



Justin Elicker  
Mayor

**City of New Haven**  
**Office of the Economic Development Administrator**  
**165 Church Street**  
**New Haven, Connecticut 06510**



Michael Piscitelli, AICP  
Economic Development  
Administrator

April 11, 2023

Honorable Tyisha Walker-Myers, President  
Board of Alders of the City of New Haven  
165 Church Street  
New Haven, CT 06510

**RE: ORDER OF THE NEW HAVEN BOARD OF ALDERS AUTHORIZING THE CITY OF NEW HAVEN TO APPLY FOR AND ACCEPT A GRANT FROM THE FEDERAL COMMUNICATIONS COMMISSION NOT TO EXCEED \$277,617.00 TO SUPPORT EQUITABLE ACCESS TO BROADBAND INTERNET IN NEW HAVEN THROUGH THE AFFORDABLE CONNECTIVITY PROGRAM**

Dear President Walker-Myers;

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.

Thank you for your consideration of the attached Order authorizing the City's application for the FCC Grant and acceptance of the same and the pass through of monies to CfAL. If you have any questions or concerns, please do not hesitate to call me.

Sincerely,



Michael Piscitelli, AICP  
Economic Development Administrator

cc: Barbara Montalvo, file