



Beyond Access: Broadband Affordability and Adoption

Presented by: Ms. Jodi Kuhn, Executive Director

Timeline	8-10 months
Source material	Literature review, subject matter expert interviews, & original data collection
Scope	Focus: aspects of the digital divide in Virginia beyond access and infrastructure (deployment) alone, with a particular emphasis on affordability.
Partnership	University of California Santa Barbara University of California Berkeley Bright Initiative by Brightdata
Advisory Group	Dr. Christopher Ali, Penn State (fmr. UVA) Dr. John Horrigan, Benton Institute for Broadband & Society Dr. David Nemer, UVA Dr. Bianca Reisdorf, UNC Charlotte

Policy Recommendations

Recommendation 1: Require mobile-responsive websites for essential services, starting with public sector and publicly funded services.

Recommendation 2: Require accessibility for low-cost internet plans.

Recommendation 3: Require ISPs to offer a basic 100 Mbps plan for \$30 per month.

Recommendation 4: Offer targeted tax credits to help ensure near-universal affordability.

Recommendation 5: Establish a grant funding program to replace lost BEAD non-deployment and Digital Equity Act funding.

Recommendation 6: Require independent longitudinal data collection on broadband quality (speeds) and pricing.

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