

## Attachment J

Qwest Corporation d/b/a CenturyLink QC

Bennington Exchange NBBP/CPF Grant Application

### **Digital Inclusion Plan and Low-Income Assistance Programs**

In a funding partnership with the State of Nebraska, CenturyLink QC will improve unserved/underserved levels to 940 Mbps download and upload speeds, exceeding the NBBP/CPF speed requirement. Building a fiber-to-the-premise network that provides advanced, high speed broadband services to households, businesses, and farms in the proposed grant area improves access to critical school e-learning applications while also making agricultural operations more efficient and enhancing crop production through enabled precision agriculture tools. The broadband network will also enable remote working scenarios, improve access to rural health care resources and will stimulate a more robust local area economy.

The company also publishes materials to encourage digital literacy, found at the following link:

<https://www.quantumfiber.com/support/internet-essentials.html>

Internet Essentials is a hub of internet information meant to meet the needs of our customers who have a more basic level of familiarity with the internet and who are looking to build their digital literacy skills and knowledge. Topic areas include modem set up, Wi-Fi basics, online security, speed, and lifestyle topics. The company plans to continue to expand this collection and grow the knowledge base. The company also provides many instructional videos, available on our corporate website and YouTube. Topics include ACP, boosting Wi-Fi performance, and support.

Example links below:

<https://www.youtube.com/watch?v=Ee0spi0Vetk>

<https://www.youtube.com/playlist?list=PLEYIeiCR-pz4qPNeOjBdQGxWoKHXY9gIG>

[https://www.youtube.com/results?search\\_query=quantum+fiber+how+to+videos](https://www.youtube.com/results?search_query=quantum+fiber+how+to+videos)

CenturyLink QC and our Quantum Fiber brand participate in the Affordable Connectivity Program (ACP) for qualified low-income customers. The ACP program is currently in the process of sunseting based on availability of federal funding. No new applications are being accepted at this time based on federal program guidelines. If a customer qualified for ACP and subscribed to the 200Mbps symmetrical offer at \$30 per month, the benefit essentially negates the cost of the service excluding optional equipment rental. While the program is in the process of sunseting, customers are still allowed to transfer their existing benefit to this service. There are no set minimum speeds required to apply the ACP benefit, meaning an approved ACP customer can utilize the benefit towards any current speed offering.

Current information regarding the ACP program can be found at the following website:

<https://www.quantumfiber.com/support/account/acp.html>

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The company also participates in the FCC Lifeline program. Information regarding this program is located at the following website:

<https://www.centurylink.com/home/help/account/consumer-assistance-programs.html>

Qualified low-income customers (already approved for ACP or existing/new Lifeline subscribers) receive offsetting monthly credits for high-speed fiber internet service to cover a significant portion of the monthly charge. (ACP - \$30, Federal Lifeline - \$9.25). Although the ACP program is sunsetting, applying the \$9.25 Lifeline credit to the current lowest offering of \$50 per month for 500 Mbps symmetrical service meets the NBBP/CPF low-income guideline of less than \$50 per month.

Current pricing for high-speed fiber internet service with our Quantum Fiber brand can be found at the following website link:

<https://www.quantumfiber.com/homepage.html>

**Unleash the power of smart internet at a *Price for Life.***

Keep your internet service monthly rate for as long as you keep your plan! Internet service monthly rate subject to continued plan availability.

[Check Availability](#)

Price for Life	Price for Life
Up to 500 Mbps	Up to 940 Mbps
\$50 /mo	\$75 /mo
<small>Limited availability. Service and rate in select locations only. Taxes and fees apply. 360 WiFi and other equipment lease charges, taxes, and fees are excluded from Price for Life offer and may be increased. <a href="#">View details</a></small>	<small>Limited availability. Service and rate in select locations only. Taxes and fees apply. 360 WiFi and other equipment lease charges, taxes, and fees are excluded from Price for Life offer and may be increased. <a href="#">View details</a></small>
<ul style="list-style-type: none"><li>• Built for fast downloads and multiple video chats</li><li>• Unlimited data on a 99.9% reliable network</li><li>• HD streaming in 4K on 6+ devices</li><li>• Seamless 360 WiFi coverage at no monthly charge for initial period</li><li>• No annual contract</li></ul>	<ul style="list-style-type: none"><li>• 20X faster upload speed than cable</li><li>• Unlimited data on a 99.9% reliable network</li><li>• FREE installation - \$29 value</li><li>• Seamless 360 WiFi coverage at no monthly charge for initial period</li><li>• No annual contract</li></ul>

CenturyLink's pricing for fiber internet services in grant areas, is the same pricing it uses in very competitive areas, such as Omaha, Salt Lake City, Phoenix, Denver and many other cities that have multiple providers offering 1-gig service. Since the company utilizes nationwide pricing for its fiber

internet services, customers in grant areas get the same competitive pricing and benefits as customers in big cities.

### **Awareness and outreach:**

Prior to applying for this NBBP/CPF grant, CenturyLink QC contacted community leadership as evidenced in the attached. The company looks forward to any feedback from the community as a result of this outreach and potential future collaboration as appropriate.



Outreach Lumen -  
Bennington Exchange

Consistent with the requirements in the National Telecommunications and Information Administration (NTIA), Broadband Equity, access, and Deployment (BEAD) Program the company plans to ***“carry out public awareness campaigns in their service areas that are designed to highlight the value and benefits of broadband service in order to increase adoption of broadband service by consumers. Awareness campaigns must include information about low-cost service plans and any federal subsidies for low-income households such as the Lifeline Program, the Affordable Connectivity Program, and any successor programs. Further, awareness campaigns must be conducted in an equitable and nondiscriminatory manner. Subgrantees must utilize a variety of communications media (e.g., online, print, radio) and provide information in languages other than English when warranted based on the demographics of the community”.***<sup>1</sup>

The company has experience from other states of what marketing activities work best in grant areas. For all awarded project areas as they near completion<sup>2</sup>, the company will develop the specific marketing plan for each area, which may include the following:

- Marketing signage placed near neighborhoods.
- Digital marketing, such as pop-up ads on internet sites.
- Door hanging promotional information about the availability of fiber HSI services.

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<sup>1</sup> IV. Public Notice: page 68 of the NTIA’s BEAD Program Notice of Funding Opportunity:  
<https://broadbandusa.ntia.doc.gov/sites/default/files/2022-05/BEAD%20NOFO.pdf>

<sup>2</sup> The company is continuing to try and test new marketing and advertising tactics. At the time a grant award project completes, the company will utilize the best approach for the grant area, to maximum the take rate. Given the amount of investment the company will be making in support the grant area projects, there is a strong incentive to sign up fiber internet service customers as fast as possible.