Emergency Broadband Benefit (EBB) Information for Libraries & Schools

College and Career Ready

That's our goal.

The Department of Public Instruction is the state agency that advances public education and libraries in Wisconsin. Our goal is to ensure **every child** graduates ready for further education and the workplace.

May 19, 2021
https://dpi.wi.gov/broadband

Today's Goals

- Review general information about the EBB program
- Highlight important resources for libraries & schools
- Share ideas for promoting the program through community registration events
- Share community outreach efforts and lessons learned from hosting a registration event

What is the EBB Program?

The Emergency Broadband Benefit Program is a Federal Communications Commission (FCC) program that provides a temporary discount on monthly broadband bills for qualifying low-income households.

Temporary Discount

- Eligible households can receive:
    - Up to a $50/month discount on your broadband service and associated equipment rentals
    - Up to a $75/month discount if your household is on qualifying Tribal lands
    - A one-time discount of up to $100 for a laptop, tablet, or desktop computer (with a co-payment of more than $10 but less than $50)

Which Services Qualify?

- Internet bundled with voice is allowed
- Internet bundled with video (TV) is not allowed
- Dial-up service is allowable in cases where it is the only service available.
- Device benefit may be used for a laptop, desktop or tablet. (not a mobile phone)
- Limited to one monthly service discount and one device discount per eligible household

Who Qualifies

- Qualifies for the FCC's Lifeline program, including those who are on Medicaid or receive SNAP benefits
- Is approved for the free or reduced price school breakfast/lunch program, including through the USDA Community Eligibility Provision,
- Experienced substantial documented loss of income since February 29, 2020 with a total household income in 2020 below $99,000 for single filers and $198,000 for joint filers
- Received a federal Pell grant in the current award year
- Qualifies for a participating provider's existing low-income or COVID-19 relief program

School Verification for NSLP

- Documentation verifying student participation in the NSLP and SBP in either program during the 2019–2020 or 2020–2021 school year.
- Template for School Verification Letter provided at https://tech.ed.gov/broadband/ebb/.
- (USAC) will automatically check the name of the CEP school or district against the Food Research and Action Center (FRAC) database.

Application Process

Option 1:
Apply with a Service Provider

- The consumer contacts a service provider

- The service provider helps the consumer apply in person using the National Verifier service provider portal

     OR

- The service providers helps the consumer apply using their FCC approved alternative verification process

Option 2:
Apply Online

- The consumer visits the National Verifier from any computer or mobile device to complete the electronic application

- The consumer contacts a service provider to enroll in the EBB Program

Option 3:
Apply by Mail

- The consumer fills out and signs the National Verifier EBB Application Form

- The consumer mails the application and supporting documentation to the Emergency Broadband Support Center

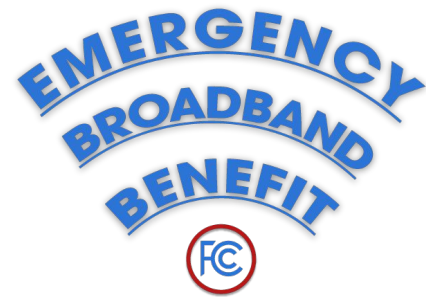- Service providers may assist consumers with the paper application and mail it on the consumer's behalf

Important Resources

- https://getemergencybroadband.org/
- [FCC Outreach Toolkit](#)
- [Wisconsin Provider List](#)
- [Wisconsin Public Service Commission (PSC) EBB Website](#)
- [USAC webinars and recordings](#)

Need EBB Help?

- Emergency Broadband Support Center (833)511-0311
  EBBhelp@USAC.org
  9am-9pm ET, 7 days a weekly

- Public Service Commission Internet & Phone Helpline (608)267-3595

Outreach

Libraries, schools, counselors, social workers, and other community partners are vital for building awareness so that eligible families can participate.

Outreach

- Use [USAC created materials](#) to build program awareness:
  - Infographic
  - Newsletter blurb
  - Press release
  - Twitter and Facebook posts
  - Fact sheet
  - Slide presentation

Outreach

- Use [USAC created materials](#) to build program awareness:

  - Flyers
  - Handouts
  - Audio PSA
  - Tribal benefit PSA
  - Overview videos

Host an enrollment event!

Portage Library & School District Outreach

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Amy Eppinger
Director of Instructional Technology
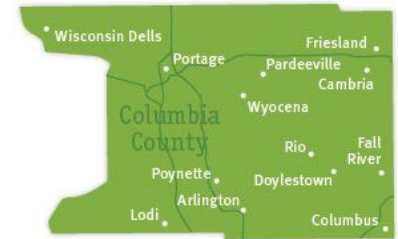eppingera@portage.k12.wi.us

Portage Library & School District Outreach

- Benefits of Teaming Up
  - Public Library: space, time, technology, outreach channels, community connections
  - School: connections to families in need, knowledge of program, outreach channels, F/R lunch documentation
- Furthering the Mission
  - Public Library Mission - Connecting the community to resources, services, and technologies to match their interests and needs
  - School District - Success of every student in hybrid/virtual/physical environment, connected academically and socially

Portage Library & School District Outreach

- Benefiting the Community (Pre-COVID data)
  - 20.3% of Columbia County without internet subscription
  - 12.64% Poverty Rate
  - 2.7% Unemployment (Rose to 4% in 2020)

- Need for connections to social services and aid
  - Public Library Initiative: **Community Workforce & Service Connection**
  - Schools: High needs due to virtual/hybrid, parent training/support, hotspots highly sought after.

Portage Library & School District Outreach

- Outreach Channels
  - Public Library: Columbia County Libraries, Community Resources Network, Social Media Channels
  - School District: Infinite Campus Messaging, Social Media Channels (FB & Twitter - Top 2), Website
  - [Portage Daily Register](#)
- We had responses within an hour!

Portage Library & School District Outreach

- Event Details
  - After Hours (6PM-7:30PM)
  - Computer/Internet access
  - Volunteers and Library Staff to provide general tech support, explain program, and encourage signing up for a library card too!
  - Some attendees left with their application complete and next steps!

Portage Library & School District Outreach

- We Learned:
  - The number of options they had to verify their information, qualify, and the number of times they had to verify their information was confusing
  - Make sure to have folks apply for the EBB and **NOT** the lifeline program, unless they were intending to apply for both.
- We're Looking Forward To:
  - Since the application takes 10-15 minutes normally - getting more folks signed up right away!
  - Assisting Endeavor's patrons at their library!
  - Building the libraries and schools as community resource for all!

Thank You

- Thank you to our presenters
- Questions
- Contact information for each presenter on slides if you would like more information
- Slideshow & Recording will be posted at https://dpi.wi.gov/broadband