

# Digital Opportunities

## Pharr Connect Broadband Services

Jose J. Peña, CGCIO, CPM  
IT Director, City of Pharr, TX

August 14, 2025

# A little about where Pharr WAS in 2019



**THE CITY OF PHARR –  
THE **WORST** CONNECTED  
CITY IN THE NATION.**

*\*This data is **NOT** an indication of the availability of home broadband service but rather to the extent to which households are actually connected to it.  
(Source: National Digital Inclusion Alliance)*



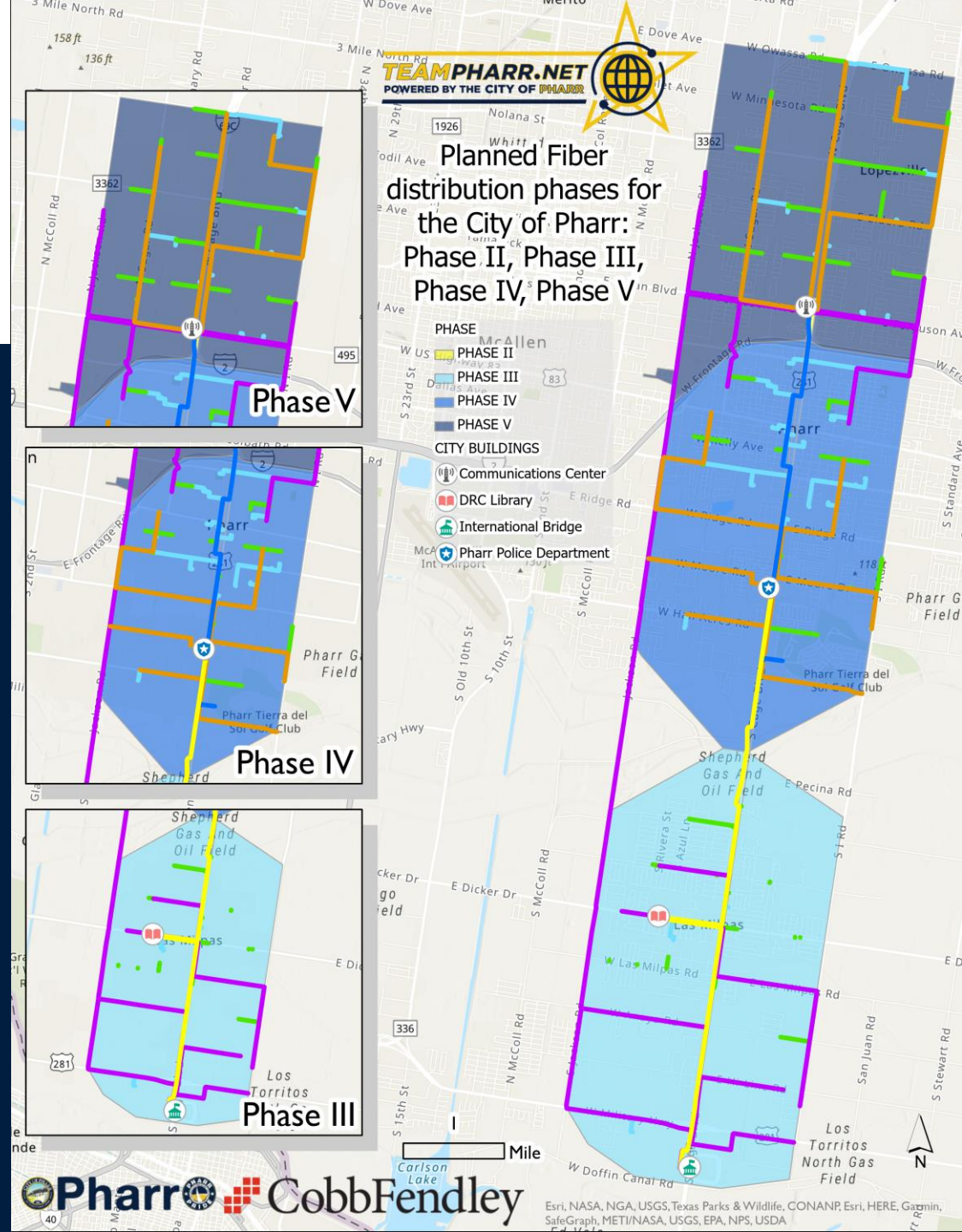


## Project Highlights

- 2.1 Million feet (398 miles) of fiber optic cable.
- 24,000 residential and business accounts.
- 1GB (1000Mbps) Internet Speed.

## Fast Facts About 1 GB Fiber

- 1 song (4 minutes, 4 megabyte) = almost instant
- Web video (5 minutes, 30 megabyte) = almost instant
- 9-hour audiobook (110 megabyte) = 1 second
- 45-minute HDTV show (600 megabyte) = 5 seconds
- 2-hour HD movie (4.5 gigabyte) = 38 seconds
- Archiving 10 gigabyte of various files = 1 minute 25 seconds  
(all speeds calculated with download-time)





# Fiber Distribution

- ▶ Sample Neighborhood
  - ▶ 124 Homes
  - ▶ 89 Customers
  - ▶ 72% take rate





# Pharr Connect Residential Plans

- ▶ 3 plan options
  - ▶ \$25 for 500 MBPS
  - ▶ \$50 for 1 GBPS
  - ▶ \$80 for 2 GBPS



WELCOME TO THE  
**Ultimate Wi-Fi Experience**

**Speeds  
Starting at** / **\$25**  
Per month

[LEARN MORE](#)

*Reserve your spot today!*

## Residential Monthly Rates

shall apply to all residential property requiring a wireless modem

### *Blue Plan*

**\$25**

per month

**500 Mbps**

Up to 500 Mbps download

Up to 500 Mbps upload

### *Gold Plan*

**\$50**

per month

**1G**

Up to 1G download

Up to 1G upload

### *Platinum Plan*

**\$80**

per month

**2G**

Up to 2G download

Up to 2G upload



# Pharr Connect for Business

### Small Business Commercial Monthly Rates

Shall apply to small businesses requiring a wireless modem.

#### Silver Plan

**\$70**

Per month

**300 Mbps**

Up to 300 Mbps download

Up to 300 Mbps upload

#### Blue Plan

**\$100**

Per month

**500 Mbps**

Up to 500 Mbps download

Up to 500 Mbps upload

#### Gold Plan

**\$150**

Per month

**1G**

Up to 1G download

Up to 1G upload

#### Platinum Plan

**\$200**

Per month

**2G**

Up to 2G download

Up to 2G upload

The logo features the text "WE ARE" in a vertical yellow box, followed by "TEAM PHARR" in blue and black text, and a yellow star.

The logo consists of a stylized orange star inside a circular graphic, followed by the text "PHARR CONNECT" in bold blue letters.

# Pharr Connect for Enterprise Business

## Green Plan

**\$500**

Per Month

Up to 300 Mbps

Upload & Download

## Blue Plan

**\$1,000**

Per Month

Up to 500 Mbps

Upload & Download

## Gold Plan

**\$1,500**

Per Month

Up to 1G

Upload & Download

## Enterprise 2G

**\$2,000**

Per Month

Up to 2G

Upload & Download

## Enterprise 5G

**\$3,000**

Per Month

Up to 5G

Upload & Download

## Enterprise 10G

**\$4,000**

Per Month

Up to 10G

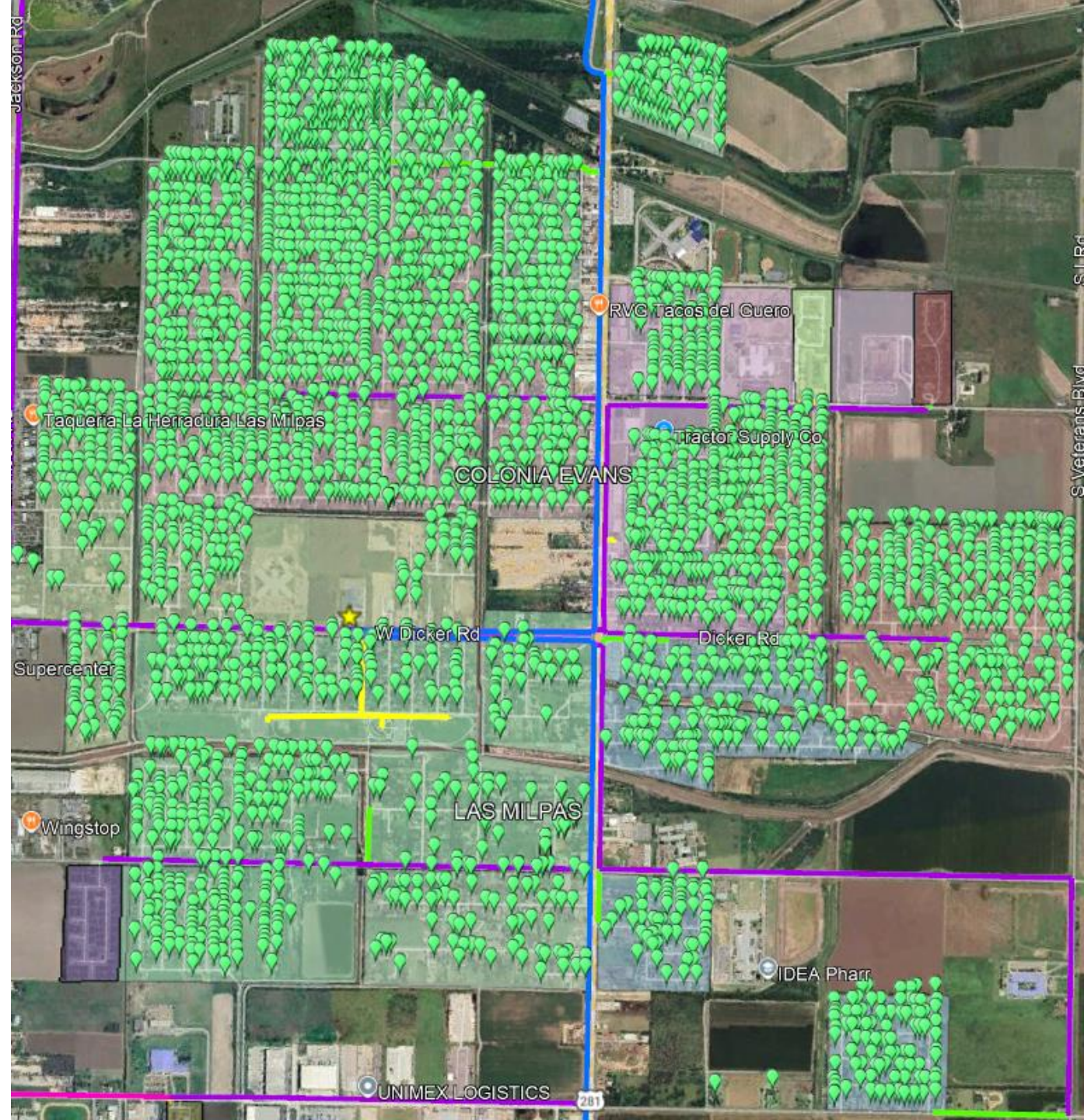
Upload & Download





# Pharr Connect August 2025

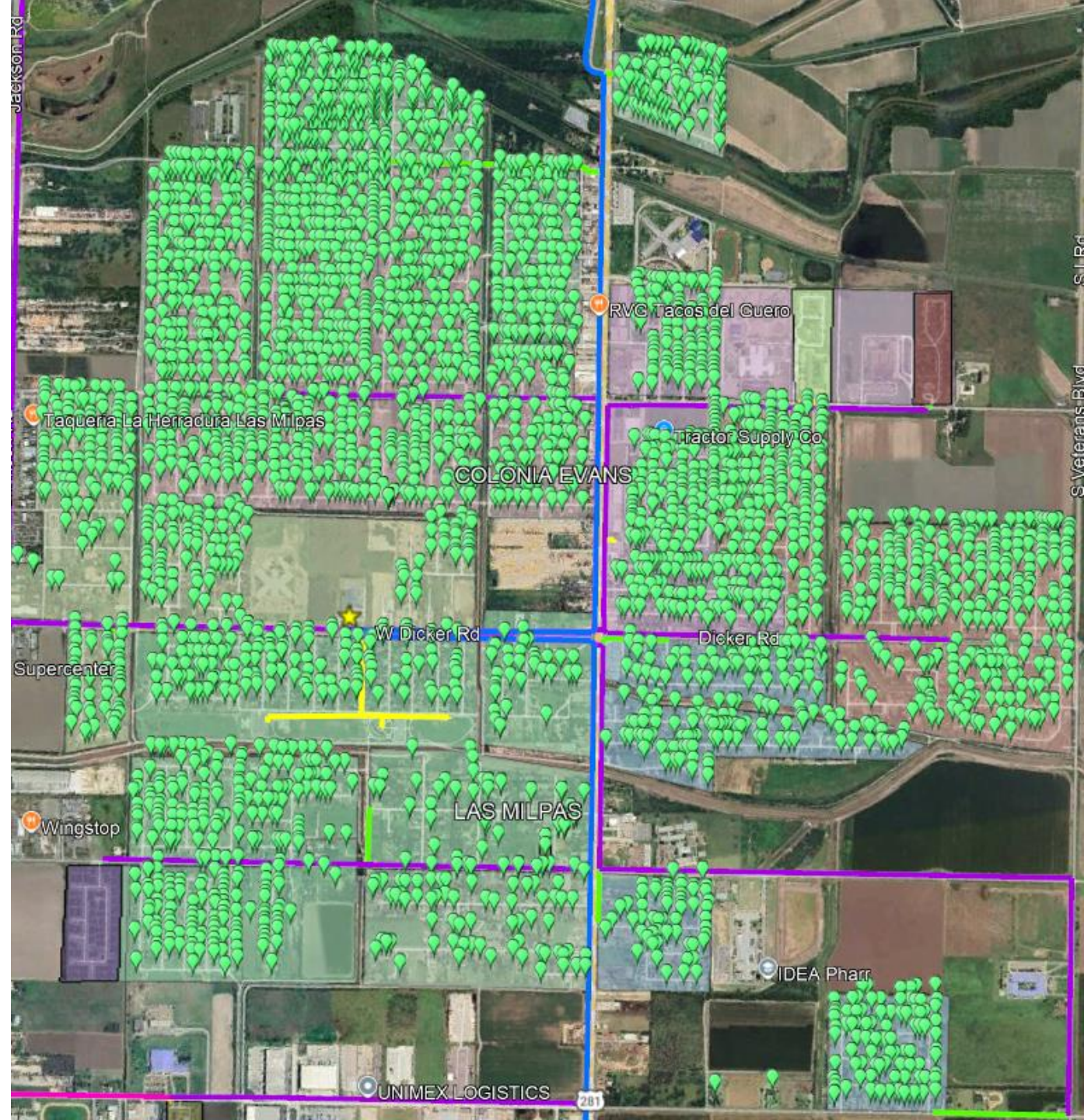
- ▶ City Overall
  - ▶ 23,574 Homes Passed
  - ▶ 12,167 Customers
  - ▶ 4,398 PSJA Student Homes
  - ▶ 52% take rate city wide
  - ▶ 38 Small Businesses
  - ▶ 7 Enterprise Business





# South Pharr Customers August 2025

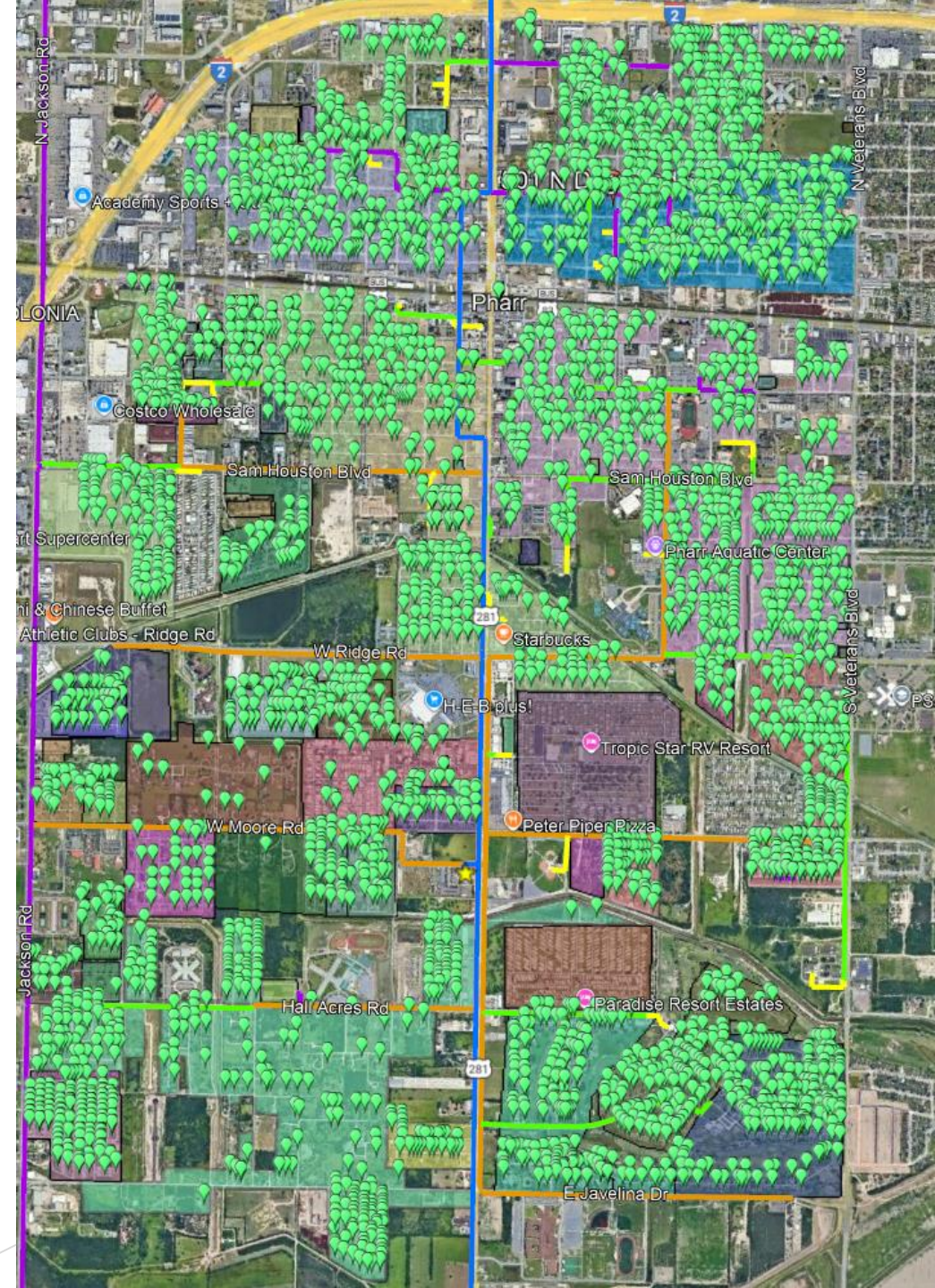
- ▶ South Pharr Customers
  - ▶ 7,056 Homes Passed
  - ▶ 3,920 Installed Customers
  - ▶ 55% take rate overall





# Central Pharr Customers August 2025

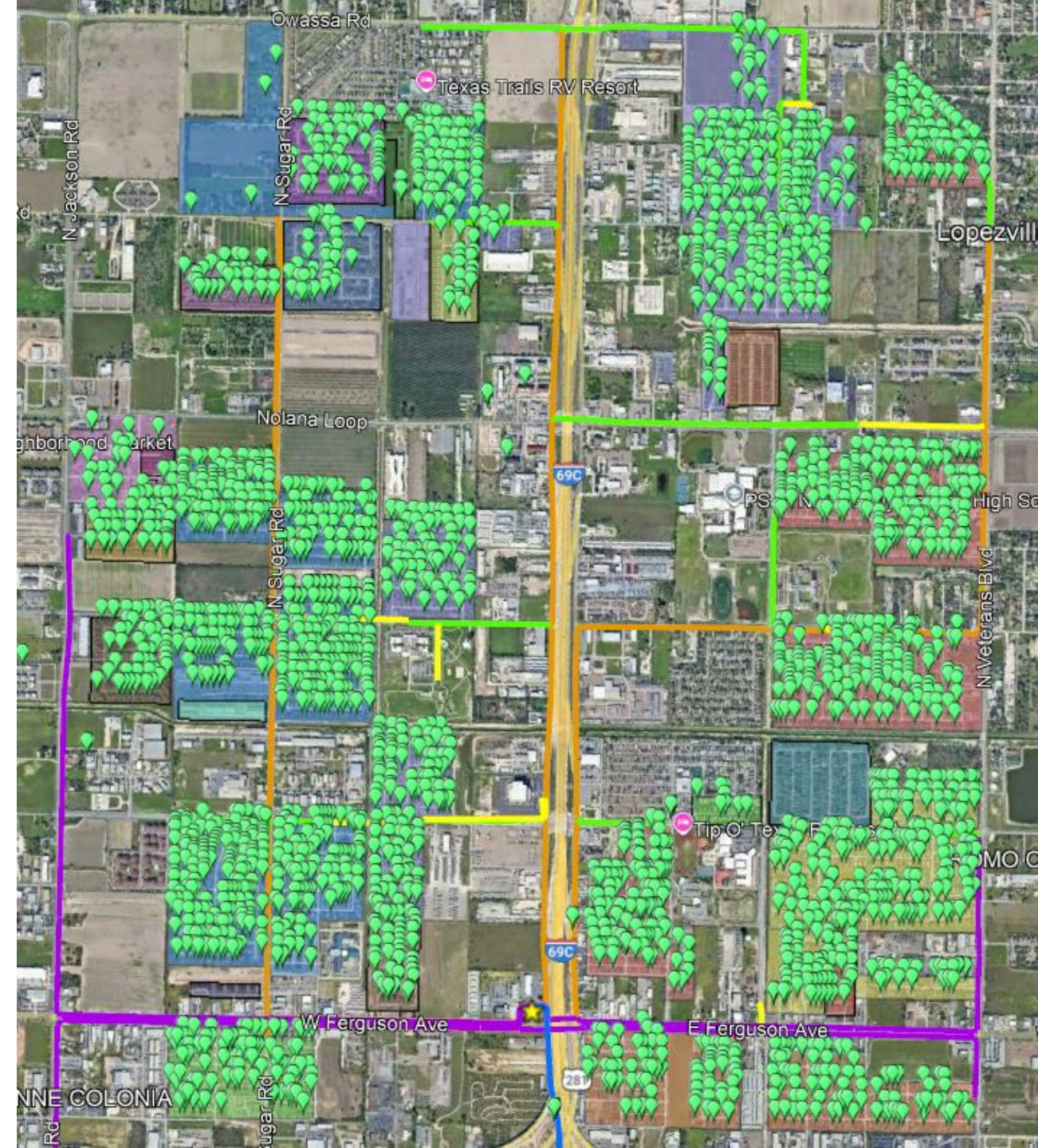
- ▶ Central Pharr Customers
  - ▶ 9,826 Homes Passed
  - ▶ 5,015 Installed Customers
  - ▶ 51% take rate overall





# North Pharr Customers August 2025

- ▶ North Pharr Customers
  - ▶ 6,688 Homes Passed
  - ▶ 3,452 Installed Customers
  - ▶ 52% take rate overall



# Grants



- ▶ 2023 - Awarded \$1 Million Grant
  - ▶ Funded last mile home installations
  - ▶ Funded staff
- ▶ 2024 - 2026 - Awarded \$3.2 Million Grant
  - ▶ Funded additional staff and internships
  - ▶ Funded our Digital Navigator Training Program to promote digital skill building, telehealth, and connection to public services/resources
  - ▶ Funded our Laptop Distribution Program for low-income participants
  - ▶ Funded our Bark subscriptions through our Calix partnership





# Questions & Thank You



Jose J. Peña, CGCIO, CPM  
Innovation & Technology Director  
City of Pharr, TX

