



Apartment Wi-Fi Network Adoption Guide

Following the installation of a managed Wi-Fi network, it is crucial to implement a well-structured plan to promote user participation. The first step should be informing residents about the various benefits of reliable Internet access. This includes highlighting advantages such as access to telehealth services, educational resources, and work opportunities that the Wi-Fi network can provide.

In addition to providing information, it is essential to make it easy for residents to learn to connect to and use the Internet. This can be achieved through consistent communication and personal touchpoints, such as workshops, informational sessions, or community events that actively engage residents.

Utilize the resources in this guide for each implementation phase to ensure that all residents are engaged with and benefit from the managed Wi-Fi network.

Strategies For Inclusive Network Adoption

By taking these steps, the Wi-Fi network can foster a sense of inclusivity and encourage active participation among the residents, ultimately leading to a more connected and empowered community.

- 1. Addressing Barriers:** Identify and address the barriers that prevent residents from connecting to the Wi-Fi network. These barriers may include concerns about trust and privacy, limited digital literacy skills, or lack of device access. Solutions to these challenges will encourage more residents to utilize the network.
- 2. Digital Literacy:** Either offer digital literacy training sessions to residents or point them to programs that offer classes nearby. These training programs have the potential to empower residents and reduce the need to reach out to management for support.
- 3. Device Accessibility:** Explore options to make internet-enabled devices accessible to residents. This could involve partnerships with local organizations, offering low-cost devices, or creating computer centers where residents can access the internet conveniently.
- 4. Community Engagement:** Engage with the community regularly to understand their needs and concerns. Conduct surveys or hold meetings to gather feedback and suggestions for improving the Wi-Fi network's services.
- 5. Promote Local Content and Applications:** Encourage the development of local content and applications relevant to the community's needs. This could include information about local events, services, or resources available to residents.
- 6. Safety and Security Measures:** Assure residents that the managed Wi-Fi network is secure and their personal information is protected. Implementing robust safety measures will help build trust and alleviate privacy and data security concerns.
- 7. Community Ambassadors:** Identify and train community ambassadors who can help spread awareness about the Wi-Fi network's benefits and assist fellow residents in overcoming any challenges they may face during the onboarding process, including digital literacy instruction.

TIP! Explore Partnerships

To ensure a successful network adoption plan, leveraging the existing ecosystem and infrastructure is critical to effective implementation. Engaging key players and institutions will support adoption efforts:

1. **Local Leadership:** Partner with local government officials and community leaders committed to advancing digital equity. Establish relationships with digital champions within local councils or government bodies to promote and support the initiative.
2. **Community Engagement:** Collaborate with active non-profit organizations and community groups to promote digital literacy and facilitate device access. These organizations can be pivotal in reaching underserved populations and ensuring broad community participation.
3. **Digital Equity Initiatives:** Work with local or regional digital equity task forces or coalitions to coordinate efforts to bridge the digital divide. These groups often have valuable insights and resources to enhance your network adoption plan.

Communications Planning

Timing outreach and communication efforts are essential for the success of a network adoption plan. Engaging residents before and after the network deployment ensures they are informed and prepared to utilize the new services. Proactive communication helps build anticipation and understanding, while follow-up engagement addresses any questions or challenges that may arise post-deployment. The following recommendations and resources can guide these critical conversations to ensure a smooth transition for all residents.

Before Network Installation:

Before beginning the installation process, conduct outreach and engagement events to determine residents' understanding of the project and potential barriers related to internet usage. Focus on learning:

- How residents use, or intend to use, the internet.
- Barriers hindering unconnected residents from accessing the internet.
- Barriers hindering connected residents from using the internet.
- Fears or concerns residents may have about the installation of your new network.

Resources:

- [Resident Survey](#)

During Network Installation:

- Send out informative materials (including details about the installation process) in advance to prepare residents for the upcoming network deployment.
- Highlight the benefits of the network.
- Encourage residents to ask questions beforehand.
- To establish a strong network adoption baseline, consider implementing quarterly events or communications to foster understanding and trust over time.

These initiatives should be differentiated, repeated, and refined to identify the strategies that yield the best results.

Resources:

- [Wi-Fi Network Adoption Plan Worksheet](#)
- [Preliminary Notice - Letter](#)
- [Preliminary Notice 1-pager](#)
- [FAQs - Managed Wi-Fi Network](#)
- [Notice of Entry - Letter](#)

After Deployment:

- Mitigate hesitations to use the network.
- Troubleshoot to identify resident access issues.
- Assess the efficacy of communication methods and explore additional ways to improve information sharing.

Resources:

- [Activation Notice](#)
- [Network Orientation Deck](#)
- [Benefits of Broadband](#)

Materials for Older Adults

- [Intro to the Internet 2 - Pager](#)
- [Intro Presentation](#)