

EXECUTIVE SUMMARY

FCC Affordable Connectivity Program Outreach Grant

New Haven Economic Development Administration

April 21, 2023

Funding request: \$277,617

The City of New Haven (the “City”) through its Economic Development Administration (“EDA”) and New Haven Free Public Library (“NHFPL”), Concepts for Adaptive Learning (“CfAL”) and Elm City Communities (“ECC”) to propose to partner with respect to the application for a grant in the amount of \$277,617.00 from the Federal Communities Commission (the “FCC Grant”) that would be used to fund a series of events to assist residents of the City with signing up for the Affordable Connectivity Program, which program provides a federal subsidy for household internet bills (the “ACP”). The ACP is the cornerstone of the City’s approach to enhancing equitable accessible to high-speed internet for the benefit of all residents of the City, providing a \$30.00 per month subsidy to qualifying households towards an internet access plan, together with a one (1) time \$100 benefit to qualifying households for device purchase.

The partnership would combine the resources and expertise of these three organizations to reach more qualifying households than is possible with each organization acting separately. CfAL would apply its existing expertise in the ACP to training four (4) new staff members (two at CfAL and two at NHFPL). The City would act as a pass through for \$140,886.00 to CfAL to support the execution of the ACP Outreach and Sign-Up Event program. .

A total of ninety-six (96) sign-up events will be held, forty-eight (48) at ECC residences and forty-eight (48) at NHFPL or other local non-profit locations. The new staff funded through the FCC Grant will assist residents with the sign-up process and lead the events and supervise volunteers. CfAL staff would also be on call in between sign-up events for any ECC residents requiring assistance signing up for the ACP and part time City staff will be on call for NHFPL patrons..

Marketing and outreach will include social media, email distribution lists, a direct mailing, posters and billboards, fact sheets and fliers, press releases and print advertisement. All marketing would be multilingual, with a specific focus on Spanish, being the second most spoken language within the City. CfAL will create a dedicated Facebook page and an Instagram account dedicated to the ACP, local internet outages and other relevant connectivity information. A monthly newsletter will be created and disseminated on these outreach platforms.