



Starry Launches Affordable Broadband Service in Three New York City Housing Authority Communities

The launch is part of New York City's implementation of the Internet Master Plan for Universal Broadband, focusing on expanding affordable broadband access to under-connected communities;

Starry is launching its innovative digital equity program, Starry Connect, in the Atlantic Terminal, Eugenia de Maria Hostos and Wyckoff Gardens developments;

As a qualified EBB provider, residents who sign up for Starry's broadband service are eligible to receive the federal government's Emergency Broadband Benefit.

New York, NY (September 3, 2021) -- [Starry](#), a next-generation licensed fixed wireless provider, today announced it is launching service in three New York City Housing Authority (NYCHA) communities as part of a connectivity pilot program under New York City's [Internet Master Plan](#) for Universal Broadband. Beginning today, residents who live at three NYCHA communities, Atlantic Terminal Houses and 272 Wyckoff Street at Wyckoff Gardens in Brooklyn and Eugenia de Maria Hostos in Manhattan, will have the ability to sign up for Starry's high-speed, uncapped home broadband service without a credit check or signing a long-term contract. The two remaining buildings at the Wyckoff Gardens community are in deployment and expected to be connected in the coming months. When construction is complete, Starry will be available to more than 1,048 units of NYCHA housing across all three communities.

Additionally, all residents are eligible to opt-into the federal government's \$3.2 billion [Emergency Broadband Benefit](#) (EBB) program, which provides up to \$50 per month for broadband access to eligible households. For residents who sign up for Starry's service and opt-into the EBB program, that benefit will cover the entire cost of broadband service for the household while the program remains in effect. Starry utilized grant funding from its collaboration with Microsoft's Airband Initiative to help accelerate its construction and deployment into these three communities.

"Starry has always been grounded in a deep conviction that broadband connectivity is essential for daily life, and if we make it affordable and universally available, that good things can and will happen in communities," said **Chet Kanojia, co-Founder and CEO of Starry**. "We're proud to partner with NYCHA, the City of New York and Microsoft to bring Starry's Connect program to these three communities. Every New Yorker deserves access to reliable, affordable broadband and Starry is happy to do its part to help close the digital gap for NYCHA residents."

"The COVID-19 pandemic exposed the challenges that inadequate internet service poses to children and families," said **Sideya Sherman, NYCHA EVP for Community Engagement and Partnerships and Executive Director, Taskforce on Racial Inclusion and Equity**. "The Authority is committed to establishing public-private partnerships capable of fostering digital equity and leveling the playing field at a time when access to affordable broadband is essential to a child's educational success."

"Today marks the culmination of a vision outlined by NYCHA, the City, and our partners to reshape the Authority's aging infrastructure to meet the technology needs of our residents," said **Eva Trimble, New York City Housing Authority Executive Vice President for Strategy & Innovation**. "NYCHA's work expanding low-cost internet service options is just beginning and we hope to significantly increase the footprint for universal broadband access in the future."

"Broadband is as essential in the 21st century as electricity was in the 20th," said **John Paul Farmer, Chief Technology Officer of New York City**. "That's why New York City developed its groundbreaking Internet Master Plan to close the longstanding digital divide. In the wake of the Covid-19 pandemic, the City has accelerated implementation to ensure that everyone can learn, gain new skills, apply for jobs, and access healthcare no matter their ZIP Code or the size of their paycheck. Nowhere is the need for low-cost connectivity more pressing than in our NYCHA communities. We are proud that through this innovative partnership with Starry the City is helping thousands of New Yorkers gain affordable broadband that promises to transform their lives and those of their families."

"Congratulations to Starry and NYCHA on what I hope will be just the beginning of a partnership that will provide universal broadband to New Yorkers who need it most," said **New York City Councilman and Council Technology Committee Chair Robert Holden**. "It's more clear than ever that broadband is a necessity for many aspects of life."

Starry is deeply committed to its mission to expand access to high-quality, affordable broadband service, a commitment that extends to communities traditionally underserved and under-connected by incumbent providers, namely public and affordable housing. In late 2018, Starry established its digital equity program, [Starry Connect](#), to bring ultra-low-cost broadband service to public and affordable housing residents without requiring credit checks, long-term contracts, individual eligibility requirements (such as household participation in SNAP, WIC or Medicaid) or a lengthy application process. Starry Connect provides a \$15 per month option for 30 Mbps symmetrical speeds with no data caps, no long-term contracts, no credit checks required, no extra fees for equipment and includes free installation and 24/7 world-class customer support. This innovative approach to removing broadband adoption barriers earned Starry designation as [ConnectHomeUSA](#) stakeholder through the U.S. Department of Housing and Urban Development in 2019.

In September 2020, Starry collaborated with Microsoft's Airband Initiative to accelerate the availability of the Starry Connect program specifically in public housing communities in Los Angeles and New York City. Through this collaboration, Starry accelerated the deployment of Starry Connect to more than 3,500 units of public housing.

"Through partnerships and projects like this, we can close the digital divide," said **Vickie Robinson, general manager of Microsoft's Airband Initiative**. "We are proud to work with NYCHA, the City of New York, and Starry to help ensure these communities have access to broadband so they may thrive in the increasingly digital age."

NYCHA represents Starry Connect's sixth public housing authority partner, joining the Housing Authority of the City of Los Angeles, Denver Housing Authority, Boston Housing Authority, Innovative Housing Concepts (Englewood CO Housing Authority), and Metro West Housing Solutions (Lakewood CO Housing Authority). In addition to its public housing partners, Starry also works with nonprofit and privately-owned affordable housing owners such as Related Affordable, Harlem Congregations for Community Improvement, Spring Creek Towers, Knickerbocker Village, and many others. Since March 2020, Starry has more than tripled the size of its Starry Connect program and today it is available in more than 40,000 units of public and affordable housing across New York City, Los Angeles, Boston, Denver, Columbus, Washington, DC, and Northern Virginia.

About the Internet Master Plan & RFEI Universal Solicitation for Broadband Services in NYCHA Residences

In January 2020, the City announced the New York City Internet Master Plan, a first-in-nation plan that provides the roadmap to universal broadband in New York City, and the steps the City will take to close the digital divide. Providing equitable broadband is vital to ensuring economic prosperity, digital inclusion, and full participation of all New Yorkers in the digital economy. Universal broadband will also pave the way for next generation technologies such as 5G to be fully accessible to all New Yorkers.

As part of the Internet Master Plan, the NYC Economic Development Corporation (EDC) issued an RFEI in June 2020 to solicit interest from internet service providers, both large and small, to propose plans and innovative ideas on how to provide robust and reliable broadband access to rapidly close the digital divide for NYCHA residents. In May 2021, the City announced that it had executed license agreements with five vendors, Starry, Sky Packets, Silicon Harlem, Flume, and NYC Mesh.

About the Emergency Broadband Benefit (EBB)

The Emergency Broadband Benefit program was passed into law by the U.S. Congress in December 2020 and launched by the [Federal Communications Commission](#) (FCC) in May 2021. The EBB provides a discount of up to \$50 per month towards broadband service for eligible households and up to \$75 per month for households on qualifying Tribal lands. Eligible households can also receive a one-time discount of up to \$100 to purchase a laptop, desktop computer, or tablet from a participating provider. The EBB is limited to one monthly service discount and one device discount per household.

Starry was [qualified](#) as a participating broadband service provider by the FCC for its Starry Connect program. As a result, residents living in any Starry Connect partner community are automatically eligible to receive the EBB benefit, should they choose to opt-into the program.

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About Starry

At Starry, Inc., we believe the future is built on connectivity and that connecting people and communities to high-speed, broadband internet should be simple and affordable. Using our innovative, wideband hybrid-fiber fixed 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're building a platform for the future by putting our customers first, protecting their privacy and ensuring access to an open and neutral net. 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 to Columbus, Ohio and nationwide. To learn more about Starry or to join our team and help us build a better internet, visit: <https://starry.com>.

About New York City Housing Authority

The New York City Housing Authority (NYCHA) is the largest public housing authority in North America, housing nearly 400,000 residents. NYCHA's mission is to increase opportunities for low- and moderate-income New Yorkers by providing safe, affordable housing and facilitating access to social and community services. Over 390,000 New Yorkers reside in NYCHA's 316 public housing developments and PACT developments around the five boroughs. Over 190,000 receive subsidized rental assistance in private homes through the NYCHA-administered Section 8

Leased Housing Program. For more information, visit www.nyc.gov/nycha, and for regular updates on NYCHA news and services, connect with us via www.facebook.com/NYCHA and www.twitter.com/NYCHA.

Media Contacts:

Starry, Inc.

Mimi Ryals

mryals@starry.com // press@starry.com

Mercury for Starry, Inc.

Jennifer Wlach / Kimberly Winston / John Collins

starry@mercuryllc.com

New York City Housing Authority (NYCHA)

Press Office

media@nycha.nyc.gov