

EducationSuperHighway 2.0

Impact Report

October 2024

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Thank You from Founder & CEO Evan Marwell

In 2021, we launched EducationSuperHighway 2.0 with a mission to **close the digital divide for the 17 million households that had access to the internet but couldn't afford to connect**. Three years later, our work has changed how policymakers and other stakeholders think about the digital divide and how to solve it. **More importantly, we have helped close the broadband affordability gap for 4.6 million households and are poised to connect one million more.**

Closing the broadband affordability gap is now a national priority. With the launch of our first No Home Left Offline report, we changed the digital divide narrative from simply an access problem to an access and affordability problem. This has catalyzed bi-partisan action at the federal, state, and local levels. 29 governors have made broadband affordability a priority for their administrations and Congress funded the largest single investment ever in broadband affordability as part of the Infrastructure Investment & Jobs Act (IIJA). This included establishing the nation's first-ever federal broadband benefit — the \$14.2 billion Affordable Connectivity Program (ACP), and adopting EducationSuperHighway's proposal to make the deployment of free Wi-Fi networks in affordable apartment buildings (MDUs) an eligible use of the \$42.5 billion of Broadband, Equity, Access, and Deployment (BEAD) program.

EducationSuperHighway has spent the last two years ensuring this policy is delivering results. We recognized that awareness, trust, and enrollment barriers were preventing unconnected households from enrolling in federal broadband programs. In response, we built a robust public-private partnership with states, cities, and over 3,000 partners, including community-based organizations, Internet Service Providers (ISPs), and trusted institutions, to accelerate ACP awareness and adoption. Leveraging the tools and marketing support we provided, these partners connected 4.6 million previously unconnected households — lifting them out of the digital divide.

We have also been the driving force behind the deployment of free Wi-Fi networks, like those found in hotels and libraries, in affordable apartment buildings as a new strategy for closing the digital divide. 42 states plan to use an estimated \$228 million in BEAD funds to deploy free apartment Wi-Fi, and 17 states have committed an additional \$329 million to install these networks. As a result, we are poised to see **free Wi-Fi networks connect one million low-income households in affordable apartment buildings nationwide.**

The ACP became the nation's most successful broadband affordability program, helping more than 23 million households to get or stay online, however, as states prepare to make the most significant broadband investments in history using BEAD funding, the ACP has expired, removing a critical safety net for households. In this new digital equity landscape, EducationSuperHighway continues to pursue two critical strategies to close two-thirds of America's digital divide:

- Working with states to help them allocate \$1 billion in federal funds from BEAD, Treasury's Capital Projects Fund, and the Digital Equity Act to deploy free Wi-Fi to low-income apartment buildings.
- Launching a campaign with the No Home Left Offline coalition urging Congress to create a new broadband affordability safety net starting in 2025 by repurposing funding from expiring High Cost Programs as a first step toward modernizing the Universal Service Fund (USF).

In just under three years, we have changed how America combats the digital divide and transformed the lives of millions of Americans. We thank you for your continued partnership in ensuring no home is left offline.



Evan Marwell
Founder and CEO
EducationSuperHighway



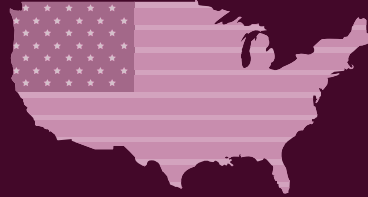
A woman with dark curly hair, wearing a grey cardigan over an orange top, is sitting at a desk with a young girl. They are both looking intently at a laptop screen. The woman is holding a blue pen over a notebook. The background is softly blurred, showing a kitchen area with a wooden countertop and a white cabinet. The overall lighting is warm and focused on the subjects.

Changing the Narrative Around the Digital Divide

EducationSuperHighway has changed the narrative around the digital divide from the historical focus on just access to one of *access and affordability*. By sharing data, analysis, and publishing our No Home Left Offline reports, EducationSuperHighway has made closing the broadband affordability gap a national priority for policymakers on both sides of the aisle and has been a catalyst for bipartisan action at the federal, state, and local levels. Our advocacy now extends to **securing a new permanent affordable broadband benefit to replace the ACP, and convincing states to commit broadband funding, including BEAD non-deployment funds, to deploy Apartment Wi-Fi programs in affordable MDUs.**

29

Governors made broadband affordability a priority in their state.

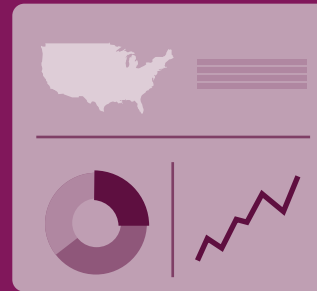


45

States included the ACP as a tool for addressing broadband affordability in their BEAD and Digital Equity Plans.

21K

ACP Enrollment Dashboard visitors. Helps states, cities, and local leaders effectively target federal broadband funding.



31



States used our MDU, and desktop assessment, to create lists of affordable apartment buildings eligible for BEAD funding.

810

REPORT

Unique media articles generated by our No Home Left Offline reports. Coverage featured on sites with a combined 3.7 billion views per month, including NBC News, Politico, Yahoo News, and Axios.



1,547

Organizations joined our No Home Left Offline Coalition – bringing together nonprofits, housing, healthcare, civil rights, municipalities, and education partners to advocate for policies that ensure that No Home is Left Offline.

A young man with curly hair and an older man with glasses and a beard are looking at a laptop screen together. The young man is pointing at the screen while the older man looks on attentively. The scene is dimly lit with a blue-green tint, suggesting an indoor setting like a home or office.

Enrolling 4.6M Unconnected Households in the ACP

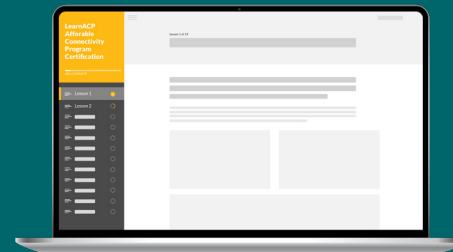
Modeled on the successful playbook we used to close the K-12 digital divide, we have formed a strong public-private partnership with states, cities, and more than 3,000 partners, including community-based organizations, Internet Service Providers (ISPs), and trusted institutions. Our ecosystem of ACP awareness and enrollment support tools have empowered partners to drive ACP adoption. In under three years, the adoption of federal broadband programs has increased from 17% to 43% nationally — bridging the broadband affordability gap for 4.6 million households. After the ACP expired in May 2024, it removed a critical safety net that ensured households without internet access could afford existing options or the new networks BEAD provides. Therefore, our main focus is to ensure that Congress creates a new broadband affordability safety net starting in 2025.

ACP Tools & Resources



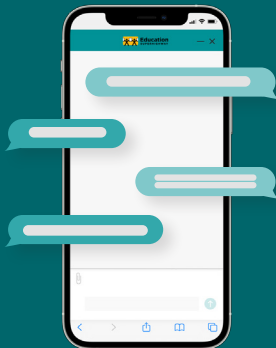
GetACP ENROLLMENT TOOL

Our mobile website began by helping households determine ACP eligibility. The latest release allows users to directly enroll.



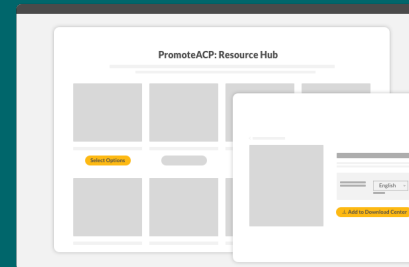
LearnACP ACP CERTIFICATION

An online course that equips community advocates with the knowledge and resources to help households enroll.



Contact Center 1:1 SUPPORT

Staffed by a team of ACP enrollment specialists, our ACP Contact Center provides virtual application support.



PromoteACP RESOURCE HUB

Customizable marketing materials to increase awareness of the ACP and support enrollment.

ACP by Numbers

4.6M

Unconnected households
lifted out of the digital divide



10M

Households using the ACP
for fixed home broadband

158K

GetACP.org visitors
from every state



4K

LearnACP-certified
individuals nationally



3K+

Partner organizations
downloaded resources



11K

Users received
personalized contact
center support




48

States have
someone who is
LearnACP-certified

900

ACP Toolkits shared with
local government



42 States Include Free Apartment Wi-Fi As A Priority

EducationSuperHighway has been the driving force behind the deployment of free Wi-Fi networks in affordable multi-dwelling units (MDUs) as a new strategy for closing the digital divide. We demonstrated the effectiveness of these networks, like those found in hotels and libraries, in pilot buildings, and are poised to see **free Wi-Fi networks connect one million low-income households in affordable apartment buildings** across the country.

EducationSuperHighway convinced Congress to include the deployment of free Wi-Fi networks in MDUs as an eligible use of the **\$42.5 billion of BEAD funds in the IIJA.**



We identified all the eligible buildings and encouraged NTIA to create a challenge process so that states could maximize the affordable apartment buildings eligible for BEAD funding.

42

States have included NTIA's challenge process in their BEAD plans.



1M

Unconnected households will be connected with Free Apartment Wi-Fi programs, leveraging over \$1 billion in federal funding.

\$557M

Has already been **committed to Apartment Wi-Fi** by state programs.

About EducationSuperHighway

EducationSuperHighway is a national non-profit with the mission to close the digital divide for the 17 million households that have access to the internet but can't afford to connect. We focus on America's most unconnected communities, where more than 25% of people don't have internet.

From 2012-2020 we led the effort that closed the classroom connectivity gap. In 2013, only 10% of students had access to digital learning in their classrooms. Today, thanks to an unprecedented bi-partisan effort by federal, state, and school district leaders, supported by K-12 advocacy organizations, the classroom connectivity gap is closed – 47 million students are connected, and 99.3% of America's schools have a high-speed broadband connection.
