

Digital Opportunities

Pharr Connect Broadband Services

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October 6th, 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)*



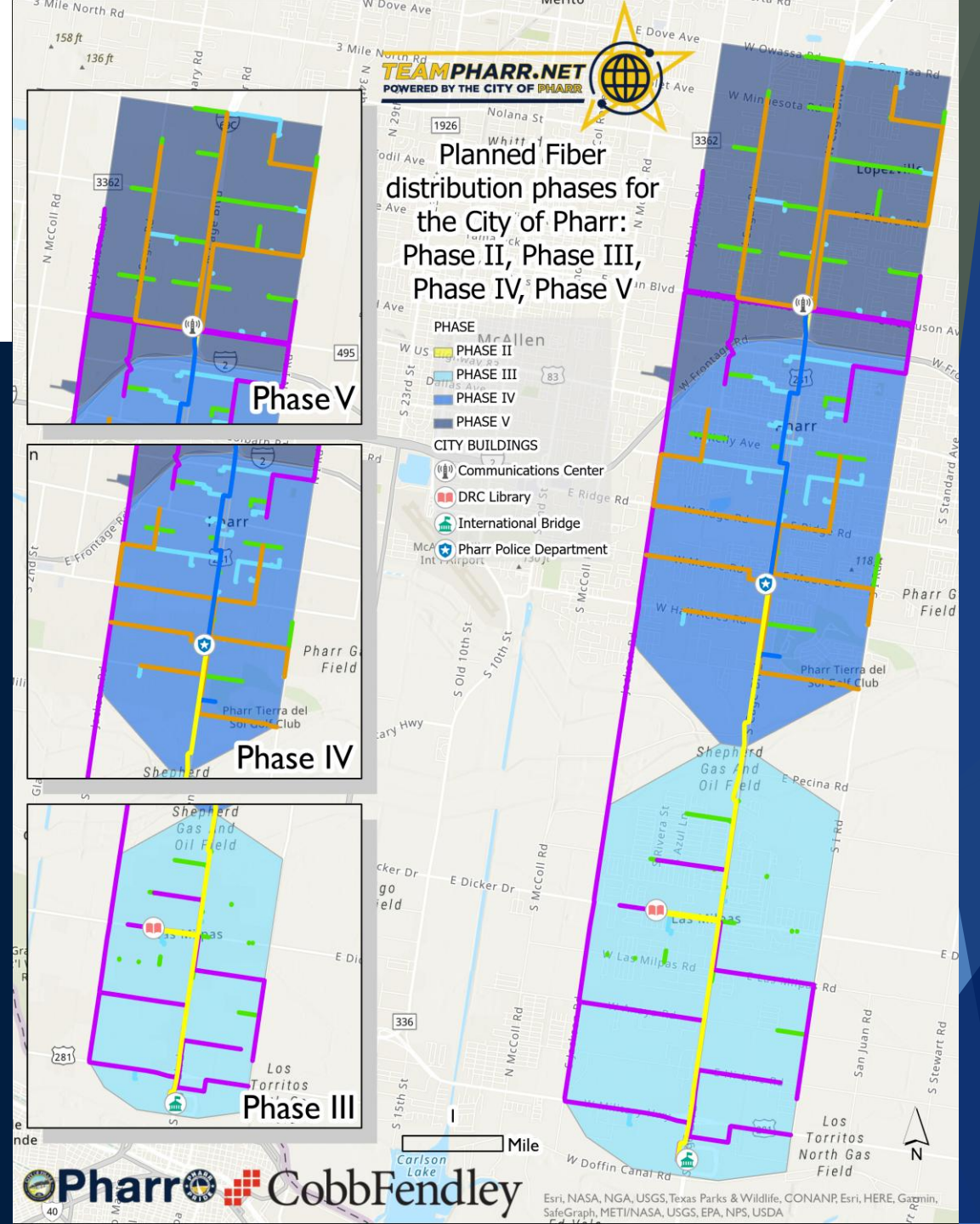


Project Highlights

- 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



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

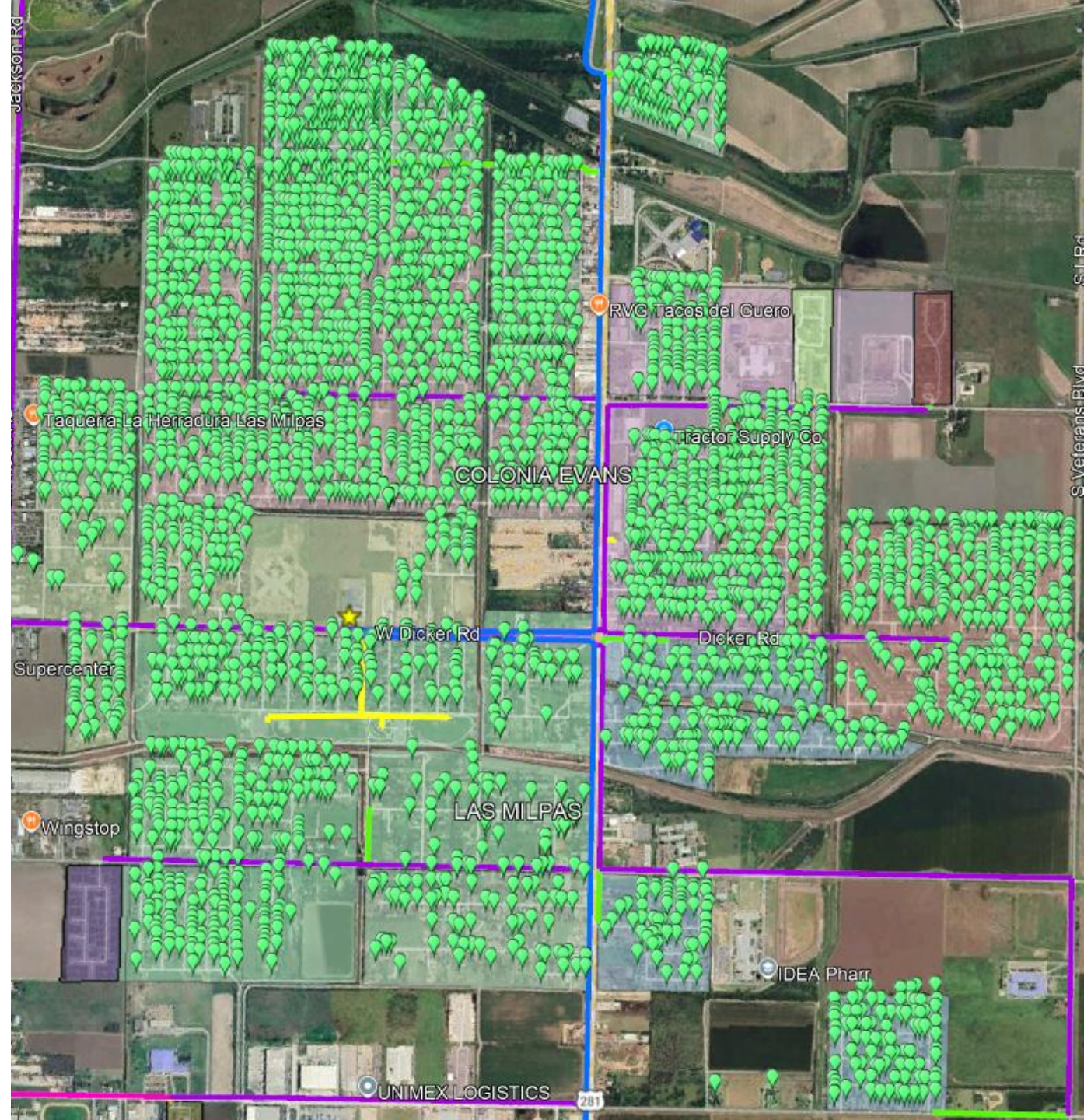
Up to 10G

Upload & Download



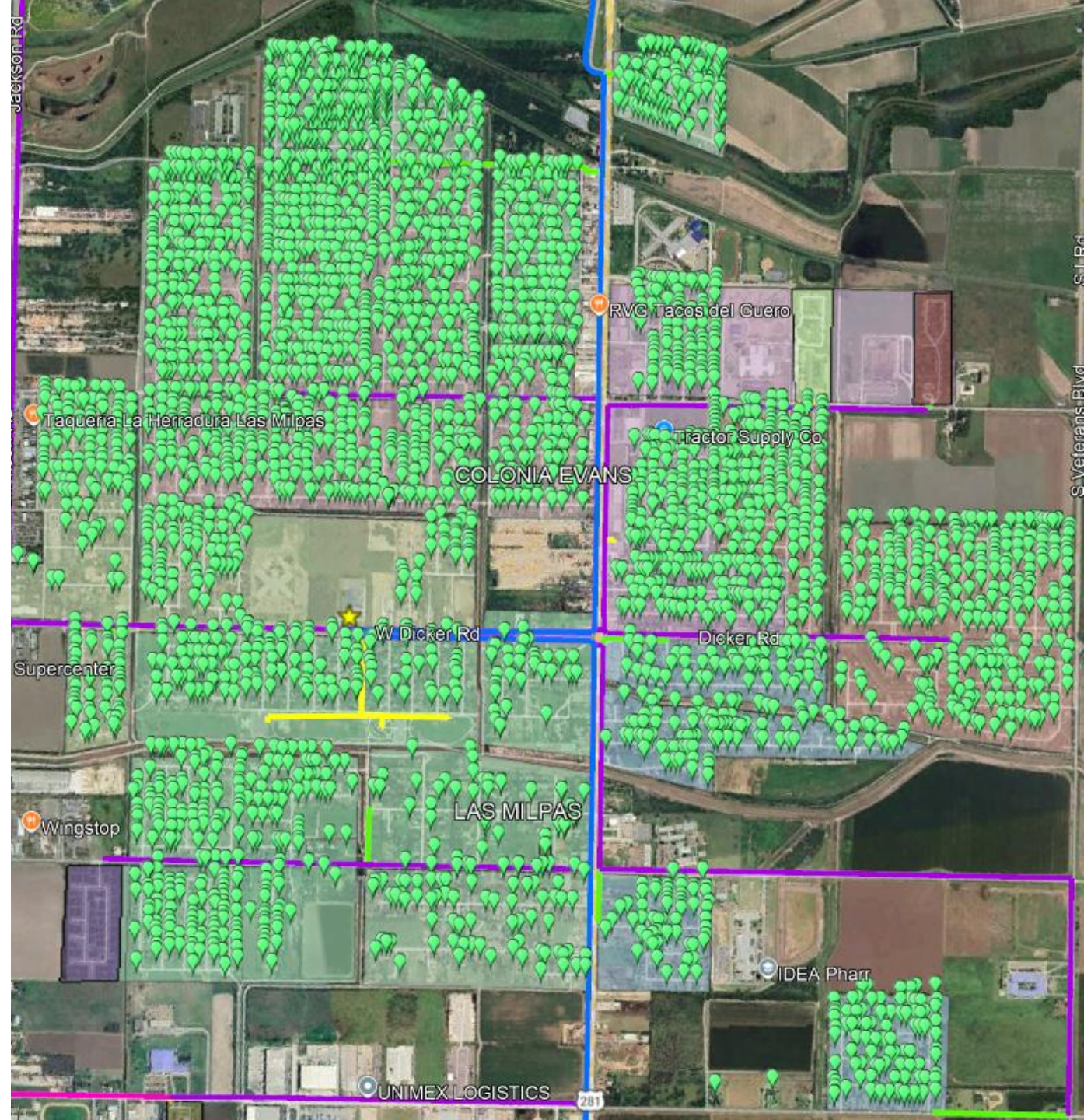
Pharr Connect August 2025

- ▶ City Overall
 - ▶ 23,574 Homes Passed
 - ▶ 12,413 Customers
 - ▶ 4,449 PSJA Student Homes
 - ▶ 53% take rate city wide
 - ▶ 50 Small Businesses
 - ▶ 8 Enterprise Business



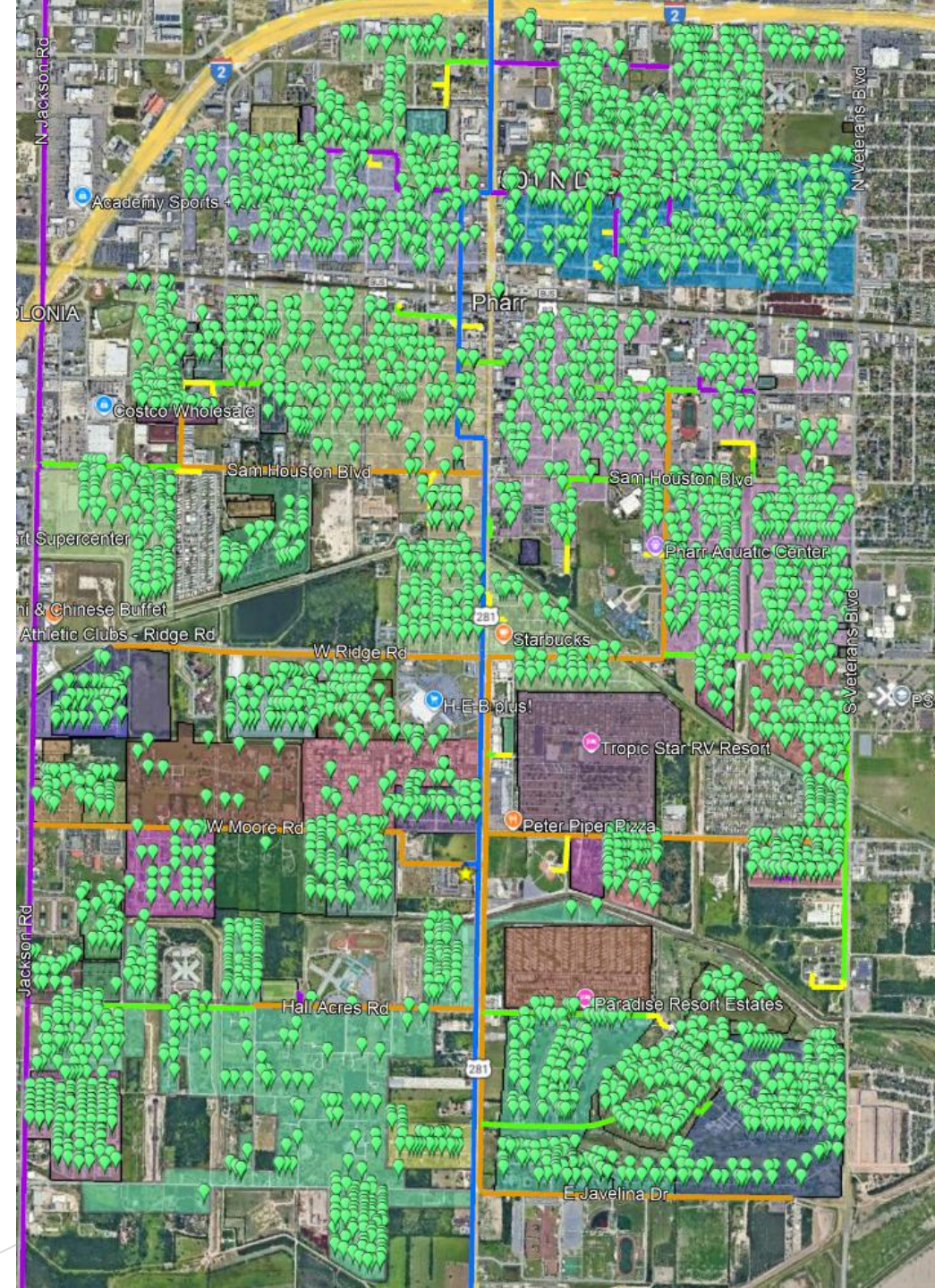
South Pharr Customers August 2025

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



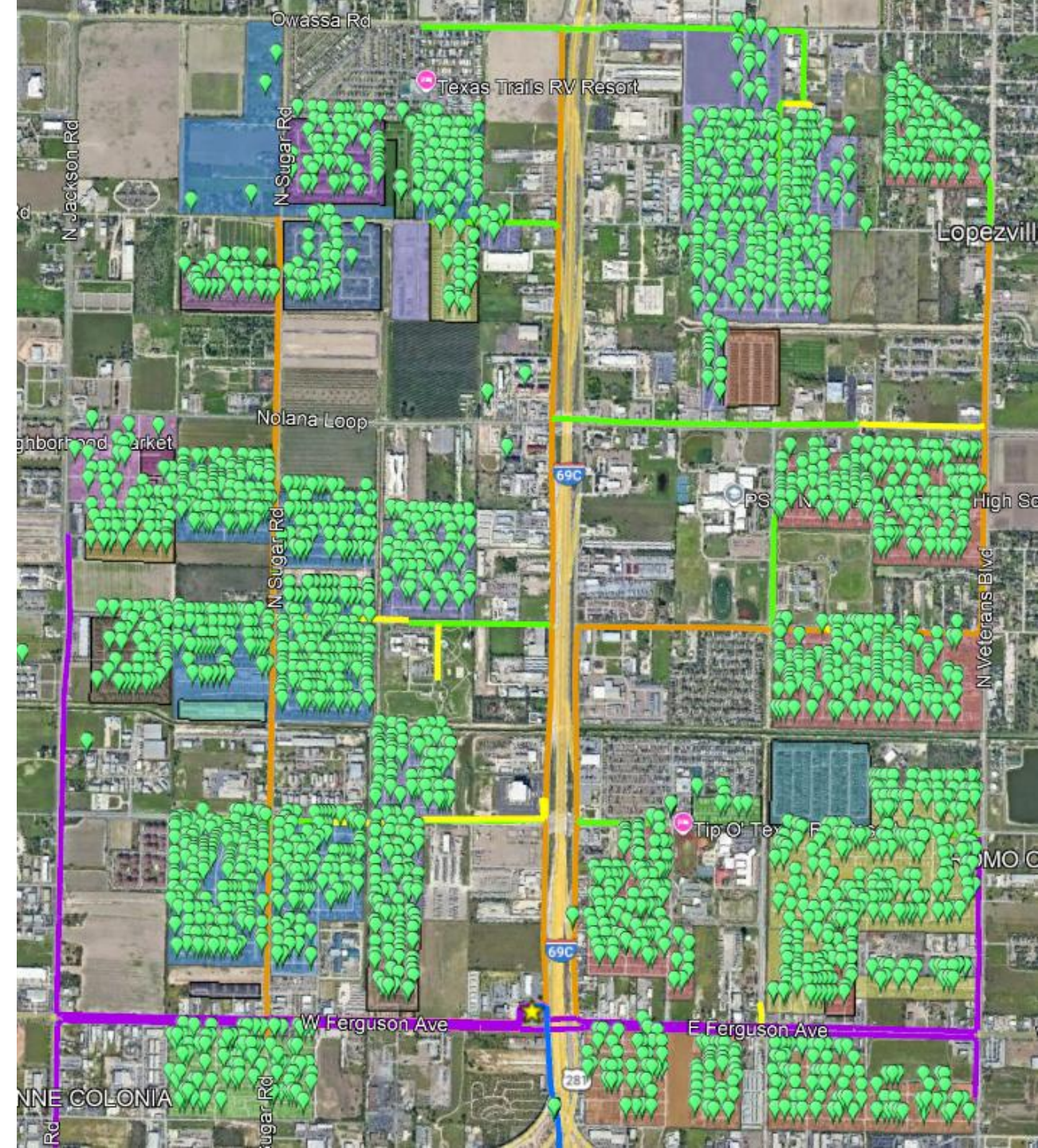
Central Pharr Customers August 2025

- ▶ 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



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