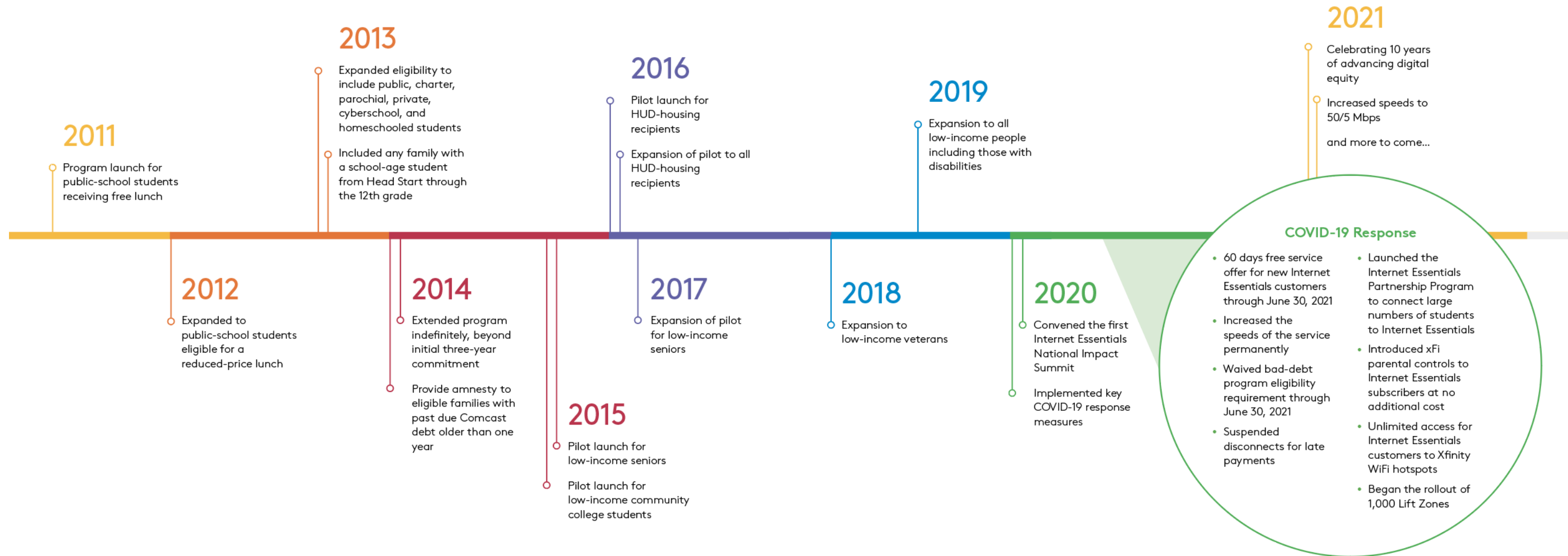# Digital Equity at Comcast: Connectivity & Awareness

Internet Essentials from Comcast is the nation's largest and most comprehensive digital equity program for low-income households.

September 14, 2021

COMCAST

Internet Essentials Has Continually Evolved to Meet the Needs of Communities

internet » essentials
FROM COMCAST

2011
Program launch for public-school students receiving free lunch

2012
Expanded to public-school students eligible for a reduced-price lunch

2013
Expanded eligibility to include public, charter, parochial, private, cyberschool, and homeschooled students

Included any family with a school-age student from Head Start through the 12th grade

2014
Extended program indefinitely, beyond initial three-year commitment

Provide amnesty to eligible families with past due Comcast debt older than one year

2015
Pilot launch for low-income seniors

Pilot launch for low-income community college students

2016
Pilot launch for HUD-housing recipients

Expansion of pilot to all HUD-housing recipients

2017
Expansion of pilot for low-income seniors

2018
Expansion to low-income veterans

2019
Expansion to all low-income people including those with disabilities

2020
Convened the first Internet Essentials National Impact Summit

Implemented key COVID-19 response measures

2021
Celebrating 10 years of advancing digital equity

Increased speeds to 50/5 Mbps

and more to come...

COVID-19 Response

- 60 days free service offer for new Internet Essentials customers through June 30, 2021
- Increased the speeds of the service permanently
- Waived bad-debt program eligibility requirement through June 30, 2021
- Suspended disconnects for late payments

- Launched the Internet Essentials Partnership Program to connect large numbers of students to Internet Essentials
- Introduced xFi parental controls to Internet Essentials subscribers at no additional cost
- Unlimited access for Internet Essentials customers to Xfinity WiFi hotspots
- Began the rollout of 1,000 Lift Zones

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12 expansions of eligibility (available to all eligible low-income households)

18 innovations (including improving our streamlined application process and launching the Internet Essentials Partnership Program)

14 improvements to the value of the service (including speed, in- and out-of-home WiFi, computer options)

9 innovations in digital literacy (including nearly $700 million in investment, and the creation of 1,000+ Lift Zones)

5 Pathways to Connectivity

Connectivity opens the door to a world of opportunity. There are more pathways than ever for students, families, and individuals to get connected and learn digital skills, at little or no cost to them. There are a variety of resources available, including billions of dollars in federal benefits to cover the costs. These include:

RESOURCES FOR INDIVIDUALS & FAMILIES

Internet Essentials
Over the past 10 years, Internet Essentials from Comcast has connected a cumulative total of more than 10 million people to the power of the Internet at home.

Emergency Broadband Benefit (EBB)
The Federal Government's Emergency Broadband Benefit (EBB) is a temporary subsidy program available on all tiers of Xfinity Internet service, including Internet Essentials.

Lift Zones
Partnering with local organizations and city leaders, Comcast has equipped 1,000+ community centers with complimentary WiFi, where students and families can access the Internet.

RESOURCES FOR SCHOOLS & PARTNER ORGS

Internet Essentials Partnership Program (IEPP)
IEPP provides the opportunity for schools, school districts, and other organizations to pay for students' and families' broadband Internet service at home. IEPP supports the ECF program.

Emergency Connectivity Fund (ECF)
Leveraging IEPP, Internet Essentials helps schools and libraries connect households to the Internet at home through ECF government funding.

Internet Essentials:
Addressing All Three Barriers to Internet Adoption

Low-Cost High-Speed Internet at Home

- Speeds of up to 50/5 Mbps for $9.95/month + tax

- No credit check, no term contract, no cancellation fees

- In-Home WiFi included

- Access to Xfinity WiFi Hotspots

- xFi Parental Controls & Advanced Security

- New Internet Essentials customers will receive two free months of Internet service if they apply and are approved by 6/30/22

Low-Cost Computers

- Customers can purchase a new, low-cost computer for $149.99 + tax

- Internet-ready laptop with a 1-year mail in warranty

- For more information, visit InternetEssentials.com/Low-cost-computer

Digital Skills Training

- Households may also participate in free digital skills training to better understand the Internet and the many ways it can benefit them

- Free training available online, in person, and in print

- More information available at InternetEssentials.com/Learning

- Due to COVID-19 many in-person digital skills classes have been put on hold

COMCAST

Lift Zones:
An Introduction

Through Lift Zones, we are supporting students and community members, with access to the internet in as many safe spaces as possible:

- Currently, we have hundreds of Lift Zones (WiFi-enabled spaces) in 30 state, and more than 300 cities across our service area

- Within communities, families are able to engage w/ Lift Zones to achieve their educational and professional goals

- Working with the U.S. Department of Veteran Affairs to activate Lift Zones in veteran locations
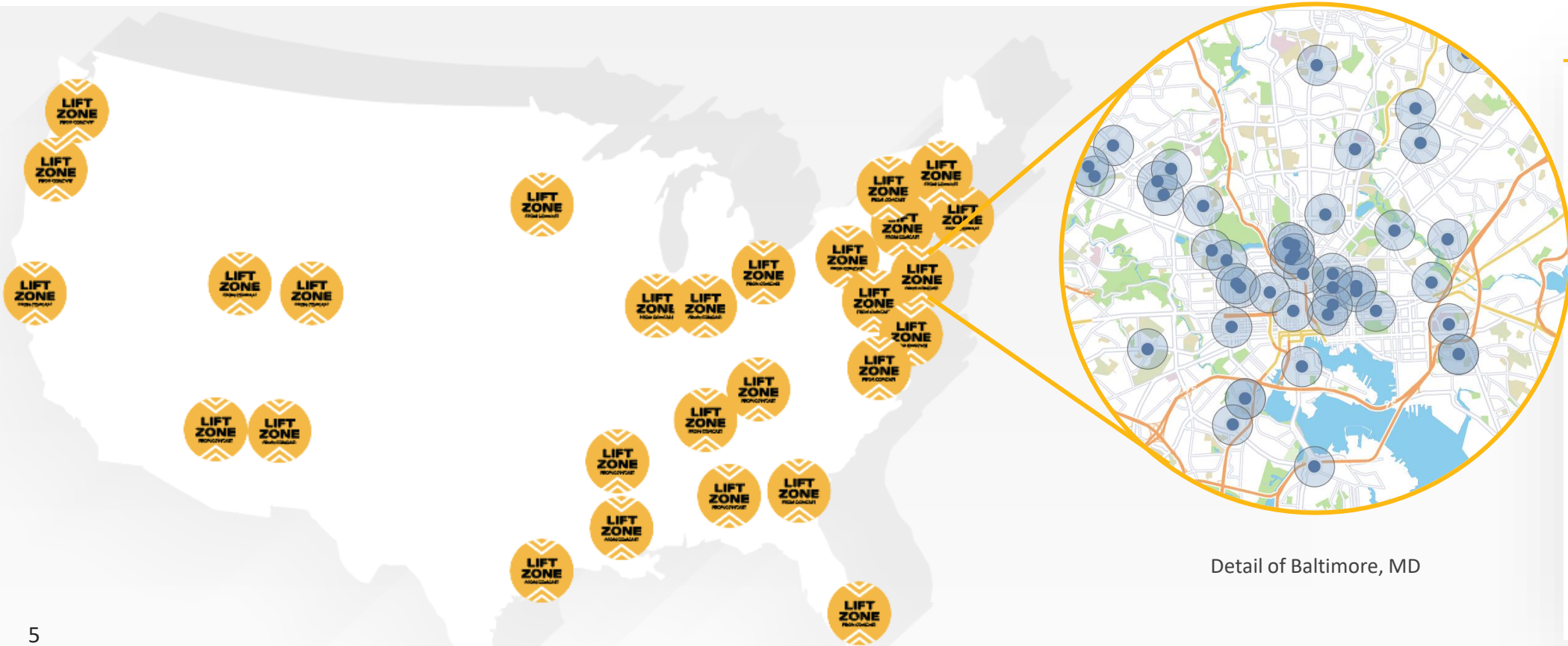
Detail of Baltimore, MD

We Have Broad Reach Nationwide

1.	Alabama	16.	Michigan
2.	Arizona	17.	Minnesota
3.	Arkansas	18.	Mississippi
4.	California	19.	New Hampshire
5.	Colorado	20.	New Jersey
6.	Connecticut	21.	New Mexico
7.	Delaware	22.	Oregon
8.	Florida	23.	Pennsylvania
9.	Georgia	24.	Tennessee
10.	Illinois	25.	Texas
11.	Indiana	26.	Utah
12.	Kentucky	27.	Vermont
13.	Louisiana	28.	Virginia
14.	Maryland	29.	Washington, DC
15.	Massachusetts	30.	Washington

Emergency Broadband Benefit

As part of our ongoing commitment to keep our communities connected, Comcast is proud to support the Federal Government's Emergency Broadband Benefit (EBB), a temporary subsidy program available on all tiers of Xfinity Internet service, including Internet Essentials. We're making it simple for both new and existing customers to apply.

Learn more online at xfinity.com/ebb.

Internet Essentials Partnership Program

The Internet Essentials Partnership Program (IEPP) is designed to help accelerate Internet adoption at a critical time. This program provides the opportunity for school districts and other organizations to fund and quickly connect students and families to broadband access at home.

Partners, such as schools, healthcare providers, and other community-based organizations, can sponsor, Internet Essentials service for their eligible members/families. The minimum requirements to establish a Partnership Program Agreement are at least a six-month term for at least 25 eligible applicants that are new to the program.

NOTABLE PARTNERSHIPS

IEPP Partners may select between one of two speed-tier options of service.

Internet Essentials:
- 50/5 Mbps
- $9.95/month + tax
- No equipment rental fees

Internet Essentials Plus (begins in Aug):
- 100/5 Mbps
- $29.95/month + tax
- Equipment rental fees included

7

Emergency Connectivity Fund

The Emergency Connectivity Fund (ECF) is a $7.17 billion fund to support remote learning during the COVID-19 pandemic by funding efforts by schools and libraries to provide broadband and connected devices for use away from school. The focus of ECF is on unconnected students and is not limited based on household income. ECF is limited to nonprofit schools and libraries eligible for E-Rate.

A second filing window is opening on September 28 and closes on October 13, for the purchase of eligible equipment and services between July 1, 2021, and June 30, 2022
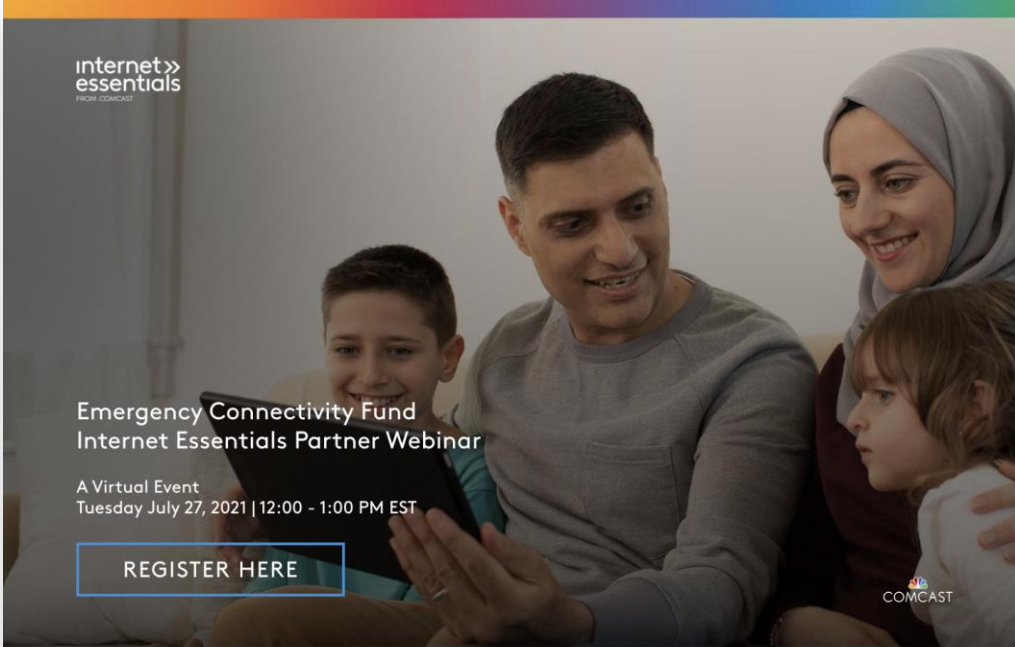
Comcast supports organizations applying for ECF

- IEPP is an already establish program eligible entities can use during

- CIPA compliant through xFi Advanced Security and Parental Controls

- Back Balance and 90 Day Rules are waived through June 30, 2021

Hosting a second ECF partner webinar on 9/17 or 9/20

- 33K+ invitations to the webinar will be sent via partners

KEY PARTNERSHIPS

BECOME A PARTNER

Help advance the mission of digital equity and create a more connected and equitable society.

Download or order updated materials and training guides and find out more information about how to engage at:

www.InternetEssentials.com/partner