

Ms. Marlene Dortch

April 5, 2011

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cc: Commissioner Mignon Clyburn
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Attachment

Comcast Broadband Opportunity Program

April 4, 2011

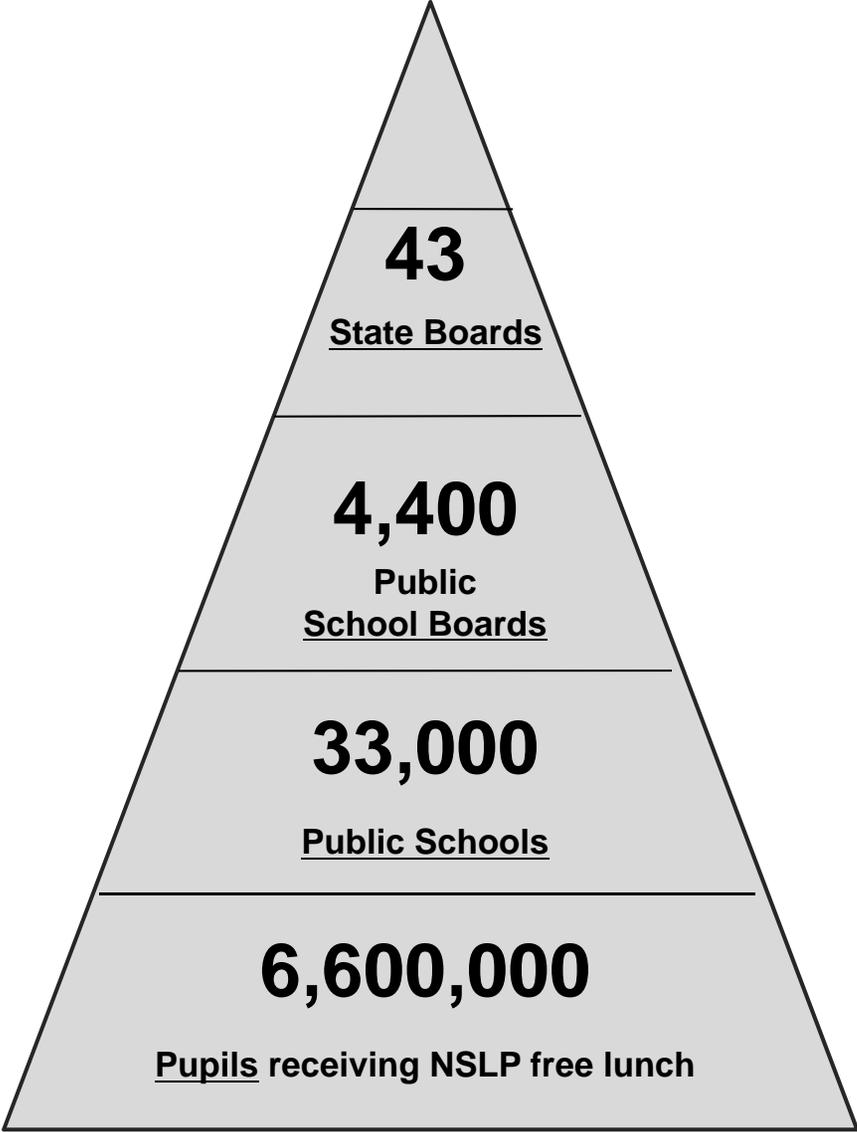
Agenda

- Background – CBOP Basics
- CBOP Operations
- DE Pilot
- Education
- Outreach – Driving Awareness

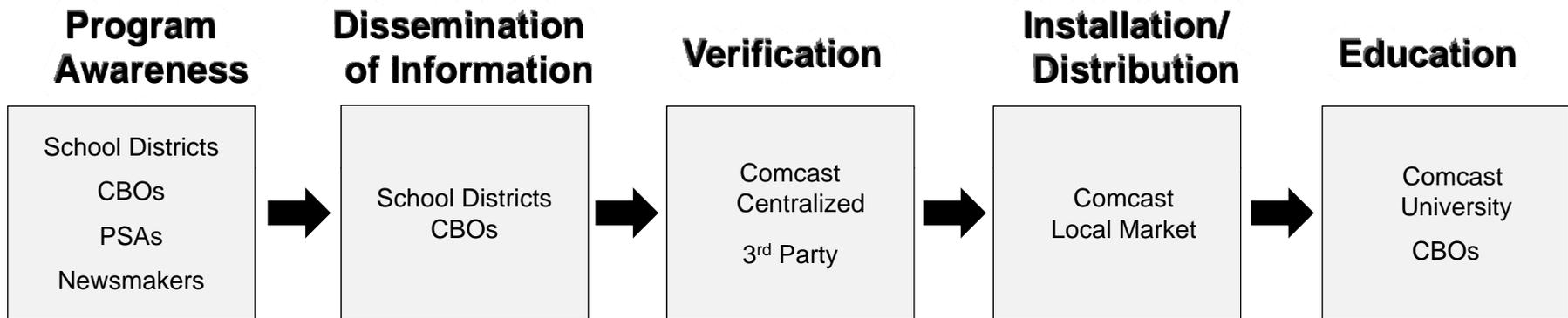
Background - CBOP Basics

- Participants receive:
 - ⇒ Broadband Service
 - Economy version of Comcast's Internet Service for \$9.95 a month; and
 - No modem or install charges and fees.
 - ⇒ Equipment
 - One piece of pre-configured, quality computer equipment (which may include rebuilt PCs, netbooks, or other devices) for less than \$150.
 - ⇒ Education
 - Access to web-based, print, and classroom-based computer training programs.
- Eligibility:
 - The household has at least one child eligible for a free school lunch via the National School Lunch Program (NSLP). Comcast shall rely on this established certification process to qualify participants in CBOP;
 - The household must be in Comcast internet-serviceable footprint;
 - The household must not have subscribed to any Comcast Internet service within 90 days prior to installation; and
 - The household is not the subject of current Comcast collections activity.
- Timing:
 - New participants will be enrolled during three full school years -- 2011, 2012 and 2013; and
 - Participants will *remain* eligible to receive discounted internet prices as long as they have at least one child who qualifies for free school lunch under the NSLP.
- Outreach:
 - Comcast will endeavor to educate school professionals who work closest with NSLP-eligible families about CBOP including PTAs, and associations representing guidance counselors and social workers.
 - Comcast shall distribute the CBOP information to its partners who work with low-income communities – on a national and local level (*e.g.*, One Economy, National Urban League, NCLR, LULAC)
 - Comcast will engage in efforts, in coordination with community partners, to publicize the availability of the program, targeted to areas with high concentration of low-income residents.

Background - Participation Sizing – Comcast Footprint



Operation End-to-End Approach



April Delaware Pilot

Quick start trial to gauge participant adoption and gain operational learnings

- Same offer and eligibility criteria as CBOP
- Program offered to schools in New Castle County via State Department of Education
- Two public school districts plus four charter schools (23 total schools)
- 6k certified free lunch students in 5k qualified households

Operations

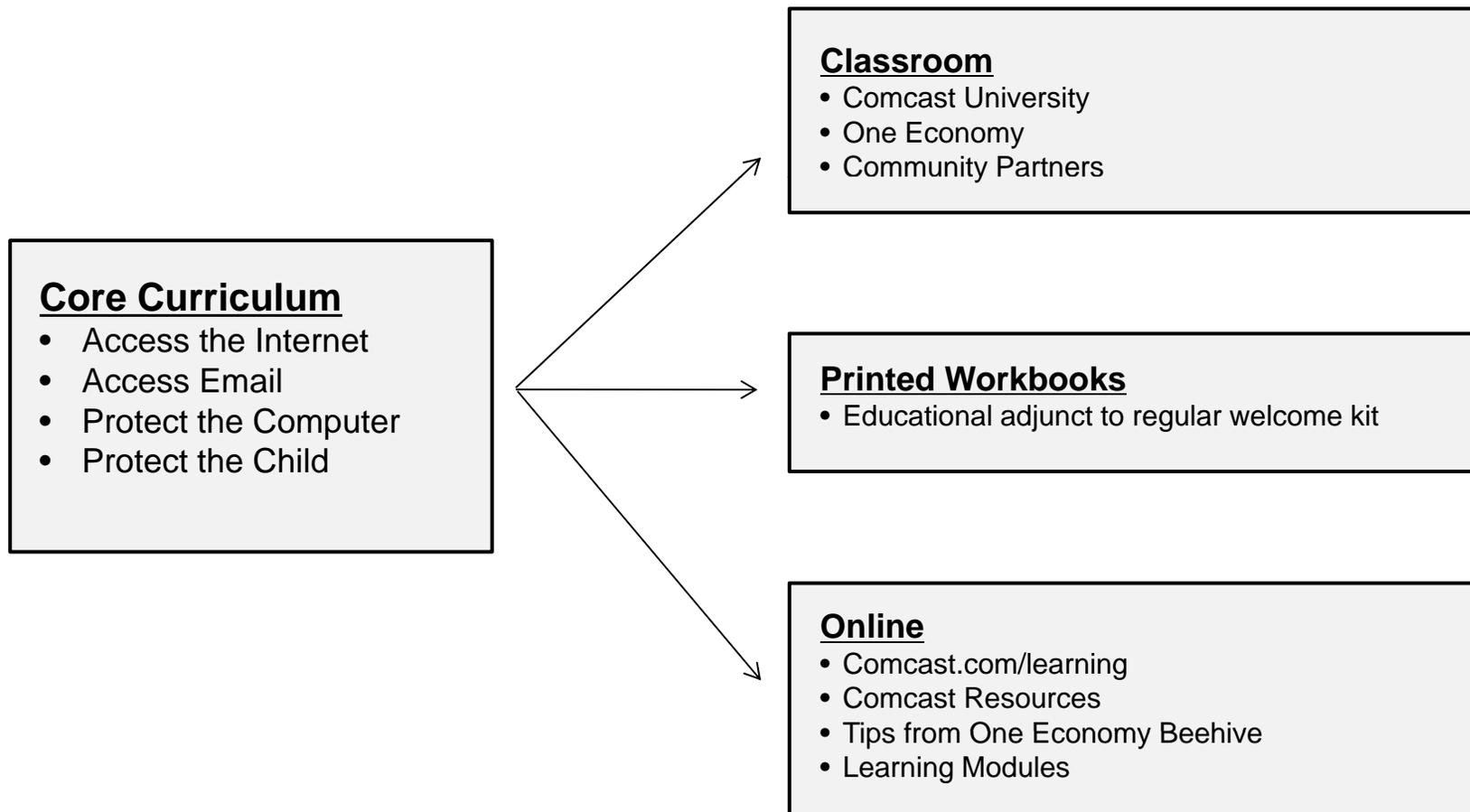
- Comcast provides enrollment packets to districts
- Districts send packets to free lunch households
- Households sign up via dedicated 800#
- Pick up installation kit and computer at Comcast service center
- Education: 2 sites anticipated

Progress

- School roster finalized
- Targeted to launch this month
 - Enrollment materials mailed to qualified parents
 - Toll-free number “goes live”

Education Approach

- Create a basic curriculum for getting started with computers and the internet, leveraging 'best practices' and off-the-shelf materials from experts in the field
- Make it available in the forms that participants will find most convenient



Outreach (completed or planned)

Federal

- Congressional
- Federal Communications Commission
- National Telecommunications and Information Administration
- Office of Science and Technology Policy, White House
- U.S. Department of Agriculture
- U.S. Department of Education

State and Local

- Governors
- State Elected Officials/Departments of Education/Secretaries of Education/State Associations
- Local Elected Officials/School Districts/Superintendents
- Community Based Organizations (Examples from DE)
 - Metropolitan Wilmington Urban League Chapter
 - Wilmington PAL, New Castle PAL, Hockessin PAL
 - Food Bank of Delaware
 - Latin American Community Center
 - Boys and Girls Club of Delaware – chapters in New Castle County
 - Rodney Street Tennis and Tutoring Association
 - YMCA branches across New Castle County
 - New Castle County Library System
 - West End Neighborhood House
 - Delaware Money School

Outreach (completed or planned)

Intergovernmental Associations

- National Governors Association;
- US Conference of Mayors;
- National League of Cities;
- International City/County Management Association;
- National Association of Counties
- National Association of Black County Officials
- Hispanic Elected Officials Association
- National Association of Black Elected Officials
- National Conference of Black Mayors
- National Conference of Black State Legislators
- National Hispanic Caucus of State Legislators

Strategic Partnerships and Community Organizations

- National Council of La Raza
- National Urban League

- NAACP
- League of United Latin American Citizens
- Minority Media and Telecommunications Council
- Asian American Justice Center (AAJC)
- Boys and Girls Clubs
- American Library Association

Education Community

- National School Board Association
- National Superintendents Roundtable
- American Association of School Administrators
- Consortium for School Networking
- International Society for Technology in Education (ISTE)
- National Association of State Boards of Education (NASBE)
- National Association of School Superintendents (NASS))