



## **Starry Launches *Broadband Investment Toolkit* to Help Accelerate Competitive Broadband Deployment in Cities Across the United States**

*Unveiled at the 2019 National League of Cities City Summit, the Broadband Investment Toolkit provides an easily workable framework for cities to attract investment from next-generation fixed wireless providers to bring competitive broadband to their communities*

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**Boston, Mass.**, (November 21, 2019) – [Starry, Inc.](#), a wideband hybrid fiber wireless internet service provider building a nationwide competitive broadband network, today announced the launch of the *Broadband Investment Toolkit*, a pragmatic guide for small-to medium-sized cities looking to partner with competitive broadband providers to expand affordable access and increase competition and service quality. With a focus on next-generation fixed wireless technologies as a lower-cost, highly scalable, and reliable alternative to fiber, the toolkit outlines the practical steps a city can take to attract investment from new internet providers, in order to meet their connectivity goals. Starry's CEO and co-founder Chet Kanojia presented the *Broadband Investment Toolkit* and announced the launch of its accompanying website, [BetterBroadbandNow.com](#) at the 2019 National League of Cities City Summit in San Antonio, Texas.

“It is no secret that having multiple competitive, high-speed broadband providers in a market lowers prices, improves service and quality, and spurs economic activity and growth. We have seen great examples of this in cities that have built their own fiber networks to compete with incumbent providers,” **said Starry CEO and co-founder Chet Kanojia.** “While this is a great solution for expanding access to affordable and competitive broadband, for many cities, building a municipal fiber network isn't a feasible solution due to economic or political constraints. Our toolkit is designed to help those cities harness the value of their existing assets to help attract investment from fixed wireless providers and dramatically enhance the competitive landscape.”

High-quality broadband is an absolute necessity to participate in today's economy, in civil society, in education, and in any efficient healthcare system. Over the last decade, cities have grappled with how to expand affordable broadband access and adoption, create broadband competition, and close the digital gaps that exist within their communities. Yet, more than half of American households still do not have a choice in high speed internet providers<sup>1</sup>, and more than 20 million Americans lack any access to a high-speed broadband connection<sup>2</sup>. While some cities have been successful in deploying their own municipal fiber networks to meet connectivity goals, for most cities there may be insurmountable political, economic, and practical barriers to solving their connectivity issues.

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<sup>1</sup> *FCC Broadband Progress Report*. <https://www.fcc.gov/reports-research/reports/broadband-progress-reports/2018-broadband-deployment-report>

<sup>2</sup> *Pew Research Foundation (March 2017)* <http://www.pewresearch.org/fact-tank/2017/03/22/digital-divide-persists-even-as-lower-income-americans-make-gains-in-tech-adoption/>

New next-generation fixed wireless technologies are enabling low-cost, high-quality access to broadband and have created an equally effective and more efficient alternative to fiber networks. Starry's *Broadband Investment Toolkit* specifically outlines how cities can have a significant role in fixed wireless deployment, and how they can capitalize on non-traditional assets (such as city data, municipal rooftops) and existing infrastructure which are essential for these next-generation broadband networks to emerge and expand.

*Starry's Broadband Investment Toolkit* is based on Starry's own experience collaborating with local governments but is designed to help cities attract investment from any new fixed wireless provider. The guide lays out the following three constructive steps that a city can take to encourage economic investments from providers who can build competitive networks within their communities:

1. **Create clear and actionable broadband goals:** Cities should evaluate how competitive broadband can help meet the city's overall economic goals, where broadband access is failing them today, and where they can improve digital equity and access in their community. Set your expectations upfront.
2. **Know what your city offers to a competitive new entrant:** Cities should analyze the state of the broadband market in their community, know how to articulate the market opportunity, identify where there are opportunities for growth, and what kind of assets and incentives they can bring to a partnership.
3. **Create a transparent and consistent process to work with your city:** Cities should formalize a clearly articulated process for working with their city. They should set realistic expectations for investment and help identify key staff and stakeholders to help drive the process forward.

The *Broadband Investment Toolkit* is now available for download at [BetterBroadbandNow.com](http://BetterBroadbandNow.com), where additional city-oriented resources are available to help cities structure a process for building better broadband within their communities.

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**About Starry, Inc.**

*At Starry, Inc., we believe the future is wireless and that connecting people to high-speed, broadband internet should be simple and affordable. Using our innovative, wideband hybrid fiber wireless technology, Starry is deploying gigabit-capable broadband to the home without bundles, data caps, or long-term contracts. Starry is a different kind of internet service provider. We put our customers first by protecting their privacy, ensuring access to an open and neutral net, and putting the customer experience at the heart of everything we do. Headquartered in Boston and backed by world-class investors, Starry is currently available in Boston, New York, Los Angeles, Washington, DC and Denver and is expanding nationwide. To learn more about Starry or to join our team and help us build a better internet, visit: [starry.com](http://starry.com).*