

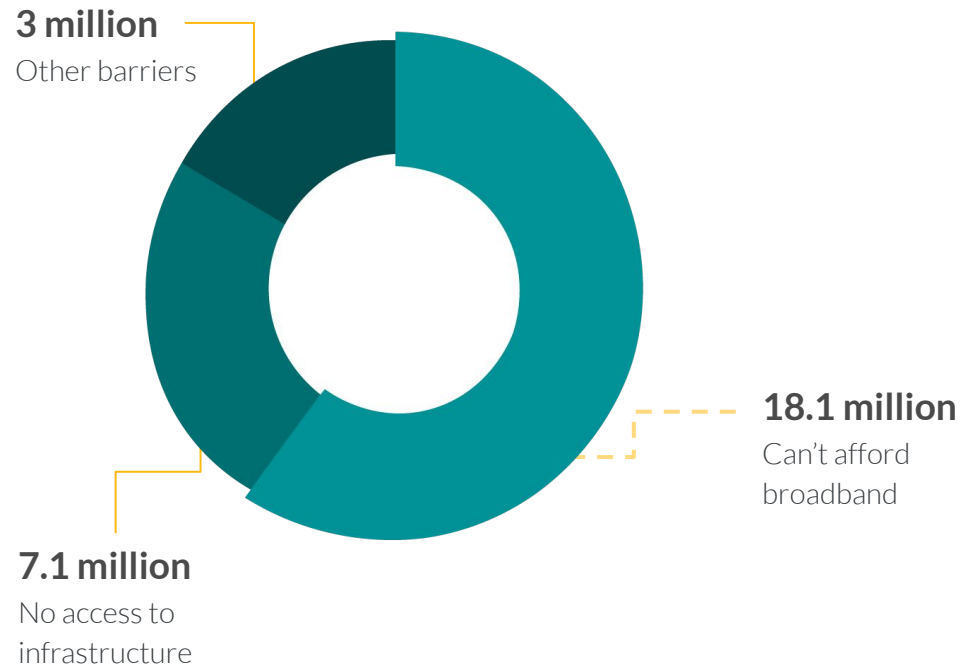


LEVERAGING THE IIJA & ARPA TO PROMOTE DIGITAL EQUITY IN MASSACHUSETTS

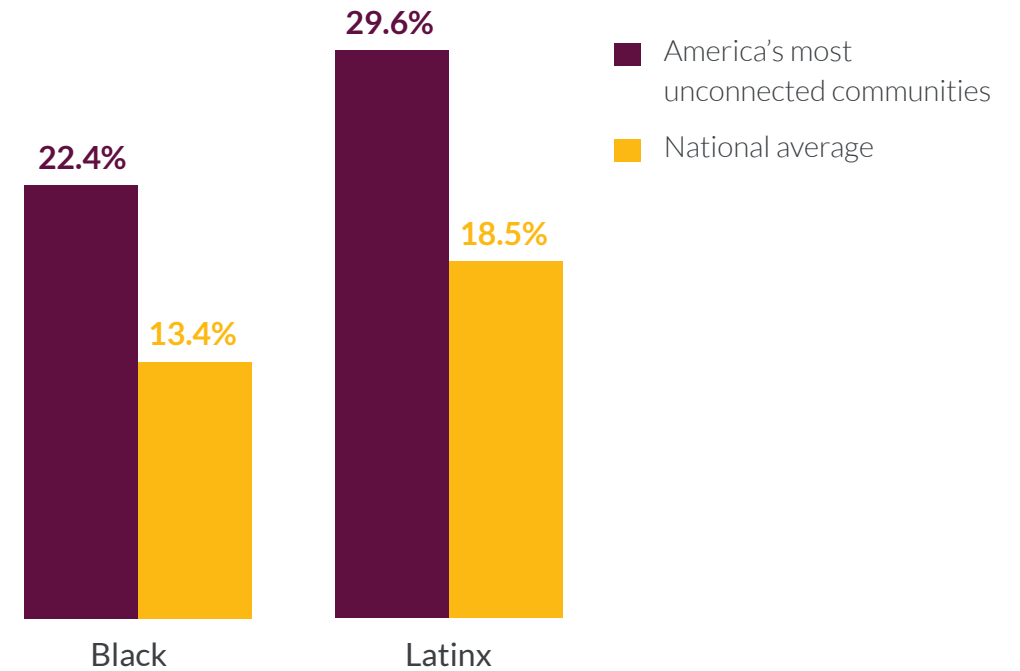


18.1 million households (64% of the digital divide) lack home broadband because they can't afford it

The Affordability Gap is $\frac{2}{3}$ of the Digital Divide¹



The Affordability Gap Disproportionately Impacts Black and Latinx Communities



1. Census Bureau American Communities Survey + EducationSuperHighway estimates



Congress has created an unprecedented opportunity to close the digital divide in Massachusetts

AMERICAN RESCUE PLAN ACT

- \$10B Treasury Capital Projects Fund
- \$150B State & Local Fiscal Recovery Funds

INFRASTRUCTURE INVESTMENT & JOBS ACT

- \$42.5B Broadband Equity, Access and Deployment Program (BEAD)
- \$14.2B Affordable Connectivity Program (ACP)
- \$2.75B Digital Equity Act

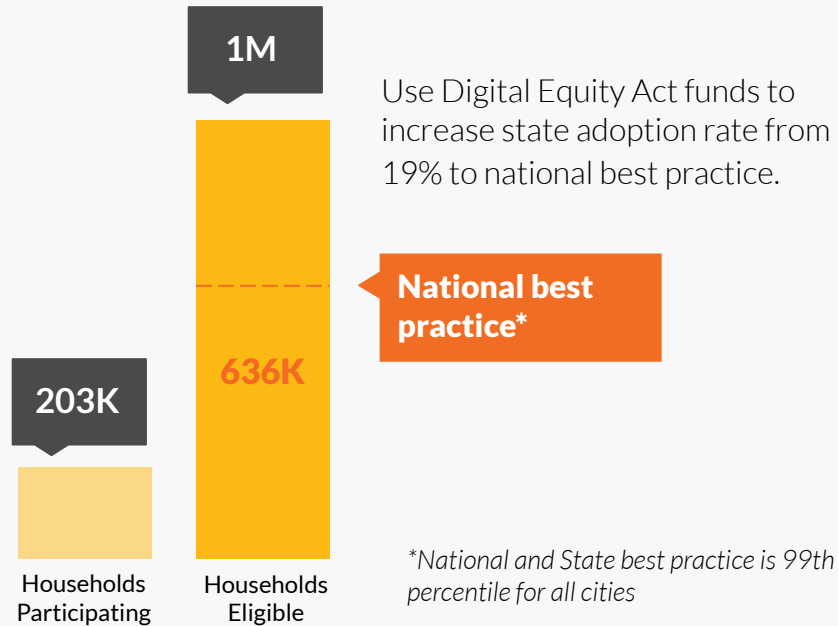
This funding is a once-in-a-generation opportunity to **connect the unconnected in Massachusetts**

380K

Households that cannot afford to connect¹

Opportunity to close the affordability gap in Massachusetts

AFFORDABLE CONNECTIVITY PROGRAM (ACP)



Matching national best practices for ACP adoption will connect

433K

more households and bring **\$571M** of additional funds to MA residents over the next 4 years.

APARTMENT WI-FI

Priority Apartment Buildings

1,085

Use ARPA, BEAD and Digital Equity Act funds to install free Wi-Fi networks in low-income apartment buildings.

Free Wi-Fi networks in these buildings can connect

316K

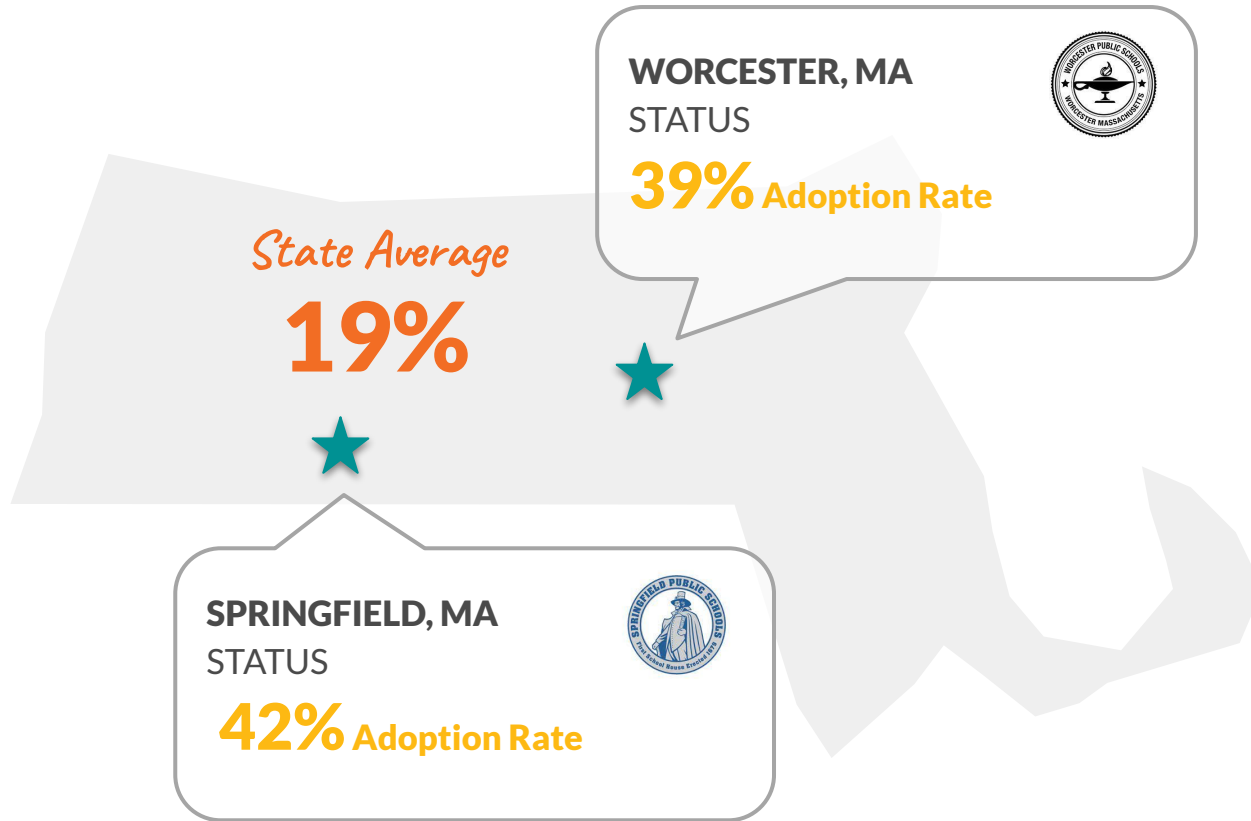
of MA's most vulnerable residents.



**EducationSuperHighway programs to
help Massachusetts communities
implement ACP adoption campaigns**



Case study | School districts leading the way in Massachusetts

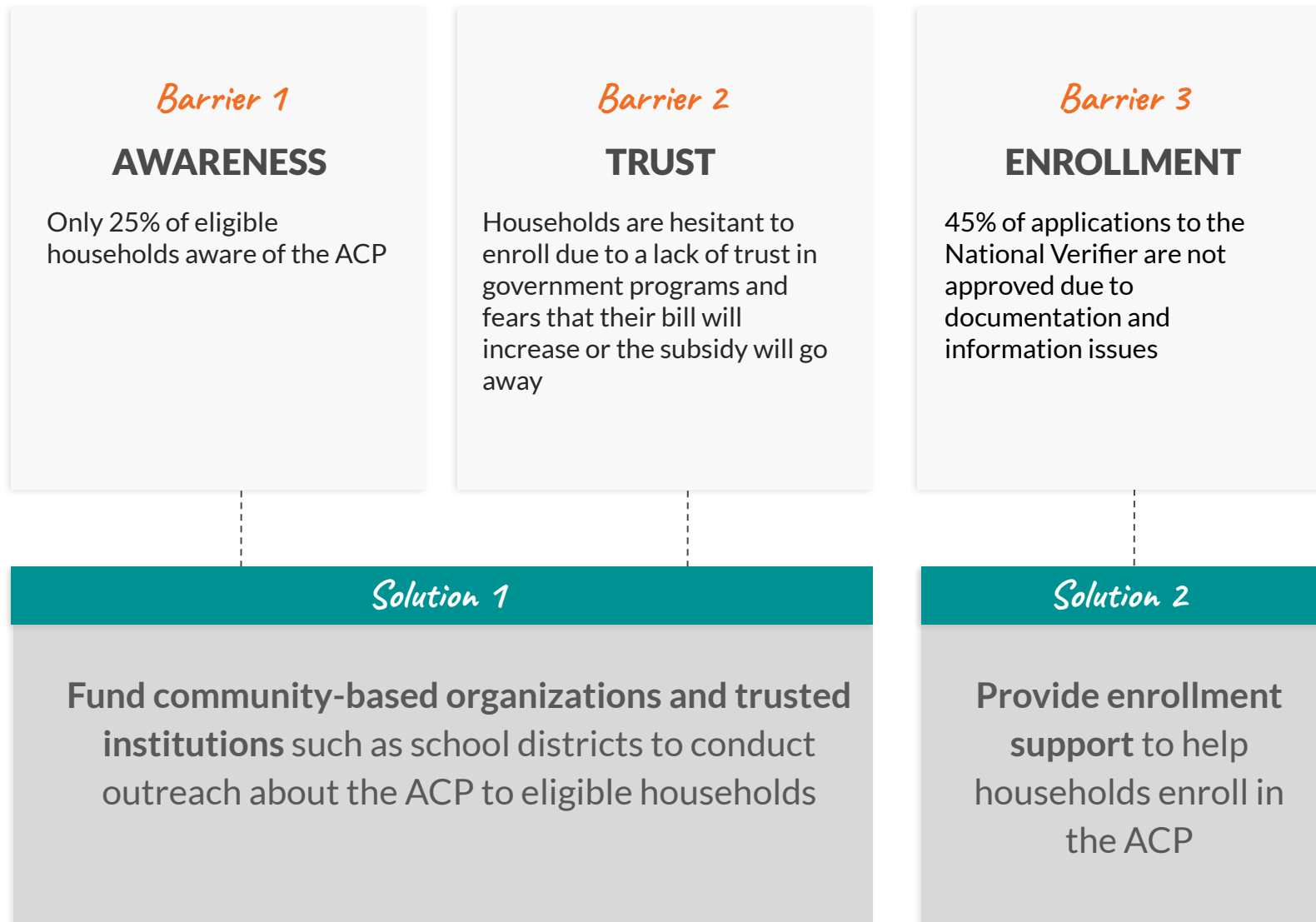


- **School districts conducted outreach to families**
 - Mailers with general ACP info and step-by-step enrollment instructions
 - Sending text messages
 - Info on district website, social media, and SIS
 - Robocalls to all families to alert them of the benefit
 - Providing proof of CEP status
- **Robocalls, texting & social media most effective**
- **Demonstrates school districts are effective partners in ACP outreach**

*Springfield and Worcester adoption rates as of May 31, 2022



Best practices for overcoming the barriers resulting in low ACP adoption in Massachusetts



Easy-to-Use Templates & Resources

EducationSuperHighway.org/ACPbenefit/Local-Leaders-Toolkit

Education SUPERHIGHWAY

About ▾ Our Work ▾ Resources Blog No Home Left Offline

AFFORDABLE CONNECTIVITY PROGRAM
Adoption Toolkit for Local Leaders
A guide to closing the digital divide in America's cities
MARCH 2022

Local Leaders Can Act Now

CLOSE THE DIGITAL DIVIDE IN YOUR CITY

Local leaders can make an immediate impact on the digital divide in their community by launching an awareness campaign to ensure their residents know about the **Affordable Connectivity Program (ACP)** using our action plan and toolkit. To date, only 23% of Americans eligible for federal broadband affordability programs have enrolled.

EMAIL TEMPLATES

Community-Based Organization	Internet Service Provider (ISP)	Local Institution
DOWNLOAD	DOWNLOAD	DOWNLOAD

MEDIA
Sample Media Advisory
[DOWNLOAD](#)

PRESS RELEASE
Sample Press Release
[DOWNLOAD](#)

SOCIAL MEDIA TOOLKIT
Social Media Tips & Sample Posts
[DOWNLOAD](#)

FLYERS
ACP Awareness Flyers
[DOWNLOAD](#)

COMMUNICATIONS PLAN TEMPLATE
Week by Week City Communications Plan
[DOWNLOAD](#)

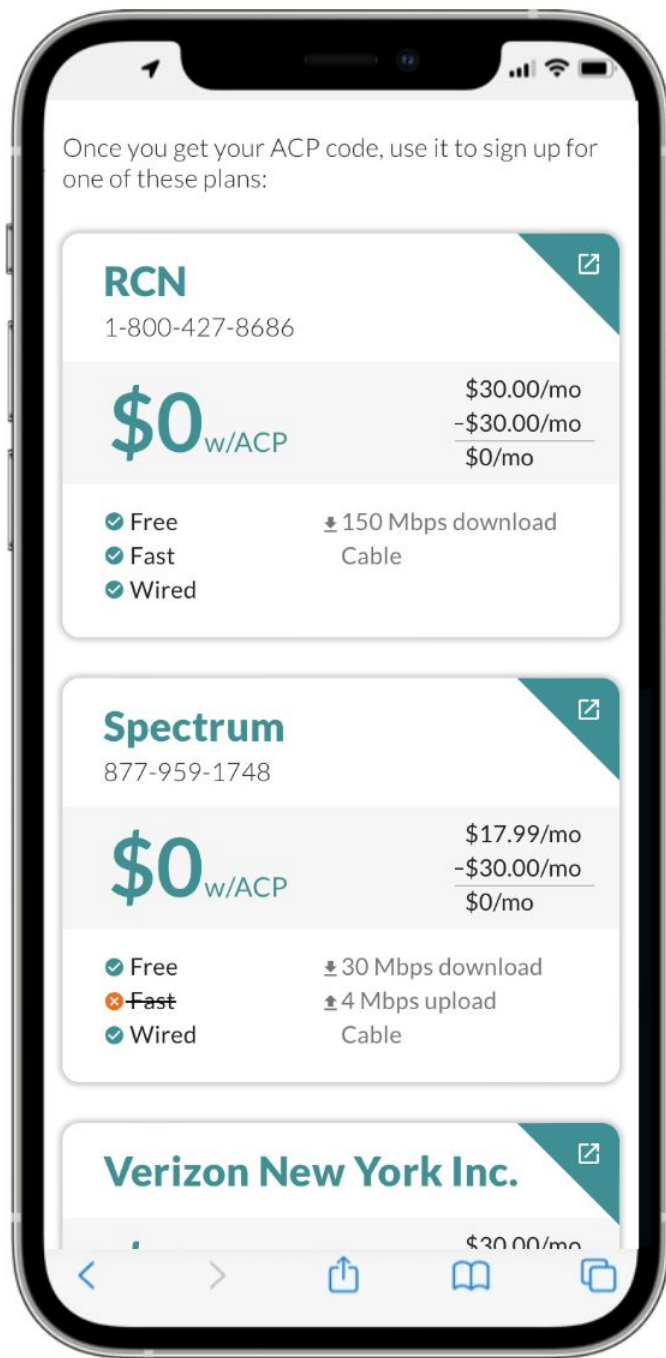
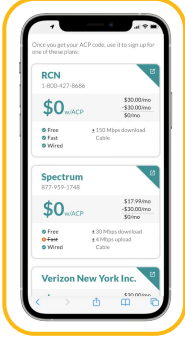
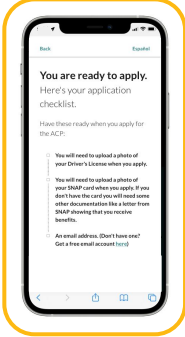
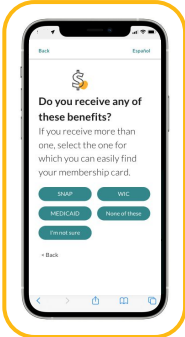
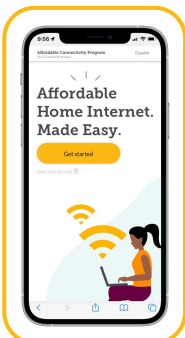
BEST PRACTICES
Best Practices for Unconnected Households
[DOWNLOAD](#)

FAQ'S

[DOWNLOAD FULL TOOLKIT](#)

[f](#) [t](#) [in](#)





AFFORDABLE CONNECTIVITY PROGRAM

GetACP.org simplifies the ACP enrollment process

EducationSuperHighway has built the mobile-friendly wizard to prepare households for ACP enrollment and provide on-demand support.

In about 5 minutes, users can

- Determine the easiest way for them to qualify
- Identify documents they will need to have available and receive a personalized checklist
- Identify “free-with-ACP” broadband plans available to household



**EducationSuperHighway programs to
help Massachusetts communities
implement Apartment Wi-Fi**

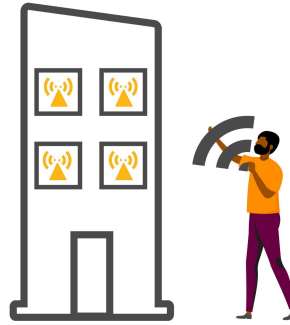


Apartment Wi-Fi, similar to hotel Wi-Fi, offers better connectivity for residents at a significantly lower cost



STEP 1

Install a “bulk” internet connection to the building



STEP 2

Install Wi-Fi access points in hallways and common areas



STEP 3

Provide residents with the SSID and password to connect to the internet

Owner Benefits:

- Increased resident satisfaction and referrals
- Greater retention rates, lower turnover
- Stronger property value and marketability
- Managed service support

Resident Benefits:

- No contracts, bills or need to enroll in ACP
- Easy to connect
- Unlimited data use
- Secure SSID & password

However, building owners in underserved areas face barriers to adopting Apartment Wi-Fi



No procurement expertise / don't know about the solution



No funding to cover the one time capital costs to install the networks → don't know how to access federal funding



Recurring costs must be affordable: \$10-\$20/unit/month or lower

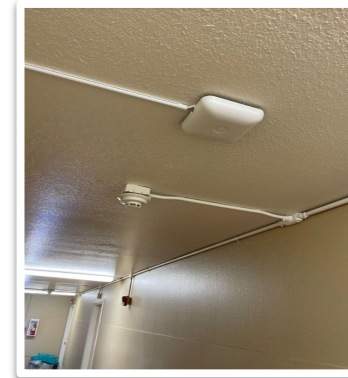


Need someone to manage and support the network for residents



EducationSuperHighway has a best practice playbook for deploying Apartment Wi-Fi networks

- **Raise awareness with building owners** via mass marketing, webinars, and one-to-one outreach.
- **Design RFPs** for participating buildings and promote the RFPs to managed service providers (MSPs).
- **Review RFP responses and advised building owners** on final awards. Building owners sign contracts with MSPs.
- **Support network adoption** for residents.



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