

EBB Outreach Guidance

- Research shows marketing and information based outreach alone is not effective for digital adoption. The most effective strategies include partnerships with public agencies, community based organizations, 211/311 and local media.
- Create outreach materials customized with local information. Create translated materials as needed.
- Disseminate to organizations who interact with populations less likely to have home broadband service.
- Maintain a list of which local ISPs are participating in EBB (this info is not yet fully available).
- Request local ISP reports on marketing, outreach, application support progress, and enrollment numbers.
- When USAC forecasts the end of the program, spread the word of the forecasted date, encouraging participants to choose an alternate plan or be prepared to pay the full cost.
- Encourage participants to sign up via the National Verifier rather than the ISP to protect their personal information.