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Bridging Digital Divide - COX.pptx
C2C best in class.pdf

Thank you again for the time yesterday to share with you a few best practices we have found for enrolling families in our reduced cost internet program, C2C.

Attached you will find the presentation and the outline of our best in class tactics.

Please do not hesitate to reach out with further questions on C2C or any questions about our network. I am more than happy to make any of our SME available to you. We are here to partner and look forward to working with you.

All the best,
Cassandra

Cassandra Weinlein
Director, Government Affairs

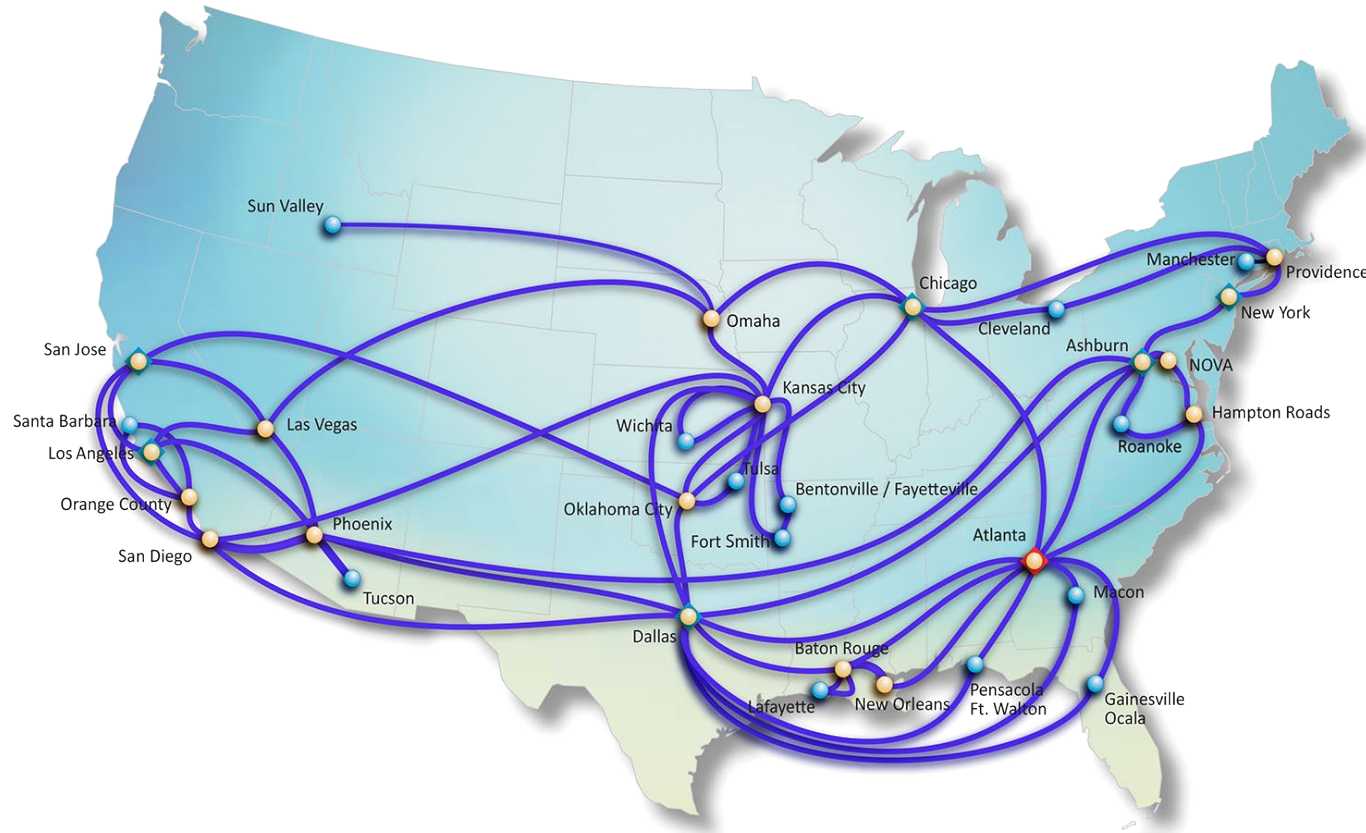


Bridging the Digital Divide

Cassandra Weinlein
Director, Government & Regulatory Affairs

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Cox Footprint



Our network provides the critical connection between our customers and the things they care about most. We are strategically investing in our network to anticipate the needs of the future.

Cox's Connect2Compete

Since 2012 Cox has worked closely with school districts and local partners to ensure families are aware of our Connect2Compete (C2C) program which offers \$9.95 a month high speed internet for qualifying low-income families.

- K-12 student in the home
- Participates in National/Reduced Lunch program or other government subsidized program
- Free installation with modem/router included
- No contracts or deposits
- Access to Cox Digital Academy

Tactics To Reach Families

- In person signup events
- Assemblies/parent nights
- Community resource fairs
- Donate reusable bags stuffed with C2C flyers
- Digital Divide Liaison
- Nonprofit partners
- PSAs (English/Spanish)
- Social media (Twitter/Facebook)
- Media spots (English and Spanish)
- In person meetings with school districts





On-site Signup Events

- On-site signup events at schools and at nonprofit organizations while time intensive have proven to be the most successful in connecting families
- In partnership with Computers2Kids (C2K) Cox has hosted over 300 sign-up events in San Diego
- Cox employees are on-site to assist families in applying for C2C. Employees volunteer their time to support sign-up events
- Cox employees use iPads to fill out the online application for the families and are able to answer questions and help families upload verification documents when needed
- Bilingual support on-site and access to translation of any language by phone
- Families leave with a computer in hand and C2C install appointment

Enhancements to Help with Enrollment

Fast Track Ordering Process

Cox partners with school districts to provide an expedited ordering process, which allows families that the district has identified to quickly apply for service without providing additional documentation.

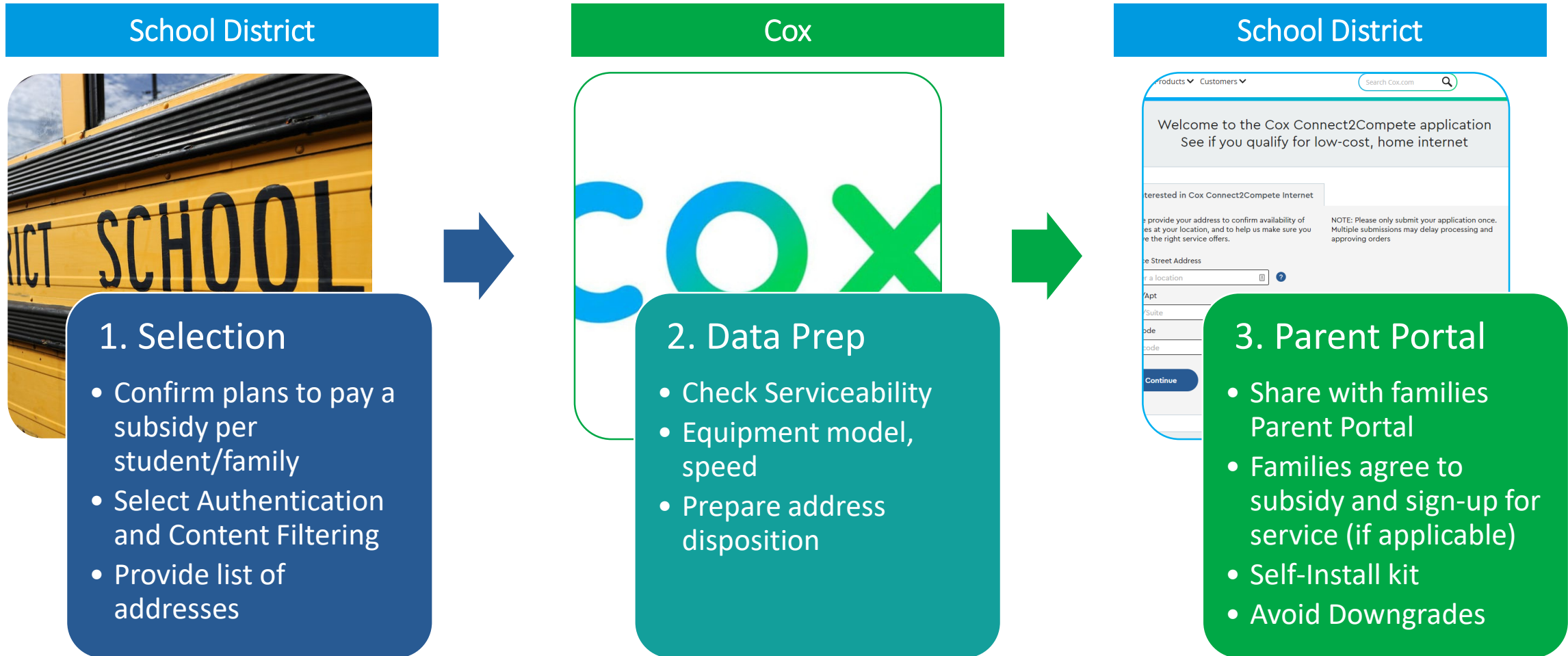
- Provide list of addresses (no PII) to Cox at connectnow@cox.com
- Cox will verify the addresses are serviceable and will notate as pre-approved
- School district administrators will receive notification from Connect Now email address when a list is complete
- School administrators will instruct families to complete online C2C application

Bulk Billing

Cox has set up an Employer and School Internet Payment Program that can be used by school districts and/or organizations to subsidize the cost of the students' internet access.

- School District will need to sign a MOU to initiate process
- Cox Cares Coordinator will provide school district with a template to provide addresses of families they want to subsidize
- School district indicates how much they choose to subsidize (portion or all in increments of \$5)
- Cox pre-approves addresses provided by district and provides district unique URL so they can provide to their families to complete the C2C application
- Cox provides monthly courtesy invoice to school district

District Process



Bridging Digital Divide During COVID-19

In response to COVID 19 and to help with distance learning and to get families enrolled quickly we made enhancements to the program

- Free service through July 15 for qualifying families that enrolled between March 13 and May 15, 2020 (up to four months free)
- Two months free service for qualifying families that enroll in C2C program through December 31, 2020
- Free Wi-Fi Hot spots extended through end of the year
- Commitment to Bridging the Learning Divide extended through June 30, 2021
 - Suspending late fees and extending payment relief offerings for C2C customers
 - Continue to partner with school districts and community-based organizations to connect large numbers of low-income students to the internet
 - Continue to promote existing partnerships with hardware providers who offer low-cost devices
- Eliminated bad debt restriction for families that qualify for C2C to allow them to apply for the program
- Sharing these updates frequently with school superintendents, CTOs, nonprofits partners and on social media
- Digital Liaison contact within Cox to assist the schools and/or school districts
- Access to Cox Digital Academy- an online learning platform full of computer literacy tips, educational videos, tutorials and interactive games available to everyone
- MyFuture- available to C2C customers to keep kids engaged in academics. MyFuture is The Boys & Girls Club of America's digital platform that empowers children and teens to learn new skills, share accomplishments and earn recognition and rewards via gamification in a safe and fun online environment

If you have questions about Connect2Compete or want more information on tactics, please feel free to contact either of us.

Cassandra Weinlein, Director Government & Regulatory Affairs



Adriana Mendoza, Manager Government Affairs & Digital Divide Liaison





cox

Bringing us closer

Cox wants to bridge the digital divide and provide new opportunities for families and students through affordable internet. Our success is only possible with the help of dedicated leaders, partners and advocates in the communities we serve.

After years of successfully connecting families, we have honed our tactics and have developed a blueprint that can serve as a model for other providers to successfully establish and promote their own affordable internet programs.



Remove Barriers

- No annual contract or deposit required
- Free installation
- Multiple forms of identification accepted, no social security number or credit card required
- Multiple avenues toward qualification maximizes reach, families with at least one child eligible for the National School Lunch Program, families living in HUD-assisted housing or participation in SNAP and/or TANF programs
- Temporary School Internet Payment Program that schools can use to help cover the cost of student internet access
- Families can stay enrolled in the program as long as they qualify
- Families can create roommate accounts, which allows multiple families sharing an address to enroll



Ease of Enrollment

- Families can apply directly online and at company sponsored sign-up events in the community
- Website is optimized for mobile use and maximum accessibility
- Schools can provide a list of home addresses for families that meet eligibility requirements for expedited pre-qualification
- Dedicated and accessible contact within Cox to assist schools



Promotion

- Dedicate resources to promote program, including personnel
- Host in-person sign-up events in each school district - Cox hosts an average of 50 events each year across our California markets
- Share program news and updates with local media outlets and nonprofit partners
- Presentations at schools and in the community with parents, educators and our nonprofit partners



Partnership

- Keep school districts apprised of latest program updates and developments
- Partner with trusted community leaders, including but not limited to nonprofits and food banks, to share information with constituents and clients
- Provide elected officials, chambers and nonprofits with information for newsletters to constituents
- Partner with elected officials to further promote program
- Partner with organizations that provide refurbished devices at low cost to no cost for families



Communication

- Dedicate budget to communication efforts including: flyers (English and Spanish), public service announcements, social media, radio and digital media advertisements
- Direct mail campaigns
- Program toolkits specifically for educators and nonprofits available online for download

The widespread adoption of C2C is a tangible demonstration of our core values in action. Here's what some of our advocates have to say about the program.

"I commend Cox for their continued work to bridge the digital divide. Through their Connect2Compete program, Cox has helped many low-income families connect to high speed internet. These kinds of partnerships between service providers and school districts are more important than ever, and I appreciate Cox once again stepping up to help meet this important challenge."

Senate President Pro Tem Toni Akins



"As school campuses closed due to COVID-19, ensuring students could connect online to access remote learning and to interact with classmates was among our top priorities. Cox's expansion of the Connect2Compete program allows qualifying families online access, and we know that programs like this are critical across the state and nation. Students in Cox's service area have benefitted from our collaboration with Cox since we launched Computers for Families in 1999, which became the model and foundation for the C2C program you see today."

Dr. Susan Salcido, Santa Barbara County Superintendent of Schools

"Cox's expansion of Connect2Compete demonstrates a deep understanding of the support students need to bridge the digital divide. By lowering barriers to adoption and actively partnering with our school districts and nonprofits to connect families through C2C, Cox is helping to ensure our students can participate and thrive in school from home."

Assemblywoman Monique Limón



"The expansion of the Connect2Compete program into the summer recognizes the reality that our students will need months of continued support to recover academically. This is the latest example of how our students have benefited from our partnership with Cox Communications. For years, Cox has helped deliver business-class internet speeds to our classrooms. That is why we turned to them for help during the current crisis. Once again, they have stepped up to help our students succeed. Ever since we made the decision to close schools on March 13, San Diego Unified has been focused on two things - finding ways to get our students back to learning and making sure those learning opportunities are open to all students. Cox Communications has made it possible for us to keep those commitments."

Cindy Marten, Superintendent of San Diego Unified School District