



QUARTERLY REPORT | Q1 2025

Dear Partners, Supporters, and Community Leaders,

Q1 2025 was a groundbreaking chapter in Cleveland's connectivity story, driven by bold vision and community spirit. We proudly **connected 1,148 households this quarter**, reaching a remarkable total of **3,949 subscribers since launching** our visionary PinnaCLE Connectivity Initiative in January 2024—a significant leap from just 305 households one year ago. Our rapidly expanding network now serves **98,130 households**, marking a substantial **46% growth** from last quarter.

The voices of our residents have been clear and inspiring. According to a City of Cleveland survey, 87% rate our internet reliability as excellent or good, and 84% enthusiastically recommend our services. More Clevelanders are choosing community-driven internet, leaving behind the frustrations of hidden fees, unpredictable costs, and throttled or unreliable speeds. And, we are equipping even more residents with the skills needed to thrive in the digital age; our Click team has **trained 2,458 residents** to start the year.

On February 28, our *Driven to Connect* documentary premiere filled the Arnold Pinkney East Professional Center with energy, pride, and purpose. Residents like subscriber Robert Bivins, vendors, and civic leaders gathered to witness the remarkable story of a community committed to connectivity excellence.

To start the second quarter, on April 4, 2025, we joyfully celebrated connecting our 4,000th household—a powerful reminder of the profound impact each connection makes. This is Cleveland's network—built by and for the community, with unwavering support from our valued public, private, and philanthropic partners.

Together, we're changing the world—one connection at a time. Thank you for your steadfast partnership in this inspiring journey.

Sincerely,

Joshua Edmonds
Chief Executive Officer



Connected **1,148 households**



2,458 residents trained



3,949 households connected (Launch - Q1)



98,130 households covered, marking **46% growth** from Q4 2024



Robert Bivins, Canopy Subscriber, Ward 10
Driven to Connect Documentary Premier

Expanding our Network - Changing Lives in Cleveland



Rick Welo, Canopy Subscriber, Ward 8

Network Growth

Thanks to rapid tower activations, our Network Operations team expanded coverage to 98,130 households this quarter—an impressive 46% increase over the 67,403 homes reached at the end of Q4 2024—keeping us squarely on pace to hit our mid-year full-coverage goal.



67,403 >> 98,103

Households Subscribed

This quarter's addition of 1,148 new households represents a remarkable 276% increase over the 305 households connected during the same period last year, clearly demonstrating the accelerating demand and community embrace of DigitalC's service.

276%

Increase in subscribers
connected Q1 2025
versus Q1 2024.

**"I highly recommend getting connected.
DigitalC not only saved me money, my
internet service is better!"**

Mike Fedele, Google Review
Canopy Subscriber, Ward 11



Resident Impact Statements

Recently, the City of Cleveland administration shared its Transparency-in-Pricing survey results with DigitalC; the key insights—and what they mean for residents—are captured below.

Transparent Pricing (89%) – No hidden fees, just one fair price. “So far no complaints especially at their low price.” — Nancy J., Ward 5

Reliable Service (87%) – Families stream, work, and learn without dropped connections.

Responsive Support (78%) – Help is a quick call or click away. “Technicians were awesome! So far, so good!” — Crystal L., Ward 15

Speeds as Promised (90%) – Fast, dependable internet for work and play. “Sign-up was hassle-free... service has been fast and reliable.” — Will M., Ward 15

Highly Recommended (84%) – Neighbors proudly share DigitalC’s service. “Recently Steve assessed and upgraded my home as well as the home of my in-laws. In both cases he did a great job of keeping us informed and answering all of our questions!” — Dave F.

Q1 2025 | DigitalC Installation Survey Results

Technician Professionalism

97% of respondents said their installer was professional and knowledgeable.

Overall Installation Experience

71% rated the install a perfect 10/10.

Internet Reliability & Speed

71% scored speed/reliability 9 or 10.

Customer-Support Resolution

Of the customers who logged issues, ~70 % said they were resolved promptly or very promptly.



Continuous Improvement Through Resident Feedback

Every comment we receive becomes a roadmap for making our service better. When one subscriber experienced persistent connectivity issues, our technicians returned until they quadrupled the customer's speeds and earned a “5,000,000-star” review:

“The Canopy team never gave up on me... Their patience and perseverance fixed the problem and more than quadrupled my speeds!”

Stories like this remind us that candid feedback fuels progress.



Wards By the Numbers | Key Takeaways

Top Wards

Ward 7 leads with 724 subscribers, followed by Ward 3 at 605 and Ward 6 at 407. These three alone account for nearly a third of total connections.

Strong Middle Tier

Wards 2, 5, 9, and 10 each surpass 200 subscribers, showing steady adoption once the service arrived.

Newly Connected Wards

Recently activated towers extend into Wards 11, 13, 16, and 17, each now in double digits. Early

uptake here is a sign that once coverage rolls out, residents sign on.

Ward	Q4 '24	Q1 '25	Change	% Growth
1	29	50	21	72%
2	156	249	93	60%
3	358	606	248	69%
4	150	237	87	58%
5	315	377	62	20%
6	278	407	129	46%
7	652	724	72	11%
8	125	205	80	64%
9	235	270	35	15%
10	226	307	81	36%
11	0	26	26	Newly Lit
12	30	82	52	173%
13	0	22	22	Newly Lit
14	109	160	51	47%
15	139	212	73	53%
16	0	12	12	Newly Lit
17	0	4	4	Newly Lit

Steady Growth

Ward 1: 50 subscribers, Ward 8: 205 are building momentum quarter over quarter.

When we activate new towers, and install service on new blocks, neighbors quickly follow—turning once-disconnected streets into connected communities.

Q4 2024 > Q 1 2025

Ward 2: +60% this quarter

Ward 3 leads in net gains (+248), a +69% jump this quarter.

Ward 8: +64% this quarter

Ward 12 increased from 30 to 82, a +173% increase.

Wards 11, 13 and 16 all went from zero to double-digit subscribers as the network expands.



Rosalind Arwine, Canopy Subscriber,
Ward 10

Click, Digital Skills Training

From Confused to Confident: Breonn Davis Cracks the Code

Breonn Davis, a 9th grade student at Ginn Academy, didn't think he'd be coding a fried egg by the end of the DigitalC Click digital skills program — and he definitely didn't expect it to be one of the hardest things he'd ever done.

“My final project was making a fried egg,” Breonn said. “At first, it was so confusing. The positions, the constants, the color values — it all felt like too much.”

Using the programming language introduced in the course, students were tasked with designing and positioning graphic elements using constant variables for size, color, and location. For Breonn, making it all work meant debugging and experimenting with how his code was structured.

“I couldn't figure out why my code wasn't working. Then I changed one of my constants to 50 — and it finally started outputting. That felt good.”

Despite the frustrations, Breonn stayed committed.

“I was getting tired of it, but then I told myself, ‘I gotta complete this if I want to pass.’ So I kept going.”

His final product — a clean, code-generated fried egg — was more than a project. It was proof that with persistence and support, learning digital skills is possible for anyone.

“I suggest this program,” he said. “It was fun. Really fun.”

Breonn's story is one of more than 2,400 this year alone. In the first quarter of 2025, Click trained 2,458 Cleveland residents in digital skills ranging from computer basics to coding and career readiness. In 2024, the program reached more than 7,500 residents across the city.

Because when residents gain the skills to thrive in a digital world — everyone benefits.

