

# A Roadmap for Public-Private Partnerships



## State Leaders

### ► **Action 1: Set Specific Goals for Closing the Broadband Affordability Gap and Leverage Adoption Data to Track Progress**

One of the most powerful actions governors took to close the K-12 digital divide was establishing a public goal to upgrade all of a state's schools. This provided the direction that local leaders needed to develop and implement upgrade plans. States then leveraged annual progress tracking to hold stakeholders accountable and identify where additional support was needed. The same approach can be used to close the affordability gap, and governors should once again provide the leadership and follow-up critical to ensuring no home is left offline.

### ► **Action 2: Include Programs to Close the Affordability Gap in State Broadband Plans**

As part of the bipartisan infrastructure bill, states must submit a plan for how they intend to use their broadband infrastructure and Digital Equity Act funding. States should ensure that their plans include investments in programs to close the affordability gap, including allocating infrastructure funds for the deployment of free Wi-Fi networks in low-income apartment buildings; investments in marketing and direct outreach campaigns to unconnected households; and the creation and staffing of broadband adoption centers.

### ► **Action 3: Prioritize Infrastructure Investments in Affordability Programs**

In establishing how they will use infrastructure funding from the bipartisan infrastructure bill and the Capital Projects Fund in the American Rescue Plan Act, states should put investments in infrastructure-based affordability programs such as free apartment Wi-Fi networks at the same priority level as the deployment of infrastructure to unconnected households. This will maximize the impact of infrastructure funding by taking advantage of the significantly lower cost per household to connect residents in low-income apartment buildings.

### ► **Action 4: Establish Statewide Broadband Adoption Centers for Enrollment Assistance**

While it may be advantageous to have trusted local institutions conduct outreach to unconnected households as part of a coordinated broadband adoption effort, states should consider performing enrollment assistance functions at a single broadband adoption center. This will create economies of scale, increase the hours enrollment concierges are available, ensure multiple languages can be supported, and improve the enrollment support experience. In addition, it will allow the state to have a single point of contact with ISPs, facilitating the rapid resolution of issues and enabling the state to partner with ISPs to simplify the enrollment process.

