

Resolution Encouraging the Use of Free Data Programs

WHEREAS, the African American Mayors Association (AAMA) promotes economic development for communities of color; and

WHEREAS, access to broadband has opened the door to increased opportunities in education, health, employment, and entrepreneurship; and

WHEREAS, free data plans, also known as sponsored data or zero rating, enable consumers to access certain content without it being counted against their allotted data; and

WHEREAS, free data effectively works to reduce financial hardships of low income consumers by reducing the cost of access to certain content thereby staying digitally connected to healthcare, educational and job opportunities and communications; and

BE IT RESOLVED, that the AAMA encourages the Federal Communications Commission to support free data programs as a cost effective policy for keeping low income consumers connected to the internet.

BE IT FURTHER RESOLVED, that the AAMA encourages the Federal Communications Commission in cases where claims of net neutrality are made find that as a method of low cost access, free data serves to bring more consumers online and ensure that increased market demand for broadband access is met.

BE IT FINALLY RESOLVED that copies of this resolution be transmitted to the President of the United States, the Vice President of the United States, members of the United States House of Representatives and United States Senate, the Chairman and Commissioners of the Federal Communications Commission, and other federal, state and local government officials as appropriate.