

## Comcast: ACP Participation and Outreach

### Overview of ACP Participation

---

Comcast is proud to support and participate in the Affordable Connectivity Program. The benefit can be applied to any tier of Xfinity Internet service across all our markets (including Internet Essentials), and we are working hard to ensure that all our customers who qualify are aware of the benefit, and we help them sign up as quickly as possible.

### Landing Pages

---

Internet Essentials: <https://www.internetessentials.com>

OR

Xfinity ACP: <https://www.xfinity.com/acp>

### Expanded ACP Offerings

---

To further enable our customers who qualify for ACP to benefit from the program, on March 1, 2022, Comcast introduced two new ACP offerings, and both are available to any customer who qualifies in all our service areas.

- Internet Essentials Plus – a new tier of service for our hallmark digital equity program, Internet Essentials, that offers twice the speed of our traditional Internet Essentials service – up to 100 Mbps download speeds – plus a cable modem, and WiFi router. The service is available to new and existing Internet Essentials customers and is free after the ACP credit is applied.
- Xfinity Mobile – Comcast’s top-rated mobile service, which includes 5G, is now available to customers enrolled in ACP, giving them the ability to save money on their connectivity needs in and out of the home.



***Internet Essentials customers can use their \$30/month ACP benefit to pay for both Internet and Xfinity Mobile service.***

### Consumer Awareness Campaign

---

Comcast has developed a comprehensive campaign to promote ACP, leveraging all available marketing, communications, partner, and sales/support channels to drive consumer awareness of the benefit and how it can be applied to their Internet service.

#### Mass Marketing

- TV and online video
- Radio
- Digital displays and banners
- Direct mail
- Social media – Facebook, Instagram, Reddit
- Newspaper placements
- Door hangers

- Consumer and partner flyers translated in up to 35 languages available for free download or free commercial printing from [InternetEssentials.com/partner](http://InternetEssentials.com/partner)

*Corporate Communications* – advocating about ACP is a top priority for our external communications function at the Corporate and regional levels. Some examples of this advocacy include:

- [National press release](#) (also translated to Spanish)
- [Blog post](#) to Comcast corporate website
- Regional ACP announcements ([example](#))
- Regional retail store support announcements ([example](#))
- Regional network expansion announcements ([example](#)) ([example](#))
- Social media
  - [LinkedIn](#)
  - [Instagram](#)
  - [Facebook](#)
  - [Twitter](#)
- Proactive campaign with Hispanic press
- Proactively pitching ACP offers in every press interaction
- Internet Essentials Ambassadors – educated our ~3,000 employee volunteer network about ACP to help them spread the word and boost participation among low-income communities
- Employee awareness – equipped employees companywide with at-a-glance resources to help them talk to friends, family and neighbors about ACP

*Partner Awareness & Engagement* – we have taken a consistent and integrated approach to work with government and elected officials, school districts, libraries, nonprofits, community-based organizations, and other partners to address the digital divide.

- Our community partners range from large national nonprofits like the Boys & Girls Clubs of America, the YMCA, the National Urban League, and UnidosUS, to thousands of local nonprofits who not only help promote the program, but also form the bedrock of our digital literacy training efforts.
- In March, we invited our partner organizations to an educational webinar about ACP and Internet Essentials. We have made the video of this webinar widely available for continued sharing and education.
- **We work with our partner organizations to host Internet Essentials sign-up and ACP enrollment events and drive awareness at resource fairs.**

*Sales and Support Communications* –



Call center agents fluent in English and Spanish, with additional support available in **240+ languages** and American Sign Language, have been trained to inform consumers about ACP and assist them in the enrollment process. Retail employees are also being trained to assist with ACP enrollment.



### Additional Support and Services

Digital skills training is the most important facilitator for getting people connected and Comcast has a robust digital skills training program, including materials and classes that are available to everyone, including those enrolled in the ACP program.

- Since 2011, we have made many enhancements to our digital skills training portfolio, including developing Online Safety Toolkits, working with partners to design best-in-class curricula to

engage senior citizens, and providing computer labs and other equipment to support digital participation at community centers across the country. We are proud to support digital skills training via a network of tens of thousands of partners who share our vision of bringing the Internet to everyone.

- Our online Internet Essentials Learning Center is free and open to anyone, not just Internet Essentials customers. The site gets more than 9,000 daily visits, and more than 1.3 million unique annual visitors. There are more than 260 lessons available in the following topic areas:
  - **Internet Basics** – Navigating the Web, Computer Basics, Email/Social Media, WiFi 101
  - **Online Safety and Security** – Parent Resources, Seniors Guide to Online Safety, Cyberbullying
  - **Getting Things Done** – Education, Healthcare, Personal Finance, Social Services, Employment Resources
  - **Building New Skills** – Coding, Languages, Art & Design
- [Lift Zones](#) – In 2020, as COVID-19 measures forced students into distance learning, we launched Lift Zones to provide free, robust WiFi access inside community centers across the country. As a result, tens of thousands of students who needed an Internet connection had a place to go to get online. Working with nonprofit partners and city leaders, who kept select community centers open as essential services during the pandemic, we rapidly installed more than 1,000 Lift Zones before the end of 2021 and there are plans to install 250 more Lift Zones this year. Lift Zones serve as a great awareness driver for both Internet Essentials and ACP. And just last month, our Lift Zone initiative was awarded **People’s Choice at the SXSW Innovation Awards**.
- [Project UP](#) – Comcast’s ten-year, \$1 billion commitment to advance digital equity, Project UP is a comprehensive initiative that encompasses the programs and community partnerships designed to connect people to the Internet and advance economic mobility.
- Additional educational efforts to help more people access the Internet include:
  - [Why Capital + Essential Business Resources = the Winning Formula for Black Entrepreneurs](#) (Mar. 22, 2022)
  - [JFF and Comcast NBCUniversal Release New Report Highlighting Innovators Advancing Black Talent in Tech](#) (Feb. 24, 2022)
  - [Closing the Gap for Diverse Women in Tech](#) (Nov. 9, 2021)
  - [Leveraging Partnerships to Advance Digital Equity and Foster Opportunity for All Learners](#) (Nov 2, 2021)
  - [Comcast NBCUniversal and BUILD.org Release Free Digital Curriculum Designed to Spark Community Solutions](#) (Oct. 21, 2021)

