



TOWN OF HAMPDEN DIGITAL EQUITY PLAN: INTERNET FOR ALL

SEPTEMBER 30, 2025





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Table of Contents

Introduction..... 3

Summary of High Priority Recommendations 3

PART 1: INTRODUCTION AND BACKGROUND 5

 Purpose and Vision..... 5

 The Importance of Bridging the Digital Divide..... 5

 Partnering with MBI to Bridge the Divide..... 6

 The Plan Process 6

 Outreach and Community Engagement..... 6

 Community Partnerships 7

 Hampden Council on Aging..... 7

 Hampden Public Library 7

 Town Offices and Services 8

PART 2: CURRENT CONDITIONS AND FINDINGS..... 9

 Impediments to Digital Equity..... 9

 Review of the Current Digital Accessibility Landscape 9

 Demise of the Affordable Connectivity Program 9

 Other Recent Changes in Federal Funding..... 10

 Existing Broadband Availability & Affordability in Hampden..... 12

 Existing Broadband Services 12

 Devices in Use by Hampden Residents 14

 Relationship of Income Level to Digital Access 15

 Digital Divide Experienced Disproportionately by Age 18

 Digital Equity in Our Rapidly Evolving Economy 19

PART 3: CONCLUSIONS AND RECOMMENDATIONS 21

 Top Recommendations for Initial Implementation..... 21

 Conclusion 21

 Appendix A: Executive Summary of Massachusetts Digital Equity for All Plan 22

Introduction

The “Digital Divide” is the gap between those who have affordable access, skills and support to effectively engage online and those who do not. Digital equity is a condition in which all individuals and communities have the information technology capacity needed for full participation in our society, democracy, and economy (*National Digital Inclusion Alliance, <https://www.digitalinclusion.org/definitions/>.*)

To address this critical issue of the digital divide and to further digital equity at the municipal level, the Massachusetts Broadband Institute created the Municipal Digital Equity Planning program to help communities explore the local conditions related to the digital divide and come up with community-based solutions on how best to create digital equity. This draft report reflects the culmination of empirical research into the current status of digital equity, drawing on several meetings with the Town of Hampden’s core advisory group guiding the Pioneer Valley Planning Commission’s municipal digital equity planning in Hampden, and incorporating feedback received through several public engagement outreach efforts. Based on both quantitative and qualitative data and input, the following programmatic and process strategies are recommended for implementation to ensure further progress towards digital equity in Hampden.

Digital divide is the issue.
Digital equity is the goal.
Digital inclusion is the work.

Summary of High Priority Recommendations

The Town of Hampden’s digital equity planning process identified key priorities reflecting unique characteristics and current developments within the town, resulting in the following recommendations for implementation:

1. Create a permanent digital access planning group for the Town of Hampden.
2. Modernize new Hampden Town Offices with fiber optic cable and public Wi-Fi as public improvement project.
3. Increase Wi-Fi accessibility by renewing the hotspot lending program and deploying public Wi-Fi infrastructure in strategic locations.
4. Coordinate town-wide programs through the Council on Aging and Public Library to provide digital skills training and technical support for town residents.
5. Engage PVPC to provide guidance during implementation phase.

PART 1: INTRODUCTION AND BACKGROUND

Purpose and Vision

The purpose of this report is to provide the Town of Hampden with a digital equity roadmap to help guide the town in its efforts to overcome the digital divide for its residents. Based on both quantitative and qualitative data and input, the following programmatic and process strategies are recommended for implementation to ensure further progress towards digital equity in Hampden.

The following vision statement has shaped PVPC’s work in the Town of Hampden in pursuit of improved digital equity:

“Our vision is for ALL residents of Hampden to have access to affordable, high-speed internet; appropriate devices; and support to understand the use of this technology. Our vision recognizes that access, which includes cost, speed, devices and knowledge, is not a privilege for those who can afford it, but a right for all residents.”

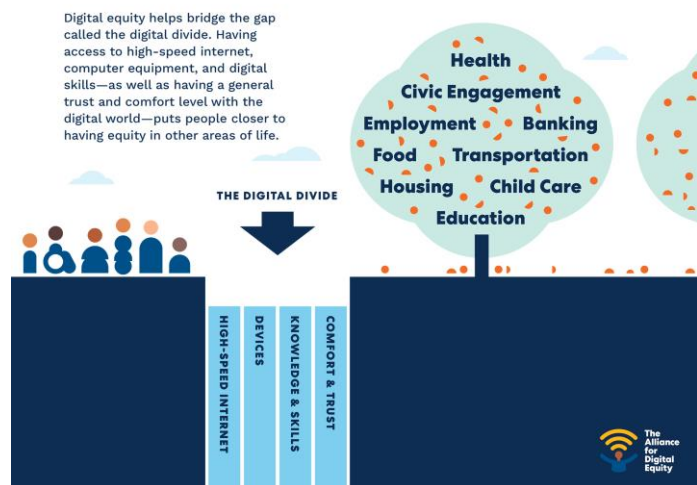
This digital equity plan lays the groundwork for investing in the community to achieve digital equity for all. With this plan, the town will be well-positioned to compete for funds to support broadband infrastructure and digital equity programs.

The Importance of Bridging the Digital Divide

Technology and the internet show up in every part of our daily lives: connecting with family and friends, employment, finding housing, connecting with services and health providers, education, and much more. However, as technology grows, so does the digital equity divide (the disparity in access to digital technologies - limited access to devices, unaffordable or unreliable broadband, limited technology knowledge).¹

Inequitable access to digital technologies creates multiple barriers to equity across several dimensions of our lives, including health, education, employment, and government services. The flip side of that coin is that by removing those barriers to digital equity, we are able to accelerate efforts to achieve equity across those many dimensions.

The image here, prepared by Baystate Health-based Alliance for Digital Equity, graphically illustrates both the challenges posed by a lack of digital equity and the potential benefits resulting from successfully bridging the digital divide. Existing barriers to



¹ Baystate Medical Center, 2022 Community Health Needs Assessment, p. 87. <https://www.baystatehealth.org/about-us/community-programs/community-health-needs-assessments>.

digital equity include lack of access to high-speed internet, lack of devices, lack of necessary knowledge and skills, and absence of comfort and trust. These barriers impede the ability of residents to access services increasingly available online, such as health care, education, and civic engagement. As we remove each type of barrier, access becomes more equitable.

Partnering with MBI to Bridge the Divide

The Massachusetts Broadband Institute (MBI), a division of Massachusetts Technology Collaborative (MassTech) has been the primary conduit channeling federal funds into the Commonwealth of Massachusetts for the purpose of expanding digital equity and eliminating the digital divide. The Municipal Digital Equity Planning Grant program was designed to help communities explore the local conditions related to the digital divide and come up with community-based solutions on how best to create digital equity.

The Plan Process

PVPC began providing Municipal Digital Equity Planning services to the Town of Hampden in late 2024 and collaborated closely with the Town. PVPC staff and Hampden representatives worked together to identify specific community needs related to digital access, literacy, devices, connectivity, and affordability.

This work consisted of three main categories of work:

- Exploring current conditions (including mapping existing digital equity assets)
- Engaging in community engagement conversations
- Making prioritized recommendations for further investment

Specifically the PVPC:

- 1) Worked with the Town Administrator who provided guidance throughout the planning process.
- 2) Conducted asset mapping by researching the existing municipal digital equity status and needs.
- 3) Determined the existing baseline of community digital equity.
- 4) Provided qualitative data research for a needs assessment.
- 5) Provided recommendations for improvements.

Outreach and Community Engagement

The main issues uncovered in the community engagement process included both internet access and skills. Some community members, primarily senior citizens, have limited access to the internet and may not always be able to access the senior center or library due to limited hours and adverse weather conditions. Residents who have access to the internet may still not have sufficient skills to confidently use the resources and are often concerned about fraud. There is a range of proficiency levels and a need to address different abilities and usage levels.

Community Partnerships

In Hampden, two organizations provide assistance with digital access to residents: the Council on Aging and the Library. During the pandemic, the library was able to provide hotspots for local residents as needed, but the program has not continued. Although assistance is available upon request, no specific digital literacy programs are currently being offered.

Hampden Council on Aging

The Hampden Council on Aging/Senior Center is a gateway and focal point for comprehensive service and resources for older people. The COA provides a wide variety of services including assistance with digital access as needed and resources to avoid or combat online fraud. The center is open Monday through Friday 9:00 a.m. to 3:00 p.m. Programs include health and wellness, arts & crafts, and recreation and education. The Senior Center also provides free wifi.



Services are paid for through donations and some fees for certain classes. Staff includes a director, outreach worker, activities coordinator, mealsite manager, and clerical staff. The senior center serves as an information and referral agency, focusing on education,

health, legal, and financial information.

Transportation is available on call via the Pioneer Valley Transit Authority.



Hampden Public Library

The Hampden Free Public Library provides a variety of digital resources and assistance in using them. The library provides computer stations and direct access to the internet as one of the means of fulfilling its mission to provide “information, education and entertainment to all members of the Hampden community through a variety of formats including current technology...” Staff provide assistance to library internet users to the extent possible. As mentioned above, the library was able to operate a hotspot loan program during the pandemic, but the program is currently inactive. The library is located in the Hampden Town House at 625 Main Street, along with other town functions, and is projected to move to the new town office facility, a former middle school.



Town Offices and Services

The Town is moving its offices from the Hampden Town House on Main Street to a former middle school building at 85 Wilbraham Road. The lease between the Town of Hampden and the Hampden Wilbraham Regional School District for the Thornton W. Burgess Middle School ended on June 30, 2025, and the Town regained full possession of the building on July 1, 2025. The Hampden Selectboard, Parks and Recreation Department, and several other town offices will move their respective operations into the school building in late 2025. The library is also expected to move to the new location.

The former Thornton W. Burgess Middle School was constructed by the Town of Hampden in 1967. The 72,000 square foot single level building includes a 12,000 square foot gymnasium, a 5,000 square foot cafetorium, a 5,000 square foot library, 25 classrooms, administrative offices, a commercial grade kitchen and approximately 190 parking spaces. The school building remains in good condition and the Town owns the building outright.



The expansive size of the school building and adjacent grounds allows for a broad range of activities to be co-located on the property. The Hampden Public Library will move into the existing school library facility and adjacent classrooms, expanding its size and creating opportunities for additional programming for adults, teens and children. The Hampden Parks and Recreation Department will move into the rear of the school building with access to the gymnasium, locker rooms and adjacent classrooms for expanded programming. The Parks & Recreation Department will have 24/7 access to the gymnasium and playing fields, creating the opportunity for expanded programming for young children, adults and seniors during the daytime.

Additional space in the former school building can be made available to local organizations looking for meeting and activity space. The cafeteria and gymnasium will continue to be used for large gatherings and Town Meetings. Importantly, the building will provide the Town's administrative offices with the office and meeting spaces needed to operate effectively and efficiently; and every service or activity that takes place within the building will be on the ground floor, ensuring that residents of all abilities have access.

One of the greatest needs for these new functions in the building is to have updated and modernized internet service. The Town will have a consultant assess the current service and the potential for upgrading to fiber optic services.

PART 2: CURRENT CONDITIONS AND FINDINGS

Impediments to Digital Equity

Impediments to digital equity in the Town of Hampden are broadly consistent with those facing residents both state- and nation-wide. The National Telecommunications and Information Association (NTIA) has identified the following areas of concern:

- Broadband Affordability & Availability
- Accessibility of Devices and Device Support
- Digital Literacy
- Privacy & Cybersecurity
- Accessibility & Inclusivity of Public Resources²

Digital literacy, privacy, and security are of particular concern to Hampden residents.

Review of the Current Digital Accessibility Landscape

Demise of the Affordable Connectivity Program

Over the past two years, there have been significant changes in terms of accessibility to broadband internet for low-income residents. To its credit, via a bipartisan agreement, the federal government created the Affordable Connectivity Program (ACP) to provide subsidized access to broadband services. The ACP provided access to the internet at a significantly lower cost than the market rate and was a great benefit for those who used it.

The Affordable Connectivity Program was a key component of the Bipartisan Infrastructure Bill passed in 2021 that made significant inroads in eliminating gaps in access to digital accessibility. The ACP replaced the previous EBB Program (Emergency Broadband Benefit).

Across Massachusetts, prior to the discontinuation of the program, the ACP helped 368,000 households to access affordable internet access and, in some cases, also devices such as tablets. In Hampden, the program helped approximately 157 households to cross the digital divide, accessing the internet for prices that were much more affordable than market rates.

² The statewide digital equity plan prepared by the Massachusetts Broadband Institute (MBI) addresses measurable objectives to overcome barriers relating to these areas. The Executive Summary of the statewide plan can be found in Appendix A.

From the program's inception at the beginning of 2022, ACP claimants in Hampden were able to access a total of approximately \$89,000 in ACP benefits, helping those families while also freeing up household income for other needs. As Congress did not approve a funding extension for the program, it ceased operating in May 2024, leaving the program's 157 participants in Hampden without this critically needed assistance.

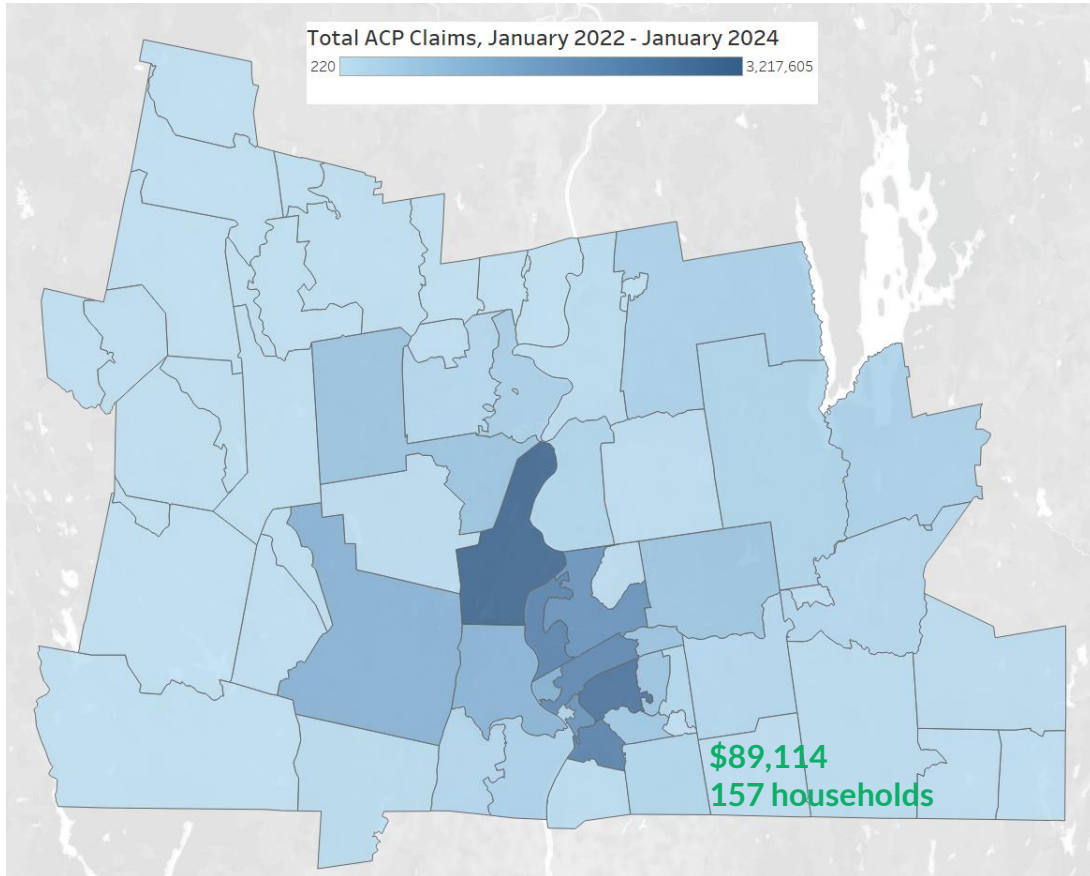


Figure 1

Other

Recent Changes in Federal Funding

With the transition from the Biden to the Trump Administrations, several changes have occurred that impact the path forward. As of the date of this report, the following changes have occurred:

- On May 8, 2025, President Trump announced the cancellation of the federal Digital Equity Act, under which states were to receive funds to improve access to the internet, including \$2.5B to implement state plans to address digital accessibility barriers.
- On May 16, 2025, in response to the Trump Administration's announcement, Massachusetts Governor Maura Healey announced that several Massachusetts programs were being suspended indefinitely:

“The termination of the DEA Capacity Grant Program will suspend the Massachusetts Broadband Institute (MBI) at Massachusetts Technology Collaborative’s (MassTech’s) Launchpad Program and the expansion of Municipal Digital Equity Planning and Municipal Digital Equity Implementation Programs. As a result, the programs will be forced to suspend efforts to advance digital skills training, expand access to digital devices, and assist local governments with digital equity planning activities across Massachusetts.”³

Trump Administration Halts \$14.1 Million in Funding to Increase Internet Access in Massachusetts

Programs were Aimed at Expanding Internet Access and Adoption for Veterans, Rural Communities and Individuals with Disabilities



May 16, 2025

Source: Mass.gov

Boston – The Healey-Driscoll Administration is raising the alarm about the Trump Administration’s recent action to terminate \$14.1 million in federal funding to expand internet access for veterans, rural communities and individuals with disabilities in Massachusetts. The previously awarded funding from the Digital Equity Act (DEA) Capacity Grant Program would have provided communities with the tools, skills and resources to expand the adoption and use of high-speed internet service.

“Everyone deserves access to the internet. It’s essential for being able to participate in our economy and utilize the resources and services that so many of us rely on,” said **Governor Maura Healey**. “It’s terrible that the Trump Administration is blocking our efforts to bring internet access to veterans, rural communities and individuals with disabilities across the state.”

“The Trump Administration continues to gut programs that connect people with essential services, training opportunities, and tools needed to achieve upward mobility,” said **Lieutenant Governor Kim Driscoll**. “While the federal government is busy rolling back efforts to expand internet access, Massachusetts will keep building on our progress toward internet for all, ensuring everyone has the ability to participate in the digital economy.”

The termination of the DEA Capacity Grant Program will suspend the Massachusetts Broadband Institute (MBI) at Massachusetts Technology Collaborative’s (MassTech’s) **Launchpad Program** and the expansion of **Municipal Digital Equity Planning** and **Municipal Digital Equity Implementation Programs**. As a result, the programs will be forced to suspend efforts to advance digital skills training, expand access to digital devices, and assist local governments with digital equity planning activities across Massachusetts.

On June 4, 2025, in testimony before the U.S. Senate Appropriations Committee, U.S. Secretary of Commerce Howard Lutnick indicated that changes would be coming to the BEAD program. On June 6th, the Trump Administration announced the “Benefit of the Bargain BEAD Program,” a new set of guidelines substantially altering the conditions under which states will be eligible for funding: “After careful review, NTIA announces reforms that will remove rules favoring particular technologies and eliminate unnecessary regulatory burdens.”⁴

³ Trump administration halts \$14.1 million in funding to increase internet access in Massachusetts. Mass.gov. (n.d.). <https://www.mass.gov/news/trump-administration-halts-141-million-in-funding-to-increase-internet-access-in-massachusetts>

⁴ NTIA Press Release, June 6, 2025. “Trump Administration Announces the Benefit of the Bargain BEAD Program that Removes Regulatory Burdens, Lowers Costs and Expands Use of All Technologies”. <https://www.ntia.gov/press-release/2025/trump-administration-announces-benefit-bargain-bead-program-removes-regulatory-burdens-lowers-costs>.

On July 11, 2025, the Massachusetts Executive Office of Economic Development and Massachusetts Broadband Institute released a new solicitation that aligns with and implements the updated BEAD Program requirements. According to this new Benefit of the Bargain Round:

“The Commonwealth of Massachusetts has been allocated BEAD funding totaling \$147 million to support expansion of broadband access to Unserved and Underserved Locations. The Executive Office of Economic Development (EOED), working in close collaboration with MBI, is managing the Commonwealth’s BEAD funding. EOED is the prime recipient and responsible for the delivery, reporting, and compliance related to the funding. The BEAD program in Massachusetts aims to provide universal broadband access and support digital equity initiatives. The goal is that the BEAD deployment program will achieve its 100% availability goal.”

MBI submitted the Massachusetts BEAD Final Proposal to NTIA on September 4, 2025.

Existing Broadband Availability & Affordability in Hampden

Existing Broadband Services

Most of the Town of Hampden has access to broadband cable services. Federal Communications Commission (FCC) National Broadband Maps illustrate areas that are served by cable at a very detailed level but not for the entire town at once. In order to portray the entire Town of Hampden, the information becomes quite generalized and less useful. Figure 2 shows the availability of cable broadband in Hampden’s Town Center.

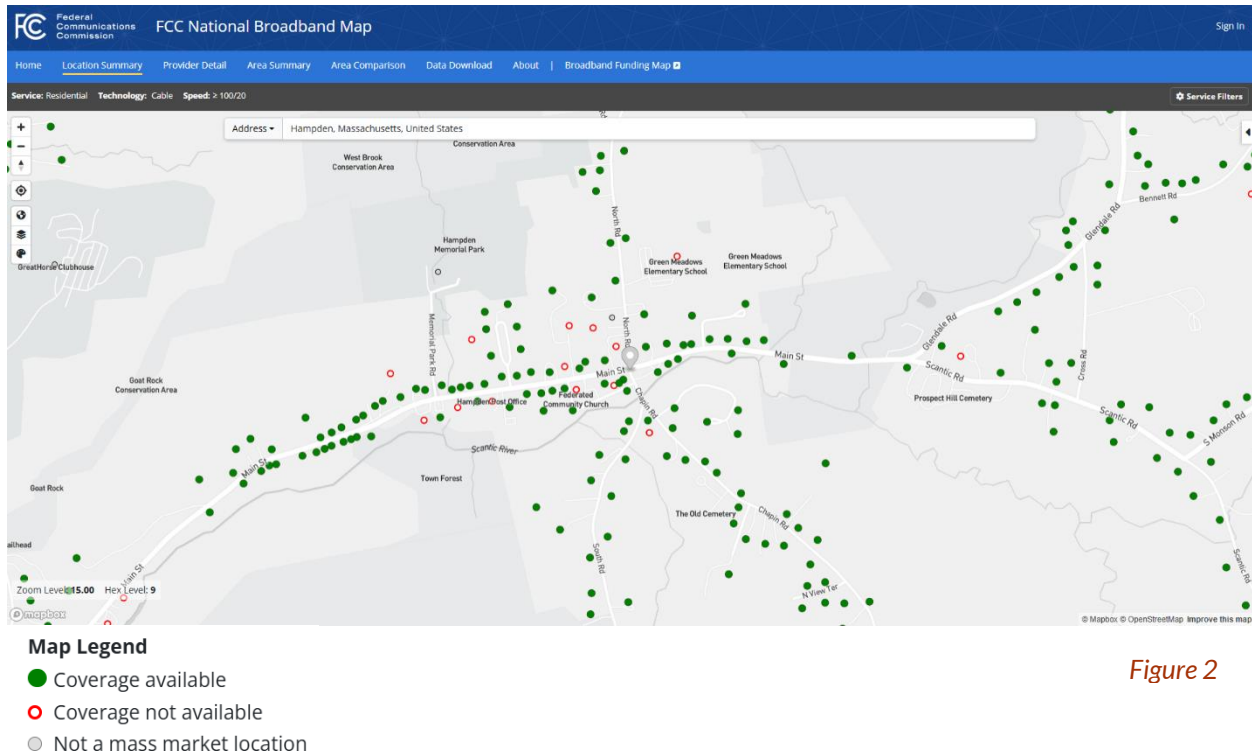
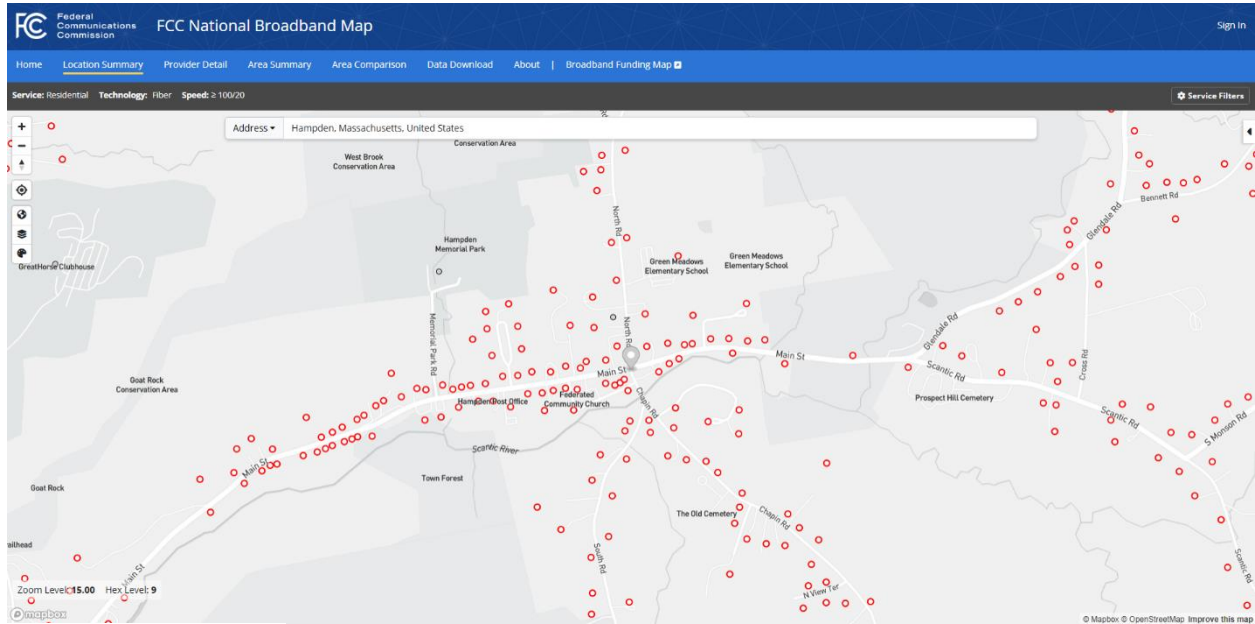


Figure 2

The pattern of available coverage is similar in most of the town, where coverage is indicated along most local roadways.

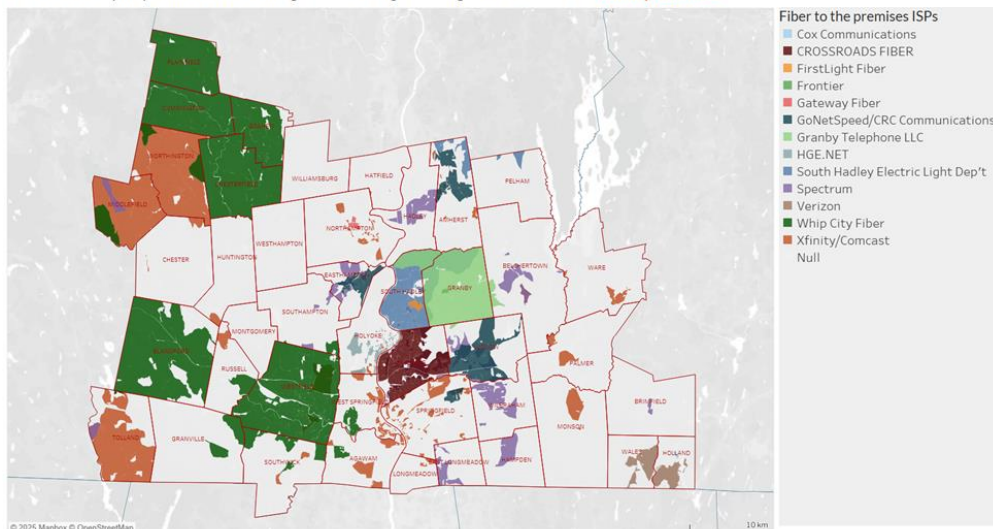
For broadband fiber optic service, it is a different situation, with most of the town lacking in service (see Figure 3). However, Spectrum has installed some fiber in a limited area, as can be seen in Figure 4.



- Map Legend**
- Coverage available
 - Coverage not available
 - Not a mass market location

Figure 3

Several fiber optic providers have emerged to challenge the large national ISPs like Xfinity/Comcast



Source: Federal Communications Commission, May 2025, FCC National Broadband Map, Data reflect biannual data from providers as of December 31, 2024, <https://broadbandmap.fcc.gov/home>

Note: Mapped data are shown at the Census Block level, indicating service is available within the Census Block, but may not be available throughout the indicated Census Block.

Figure 4

Devices in Use by Hampden Residents

The range of devices available for use at home is quite broad and varies by community and within communities. In Figure 3, we see that the share of households with desktop or laptop computers – certainly the “gold standard” for computing devices – was 86% in the Town of Hampden, which compares to 72% across Hampden County, and 83% across the Commonwealth of Massachusetts. The share of households in Hampden with smartphones (89%) and tablets (72%) exceeds the share in Hampden County.

The share of households in the Town of Hampden that apparently have no computer device, 4%, is quite low, and on par with the statewide average of 5%.

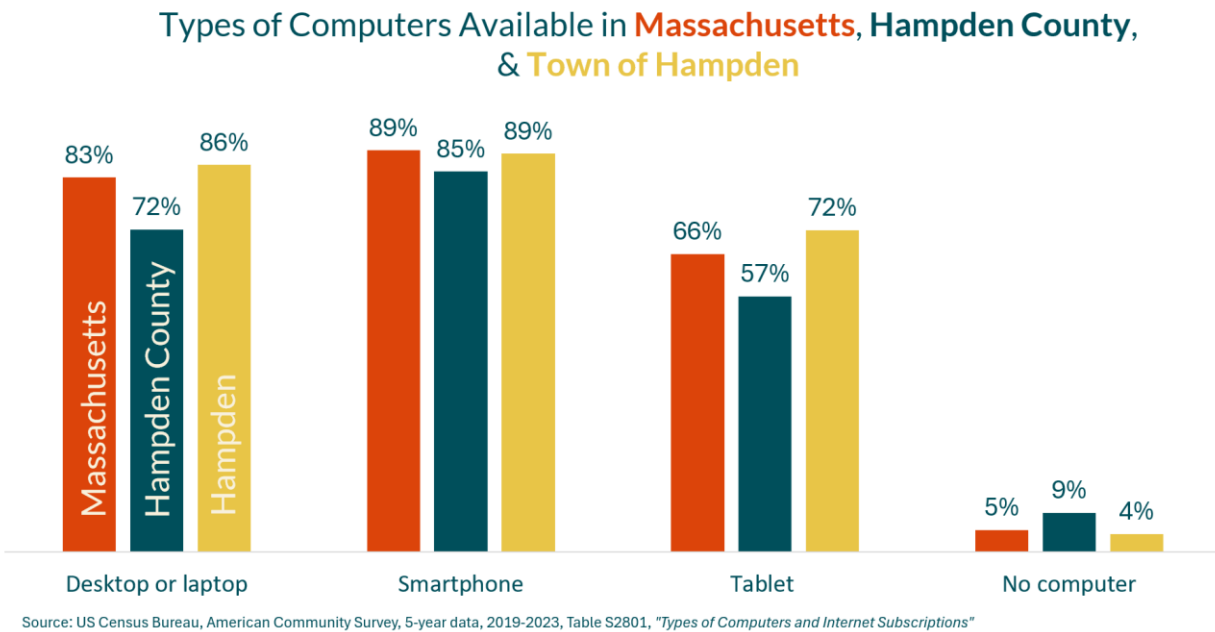


Figure 5

Relationship of Income Level to Digital Access

Our research throughout Hampden County has shown that the primary driver of digital inequity preventing people from accessing high quality internet services and devices such as desktop or laptop computers, is lack of affordability.

With a median household income of \$110,703, well above the Hampden County median of \$70,535, the Town of Hampden fares well on this count, with the fourth highest median household income in the county, behind only Longmeadow, Montgomery, and Wilbraham.

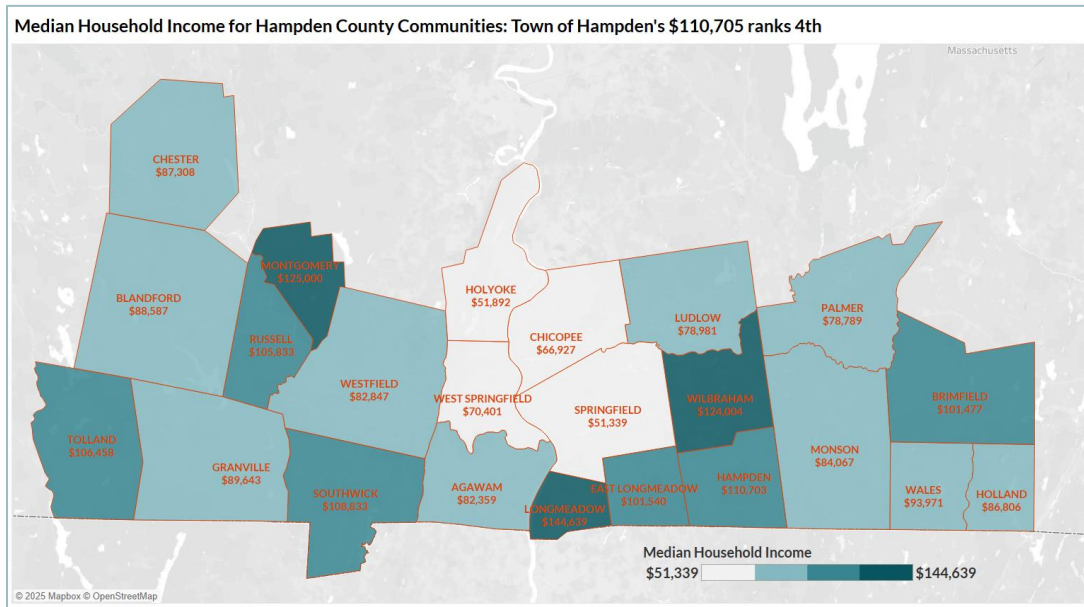
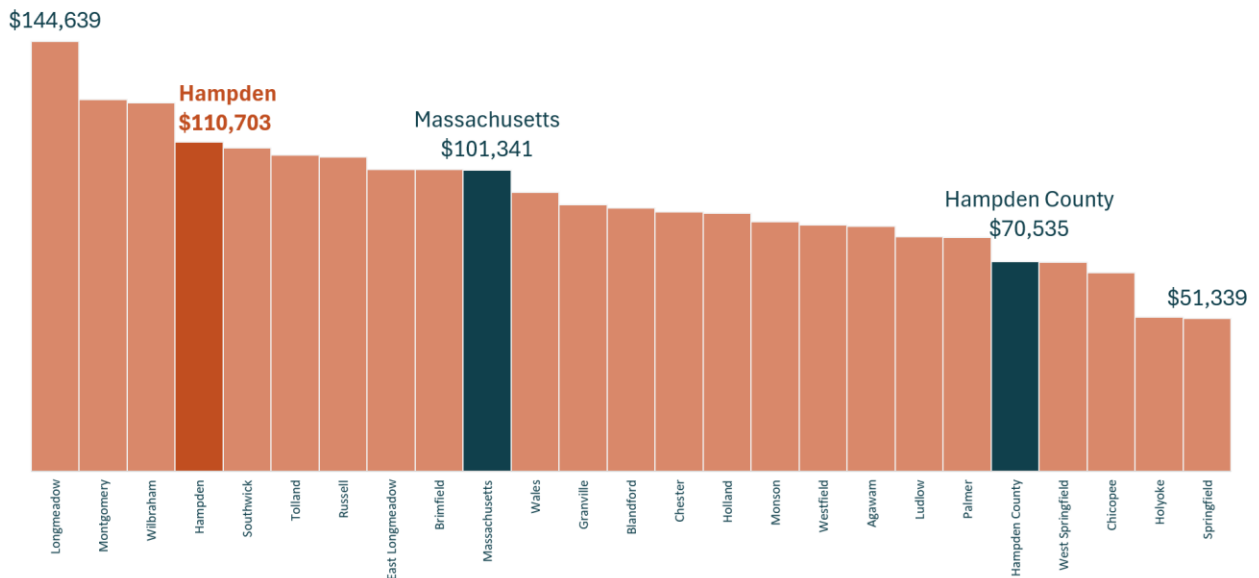


Figure 6

The **Town of Hampden's** median household income (\$110,703) falls above the county average, and 4th highest in **Hampden County**

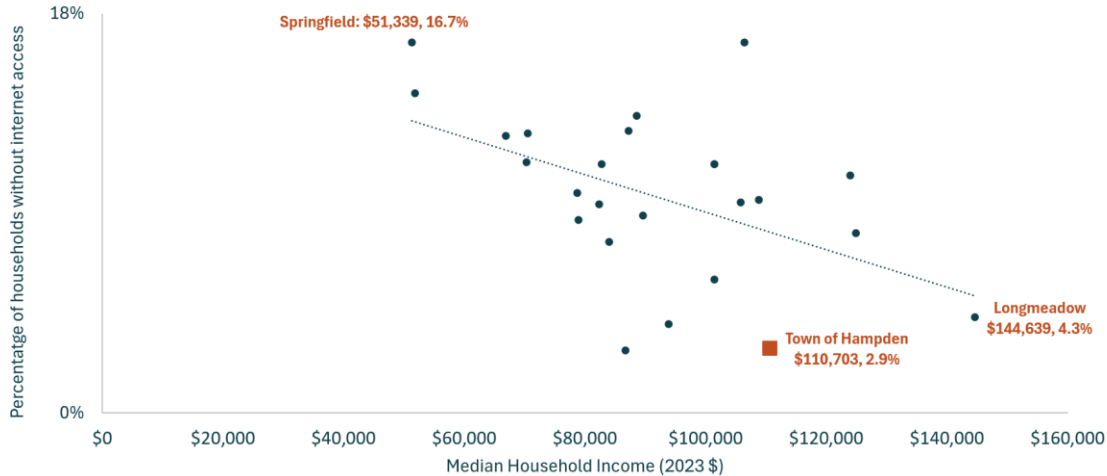


Source: US Census Bureau, American Community Survey, 5-year data, 2019-2023
 MedHHInc_NoInternet_SmartphoneOnly_ACSSTSY2023.S1901-2025-02-04T212232

Figure 7

Among the communities of Hampden County, the Town of Hampden has the second lowest share of households without an internet subscription.

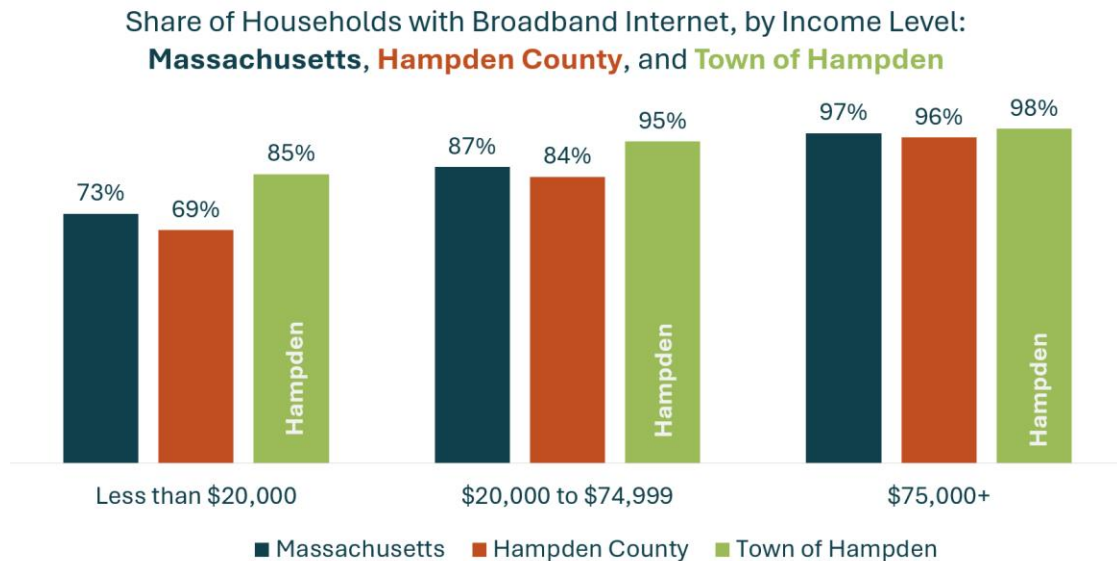
Strong relationship between income and ability to connect to the internet across Hampden County :
As incomes go up, percent of homes without internet goes down



Source: US Census Bureau, American Community Survey, 5-year data, 2019-2023
MedHInc_NoInternet_SmartphoneOnly_ACSST5Y2023.S1901-2025-02-04T212232

Figure 8

Figure 9 below shows the relationship between household income level and access to broadband internet, comparing the Town of Hampden with Hampden County and with the Commonwealth of Massachusetts. Among all households in Hampden with incomes less than \$20,000/year, 85% have broadband internet, while for households with income greater than \$75,000, nearly all (98%) have broadband internet.



Source: US Census Bureau, American Community Survey, 5-year data (2019-2023), Table S2801, Types of Computers and Internet Subscriptions
BroadbandbyIncome_MA_hampden_WFD_HKE_ACSST5Y2023.S2801-2025-02-25T181556

Figure 9

At the same time, we see hopeful trends in access to broadband for both low- and middle-income households, as shown below in Figure 6. Households with incomes less than \$20,000 saw an increase from 70% to 85% of households with broadband when comparing the five-year window 2019-2023 with the preceding 5-year window. For households with income between \$20k and \$74,999, the increase was from 87% to 95%, while for households with income of \$75,000 or higher, the modest increase was from 95% to 98%.

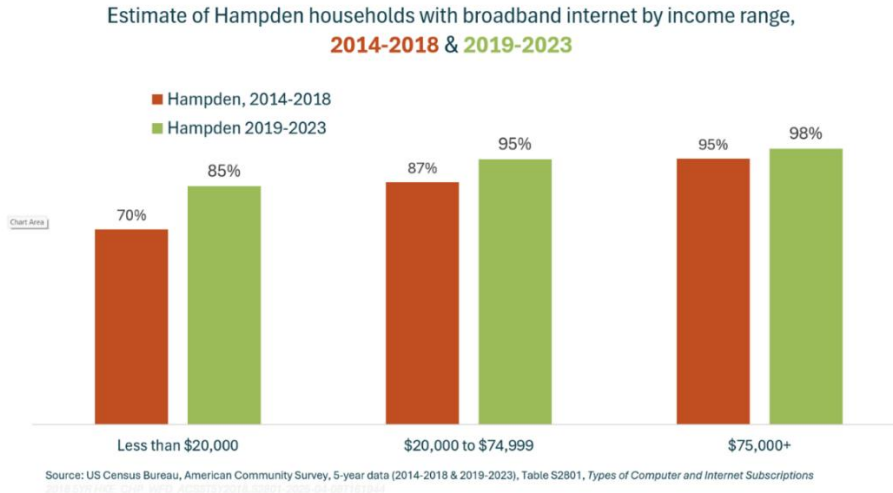


Figure 10: Estimate of Hampden households with broadband internet, by income range

Comparing Hampden to the rest of Hampden County, it can be seen that the percentage of households lacking an internet subscription is quite low, relatively speaking. The only part of the region with lower rates is a section of Longmeadow.

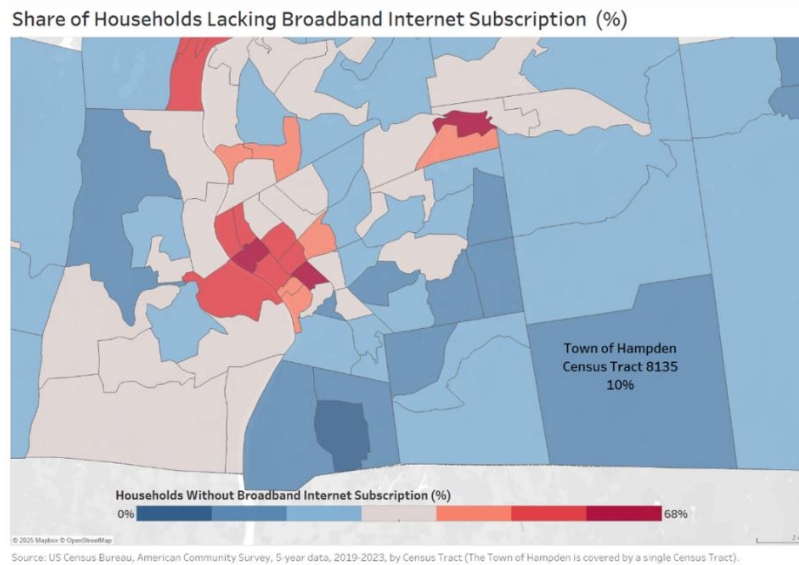


Figure 11

Digital Divide Experienced Disproportionately by Age

We also see stark inequalities based on the age of householder, with older residents – those 65 years old and older – experiencing much higher rates of lacking broadband internet of any kind. In Figure 8, we see that in Hampden, older residents lacked broadband internet at a notably higher rate than both adults 18-64 years of age and children. While the numbers showing lack of broadband internet for Hampden County and statewide are smaller than for Hampden, the ratios are very similar across all three geographies.

For older Hampden residents, lack of access to broadband internet is likely the result of a combination of factors, each of which needs to be addressed to close this gap in access. Affordability, lack of digital skills, and (well-founded) mistrust of the internet are all factors that are particularly acute for older residents.

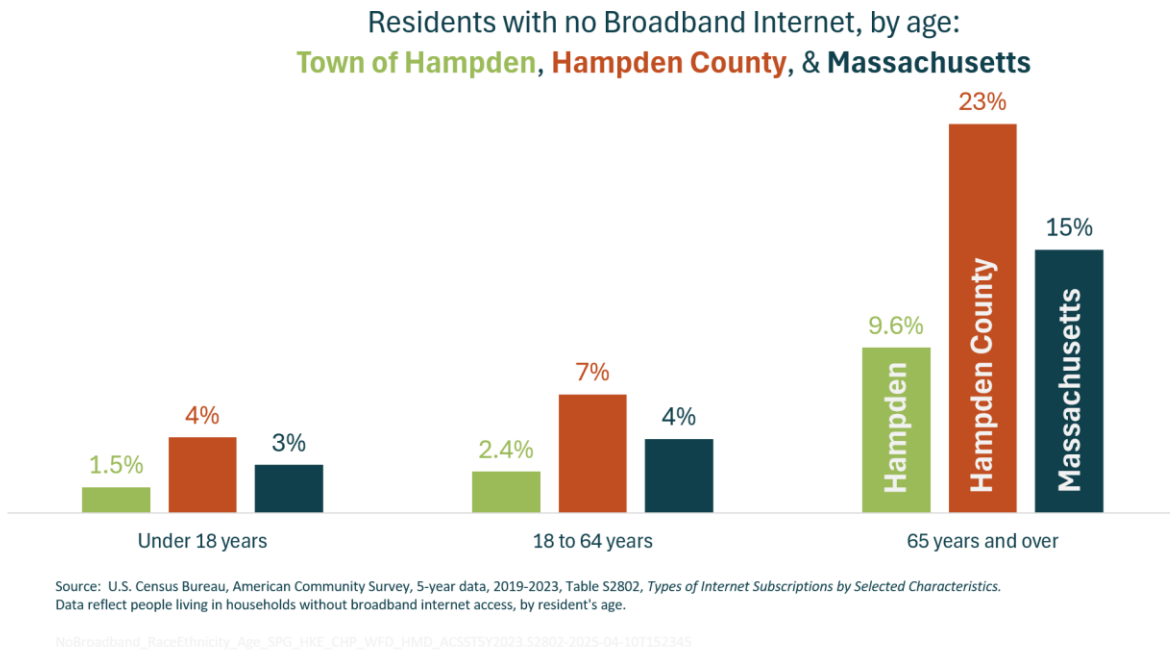
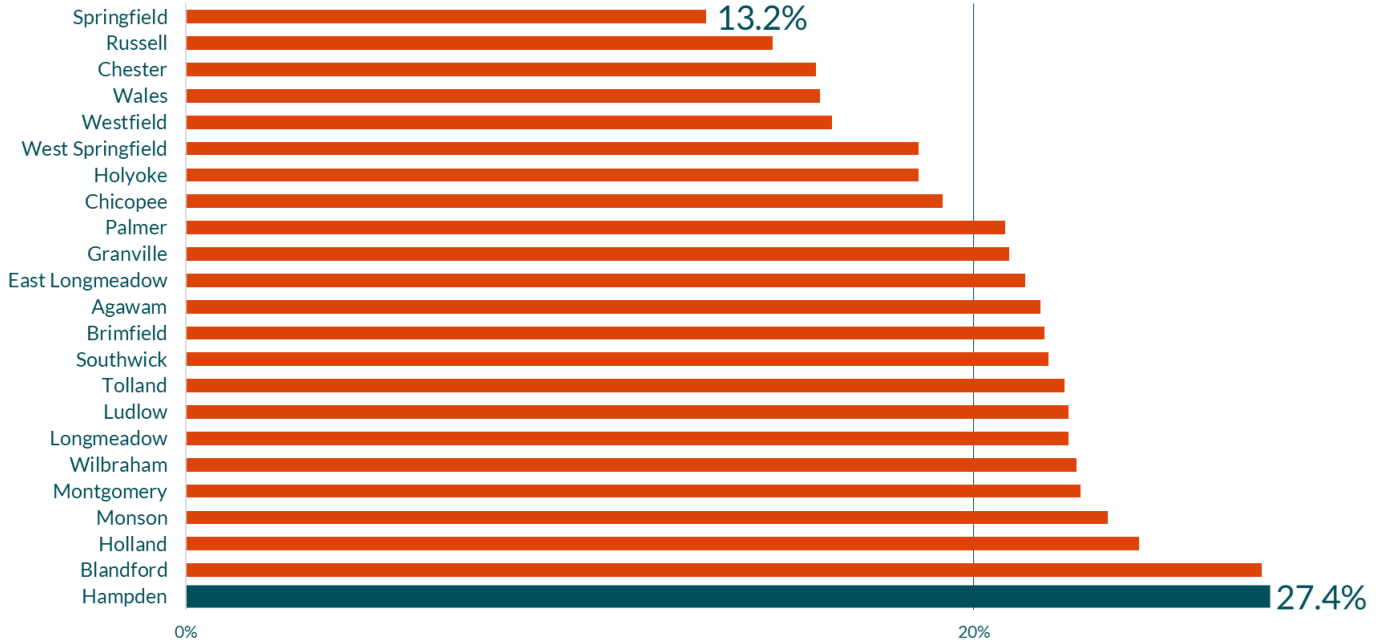


Figure 12: Share of households lacking broadband internet, by age

This disparity is particularly important in the Town of Hampden because with more than one in four residents age 65 or older (27.4%) it is the community with the highest share 65 years or older in Hampden County, as seen in Figure 13 below.

Town of Hampden has largest share of residents 65 years or older in Hampden County



Source: U.S. Census Bureau, American Community Survey, 5-year data, 2019-2023, Table S0101, Age and Sex.

Figure 13

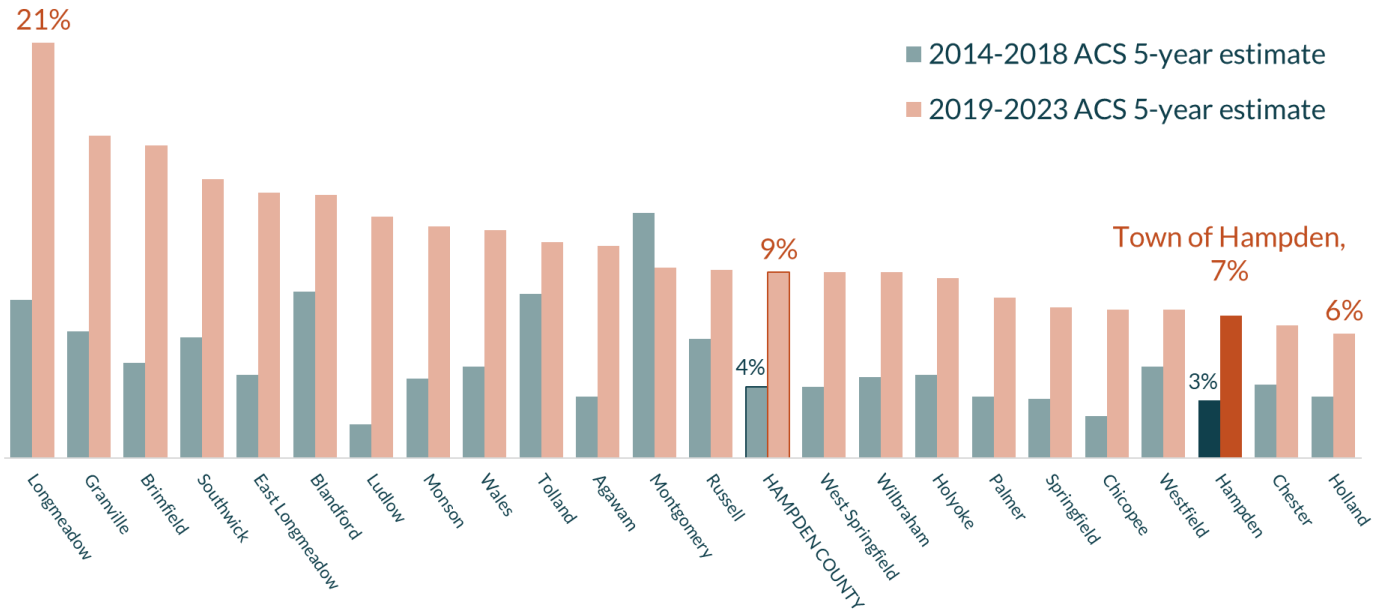
Digital Equity in Our Rapidly Evolving Economy

Achieving digital equity is important not only for the individuals and families living in our communities, but also for the overall economy, as the proportion of jobs requiring digital literacy grows. The increased share of workers working from home is one example of the shifts in our economy that can happen in a short period of time.

Hampden Digital Accessibility Plan

Figure 14 below shows that the share of workers working from home in Hampden has increased from 3% of workers to 7% of workers, while doubling county-wide throughout Hampden County, when comparing the five-year average from 2019-2023 with the preceding five-year window (2014-2018).

Share of workers working from home increases across Hampden County, estimate doubles in **Hampden**



Source: US Census Bureau, American Community Survey, 5-year data, 2014-2018 & 2019-2023, Table S0801, "Commuting Characteristics by Sex"

Figure 14: Share of workers working from home most work days

PART 3: CONCLUSIONS AND RECOMMENDATIONS

Top Recommendations for Initial Implementation

The Town of Hampden's digital equity planning process identified key priorities reflecting unique characteristics and current developments within the town. The largest IT project and need in the Town of Hampden is the upcoming move from the old town hall building to the new one and what is needed to be done to allow the Town to offer a state-of-the-art facility to its residents. The town plans to make this building the centerpiece of the Town and be as expansive as possible in its offerings. We look forward to MBI's help to make some of this possible. We also are making the following recommendations;

Create a permanent digital access planning group for the Town of Hampden.

Modernize new Hampden Town Offices with fiber optic cable and public Wi-Fi as public improvement project.

Increase Wi-Fi accessibility by reinvigorating the hotspot lending program and deploying public Wi-Fi infrastructure in strategic locations.

Engage PVPC to provide guidance during implementation phase.

The needs are defined in the attached implementation budget.

Conclusion

With this report, the Town of Hampden is well positioned to begin an organized and intentional effort to expand digital accessibility for its residents and businesses. PVPC's recommendations address all three legs of the "digital equity stool:" access to the internet, access to devices, and attainment of digital skills. They also address the important element connecting each of the legs—affordability—recognizing that socio-economic status is a powerful factor contributing to the digital divide.

The challenge for Hampden will be to pursue this work with an eye to the future, recognizing that the opportunity to move the town towards innovation and prosperity will be largely shaped by the quality of the digital infrastructure available to local residents and businesses. In this context, sustainability means thinking about how town resources, both funding and personnel, are deployed so they are integrated in all that the town does and supports. Similarly, the commitment to digital equity must be sustained in the context of ever-changing technology; while technology will evolve and the expectations of how people use technology will similarly shift, the commitment to digital equity should remain solid. If nothing else, this report should leave the town asking the question, "How do we support digital equity internally for town government and externally with our community in all that we do?" Doing so will not only close existing digital equity gaps, but it will also lay a strong foundation for the future prosperity of the town. This is the shift that the Hampden Digital Equity report seeks to catalyze.

Appendix A: Executive Summary of Massachusetts Digital Equity
for All Plan