



Comcast®

2011 SUPPLIER DIVERSITY
ANNUAL REPORT
& 2012 ANNUAL PLAN



COMCAST
2011 SUPPLIER DIVERSITY ANNUAL REPORT
& 2012 ANNUAL PLAN

ORDER INSTITUTING RULEMAKING INTO THE IMPLEMENTATION OF
PUBLIC UTILITIES CODE SECTIONS 8281-8286 RELATING TO WOMEN, MINORITY AND
DISABLED VETERAN BUSINESS ENTERPRISES

TABLE OF CONTENTS

General Order 156 Section	Description	Page
	Message from California Regional Senior Vice President	5
	Introduction and Executive Summary	6
	Comcast California’s Supplier Diversity Program	9
	2011 ANNUAL REPORT	
9.1.1	Description of WMDVBE Program Activities	11
9.1.2	Summary of WMDVBE Purchases	24
9.1.3	Program Expenses	30
9.1.4	Description of Progress in Meeting or Exceeding Set Goals	32
9.1.5	Utilization of Diverse Subcontractors	34
9.1.6	List of WMDVBE Supplier Complaints	34
9.1.8	Efforts to Recruit Diverse Suppliers in Low Utilization Categories	34
9.1.9	Excludables Due to Lack of Availability	37
	2012 ANNUAL PLAN	
10.1.1	Short-Term, Mid-Term and Long-Term Goals	38
10.1.2	Description of Planned Internal and External Program Activities	39
10.1.3	Plans for Recruiting Diverse Suppliers in Low Utilization Areas	41
10.1.5	Plans for Encouraging Diverse Suppliers in Subcontracting	41
10.1.6	Plans for Complying with Guidelines Established by Commission, 8283(c)	41



Comcast California procurement purchases with CPUC Clearinghouse certified WMDVBE vendors increased to 20.0 percent of our 2011 spend.

In 2011, Comcast California set out to build a strong and sustainable foundation for its Supplier Diversity Program. We are proud of our achievements thus far. In two years of voluntary reporting, our team has concentrated on identifying diverse suppliers, increasing their participation in the Clearinghouse certification process, and improving outreach efforts. That focus resulted in over \$56.8 million being spent with CPUC Clearinghouse certified Women, Minority, and Disabled Veterans Business Enterprises (WMDVBE) vendors. Diverse suppliers made up 20.0 percent of our 2011 spend, surpassing our 2010 report goal of 13.0 percent.

From the beginning in 1963, Comcast founders recognized that to be successful, it was important to build a company with a strong commitment to creating and representing the diversity of people, products, and partnerships in the community.

Comcast's comprehensive diversity programs focus on five key areas: **Governance**—expanding and diversifying our Board of Directors and executive leadership offices; **Workforce**—attracting and retaining a multicultural workforce; **Community Investment**—partnering with and investing in organizations and programs that serve diverse communities; **Programming**—offering a wide selection of multicultural programming; and, **Supplier Diversity**—creating a robust supplier diversity program.

As small business owners, our Founders knew that successful businesses are significant to the economic vitality of the greater community. For this reason, Comcast continues to be committed to educate, engage, and empower diverse businesses.

Through the years, Comcast California has made investments to support and strengthen diverse businesses by:

- Opening computer centers that provide technology and digital literacy training for business owners to compete in today's competitive marketplace; and,
- Launching **Comcast Connecting Business** to connect business owners to educational workshops, seminars, and resources to grow their business.

Comcast California is committed to supporting diverse businesses in 2012 and will continue to evolve and enhance our Comcast California Supplier Diversity Program. We will continue to make progress by remaining true to our belief that diversity in our supply chain is integral to our continued success.

In partnership,
Curt Henninger

Comcast California has shown significant progress in its supplier diversity program during the first two years of voluntary reporting. In 2011, Comcast California's procurement purchases with California Public Utilities Commission (CPUC) Clearinghouse certified WMDVBE equated to \$56,750,114.00, or 20.0 percent of our total procurement in California. This number reflects Comcast California's diverse spend with only CPUC Clearinghouse certified vendors, and exceeds the target provided in our 2010 report by seven percentage points. The substantial increase was achieved because of major 2011 capital expenditures, improvements identifying current CPUC Clearinghouse certified vendors already working with the company, and a focus on finding new potential CPUC Clearinghouse certified vendors.

In 2011, Comcast built the foundation for a long-term supplier diversity program. The first three building blocks were (1) enhanced outreach, (2) vendor certification, and, (3) transforming Comcast California's Supplier Diversity Program into a data-driven operation. We have also added a full-time Supplier Diversity Professional in our Livermore Regional office to focus on supplier diversity program compliance.

Externally, Comcast engaged with a variety of organizations to enhance its supplier diversity outreach and to learn best practices. Curt Henninger, Comcast California's Regional Senior Vice President, and other members of the Comcast team, met with California's diverse business organization leaders in May and November of 2011,

to discuss how Comcast California's Supplier Diversity program was progressing and to request feedback from the Council on ways to further enhance the program. We substantially expanded our outreach efforts throughout California, increasing our activities from 13 per year in 2010 to 24 in 2011. We were especially proud to help lead and sponsor the first California Cable Supplier Diversity Fair in Marina Del Rey, CA, collaborating with our fellow California cable operators. In 2012, Comcast will host an event to bring potential vendors in direct contact with our frontline purchasing decision-makers in California.

Vendor certification was also a priority in 2011. Comcast California examined its current list of diverse suppliers to determine which were CPUC Clearinghouse certified to ensure we accurately captured the dollars that Comcast spent with those vendors in 2011. We addressed our non-Clearinghouse certified vendors by educating them about the benefits of Clearinghouse certification and encouraged them to become CPUC Clearinghouse certified.

Since voluntarily filing our 2010 Supplier Diversity Report, Comcast California has also worked to improve the data systems that support our Supplier Diversity program. We have collaborated with our Corporate Supplier Diversity program to modify our internal systems to accurately capture our diverse spend with CPUC Clearinghouse certified prime suppliers. We have also partnered with Comcast Corporate to utilize a third-party vendor to capture our non-diverse prime suppliers' Tier 2 CPUC Clearinghouse spend, allowing Comcast

California to include some information in its 2011 Supplier Diversity Report¹.

Small business promotion is also important to Comcast California. We continue to help groups mentor small businesses by sponsoring computer tech centers in low-income business communities, including: Oakland's Fruitvale District, downtown San Jose, Berkeley, Bayview Hunters Point, and East Palo Alto.

In summary, Comcast California is pleased to report we substantially exceeded our 2011 goal, and believe we can continue to build on our program in 2012. Areas of focus will include: expanding the reporting of our Tier 2 Diverse Spend, increasing external efforts to find new certified vendors, continuing our internal education efforts, and hosting company specific supplier diversity events to attract new diverse vendors.



¹ We continue to work with Comcast Corporate to obtain additional Tier 2 Diverse Spend results for 2011 and plan to supplement this report later in 2012.

Comcast Cable Procurement

Where Procurement Decisions Are Made

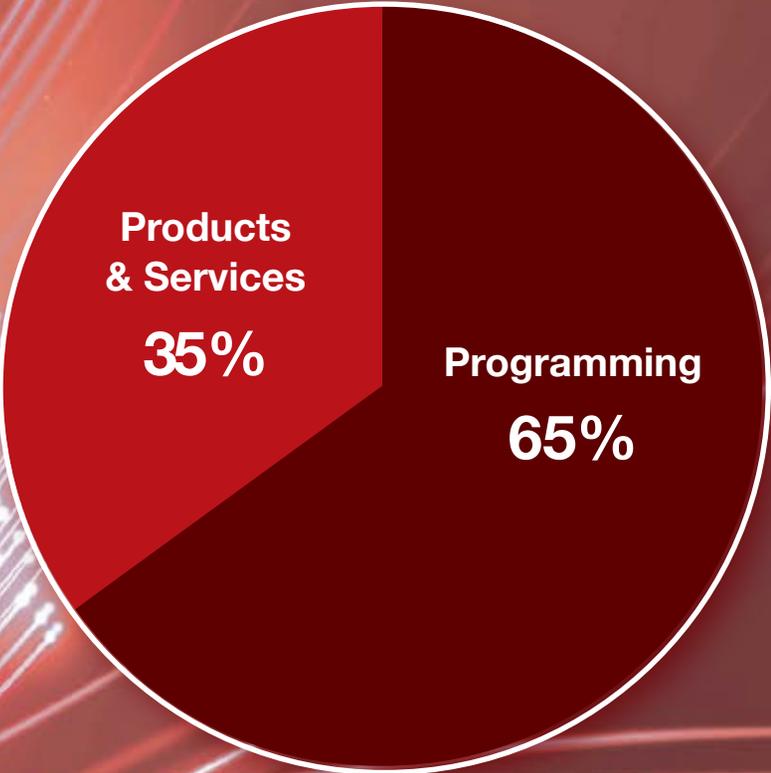
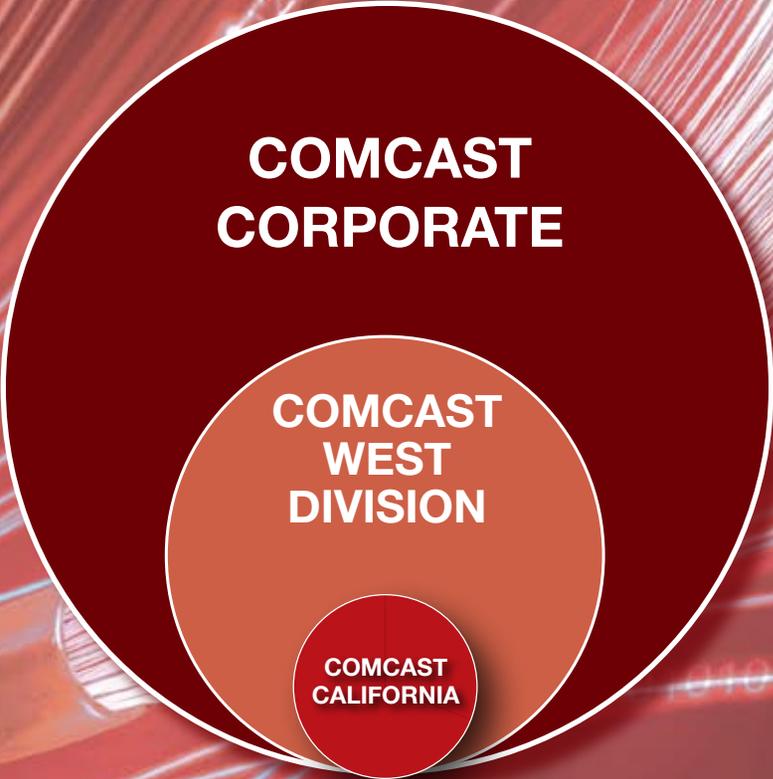


Chart above left is only a representation and not proportional to procurement decisions.

Comcast's Supplier Diversity Program gives every business, regardless of its ownership or size, an opportunity to compete for business with our company. The program is designed to promote, increase, and improve the quality of WMDVBE participation in our supply chain. We reach out to diverse vendors to educate them on how to establish a business relationship with Comcast. Comcast's commitment to diversity in our supplier base is both socially responsible and good business.

COMCAST CABLE PROCUREMENT

Examples of Products & Services

- Vehicles
- Plant & System
- Building & Land
- Marketing
- Professional Services

WHERE PROCUREMENT DECISIONS ARE MADE

Comcast Cable Procurement is comprised of products, services and programming. As identified in the procurement pie chart, products and services represent 35 percent of Comcast purchases in California. Most of our purchasing activity ensued in the following areas: transportation, plant and system, building and land, marketing, and professional services.

It is also important to understand how procurement decisions are made at Comcast. As evidenced by the chart, Comcast Cable corporate-wide decisions are made in Philadelphia. Divisional decisions are made in the Comcast West Division headquarters in Denver. Comcast California is a region of the West Division and influences a portion of Comcast procurement decisions.



Established a cross-functional team comprised of procurement, finance, government affairs, and community investment to develop strategies to achieve short-, mid- and long-term supplier diversity goals.

The Comcast California Supplier Diversity program continues to evolve to engage, educate, and enhance our relationship with diverse vendors. In 2011, Comcast made significant changes to further improve its supplier diversity efforts.

INTERNAL ACTIVITIES

- Established a cross-functional team comprised of procurement, finance, government affairs, and community investment to develop strategies to achieve short-, mid- and long-term supplier diversity goals.
- Developed Comcast California's Top 25 Diversity Vendors Initiative to examine existing vendors' data to identify CPUC certified vendors, educate diverse businesses about the Comcast supplier diversity program, and encourage vendors to become CPUC certified.
- Partnered with the corporate supplier diversity team to utilize new technology that captures non-diverse vendors' Tier 2 CPUC Clearinghouse spend, that allows Comcast California to include this information in its 2011 Supplier Diversity Report.
- Hired a new Supplier Diversity Professional in our Livermore Regional office to focus full-time on Comcast California's Supplier Diversity program.

Comcast California Team (L-R): Nicole Yee, Finance Manager; Christine Santos, Finance Director; John Gutierrez, Government Affairs Director; Curt Henninger, Regional Senior Vice President, Comcast California; Timothy Evans, Supplier Diversity Professional; Rachelle Chong, Vice President Government Affairs; and, Lorena Hernandez, Director Community Investment.

Partnered with other California cable companies to host the first California Cable Industry Supplier Diversity Fair in September 2011. Over 100 vendors attended this successful fair.



EXTERNAL ACTIVITIES

Comcast California's Supplier Diversity Program educates, engages, and encourages an increase in participation of WMDVBE businesses. In 2011, Comcast California increased its participation in various activities to enhance supplier diversity efforts across the State. Comcast's involvement included: outreach, memberships, event support, supplier mentorship, certification, workshops (with suppliers and Comcast decision makers), recognition, communications, other targeted external efforts, and development for existing and potential suppliers.

Comcast's 2011 outreach efforts with diverse communities included:

KEY HIGHLIGHTS

- Partnered with other California cable companies to host the first California Cable Industry Supplier Diversity Fair in Marina del Rey, in September 2011. Over 100 vendors attended this successful fair.
- Created an open forum between Comcast and the State's diversity business organizations. Curt Henninger, Comcast California's Regional Senior Vice President, and other members of the Comcast team, met with California's diverse business organization leaders in May and November of 2011, to share the progress of Comcast California's Supplier Diversity program and solicit feedback from the Council on ways to further enhance the program.
- Executed an effective WMDVBE outreach strategy that resulted in Comcast participating in 24 outreach activities in 2011, an increase from 13 activities in 2010. Our 2011 participation included activities hosted by CPUC, California Utility Diversity Council, regional councils, ethnic chambers, business associations, and diverse organizations.
- Joined the Northern California Minority Supplier Development Council (NCMSDC), a National Minority Supplier Development Council (NMSDC) regional council, to promote certification and educate diverse firms on procurement opportunities.
- Participated in the California Utility Diversity Council (CUDC) activities. This year, Comcast participated in the first CUDC's Diverse Advertising and Media Outreach Forum.



A. MEMBERSHIP

Black Business Association
California Asian Pacific Chamber of Commerce
California Black Chamber of Commerce
California Utility Diversity Council
Sacramento Asian Pacific Chamber of Commerce
Oakland African-American Chamber of Commerce
Sonoma County Hispanic Chamber of Commerce
North Bay Black Chamber of Commerce
Sacramento Black Chamber of Commerce
Sacramento Hispanic Chamber of Commerce
Central California Hispanic Chamber of Commerce
Fresno Area Hispanic Chamber of Commerce
Fresno Metro Black Chamber of Commerce
Northern California Minority Supplier Development Council

B. PROGRAM OR EVENT*

100 Black Men of America
ABS-CBN Foundation
African American Arts Cultural Complex
APA Heritage Foundation
Asian Pacific Policy & Planning Council
Asian Pacific State Employees Association Foundation
California Legislative Black Caucus
Center for Asian American United for Self Empowerment
Chinese American Association of Solano County
Chinese Hospital
Chinese American Voters Education Committee
Fresno Branch NAACP
Greater Sacramento Urban League
Hispanic Foundation of Silicon Valley
Instituto Laboral de La Raza, Inc.
Jewish Community Relations Council
Jewish Vocational & Career Counseling
La Raza Law Students
OCCUR (Oakland Citizens Community for Urban Renewal)
Sacramento Branch NAACP
Sacramento Gay & Lesbian Center
San Francisco Branch NAACP
Transgender Law Center

* Partial list



C. WORKSHOPS

2011 Event Dates	Workshop Event Name
April 27	The California Public Utilities Commission and Southern California Edison Small Business Expo
May 23-25	CelebAsian Business Opportunity Conference
July 29	California Utilities Diversity Council - Diverse Advertising and Media Forum
August 2	Northern California Minority Supplier Development Council - Minority Business Opportunity Expo 2011 - "Business Without Boundaries"
August 19	The California Black Chamber of Commerce - 2011 Ron Brown Commerce Summit & Gala
September 23	The California Cable Supplier Diversity Fair
October 27	Stockton/CPUC/PG&E/San Joaquin County Hispanic Chamber of Commerce Small Business Expo
November 8	Black Business Association - 8th Annual Procurement Exchange Summit

D. AWARDS & RECOGNITION

- Comcast Corporation received the 2011 Asian Enterprise Award for **“Best Companies for Asian Americans and Pacific Islanders.”**
- Comcast-GRM Marketing’s La Academia de Comcast was honored with a **2011 National Association for Multi-Ethnicity in Communications (NAMIC) Excellence in Multicultural Marketing Awards (EMMA) in the marketing Tactics Category for Experimental Marketing (1st place)**
- Comcast Corporation named one of **“America’s Top Organizations for Multicultural Business Opportunities for 2011”** by www.DiversityBusiness.com. (March 2011)
- Comcast was named one of the 2011 **“10 Best Corporations for Veteran Owned Businesses”** by the National Veteran Owned Business Association (NaVOBA). (March 2011)
- For the second year in a row, Comcast was listed among **DiversityInc’s 25 Noteworthy Companies**, which recognized Comcast’s “excellent supplier-diversity program.” (March 2011)
- Comcast ranked #8, up from #13, on the top 25 recipients of the **2011 Diversity Council Honors Award**. (April 2011)
- Comcast Cable was honored with a **2011 Visionary Award** presented by United Spinal. These awards are presented to leaders within the disability community that have demonstrated extraordinary service and outstanding commitment to people with disabilities. (April 2011)
- Comcast received the **Asian Pacific Islanders Community Action Network’s Corporate Vision and Leadership Award**. (July 2011—California)
- The National Black Chamber of Commerce (NBCC) recognized Comcast as its corporate **Partner of the Year**. (August 2011)
- Comcast ranked 26th on the **2011 CareerBliss Leap Award**. (August 2011)
- For the fifth consecutive year, Comcast made the Latina STYLE Magazine **“Best Companies for Latinas”** list. (August 2011)
- Comcast was listed among G.I. Jobs’ **Top 100 Military Friendly Employers**. The rankings are based on a survey assessing companies’ long-term commitment to hiring former military, recruiting and hiring efforts and results, policies for Reserve/Guard members called to active duty, and the presence of special recruitment military programs. (August 2011)
- The Hmong American Partnership (HAP) featured Comcast as its **“Partner of the Month”** in recognition of Comcast’s continued support for HAP. (August 2011)

- For the sixth year in row, Comcast has been named one of the “**Top 10 Places to Work in Cable**” by CableFAX: The Magazine. (September 2011)
- For the seventh consecutive year, Comcast has been named among Hispanic Business magazine's **Diversity Elite 60**. Comcast ranked #37, up from #38, on this year's list. (September 2011)
- Comcast was named one of the **2011 Best Adoption-Friendly Workplaces** by the Dave Thomas Foundation for Adoption. This year, Comcast tied for #3 with Verizon Communications in the Communications and Telecommunications category. (September 2011)
- Comcast ranked #1 and received the Gold Honor in the Philadelphia Business Journal's “**Best Places to Work list for Extra-Large Employers.**” (October 2011)
- Comcast Corporation received the **Asian American Justice Center's (AAJC) 2011 Bridge Builder Award**. The award recognizes “an individual or corporation that has developed an innovative approach to successful community empowerment and strives to overcome obstacles for the Asian American community, as well as other minority communities.” (October 2011)
- Comcast received a **Corporate Leadership award** from the Asian Business Association. (October 2011- California)

AAJC 2011 Best Companies for
Bridge Builder Asian Americans
Award and Pacific Islanders

Best Companies for Latinas

2011 Diversity Council
Honors Award

Top 100
Asian Business Military
Association Corporate Friendly
Leadership Award Employers

Hispanic Business Magazine's Diversity Elite

10 Best Corporations

NBCC for Veteran
Corporate Partner of Owned
the Year Businesses

anewamerica



Anew America and Comcast computer centers are located in Oakland's Fruitvale District, Downtown San Jose and Berkeley.

E. SUPPLIER MENTORSHIP OR DEVELOPMENT

Comcast Computer Centers

In today's competitive marketplace, entrepreneurs often need to have access to technology and digital literacy training to help them enhance and expand their businesses. The result is job creation and economic growth.

Comcast works in partnership with non-profit organizations that support small diverse business owners in our service area. We invest in partnerships and programs that equip small business owners with the necessary tools to enhance and expand their businesses—from investing in computer centers in low-income communities to improving the digital literacy of business owners.

Comcast California opened computer centers with a number of community partners, including: Anew America, Center for Training & Careers, and Renaissance Entrepreneurship Center. The centers provide small and micro business owners in traditionally underrepresented communities with tools to grow their business through technology.

Anew America's computer centers are located in Oakland's Fruitvale District, Downtown San Jose, and Berkeley. The Center for Training & Careers computer center is in San Jose. The Renaissance's computer centers are located in San Francisco's Bayview Hunters Point and East Palo Alto.

With Comcast's support, these organizations are working to narrow the digital divide amongst hundreds of underserved and underrepresented low-income communities.



COMCAST CONNECTING BUSINESS

Comcast Connecting Business supports California’s small businesses and entrepreneurs by providing them with tools, information, and resources via video segments from Comcast’s Video-On-Demand platform. With difficult economic times facing local business owners, Comcast partners with organizations to connect entrepreneurs remotely to services and seminars necessary to establish, build, and grow their businesses. Through partnerships with the U.S. Small Business Administration, state government agencies, and non-profit organizations that offer seminars and workshops for businesses, we provide an opportunity to those unable to attend seminars in-person, to watch segments on Comcast’s Video-On-Demand platform, which is free to Comcast digital customers.



2011 ANNUAL REPORT

Summary of WMDVBE Purchases

As its first year goal, Comcast California sought to reach 13.0 percent on its diverse vendor spend. In 2011, Comcast California exceeded its goal and spent 20.0 percent of its operating expense with WMDVBE vendors, for a total of \$56,750,114. This spend includes \$24,684,965, or 8.7 percent, with Minority Business Enterprises and \$32,058,507, or 11.3 percent, with Women Business Enterprises.

PROCUREMENT BY ETHNICITY					
ETHNICITY		2011 GENERAL ORDER 156 (CPUC VENDORS ONLY)			
		DIRECT	SUB	TOTAL \$	TOTAL %
MINORITY MEN	Asian-American Men	\$ 14,054,096.00	\$ -	\$ 14,054,096.00	5.0%
	African-American Men	\$ -	\$ 57,348.00	\$ 57,348.00	0.0%
	Hispanic Men	\$ 2,520,899.00	\$ -	\$ 2,520,899.00	0.9%
	Native-American Men	\$ -	\$ -	\$ -	0.0%
	Other	\$ -	\$ -	\$ -	0.0%
	TOTAL MINORITY MEN	\$ 16,574,995.00	\$ 57,348.00	\$ 16,632,343.00	5.9%
MINORITY WOMEN	Asian-American Women	\$ 711,353.00	\$ -	\$ 711,353.00	0.3%
	African-American Women	\$ 3,393.00	\$ -	\$ 3,393.00	0.0%
	Hispanic Women	\$ 7,337,876.00	\$ -	\$ 7,337,876.00	2.6%
	Native-American Women	\$ -	\$ -	\$ -	0.0%
	Other	\$ -	\$ -	\$ -	0.0%
	TOTAL MINORITY WOMEN	\$ 8,052,622.00	\$ -	\$ 8,052,622.00	2.8%
TOTAL MINORITY BUSINESS ENTERPRISE (MBE)		\$ 24,627,617.00	\$ 57,348.00	\$ 24,684,965.00	8.7%
TOTAL WOMEN BUSINESS ENTERPRISE (WBE)		\$ 32,051,970.00	\$ 6,537.00	\$ 32,058,507.00	11.3%
SUBTOTAL WOMEN, MINORITY BUSINESS (WMBE)		\$ 56,679,587.00	\$ 63,885.00	\$ 56,743,472.00	20.0%
DISABLED VETERANS BUSINESS ENTERPRISE (DVBE)		\$ 6,642.00	\$ -	\$ 6,642.00	0.0%
TOTAL WMDVBE		\$ 56,686,229.00	\$ 63,885.00	\$ 56,750,114.00	20.0%
GROSS PROCUREMENT				\$ 283,498,912.00	
EXCLUSIONS				\$ -	
TOTAL NET PROCUREMENT				\$ 283,498,912.00	

1 Purchase amounts have been rounded to the nearest whole dollar

2 We continue to work with Comcast Corporate to obtain additional Tier 2 Diverse Spend results for 2011 and plan to supplement this report later in 2012.

PROCUREMENT BY PRODUCT AND SERVICES - DIRECT SPEND								
DIRECT - PRIME VENDORS		2011 GENERAL ORDER 156 (CPUC VENDORS ONLY)						
		DIRECT	Product \$	%	Services \$	%	TOTAL \$	TOTAL %
MINORITY MEN	Asian-American Men	\$ 14,054,096.00	\$ 1,108,460.00	0.4%	\$ 12,945,636.00	4.6%	\$ 14,054,096.00	5.0%
	African-American Men	\$ -	\$ -	0.0%	\$ -	0.0%	\$ -	0.0%
	Hispanic Men	\$ 2,520,899.00	\$ 2,518,337.00	0.9%	\$ 2,562.00	0.0%	\$ 2,520,899.00	0.9%
	Native-American Men	\$ -	\$ -	0.0%	\$ -	0.0%	\$ -	0.0%
	Other	\$ -	\$ -	0.0%	\$ -	0.0%	\$ -	0.0%
	TOTAL MINORITY MEN	\$ 16,574,995.00	\$ 3,626,797.00	1.3%	\$ 12,948,198.00	4.6%	\$ 16,574,995.00	5.8%
MINORITY WOMEN	Asian-American Women	\$ 711,353.00	\$ 630,747.00	0.2%	\$ 80,606.00	0.0%	\$ 711,353.00	0.3%
	African-American Women	\$ 3,393.00	\$ -	0.0%	\$ 3,393.00	0.0%	\$ 3,393.00	0.0%
	Hispanic Women	\$ 7,337,876.00	\$ 7,212,285.00	2.5%	\$ 125,591.00	0.0%	\$ 7,337,876.00	2.6%
	Native-American Women	\$ -	\$ -	0.0%	\$ -	0.0%	\$ -	0.0%
	Other	\$ -	\$ -	0.0%	\$ -	0.0%	\$ -	0.0%
	TOTAL MINORITY WOMEN	\$ 8,052,622.00	\$ 7,843,032.00	2.8%	\$ 209,590.00	0.1%	\$ 8,052,622.00	2.8%
TOTAL MINORITY BUSINESS ENTERPRISE (MBE)		\$ 24,627,617.00	\$ 11,469,829.00	4.0%	\$ 13,157,788.00	4.6%	\$ 24,627,617.00	8.7%
TOTAL WOMEN BUSINESS ENTERPRISE (WBE)		\$ 32,051,970.00	\$ 2,569,806.00	0.9%	\$ 29,482,164.00	10.4%	\$ 32,051,970.00	11.3%
SUBTOTAL WOMEN, MINORITY BUSINESS (WMBE)		\$ 56,679,587.00	\$ 14,039,635.00	5.0%	\$ 42,639,952.00	15.0%	\$ 56,679,587.00	20.0%
DISABLED VETERANS BUSINESS ENTERPRISE (DVBE)		\$ 6,642.00	\$ -	0.0%	\$ 6,642.00	0.0%	\$ 6,642.00	0.0%
TOTAL WMDVBE		\$ 56,686,229.00	\$ 14,039,635.00	5.0%	\$ 42,646,594.00	15.0%	\$ 56,686,229.00	20.0%
GROSS PROCUREMENT							\$ 283,498,912.00	
EXCLUSIONS							\$ -	
TOTAL NET PROCUREMENT							\$ 283,498,912.00	

1 Purchase amounts have been rounded to the nearest whole dollar

2011 ANNUAL REPORT

Summary of WMDVBE Purchases *continued*

SUMMARY OF WMDVBE							
QUALIFIED CPUC VENDORS ONLY (DIRECT ONLY)			ASIAN-AMERICAN		AFRICAN-AMERICAN		
MAJOR GROUP CATEGORIES	PRODUCT/SERVICE DESCRIPTION						
			MEN	WOMEN	MEN	WOMEN	
BUILDING AND LAND	Building Maintenance, Leasehold Improvements	\$ %	\$ - 0.0%	\$ - 0.0%	\$ - 0.0%	\$ - 0.0%	\$
COMPUTER	PC Equipment Expense, Data networks and Telecom	\$ %	\$ 31,590.00 0.1%	\$ - 0.0%	\$ - 0.0%	\$ - 0.0%	\$
CONVERTERS	Converters - Betterments, CPE Support Costs	\$ %	\$ - 0.0%	\$ - 0.0%	\$ - 0.0%	\$ - 0.0%	\$
MARKETING	Creative and Production - DM, Special Events - Guerilla tactics, Special Marketing, Premiums	\$ %	\$ - 0.0%	\$ 64,310.00 0.1%	\$ - 0.0%	\$ - 0.0%	\$
OFFICE EQUIPMENT AND SUPPLY	Printing, Office Supply, Stationery, Office equipment Maintenance, Rental Equipment	\$ %	\$ 545,206.00 1.0%	\$ - 0.0%	\$ - 0.0%	\$ - 0.0%	\$
PLANT AND SYSTEM	AP-inventory receipts; betterments - aerial make-ready, plant materials, powering equipment, relocates, span replacements; Commercial - coax extensions, fiber electronics, installations, contract labor, MDU Wiring, SDU Wiring; Uniforms	\$ %	\$ 12,860,241.00 22.7%	\$ 628,401.00 1.1%	\$ - 0.0%	\$ - 0.0%	\$
PROFESSIONAL	Temporary Help, Outside Services, Employee Functions	\$ %	\$ 110,820.00 0.2%	\$ 16,296.00 0.0%	\$ - 0.0%	\$ 3,393.00 0.0%	\$
SHOP AND TEST	Shop Test Equipment	\$ %	\$ 164,965.00 0.3%	\$ - 0.0%	\$ - 0.0%	\$ - 0.0%	\$
STUDIO	Production Costs	\$ %	\$ - 0.0%	\$ - 0.0%	\$ - 0.0%	\$ - 0.0%	\$
SUBSCRIBER	CPE Repair Costs	\$ %	\$ 313,297.00 0.6%	\$ - 0.0%	\$ - 0.0%	\$ - 0.0%	\$
TOWER AND HEADEND	Headend CMTS, Headend Powering Equipment, Headend Replacement Costs and Spares	\$ %	\$ 27,977.00 0.0%	\$ 2,346.00 0.0%	\$ - 0.0%	\$ - 0.0%	\$
VEHICLES	Vehicle Repair and Maintenance, Automobiles	\$ %	\$ - 0.0%	\$ - 0.0%	\$ - 0.0%	\$ - 0.0%	\$
Totals		\$	\$ 14,054,096.00	\$ 711,353.00	\$ -	\$ 3,393.00	\$
Percentage of Qualified Diverse Spend		%	24.8%	1.3%	0.0%	0.0%	

PROCUREMENT BY MAJOR GROUP CATEGORIES

HISPANIC		NATIVE-AMERICAN		TOTAL MEN	TOTAL WOMEN	TOTAL MBE	TOTAL WBE	SUBTOTAL MWBE	TOTAL DVBE	TOTAL WMDVBE
MEN	WOMEN	MEN	WOMEN	Minority Business Enterprises	Minority Business Enterprises	Minority Business Enterprises	Women Business Enterprises	Minority/Women-Business Enterprises	Service-Disabled Business Enterprises	Women Minority Business-Disabled Enterprises
2,562.00	\$ -	\$ -	\$ -	\$ 2,562.00	\$ -	\$ 2,562.00	\$ 260,486.00	\$ 263,048.00	\$ 1,622.00	\$ 264,670.00
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%	0.0%	0.5%
-	\$ -	\$ -	\$ -	\$ 31,590.00	\$ -	\$ 31,590.00	\$ 2,458.00	\$ 34,048.00	\$ -	\$ 34,048.00
0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.1%	0.0%	0.1%
-	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
-	\$ 9,539.00	\$ -	\$ -	\$ -	\$ 73,849.00	\$ 73,849.00	\$ 185,533.00	\$ 259,382.00	\$ -	\$ 259,382.00
0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.3%	0.5%	0.0%	0.5%
-	\$ -	\$ -	\$ -	\$ 545,206.00	\$ -	\$ 545,206.00	\$ 21,987.00	\$ 567,193.00	\$ -	\$ 567,193.00
0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.0%	0.0%	1.0%	0.0%	1.0%
2,518,337.00	\$ 105,192.00	\$ -	\$ -	\$15,378,578.00	\$ 733,593.00	\$ 16,112,171.00	\$ 31,117,424.00	\$ 47,229,595.00	\$ -	\$ 47,229,595.00
4.4%	0.2%	0.0%	0.0%	27.1%	1.3%	28.4%	54.9%	83.3%	0.0%	83.3%
-	\$ 10,860.00	\$ -	\$ -	\$ 110,820.00	\$ 30,549.00	\$ 141,369.00	\$ 307,112.00	\$ 448,481.00	\$ -	\$ 448,481.00
0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.2%	0.5%	0.8%	0.0%	0.8%
-	\$ -	\$ -	\$ -	\$ 164,965.00	\$ -	\$ 164,965.00	\$ 18,614.00	\$ 183,579.00	\$ -	\$ 183,579.00
0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%	0.0%	0.3%	0.0%	0.3%
-	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
-	\$ -	\$ -	\$ -	\$ 313,297.00	\$ -	\$ 313,297.00	\$ -	\$ 313,297.00	\$ -	\$ 313,297.00
0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%	0.0%	0.6%	0.0%	0.6%
-	\$ -	\$ -	\$ -	\$ 27,977.00	\$ 2,346.00	\$ 30,323.00	\$ 138,356.00	\$ 168,679.00	\$ -	\$ 168,679.00
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.3%	0.0%	0.3%
-	\$ 7,212,285.00	\$ -	\$ -	\$ -	\$ 7,212,285.00	\$ 7,212,285.00	\$ -	\$ 7,212,285.00	\$ 5,020.00	\$ 7,217,305.00
0.0%	12.7%	0.0%	0.0%	0.0%	12.7%	12.7%	0.0%	12.7%	0.0%	12.7%
2,520,899.00	\$ 7,337,876.00	\$ -	\$ -	\$ 16,574,995.00	\$ 8,052,622.00	\$ 24,627,617.00	\$ 32,051,970.00	\$ 56,679,587.00	\$ 6,642.00	\$ 56,686,229.00
4.4%	12.9%	0.0%	0.0%	29.2%	14.2%	43.4%	56.5%	100.0%	0.0%	100.0%

COMCAST’S UTILIZATION OF WMDVBE ATTORNEYS AT NON-WMDVBE LAW FIRMS

The table below provides information on Comcast’s contracting with non-WMDVBE law firms who assigned WMDVBE attorneys to work on Comcast California projects. This data is supplied by the law firms retained by Comcast and details the non-WMDVBE firms legal service payments.

LEGAL DIVERSITY SPEND REPORT			
ETHNICITY		ATTORNEYS	
		BILLABLE HOURS	BILLINGS
MINORITY MEN	Asian-American Men	0.0	\$ -
	African-American Men	0.0	\$ -
	Hispanic Men	246.6	\$ 154,364
	Native-American Men	0.0	\$ -
	Other - Black, Non-Hispanic	196.9	\$ 88,594
	TOTAL MINORITY MEN	443.5	\$ 242,958
MINORITY WOMEN	Asian-American Women	344.0	\$ 101,602
	African-American Women	0.0	\$ -
	Hispanic Women	341.1	\$ 108,473
	Native-American Women	0.0	\$ -
	Other	0.0	\$ -
	TOTAL MINORITY WOMEN	685.1	\$ 210,075
TOTAL MINORITY BUSINESS ENTERPRISE (MBE)		1,128.6	\$ 453,033
TOTAL WOMEN BUSINESS ENTERPRISE (WBE)		788.7	\$ 254,050
SUBTOTAL MINORITY, WOMEN BUSINESS (MWBE)		1,917.3	\$ 707,083
DISABLED VETERANS BUSINESS ENTERPRISE (DVBE)		0.0	\$ -
TOTAL WMDVBE		1,917.3	\$ 707,083



EXPENSE CATEGORY	2011 (Actual \$)
Wages	\$71,700
Other Employee Expenses	\$11,126
Program Expenses	\$7,171
Reporting Expenses	\$98
Training	\$0
Memberships / Dues	\$15,000
Other	\$50,810
Total	\$ 155,904

- **Wages:** Salary and payroll-related costs of employees working on WMDVBE matters.
- **Other Employee Expenses:** Office space, travel and other non-wage costs.
- **Program Expenses:** Printing, postage, supplies, outreach and other costs directly related to programs.
- **Reporting Expenses:** Computer, accounting, printing and other expenses in preparing reports to the CPUC.
- **Training Expenses:** Costs related to training employees (internal) and suppliers (external).
- **Other:** Miscellaneous costs/credits that do not fall in other categories.



CATEGORY	2011 RESULTS IN %*
Minority Men	5.9
Minority Women	2.8
Minority Business Enterprise (MBE)	8.7
Women Business Enterprise (WBE)	11.3
Subtotal Women Minority Business Enterprise	20.0
Service Disabled Veteran Business Enterprise**	0.0
TOTAL WMDVBE	20.0

* Numbers are rounded to the nearest tenth

** DVBE dollars were too small to reflect a percentage



UTILIZATION OF DIVERSE SUBCONTRACTORS

(Section 9.1.5)

In 2011, Comcast Corporate contracted with CVM Solutions, Inc., to develop and implement a data tracking system for its Prime Suppliers (Tier 1) spend with Second Tier WMDVBE vendors. This data was not available at publication time; Comcast will supplement this report in 2012 when the additional data is available.

LIST OF WMDVBE SUPPLIER COMPLAINTS

(Section 9.1.6)

Comcast had no WMDVBE-related complaints at the California Public Utilities Commission in 2011.

UNDER-UTILIZED SERVICES

(Section 9.1.8)

Legal Services

Comcast is a member of the Inclusion Initiative, a collaborative effort of forward-looking companies committed to a measurable increase in the retention of minority and women owned law firms by Corporate America. In 2010, the inaugural year of the effort, Comcast joined 10 member companies in a collective pledge to spend \$30 million with diverse law firms. The companies exceeded that goal, collectively spending \$42.6 million with minority and women owned law firms. In 2011, the Inclusion Initiative grew to include 17 member companies: Accenture, American Airlines, Comcast, DuPont, Exelon, General Mills, GlaxoSmithKline, Microsoft, Prudential, Sempra Energy, Walmart, Google, JPMorgan Chase, Macy's, Shell Oil Company, Verizon and Xerox. Together, the 17 Inclusion Initiative member companies set a goal of collectively spending

\$70 million with MWBE (Minority Women Business Enterprises) law firms in 2011.

Financial Services

Comcast Corporate has long-standing partnerships with several African American brokerage firms including, but not limited to: The Williams Capital Group; Utendahl Capital Group, LLC; Loop Capital Markets, LLC; CastleOak Securities, LP; Blaylock Robert Van, LLC; and M.R. Beal & Co.

Comcast used Hispanic brokerage firm Ramirez & Co. and African American brokerage firm Loop Capital in 2011, as agents to repurchase a substantial number of the Company's common shares.

In June 2011, Comcast completed its renewal of its credit facility with United Bank—an African American controlled and managed bank founded in 1992 in Philadelphia. The financing is a \$25 million 365-day revolving credit facility and is made up of 10 minority-owned banks. United Bank aims to foster community development by providing quality, personalized, comprehensive banking services to businesses and individuals in the Greater Philadelphia region. Last year marks the eighth consecutive year that Comcast has worked with the United Bank of Philadelphia to renew this credit facility.



ANNUAL SALES



MONTHS



UNDER-UTILIZED SERVICES *continued***(Section 9.1.8)****Advertising in Diverse Media Outlets**

To better connect and serve the multicultural and multilingual communities in Northern California, Comcast partners with, and advertises in, diverse media outlets.

Comcast has partnered with New America Media—the largest ethnic media organization in the country, reaching more than 4,000 ethnic media—for many years to educate diverse communities about our initiatives. New America Media also produces *New America Now*, a television program that provides a platform for ethnic media to share their voices and views on key issues impacting their communities. *New America Now* airs on Comcast Hometown Network in Northern California.

Furthermore, Comcast invested more than \$7.5 million in ethnic media advertising that communicates in Chinese, Filipino, Korean, Japanese, South Asian, Spanish, and Vietnamese languages.

Lastly, Comcast partners with Ameredia, Inc. as our Ethnic Media Agency of record. Ameredia is a CPUC Clearinghouse certified vendor.

EXCLUDABLES DUE TO LACK OF AVAILABILITY**(Section 9.1.9)**

Comcast California has no excludables to report.

NEW WMDVBE VENDORS

One non-diverse vendor that has been providing services to Comcast became a CPUC Clearinghouse-certified, women-owned business enterprise in 2011. In addition, Comcast determined that the CPUC Clearinghouse has previously certified 26 of its existing diverse vendors. Comcast continues to encourage eligible vendors to become certified with the CPUC Clearinghouse.

LONG-TERM
(5 YEARS, 2016):
23.0%

MID-TERM
(3 YEARS, 2014):
20.0%

SHORT-TERM
(1 YEAR, 2012):
18.0%

WMDVBE ANNUAL SHORT-, MID-, AND LONG-RANGE GOALS BY PRODUCTS AND SERVICES

(Section 10.1.1)

While Comcast California obtained a 20.0 percent Supplier Diversity spend in 2011 with CPUC Clearinghouse certified vendors, part of this spend was achieved through unique, one-time capital projects. Comcast California is setting its Short-, Mid- and Long-Term Goals to reflect its on-going operations.

SHORT-TERM (1-YEAR, 2012): 18.0%

MID-TERM (3-YEARS, 2014): 20.0%

LONG-TERM (5 YEARS, 2016): 23.0%

EVOLUTION TOWARDS SUCCESSFUL 2012 PROGRAM

(Section 10.1.2)

Comcast California will continue to build a solid foundation for its long-term Supplier Diversity Program by enhancing and expanding its internal and external initiatives in 2012.

Internal

- Conduct internal training on Comcast California's Supplier Diversity Program with purchasing decision-makers and business leaders.
- Produce monthly and quarterly internal supplier diversity reports to assess progress and make necessary strategic adjustments to achieve these goals.
- Redefine internal supplier diversity procedures to create a seamless experience for vendors to connect with Comcast.
- Have Supplier Diversity Professional obtain certification through Alliance of Supplier Diversity Professional's Training and Certification program.

External

- Comcast California will be launching a new WiFi hotspot service for its existing customers in most service areas in 2012, and will host a first quarter meeting with potential diverse vendors interested in a contracting opportunity relating to this 2012 initiative.
- Comcast Tier 2 Program—Develop an outreach program to non-diverse vendors encouraging them to participate in Comcast's Tier 2 program.
- Comcast Supplier Diversity Event—Host a company specific fair with Comcast's frontline purchasing decision-makers actively participating.
- Encourage and assist Comcast California's non-CPUC Clearinghouse Minority and Service-Disabled Veterans vendors to become CPUC Clearinghouse certified.
- Comcast will attend three service-disabled specific outreach events in 2012, and will strive to include service-disabled vendors in major purchasing opportunities.



PLANS FOR RECRUITING DIVERSE SUPPLIERS IN LOW UTILIZATION AREAS

(Section 10.1.3)

Comcast Corporate announced in early 2011 that it strives to increase the percentage of business conducted with diverse suppliers. This commitment includes increasing partnerships with diverse organizations and Tier 2, or subcontracting procurement programs, to encourage prime suppliers to work with diverse vendors and grow existing initiatives. Comcast California will participate in this corporate-wide initiative.

PLANS FOR ENCOURAGING BOTH PRIME CONTRACTORS AND GRANTEES TO ENGAGE DIVERSE SUPPLIERS IN ALL CATEGORIES, WHICH PROVIDES SUBCONTRACTING OPPORTUNITIES

(Section 10.1.5)

In step with Comcast's national commitment to increase Tier 2 or subcontracting procurement activities for diverse suppliers, California will institute a focused effort on its Top 25 prime vendors in 2012. This initiative will encourage majority firms that subcontract with diverse businesses to report their Tier 2 results on a quarterly basis. Companies that do not presently partner with diverse businesses will be educated on the effort and encouraged to diversify their vendors by participating, tracking, and reporting results.

PLANS FOR COMPLYING WITH THE SUPPLIER DIVERSITY PROGRAM GUIDELINES ESTABLISHED BY COMMISSION AS REQUIRED BY PUBLIC UTILITIES SECTION 8283(c)

(Section 10.1.6)

For the second consecutive year, Comcast California is voluntarily complying with General Order 156. As outlined in Section 10.1.2, Comcast will continue to strategically evolve and enhance its California Supplier Diversity Program to further educate, equip, and engage with more diverse enterprises from throughout the state.



Submitted by

John A. Gutierrez

Director, Government Affairs

Comcast Cable Communications, Inc.

California Region

3055 Comcast Place

Livermore, CA 94551

Phone Number: (925) 424-0164

Fax: (925) 424-0426

Email: John_Gutierrez@cable.comcast.com

