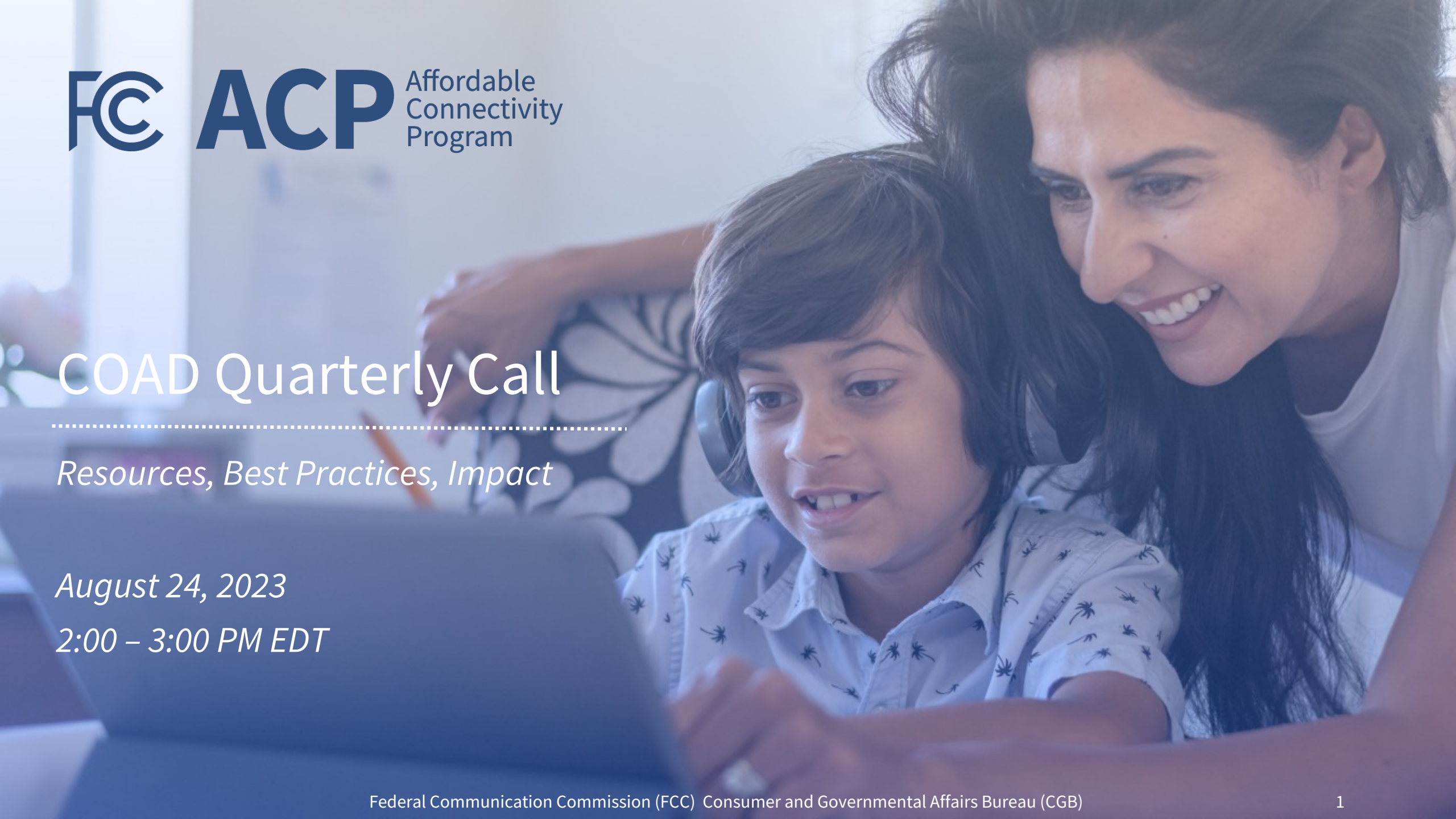

FCC ACP Affordable Connectivity Program

COAD Quarterly Call

Resources, Best Practices, Impact

August 24, 2023

2:00 – 3:00 PM EDT

Agenda

- **Welcome:**
  - **Keyla Hernandez**, Deputy Chief, Consumer Affairs & Outreach Division
- **20 Million Milestone:**
  - **Alejandro Roark**, Chief, Consumer & Governmental Affairs Bureau
- **ACP Outreach Grants:**
  - **Miriam Montgomery,** Grants Management Policy Advisor
- **New ACP Enrollment Tracker Map:**
  - **Joanna Fister**, Ind Economist, Office of Economics and Analytics
- **New ACP Outreach Materials and Talking Points:**
  - **Alejandro Roark**, Chief, Consumer & Governmental Affairs Bureau
- **Wrap-Up**

Keyla Hernandez, Deputy Chief, Consumer Affairs & Outreach Division

Consumer & Governmental Affairs Bureau

Alejandro Roark, Bureau Chief
Consumer & Governmental Affairs
Federal Communications Commission

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Consumer & Governmental Affairs Bureau

Consumer Policy Division	**Office of Intergovernmental Affairs**	**Office of Native Affairs & Policy**	**Disability Rights Office**	**Consumer Affairs & Outreach Division**	**Consumer Inquiries & Complaints Division**	**Web & Print Publishing Division**

www.fcc.gov/consumer-governmental-affairs

Digital Equity in Practice

Availability

Broadband Maps w/ Household Level Data

Broadband Data Collection

Choice

Consistent Consumer Information

Broadband Nutrition Labels

Affordability

Bridging the Broadband Affordability Gap

Affordable Connectivity Program (ACP)

Accessibility

Preventing Digital Discrimination

GN Docket No. 22-69

Impact

Inclusive Policy Process

Community Engagement & Impact

Affordability

Bridging the Broadband Affordability Gap

Affordable Connectivity Program (ACP)

20 Million+
Total Households Enrolled

Consumer Benefits
- 17,00+ Participating ISPs
- 8 Million + Devices Distributed
- 46% of enrolled households use ACP for fixed connections in the home

ACP/HUD Navigator Pilot Program
ACP/Navigator Pilot Program

FCC Outreach & Engagement
- 228 ACP Outreach Grants issued to trusted state, local and Tribal governments and community partners with $72 million invested.
- National Paid Media Campaign
- Federal Agency Partnerships
- 1,400+ FCC Supported Outreach/Enrollment events
- Program Education & Outreach Materials in 10 Languages

Consumer Support

- Multilingual ACP Support Center
- FCC rules to protect consumers participating in the ACP
- Dedicated FCC process for ACP complaints

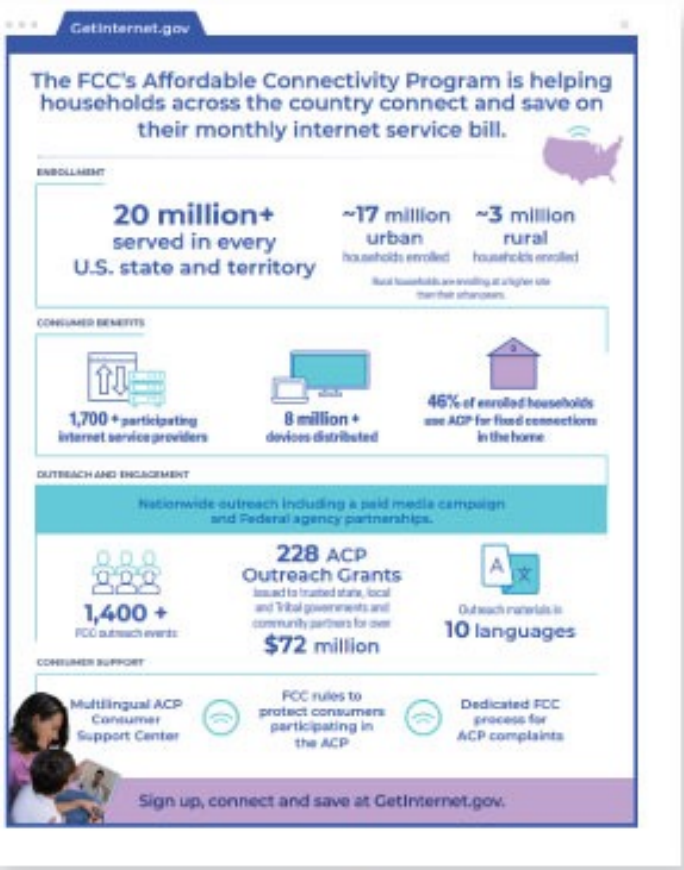
More information **www.GetInternet.gov**

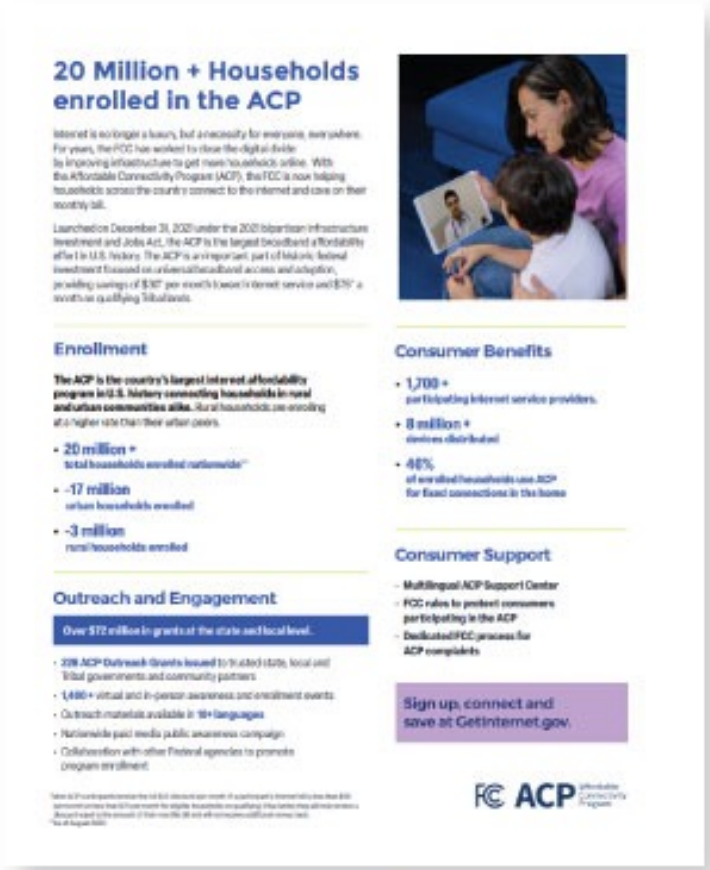
FCC ACP Affordable Connectivity Program

"For a long time, closing the digital divide focused on one part of the equation—the lack of physical infrastructure to get online. But we know that for many people, even when there was technically access, the cost to get online was too high. Thanks to investments from Congress, we have new tools to tackle both challenges, including the Affordable Connectivity Program that is helping struggling families to get or stay online to pay for this modern-day necessity.

Enrolling more than 20 million eligible households is no small feat—and wouldn't be possible without the partnership of organizations in rural, suburban, and urban communities across the country who are getting the word out about this powerful program. We've made too much progress in helping families get online to turn back now."

- FCC Chairwoman Jessica Rosenworcel





20 Million Households Enrolled

- *Social Media Toolkit*
- *Infographic*
- *Factsheet*
- *Social Posts w/ Captions*

Resources on the 20 million ACO enrollment milestone:

- Fact Sheet: https://www.fcc.gov/document/consumer-flyer-affordable-connectivity-program-reaches-20-million
- Infographic: https://www.fcc.gov/sites/default/files/[08-14-2023-39]FCC_ACP_Infographic_v10.pdf
- Social Media Sample Posts & Graphics: https://www.fcc.gov/sites/default/files/FCC-ACP-20M-Enrollment-social-media-posts.docx

ACP Outreach Grants

Trusted Community Messengers

Affordable Connectivity Program (ACP)

To date, the FCC has enlisted **241** outreach partners nationwide, across **55** States and Territories, providing over $**76M** in grant funding to conduct ACP awareness and enrollment support.

ACP Outreach Grant Program		
Sub - Program	**# of Recipients**	**Final Award Amount**
National Competitive Outreach Program - Round 1	177	$59,056,950
National Competitive Outreach Program - Round 2	12	$4,385,852
Tribal Competitive Outreach Program Round 1	20	$5,987,507
Tribal Competitive Outreach Program Round 2	*In Progress*	*In Progress*
Your Home, Your Internet Pilot Program	23	$4,946,440
ACP Navigator Pilot Program	9	$2,447,930
Total	**241**	**$76,824,679**

More information www.fcc.gov/acp-grants

ACP Enrollment Tracker

Measuring Impact

Affordable Connectivity Program (ACP)

The ACP Map Shows Total EBB & ACP Support by Area

4 Geographic Regions:

1. State
2. County
3. Congressional District
4. Zip Code

Data available for download here

- **Shaded by Quantiles**
  - The darkest regions have the top 20% of total EBB & ACP funding
- **Updated Monthly:**
  - Claims totals as of the 15th of the prior month
  - Subscriber totals as of the 1st of the prior month

More information www.fcc.gov/reports-research/maps/

FCC ACP Affordable Connectivity Program

What is coming up?

- **SEP 11-17:**
  - **Digital Connectivity & Lifeline Awareness Week**
- **OCT 2-6:**
  - **Digital Inclusion Week**

Digital Connectivity & Lifeline Awareness Week?

Digital Connectivity and Lifeline Awareness Week (formerly named Lifeline Awareness Week) is an annual outreach event that takes place the first full week after Labor Day in partnership with the National Association of Regulatory Utility Commissioners (NARUC) and National Association of State Utility Consumer Advocates (NASUCA).

The week is designed to both raise awareness of and increase participation in Lifeline and the Affordable Connectivity Program (ACP). Promotion of these programs is aimed at helping ensure no one gets left out of crucial services simply because they cannot afford it. Internet is no longer a luxury, but a necessity for everyone, everywhere.

Ways You Can Engage:

1. **Send an email and/or text to your memberships asking them to share their digital connectivity success stories and demonstrate the importance of closing the digital divide.**
2. **Issue an official press release, proclamation, or video announcement to show your organization's support.**
   - Proclamations for Digital Connectivity and Lifeline Awareness Week (NARUC's toolkit offers a sample).
   - Lift the need for high-speed internet access and affordability for all families.
   - Highlight local success stories and impact of programs like ACP and Lifeline, and the need to continue to close the digital divide.
3. **Promote and share the Digital Connectivity & Lifeline Awareness Week content online on social media, blogposts, and websites.**
   - Use sample posts in the NARUC toolkit or post your own content about how programs like ACP and Lifeline have helped millions of families across the country get connected.
   - Spread awareness about the ACP and Lifeline programs' impact in their community.
   - Hashtags: #digitalconnectivity #lifelineawarenessweek
4. **Host a local or virtual awareness event about the ACP and Lifeline programs.**

Resources to Support

- **NARUC's Toolkit:** https://pubs.naruc.org/pub/608D326E-CCE6-1934-5F57-E4EC0ED90344
  - Governor Proclamation
  - Traditional Media Sample News Release, Public Service Announcement, & Letter to the Editor
  - Social Media Sample posts
  - Outreach Events and Promotional Materials
  - Sample Letter to Companies and Community Groups

- **Lifeline Program:** https://www.fcc.gov/general/lifeline-program-low-income-consumers
  - Consumer Guide

FCC RESOURCES

FCC Resources

- To assist with scheduling an FCC speaker at a virtual event. Email ACPSpeakers@fcc.gov
- To support print requests that are in addition to materials covered by your budget as part of your award agreement. E-mail ACPInfo@fcc.gov
- To provide train-the-trainer sessions for your staff. Email ACPSpeakers@fcc.gov
- To address general inquiries related to outreach. Email outreach@fcc.gov

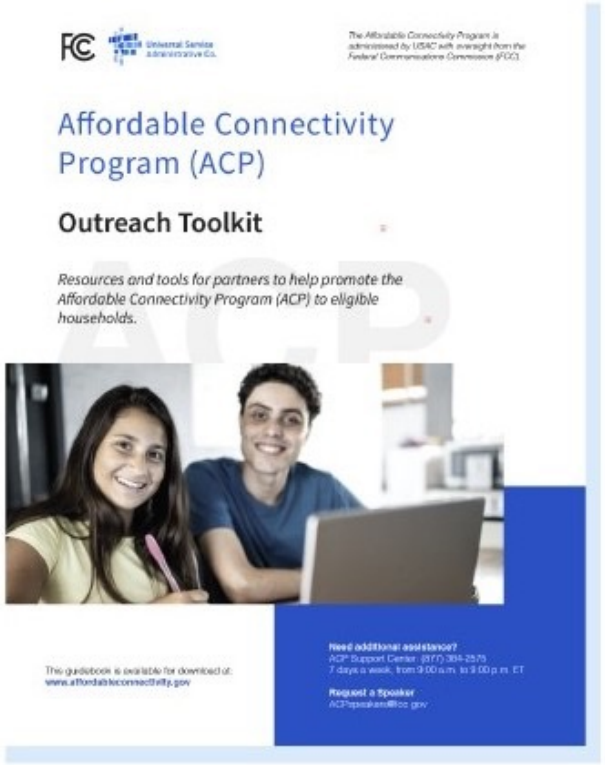
ACP Outreach Toolkit

Social	Printables	Videos and PSAs
• Logos	• Fact Sheet	• ASL Video
• Social Media Images	• Flyer	• Overview Video
• Draft Posts	• 9” x 5” Info Card	• Audio PSAs
• Newsletter Insert	• ¼ Page Handout	
• Draft Press Release	• Poster/Infographic	

The ACP Outreach Toolkit can be accessed at:
www.affordableconnectivity.gov/community-resources/

ACP Outreach Resources

Outreach Toolkit



Full page Flyers

Social Media Graphics

FCC ACP Affordable Connectivity Program

Quick Links

- **FCC's ACP Consumer Hub**: www.fcc.gov/ACP
- **Help Line:** Call the ACP Support Center at (877) 384-2575 or send an email to ACPSupport@usac.org
- **Consumer FAQ:** www.fcc.gov/affordable-connectivity-program-consumer-faq
- **Toolkit:** www.affordableconnectivity.gov/community-resources/
- **Accessibility:** FCC504@fcc.gov
- **To apply**: www.getinternet.gov
- **Contact**: ACPinfo@fcc.gov

FCC ACP
Affordable
Connectivity
Program
Helping Households Connect and Save
Enroll Today
www.GetInternet.gov