



Rancho Santa Fe Association

RSF Connect

Community Vote

COMMUNITY UPDATE

RSF Connect

Bringing High-Speed Internet to the Covenant

Dear Neighbor,

During the first 100 days of my service as your new Association Manager, I've met many of you at community meetings and events. I'd like to thank the community for the gracious welcome and your interest in the issues that concern all of us.

One such issue is making reliable high-speed internet access in the Covenant a reality. When completed, RSF Connect will bring extremely fast high-speed internet to our residents. RSF Connect will be locally controlled and fiscally responsible.

Recently, your Board agreed to a community vote on RSF Connect. We want to hear from YOU. As a 50-year investment in our community, we seek the strongest possible participation in this vote.

Ballots will be mailed soon. In this community update, you will find some helpful information about the RSF Connect project. For further information, please visit www.RSFConnect.com or call our office at (858) 756-1174.

Sincerely,

Bob Hall
Manager
Rancho Santa Fe Association

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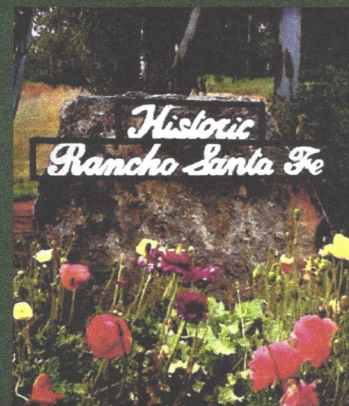
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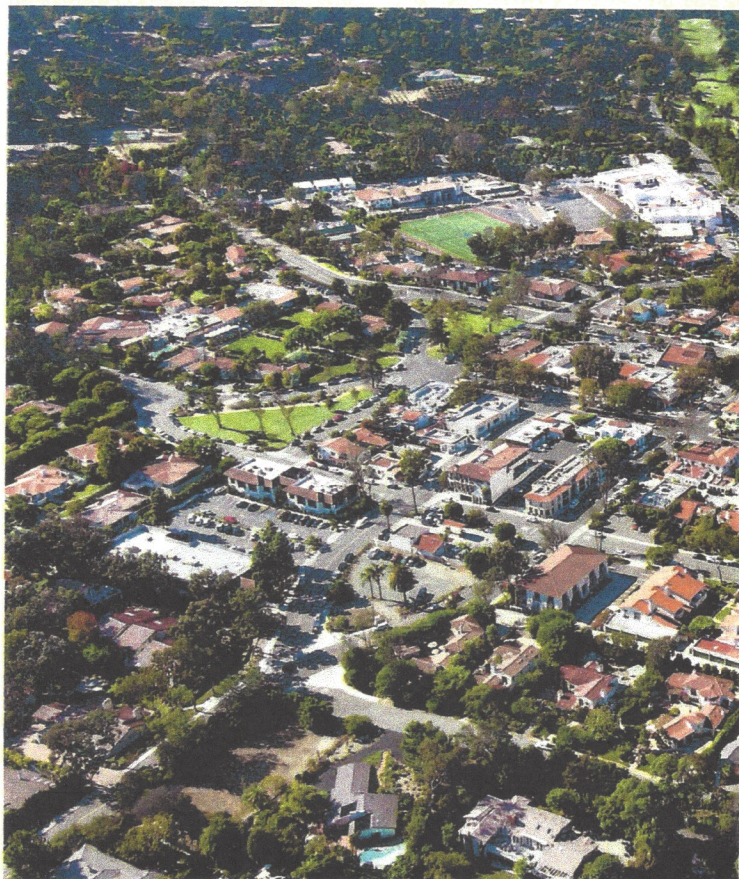


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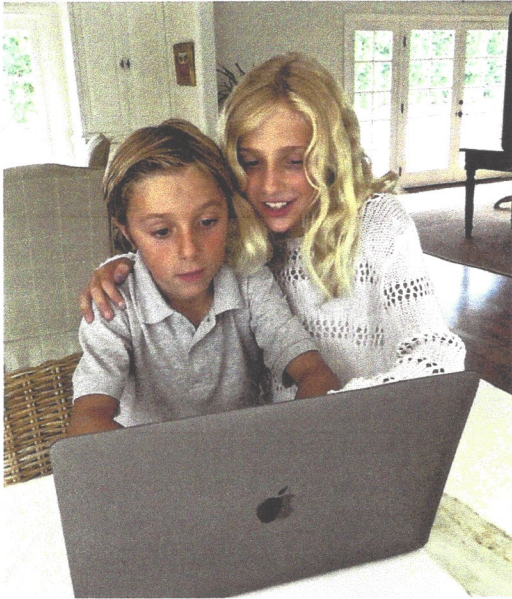


DID YOU KNOW?

- ✓ RSF Connect will give members of the Rancho Santa Fe Covenant 1 Gigabit per second (Gbps) home internet speed, more than a hundred times faster than the average home in California. Symmetrical service means you can upload and download at 1 Gbps.
- ✓ RSF Connect is a unique community investment – no other community will have such a fast, reliable and affordable locally controlled network.
- ✓ Ballots will be mailed soon. When you receive yours, please return it ASAP to ensure your voice is heard!

Visit www.RSFConnect.com
for more information

Frequently Asked Questions



What is RSF Connect?

RSF Connect is an effort to bring reliable high-speed internet access to every home, business and organization in the Covenant of Rancho Santa Fe. The RSF Association will own, construct and maintain this fiber-optic network, maintaining local control, high-quality service and affordable rates. The Association will contract with an internet service provider to bring these impressive internet speeds as well as telecommunications, TV and improved in-home cell phone service.

Why is the Association building its own high-speed internet network?

The Ranch's population density is too low for most providers to build a network. By constructing it ourselves we can ensure it is done right with proper on-site accountability and control, using contractors who care about quality as much as you do.

What are the benefits?

High-speed internet makes it easier for Covenant members to live and work in an increasingly connected world. RSF Connect will allow users to:

- ✓ Stream TV shows and movies on multiple devices simultaneously
- ✓ Video chat seamlessly
- ✓ Work from home
- ✓ Complete homework and take courses online
- ✓ Easily integrate and upgrade home security
- ✓ Experience improved in-home communications, including cell service



Will television programming and telephone service be offered?

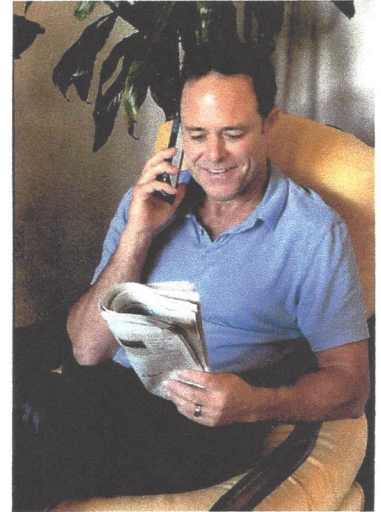
A "triple-play" package incorporating high-speed internet, television programming and telephone will be available. The program line-up for television and the rate for the triple play will be shared with members before the community vote.

Questions about RSF Connect



What will internet, TV and phone service cost me?

While pricing details have not yet been determined, members will be charged affordable market rates for the services. To receive service, members may be charged a small fee to make use of existing conduit, if available, or may pay to install new conduit from the street to their home. Members may also be responsible for costs to install equipment in the home to accommodate high-speed internet service.



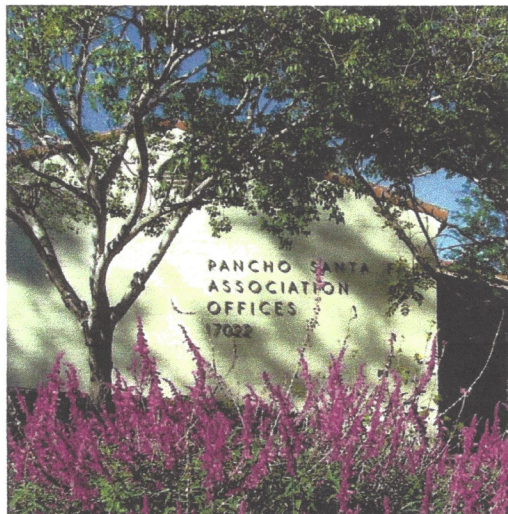
How will RSF Connect be financed?

The Technology Committee is analyzing cost projections for RSF Connect, which will likely be between \$11 million and \$13 million. It is anticipated that construction of the network will be financed by a portion of the Covenant Enhancement Fund and long-term borrowing. Fees collected from subscribers will fund the debt service and other cash flow needs. Any shortfall in cash flows would be funded by ongoing assessments. It is important to note that assessments will not be increased as the result of this project and that there will be no special assessment to fund the project. The estimated cost of the project, a financing plan and subscription fees will be shared before the community vote.

Why should I care about RSF Connect if I do not plan on using it?

Gigabit internet availability will increase the value of your home whether you use it or not. Local realtors say a fiber network will account for a significant increase in Covenant home property values across the board and make our community more desirable to potential residents.

Technology is changing so fast. How do we know the network won't become obsolete?



Fiber-optic networks are considered to be "future-proof." The cables may remain in place for up to 50 years without significant upgrades. The network will accommodate future technology without the need to update the fiber itself. RSF Connect will put our community in position to take advantage of future improved technology.

How do I know that funds will be spent properly?

RSF Connect was developed with local control and accountability in mind. The Board and Technology Committee will continue to publish regular communications on this project to members on an ongoing basis. Please see www.RSFConnect.com for more information and watch for updates in the the weekly RSF Association email newsletter.