ConnectALL – Affordable Housing Connectivity Program: Digital Equity and Customer/Resident Adoption and Utilization Guidance

The Affordable Housing Connectivity Program funds infrastructure for high-speed internet in regulated affordable housing properties. Internet Service Providers (ISPs) should demonstrate in their application how they plan to engage with residents in these specific types of properties to support their use of the internet. ISPs may partner with local digital inclusion organizations to implement their plan. Applications will be strengthened by specific details of partnerships with digital equity or inclusion organizations and community Wi-Fi availability in common areas.

Customer and Resident Engagement Plan: Applicant must submit a brief plan that responds to the digital equity needs of eligible low-income residents being served by this proposal to ensure meaningful adoption and utilization of new in-unit connectivity. The Plan should address:

- **Who You are Serving and Why: Customer Assessment**
  - Provide the steps you will take to identify the resident population, their current digital inclusion needs (for example, digital literacy and privacy skills, suitable devices, and digital navigation services, etc.) and their intended uses of the internet. Include methods for how you will conduct this customer assessment.
- **Mapping Assets: Digital Inclusion Resources**
  - Identify the digital inclusion resources that best support resident adoption with a list of 3-5 sites or organizations located in the project area. This may encompass digital literacy providers such as public libraries, afterschool or job readiness programs, senior centers, and independent living centers.
- **Resident and Resource Engagement: Activities**
  - Outline engagement with residents to sustain adoption and utilization, as well as to identify and resolve customer challenges or complaints. If applicable, describe resident leadership, employment, and/or community compensation opportunities that may be fostered through Applicant's proposal.
  - Provide a brief sustainability plan for ongoing resident uptake of connectivity using these digital inclusion resources and support. Include how you will work with a local digital inclusion provider, partner, or resident leader to maintain resident engagement.
- **Timeline**
  - Include when you anticipate undertaking digital equity partner and resident engagement activities during your project.
  - If applicable, identify additional resources for supporting customer adoption and utilization.