

The logo for 'Bridge' features the word 'Bridge' in a bold, dark blue sans-serif font. A light blue arch is positioned above the letters 'i', 'd', and 'g', resembling a bridge span.

Bridge

A program from the City of Hillsboro and HiLight

ArFiber Forum

October 4, 2021



Bridge

The City of Hillsboro is dedicated to making high-speed internet available to all and removing barriers to this essential service.

Built in coordination with the City's other assistance programs, HiLight's **Bridge** program will help close the digital divide by offering a very affordable high-speed broadband service to those who qualify, and elevating connectivity among the community's least connected households.



The Program

Bridging The Digital Divide

Core Values

Build community

Create opportunity

Keep it simple

Live equity

Serve the city we love

Bridge

- 1 Gigabit Speed
- Wi-Fi Management Included
- No Installation Fee

Just \$10 Per Month

Bridge participants requalify after twelve months

Eligibility

Hillsboro residents qualify for **Bridge** based on set eligibility criteria that are consistent with other City assistance programs. Residents can qualify based on **income eligibility** or **categorical eligibility** by documenting enrollment in another approved assistance program.

CATEGORICAL ELIGIBILITY

- SNAP (Supplemental Nutrition Assistance Program)
- TANF (Temporary Assistance for Needy Families)
- Oregon Health Plan / Medicaid
- Free/Reduced School Lunch Program
- HUD Housing Choice Voucher
- LIHEAP (Home Energy Assistance)
- Women Infants and Children (WIC)
- Some Affordable Housing Properties

Estimated 90% of Qualifiers

INCOME ELIGIBILITY

Total household income that is below 185% of the federal poverty limit

Estimated 10% of Qualifiers

Household Size	U.S. Department of Human and Health Services			U.S. Department of Housing and Urban Development		
	Federal Poverty Guideline	185% Federal Poverty Guideline	200% Federal Poverty Guideline	Portland Metro Area Median Family Income	Very Low-Income Limit (50% AMI)	Low-Income Limit (80% AMI)
1	\$12,140	\$22,459	\$24,280	\$81,400	\$28,500	\$45,600
2	\$16,460	\$30,451	\$32,920		\$32,600	\$52,100
3	\$20,780	\$38,443	\$41,560		\$36,650	\$58,600
4	\$25,100	\$46,435	\$50,200		\$40,700	\$65,100
5	\$29,420	\$54,427	\$58,840		\$44,000	\$70,350
6	\$33,740	\$62,419	\$67,480		\$47,250	\$75,550
7	\$38,060	\$70,411	\$76,120		\$50,500	\$80,750
8	\$42,380	\$78,403	\$84,760		\$53,750	\$85,950

Eligibility

To avoid a need for the City to collect and retain personal, private income and other information related to meeting qualifications, we partner with a few local community organizations that already have access to that information and can easily determine eligibility for **Bridge**. These organizations will give us a simple “yes” or “no,” and we take it from there.



Bridge Partners

Verification Partners



Community Action
1001 SW Baseline Street
Hillsboro, Oregon 97123
Monday 10:30 am – 6:30 pm
Tuesday – Friday 8:30 am – 5:00 pm



Centro Cultural / Centro de Prosperidad
400 East Main Street, Suite 110
Hillsboro, Oregon 97123
Monday – Thursday 9:00 am – 5:00 pm
Friday 9:00 am - Noon



The Salvation Army Tualatin Valley Service Center
351 SE Oak Street
Hillsboro, Oregon 97123
Mon/Tues/Thurs/Fri 9:00 am – 11:00 am
(503) 640-4311



Partner Prep

To prepare the staff members of each of our Verification Partners, we held kickoff meeting, where we:

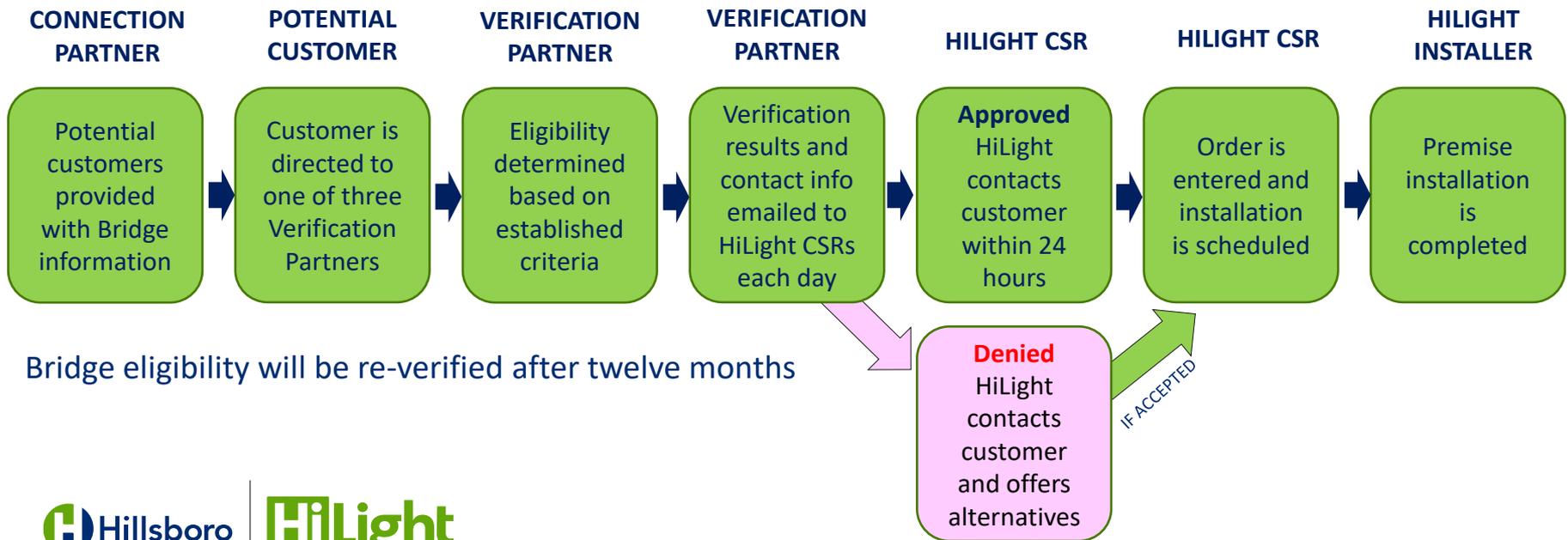
- Provided an overview of the Bridge program
- Provided them with Bridge and HiLight collateral materials
- Provided them with customized release forms
- Answered all questions



Bridge Ordering Process

The HiLight Customer Service team inputs orders for **Bridge** internet after customers have verified their eligibility through a Verification Partner.

Customers interested in **Bridge** are first directed to one of our **Bridge** Verification Partners, and then once verified, a HiLight CSR will reach out and contact the customer.



Competitive Comparison

The only other internet assistance program available in the community that is similar to **Bridge** is Comcast's *Internet Essentials*, which is also targeted to economically challenged and under-connected community segments. While similar in price, there are some very material differences in content.



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\$10.00 Per Month

No Additional Fees

- **1 Gigabit / 1 Gigabit**
- Wi-Fi Management
- No Installation Fee



\$9.95 Per Month

+ Plus Fees +

- **50 Mbps / 3 Mbps**
- In-Home Wi-Fi
- No Installation Fee
- Low-Cost Computer for \$149.99
- Free At Home Learning Modules

Communications Plan

Outreach

Key to getting the word out about **Bridge** to those Hillsboro residents who will most benefit, will be community outreach and engagement efforts.

We will solicit and develop *connection partner* relationships with local organizations who serve community members for whom **Bridge** may be a solution.

These *connection* partners will be prepared to provide residents with information about **Bridge**, as well as direct them to our Verification Partners to get the process started.

Connection Partners

(Proposed)



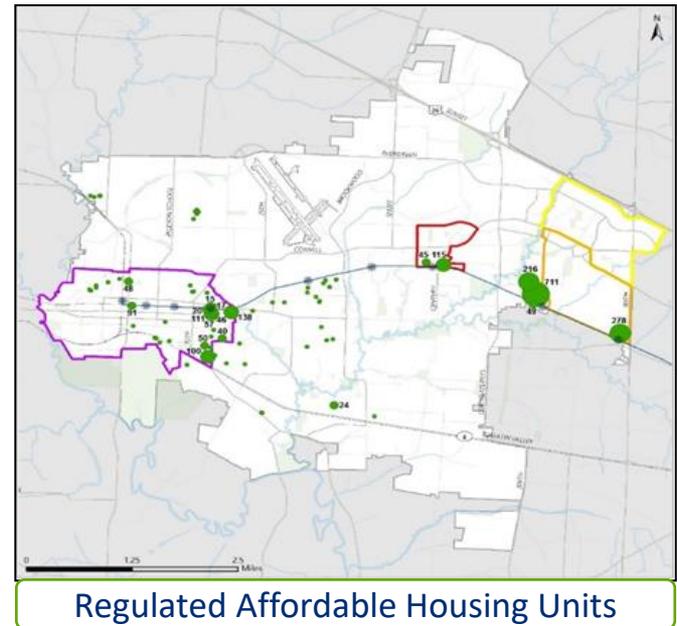
Virginia Garcia Memorial
HEALTH CENTER



Affordable Housing

One of our near-term opportunities will be within the Hillsboro multiple-dwelling properties that operate as regulated affordable housing.

Often, the qualifications for living in these properties translate directly to **Bridge** eligibility, making these complexes a very targeted opportunity.



We have already secured right-of-entry agreements to serve three Bienestar properties and we have discussed holding some instant enrollment events onsite, once activated.

Marketing

We will build awareness for, and drive growth of **Bridge** through a variety of appropriate marketing efforts as well:

Companion Marketing – When possible and appropriate, we will include mention of Bridge within our general HiLight marketing. For example, in our launch direct mail, we are planning to include a bilingual Bridge-specific buckslip.

Target Marketing – Separately, we have created a Bridge-specific self-mailer, which we are also sending to all newly activated households. Unfortunately, more targeted mailings are a challenge to execute.

Collateral – A Bridge-specific brochure has been produced – in both English and Spanish -- for use by our community partners; at affordable housing properties; at the libraries; and with event activities.



Marketing

We will build awareness for, and drive growth of **Bridge** through a variety of appropriate marketing efforts as well:

Digital – Bridge information will be presented on the HiLight pages of the City’s website, as well as within social media and digital platforms, including Facebook.

City Resources – Feature Bridge within the *City Views* newsletter, electronic signs and other available communications resources.

Events – Over time, we will feature Bridge at local events, including community events, events at the libraries, and customized events at targeted multi-dwelling unit properties.



Local Media

HiLight's **Bridge** program is one of those *great news* stories which is likely to be of interest to local media.

The program's equity mission, along with interest in such related topics as the *digital divide* and *net neutrality*, further combined with the extraordinary speed at the exceptionally low monthly rate, make the introduction of Bridge an attractive news story.

We will work through the City of Hillsboro's Communications team to elevate awareness of **Bridge** with the local media, with news releases and other efforts.



Supplemental Efforts

Low-Cost Computers

The vast majority of under-connected Hillsboro residents are, in fact, connected – via mobile phone. But many families do not have a home computer.

With an objective of elevating connectivity among those who are under-connected, getting them an affordable *service* – like **Bridge** -- is only part of the challenge.

As we move forward, we will look to cultivate a partnership with a hardware manufacturer or wholesaler that might be interested in aligning with Bridge, HiLight and the City of Hillsboro to make low-cost computers available to Bridge subscribers.

As an aspiration, we would like to find a partner who would sell a Bridge-appropriate (can handle 1 Gig) computer or laptop for less than \$150.



Internet Workshops

The third *leg of the stool* for assisting the City's under-connected residents is education.

In addition to introducing the Bridge service and working to facilitate availability of low-cost computers with which to connect, there is an opportunity for HiLight to organize and execute a series of workshops to assist new users.

Perhaps partnering with City of Hillsboro public libraries and/or the Hillsboro Senior Center, experts from the private sector, academia, local government and others could be invited to participate in these workshops to address such potential issues as:

- Keeping things safe (privacy, security, parental control)
- Online education opportunities
- Using the internet for your job search
- Social media risks and opportunities
- Managing finances online
- Other



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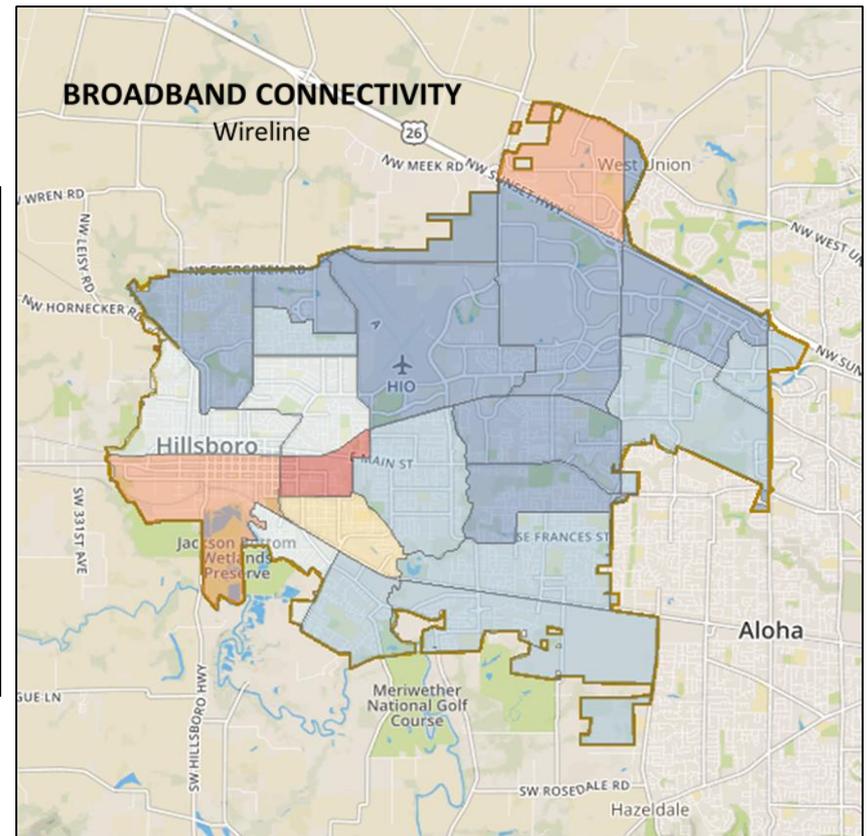
Appendix

Bridge Baseline

With the objective of increasing broadband internet connectivity among eligible households, it is important that we understand the baseline from which we intend to grow, and then track the success of our efforts over time.

We have data identifying likely Bridge eligibility by census tract.

CONNECTIVITY BASELINE					
By Census Tract					
SOURCE: I3 Connectivity Explorer					
AS OF JULY, 2019					
CENSUS TRACT	QUADRANT	SERVICEABLE	LOW/MODERATE INCOME	BROADBAND CONNECTIVITY	
			200% FPL	Total	Wireline
325.01	SW	PENDING	58.6%	73.0%	57.3%
325.02	SW	NO	19.4%	75.7%	69.2%
325.03	SW	NO	28.9%	88.5%	78.8%
324.10	SW	NO	38.3%	72.5%	63.1%
324.09	SW	PENDING	68.1%	52.8%	41.2%
324.06	SE	NO	19.9%	88.1%	78.7%
324.04	SE	NO	20.3%	84.2%	76.2%
324.07	SE	NO	19.7%	91.4%	87.4%
328.08	SE	NO	16.4%	95.1%	89.5%
323.00	SE	PENDING	24.8%	92.6%	78.5%
326.04	NW	NO	37.8%	84.1%	71.1%
326.03	NW	NO	19.3%	88.6%	82.5%
326.06	NW	NO	25.0%	79.0%	70.0%
326.10	NW	NO	22.5%	87.3%	80.5%
326.09	NW	NO	12.5%	92.6%	89.6%
326.08	NE	NO	12.5%	91.3%	84.5%
326.07	NE	NO	9.8%	82.9%	82.1%
327.00	NE	NO	22.2%	86.5%	54.4%
315.04	NE	NO	25.7%	96.6%	87.3%
316.16	NE	NO	23.3%	79.2%	73.5%
316.17	NE	NO	13.9%	89.8%	84.0%
316.10	NE	NO	37.8%	90.2%	80.4%
316.09	NE	NO	31.2%	87.1%	79.4%



Bridge FAQs

Q: How long can I keep the *Bridge* service and pricing?

A: You can keep Bridge service as long as you meet the qualifying criteria. You will need to re-verify your eligibility every twelve months.

Q: Can I use my own modem/wireless router?

A: You can, but be aware that it may not perform to the 1 Gig speed available with Bridge. However, the Bridge service does come with HiLight's Wi-Fi Management service that includes a Wi-Fi6 GigaSpire BLAST gateway at no additional charge.

Q: Can I get other speeds with *Bridge*?

A: No. Bridge includes the HiLight 1 Gig/1 Gig speed. While there are faster speeds available, they are not included with Bridge.

Q: Can I get digital voice service with *Bridge*?

A: Yes. You can add HiLight's Unlimited Digital Voice for just \$20 more per month.

Bridge FAQs

Q: How can I verify my eligibility for *Bridge*?

A: The first step is to contact one of our Verification Partners. They can determine if you meet the qualifying criteria or not. Once they have determined your eligibility, they will pass the confirmation on to HiLight and we will contact you within 24 hours to set-up your account and get your installation scheduled!

Q: How long does the verification process take?

A: From the time you visit one of our Verification Partners, it should not take more than a day or two. Once eligibility is confirmed, HiLight will contact you within 24 hours to get things set-up and a service installation scheduled.

Q: How much does installation cost?

A: Installation of your service is included with Bridge. There is no installation charge.

Q: Are there any other fees or charges in addition to the \$10/month *Bridge* cost?

A: No. There are no additional fees, taxes or monthly charges with Bridge.

Bridge FAQs

Q: If I move, can I take my *Bridge* service with me?

A: Yes. If you move to another serviceable address, you can transfer your Bridge service at no charge.

Q: How will I be billed?

A: You will receive a billing statement for your Bridge services via email each month.

Q: How can I make payments?

A: The easiest way is to enroll in Auto-Pay. You can also pay online, by mail, over the phone, or in person at the Hillsboro Civic Center.

Q: Is there a charge for paying over the phone?

A: No. There is no charge for making credit card payments over the phone.

Q: Where would I return the HiLight equipment?

A: Equipment can be returned to the Hillsboro Civic Center.