

SwiftCurrent Connect Celebrates 1,000th Customer

SwiftCurrent Connect, Pierce Pepin Cooperative Services' (PPCS) broadband subsidiary, connected its 1,000th broadband customer on December 20, 2022. SwiftCurrent Connect provides western Wisconsin residents with high-speed, reliable fiber-based internet service. In the spring of 2021, the PPCS board of directors authorized the first phase of construction. The first customer was connected just 11 months ago on January 31, 2022.

“Connecting our 1,000th customer in less than 11 months is an unbelievable accomplishment for our employees,” said Nate Boettcher, President and CEO of PPCS and SwiftCurrent Connect. “We started this journey with the goal of connecting our members to high-speed and reliable broadband. We will have completed nearly 600 miles of fiber in 15 months and by next spring, over 4,000 homes will have access to our service”.

SwiftCurrent Connect customers can receive gigabit-level download and upload speeds. The broadband network utilizes fiber optic cable to the home or business, which delivers superior quality of service compared to DSL, satellite, cable, or fixed wireless systems. The fiber network can deliver quality speeds with low latency and in return, this delivers a great customer experience. Work on Phase Two continues this winter and will wrap up next spring.

“We received an early frost, and the snow cover made it difficult to complete drops to the home, but we are gearing up for spring weather which will allow us to finish Phase Two and start Phase Three,” said Boettcher. Phase Three will build an additional 200 miles of fiber and pass by 1,500 homes in Pierce and St. Croix counties. More information can be found at www.swiftcurrent.coop.



Quinten Liddle (third from right) celebrated being the 1000th customer connected to broadband internet through SwiftCurrent Connect with PPCS/SwiftCurrent Connect employees (left to right) Brooke Cupp, Nate Boettcher, Kendra Huston, and Scott Frier.