



Digital Equity GAO Committee Hearing

March 16, 2023

Affordable Connectivity Program (ACP)

Comcast is proud to participate in the Affordable Connectivity Program (ACP), a \$14.2 billion federal government program that extends and modifies the Emergency Broadband Benefit (EBB) program.


ACP applies to monthly charges for Internet service and mobile data usage and service fees. Qualified households will receive a total credit of up to \$30/month toward Xfinity Internet service, including Internet Essentials.

Visit xfinity.com/acp to learn more.

Resources:

An ACP Partner Awareness Flyer, available in multiple languages, explaining the EBB to ACP transition in detail is available for download on our Partner Portal at partner.InternetEssentials.com

ACP PARTNER AWARENESS FLYER



Affordable Connectivity Program (ACP)

customers: Inge & Eleanor

What is the Affordable Connectivity Program?

The Affordable Connectivity Program (ACP) is a \$14.2 billion government program that extends and modifies the Emergency Broadband Benefit Program (EBB), and continues its aim to help low-income households connect and stay connected to the Internet with a monthly credit. Comcast has been participating in the EBB program since its inception in May 2021, and is proud to continue participating through ACP. All tiers of Xfinity Internet service, including Internet Essentials, will continue to be available to those who qualify for the benefit.

What changes in the transition from EBB to ACP?

- Existing Comcast customers who enrolled in EBB before December 31, 2021 and who continue into ACP will see their maximum \$50/month credit decrease to a maximum \$30/month credit after a 60-day transition period
- Internet Essentials customers currently enrolled in EBB and who continue into ACP will continue to have the full cost of their service covered
- New customers who apply for ACP after December 30, 2021 may be eligible for up to \$30/month credit toward their Internet bill
- A maximum \$75/month benefit remains available for customers in Tribal Lands

FROM	TO
Name: Emergency Broadband Benefit (EBB)	Name: Affordable Connectivity Program (ACP)
Credit: Up to \$50/month; \$75/month for customers in Tribal Lands	Credit: Up to \$30/month; \$75/month for customers in Tribal Lands

Must meet one of the qualifying criteria:

- Current Internet Essentials customer
- Income at or below 135% of the federal poverty guidelines
- Eligible for National School Lunch Program, SNAP, Medicaid, Federal Public Housing Assistance, Lifeline, Federal Pell Grants, or other benefit programs
- Substantial loss of income since February 29, 2020

Must meet one of the qualifying criteria:

- For those using income to qualify, households can now make up to 200% of the federal poverty guidelines and receive the benefit
- National School Lunch Program, SNAP, Medicaid, Federal Public Housing Assistance, Lifeline, Federal Pell Grants, and other benefit program recipients are still eligible; WIC recipients are now also eligible
- ACP removes the substantial loss of income component of EBB eligibility; customers who qualified for EBB due to loss of income will be notified and have the opportunity to reapply under the updated criteria

internet essentials Internet Essentials 1-855-8-INTERNET

xfinity Xfinity 1-800-XFINITY

What's in step one. > two and check.

xfinity.com or call

Verifier form at

receive your credit. For

ceived from the National

[.com/acp](https://xfinity.com/acp) to start your

customer: Tommy

ce and mobile data usage and service fees. Qualified

nth toward Xfinity Internet service, including Internet

ce fees. Qualified households within Tribal lands will receive

on the rate for the services that a customer chooses.

y Mobile service, the ACP benefit will first be applied to

ie applied to Xfinity Mobile services. If a customer only has

ce from Xfinity, they can call 844-389-4681 to enroll in ACP

eir Xfinity Mobile service.

it impact lives?

section. That is why we recently

> advance digital equity and build

asses the programs and community

net in their own homes and help

lthcare, employment opportunities,

comcast.com/impact/project-up

\$1B

Commitment to

advance digital equity

with outreach?

currently in development. Check our Partner Portal at

id order complimentary prints to support your community

today's increasingly digital world, and we hope to make it

overnment benefit.

Internet Essentials Addresses Three Barriers to Adoption



Low-Cost High-Speed Internet at Home

- Speeds of up to 50/10 Mbps with **Internet Essentials** for \$9.95/month
- Speeds of up to 100/20 Mbps with **Internet Essentials Plus** for \$29.95/month
- No tax, no credit check, no term contract, no cancellation fees
- Equipment included at no additional cost
- In-Home WiFi, access to Xfinity WiFi Hotspots, and xFi Parental Controls & Advanced Security are all included.
- For more information, visit InternetEssentials.com/Apply



Low-Cost Computers

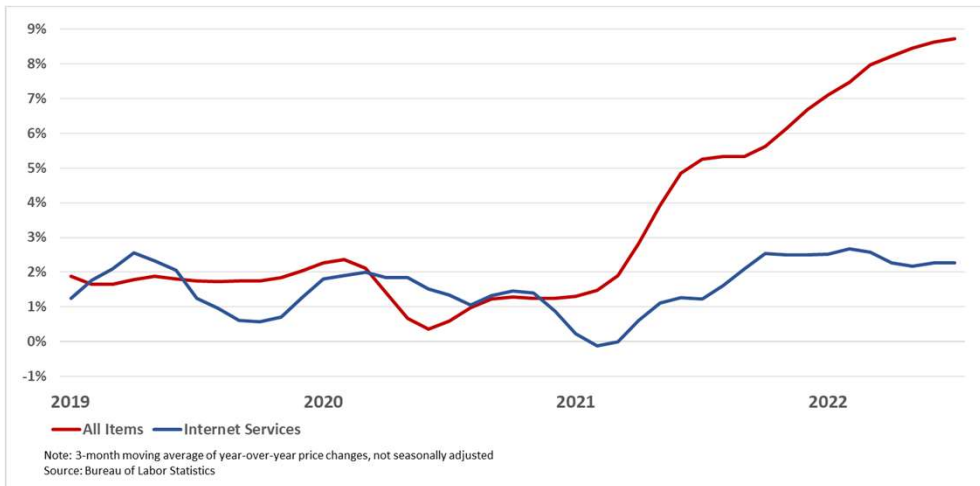
- Customers can purchase a new, Internet-ready laptop with a 1-year mail-in warranty for \$149.99
- For more information, visit InternetEssentials.com/Low-cost-computer



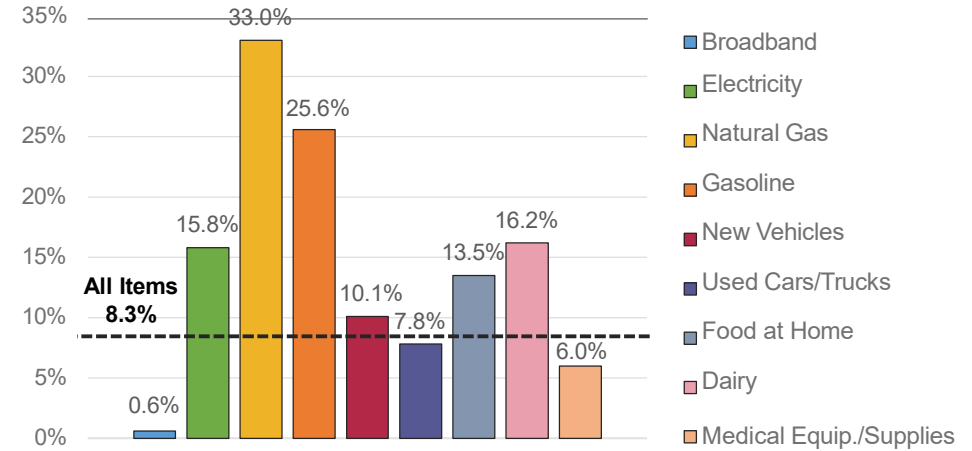
Digital Skills Training

- 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

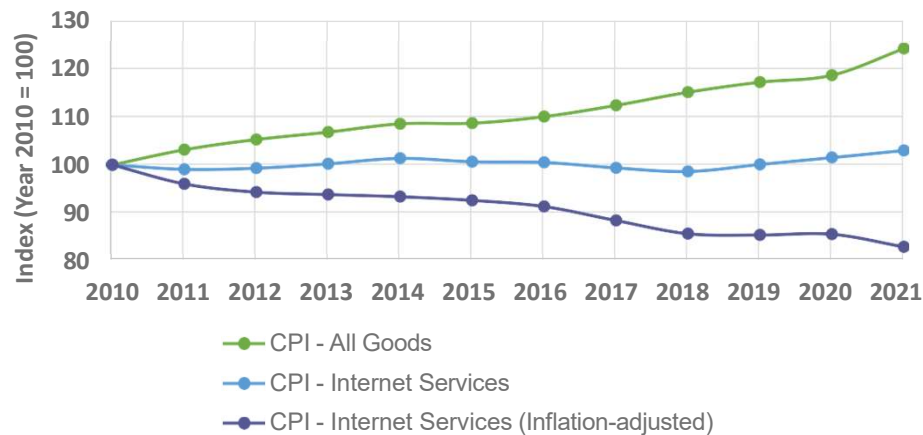
Tremendous Value for Consumers



CPI-U Unadjusted Percentage Change Aug. 2021 – Aug. 2022

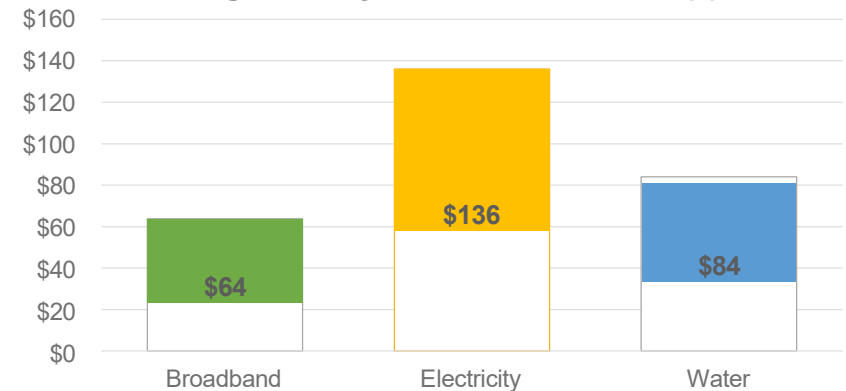


CPI for Internet Services vs. CPI for All Services



Source: Bureau of Labor Statistics

Avg. Monthly Cost Per Household (\$)



Source: Consumer Expenditure Survey, 2020

Our Impact Over More than a Decade

More than
10M

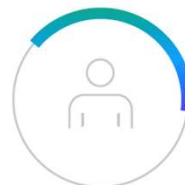
low-income Americans connected to Internet Essentials cumulatively since the launch of the program in 2011. **1,720,000** of them have been right here in California.

80%

of Internet Essentials customers did not have broadband Internet prior to signing up for the program



41%



of Internet Essentials customers say that without Internet Essentials they would only have an Internet connection over their mobile phone and...

23%



say they wouldn't have Internet at all

200k



devices subsidized or donated since 2011, including...

35k
Laptops
Donated

during the pandemic alone

Home internet adoption changes lives.

Internet Essentials has a causal effect on employment and income for the adults in households who adopt. This research shows that when we connect households to do homework, the **whole family benefits**.

40%

Reduction in the overall income-based digital divide for households with school-age children

8%

Increase in employment rates for households with Internet Essentials

\$1,385

Increase in annual income for Internet Essentials customers

Our expansions, enhancements, and investments lead to significant positives outcomes for our customers.

90%+

of parents surveyed say the service has a positive impact on their child's grades.

78%

of households that experienced lost wages due to COVID-19, believe Internet Essentials has helped to reduce that loss.

76%

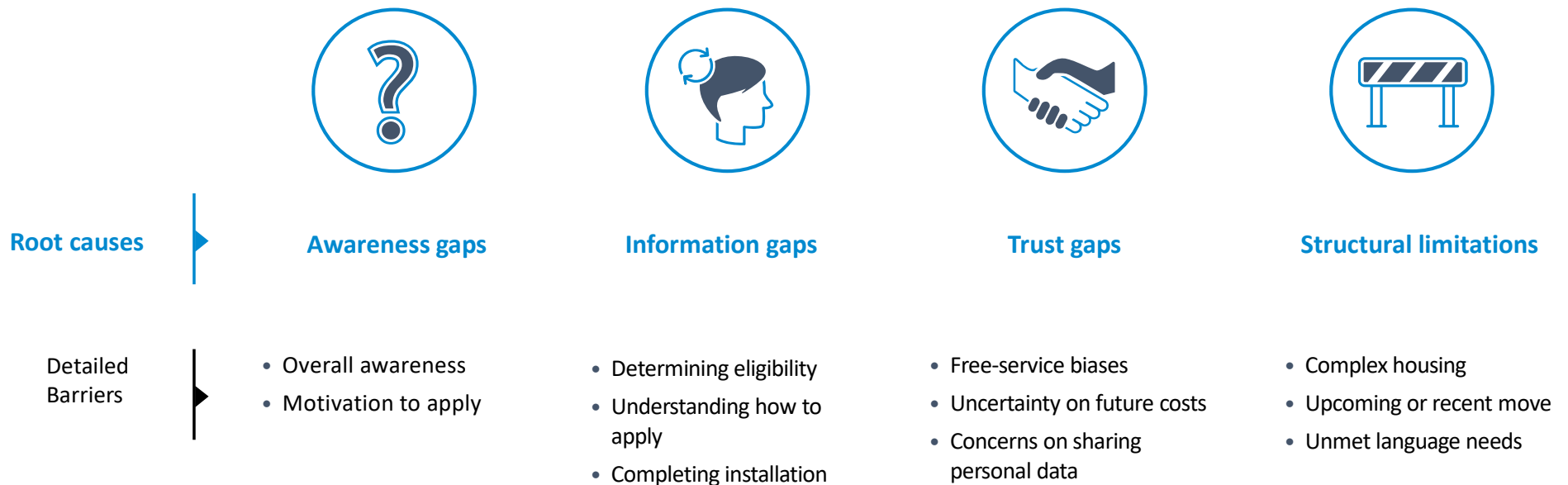
of customers said the service has helped someone in their household locate or obtain employment.

79%

of customers said the service has helped them find health and/or medical information.

Understanding Barriers to Adoption: Our Partnership with BCG

Our 2021 study with Boston Consulting Group aimed to reconceptualize barriers to adoption outside of relevance and cost. Drawing from a national survey among all households eligible to receive any type of sponsored internet service, this work created a more nuanced and relevant way to think about adoption barriers.



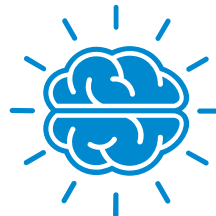
What do successful programs have in common? A human approach.

Users Report a Community Partner Helped Them in Several Critical Areas



Overcame adoption barriers

66% now have an internet connection or a computer or tablet at home



Strengthened digital skills

86% have used more technology, including for jobs, health care, and benefits



Improved digital comfort

80% feel more confident or safer using technology

Sources: BCG and Comcast National Survey on Digital Navigators, January 2022; BCG analysis.
Note: N=1,507 Unweighted

Community Partners: A Powerful, Proven Tool To Aid Adoption

Community partners assist community members to advance digital adoption (obtaining Internet/devices), usage (building digital skills like email), and comfort (staying safe, troubleshooting).



Who is a community partner?

- Volunteers or staff from community-based organizations, faith-based organizations, libraries, social service agencies
- Leverages support from community members with local knowledge, including helping English language learners overcome language barriers



How does a partnership work?

- Train staff and volunteers to facilitate adoption
- New users work with designated staff who can provide services such as structured training, on-demand tech support, information on social programs, and access to devices or network connectivity.

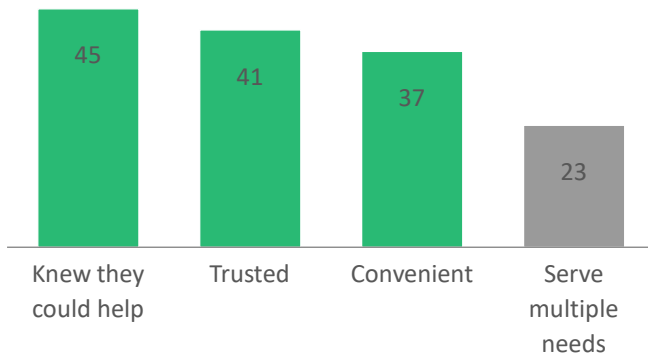


Why does it work?

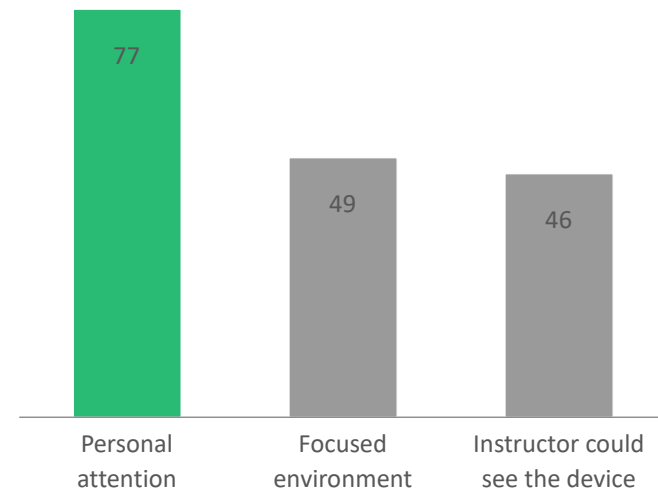
- Continual, one-on-one contact with trusted community members ensures an individual's needs will be met
- The framework centralizes support to identify and solve gaps in digital understanding
- Program connects participants to greater support ecosystem

Community Partners Build Trust and Offer Personalized Attention

Community Partner users who indicated each factor led them to go to the partner (%)¹



Why Community Partner users preferred the in-person, one-on-one format (%)²



Community Partner: Self-Help for the Elderly

internet>>
essentials
FROM COMCAST

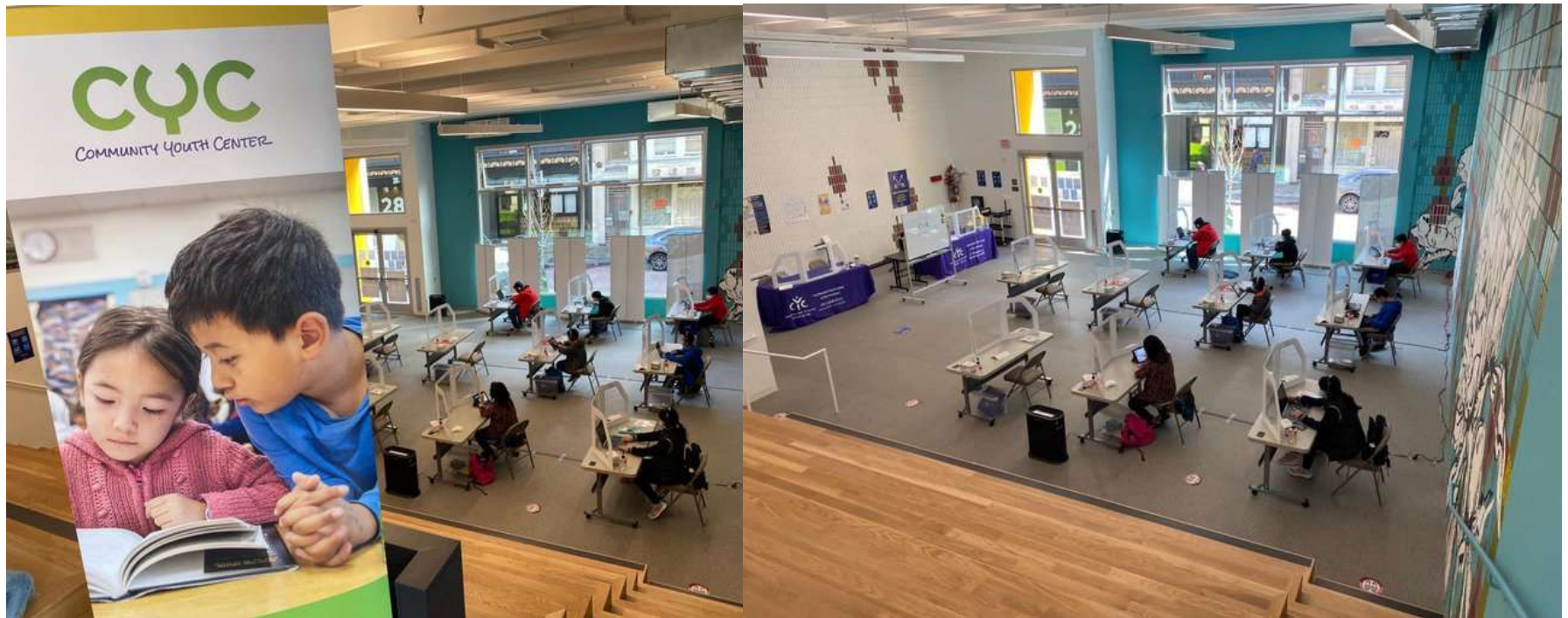
Self-Help for the Elderly and Comcast partnered and created an intergenerational digital inclusion and digital literacy program where high school students learn software, hardware and application skills and then they teach, provide tech support for seniors



COMCAST

SF Community Hubs

Willie “Woo Woo” Wong Clubhouse powered by Comcast’s free, high-speed internet Lift Zones program



SF Digital Equity Summit

Comcast gathered over 100 community leaders and key stakeholders from around the Bay Area to share best practices in closing the digital divide and creating digital equity last year at this summit in SF



Thank You!