



Attachment J1
Dodge County
Business Plan Cox Communications

For more than 40 years, Cox has been serving the needs of Nebraskans in nearby Omaha. The Cox brand is well-recognized as a local technology leader and a company that is committed to the communities it serves.

We are thankful for the opportunity to potentially expand not only our multi-gigabit speeds to Dodge County but to also work hand-in-hand with community leaders and service organizations to connect even our most disadvantaged neighbors.

Even before the COVID-19 pandemic emphasized the importance of connectivity, Cox recognized the need for affordable access, particularly for households with school-aged children. Ten years ago, Connect2Compete launched in California and since 2013 has been available for all qualifying customers in areas Cox serves. Thanks to a multimillion-dollar investment, the price of \$9.95 per month and benefits like no equipment rental fee, no deposits, no long-term contracts, and no installation fee have not changed. Today, Connect2Compete customers receive speeds up to 100 Mbps – a number that has increased tenfold since the program’s inception, again, without impacting the monthly cost for the service.

Our success with Connect2Compete and the increased need for high-speed connectivity led Cox to introduce Connect Assist; a low-cost broadband connectivity option for any household that qualifies for government assistance programs like SNAP, Pell Grant, Veterans Pension, SSI, and more. This program was introduced to help people transition to the increased emphasis on virtual connectivity, beyond families with K-12 students. For \$30 per month, Connect Assist customers receive a wired, in-home connection with a Wi-Fi-enabled router that provides speeds up to 100Mbps. These programs are in addition to our several service offerings available to all Cox customers.

Cox is a proud participant in the federal American Connectivity Program (ACP), which enables eligible households to apply a \$30 monthly broadband credit (\$75 in Tribal areas) to any of our service offerings. When used with Cox’s low-cost offers, ACP could bring a household’s internet bill to \$0.00 per month. We are also an active partner in the FCC’s Emergency Connectivity Fund (ECF) program which provides funding to schools and libraries to bridge the technology and broadband connectivity gap for off-campus connectivity for students, school staff, and library patrons who would otherwise lack sufficient connectivity to engage in remote learning. Outreach is a critical part of our digital equity programs’ success. Cox has a long-standing history of successfully partnering with local elected officials, school systems, places of worship, nonprofit organizations, public libraries, and local government programs designed to reach those in need of affordable connectivity.



Thanks to the support of community partners, we have connected more than 24,000 people to the internet through affordability program outreach and education in Omaha. Partners like:

Seventy Five North – Situated in North Omaha’s Highlander neighborhood, Seventy Five North’s purpose is to facilitate the revitalization of a healthy, sustainable, mixed-income community. By partnering with Seventy Five North, Cox is able to support the message of digital equity and inclusion through the promotion of its low-cost internet programs Connect2Compete and Connect Assist to Seventy Five North residents and visitors.

Boys and Girls Clubs, South Omaha Club – Cox is a long-standing partner of the South Omaha Club, reinforcing our dedication to youth education and digital equity by serving on the Board of Directors and sponsoring signature events like Youth of the Year. Earlier this year, Cox was joined by the Omaha Mayor’s Office, the Douglas County Commissioner’s Office, the City of Omaha City Council, and the Office of Congressman Don Bacon to reveal a brand-new Cox Innovation Lab at the South Omaha Club, further expanding STEM programs and education for Club members. The South Omaha Club has also been a dedicated partner in helping member families navigate our low-cost internet programs like Connect2Compete.

In addition to local Boys and Girls Clubs support, Cox invests in Boys and Girls Clubs on the national level. Through a \$100,000 grant from the James M. Cox Foundation, Boys and Girls Clubs of America (BGCA) was able to begin offering new digital programming and enhance functionality of BGCA’s MyFuture virtual learning platform for not only Club kids, but also for Cox’s Connect2Compete families through Cox’s Digital Academy.

Habitat for Humanity – Habitat Omaha, like Cox, is focused on building a better future by providing opportunities for our neighbors to build healthy, independent, prosperous lives. Together, Cox and Habitat Omaha provide resources on affordable connectivity to support Habitat families’ transformations to independent, stable homeowners.

Cox leaders are also active on nonprofit boards and share our affordability and digital equity programs with other dedicated leaders in the region. Organizations like the Urban League, NorthStar, and Girls, Inc. are great conduits for reaching our neighbors in need.

According to the 2021 Census, approximately 9.7% of Dodge County residents live in poverty. Broadening our service footprint will allow us to engage even more partners in Dodge County to support our mission of connecting the unserved. We have proactively identified additional nonprofit organizations that serve Dodge County communities who would be great partners to help us educate and connect the unserved with a focus on broadband affordability options and digital literacy.

Marketing efforts

In addition to engaged community partners, Cox actively promotes its products and services through multi-faceted marketing campaigns that include both direct and indirect sales, outdoor billboards, digital advertising, television and radio commercials, and outreach through partnerships such as the Omaha Public Schools’ digital newsletter. It is likely that many Dodge County residents have seen advertisements for Cox services already due to its proximity to the city of Omaha; in addition to our national media campaigns, Cox airs public service announcements for our Connect2Compete program and has set up a dedicated website highlighting our digital equity offers and providing a link to apply for ACP benefits at www.cox.com/digitalequity. With a Hispanic/Latino population of about 14% and 12% of Census respondents indicating a language other than English is spoken in the home, Cox is prepared to provide multilingual materials and resources to support all residents in the county.

Our experience with creating and operating digital equity programs like Connect2Compete and ConnectAssist, providing education resources through the Cox Digital Academy and other online tools, and participating in federal assistance programs like ECF and ACP uniquely position us as a ready and willing partner to deliver on our connectivity promise.

COX Affordability Programs

Our company has made it clear: we won't hesitate to raise our hands and participate in federal programs that help ensure digital equity in our communities. Here are some of the ways we're working to get people connected.

Low-cost internet options with no deposits, no late fees, and no term agreements.

Affordable Connectivity Program (ACP)

Low-cost internet options like Connect2Compete and ConnectAssist (100Mbps) are available for qualifying customers. When paired with ACP, eligible customers will receive Connect2Compete or ConnectAssist at no cost each month.



For more details on Cox affordability programs and additional resources, scan here.



Low-cost Student Internet

Connect2Compete

\$9.95 per month

Cox sponsored program providing low-cost internet to families with children K-12 receiving government assistance.

- 100 Mbps download, 3 Mbps upload
- Free wifi modem rental
- Free Easy Connect
- Customers pay Cox directly

Low-cost Internet Plan

ConnectAssist

\$30 per month

Cox sponsored affordable internet for low-income individuals receiving government assistance.

- Monthly fee includes wifi modem rental + taxes
- 100 Mbps download, 3 Mbps upload
- Free Easy Connect
- \$20 professional install (if needed)
- Customers pay Cox directly

Month-to-Month

StraightUp Internet

\$50 per month

Month-to-Month prepaid internet service available for targeted customers. No contract, no commitment, and no credit check.

- 100 Mbps download, 3 Mbps upload
- Free wifi modem the customer can keep
- Free Easy Connect
- Customers pay Cox directly

www.cox.com/digitalequity