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.
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

<table>
<thead>
<tr>
<th><strong>TRADITIONAL INTERNET</strong></th>
<th><strong>APARTMENT WI-FI</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Designed for Single Family Homes</strong></td>
<td><strong>Designed for Apartment Buildings</strong></td>
</tr>
<tr>
<td><strong>Service Availability</strong></td>
<td>In-unit only with no coverage guarantee</td>
</tr>
<tr>
<td><strong>Resident Responsibility</strong></td>
<td>Complicated sign-up process, lease/purchase equipment, managing data caps, overage fees, late fees, etc.</td>
</tr>
<tr>
<td><strong>Technical Support</strong></td>
<td>Resident responsible for self-support and troubleshooting. General 1-800 number available.</td>
</tr>
<tr>
<td><strong>Ownership</strong></td>
<td>ISP owns equipment and sometimes inside wiring, limiting property owner and resident choice to 1 or 2 providers.</td>
</tr>
<tr>
<td><strong>Service-Level Agreement</strong></td>
<td>None. ISP only offers best effort service levels to individual households.</td>
</tr>
</tbody>
</table>
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
Bulk

Building Owner is Customer who pays for 100% of units

versus retail-only: **BETTER**

---

**MDU LANDSCAPE: PRODUCTS**

**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
Managed Wi-Fi

Property-wide Enterprise Network
versus retail-only: **BEST**

Adoption Barriers Reduced

**MDU LANDSCAPE: PRODUCTS**

**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.

- Retail ISP Plan: $70
- Low Cost ISP Plan: $30
- Bulk Apt Wi-Fi: $15
Questions & Answers