

# A Roadmap for Public-Private Partnerships



## City and County Leaders

### ► **Action 1: Collect Household Level Connectivity Data and Set Specific Goals for Closing the Affordability Gap**

Leadership from cities and counties is critical to closing the broadband affordability gap in a systematic way. To provide effective leadership, local governments must start with a clear understanding of the problem by collecting household-level data on who is and is not connected. Armed with this information, cities, and counties can then set specific, achievable goals for closing the digital divide in their most unconnected communities. EducationSuperHighway is now working with ISPs participating in the K-12 Bridge to Broadband program to make its confidential data exchange platform available to cities to identify unconnected households in low-income communities.

### ► **Action 2: Create a Comprehensive Broadband Adoption Program and Build a Coalition of Key Stakeholders**

Armed with data and specific goals, local governments can then develop a comprehensive strategy to close the broadband affordability gap in their communities. The plan should leverage all elements of an effective broadband adoption strategy and be developed in partnership with key stakeholders, including school districts, housing authorities, non-profits, community-based organizations, health centers, apartment owners, ISPs, and local business leaders.

### ► **Action 3: Utilize State and Federal Funding to Deploy Free Wi-Fi in Low-Income Apartment Buildings and Establish a Broadband Adoption Center**

Armed with a comprehensive strategy to close the broadband affordability gap, cities and counties should leverage their American Rescue Plan Act resources to drive broadband adoption. These investments should focus on deploying free Wi-Fi networks in low-income apartment buildings, conducting marketing and direct outreach campaigns to unconnected households, and creating and staffing a broadband adoption center to help enroll households in the Affordable Connectivity Program. Critically, resources should be used to hire paid outreach and enrollment staff and fund community-based organizations to help with awareness building and outreach. As funding from the bipartisan infrastructure bill becomes available, local governments should also be ready to apply for state and federal grants to support their broadband adoption strategy.

