initiatives, and foundational improvements. If the idea incorporates technology and the Internet, that's even better! We know how much these resources elevate daily lives and drive progress.

Here are the details:

- Two grants with awards up to \$5,000 each are given yearly.
- Applications are due by August 28, 2024.
- Visit www.rainbowtel.net/community/grant-opportunities to apply.
- If you have questions about the Rainbow Community Grant Program, contact Julie Bergman at 800-892-0163 or community@rainbowtel.com.

We're deeply committed to community development and proudly support grassroots projects through our Rainbow Community Grant Program. Now in its third year, the program has donated over \$29,000. In 2023, Rainbow awarded grants to several notable projects: \$10,000 to the City of Denton for park equipment upgrades, \$5,000 to K-State Research and Extension for digital screens and furniture in their new complex, and \$5,000 to Sabetha Community Preschool for enhanced security doors.

Let's continue to grow and support our rural communities in every way possible. Apply today and be part of the positive change!



(Left to Right) Robyn Scoby, Julie Bergman, Emily Otto, and Suzanne Schuster at the 2023 Grant Awardee presentation to Sabetha Community Preschool



Rainbow's Jason Smith and Julie Bergman (left) present the \$5,000 donation to Ivy Stone, South Brown County Community Foundation's Director.

Support Community Foundations on This Year's Match Days

Rainbow's service area spans five counties in northeast Kansas, including Atchison, Brown, Doniphan, Jackson, and Nemaha. We pride ourselves on being a community partner, not just a service provider. Our employees are residents of these communities, and we recognize the significant impact local community foundations have through their match day drives. These drives raise charitable funds to support local groups with special projects aimed at enhancing their communities. It's inspiring to witness residents coming together to identify needs and collaboratively find solutions.

To support these efforts, Rainbow is proud to be a \$5,000 match sponsor for each local community foundation in our service area. Join us in raising awareness and charitable giving for their match days:

July 9-11 – South Brown County Community Foundation at GrowSouthBrown.org

August 23 – Atchison Area Community Foundation at AtchisonFoundation.org

August 23 – Nemaha County Step Foundation at NemahaStep.org

November 22 – Sabetha Greater Community Foundation at SabethaFoundation.org

December 6 – Doniphan County Community Foundation at DoniphanCountycf.org (The Hiawatha Community Foundation at Hiawathacf.org already took place May 24-26.)

Let's come together to support these crucial community initiatives.

A Smart Home is a Smart Way to Decrease Costs and Increase Safety



Your home may be beautiful. But is it also smart? Thanks to Home Technology Integration, your home can become a smart home and enable you to remotely manage a variety of systems using an Internet connection. The technology can be divided into two basic functions: systems control and monitoring.

Systems Control

Via a smartphone or tablet, it's now possible to control a long list of things in a smart home without you having to be there. They include:

- Heating, air conditioning, and ventilation
- Blinds
- Whole-house music and entertainment
- Lighting
- Appliances
- Locks on doors and gates

This can be done on a case-by-case basis, or you can develop profiles that will automatically manage these systems depending on the time of day, day of the week, or only when motion is detected. Not only is it convenient to have a smart home, it can also save you money through increased energy efficiency.

Monitoring

Do you worry about your home when you're away for long vacations or business trips? With a smart home, you can use your Internet connection to monitor for things like temperature, fire, motion, or flooding. Sensors detecting any of these events can email you an alert.

For example, let's say the sump pump quits working and your basement is filling up with water. You'll receive an email alerting you of the emergency so you can call the plumber immediately. When the plumber arrives at your locked front door, a motion detector will tell you someone is at the door. A snapshot video camera will send you a picture confirming it's the plumber and you can then unlock the door — all without having to be there!

Other smart home possibilities include streaming video surveillance to keep an eye on family members, pets, or a backyard pool. For sick or elderly family members, Personal Alert Systems are also available to quickly contact emergency personnel.

Have a High School Junior in the Family?

We encourage students who will be juniors next school year to look into our Rainbow Youth Advisory Council. You'll have the opportunity to learn more about Rainbow, plan an event at your school, and earn a \$500 scholarship! Contact Kinsey at 800-892-0163 for an application. Applications are due on August 2nd. We would love to have you on the upcoming council!



(Left to Right) '23-'24 Youth Advisory Council members H'leigha Idol, Myleigh Harrell, Rilee Brown, William Lueger, Alexa Hayden, Gracie Kimmi, and Alexis Becker

See You There!

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Join Rainbow this summer at these community events.

- **July 19** – Amelia Earhart Festival, 4:00 p.m. – 11:30 p.m., Atchison Riverfront
- **July 28** – Nemaha Co. Fair Parade, 6:00 p.m. – 7:00 p.m., Downtown Seneca
- **August 2** – First Friday, 6:00 p.m. – 8:00 p.m., Downtown Atchison
- **August 2** – Atchison Co Fair Parade, 7:00 p.m. – 8:00 p.m., Main Street in Effingham
- **September 6** – First Friday, 6:00 p.m. – 8:00 p.m., Downtown Atchison
- **September 28** – Maple Leaf Festival, 10:00 a.m. – 1:00 p.m., Downtown Hiawatha

Check Out RainbowLIVE

Our RainbowLIVE streaming service features some of our most popular RainbowLIVE community events including the Hiawatha Hot Dog Eating Contest, Nemaha Central Sports, and local dance recitals. All the live events from the past school year are now available for you to enjoy. Learn more become a subscriber at rainbowlive.net!

Best Internet Speed Depends on Devices, Uses, and Expectations



“How much Internet speed do I need?” Rainbow hears this question a lot from customers, and there’s no single right answer. For some customers, a download speed of up to 50 Mbps may work fine. Other households may need a download speed of up to 400 Mbps or more to keep everybody in the family happy.

To select the best Internet speed for your household, it’s important to consider these factors:

- **How many devices do you have in your home?** Take a look around and add up all the Internet-connected devices you own including computers, tablets, smartphones, smart TVs, video game consoles, and streaming media set-top boxes. Deloitte, the multinational professional services company, released a 2023 Connected Consumer survey that indicates the average U.S. household has 21 connected devices. The more devices you have, the more speed you need.
- **How do you use the Internet?** If you only have a desktop computer that’s used to check email and surf the net, then a relatively slow Internet connection may suffice. However, if you have a family of people simultaneously using your Internet

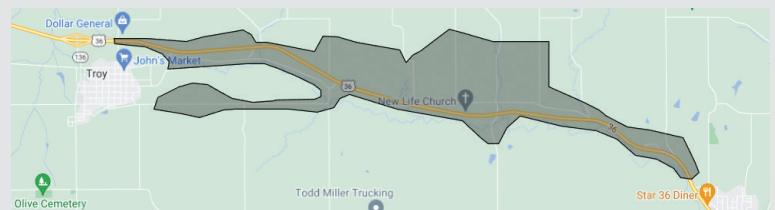
connection for data-intensive activities — such as streaming HD movies and shows, online gaming, video conferences, and cloud storage — then you’re only going to be happy with an upper-level speed.

- **What are your performance expectations?** If you only occasionally watch videos online, you may be willing to tolerate slow load times and buffering. But if streaming HD movies is a cherished part of your routine, you’ll be frustrated by slow speeds and the annoying lag that comes with them. Make sure the Internet speed you choose is in line with the value you place on Internet performance quality.

To learn more about the range of Internet speeds we offer, call us today at 800-892-0163.

Fiber-Optic Network Build Nears Completion in Doniphan County

We’ve made significant progress in our fiber expansion project thanks to help from Doniphan County and its ARPA funding. ARPA is the American Rescue Plan Act, which provides significant funding to support recovery and infrastructure improvements, including rural broadband expansion. Rainbow’s fiber network will soon pass 120 homes in Doniphan County along Highway 36 between Troy and Wathena, bringing Internet speeds up to 2 Gigabits per second.



Installing fiber typically costs around \$9,000 per location, but residents in this area can get connected at no construction cost due to the ARPA funding. Residents within the build area received informational packets in April announcing the next steps, which include submitting their addresses so they can be placed on Rainbow’s fiber drop list. In-home installation is expected to begin in July.



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