



## Our Mission

*We believe high-speed, reliable internet service is the great equalizer. We're on a mission to transform the future of our region by building an unparalleled network and providing world-class customer service in the communities where we live, work, and serve.*

## Who We Are

- We're an innovative fiber-optic internet company that serves as the essential gateway to connectivity in underserved, rural communities.
- We're locally owned, headquartered in Elkhart, IN with offices in La Porte, IN; Byron Center, MI; Fowlerville, MI; Coal City, IL; and Rock Falls, IL.
- We've been providing internet connectivity to residents in the Great Lakes Region for over 25 years.
- Our local, 150+ person team is focused on exceptional customer care and advocacy for the people in the region.



## Surf's Fiber-Optic Solution

Internet technology has been available for years, through dial up, DSL, Wireless and Cable technology. But over the last decade, fiber internet has come into the forefront as the fastest and most reliable connection available. Here's why:

### Next Level Technology

With fiber-optics, data is transmitted through pulses of light along glass fibers compared to traditional cable internet which uses outdated copper cable powered by less dependable electricity.

### More Reliable

Fiber is more secure than cable internet with less chance for digital interference and virtually no signal interruptions.

### Dedicated to Each Home

Users won't experience slowdowns or latency in service during high usage times because the signal is exclusive to just one location and not shared with multiple homes in the neighborhood like cable.

### Consistent Signal

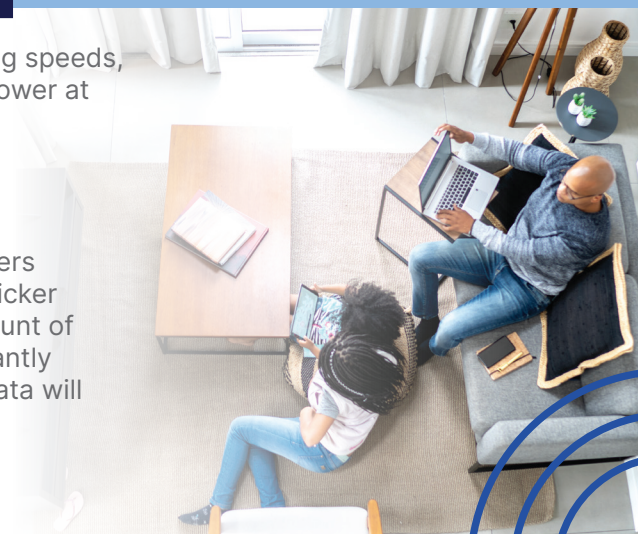
Symmetrical speeds provide consistent data delivery, unlike cable which is asymmetrical with slower upload speeds.

## FIBER IS UP TO 25X FASTER THAN CABLE<sup>1</sup>

That's correct, when comparing both fiber and cable internet at 1 Gig speeds, fiber upload speed reaches up to 1000 Mbps while cable is much slower at only 35 Mbps.

## The Importance of Speed

Today's modern households require more bandwidth for multiple users and devices. Higher speeds deliver the data at a greater rate for quicker downloads, faster page loading and less lag while gaming. The amount of information and data needed to run sophisticated systems is constantly increasing, which means the need for more speed to transmit the data will continue to escalate.





Surf Internet works with cities and townships to assess the viability of building new fiber networks every day. We commit to a significant financial investment and can obtain additional funding through government grants. Projects are only successful through cooperation and partnership with the local communities. It's important for the city government to understand and help communicate the process to the local residents in order to bring this amazing technology to each home. Surf strives for transparency when what to expect to residents during construction.

## The Construction Process

1

### Design

A plan is designed to map out the placement of the infrastructure.

2

### Permitting

All the city and local permits are secured, and underground utilities are marked.

3

### Creating a Path

A path for the network and a connection point is set up in the utility easement.

(Equipment may be temporarily positioned on the resident's lawn.)

4

### Underground and Aerial Work

Fiber is pulled underground or mounted to existing pole infrastructure.

5

### Technology

The ability to send data along the newly built fiber is enabled through network programming.

6

### FIBER INTERNET LIGHTS UP!

7

### Restoration

Any disruption to the resident's lawn will be restored, including filling holes and seeding.

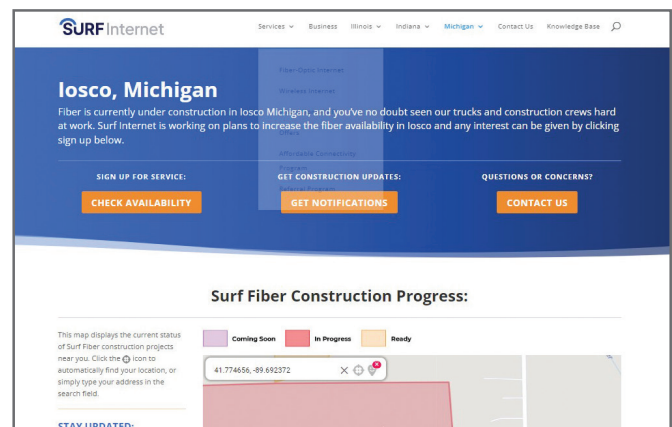
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### Installation

The service is live and can be installed upon request from residents.

## Online Status Updates

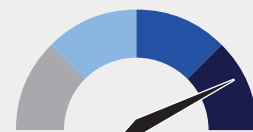
Surf Internet has a website dedicated to keeping your residents updated about all phases of construction. Residents can sign up for notifications and learn more information about the construction process. Community members are encouraged to contact the construction team online at [construction.surfinternet.com/question](http://construction.surfinternet.com/question).



## Exceptional Customer Service

The team at Surf Internet is available to support your community before, during and after they switch to our services. It begins with providing information during the construction phase and then by helping each resident to select the package that's right-sized for their family's lifestyle. During your service installation and beyond, we're there to troubleshoot issues and answer questions.

NPS SCORE



Customer surveys have ranked Surf with an exceptionally high Net Promoter Score of 56<sup>2</sup> that towers over the industry average score of 6. This tracks customer satisfaction on an ongoing basis.

Surf gives you clear choices with transparent pricing.

## Internet Speed Plans<sup>3</sup>

### 1 Gig

For heavy users, 4K video streaming, extreme gaming, complex data, Virtual Reality and more

### 500 Mbps

Great for multiple devices in the home, multi-player gaming and multi-device streaming

### 100 Mbps

Fast speed for email, surfing, streaming and social media

### 50 Mbps

Standard speed affordably priced as low as only \$5/mo when paired with the FCC Affordable Connectivity Program<sup>4</sup>

## Convenience and Savings with ALL Plans

- ▶ No Contracts
- ▶ Free Expert Installation<sup>3</sup>
- ▶ Exceptional Customer Care



Our Local Promise: As our neighbor, you qualify for a **Price-Lock for Life**.<sup>3</sup> The cost of your service will never go up.

## Creating Affordable Solutions

We pride ourselves on providing affordable, competitive, pricing for our services. Plus, we actively provide discounts to those who qualify.



### Affordable Connectivity Program (ACP)

Surf Internet is proud to participate in the ACP federal government subsidy that reduces customer internet costs up to \$30 a month<sup>4</sup>. Our website helps residents understand how they might qualify and walks them through the application process at [surfbroadband.com/acp](http://surfbroadband.com/acp).



### Salute Teachers and Veterans

We reward Teachers and Veterans, two groups in the community who continually serve others and make incredible sacrifices with a \$5 monthly discount<sup>5</sup>. This benefit is offered widely to any Teacher or Veteran that's a new or existing customer who qualifies.

With Surf, there's no need to bundle to get a good price. You can enhance your internet experience when you combine with other great services.

## Whole-Home WiFi

All Surf Internet plans include WiFi capabilities. For an extra boost, eero™ 6 Whole-Home WiFi technology can spread Surf's fast, reliable coverage to every corner of your home with an added layer of security and support.

Enjoy a better way to WiFi with FREE Whole-Home eero™ devices<sup>3</sup>

(With select packages, restrictions apply.)



## VoIP Home Phone<sup>6</sup>

Get crystal clear calling with digital home and business phone service plans from Surf Internet. Enjoy unlimited domestic calling and free voice-mail for one low monthly price. There are no contracts, installation and activation of your phone services are free plus, you can keep your current phone number.

Get crystal-clear calling

with VoIP Home Phone (add on for \$10/mo)<sup>6</sup>



## Streaming Video Entertainment<sup>7</sup>

Surf partners with the most popular streaming TV services to help residents build their own television package through the **TV Recommendation Tool** located under the Streaming TV tab at SurfFiberInternet.com.

The **TV Recommendation Tool** guides the user through the selection process and compares the content offered by different service providers. It acts like their personal consultant walking them through the decision-making process.

Streaming only the programs they love allows them to skip over the programs they don't want and save by subscribing to just the programs they will watch.

Streaming services can be accessed through any connected device when on the go or through a SmartTV, Apple TV, Amazon Fire Stick, Roku or similar device when in the comfort of your resident's home. Streaming TV is available when and where they want.

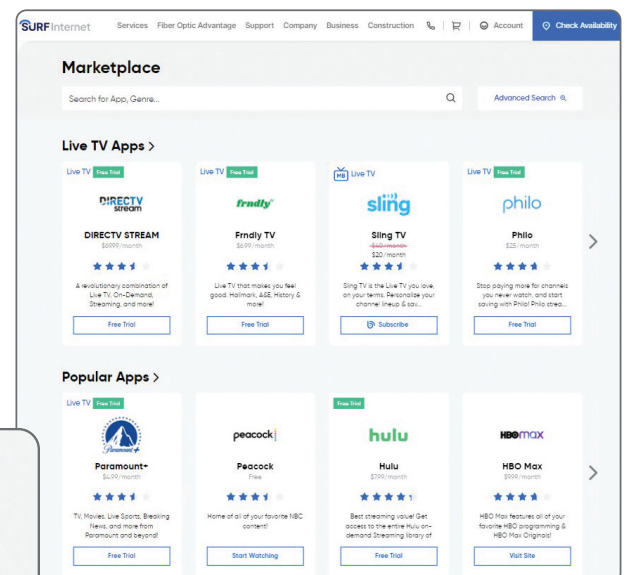
Watch what you love with popular streaming TV options from our partners



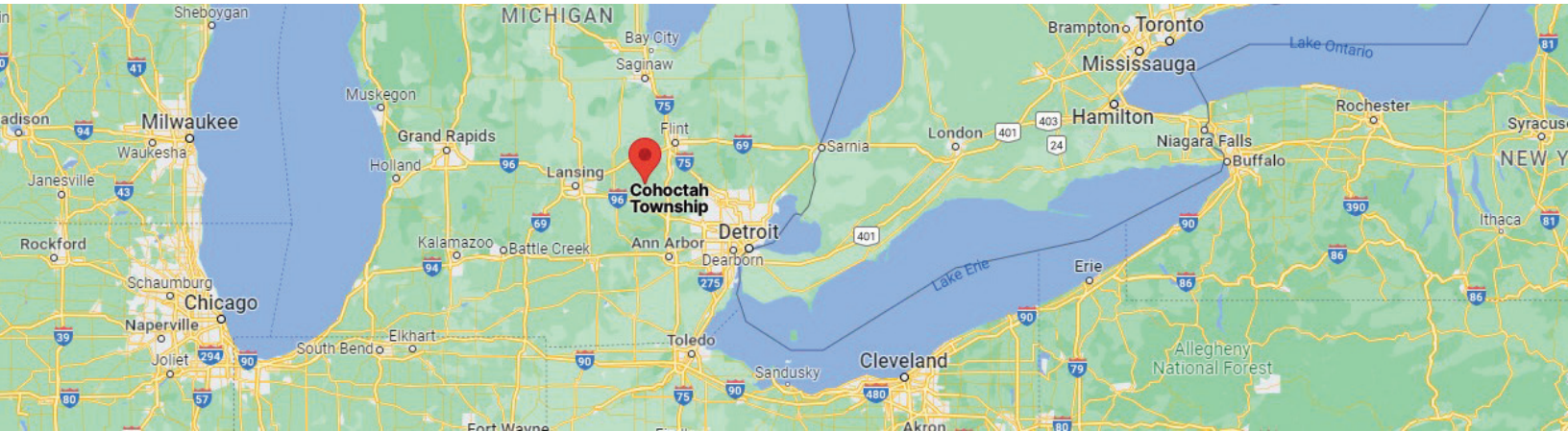
**Which best describes your household?**

Just Me	Multiple Adults	Adults & Children	Very Large Family
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[Next](#)



Cohoctah is one of Surf Internet’s first projects in the Michigan area taking only eight weeks from start to finish to complete construction. This project was a prime example of how implementation of a solid process and procedure allows for a streamlined approach to launch fiber internet services in a new area.



## Timeline of project build

- ▶ December 2021 – Discussion began on how to use the ARPA funds
- ▶ February 2022 – Legal review completed and project approved
- ▶ March 2022 – Construction began
- ▶ Beginning of May 2022 – Fiber internet service available to residents

## Process and Communication

The Surf team started with a solid process and plan in combination with good communication with the city leaders. The communication helped to lay the groundwork and understand issues to identify other providers in the area and the services that were currently available. Together with the city, Surf was able to make informed decisions on the project build-out area while always keeping the benefits to the residents as a priority. In addition, a solid communication plan was rolled out to the residents of the area to inform them of the construction process and the benefits of Surf fiber internet. This included signage throughout the project area, individual signs near each homeowners mailbox, door hangers, direct mail communication and emails throughout the build process.

## Positive Relationships

The partnership with the city paved the way toward the excellent relationships Surf formed with permitting committees to help the process run smoothly.

## Staffing

Surf used local contractors with personnel rooted in the community who had a stake in achieving a positive outcome. Surf searched out groups that are flexible and capable of doing large and small projects alike.

## Project Support

The Surf Internet leadership team supports all levels of the business because all projects benefit the greater goals. Overall, the more Surf builds and expands into communities, the stronger the network grows due to redundancy



## What Community Leaders are Saying

We've included summarized comments from the City Leaders we've worked with recently in Michigan. You can find their complete comments included later in this packet.

"While installing fiber broadband in our Oak Grove Settlement area, Adam Bates from Surf Internet identified the opportunity to use ARPA funding to continue to install fiber to the township hall. Surf was willing to continue laying fiber with just a resolution from the township board. Mr. Bates has also advocated on behalf of our township and other townships in the Western portion of Livingston County to service our unserved and underserved residents with fiber internet. I would strongly recommend Surf Internet as a business with high standards of professionalism, skill, and willingness to work through issues addressing fiber broadband in a community."



*Mark Fosdick, Supervisor for Cohoctah Township, Livingston County, Michigan*

"Iosco Township is a rural farming community with under 4000 residents, which did not make us appealing to large internet providers. Internet options in our area were minimal and very expensive. The Covid-19 pandemic brought to light the need for rural residents to have good and affordable internet service. When ARPA funding became available The Township Board entered into a partnership with Surf Internet to further build out fiber services. Surf Internet's willingness to bring fiber to our area was literally life changing for many of our residents. They can now work from home, educational resources are readily available, and home entertainment options are now limitless. Overall, Surf Internet has provided this township with excellent service."



*Julie Dailey, Iosco Township Clerk, Amanda Bonnville, Iosco Township Treasurer, William C. Miller, Iosco Township Supervisor, Livingston County, Michigan*

## What Michigan Customers are Saying

"After years of almost non-existent internet service from our former provider, Surf Internet is amazing. The download speeds are as advertised and we can run many devices at once! The price is fair. Couldn't be happier!"

*Amanda R.*

"Consistent high speeds; enabling my wife and me to work remotely full time and stream all the internet content we could ever need."

*Doug G.*

"The fiber works great. The installation was quick and the tech was very helpful and answered all questions."

*Paul M.*





## TERMS & CONDITIONS

<sup>1</sup>Faster upload speeds based on combined upload and download capacity versus major cable providers: Xfinity, Spectrum, and Cox 1G1G cable service. Internet speeds based on hard wired connection. Actual speed test results may vary up to 20%.

<sup>2</sup>Surf Internet YTD NPS ranking as of 10/2, 2022 of 53 compared to industry average of 6. Survey deployed 1/4/22, 4/1/22 & 10/2/22 to 12,225 Fiber Internet customers; 1221 respondents. SOURCES: satmetrix.com | NICE Satmetrix 2022 Consumer Net Promoter Benchmark Study Net Promoter, Net Promoter Score, and NPS are trademarks of NICE Systems, Inc., Bain & Company, Inc., and Fred Reichheld.

<sup>3</sup>Added fees may be required for additional equipment and services. Internet speeds are not guaranteed and may vary by equipment, number of users/ devices and other factors outside of Surf's control. 1 Gig and 500 Mbps service not available in some areas. Price-lock for life applies to the current plan for length of service. Restrictions apply. Franchise fees apply for Rock Falls residents. Whole-Home WiFi powered by eero is a product of EERO LLC, and managed by Surf Internet. Additional eero devices may be required at extra cost. Additional fees may apply if home is located more than 250 ft from the road. ©2023 Surf Internet

<sup>4</sup>Customers receiving the Affordable Connectivity Program ("ACP") \$30/mo benefit are responsible for charges in excess of the benefit. Benefit is non-transferable. One benefit per household. Upon conclusion of ACP or when a household is no longer eligible, the benefit will be removed, and services will be subject to regular rates, terms and conditions. Eligibility and other ACP terms apply.

<sup>5</sup>Salute Teachers and Veterans program is available to new and existing Surf Internet customers who are K-12 and higher education school employees along with active and retired military personnel. Customers must subscribe to 50Mbps speed and higher. Validation is required by submitting an acceptable form of validation as outlined in the Terms & Conditions at [surfinternet.com](http://surfinternet.com). Military members of the program receive \$5/mo credit for the life of the account while Teachers must revalidate eligibility each year. Offer is non-transferable, may change or expire without notice and may not be combined with any other discounts or promotions. For more information visit [surfinternet.com/salute](http://surfinternet.com/salute).

<sup>6</sup>Equipment, Installation, taxes, fees, including regulatory fees and other applicable charges extra and subject to change. VoIP pricing applies to direct-dialed calls from home to locations included in the coverage area. Service (including 911/emergency services) may not function after an extended power outage. Call Surf Internet for restrictions and complete details.

<sup>7</sup>Requires separate subscription to streaming service, and agreement to streaming service terms and policies, which are subject to change by the streaming service provider. Surf Internet is not responsible for streaming services or their contents. Visit individual Streaming Service Provider websites for Terms and Conditions.





**CURRENT GRANT FUNDING**

	Surf \$	Grant \$	Homes Passed	Status
Marshall County, IN	\$0	\$500K	150	Construction underway
NLC – Elkhart County, IN	\$1.4M	\$940K	503 (>1300 HH total)	Approved
NLC – LaPorte County, IN	\$2M	\$4.5M	1000 (>3200 HH total)	Approved
NLC – Newton County, IN	\$167K	\$670K	93 (>350 HH total)	Approved
Cohoctah Township, MI	\$250K	\$245K	275	Complete
Iosco Township, MI	\$385K	\$385K	400	Complete
Gary, IN			~30,400	Early negotiations
Culver, IN	\$797K	\$531K	688	Approved
Unadilla Township, MI	\$384k	\$420K	263	Complete
OCRA- Indiana Connectivity Program		\$116K	33	Approved

**Cohoctah Township**  
**10518 Antcliff Road**  
**Fowlerville, Michigan 48836**

Mark Fosdick, Supervisor

December 14, 2022

To Whom It May Concern:

As Supervisor for Cohoctah Township, Livingston County, Michigan, I can wholeheartedly recommend Surf Internet for a community's broadband services.

In late summer of 2021, Adam Bates, Market Manager in Michigan for Surf Internet approached our township about installing fiber internet. We indicated a willingness to work with Surf. Surf Internet later in the year started to install fiber broadband in our Oak Grove Settlement area. Before the project was completed Mr. Bates approached us with a proposal where the township would use a big portion of our ARPA funds, along with their own funds, to continue installing fiber to the township hall.

Surf Internet was willing to continue laying fiber with just a resolution from the township board. Once the resolution was completed, we continued to work on a contract for the work with our respective attorneys. Two months later we signed a contract for the work that was to be completed and go live in the fall of 2022. The work was completed and went live in late May of 2022.

We are in constant contact with Mr. Bates on further projects to serve our unserved and underserved homes with fiber internet. Mr. Bates has also advocated on behalf of our township and other townships in the Western portion of Livingston County to service our unserved and underserved residents with fiber internet.

I would strongly recommend Surf Internet as a business with high standards of professionalism, skill, and willingness to work through issues addressing fiber broadband in a community.

Sincerely,

Mark Fosdick  
Cohoctah Township Supervisor

**Iosco Township**  
Livingston County  
2050 Bradley Rd.  
Webberville, MI 48892  
[www.ioscotwp.com](http://www.ioscotwp.com)

December 8, 2022

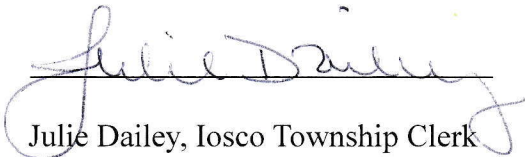
Whitley County Commissioners,

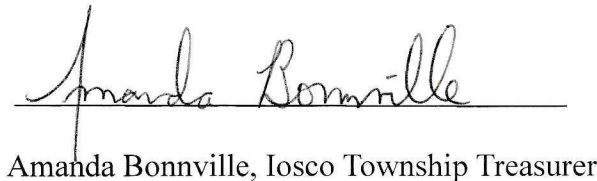
Iosco township is a rural community in southeast Michigan. We are a farming community with just under 4000 residents which did not make us appealing to large internet providers. Internet options in our area were minimal and very expensive. Surf Internet began providing wireless internet in 2005, however due to terrain and topography only a small percentage of our residents were able to take advantage of their services.

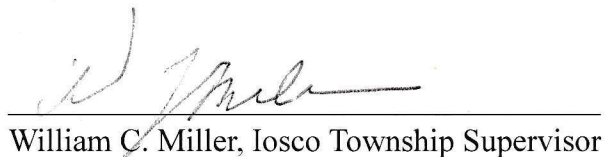
The Covid-19 pandemic brought to light the need for rural residents to have good and affordable internet service. When ARPA funding became available The Township Board knew how that money would best serve our residents. After being approached by Surf Internet, we entered into a partnership with them to further build out fiber services.

Surf Internet's willingness to bring fiber to our area was literally life changing for many of our residents. It allowed them to not only work from home, but to stay in touch with family when it wasn't possible to be with them. Our residents can now work from home, reducing commutes, educational resources are readily available, and home entertainment options are now limitless.

Construction has been done in a timely and clean manner. Communications with the project management was easy with consistent updates. Overall, Surf Internet has provided this township with excellent service.

  
Julie Dailey, Iosco Township Clerk

  
Amanda Bonville, Iosco Township Treasurer

  
William C. Miller, Iosco Township Supervisor