



Facesheet for Realizing Opportunities with Broadband Infrastructure Networks Grant - 2023

Agency: Spectrum

Application: Realizing Opportunities with Broadband Infrastructure Networks Grant - 2023

---

years?

Yes                       No                       Unsure

Applicant Identification Numbers: Please provide the following identification numbers for the applicant (if available):

Michigan Tax Identification Number: 801875061

Michigan Vendor Identification Number (SIGMA ID): VS0274507

Federal Communications Commission Registration Number (FRN): 40021519962

Service Provider Identification Number (SPIN): 143050436

**Project Information**

- a. Project Name Charter\_LakeCo
- b. Is implementing agency same As Applicant  Yes  No
- c. Implementing Agency Name
- d. Project Start Date Jan-01-2024                      End Date Dec-31-2026
- e. Amount of Funds Requested \$2,591,056.00                      Project Cost \$25,771,056.00

**Contacts**

## a. Primary Grant Contact

Name Dana Pendergrass, Area VP  
 Title Program Director  
 Mailing Address 1392 Trade Centre Dr.  
 City Traverse City State MI Zip 49696  
 Telephone (231) 932-8179 Fax  
 E-mail Address Dana.Pendergrass@Charter.com

## b. Financial Officer

Name Jason Buscher, VP Integration & Project  
 Title  
 Mailing Address 12405 Powerscourt Drive,  
 City St. Louis State MO Zip 63131  
 Telephone (314) 543-2655 Fax (314) 965-0675  
 E-mail Address Jason.Buscher@Charter.com

## c. Authorized Official

Name John Higgins, Jr., Regional VP  
 Title  
 Mailing Address 8436 Homestead Dr.  
 City Zeeland State MI Zip 49464  
 Telephone (616) 741-4132 Fax (330) 593-5306  
 E-mail Address John.H.Higgins@Charter.com

## d. Application Author

Name Marilyn Passmore  
 Title Director  
 Mailing Address 4670 East Fulton  
 City Ada State MI Zip 49301  
 Telephone (616) 607-2377 Fax (616) 975-1107  
 E-mail Address marilyn.passmore@charter.com

**Project Overview****Please provide a Project Summary not exceeding 250 words**

Spectrum Mid-America, LLC ("Charter"), requests a ROBIN Broadband grant to construct a last-mile fiber-to-the-premises ("FTTP") via Ethernet passive optical network ("FTTP EPON" or "EPON") network ("Project") to provide service to unserved locations in Lake County ("the Project"). The proposed Project Area consists of 5,795 unserved locations in Lake County as identified in the attached map. The Project includes building approximately 405 miles of fiber optic network to connect these unserved homes and businesses.

The Project will use Charter's FTTP EPON architecture, a standardized and mature model that is operated by Charter across the country, engineered and managed to meet 1 Gbps downstream speeds, 1 Gbps upstream speeds, and typical median latency of 26 milliseconds or better. Charter's FTTP EPON deployment is relevant and suitable for remote learning and remote working, offering very high bandwidth and low latency service attributes that accommodate numerous members of a household or small business simultaneously using bandwidth-intensive applications, such as video conferencing, telemedicine, video streaming, gaming, virtual or augmented reality sessions, and numerous other applications. New customers in the Project Area will have access to several Internet speed options, including Charter's "Spectrum Internet" with a standard starting speed of up to 300/10 Mbps and Charter's "Internet Gig" service at up to 1000/1000 Mbps. Additional services that will be available to customers include antivirus security protection, in-home WiFi, and competitive video and voice services.

**Please briefly describe why this project needs funding from the ROBIN Grant Program and why the project could not proceed without this funding. (250 words max.):**

The Project Area, consisting of locations that currently lack access to broadband service, has both low population density and high costs per passing, making it unlikely that private investment alone will result in the extension of a comparable fiber network to the Project Area. A ROBIN Broadband grant award will make it serviceable by Charter with a combination of private investment from the company and a public funding grant from the State.

Broadband deployment is a priority for this area. As evidenced by the letters of support from the community, there is strong local support for this proposed Project to bring much needed high-speed broadband from Charter.

**Is the proposed project a last-mile or middle-mile infrastructure proposal as defined in the ROBIN Grant Program Guidance?**

- Last-Mile  
 Middle-Mile

**Proposed Service Area Information**

**PLEASE READ THE FOLLOWING CAREFULLY**

**ENTER INFORMATION IN THIS SECTION ONLY IF YOU SELECTED 'LAST-MILE' AS A PROJECT TYPE**

**Please provide a brief description of the proposed service area (250 words max.):**

The proposed Project Area consists of 5,795 unserved locations in Lake County as identified in the attached map. The Project includes building approximately 405 miles of fiber optic network to connect these unserved homes and businesses.

Please upload a PDF overview map of proposed service area

[436\\_\\_Charter\\_LakeCo\\_Map.pdf](#)

**Proposed infrastructure to be deployed including route locations**

Please upload a GIS-compatible file(s) of the proposed infrastructure to be deployed including route locations and other supportive infrastructure to be deployed as a result of the grant. This file(s) should contain the actual proposed locations of infrastructure to be deployed including, but not limited to: fiber transport, fiber to the premise, coaxial, or other similar network routes, cabinets, nodes, pedestals, splice enclosures, towers, huts, etc.

**Acceptable file types:** ESRI Geodatabase (.gdb), ESRI Shapefile (.shp, .shx, .dbf, .sbn or .sbx, .fbn or .fbx, .ain or .aih, .atx, .ixs, .mxd, .prj, and .xml), Google Earth files (.kml or .kmz).

**Please refer to the Application guidance to view an example of the output from such a GIS-compatible file**

| Name                              | Attachment  |
|-----------------------------------|---|
| Charter_LakeCo_Infrastructure.kmz | <a href="#">437_0_Charter_LakeCo_Infrastructure.kmz</a> |

**Spreadsheet of street addresses**

Please upload a spreadsheet of street addresses/locations within the proposed service area. Spreadsheet should include full address string (number, street, city, state, zip), location type (residential, business, institution, other), latitude and longitude (if available), and whether the address is currently unserved at 25/3 Mbps or 100/20 Mbps or unknown.

[278\\_\\_Charter\\_LakeCo\\_Location.xlsx](#)

**Locations by Type**

Locations Passed: Please indicate the total number of locations by type that will be able to receive improved broadband services as a result of the proposed project:

| Type                          | Locations    |
|-------------------------------|--------------|
| Households                    | 5,764        |
| Businesses                    | 31           |
| Community Anchor Institutions | 0            |
| <b>Total Locations Passed</b> | <b>5,795</b> |

**Please list the jurisdictions impacted by the proposed service area:**

**City(ies)/Village(s):** n/a

**Township(s):** Chase , Cherry Valley , Dover , Eden , Elk , Ellsworth , Lake , Newkirk , Peacock , Pinora , Pleasant Plains , Sweetwater , Webber , Yates

**County(ies):** Lake**State House District(s):** State House District 100 State House District 101**State Senate District(s):** State Senate District 33 State Senate District 34**Description of the broadband service to be provided**

Charter will provide wireline broadband Internet services to the Project Area using FTTP EPON architecture engineered and managed to offer up to 1 Gbps symmetrical speeds. Charter's FTTP EPON network offers the highest customer quality in last mile solutions. In addition to very low levels of signal loss of a propagating light signal, fiber networks are immune to ingress noise. Additionally, fiber networks have very few active (i.e., powered) components in the network, lowering expected maintenance and increasing reliability. Charter's FTTP EPON facilities in the Project Area will be connected to pre-existing upstream Charter hub locations, which, in turn, are connected to Charter's national backbone through a tiered network structure. Our FTTP EPON last mile connects an Optical Network Unit (ONU) at the customer's location to an Optical Line Terminal (OLT), an enclosed device located in Charter's network, attached to a pole, inside of a hardened outdoor cabinet, or inside of a hub site (an aggregation site in Charter's network). Charter will deploy additional OLTs in the field as needed and construct additional fiber connections to between those OLTs and any addresses in the Project Area and (in the upstream direction) to existing Charter hub facilities. Charter expects to meet the needs of our customers by continuing to upgrade our network. Our national uniform infrastructure scales to ensure consistency & quality throughout our network, whether in rural or urban areas.

Does the proposed service area include (wholly or partially) a Qualified Opportunity Zone?  Yes  No

If yes, please list the Census Tract numbers for the impacted Qualified Opportunity Zones

Please provide a brief description of the broadband service to be provided including, but not limited to, the technology to be used, will bandwidth be dedicated or shared, etc. (250 words max.):

Charter will provide wireline broadband Internet services to the Project Area using FTTP EPON architecture engineered and managed to offer up to 1 Gbps symmetrical speeds. Charter's FTTP EPON network offers the highest customer quality in last mile solutions. In addition to very low levels of signal loss of a propagating light signal, fiber networks are immune to ingress noise. Additionally, fiber networks have very few active (i.e., powered) components in the network, lowering expected maintenance and increasing reliability. Charter's FTTP EPON facilities in the Project Area will be connected to pre-existing upstream Charter hub locations, which, in turn, are connected to Charter's national backbone through a tiered network structure. Our FTTP EPON last mile connects an Optical Network Unit (ONU) at the customer's location to an Optical Line Terminal (OLT), an enclosed device located in Charter's network, attached to a pole, inside of a hardened outdoor cabinet, or inside of a hub site (an aggregation site in Charter's network). Charter will deploy additional OLTs in the field as needed and construct additional fiber connections to between those OLTs and any addresses in the Project Area and (in the upstream direction) to existing Charter hub facilities. Charter expects to meet the needs of our customers by continuing to upgrade our network. Our national uniform infrastructure scales to ensure consistency & quality throughout our network, whether in rural or urban areas.

**Minimum Mbps**

Are you able to provide the minimum 100/100 Mbps required service speed to all  Yes  No locations identified in the proposed service area?

If No, the ROBIN Program allows for a minimum service speed of 100/20 Mbps in cases of extreme geographical, topographical, or financial impracticability of delivering 100/100 Mbps. Such connections must be scalable to 100/100 Mbps. Applicants must provide substantial evidence as to the impracticability of delivering 100/100 Mbps and the justification for providing a connection speed of 100/20 Mbps instead.

**Affordability and Service Limitations**

Using the table, please indicate the download and upload speeds of the services to be offered in the proposed service area, the non-discounted or rack rate monthly pricing of unbundled internet-only service should be included for each service offered, as well as the monthly data allowance for customers (if applicable). Applicants must certify their commitment to providing the proposed level of service and cost for at least one (1) year after grant closeout. After this period, grantees are expected to maintain pricing and speed levels for the ROBIN project area consistent with those found in the grantee's non-ROBIN service areas elsewhere in the state.

| Download Speed (Mbps) | Upload Speed (Mbps) | Monthly Cost \$ | Monthly Data Allowance (GB) |
|-----------------------|---------------------|-----------------|-----------------------------|
| 30                    | 4                   | 19.99           | Currently Unlimited         |
| 300                   | 10                  | 79.99           | Currently Unlimited         |
| 500                   | 20                  | 99.99           | Currently Unlimited         |
| 1,000                 | 1,000               | 119.99          | Currently Unlimited         |

Affidavit of commitment

[442\\_\\_Charter\\_LakeCo\\_Affidavit\\_of\\_Commitment.pdf](#)

**FCC's Affordable Connectivity Program (ACP)**

**Affordable Connectivity Program:** To further assist in closing the Digital Divide, Charter is participating in the \$14.2 billion federal Affordable Connectivity Program (“ACP”) to help connect eligible households with high-speed internet. Broadband internet access is more important than ever and the ACP offers a tremendous opportunity to help low-income families stay connected, providing eligible households a discount of up to \$30 per month and up to \$75 per month for households on Tribal lands. The ACP credit is currently available to offset the cost of any of our broadband products for qualifying customers. Charter also offers Spectrum Internet 100, a high-speed, low-cost broadband service with 100 Mbps download speeds available to households qualifying for ACP. Eligible new households can get Spectrum Internet 100 for just \$29.99 per month, which includes a modem, in-home WiFi and self-installation at no additional charge. Because ACP provides qualifying households up to a \$30 monthly credit (\$75 on qualifying Tribal lands) toward broadband service, eligible customers can receive Spectrum Internet 100 at no monthly cost. ACP offer details and additional information can be found at: <https://www.spectrum.com/cp/broadband-get-qualified>

**Spectrum Internet Assist:** Charter also offers a low-cost broadband service to low-income students and seniors through our Spectrum Internet Assist (“SIA”) program. SIA provides high-speed broadband (30Mbps/4Mbps) at a rate of \$19.99 per month (plus \$5 per month for Wi-Fi service) to qualifying households. SIA is available to qualifying households of which at least one member is a recipient of (1) the National School Lunch Program (NSLP), (2) the Community Eligibility Provision (CEP) of the NSLP, or (3) Supplemental Security Income (for applicants age 65+ only). Students or seniors in need of discounted service can apply online through this link <https://www.spectrum.com/cp/broadband-get-qualified> or contact us for assistance.

Do you participant in the FCC's Affordable Connectivity Program (ACP)?  Yes  No

If No, applicant must participate in ACP within 6 months of receiving a ROBIN grant

award. Please attach evidence that they are pursuing ACP participation.

Do you provide a low-cost service offering in conjunction with the ACP that provides  Yes  No  
ACP eligible households with a net \$0 monthly cost of service?

If yes, please describe the low-cost service offering.

**Affordable Connectivity Program:** To further assist in closing the Digital Divide, Charter is participating in the \$14.2 billion federal Affordable Connectivity Program (“ACP”) to help connect eligible households with high-speed internet. Broadband internet access is more important than ever and the ACP offers a tremendous opportunity to help low-income families stay connected, providing eligible households a discount of up to \$30 per month and up to \$75 per month for households on Tribal lands. The ACP credit is currently available to offset the cost of any of our broadband products for qualifying customers. Charter also offers Spectrum Internet 100, a high-speed, low-cost broadband service with 100 Mbps download speeds available to households qualifying for ACP. Eligible new households can get Spectrum Internet 100 for just \$29.99 per month, which includes a modem, in-home WiFi and self-installation at no additional charge. Because ACP provides qualifying households up to a \$30 monthly credit (\$75 on qualifying Tribal lands) toward broadband service, eligible customers can receive Spectrum Internet 100 at no monthly cost. ACP offer details and additional information can be found at: <https://www.spectrum.com/cp/broadband-get-qualified>

**Spectrum Internet Assist:** Charter also offers a low-cost broadband service to low-income students and seniors through our Spectrum Internet Assist (“SIA”) program. SIA provides high-speed broadband (30Mbps/4Mbps) at a rate of \$19.99 per month (plus \$5 per month for Wi-Fi service) to qualifying households. SIA is available to qualifying households of which at least one member is a recipient of (1) the National School Lunch Program (NSLP), (2) the Community Eligibility Provision (CEP) of the NSLP, or (3) Supplemental Security Income (for applicants age 65+ only). Students or seniors in need of discounted service can apply online through this link <https://www.spectrum.com/cp/broadband-get-qualified> or contact us for assistance.



### **Budget Narrative**

From 2018-2021, Charter extended our network to provide broadband to more than 3.6 million homes and small businesses, about a third in rural areas, and has worked with numerous state and local governments on broadband expansion projects around the country. As stated above, in 2022 alone, Charter extended its network to reach an additional 21,000 homes and businesses in Michigan. As a result of this experience, Charter has extensive knowledge regarding the costs of deploying our network, including into unserved and rural areas.

Charter's proposed budget for the Project is based upon Charter's experience with the cost components of similar construction projects. Its cost estimates for the Project are based on geospatial desktop survey software to ascertain locations and optimal fiber network routing within the Project Area, which is used to estimate the miles of additional fiber that will need to be deployed, as well as the likely ratio between aerial and underground deployment. Charter's model then applies costs to those inputs, using Charter's contracts and rate card data, which include applicable permitting and licensing fees, negotiated rates with Charter's existing construction and make-ready contractors, as well as the expected pricing for the necessary materials. This is the same construction cost estimation technique that Charter uses for our projects that are funded with private capital, in the absence of public support. Charter's construction cost estimation techniques are performed at massive scale with hundreds of thousands of new passings designed and constructed annually, and Charter has a high degree of confidence in the reliability of those projections to estimate the costs of new Projects.

Charter notes that our Project budget includes only the direct labor, material, and licensing and permitting costs necessary to design and construct the last mile FTTH EPON network. It does not include labor costs of Charter's internal employees to supervise and manage the Project. It also does not include indirect or overhead costs that are not specifically measurable and cost-coded to the Project in Charter's project management and accounting systems. Charter is proposing to absorb these costs itself as part of our voluntary commitment. To the extent quantification of these costs is necessary to evaluate Charter's Proposal, Charter is willing to supplement our application upon request.

Please provide a brief narrative to accompany your project budget (max 400 words).

From 2018-2021, Charter extended our network to provide broadband to more than 3.6 million homes and small businesses, about a third in rural areas, and has worked with numerous state and local governments on broadband expansion projects around the country. As stated above, in 2022 alone, Charter extended its network to reach an additional 21,000 homes and businesses in Michigan. As a result of this experience, Charter has extensive knowledge regarding the costs of deploying our network, including into unserved and rural areas.

Charter's proposed budget for the Project is based upon Charter's experience with the cost components of similar construction projects. Its cost estimates for the Project are based on geospatial desktop survey software to ascertain locations and optimal fiber network routing within the Project Area, which is used to estimate the miles of additional fiber that will need to be deployed, as well as the likely ratio between aerial and underground deployment. Charter's model then applies costs to those inputs, using Charter's contracts and rate card data, which include applicable permitting and licensing fees, negotiated rates with Charter's existing construction and make-ready contractors, as well as the expected pricing for the necessary materials. This is the same construction cost estimation technique that Charter uses for our projects that are funded with private capital, in the absence of public support. Charter's construction cost estimation techniques are performed at massive scale with hundreds of thousands of new passings designed and constructed annually, and Charter has a high degree of confidence in the reliability of those projections to estimate the costs of new Projects.

Charter notes that our Project budget includes only the direct labor, material, and licensing and permitting costs necessary to design and construct the last mile FTTH EPON network. It does not include labor costs of Charter's internal employees to supervise and manage the Project. It also does not include indirect or overhead costs that are not specifically measurable and cost-coded to the Project in Charter's project management and accounting systems. Charter is proposing to absorb these costs itself as part of our voluntary commitment. To the extent quantification of these costs is necessary to evaluate Charter's Proposal, Charter is willing to supplement our application upon request.

Attach additional information as necessary

**Brief history of your organization**

Charter (and our predecessor companies) have been providing broadband internet service in Michigan for nearly forty years. Charter currently serves approximately 947,000 customers in over 862 Michigan communities.

Charter is currently the second largest wireline broadband provider in the United States. The company has achieved growth through innovation and acquisitions of cable properties, including completing transactions with Time Warner Cable and Bright House Networks. Charter provides superior products and services through our Spectrum brand of services and invests in the infrastructure, technology, and people powering the future. Charter is at the intersection of technology and entertainment, facilitating communications that connect more than 32 million residential and business customers in 41 states. Charter’s commitment to serving customers and exceeding their expectations is the bedrock of Charter’s business strategy and the philosophy that guides our 100,000+ employees – more than 1700 of which call Michigan home.

U.S. News and World Report named Charter’s Spectrum Internet as the “**Best Internet Service Provider for Rural Areas**” in 2021. Multichannel News named us as **Operator of the Year for 2020**; CableFax named us “**2021 MSO of the Year**,” and CNET named Spectrum the “**Best Cable Internet Provider**” for 2022. Charter’s Spectrum Internet service exceeded 100% of advertised download speeds during peak times on all speeds measured.

Please provide a brief history of your organization including experience relevant to the proposed project and your technical, financial, and managerial capabilities to complete the project within the designated project period. (250 words max.):

Charter (and our predecessor companies) have been providing broadband internet service in Michigan for nearly forty years. Charter currently serves approximately 947,000 customers in over 862 Michigan communities.

Charter is currently the second largest wireline broadband provider in the United States. The company has achieved growth through innovation and acquisitions of cable properties, including completing transactions with Time Warner Cable and Bright House Networks. Charter provides superior products and services through our Spectrum brand of services and invests in the infrastructure, technology, and people powering the future. Charter is at the intersection of technology and entertainment, facilitating communications that connect more than 32 million residential and business customers in 41 states. Charter’s commitment to serving customers and exceeding their expectations is the bedrock of Charter’s business strategy and the philosophy that guides our 100,000+ employees – more than 1700 of which call Michigan home.

U.S. News and World Report named Charter’s Spectrum Internet as the “**Best Internet Service Provider for Rural Areas**” in 2021. Multichannel News named us as **Operator of the Year for 2020**; CableFax named us “**2021 MSO of the Year**,” and CNET named Spectrum the “**Best Cable Internet Provider**” for 2022. Charter’s Spectrum Internet service exceeded 100% of advertised download speeds during peak times on all speeds measured.

**Organization Chart & Resumes**

Applicant organizational chart

| Name of Attachment                                   | Organizational chart   |
|--|--|
| Charter_LakeCo_OrgChart_Spectrum Mid-America LLC.pdf | <a href="#">329_0_Charter_LakeCo_OrgChart_Spectrum Mid-America LLC.pdf</a> |

Resumes of key officers, management personnel, and proposed project management team

| Personnel Name             | Resume   |
|----------------------------|--|
| Charter_LakeCo_Resumes.pdf | <a href="#">332_0_Charter_Lake_Co_Resume.pdf</a> |

**Audited Financial Statements**

Spectrum Mid-America, LLC, is and managed by, its parent company, Charter Communications, Inc. Accordingly, Spectrum Mid-America, LLC, relies on the financial statements of Charter Communications, Inc., the last three years of which are attached and may also be accessed at <https://ir.charter.com/financial-information/sec-filings>.

Three years of audited financial statements

| Attachment Name                         | Audited Financial Statements                                   |
|---|--|
| Charter_LakeCo_Financials_10-K_YE20.pdf | <a href="#">336_0_Charter_Lake_Co_Financials_10-K_YE20.pdf</a> |
| Charter_LakeCo_Financials_10-K_YE21.pdf | <a href="#">336_1_Charter_Lake_Co_Financials_10-K_YE21.pdf</a> |
| Charter_LakeCo_Financials_10-K_YE22.pdf | <a href="#">336_2_Charter_Lake_Co_Financials_10-K_YE22.pdf</a> |

Please provide a brief statement to accompany your attached audited financial statements and documentation.

Spectrum Mid-America, LLC, is and managed by, its parent company, Charter Communications, Inc. Accordingly, Spectrum Mid-America, LLC, relies on the financial statements of Charter Communications, Inc., the last three years of which are attached and may also be accessed at <https://ir.charter.com/financial-information/sec-filings>.

**Partners, subcontractors, or vendors associated with the project’s deliverables**

Charter has existing relationships with contractors and vendors supporting our rural broadband deployment (FCC Rural Digital Opportunity Fund (RDOF) awarded build. We have a robust presence across the state and are actively deploying broadband in multiple counties. Of our contractors, more than half are Michigan-based with principal places of business in the state. Should Charter be awarded a ROBIN broadband grant we are confident we will continue to use and engage local resources. Upon award, Charter will finalize its choice of trusted vendor in the event subcontractors are used and provide information on such subcontractors to at that time.

Charter has a well-developed process for initiating and managing broadband construction projects, as well as for promptly obtaining access to utility poles and any necessary rights of way, and established relationships with contractors who will perform design, make-ready, and construction work on the Project. Charter’s pre-existing procedures, construction management system, and ability to engage third parties will enable it to begin work on the Project promptly upon authorization.

A collaborative initiative between the State of Michigan and Charter would be managed by the following teams, each of which will play an important role in ensuring the project proceeds in an orderly manner, properly identifying specific build out projects, managing expectations, construction timeframes and contract adherence.

- Our **Local Construction** team handles the actual construction projects, including everything from obtaining permits to managing all pole “make-ready” work and construction details.
- Charter’s construction department has recently added a new branch, dedicated solely to broadband expansion projects. We have hired more than a dozen new leaders and have engaged multiple new

contractors in order to handle increased build out projects on aggressive timeframes.

- Our legacy construction team will continue to maintain our network and ensure it is always capable of handling all current needs and designed for the future, including over lashing hundreds of miles of fiber to ensure the network is capable of continued growth well into the future.
- Our new expansion department will focus solely on building our network out to reach more and more households. See the chart below for the current makeup of this expansion arm of our local construction team.
- Our **Corporate Construction** team bears the primary responsibility of evaluating unserved areas and identifying potential projects and all logistics required to design and plan each build.
- Our **Capital Planning** team determines the specific costs of each expansion project.
- Charter's **legal** team will manage the contract.
- Our **Government Affairs team** will act as primary liaison between Charter and the County representatives and will organize communications within the company.

To consistently expand our network to serve so many new homes and businesses each year, Charter uses a comprehensive proprietary construction project management system called PRISM—a proven tool for tracking and managing all construction activity on a project-by-project, passing-by-passing basis, with the ability to separate out various types of projects and passings by dwelling type and area. On an ongoing basis, PRISM manages thousands of construction jobs, encompassing millions of tasks across multiple Charter departments and third-party vendors. PRISM can accomplish this via a comprehensive real-time “Task Dashboard.” The Task Dashboard fosters visibility and drives accountability across each of PRISM’s five thousand users. This allows all groups involved (including those responsible for construction, permitting, design, and finance) to know the tasks for which they are responsible, and the timeframe allotted to each of these tasks. Charter will use PRISM to manage and meet its obligations in the Project Area.

Describe any partners, subcontractors, or vendors associated with the project’s deliverables, including but not limited to adoption, deployment, and service delivery. Describe each party’s role in the project. This should include a discussion of whether and to what extent the applicant, as well as its anticipated partners, subcontractors, or vendors are organizations incorporated, headquartered, or with a principal place of business in Michigan.

Charter has existing relationships with contractors and vendors supporting our rural broadband deployment (FCC Rural Digital Opportunity Fund (RDOF) awarded build. We have a robust presence across the state and are actively deploying broadband in multiple counties. Of our contractors, more than half are Michigan-based with principal places of business in the state. Should Charter be awarded a ROBIN broadband grant we are confident we will continue to use and engage local resources. Upon award, Charter will finalize its choice of trusted vendor in the event subcontractors are used and provide information on such subcontractors to at that time.

Charter has a well-developed process for initiating and managing broadband construction projects, as well as for promptly obtaining access to utility poles and any necessary rights of way, and established relationships with contractors who will perform design, make-ready, and construction work on the Project. Charter’s pre-existing procedures, construction management system, and ability to engage third parties will enable it to begin work on the Project promptly upon authorization.

A collaborative initiative between the State of Michigan and Charter would be managed by the following teams, each of which will play an important role in ensuring the project proceeds in an orderly manner, properly identifying specific build out projects, managing expectations, construction timeframes and contract adherence.

- Our **Local Construction** team handles the actual construction projects, including everything from obtaining permits to managing all pole “make-ready” work and construction details.

- Charter's construction department has recently added a new branch, dedicated solely to broadband expansion projects. We have hired more than a dozen new leaders and have engaged multiple new contractors in order to handle increased build out projects on aggressive timeframes.
- Our legacy construction team will continue to maintain our network and ensure it is always capable of handling all current needs and designed for the future, including over lashing hundreds of miles of fiber to ensure the network is capable of continued growth well into the future.
- Our new expansion department will focus solely on building our network out to reach more and more households. See the chart below for the current makeup of this expansion arm of our local construction team.
- Our **Corporate Construction** team bears the primary responsibility of evaluating unserved areas and identifying potential projects and all logistics required to design and plan each build.
- Our **Capital Planning** team determines the specific costs of each expansion project.
- Charter's **legal** team will manage the contract.
- Our **Government Affairs team** will act as primary liaison between Charter and the County representatives and will organize communications within the company.

To consistently expand our network to serve so many new homes and businesses each year, Charter uses a comprehensive proprietary construction project management system called PRISM—a proven tool for tracking and managing all construction activity on a project-by-project, passing-by-passing basis, with the ability to separate out various types of projects and passings by dwelling type and area. On an ongoing basis, PRISM manages thousands of construction jobs, encompassing millions of tasks across multiple Charter departments and third-party vendors. PRISM can accomplish this via a comprehensive real-time “Task Dashboard.” The Task Dashboard fosters visibility and drives accountability across each of PRISM's five thousand users. This allows all groups involved (including those responsible for construction, permitting, design, and finance) to know the tasks for which they are responsible, and the timeframe allotted to each of these tasks. Charter will use PRISM to manage and meet its obligations in the Project Area.

### **Safety and training standards**

We value our employees and are committed to providing a safe and healthy workplace. All employees are required to comply with company safety rules and expectations and are expected to actively contribute to making our company a safer place to work. Charter strives for continuous improvement through an integrated Environmental, Health and Safety (“EHS”) management system that provides guidance, instruction, and best management practices that meet or exceed regulatory requirements. As a result, all employees must comply with company safety rules and expectations, and are expected to identify, report, and correct unsafe conditions or acts that may arise during the workday.

We have established a process to investigate health- and safety-related incidents, uncover root causes, and create preventive action plans. When incidents do occur, Charter reports, investigates, and documents the event in accordance with applicable federal and state regulations. Any injury that meets the Occupational Safety and Health Administration (“OSHA”) criteria will be recorded and maintained to meet regulatory requirements and company policy. Each year, we tabulate and calculate any incidents into a total recordable incident rate (“TRIR”) in accordance with OSHA's methodology to reflect the company's safety performance year-over-year. In 2021, our TRIR was 2.2.

Describe the safety and training standards in place for your employees, including professional certification, licensure, and/or robust in-house training opportunities.

We value our employees and are committed to providing a safe and healthy workplace. All employees are required to comply with company safety rules and expectations and are expected to actively contribute to making our company a safer place to work. Charter strives for continuous improvement through an integrated Environmental, Health and Safety (“EHS”) management system that provides guidance, instruction, and best management practices that meet or exceed regulatory requirements. As a result, all employees must comply with company safety rules and expectations, and are expected to identify, report, and correct unsafe conditions or acts that may arise during the workday.

We have established a process to investigate health- and safety-related incidents, uncover root causes, and create preventive action plans. When incidents do occur, Charter reports, investigates, and documents the event in accordance with applicable federal and state regulations. Any injury that meets the Occupational Safety and Health Administration (“OSHA”) criteria will be recorded and maintained to meet regulatory requirements and company policy. Each year, we tabulate and calculate any incidents into a total recordable incident rate (“TRIR”) in accordance with OSHA’s methodology to reflect the company’s safety performance year-over-year. In 2021, our TRIR was 2.2.

#### Violations of federal or state labor and employment laws

Have there been any recent violations of federal or state labor and employment laws by your organization?  Yes  No  Unsure

If Yes, please describe in detail.

#### Labor standards

Pursuant to the Guidelines provided by the U.S. Treasury Department, federal Davis-Bacon prevailing wage requirements do not apply to ARPA grants. Nor does Charter have collective bargaining relationships in the State. In addition, Charter requires all of its subcontractors to comply with applicable state and federal laws, including with respect to labor standards.

Charter’s workforce is, however, key to our long-term success and we’re proud to invest in them and we offer competitive pay to all of our employees. This commitment to our employees is why we permanently raised our minimum wage for all employees to \$20 per hour in 2022.

We offer robust benefits, paid time off, company-paid retirement programs, and opportunities for advancement, because Charter is a company where our workers don’t just do their jobs, they build careers. And when the lives of our employees are improved, they in turn improve the lives of the customers they serve.

At Charter, we offer our employees:

- Robust health care
- Company-paid retirement programs
- A \$20 minimum wage in 2022

Our \$20 minimum wage continues our commitment to our employees and our customers. After three companies came together to form Charter Spectrum, we started building for the long term. We invested over \$30 billion in training, tools, trucks, test equipment, new call centers, network upgrades, buildings, labs, product development, set top boxes, Wi-Fi routers, modems, and news channels. We also brought work back from overseas, reduced our reliance on contractors, and hired locally.

Our workforce includes:

- 100,000+ Employees

- Nearly 50% People of Color
- Nearly 10% with a military affiliation

Does your company incorporate strong labor standards, including project labor agreements and community benefits agreements that offer wages at or above the prevailing rate?  Yes  No

If Yes, please describe.

Pursuant to the Guidelines provided by the U.S. Treasury Department, federal Davis-Bacon prevailing wage requirements do not apply to ARPA grants. Nor does Charter have collective bargaining relationships in the State. In addition, Charter requires all of its subcontractors to comply with applicable state and federal laws, including with respect to labor standards.

Charter’s workforce is, however, key to our long-term success and we’re proud to invest in them and we offer competitive pay to all of our employees. This commitment to our employees is why we permanently raised our minimum wage for all employees to \$20 per hour in 2022.

We offer robust benefits, paid time off, company-paid retirement programs, and opportunities for advancement, because Charter is a company where our workers don’t just do their jobs, they build careers. And when the lives of our employees are improved, they in turn improve the lives of the customers they serve.

At Charter, we offer our employees:

- Robust health care
- Company-paid retirement programs
- A \$20 minimum wage in 2022

Our \$20 minimum wage continues our commitment to our employees and our customers. After three companies came together to form Charter Spectrum, we started building for the long term. We invested over \$30 billion in training, tools, trucks, test equipment, new call centers, network upgrades, buildings, labs, product development, set top boxes, Wi-Fi routers, modems, and news channels. We also brought work back from overseas, reduced our reliance on contractors, and hired locally.

Our workforce includes:

- 100,000+ Employees
- Nearly 50% People of Color
- Nearly 10% with a military affiliation

**Hiring Policy**

For this project, will additional labor force needs be met by hiring staff directly with your organization or contracted through another entity?

- Directly with company
- Contracted through another agency

If direct hire, please estimate the total number of new, directly hired staff needed to complete this project.

If this project will be completed using contracted labor, describe your policies and practices that ensure contractors and subcontractors meet high labor standards.

We anticipate using a mix of our own employees and contractors to complete the Project, but we cannot forecast the precise numbers and mix at this time. We have well-developed organizations and processes for



initiating and managing broadband construction projects, including established relationships with trusted vendors who will perform work on the Project. Charter's existing procedures and agreements with vendors and contractors ensure they meet high labor standards, comply with all applicable regulatory requirements, and provide quality work. Lastly, costs do not include certain direct and indirect costs, reflecting contributions to the Project by Charter personnel that Charter is proposing to absorb itself, such as the contributions by Charter's internal employees on project design, supervision, and management.

**Prioritization efforts to hire local workers**

Charter's workforce is key to our long-term success, and we are proud to invest in them. With over 100,000 U.S.-based employees, and more than 1,700 here in Michigan, our employees live and play in the communities we serve.

Describe any prioritization efforts to hire local workers and/or workers from historically disadvantaged communities for this project.

Charter's workforce is key to our long-term success, and we are proud to invest in them. With over 100,000 U.S.-based employees, and more than 1,700 here in Michigan, our employees live and play in the communities we serve.

**Community Support for this project**

Demonstration of interest/impact/support from communities **(If you need to upload additional support letters, click on 'Save' and the system will add an additional five lines.)**

| Name of Community / Organization                        | Support Letters  |
|---|--|
| Charter_LakeCo_Community_Elk Township.pdf               | <a href="#">414_0_Charter_LakeCo_Community_Elk_Township.pdf</a>                |
| Charter_LakeCo_Community_Hollister Senior Center.pdf    | <a href="#">414_1_Charter_LakeCo_Community_Hollister_Senior_Center.pdf</a>     |
| Charter_LakeCo_Community_LakeCoBOC.pdf                  | <a href="#">414_2_Charter_LakeCo_Community_LakeCoBOC.pdf</a>                   |
| Charter_LakeCo_Community_Pinora Township.pdf            | <a href="#">414_3_Charter_LakeCo_Community_Pinora_Township.pdf</a>             |
| Charter_LakeCo_Community_Rep Fox.pdf                    | <a href="#">414_4_Charter_LakeCo_Community_Rep_Fox.pdf</a>                     |
| Charter_LakeCo_Community_Rep Kunse.pdf                  | <a href="#">414_5_Charter_LakeCo_Community_Rep_Kunse.pdf</a>                   |
| Charter_LakeCo_Community_RepMoolenaar.pdf               | <a href="#">414_6_Charter_LakeCo_Community_Rep_Moolenaar.pdf</a>               |
| Charter_LakeCo_Community_Senator Hauck.pdf              | <a href="#">414_7_Charter_LakeCo_Community_Senator_Hauck.pdf</a>               |
| Charter_LakeCo_Community_Senator Outman.pdf             | <a href="#">414_8_Charter_LakeCo_Community_Senator_Outman.pdf</a>              |
| Charter_LakeCo_Community_Webber Township.pdf            | <a href="#">414_9_Charter_LakeCo_Community_Webber_Township.pdf</a>             |
| Charter_KalkaskaCo_Community_MIAssociationofSeniors.pdf | <a href="#">414_10_Charter_KalkaskaCo_Community_MIAssociationofSeniors.pdf</a> |
| Charter_LakeCo_Community_Pathfinder Library Baldwin.pdf | <a href="#">414_11_Charter_LakeCo_Community_Pathfinder_Library_Baldwin.pdf</a> |
| Charter_LakeCo_Community_Lake Township.pdf              | <a href="#">414_12_Charter_LakeCo_Community_Lake_Township.pdf</a>              |

Please provide a description of the community support for this project to accompany relevant attachments. Community support can be expressed through public-private partnerships, letters of support, memorandums of understanding, community broadband plans, or other relevant and appropriate documents.

Charter has received requests for service from residents, businesses and others located in the proposed service area. In addition, Charter has responded to inquiries from local, state and Federal elected officials regarding the possibility of expanding broadband service in the project area.

Charter analyzed the FCC National Broadband Map and did a competitive analysis to determine that the proposed Project Area did not include providers already meeting the minimum speed threshold identified in the ROBIN grant rules.

**Community Interest**

Charter (and its predecessor companies) has offered service in Michigan for more than thirty years. We have worked with municipalities on ways to expand our network and bring broadband to unserved residents in the area. We have attended community forums, stakeholder meetings, and outreach events where consumers have expressed their desire for our advanced services, namely broadband.

Demonstration of customer interest

| Name of Attachment                                | Customer Interest   |
|---|---|
| Charter_LakeCo_Customer_Resident Lewis.pdf        | <a href="#">394_0_Charter_LakeCo_Customer_Resident Lewis.pdf</a>        |
| Charter_LakeCo_Community_GlobalBridgeBuilders.pdf | <a href="#">394_1_Charter_LakeCo_Community_GlobalBridgeBuilders.pdf</a> |

Please provide a brief statement to accompany the demonstration of customer interest you have attached to this application. This description should include the method used for gauging customer interest and the results.

Charter (and its predecessor companies) has offered service in Michigan for more than thirty years. We have worked with municipalities on ways to expand our network and bring broadband to unserved residents in the area. We have attended community forums, stakeholder meetings, and outreach events where consumers have expressed their desire for our advanced services, namely broadband.

**Community Anchor Institutions (CAI) served**

Please list the specific community anchor institutions (CAIs) to be served by the proposed project. Attach evidence of support for the project from impacted CAIs (if applicable). **(If you need to upload additional support letters, click on 'Save' and the system will add an additional five lines.)**

| CAI Name                | Address                                | Type of CAI           | Letter of Support   |
|-------------------------|--|-----------------------|---|
| Pathfinder Library      | 812 Michigan Ave, Baldwin, MI 49304    | Library               | <a href="#">458_0_Charter_LakeCo_Community_Pathfinder Library Baldwin.pdf</a> |
| Hollister Senior Center | 1505 Michigan Avenue. Baldwin, MI 4934 | Other (Senior Center) | <a href="#">458_1_Charter_LakeCo_Community_Hollister Senior Center.pdf</a>    |

**SPIN Information**

Recognizing the importance of fast, reliable service for community institutions, Charter also offers 10 Gbps symmetrical speeds to large businesses, schools, libraries, hospitals, and other important community institutions through customized, dedicated builds by its Spectrum Enterprise business organization. The present application and proposed budget does not include the costs of such customized builds. However, our network's presence in the project area would better position us to make such offers available.

Evidence of application for a SPIN (if applicable) **If the proposed project includes connections to schools or libraries, please ensure you have entered your SPIN at the beginning of this application. For applicants without a SPIN please provide evidence of your application for a SPIN.**

| Name of Evidence | Evidence of Application for SPIN   |
|------------------|------------------------------------|
|                  | <a href="#">410_0_Spectrum_Ser</a> |

|  |   |
|--|---|
| Spectrum_Service Provider ID Number (SPIN).pdf | <a href="#">vice Provider ID Number_SPIN_.pdf</a> |
|--|---|

If the proposed project includes connections to schools or libraries, please provide your SPIN or evidence of application for a SPIN from the FCC Universal Service Administrative Company (USAC) and demonstration of your knowledge of E-rate and working with the FCC/USAC.

Recognizing the importance of fast, reliable service for community institutions, Charter also offers 10 Gbps symmetrical speeds to large businesses, schools, libraries, hospitals, and other important community institutions through customized, dedicated builds by its Spectrum Enterprise business organization. The present application and proposed budget does not include the costs of such customized builds. However, our network's presence in the project area would better position us to make such offers available.

**Need for improved broadband service for businesses**

Evidence of interest, impact, or support from businesses. **(If you need to upload additional Evidence of Interest, click on 'Save' and the system will add an additional five lines.)**

| Name of Attachment                                     | Evidence of interest  |
|--|---|
| Charter_LakeCo_Community_GlobalBridgeBuilders.pdf      | <a href="#">398_0_Charter_Lake Co_Community_Lake Co Econ Dev Alliance.pdf</a> |
| Charter_LakeCo_Community_Lake Co Econ Dev Alliance.pdf | <a href="#">398_1_Charter_Lake Co_Community_Lake Co Econ Dev Alliance.pdf</a> |

Please provide a brief description of the businesses needing improved broadband service in the proposed project area and the level of improvement needed. Attach statements or evidence regarding the benefits from the proposed connectivity solution and how it will impact those businesses.

Charter (or its predecessor companies) has offered service in Michigan for more than thirty years; we have worked with municipalities on ways to expand our network and bring broadband to unserved residents in the area. We have attended community forums, stakeholder meetings, and outreach events where consumers have expressed their desire for our advanced services, namely broadband.

**Direct job creation**

Evidence of job creation

Describe and account for any direct job creation in the proposed service area related to this project, if funded. Provide supplemental evidence if available. Job creation here means those jobs created in the community as a result of new internet connectivity being deployed, not any jobs created to deploy the proposed network.

**Last-Mile Partners**

**PLEASE READ THE FOLLOWING CAREFULLY**

**ENTER INFORMATION IN THIS SECTION ONLY IF YOU SELECTED 'MIDDLE-MILE' AS A PROJECT TYPE**

| Name of the last-mile partner | Brief description of their organization and the technology | Area to be served by the last-mile partner | Evidence of partnership |
|-------------------------------|--|--|-------------------------|
|                               |  |  |                         |

**Last-Mile Partner Details**

**Proposed infrastructure to be deployed including route locations**

Please upload a GIS-compatible file of the proposed infrastructure to be deployed including route locations and other supportive infrastructure to be deployed as a result of the grant

| Name of GIS-compatible file | GIS-compatible file Attachment |
|-----------------------------|--------------------------------|
|                             |                                |

**Spreadsheet of street addresses**

Please upload a spreadsheet of street addresses/locations within the proposed service area. Spreadsheet should include full address string (number, street, city, state, zip), location type (residential, business, institution, other), latitude and longitude (if available), and whether the address is currently unserved at 25/3 Mbps or 100/20 Mbps or unknown.

**Locations by Type**

Locations Passed: Please indicate the total number of locations by type that will be able to receive improved broadband services as a result of the proposed project.

| Type                          | Locations |
|-------------------------------|-----------|
| Households                    |           |
| Businesses                    |           |
| Community Anchor Institutions |           |
| <b>Total Locations Passed</b> |           |

**Please list the jurisdictions impacted by the proposed service area:**

**City(ies)/Village(s):**

**Township(s):**

**County(ies):**

**State House District(s):**

**State Senate District(s):**

**Description of the broadband service to be provided**

Does the proposed service area include (wholly or partially) a Qualified Opportunity Zone?  Yes  No

If Yes, please list the Census Tract numbers for the impacted Qualified Opportunity Zones

Please provide a brief description of the broadband service to be provided including, but not limited to, the technology to be used, will bandwidth be dedicated or shared, etc.

**Minimum Mbps**

Will the last-mile partner be able to provide the minimum 100/100 Mbps required service speed to all locations identified in the proposed service area?  Yes  No

If No, the ROBIN Program allows for a minimum service speed of 100/20 Mbps in cases of extreme geographical, topographical, or financial impracticability of delivering 100/100 Mbps. Such connections must be scalable to 100/100 Mbps. Applicants must provide substantial evidence as to the impracticability of delivering 100/100 Mbps and the justification for providing a connection speed of 100/20 Mbps instead.

**Download and Upload speeds of the services**

Using the table, please indicate the download and upload speeds of the services to be offered by the last-mile partner in the proposed service area. The non-discounted or rack rate monthly pricing of unbundled internet-only service should be included for each service offered, as well as the monthly data allowance for customers (if applicable).

Additionally, please attached an affidavit of commitment to offer the proposed service and cost in the proposed service area once the middle mile infrastructure project is complete should it be funded.

| Download Speed (Mbps) | Upload Speed (Mbps) | Monthly Cost \$ | Monthly Data Allowance (GB) | Affidavit of commitment |
|-----------------------|---------------------|-----------------|-----------------------------|-------------------------|
|-----------------------|---------------------|-----------------|-----------------------------|-------------------------|

**FCC's Affordable Connectivity Program**

Does the last-mile partner participate in the FCC's Affordable Connectivity Program (ACP)?  Yes  No

If No, applicant must participate in ACP within 6 months of receiving a ROBIN grant award. Must attach evidence that they are pursuing ACP participation.

Does the last-mile partner provide a low-cost service offering in conjunction with the Affordable Connectivity Program (ACP) that provides ACP eligible households with a net \$0 monthly cost of service?  Yes  No

If yes, please describe the low-cost service offering.

#### Proposed digital literacy training events, materials

- **Stay Connected K-12 Program:** To help address the lack of Internet connectivity faced by some student households, through the Stay Connected K-12 program, Charter is working directly with schools and school districts across its footprint to assist them in offering high-speed, cable broadband Internet access to students, educators, and staff in their homes. Charter is currently connecting thousands of students and educators through this program across the Country. This product offering helps to ensure that learning, teaching, and working are uninterrupted by giving schools and school districts the flexibility to add students to the program when needed and provide much-needed in-home connectivity at speeds up to 50 Mbps/5 Mbps. To date, Charter has established such relationships with school districts in 19 states, including Alabama, California, Colorado, Connecticut, Florida, Georgia, Idaho, Indiana, Kentucky, Maine, Massachusetts, Minnesota, Missouri, New York, Ohio, Oregon, Texas, Washington, and Wisconsin.
- **Bulk Rate Solution to Bridge Digital Divide:** Charter also offers a bulk rate opportunity for counties, municipalities, housing authorities, or other local entities to identify homes in underserved areas and provide them with a heavily discounted bulk rate for Charter's Internet service offering. If the County is interested in exploring a bulk rate discount program, Charter is happy to further discuss this at the appropriate time.
- **Spectrum Digital Education:** Spectrum supports nonprofit organizations that educate community members on the benefits of broadband and how to use it to improve their lives. We award grants across the country to help accomplish this goal.
- **Spectrum Community Center Assist:** Spectrum Community Center Assist is a strategic philanthropic program that aims to improve the physical condition of community centers in underserved rural and urban communities throughout Charter's 41-state footprint, as well as to support programs that provide job skills training for the people in those local communities.

Please see attached letters of support from organizations in targeted grant area whose members would benefit from access to the above programs.

Please describe any proposed digital literacy training events, materials, and/or resources that will be provided to residents or businesses impacted by the proposed connectivity. Include the number and type of events, including commitments from any partners included in the digital literacy training and the anticipated outcomes from related activities. The description must provide clear detail and contain measurable metrics for the proposed programs or partnerships.

- **Stay Connected K-12 Program:** To help address the lack of Internet connectivity faced by some student households, through the Stay Connected K-12 program, Charter is working directly with schools and school districts across its footprint to assist them in offering high-speed, cable broadband Internet access to students, educators, and staff in their homes. Charter is currently connecting thousands of students and educators through this program across the Country. This product offering helps to ensure that learning, teaching, and working are uninterrupted by giving schools and school districts the flexibility to add students to the program when needed and provide much-needed in-home connectivity at speeds up to 50 Mbps/5 Mbps. To date, Charter has established such relationships with school districts in 19 states, including Alabama, California, Colorado, Connecticut, Florida, Georgia, Idaho, Indiana, Kentucky, Maine, Massachusetts, Minnesota, Missouri, New York, Ohio, Oregon, Texas, Washington, and Wisconsin.
- **Bulk Rate Solution to Bridge Digital Divide:** Charter also offers a bulk rate opportunity for counties, municipalities, housing authorities, or other local entities to identify homes in underserved areas and provide them with a heavily discounted bulk rate for Charter's Internet service offering. If the County is interested in exploring a bulk rate discount program, Charter is happy to further discuss this at the appropriate time.
- **Spectrum Digital Education:** Spectrum supports nonprofit organizations that educate community members on the benefits of broadband and how to use it to improve their

lives. We award grants across the country to help accomplish this goal.

- **Spectrum Community Center Assist:** Spectrum Community Center Assist is a strategic philanthropic program that aims to improve the physical condition of community centers in underserved rural and urban communities throughout Charter's 41-state footprint, as well as to support programs that provide job skills training for the people in those local communities.

Please see attached letters of support from organizations in targeted grant area whose members would benefit from access to the above programs.

Please upload evidence of training partnership, materials, etc.

[508\\_Spectrum Digital Education.pdf](#)

### Materials and Method(s) to be used

Charter shares Michigan's goal of ensuring that potential customers are aware of the benefits that Charter's services bring.

Charter's marketing plan will target potential internet and cable TV customers early and often using various media formats. Our proven outreach strategy, briefly summarized below, will include immediate contact with the newly connected households to not only notify them that they are eligible for service, but also to provide all of the tools necessary for a smooth and streamlined sign-up process:

- **Direct Mail to Residential Customers:** Charter boasts a robust direct mail campaign, with bimonthly outreach to potential customers. Mailers indicate pricing and internet speeds, along with basic information regarding number of channels offered and free equipment like a modem. Charter's offers of popular bundled cable and internet packages that come without contracts or early termination fees are also clearly stated.
- **Print Advertisements:** We also advertise in print publications, such as local newspapers.
- **Online Advertisements:** Charter's marketing strategy includes a widespread online presence through ads, with service information only a click away.
- **Charter's Website:** Charter's user-friendly website, [www.spectrum.com](http://www.spectrum.com), includes address specific information for future residential customers, accessible through an embedded location-based search engine. The "Contact Us" link includes a support line for internet, television and home phone and a separate line for mobile support for ease of access.
- **Creating Awareness of Low-Cost Offerings:** Charter applies similar strategies for low-cost offerings and programs. The primary way of informing eligible customers of these offerings and programs is through sending direct mail advertising pieces to households that are pre-qualified through Charter's FCC-approved alternative verification process (AVP) to receive these benefits. Charter employs additional marketing tactics to reach eligible households including, but not limited to, emails, direct sales, outbound telemarketing, community events and our website, including a banner on [www.spectrum.com](http://www.spectrum.com) (see <https://www.spectrum.com/cp/broadband-get-qualified> for more information).

Additionally, Charter supports nonprofit organizations that educate community members on the benefits of broadband and how to use it to improve their lives. We award grants across the country to help accomplish this goal. The company promotes broadband adoption by being engaged and working regularly with a wide range of education, non-profit, government, and library partners to distribute fliers and raise awareness of Spectrum Internet Assist, our low-cost high-speed broadband program. For more information visit: <https://corporate.charter.com/digital-education>

Please describe the materials and method(s) to be used for providing residents and businesses with information promoting the use of an internet connection for improving quality of life, access to resources, economic opportunity, etc., in the proposed service area. Partnerships with local CAs that build awareness for enriching online opportunities for residents and businesses are highly encouraged.

Examples of these opportunities include, but are not limited to, telehealth applications, access to government services, e-learning, job and career readiness programs, public safety information, cybersecurity training, etc.



This description must provide clear detail and contain measurable metrics.

Charter shares Michigan's goal of ensuring that potential customers are aware of the benefits that Charter's services bring.

Charter's marketing plan will target potential internet and cable TV customers early and often using various media formats. Our proven outreach strategy, briefly summarized below, will include immediate contact with the newly connected households to not only notify them that they are eligible for service, but also to provide all of the tools necessary for a smooth and streamlined sign-up process:

- **Direct Mail to Residential Customers:** Charter boasts a robust direct mail campaign, with bimonthly outreach to potential customers. Mailers indicate pricing and internet speeds, along with basic information regarding number of channels offered and free equipment like a modem. Charter's offers of popular bundled cable and internet packages that come without contracts or early termination fees are also clearly stated.
- **Print Advertisements:** We also advertise in print publications, such as local newspapers.
- **Online Advertisements:** Charter's marketing strategy includes a widespread online presence through ads, with service information only a click away.
- **Charter's Website:** Charter's user-friendly website, [www.spectrum.com](http://www.spectrum.com), includes address specific information for future residential customers, accessible through an embedded location-based search engine. The "Contact Us" link includes a support line for internet, television and home phone and a separate line for mobile support for ease of access.
- **Creating Awareness of Low-Cost Offerings:** Charter applies similar strategies for low-cost offerings and programs. The primary way of informing eligible customers of these offerings and programs is through sending direct mail advertising pieces to households that are pre-qualified through Charter's FCC-approved alternative verification process (AVP) to receive these benefits. Charter employs additional marketing tactics to reach eligible households including, but not limited to, emails, direct sales, outbound telemarketing, community events and our website, including a banner on [www.spectrum.com](http://www.spectrum.com) (see <https://www.spectrum.com/cp/broadband-get-qualified> for more information).

Additionally, Charter supports nonprofit organizations that educate community members on the benefits of broadband and how to use it to improve their lives. We award grants across the country to help accomplish this goal. The company promotes broadband adoption by being engaged and working regularly with a wide range of education, non-profit, government, and library partners to distribute fliers and raise awareness of Spectrum Internet Assist, our low-cost high-speed broadband program. For more information visit: <https://corporate.charter.com/digital-education>

Evidence of awareness activities

[511\\_\\_Spectrum\\_AffordableConnectivity Program.pdf](#)

#### **Commitment to improving the adoption rate of broadband services**

In addition to our ACP and Spectrum Internet Assist programs, Charter also supports nonprofit organizations that educate community members on the benefits of broadband and how to use it to improve their lives. We award grants across the country to help accomplish this goal. Additionally, the company promotes broadband adoption by being engaged and working regularly with a wide range of education, non-profit, government, and library partners to distribute fliers and raise awareness of our low-cost high-speed broadband programs.

For more information on Charter's efforts to promote digital literacy, please visit: <https://corporate.charter.com/digital-education>

Describe how the project commits to improving the adoption rate of broadband services, including, but not limited to, special service rates, internet-enabled devices that meet the needs of the user, and digital skills training.

In addition to our ACP and Spectrum Internet Assist programs, Charter also supports nonprofit organizations that educate community members on the benefits of broadband and how to use it to improve their lives. We award grants across the country to help accomplish this goal. Additionally, the company promotes broadband adoption by being engaged and working regularly with a wide range of education, non-profit, government, and library partners to distribute fliers and raise awareness of our low-cost high-speed broadband programs.

For more information on Charter's efforts to promote digital literacy, please visit: <https://corporate.charter.com/digital-education>

#### **Promotion of customer take rate**

See response to prior question affirming our commitment to improving the adoption of broadband services. Anticipated take rates for the Project Area are proprietary. Based on our experience in building broadband networks in rural and unserved areas, Charter is confident that our Project will be sustainable. For context, our CEO Chris Winfrey stated during our January 27th, 2023 quarterly earnings call, "The initial results of our rural construction initiative have been very promising. We constructed over 200,000 new rural passings in 2022, and penetration of passings open at least six months is ahead of our expectations at about 40%."

Explain how you plan to promote customer take rate, including marketing activities, outreach plan, and other actions to reach the identified serviceable units within the project area. Provide the anticipated take rate and describe the basis for the estimate.

See response to prior question affirming our commitment to improving the adoption of broadband services. Anticipated take rates for the Project Area are proprietary. Based on our experience in building broadband networks in rural and unserved areas, Charter is confident that our Project will be sustainable. For context, our CEO Chris Winfrey stated during our January 27th, 2023 quarterly earnings call, "The initial results of our rural construction initiative have been very promising. We constructed over 200,000 new rural passings in 2022, and penetration of passings open at least six months is ahead of our expectations at about 40%."