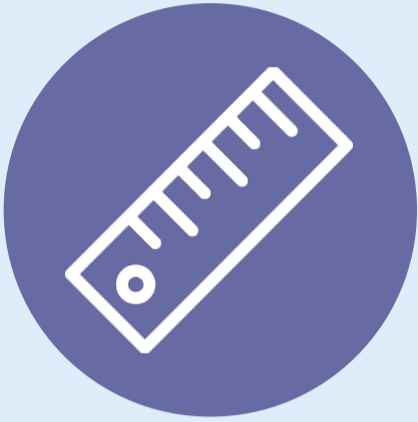


5 Priorities to Manage Successful Broadband Implementation



Define digital equity metrics to measure Internet Service Provider (ISP) Performance.

These criteria can include metrics such as the number of newly-connected households, the price of broadband service, the speed of service, and the number of blocks newly outfitted with fiber.

Conduct quarterly performance evaluations of ISPs using the digital equity metrics.

ISPs should self-report their progress in a standardized format for the City to review and compare with other vendors.



Use the outcomes of quarterly performance evaluations to award future contracts.

By making future contracts contingent on good performance, the City can bolster or curtail ISPs' access to future monthly subscribers.

Ensure that established digital equity metrics are included in future ISP contracts and by other government agencies.

ISPs should be required to follow a standard reporting process in all dealings with City agencies.



Communicate the impact of digital equity broadband initiatives to the Mayor and to NYC residents.

To drive broadband adoption and articulate the impact of broadband investment, the City should have a formal public communications process.