



# Chicago Connected Toolkit

# Document Use

We encourage other municipalities and organizations to use elements of the Chicago Connected model to stand up internet access and equity programs around the country. This document includes governance structures, processes, and templates that can be adapted for other organizations.

# Process Overview

1. Program Management
2. Onboarding and Process and Cycle of Renewal
3. Billing Reconciliation, Financial Management and Data Exchange
4. Outreach Campaign
5. Community-Based Organization Coordination
6. Measuring Program Efficacy and Partner Performance

# Program Management

Establishing a sound inter-agency structure for program management is a critical factor to early success. The nature and complexity of the work does not lend to an ad hoc model for maintaining connective fiber between the governing organizations.

## Program Management: Leadership Committee

The Leadership Committee is responsible for general oversight, higher level decision making and escalations to the Mayor and CEO of Schools. The Leadership Committee will be apprised of status via weekly meetings led by the project management team via report that provides an update on all workstreams and weekly milestones.

### City Finance

#### Name Here

Chief Financial Office for the City provides strategy leadership, and financial management, a primary liaison to the Funding Community and external agencies.

### ISP Fiscal Agent Lead

#### Name Here

Fiscal agent ensures that ISP partners are paid for the delivery of internet service and that participating CBO partners are compensated for additional supports.

### School District COO

#### Name Here

Public schools is responsible for day to day operations of the program: eligibility selection, parent support, data movement and reporting.

### Lead Community Advocate

#### Name Here

Facilitates between all partner organizations and represents community voice. Also a liaison to the funding community and is charged with performance reporting.

### City Education

#### Name Here

Education Chief for the Mayor's Office, critical to ensuring the project is consistent with the Mayor's larger vision for the city.

### ISP Fiscal Agent Reconciliation

#### Name Here

Fiscal agent plays a most vital role in program maintenance and CBO/ISP relations.

### Schools District CIO

#### Name Here

Public schools is responsible for day to day operations of the program: eligibility selection, parent support, data movement and reporting.

### CBO Fiscal Agent

#### Name Here

CBO fiscal agent is primarily responsible for receiving and disbursing funds related to the CBO relationships. The CBO fiscal agent will engage and enter into a relationship with an approved CBO manager.

# Program Management: Project & Operational Management

## Program Management

### Public Schools CIO

Coordinates between the ISPs, Community Advocate, City Hall and Fiscal Agent. Point of escalation for provider performance. Responsible for the infusion of Chicago Connected into the school district's broader operating model.

## School District Parent Support

### Name Here

Chiefly responsible for the management of the School District Parent Support line, conducting weekly support meetings with ISPs and for reporting Parent Help Desk call and ticket numbers on a weekly basis.

## School District Communications

### Name Here

Responsible for strategy and content approvals for all materials distributed through the project or posted on School District website. Provide final review of any material to support press inquiries routed to CPS.

## CBO Relations

### Name Here

Primary responsible for the identification, onboarding and subsequent management of the relationship between the community advocacy lead and the CBOs.

## City Liaisons

### Name Here

Responsible for ensuring interagency coordination between the City and Public Schools including alignment on messaging around the program. The city liaisons are critical thought partners for both tactics and strategy.

## Network Roadmap

### Name Here

Responsible for the strategic roadmap around all bandwidth initiatives in flight: mesh networks, 5G, and ongoing district and city initiatives.

## Schools/ISP Relations

### Name Here

Public schools IT and Procurement leads for leading project solicitations, negotiation and for confirming 'technical fit. Also leads for quarterly ISP performance reviews.

## School District Billing Lead

### Name Here

Responsible for partnering with Fiscal Agent and the ISPs in the reconciliation of service billing.

## Schools Data & Eligibility

### Name Here

Responsible for managing the interagency data workstream. Responsible for data exchange, data analysis and the determination of program eligibility.

## Performance Reporting

### Name Here

Responsible for CBO coordination in conjunction with district staff and for tactical leadership of the creation of the project's Performance Dashboard.

## Workstream Management

<b>Customer Support</b> <ul style="list-style-type: none"> <li>*<a href="#">Public Schools (Lead)</a></li> <li>ISP 1</li> <li>ISP 2</li> <li>ISP 3</li> <li>City Rep</li> </ul>	<b>Weekly Agenda</b> <ul style="list-style-type: none"> <li>Ticket assessment</li> <li>Change of address report</li> <li>Identify and build FAQs</li> </ul>	<b>Goals</b> <p>Support leads in each organization share FAQs from the previous week and work to improve supports around those areas. The teams will also discuss transfer of misrouted customer inquiries. Team also provides weekly reporting.</p>	<b>Lead Name</b> <b>1st Mtg Date</b> <b>Frequency</b>
<b>Data &amp; Reporting</b> <ul style="list-style-type: none"> <li>*<a href="#">Public Schools (Lead)</a></li> <li><a href="#">Cmty. Advocate (Lead)</a></li> <li>Fiscal Agent</li> <li>City Rep</li> <li><i>ISP as needed</i></li> </ul>	<b>Weekly Agenda</b> <ul style="list-style-type: none"> <li>Program eligibility</li> <li>KPI Reporting</li> <li>Address Changes &amp; Conflicts</li> </ul>	<b>Goals</b> <p>Data workstream leads in each member organization work together to ensure that program membership is tightly managed, that city leadership and program funders receive timely project status reporting, and that families receive required services quickly.</p>	<b>Lead Name</b> <b>1st Mtg Date</b> <b>Frequency</b>
<b>Reconciliation &amp; Financial Planning</b> <ul style="list-style-type: none"> <li><a href="#">ISP Fiscal Agent</a></li> <li>City Rep</li> <li>Public Schools</li> <li><i>ISP as needed</i></li> </ul>	<b>Bi-Weekly Agenda</b> <ul style="list-style-type: none"> <li>Billing reconciliation</li> <li>Updated membership</li> <li>Forecasting and policy</li> </ul>	<b>Goals</b> <p>This workstream meets to review reconciliation to approve payments, discusses adjustments to the financial modeling based on updated membership forecasts, and confers with ISPs as needed in the event of billing questions or disputes</p>	<b>Lead Name</b> <b>1st Mtg Date</b> <b>Frequency</b>
<b>CBO Management</b> <ul style="list-style-type: none"> <li>*<a href="#">Public Schools (Lead)</a></li> <li><a href="#">Cmty. Advocate (Lead)</a></li> <li>CBO Fiscal Agent</li> <li>City Rep</li> <li><i>CBO leads as needed</i></li> </ul>	<b>Weekly Agenda</b> <ul style="list-style-type: none"> <li>CBO Contract status</li> <li>Marketing</li> <li>CBO performance KPI</li> <li>CBO issue escalation</li> </ul>	<b>Goals</b> <p>Ensure that Chicago Connected partners with and compensates committed community-based organizations to supplement school district outreach, provide newly-connected households with digital literacy training and support, and connect families with critical resources.</p>	<b>Lead Name</b> <b>1st Mtg Date</b> <b>Frequency</b>

## Chicago Connected Management and Administration





Participating organizations all play a role in ensuring Chicago Connected participants experience a high level of customer support. Each organization is responsible for ownership of different elements of the customer experience.

### ISP

#### SERVICE EXCELLENCE

- Installation Scheduling
- Service Issues
- Change of Address requests
- Billing Disputes unrelated to Chicago Connected

#### INSERT HERE

- SUPPORT PHONE NUMBER
- HOURS & DAYS OF SUPPORT
  - SUPPORT WEBSITE

### Schools

#### PROGRAM AWARENESS & EDUCATIONAL SUPPORTS

- General questions on the program
- School District Device Issues
- School District Remote Learning questions

#### INSERT HERE

- SUPPORT PHONE NUMBER
- HOURS & DAYS OF SUPPORT
  - SUPPORT WEBSITE

### CBO

#### QUALITY OF EXPERIENCE & EMPOWERING THE HOUSEHOLD

- Confirmation of installation
- Customer Satisfaction Surveys
- Digital Literacy Supports
- Skills Development Training

#### INSERT HERE

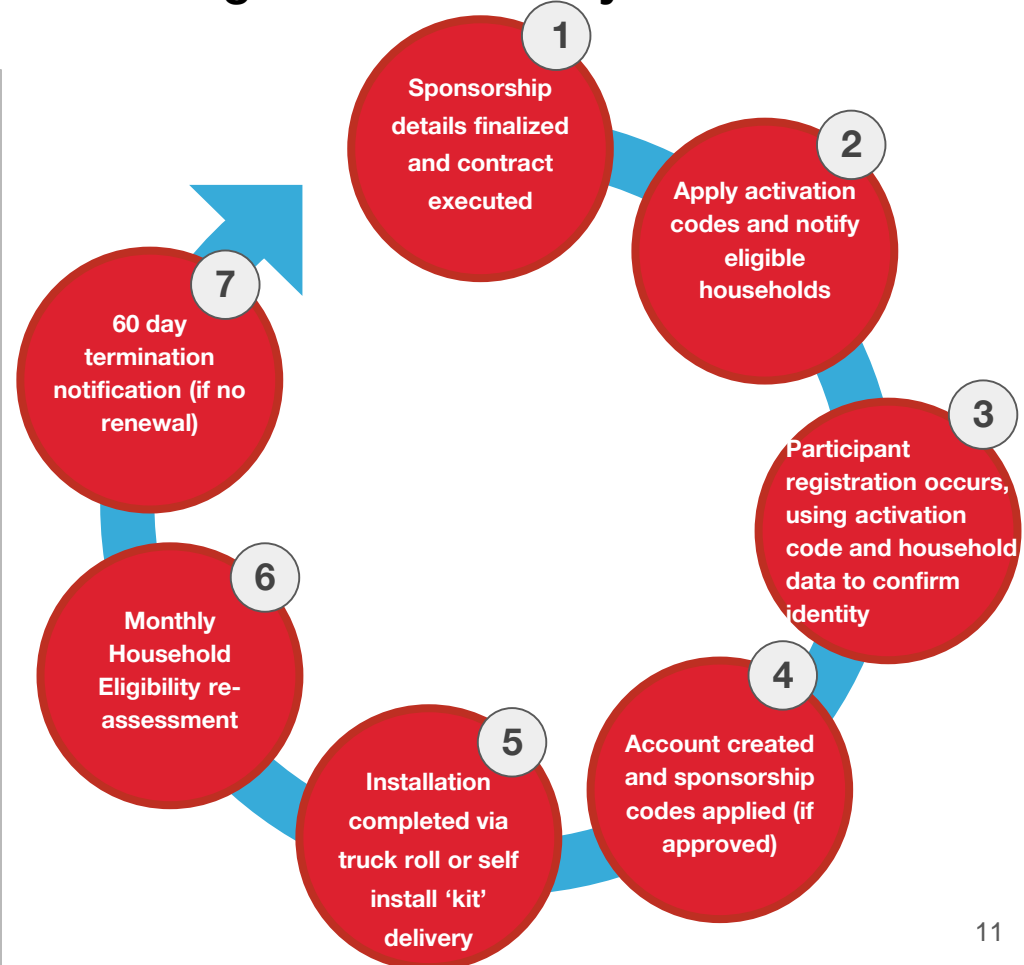
- SUPPORT PHONE NUMBER
- HOURS & DAYS OF SUPPORT
  - SUPPORT WEBSITE

# Onboarding and Process and Cycle of Renewal

The Chicago Model involves the identification of a customer audience based on eligibility criteria established by the district, as such the program life cycle is largely predicated by the annual cycle of eligibility review. We elected to use known, credited studies on socio-economic conditions in neighborhoods, as well as student data elements, to identify the households in greatest need.

# Onboarding Process and Cycle of Renewal

1. Households of eligible families are identified and assigned to ISP partners.
2. School district notifies the eligible families via us postal and email starting JUNE 29.
3. Verified via the phone or website. Once validated, the approved customer's program bill will be covered by the sponsor until August 31, 2021.
4. During activation, customers are notified that they are effectively affirming consent for data sharing with sponsor, CBOS and the school district.
5. ISP sends updated billing to the sponsor via secure channel portal. Detail will NOT include any student information.
6. Partial assessment of eligibility by identifying households that have effectively 'opted out' due to (a) an address change, (b) transfer out of district or (c) mid year graduation.
7. Renewal and program exit notification distributed JULY 1, 2021. Allows 60 days for active consent transition process to occur.



# Billing Reconciliation, Financial Management, and Data Exchange

The relative complexity of your district's billing reconciliation is entirely dependent on your local ISP partnerships and whether or not a city elects to partner with multiple ISPs and/or cellular data partners.

## Process Highlights

- Sponsors will receive one monthly bill of active program customers via portal or email. If the sponsor bill does not include household level detail, we expect ancillary detailed reports that will include name, address, authorization code, and billing service dates to broker reconciliation.
- Separately, sponsor and Public Schools may receive a weekly report of orders placed and installed.
- ISP #1 customers will also be issued a billing statement for the Chicago Connected service showing a zero-balance due.
- ISP #2 customers will receive one zero balance bill after the first month of service to impart required Privacy Policy materials.
- At the end of the sponsored service agreement customers will receive a roll-off letter.

### CPS AND FISCAL AGENT RECONCILIATION PROCESS

01

Monthly invoice/report including the Internet access sub-account or MiFi/hotspot service number and Activation Code for each household provided to Fiscal Agent by portal or SFTP.

02

Public Schools validates the contracted pricing, compares account to subscriber file, confirms student enrollment

04

Fiscal Agent sends Public Schools record of payment to close out the billing cycle.

03

Public Schools indicates on the invoice(s) the correct amount to pay each month and sends to Fiscal Agent.

05

Billing meetings with service providers to discuss discrepancies will be conducted as needed.

**NOTE:** No student information to be contained in the billing data

Phase One exclusive eligibility period ends on 9/30/2020, at which point open spots become available to the next tier of households and will be allocated on a first come first serve basis. Regardless of sign up date, the program service year of eligibility ends on 8/31/21. ISPs will be provided an assessment of upcoming eligibility changes 6/30/21. **NOTE:** annual re-of eligibility assessment or the full population occurs from 6/1-6/29 each year because that is when all of the required data will be ready for end of year review

# Outreach Campaign

The Chicago Connected team is using data and real-time feedback to adopt a wide-variety of outreach tactics to market the program. Even after removing the barrier of cost, we are still learning what works most effectively to encourage sign-ups by the target population.



## | What We Have Learned

We have found the three values that matter most in reaching families are **trust, repetition, and ease of access.**

- Our highest priority families do not currently have internet, so they cannot be reached through email or typical digital outreach efforts
- Families are skeptical of a free service; trust in the messenger matters
- Families are balancing numerous decisions and priorities each day
- Families often move, have multiple phone numbers that may or may not work on particular days, and work more than one job, making them difficult to reach

**More than anything, we have learned that personal, direct contact yields the highest sign-up rates.**

Sample outreach tactics:

## Targeted Outreach

1) Texts / Robocalls / Emails	9) Sign Up Drives
2) Mailers	10) Lottery
3) School Principal Engagement	11) Back-to-School Framework
4) School Advisory Councils	12) Back-to-School Campaign
5) Charters	13) GoCPS
6) FACE Calls (language specific)	14) Eligibility Website
7) CPS Public Budget Meetings	15) Call Center
8) CPS Food Distribution Sites	16) Targeted Social Media

## General Outreach

17) Radio Ads	20) City Asset PSAs
18) TV Ads	21) Sister Agency / City Department Asset PSAs
19) Social Media Campaign	22) Faith Community
23) Celebrity Endorsements	



**We are assessing outreach tactics and adjusting based on what strategies are working / not working.**

Initial outreach was organized into 8 waves. Households with multiple students (based on common address) were prioritized.

### Number of students in each wave:

**Wave 1:** 5,596 students

**Wave 5:** 14,014 students

**Wave 2:** 6,177 students

**Wave 6:** 11,305 students

**Wave 3:** 11,951 students

**Wave 7:** 19,902 students

**Wave 4:** 8,206 students

**Wave 8:** 12,551 students

Outreach success is evaluated through:

- **Engagement Rate:** At what rate are households responding to outreach activities, such as calls and texts?
- **Sign Up Rate:** At what rate are households signing up for service after being contacted?

## **Community-Based Organization (CBO) Coordination**

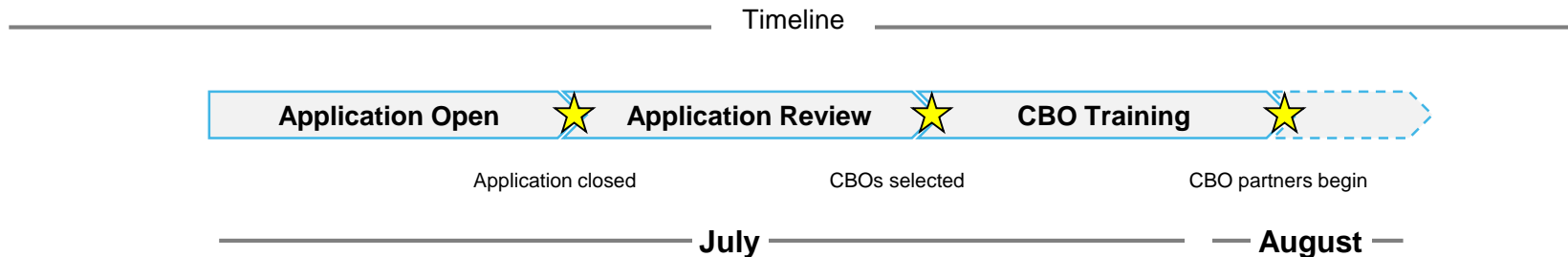
In addition to the size and duration of the program, one aspect that makes Chicago Connected unique from other K-12 connectivity efforts is its reliance on community-based organizations (CBOs). CBOs (1) supplement school district efforts to sign-up eligible households, and (2) offer those households digital literacy training and support to help them use the internet more effectively.

Community-based organizations play three key roles:

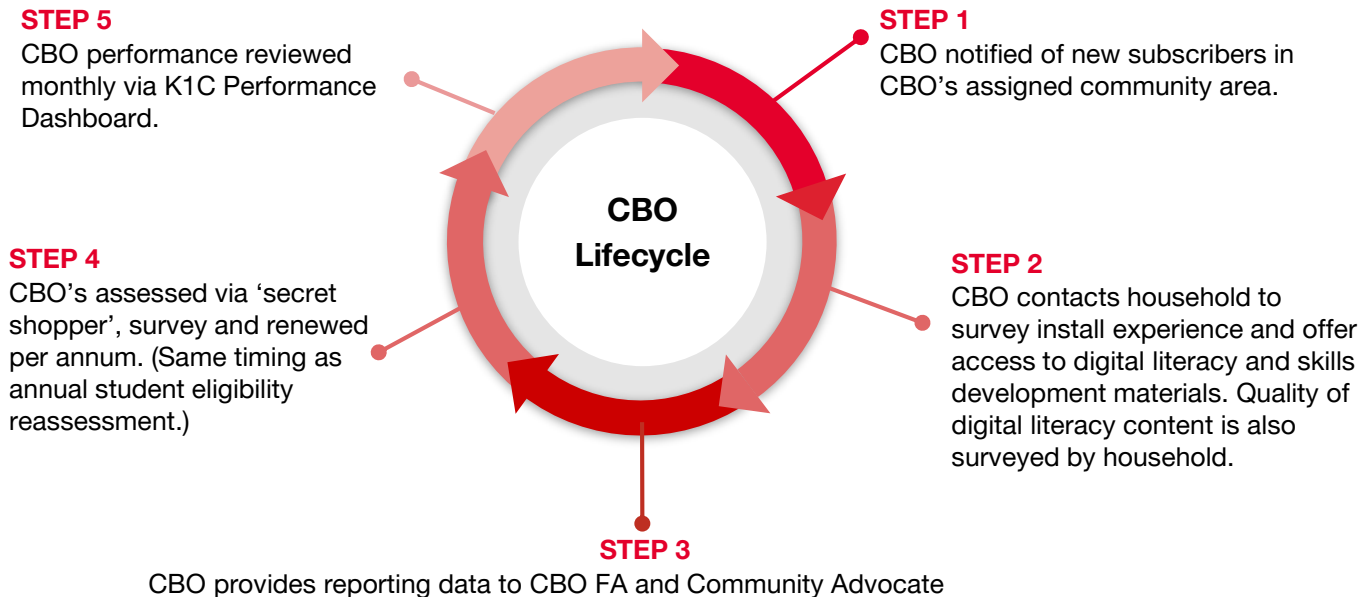
Connecting hard-to-reach households

Providing digital literacy training to newly connected families

Collecting data to measure KPIs and support research around the digital divide



The initiation of CBO involvement with the customer occurs after a customer has already effectively consented to have their information shared during the account activation process. The school district will generate a daily file that will be provided to CBOs that provides contact date for recent signups with a running list of total number of subscribers. Must be shared with CBOs on a daily basis, creates a need to establish a district account for primary contact at CBO to access data.



## Measuring Program Efficacy and Partner Performance

The Community Advocate will serve as the lead organization for delivery of a Performance Dashboard that reports project implementation progress and project success metrics, as well as the operational performance of ISP and CBO partners. The Dashboard will provide real-time customizable reporting, organized by community area, census tract, ward, school network.

## Internet Service Provider (ISP) Performance

The Dashboard will collect data from three (3) household surveys that will be administered to a targeted and representative sample of newly-connected households. The surveys, which will be developed in partnership with a national non-profit leader in efforts to close the digital divide, will be administered by the household's designated CBO and will measure:

- **Customer Service Experience.** Following the installation of broadband service, select households will receive a survey with questions regarding the household's sign-up experience as well as the installation process.
- **Broadband Performance.** 30 and 180 days after installation, select households will receive a survey regarding the performance of their broadband service, including an assessment of video streaming quality.

## Community-based Organization (CBO) Performance

The Dashboard will include reporting on CBO outreach and digital literacy and skills development training efforts, including:

- Number of households contacted and successfully connected
- Number of digital literacy workshops held and number of attendees
- Survey data from households as to the quality of digital literacy programming and content, including new skills gained
- Digital literacy certifications earned through the Public Library's Digital Learn platform

In larger measure, the Chicago Connected team will also regularly assess project performance as a means of continually improving interagency collaboration and customer service.

## Project Management

- **# of target households connected total**  
*Data Source: ISP file to School District*
- **% students in newly-connected households participating in remote learning**  
*Data Source: School District*
- **% households connected**  
*Data Source: ISP file to School District*
- **# and disposition of calls to School District Parent Line**  
*Data Source: School District*
- **Results of survey querying ISP and CBO performance**  
*Data Source: Community Advocate Survey*

**Note: To uphold FERPA protections, the school district will lead reporting around program efficacy in relation to identifiable student outcomes and participation rates in remote learning content by students in newly connected households.**

**The Community Advocate will be provided de-identified aggregate data for these domains in conjunction with standard grade reporting timelines within the school district.**

## SAMPLE CHICAGO CONNECTED PERFORMANCE DASHBOARD

### Overall Project Success Metrics

Community area

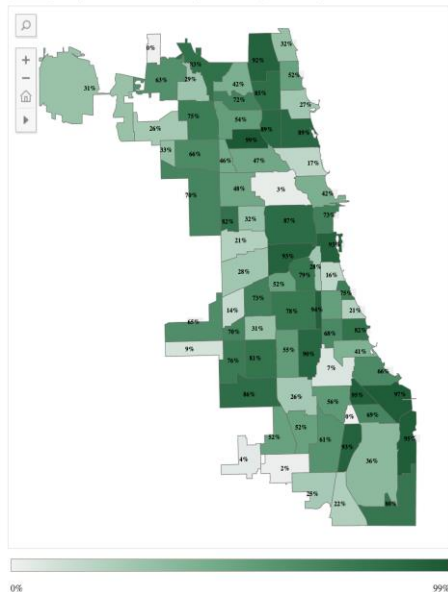
Census tract

Ward

ARA region

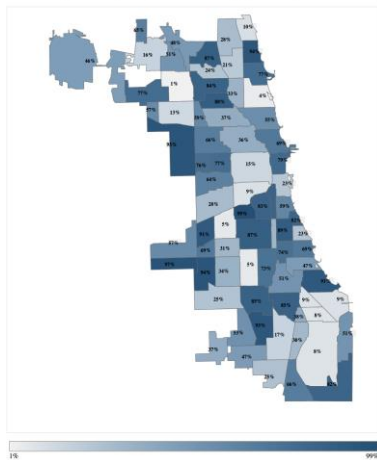
CPS Network

Percent of target students successfully connected by community area



Select KPI

Percent of target students participate in remote learning by community area

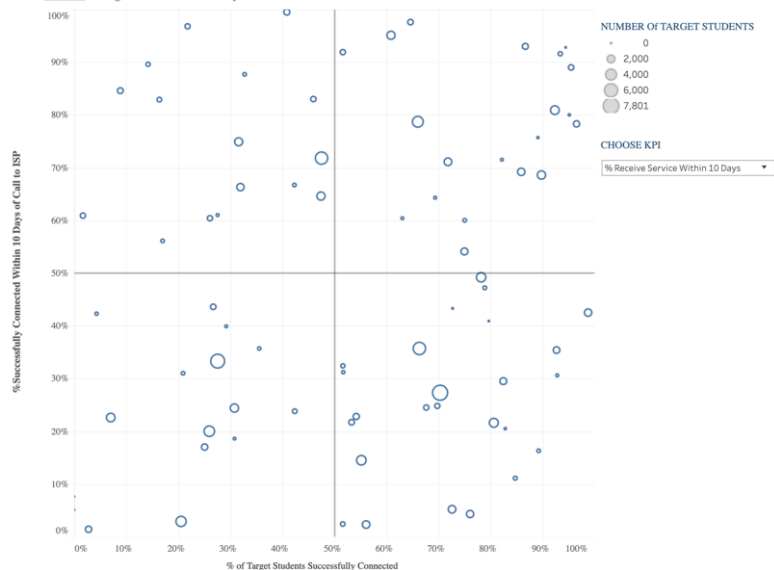


### Internet Service Provider (ISP) Performance

Select ISP

Community area by Percent of target students successfully connected within 10 days of call to ISP vs.

Percent of target students successfully connected





## **Appendix A - Communications Templates**

- 1. Letter to Principals**
- 2. RoboCall and RoboText Scripts**
- 3. Program Flyers**
- 4. US Postal & Email notice with activation codes**
- 5. US Postal & Email notice to hotspot customers**
- 6. US Postal and Email notice to existing low cost customers**



## 1) Note to Principals

Dear Principals and Assistant Principals,

Last week, Mayor Lori E. Lightfoot and Chicago Public Schools (CPS) announced a groundbreaking new program created to narrow the digital divide for Chicago's families. [Chicago Connected](#) will provide up to four years of free high speed internet to eligible CPS and charter school families.

### **Here's how you can help if you receive calls from your families.**

We will be notifying eligible families through the summer, and internet service providers (ISP) such as Comcast or RCN will be validating addresses against the physical address listed in Aspen to register families. Therefore, you may begin receiving calls from your families asking for assistance with [updating their physical address](#) in Aspen. Please take this opportunity to update their contact information including phone numbers and email addresses, if applicable. This information will help us better support families. Here is a [letter template](#) that we will begin sending eligible families in the coming week. If your families have any other questions about Chicago Connected, please call the CPS Parent Tech Support helpdesk at (773) 417-1060 from 7:30 a.m.–4:30 p.m. Monday–Friday or visit [cps.edu/chicagoconnected](https://cps.edu/chicagoconnected).

### **Please help us reinforce that Chicago Connected is free for families.**

- Chicago Connected is free, and families will not have to pay out-of-pocket expenses including costs associated with equipment or installation.
- In addition to free high speed internet, CPS will partner with community-based partners to offer families free digital literacy support, including workshops and technology classes.



## 2) Robocall and Robotext

### **Robocall Script**

This is an important message from Chicago Public Schools.

Mayor Lightfoot and CPS are delighted to inform you that your family qualifies for up to four years of free high-speed internet as part of Chicago Connected, a groundbreaking new program created to close the digital divide for Chicago's families.

In the coming days, you will receive an email along with a letter in the mail that includes detailed sign-up information. If you sign up for this program, subscription costs are covered fully by the program. Your household was selected based on the primary phone number and physical address that CPS had on file as of the end of the school year. If you have recently moved, or plan to move in the coming month, please contact your school principal to update your address on file.

Chicago Connected families will be offered additional free digital literacy support by CPS and our community-based partners. If you want to learn more about the program, please visit [cps.edu](https://cps.edu/chicagoconnected) forward slash Chicago Connected or call the CPS Parent Tech Support helpdesk at (773) 417-1060 from 7:30 a.m. - 4:30 p.m. Monday-Friday.

### **Robo Text Script**

From CPS. Your family qualifies for free high-speed internet through Chicago Connected. An email and letter with details is forthcoming. Visit [cps.edu/chicagoconnected](https://cps.edu/chicagoconnected) or call (773) 417-1060 from 7:30am-4:30pm M-F.

## 3) Household Flyers



CHICAGO CONNECTED OFFERS

### HIGH SPEED INTERNET FREE TO ELIGIBLE CHICAGO FAMILIES

We are delighted to inform you that your family may qualify for up to four years of free high speed internet as part of Chicago Connected, a groundbreaking new program created by Mayor Lori E. Lightfoot and Chicago Public Schools (CPS) to narrow the digital divide for Chicago's families.

#### HOW IT WORKS ELIGIBLE FAMILIES WILL:

- Receive a letter from CPS with detailed sign-up information
- Be offered additional support from a community-based organization

CPS WILL NOTIFY ELIGIBLE FAMILIES  
VIA PHONE, EMAIL, AND LETTER.

BE ON THE LOOKOUT FOR  
COMMUNICATIONS FROM CPS!

WEB  
CPS.EDU/CHICAGOCONNECTED

PHONE  
CPS IT HELPDESK | (773) 417-1060  
Open 7:30 a.m. - 4:30 p.m.  
MONDAY - FRIDAY

ALL PARTICIPATING INTERNET  
PROVIDERS OFFER  
25MBPS download  
3MBPS upload



CHICAGO CONNECTED OFRECE

### INTERNET DE ALTA VELOCIDAD GRATIS A FAMILIAS ELIGIBLES DE CHICAGO

Nos complace informarle que su familia puede calificar hasta cuatro años de Internet de alta velocidad gratis como parte de Chicago Connected, un nuevo programa creado por la alcalde Lori E. Lightfoot y las Escuelas Públicas de Chicago (CPS) para reducir la brecha digital para Las familias de Chicago.

#### CÓMO FUNCIONA LAS FAMILIAS ELEGIBLES:

- Recibir una carta de CPS con información detallada de registro
- Recibir apoyo adicional de una organización comunitaria

CPS NOTIFICARÁ A LAS FAMILIAS  
ELEGIBLES POR TELÉFONO, CORREO  
ELECTRÓNICO Y CARTA.

¡ESTÉ EN BUSCA DE  
COMUNICACIONES DE CPS!

WEB  
CPS.EDU/CHICAGOCONNECTED

TELÉFONO  
CPS IT HELPDESK | (773) 417-1060  
Abierto de 7:30 a.m. - 4:30 p.m.  
LUNES-VIERNES

TODOS LOS PROVEEDORES DE  
INTERNET PARTICIPANTES OFRECEN  
25MBPS descarga  
3MBPS subir



CHICAGO CONNECTED 项目为符合条件的芝加哥市民提供

### 免费高速网络

我们很高兴地告知您，通过 Chicago Connected 新项目，您们一家人有资格获得长达四年的免费高速网络。该项目是由市长Lori E. Lightfoot与芝加哥公立学校（CPS）共同创建的，其目的是为芝加哥市民缩小数字鸿沟。

CPS将通过电话、电子邮件及信件等方式通知您有关该项目的信息。请留意CPS的通讯。

#### 项目的详情

符合条件的家庭成员将：

- 收到CPS的信件，其将提供注册以及详细注册信息
- 将获取社区组织的更多支持

网站  
CPS.EDU/CHICAGOCONNECTED

电话  
CPS IT HELPDESK | (773) 417-1060  
开放时间 上午 7:30 至 下午 1 周一至周五

所有参加网络提供商将提供以下服务：  
25MBPS的下载速度  
3MBPS 上传速度

#### SPECIAL THANKS

Chicago Connected is a partnership program between the City of Chicago, Chicago Public Schools, the philanthropic community, and community organizations.



#### GRACIAS

Chicago Connected es un programa entre la Ciudad de Chicago, las Escuelas Públicas de Chicago, la comunidad filantrópica y las organizaciones comunitarias.

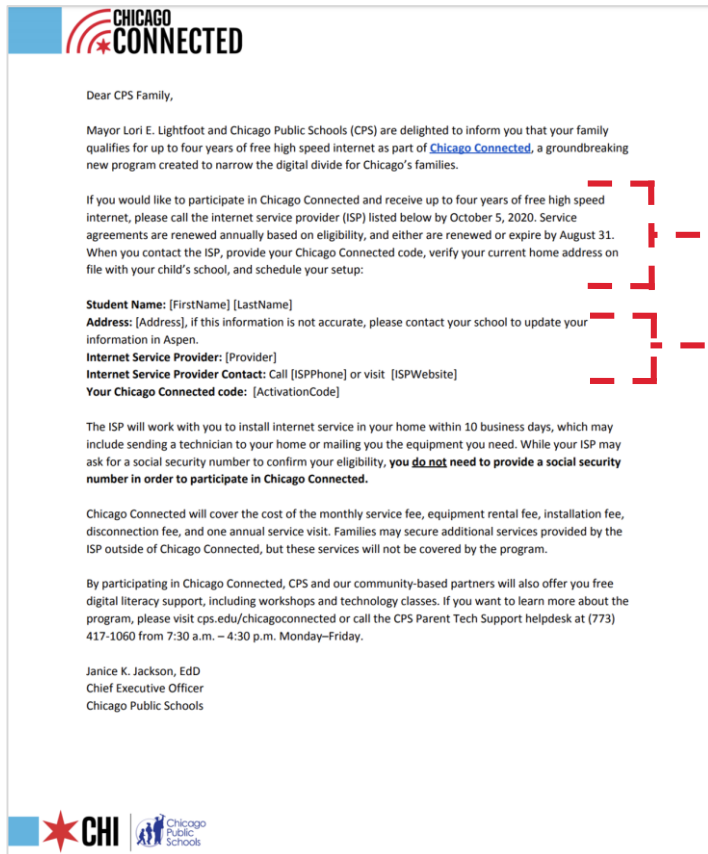


感谢合作伙伴的支持  
Chicago Connected是与芝加哥市政府、芝加哥公立学校、慈善团体及社区组织的一项合作项目。





## 4) Activation – US Mail / Email



### Parent/guardian's Activities

Parents/Guardians must call the internet service provider (ISP) listed in the letter by October 5, 2020. They must provide their Chicago Connected code, verify their current home address on file with their child's school, and schedule their setup.

**NOTE:** Before contacting the ISP, eligible families are encouraged to verify the student's address on record in Aspen. If the address is inaccurate, the parent/guardian should contact the student's school to update the information.

To learn more about the program, families can visit [cps.edu/chicagoconnected](https://cps.edu/chicagoconnected) or call the CPS Parent Tech Support helpdesk at (773) 417-1060 from 7:30 a.m. - 4:30 p.m. Monday-Friday.



## 5) US Postal & Email Notice to Hotspot Customers

Dear CPS Family,

Mayor Lori E. Lightfoot and Chicago Public Schools (CPS) are delighted to inform you that your family qualifies for up to four years of free high speed internet as part of **Chicago Connected**, a groundbreaking new program created to narrow the digital divide for Chicago's families.

Based on the address on file, no ISP providers provide wired service to your home. Before pursuing other options to get you connected, we would like to verify your address is correct. If the information below is not accurate, please reach out to your child's school to fix the address. If it is accurate, please reach out to XX to get connected to a MiFi unit.

**Student Name:** [FirstName] [LastName]

**Most Current Address:** [Address], if this information is not accurate, please contact your school to update your file in Aspen.

**Most Current Phone Number on File:** [Homephone]

**Most Current Email on File:** [EmailAddress]

Once you have verified that the information above is correct, or the information above has been updated by your school in Aspen, CPS will provide you detailed instructions on either requesting your MiFi, or assigning you an ISP.

If you want to learn more about the program, please visit [cps.edu/chicagoconnected](https://cps.edu/chicagoconnected) or call the CPS Parent Tech Support helpdesk at (773) 417-1060 from 7:30 a.m. – 4:30 p.m. Monday–Friday.



## 6) US Postal & Email Notice Existing Customers

Dear CPS Family,

Mayor Lori E. Lightfoot and Chicago Public Schools (CPS) are delighted to inform you that your family qualifies for up to four years of free high speed internet as part of [Chicago Connected](#), a groundbreaking new program created to narrow the digital divide for Chicago's families.

Your family has been identified as currently participating in an Internet Essentials/Internet First program. You now have the option to transition your internet essentials programming to Chicago Connected.

If you would like to participate in Chicago Connected and receive up to four years of free high speed internet, please call the internet service provider (ISP) listed below by October 5, 2020. Service agreements are renewed annually based on eligibility, and either are renewed or expire by August 31. When you contact the ISP, provide your Chicago Connected code, verify your current home address on file with your child's school, and schedule your setup:

**Student Name:**

**Address:** [Address line 1, Address Line 2], if this information is not accurate, please contact your school to update your file in Aspen.

**Internet Service Provider:** [ISP NAME]

**Internet Service Provider Contact:** [INSERT FIELD]

**Your Chicago Connected code:** [####=###]

Chicago Connected has made every effort to limit the fees that a family may be charged for participating in the program. Chicago Connected will cover the cost of the monthly service fee and there will be no equipment rental fee, installation fee, or disconnection fee. Families may secure additional services provided by the ISP outside of Chicago Connected, but these services will not be covered by the program.

By participating in Chicago Connected, CPS and our community-based partners will also offer you free digital literacy support, including workshops and technology classes. If you want to learn more about the program, please visit [cps.edu/chicagoconnected](https://cps.edu/chicagoconnected) or call the CPS Parent Tech Support helpdesk at (773) 417-1060 from 7:30 a.m. – 4:30 p.m. Monday–Friday.

## **Appendix B - Survey Exemplars & PSA**

- 1. New Customer Survey**
- 2. 30 Day Internet Performance Survey**
- 3. PSA**

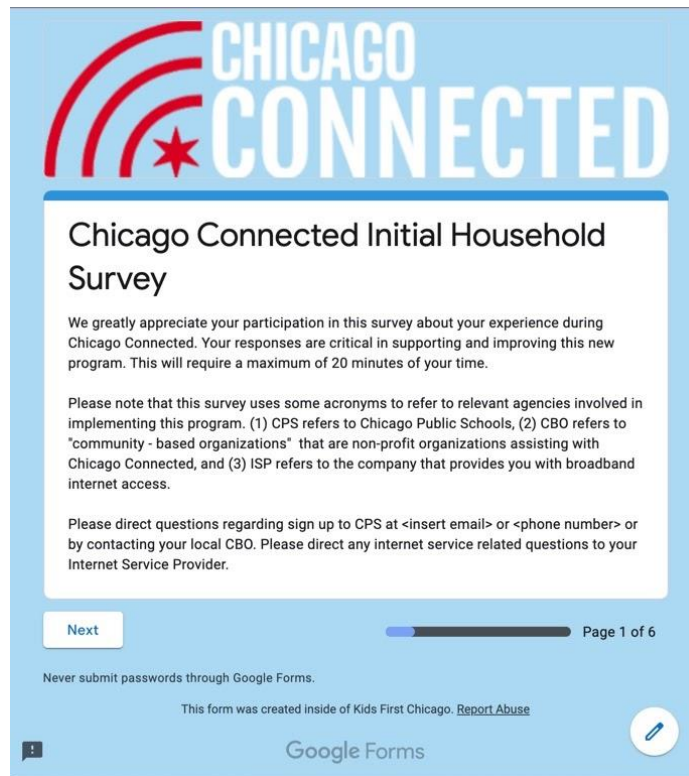


## 1) New Customer Survey

Upon signing up, new households will be presented with a brief **12-question** survey to measure:

- **Information Access**
- **Self-Installation**
- **Instruction Guidelines**
- **Customer Satisfaction and Experience**

The survey will provide new households with more information about Chicago Connected and the CBO partnership model. Households with questions or concerns will be directed to the **contact information** of CPS, CBOs, and ISPs.

A screenshot of a Google Forms survey titled "Chicago Connected Initial Household Survey". The header features the "CHICAGO CONNECTED" logo with a red star and signal waves. The survey text includes a welcome message, a note about the survey's purpose and duration, and instructions for directing questions to CPS, CBOs, or ISPs. At the bottom, there is a "Next" button, a progress bar, and a "Page 1 of 6" indicator. The footer includes a disclaimer about not submitting passwords and a link to report abuse, along with the Google Forms logo and a small icon in the bottom right corner.

**CHICAGO CONNECTED**

### Chicago Connected Initial Household Survey

We greatly appreciate your participation in this survey about your experience during Chicago Connected. Your responses are critical in supporting and improving this new program. This will require a maximum of 20 minutes of your time.

Please note that this survey uses some acronyms to refer to relevant agencies involved in implementing this program. (1) CPS refers to Chicago Public Schools, (2) CBO refers to "community - based organizations" that are non-profit organizations assisting with Chicago Connected, and (3) ISP refers to the company that provides you with broadband internet access.

Please direct questions regarding sign up to CPS at <insert email> or <phone number> or by contacting your local CBO. Please direct any internet service related questions to your Internet Service Provider.

Next

Page 1 of 6

Never submit passwords through Google Forms.

This form was created inside of Kids First Chicago. [Report Abuse](#)

Google Forms



## 2) 30-Day Internet Performance Survey

30 days into the program, households will be presented with a more in-depth **16-question** survey to measure:

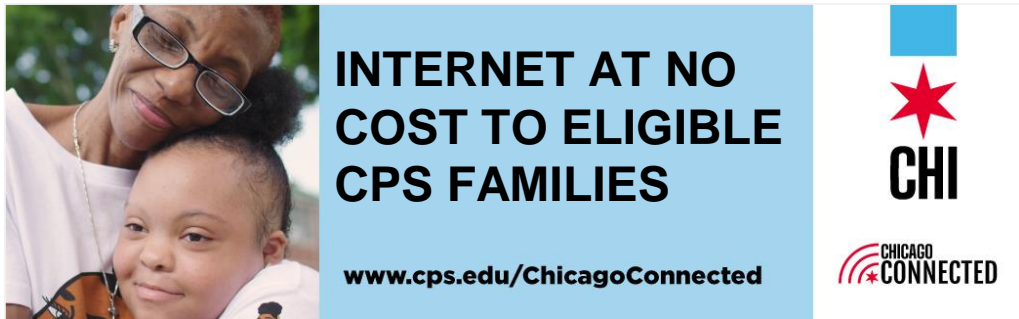
- **User Experience**
- **CBO Support**
- **Internet Service**
- **ISP Service Interruptions**
- **ISP Service Provider Rating**
- **Internet Quality**
- **Internet Speed Test** (optional but valuable data; conducted using the test developed by the [National Digital Inclusion Alliance](#))

The survey will provide new households with more information about Chicago Connected and the CBO partnership model. Households with questions or concerns will be directed to the **contact information** of CPS, CBOs, and ISPs.

The same questions will be used to measure KPIs at 180 days.


The screenshot shows a Google Forms interface for the "Chicago Connected 30 Day Internet Performance Household Survey". At the top is the "CHICAGO CONNECTED" logo. The title of the form is "Chicago Connected 30 Day Internet Performance Household Survey". The text on the form reads: "We greatly appreciate your participation in this survey about your experience during Chicago Connected. Your responses are critical in supporting and improving this new program. This will require a maximum of 20 minutes of your time." It then provides a note about acronyms: "Please note that this survey uses some acronyms to refer to relevant agencies involved in implementing this program. (1) CPS refers to Chicago Public Schools, (2) CBO refers to 'community - based organizations' that are non-profit organizations assisting with Chicago Connected, and (3) ISP refers to the company that provides you with broadband internet access." Below this, it says: "Please direct questions regarding sign up to CPS at <insert email> or <phone number> or by contacting your local CBO. Please direct any internet service related questions to your Internet Service Provider." A specific instruction for Question 14 is provided: "To answer Question 14, please test your internet speed here: <https://speed.digitalinclusion.org/>". At the bottom, there is a "Next" button, a progress bar showing "Page 1 of 8", and a footer that says "Never submit passwords through Google Forms." and "This form was created inside of Kids First Chicago. [Report Abuse](#)".


### 3) Public Service Announcements (PSAs)

A public service announcement banner. On the left is a photo of a woman with glasses hugging a young girl. The background is light blue. The text "INTERNET AT NO COST TO ELIGIBLE CPS FAMILIES" is in bold black. Below it is the URL "www.cps.edu/ChicagoConnected". On the right is the Chicago Connected logo and the CHI logo.

**INTERNET AT NO  
COST TO ELIGIBLE  
CPS FAMILIES**

[www.cps.edu/ChicagoConnected](http://www.cps.edu/ChicagoConnected)

The Chicago Connected logo, featuring a blue square, a red star, and the text "CHICAGO CONNECTED".

The CHI logo, featuring a red star and the text "CHI".

- Digital PSAs will be displayed on City and sister agency assets
- 8,000 spaces have been reserved for PSAs on CTA buses and trains
- Also running 15-second videos on all expressways within City limits

## **Appendix C - Exception Mapping**

- 1. Change of Address Pre-Activation**
- 2. Change of Address Mid Program**
- 3. Conflicting/Multi use of Activation Codes**

## Change of Address Handling – *Prior to Activation*

The Chicago Connected team is taking the following steps to ensure we are mitigating risk of address changes. We assume that the customer is eligible for the offer based on the information we had at the initial time of eligibility. In other words, if a customer has had an address change, they are still 'eligible' to participate if still at CPS.

ADDRESS MISMATCH  
CALLED INTO ISP

01

The District provides mailer asking families to validate the records we have on file are accurate.

02

If an address is invalid, customer is instructed to call school for an address update.

03

The District pulls updated data from SIS daily and provides a delta file on directory information via secure ftp with new addresses and provides to each ISP partner.

04

If ISP #1, a new activation code is provided to the District daily with amended activation code for eligible household's new address.

If ISP #2, since there is no internal reliance on the District's provided activation code, no change required.

05

The District resends updated invitation reflective of new address and/or activation code via US Postal and email.

ADDRESS MISMATCH CALLED  
INTO ISP

Is the address serviceable by assigned ISP?

Yes

If ISP can service the new address, the service is switched.

02

ISP communicates the change of address (and activation code for ISP #1) to sponsor via updated monthly bill.

03

CPS reconciles the monthly billing with the new address.

No

01

ISP informs customer of a mismatch and that activation cannot occur. Instructs customer they must contact the local school to update the new address in the student information system.

Customer has address changed by school.

Proceed to **STEP 3** in Scenario 1 above.

## Change of Address Handling – *For Existing Participants*

ADDRESS CHANGE THAT  
IS SERVICEABLE BY  
ASSIGNED ISP PARTNER

01

If ISP can service the new address, the service is switched.

02

ISP communicates the change of address (and activation code for ISP #1) to sponsor via updated monthly bill.

03

The District reconciles the monthly billing with the new address.

ADDRESS CHANGE THAT  
IS NOT SERVICEABLE BY  
ASSIGNED ISP PARTNER

01

If the ISP cannot service the new address, the customer is referred back to the District's local school to change the physical address in the CPS student information system.

02

ISP then communicates the change to the District via daily report that provides detail on requested moves that are not in a serviceable area.

03

In these cases the ISP will not be providing new address information to the District. The District uses the report to determine if the area is serviceable by other ISP for re-assignment or if a hotspot deployment is required.

Other wired ISP notified of new customer assignment by CPS and onboarding begins.

Hotspot distribution process initiated.

Hotspots from initial purchase of SPRING COVID19 devices mailed from District warehouse, any new purchases will be mailed through wireless partners.

In this more problematic scenario, (A) the US Postal mailer with the activation code has been sent to a household where the intended recipient moved, but is serviceable.....while the intended recipient is at a new location, but receives the activation code via email. There is no clear way to solve for this, so the team will use audit reporting as follows:

### Catching conflicts takes Teamwork!

The program support collaborative will establish reporting that identifies address deltas between student information system and ISP billing

#### AND

Create a dedicated ticket queue on the District's Parent Help Desk setup specifically for households that are pointed to us b/c their code was reported by ISP as 'already in use'. This queue discussed at weekly support meeting (see slide 5)

In cases where we have identified that a household has fraudulently obtained access, we terminate access and flag the billing record for reporting to program mgmt as 'shrinkage'.

For the family that should rightfully have access, we update an offer letter with the new address and a new activation code to establish service or provide a hotspot.

#### For the unintended recipient at the serviceable address

As multiple student level identifiers went into the identification and not just address, this family should not be approved to receive service. In this case they are perpetrating fraud since the letter clearly provides the qualifying family information. **However, if we are certifying based on the details in the letter, it will be difficult to identify fraud upfront.**

#### For the intended recipient at the new address

These households should be provided an on-ramp for the program at the new address, via wired line or hotspot. However, they are instructed to call the school to update their address information to generate a new invitation with accurate information.