

**Submitted by:**

EveryoneOn

In EveryoneOn's work connecting almost 400,000 people in 48 states over 4 years, we believe that affordability is meaningless without accessibility. And when we say "access", we do not simply mean having the fiber in the ground or the wiring to your home to have you take advantage of an internet offer. Rather, we believe "access" to be easy and integrated means by which the unconnected and underserved can adopt the indispensable tool that is the internet.

In the consumer technology space, companies dedicate themselves to a seamless, and streamlined user experience. Apple has spent millions of dollars and man-hours figuring out how to shave mere seconds off unlocking your iPhone, going from a four digit code to your fingerprint to another future innovation that we cannot yet foresee. Contrast that with how we force low-income people to fill out multiple applications and speak to multiple parts of an organization just to get a \$10/month internet connection. How can we do this better? The answer lies in an example practice from different space entirely: the DMV.

In order to encourage voting in the 1990's, many states passed "motor-voter" legislation. This allowed DMV workers to ask driver's license applicants if they wanted to register to vote. If the applicant replied affirmatively, they could be registered on the spot. While seemingly simple, the genius of this approach is important to note. These states took a nearly ubiquitous touchpoint that their constituents have with their government and used it further another social objective: increasing voter participation. What if we took all the common touchpoints that low-income people in America have like visits to clinics, applying for social benefits, applying for a library card, recertifying their eligibility to live in HUD-assisted housing, among others and used these as opportunity to ask the unconnected if they wanted Internet service and created streamlined ways for them to sign up? This now creates the access needed for true affordability. We must remember that the unconnected are not victims but consumers, and we need to treat like such if we are going to close the digital divide.