

Lift Zones: Empowering Communities by Bridging the Digital Divide



What are Lift Zones?

In 2020, Comcast launched a new effort to create WiFi-connected “Lift Zones” that provide free Internet access and other essential digital services in neighborhood locations like nonprofits, community centers, gyms, and parks and recreation facilities across the country. At the time, the purpose for Lift Zones was to work collaboratively with local governments and civic leaders, educators, and community nonprofits to create spaces where students and caregivers could go while schools were closed because of the COVID-19 epidemic.

The effort has been so well received that it continues even as schools have long-since reopened. Aside from providing a place for students to do homework before and after school, Lift Zones are also used by adults, seniors, and veterans for remote work, to look for or apply for a job, or connect with a digital navigator, an on-site tech resource who can help people learn how to get online, use devices, and acquire digital skills. In fact, Lift Zones have become a core part of Project UP—Comcast’s comprehensive \$1 billion initiative to connect people to the Internet and provide the skills training needed to help advance economic mobility.

Lift Zones: By the Numbers

25 Million

WiFi-connected Lift Zones helped students complete 25 million hours of homework when their schools were closed in 2022.

1,250+

As of October 2022, Comcast has installed more than 1,250 Lift Zones across the country in cities like Baltimore, Chicago, Philadelphia, Oakland, Denver, Portland, Miami, and the Twin Cities.

6 Million

Since launching Lift Zones, an estimated 6 million unique users have logged in to enjoy free WiFi.

The Need for Lift Zones

In an effort to deepen our collective understanding about the impact that Lift Zones have had and continue to have on communities, Comcast partnered with Benenson Strategy Group to conduct [research](#) on the topic.

The Need »

Only **41%** of Lift Zone users reported having fast and reliable Internet at home.

The Impact »

90% of parents who relied on Lift Zones say they have been helpful.

The Opportunity »

3 in 4 parents report they are very likely to recommend Lift Zones.

Why Do You Lift?



“Seeing [the Boys and Girls Club] transform into a Lift Zone with strong Internet has meant a lot to everyone because when we talk about school and when we talk about kids wanting to go to college, having access to the Internet, kids are able to do so much more.”

–Malik Miller



“I don’t have a computer at home, so having a place where I can use the Internet, focus on school, and make friends has meant the world to me.”

–Damonee Dickson