

Scope

The City of Chicago, Chicago Public Schools and the civic philanthropic community, have recognized a historic opportunity to eliminate broadband accessibility as a barrier to digital learning. This barrier disproportionately hurts Chicago's low-income families and students of color, with roughly 1 in 5 primarily Black or Latinx/a/o children under the age of eighteen lacking access to broadband. With COVID-19 forcing schools to adopt remote learning for the remainder of the school year, and with the permissibility of in-person instruction at-risk in advance of the 2020-2021 school year, the students who were already the most vulnerable to falling behind will now face even more challenges relative to their peers. Without swift action to close the Digital Divide, we will witness a widening of the achievement gap. The future vitality of Chicago's economy depends on the education of our young people. It is, therefore, in the best interest of the public and private sectors, as well as the city's philanthropic community, to help ensure digital educational equity. This is a problem that can be solved through generosity, ingenuity, and resilience — strengths that are built into the fabric of our great city, and strengths that can compel us to confront digital inequities head-on.

We seek to pre-qualify multiple internet service providers (ISPs) to provide fixed, low cost broadband services and related customer supports to households in need for a duration of at least 24 months. Participating providers will be paid through a single approved fiscal agent, in a sponsored service program model. This program will serve more than 60,000 households where lack of service is impeding learning for more than 100,000 students citywide. Moreover, the sponsored program will allow ISPs to draw from a new customer segment while eliminating the risk of default during the program.

Managed Competition for Sponsored Programs

Based on existing infrastructure and service capabilities, we seek multiple partners to ensure that each household would have at least two broadband service options from among selected providers and could choose the option best-suited to meet their specific needs. Our expectation is that all ISPs will offer households with the best-possible package, potentially including higher speeds than 25/3 Mbps.

Multi-Channel

Our core approach to multiple partnerships allows for the mitigation of risk that not every household we seek to service will have an existing broadband infrastructure. However, as a secondary mitigation, prospective partners are expected to provide a proposal that leverages any existing Wi-Fi and hotspot/mifi options that could be made available as an interim solution until such time that broadband infrastructure allows for it. (See *Submittal Requirement #5* below.)

Specific Duties and Expectations

In exchange for participating in a centrally sponsored service model, participating partners must meet the following service requirements.

1. Respondent will be expected to participate in marketing and outreach to select households. Specifically, we seek partners to engage with the CPS Family and Community Engagement Team (FACE) and community based organizations (CBOs).
2. Respondent must have the capability to directly provide digital literacy training for connected families and CBOs or subcontract with local qualified firms to do so. There is no prescribed marketing budget for prospective partners, but we expect participating providers would assist CBO's and households by providing packets and or FAQs around installation and setup. Another potential activity could involve working with other ISP's and CBO's to create a resource or index of resources around the promotion of digital citizenship in the home. Respondent must have the infrastructure to connect households

within 5-10 days of household verification of offer acceptance to the provider following a household's application to the sponsored program.

3. Respondent will be expected to manage customer relations for each of the following stages of engagement: scheduling appointments, installation support, and phone- or robo-based customer services post installation for service questions.
 - a. Scheduling Appointments, Installation Support: CPS will provide general program information on the district website cps.edu and additional outreach to specific eligible households via out calling and email. However, once engaged with a target household, the provider is responsible for arranging for home installation, kit delivery or any 'next step' required to establish the service. All aspects of service shall resemble typical ISP to customer/household engagement with the exception of billing, which will go to the sponsor on behalf of the customer/household.
 - b. Phone- or Robo-Based Customer Support: Service providers are required to provide a dedicated program-specific phone number and accompanying support website for customer inquiries. Providers will be asked to provide a monthly assessment of incoming customer service calls by category, along with standard service KPI's.
4. Should it be legally required, respondent may also be required to sign a data sharing agreement to establish the terms governing any data sharing, and to ensure the protection of any data shared, in accordance with the Family Educational Rights and Privacy Act (FERPA), the Illinois School Student Records Act (ISSRA), and any other applicable privacy laws. Assuming a data sharing agreement is in place, respondents must work with CPS to help confirm existing service status for target households.
5. Over time, the nature of the program may change, providers should be prepared to discuss longer term changes to program participation, including entrance ramps for new customers of the subsidized model.

Technology Requirements & Alternate Coverage Options

Traditional broadband home internet access is the priority service sought via this contract (to ensure base levels of speed, bandwidth, and stability of overall service). However, because some service areas may not currently have the required infrastructure, we are also asking partners to provide confirmation of wireless coverage and associated maps detailing speeds and bandwidth. In addition, we are asking prospective partners to provide an assessment of short-term availability and cost of hotspot devices and associated coverage plan costs for the same [06/01/2020] to 6/30/2022 term of service.

1. Broadband Coverage: All ISPs would be required to offer broadband service at a minimum 25 Mbps download speed and 3 Mbps upload speed.
2. *Wifi Coverage: Included with support for 802.11ac or WiFi 6. The WiFi will be secured using a distinct SSID and WPA2 passphrase. ISPs or trained-affiliates would also be expected to provide customer onboarding including detailed guidance to parents/guardians regarding how to connect their devices.
3. *Cellular Hotspots: 4G LTE Hotspot with unlimited data. The Hotspot WiFi will be secured using a distinct SSID and WPA2 passphrase. ISPs or trained-affiliates would also be expected to provide customer onboarding including detailed guidance to parents/guardians regarding how to connect their devices.
4. Parental Controls: If offered via appliance or other means, we are looking for ISPs to detail any options for content filters on the service they are providing. Where applicable, ISPs would also be expected to provide customer onboarding including detailed guidance to parents/guardians regarding how to set-up Parent Controls.

Reporting

Following project initiation, participating ISP partners would need to furnish partners with weekly reporting on the progress of the initial deployment (pace of connecting households from application to confirmation of eligibility to activated in-home broadband) and recurring service level management report that details ongoing service levels for the sponsored service customer base.

| Project Management | Service Level Management |
|---|---|
| <ol style="list-style-type: none">1. % target households connected total by community area2. % households connected vs scheduled (+/-)3. connected households that are not using their internet service.4. aggregated and disaggregated (household-level) data on usage patterns (educational vs. non-educational) | <ol style="list-style-type: none">1. % uptime for customers by ISP2. Support Desk statistics for City of Chicago PK-12 program<ol style="list-style-type: none">a. # of support calls by categoryb. # of abandoned callsc. Avg. Hold timed. % 1st call resolution |

Note: ISPs and CBOs would be responsible for coordinating and following up with families to help understand and troubleshoot usage challenges.

Pricing and Proposed Terms

We seek a pricing model that includes two months of free service with a household connection that costs a maximum of \$120 per year thereafter (\$10 per month) through at least June 30, 2022.

1. We require a partner that will invoice every 30 days on Net 30 Terms on behalf of households in the program from 06/01/2020 through June 30, 2022.
2. Service providers agree to extend service pricing for the designated term for additional families beyond the initial scope of 60,000 households assuming an expansion of funding.
3. We seek a reduction in barriers to participation & eligibility for targeted families
 - o No requirement to sign a contract, have a background and/or credit check
 - o No installation fees
 - o ISPs would forgive any past debt from household stemming from past subscription
 - o Cost of equipment provided for service (modems, cabling, etc.) will be considered part of monthly fee. ISPs will not charge any participating party or households for equipment following a cancellation or change in service address.

Submittal Requirements

1. Prospective partners must provide current coverage maps that detail the reach of current broadband and wifi coverage separately.
2. Prospective partners must confirm the extent to which stated technical and pricing considerations can be met.
3. Prospective partners would be required to provide an approach to achieving effective partnership with CPS and community based organizations to ensure service saturation and digital literacy opportunities. Provision of a list of existing community partnerships is encouraged.
4. Prospective partners must provide details for the method of partnering with CPS on the identification of participating households, the determination and management of customer 'activation' codes, the home dispatch and/or kit delivery process, installation and confirmation of service.

5. Prospective partners must detail their post-implementation support model once service is established. The plan should outline dedicated phone and web support options and proposed monthly reporting.
6. Respondents must provide an overview of alternate coverage options: specifically wifi coverage and any offering by way of personal hotspot/mifi devices to address any service areas without access to broadband infrastructure or 'last mile' limitations.

Qualifying Criteria

Partners would be qualified based on the following criteria:

1. Ability to participate at scale required by CPS with capacity to begin installations as soon as initiation of project, and ability to complete installations within 5-10 days of an applying household's verification of eligibility. Moreover, ISPs, working in collaboration with CPS or equivalent agency, must be able to verify household eligibility upon household's application to sponsored program.
2. Infrastructure to provide coverage in area of need at predefined bandwidth levels
3. Ability to meet specified sponsored service pricing for duration of the agreement
4. Must submit approach document for marketing, deployment, post implementation support
5. Must provide an approach to alternate coverage options (Wifi maps, Hotspot/Mifi options)
6. Must provide ongoing data reports to all participating partners (CBOs, CPS, Fiscal Agent, etc.) on internet service, household usage, and customer service KPIs with all other aforementioned metrics.
7. Ability to identify a team of specific named resources to manage the project in conjunction with city agencies. (Example: Project Manager, Marketing & Legal, Procurement, Technical/Deployment Lead)

Partner Agency Overview

Chicago Public Schools Responsibilities

Chicago Public Schools (CPS) will provide the following in support of the partnerships:

1. CPS will lead selection of the targeted households for the program
2. CPS will provide directory information (addresses and telephone numbers) for the targeted households for the program. CPS will do so because it is the intent of the Respondent to provide services to provide access to enrich a student's academic experience.
3. CPS will determine the final marketing strategy in concert with the City of Chicago and will help to coordinate the outreach efforts of ISP's and CBO's. The CPS Office of Family and Community Engagement (FACE) will coordinate general awareness efforts via the district's primary website (cps.edu), social media posts and specific outreach to affected households via direct robocalls and emails.
4. CPS will be responsible for providing parent phone support services for any curricular or program questions on the Remote Learning program and for technical issues related to CPS device failures only. **Note:** CPS help lines will not be available for support of issues related to ISP services: *appointment scheduling, installation support, connectivity troubleshooting, service package switching or upgrades, service outages, system maintenance.*

City of Chicago Responsibilities

City of Chicago will provide the following services in support of the partnerships:

1. City of Chicago will provide overall project stewardship
2. City of Chicago will drive collaboration between ISPs, coordinating agencies and civic philanthropy
3. City of Chicago will drive what performance metrics are required
4. City of Chicago will have final approval over all public announcements and/or marketing related to this initiative.

Fiscal Agent Responsibilities

Fiscal Agent will provide the following services in support of the partnerships:

1. Fiscal Agent will be sponsor of service on behalf of all participating households and single point of contact for ISPs regarding payment for services.
2. Fiscal Agent will be responsible for allocating funds to all support partners affiliated with the program, including but not limited to CBOs and CPS.
3. Fiscal Agent will coordinate with philanthropic supporters to ensure seamless transfer of and optimal stewardship of funding for this sponsored broadband internet program.

Community-Based Organization Responsibilities

Community Based Organizations will provide the following services in support of the partnerships:

1. Dedicate staff to supporting connections to families for the next 2 months.
2. Engage eligible households to sign up for the broadband offer.
3. Help find families for which the district and school have incorrect contact information.
4. Raise awareness of opportunity within the community.
5. Provide case management support to newly-connected households.
6. Share data and KPIs with project team; engage with CPS/project team regularly to report on progress.
7. Provide families with basic digital literacy 101 services.