Education SUPERHIGHWAY

Apartment Wi-Fi: closing the digital divide in multifamily housing

Agenda

01 What is Apartment Wi-Fi?

02 Apartment Wi-Fi & Bulk Billing

03 Discussion

WHAT IS APARTMENT WI-FI?

WHAT IS APARTMENT WI-FI?

Wi-Fi in low-income apartment buildings can **connect 4 million households**

23%
of the affordability gap is concentrated in apartment buildings in low-income areas

9M
People Unconnected

4.1M
Households Unconnected

We can leverage cost-effective Wi-Fi to make broadband as ubiquitous in apartment buildings as it is in airports, hotels, or coffee shops.

HOW IT WORKS

What is Apartment Wi-Fi?

1

It's known as "**Managed Wi-Fi**" in the industry.

Installed and maintained by a service provider - meaning the property owner is hands-off.

2

Residents can **easily connect** and have **great service.**

3

A **fast business internet connection** is used to connect the building.

4

It is a **cost-effective** way of connecting residents.

5

It's a common and **highly desired amenity** in new apartment buildings.

WHAT IS APARTMENT WI-FI?

Better Connectivity at a Lower Cost

STEP 1
Procure a high speed fiber internet connection to the building

STEP 2
Install Wi-Fi access points efficiently to provide ubiquitous coverage

STEP 3
Provide residents with the SSID and password to connect to the internet

Learn more about Free Apartment Wi-Fi at

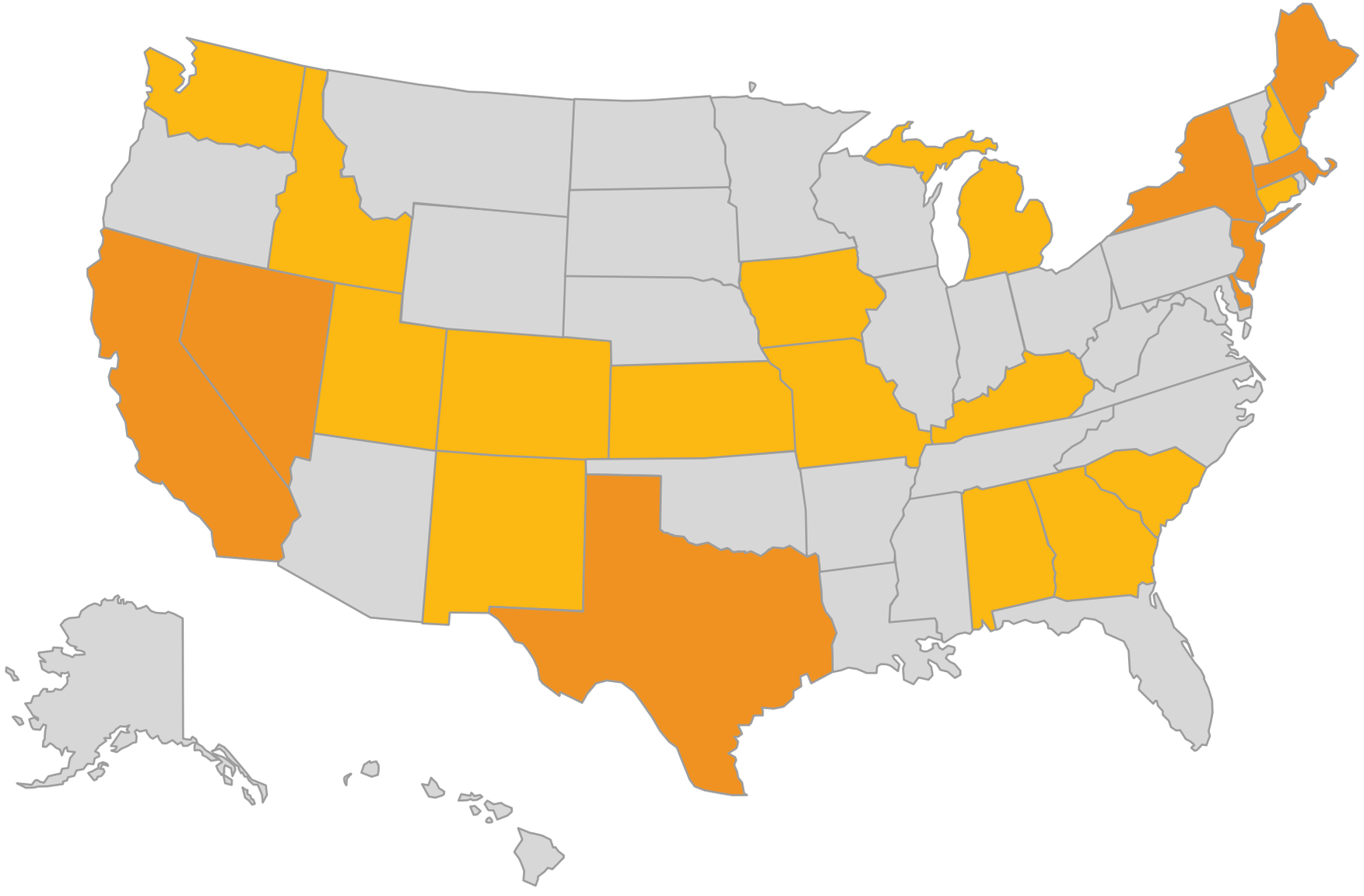
educationsuperhighway.org

APARTMENT WI-FI

A sustainable alternative to traditional internet

	TRADITIONAL INTERNET	APARTMENT WI-FI
	Designed for Single Family Homes	Designed for Apartment Buildings
Service Availability	In-unit only with no coverage guarantee	Property-wide coverage, including common areas
Resident Responsibility	Complicated sign-up process, lease/purchase equipment, managing data caps, overage fees, late fees, etc.	Simply connect to the network. No credit checks, no contracts, no deposits, no additional equipment needed, no data caps.
Technical Support	Resident responsible for self-support and troubleshooting. General 1-800 number available.	Dedicated support for all residents. Monitored 24x7x365 with one number to call.
Ownership	ISP owns equipment and sometimes inside wiring, limiting property owner and resident choice to 1 or 2 providers.	Property owner will typically own infrastructure and equipment, which allows provider choice at the end of a contract.
Service-Level Agreement	None. ISP only offers best effort service levels to individual households.	Managed service provider (MSP) typically offers 99%+ uptime reliability with agreed upon response times for minor and major outages

More than 30 states are using BEAD, ARPA to deploy apartment Wi-Fi



20 states included unit-level connectivity requirements in their BEAD plans
AL, CO, CT, DE, GA, IA, ID, KS, KY, ME, MD, MA, MI, MO, NH, NM, SC, UT, WA, WI

11 states using other funding sources (CPF, state programs) to connect MDUs
CA, CT, HI ME, MD, MA, NY, NJ, NV, TX, WI

APARTMENT WI-FI & BULK BILLING

MDU LANDSCAPE: PRODUCTS

Bulk

Building Owner is Customer who pays for 100% of units

versus retail-only: **BETTER**

Adoption Barriers Reduced

ENROLLMENT
Automatic Sign-Up

DIGITAL LITERACY
No self-installation

AFFORDABILITY
Per Unit Cost Savings from Economies of Scale

Ideas For Leveraging BEAD:

- Building Owner only charged for residents that subscribe or for only the backhaul
- Buy Down Monthly Rate by Subsidizing Capital
- Provide Free Service

MDU LANDSCAPE: PRODUCTS

Managed Wi-Fi

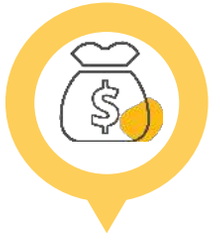
Property-wide
Enterprise Network

versus retail-only: **BEST**

Adoption Barriers Reduced

ENROLLMENT
Ease of Sign-Up

DIGITAL LITERACY
Enterprise Quality
No self-installation



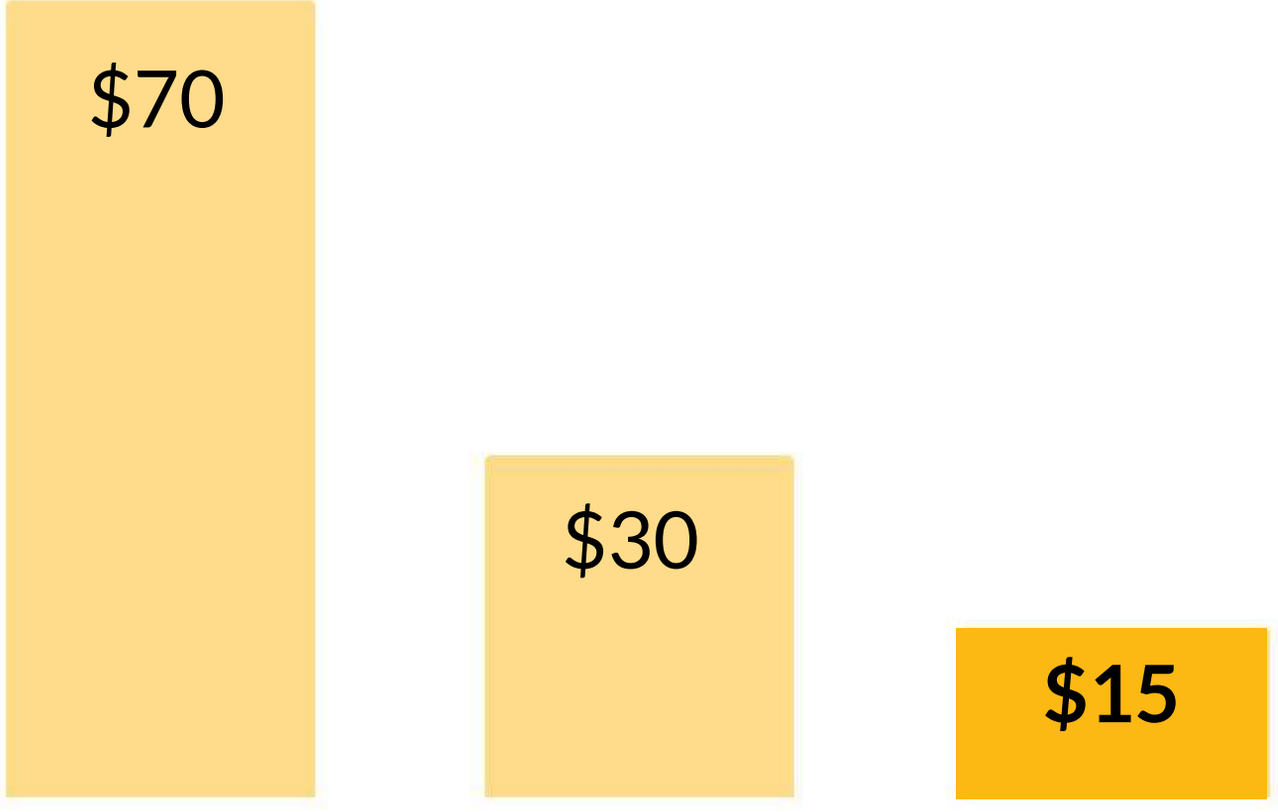
AFFORDABILITY
Per Unit Cost Savings due to Economies of Scale and Reduced Support Costs

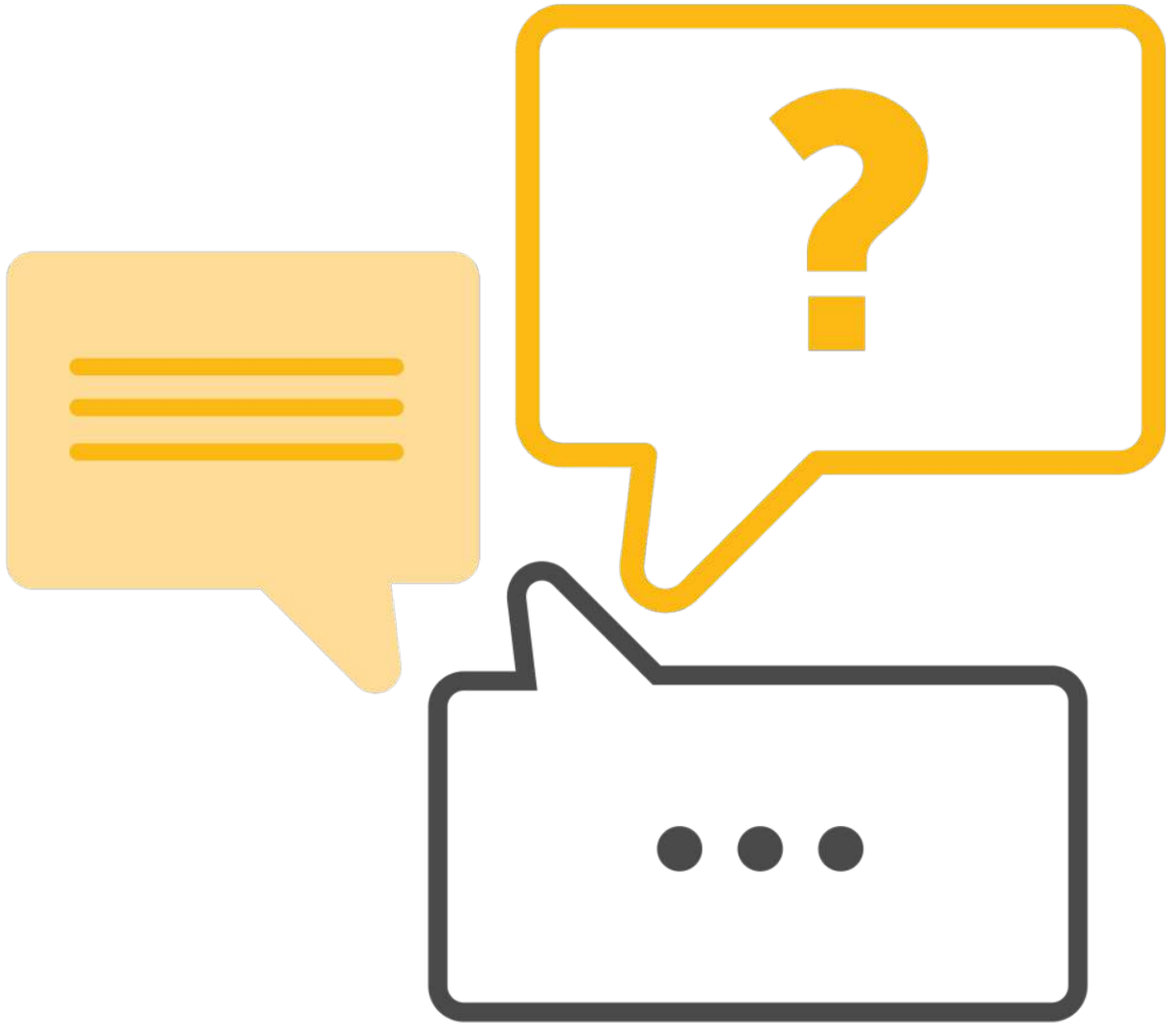
SUPPORT
Dedicated Support
Optimized Wi-Fi Design

Ideas For Leveraging BEAD:

- Provider Charges Resident Directly = Property Owner Doesn't Pay
- Buy Down Rate by Subsidizing Capital
- Provide Free Service

Apartment Wi-Fi's cost per unit is significantly more affordable than alternative solutions





Questions & Answers