

Franklin County Digital Equity Coalition

Broadband Affordability Working Group Charter

2.17.21

GOALS

1. Expand affordable options for reliable, high-speed residential internet connectivity for Franklin County residents who cannot afford access;
2. Explore and promote reliable, affordable and high-speed connectivity choices for all Franklin County residents; and,
3. Explore broadband options that enable goal 1 or goal 2 above which also may provide operational or other benefits to the Franklin County governments and leverage their broadband investments.

STRATEGIES:

1. Create a manageable data model for describing broadband choices throughout Franklin County. Determine what data sources can be curated, developed and maintained, to provide a reasonably reliable view of broadband market choices at a macro (county) and micro (neighborhood) levels. Develop a broadband residential consumer price index, which establishes a baseline metric for evaluating cost/performance of common broadband residential options for the Franklin County market.
2. Create a management data model for describing residential broadband affordability at a neighborhood level. Determine what data sources can be curated, developed and maintained which are statistically valid predictors of household income or disposable income. Develop a method for correlating household income to the broadband consumer price index as a means to estimate affordability and predict demand, including a description of the number of low-income residences per square mile as a means to prioritizing affordable demand within the county.
3. Identify, assess, or pilot new approaches or options for residential broadband supply, especially reliable, high-speed options for residences with the highest need. Encourage new providers to enter the market for residential service in the county, including for-profit, non-profit and public-private partnerships.
4. Collect and maintain a catalog ISP programs which provide reduced-cost or discounted offerings (cost, duration, financial qualifications) for low-income

residents; develop a mechanism for communicating program availability with Franklin County residents

5. Develop long-term options to address broadband affordability, including financial models that describe the cost/benefit of various broadband options and the investment costs of each necessary to achieve the scale of need within the county.