



# COAD Quarterly Call

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*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



**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

## 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

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**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

## Consumer Support

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

**More information**

**[www.GetInternet.gov](http://www.GetInternet.gov)**

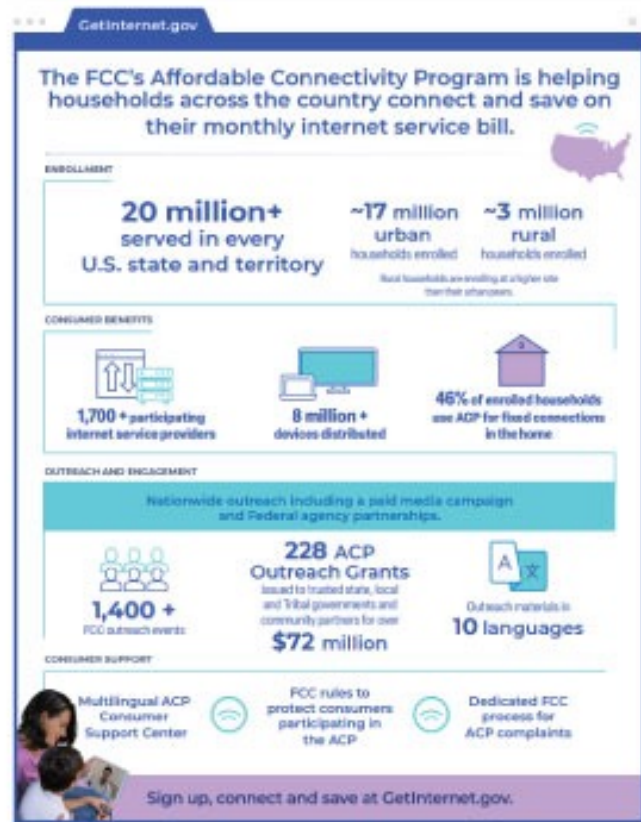


*"For a long time, closing the digital divide focused on one part of the equation—the lack of physical infrastructure to get online. But we know that for many people, even when there was technically access, the cost to get online was too high. Thanks to investments from Congress, we have new tools to 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 in the ACP

Internet is no longer a luxury, but a necessity for everyone, everywhere. For years, the FCC has worked to close the digital divide by improving infrastructure to get more households online. With the Affordable Connectivity Program (ACP), the FCC is now helping households across the country connect to the internet and save on their monthly bill.

Launched December 31, 2021 under the 2021 bipartisan Infrastructure Investment and Jobs Act, the ACP is the largest broadband affordability effort in U.S. history. The ACP is an important part of historic federal investment focused on universal broadband access and adoption, providing savings of \$30\* per month toward internet service and \$75\* a month for qualifying laptops.

### Enrollment

The ACP is the country's largest internet affordability program in U.S. history connecting households in rural and urban communities alike. Rural households are enrolling at a higher rate than their urban peers.

- 20 million+ total households enrolled nationwide\*
- ~17 million urban households enrolled
- ~3 million rural households enrolled

### Outreach and Engagement

Over \$72 million in grants at the state and local level.

- 228 ACP Outreach Grants issued to tribal, state, local and Tribal governments and community partners
- 1,400+ virtual and in-person awareness and enrollment events
- Outreach materials available in 10 languages
- Nationwide paid media public awareness campaign
- Collaboration with other Federal agencies to promote program enrollment

\*Based on participation in the ACP through the end of August 2023. A participating household may be eligible for the ACP for up to 12 months. Households are eligible for up to 12 months. ACP enrollment is subject to change. See <https://www.fcc.gov/consumer/affordable-connectivity-program> for more information.



### Consumer Benefits

- 1,700+ participating internet service providers
- 8 million+ devices distributed
- 46% of enrolled households use ACP for fixed connections in the home

### Consumer Support

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

Sign up, connect and save at [GetInternet.gov](https://www.getinternet.gov).



# 20 Million Households Enrolled

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



## Resources on the 20 million ACP 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](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	<i>In Progress</i>	<i>In Progress</i>
Your Home, Your Internet Pilot Program	23	\$4,946,440
ACP Navigator Pilot Program	9	\$2,447,930
<b>Total</b>	<b>241</b>	<b>\$76,824,679</b>

More information

[www.fcc.gov/acp-grants](https://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

## • Shaded by Quantiles

- The darkest regions have the top 20% of total EBB & ACP funding

## • Updated Monthly:

- Claims totals as of the 15<sup>th</sup> of the prior month
- Subscriber totals as of the 1<sup>st</sup> of the prior month

[Data available for download here](#)

**More information**

[www.fcc.gov/reports-research/maps/](http://www.fcc.gov/reports-research/maps/)



## What is coming up?

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

# Digital Connectivity & Lifeline Awareness Week?

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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:

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- 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

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- **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](mailto: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](mailto:ACPInfo@fcc.gov)
- To provide train-the-trainer sessions for your staff. Email [ACPSpeakers@fcc.gov](mailto:ACPSpeakers@fcc.gov)
- To address general inquiries related to outreach. Email [outreach@fcc.gov](mailto:outreach@fcc.gov)


# ACP Outreach Toolkit

Social	Printables	Videos and PSAs
<ul style="list-style-type: none"><li>• Logos</li><li>• Social Media Images</li><li>• Draft Posts</li><li>• Newsletter Insert</li><li>• Draft Press Release</li></ul>	<ul style="list-style-type: none"><li>• Fact Sheet</li><li>• Flyer</li><li>• 9” x 5” Info Card</li><li>• ¼ Page Handout</li><li>• Poster/Infographic</li></ul>	<ul style="list-style-type: none"><li>• ASL Video</li><li>• Overview Video</li><li>• Audio PSAs</li></ul>

The ACP Outreach Toolkit can be accessed at:  
[www.affordableconnectivity.gov/community-resources/](http://www.affordableconnectivity.gov/community-resources/)

# ACP Outreach Resources

## Outreach Toolkit



The guidebook cover for the ACP Outreach Toolkit features the FCC and ACP logos at the top. The title "Affordable Connectivity Program (ACP)" is prominently displayed, followed by "Outreach Toolkit". Below this, a subtitle reads: "Resources and tools for partners to help promote the Affordable Connectivity Program (ACP) to eligible households." A large photograph of a smiling couple looking at a laptop is the central visual. At the bottom, contact information for the ACP Support Center is provided, including a phone number (877) 385-2575 and a website (www.affordableconnectivity.gov). A small box at the bottom right asks if the user needs additional assistance and provides a link to request a speaker.

**Need additional assistance?**  
ACP Support Center: (877) 385-2575  
7 days a week, from 9:00 a.m. to 5:00 p.m. ET  
[www.affordableconnectivity.gov](http://www.affordableconnectivity.gov)

**Request a Speaker**  
[ACPspeakers@fcc.gov](mailto:ACPspeakers@fcc.gov)

## Full page Flyers



This section displays two full-page flyer templates. The top flyer features a woman and a child looking at a laptop, with the headline "Save up to \$30 a month on your internet service bill". The bottom flyer features a woman and a child looking at a laptop, with the headline "Save up to \$75 a month on your internet service bill". Both flyers include the ACP logo and a brief description of the program. The bottom flyer also includes a list of eligible households and a "Sign Up Today" button.

## Social Media Graphics



This section displays eight social media graphics arranged in a 4x2 grid. Each graphic features a different image of a family or individual using a laptop, with the ACP logo and a headline. The headlines include "Save up to \$30 a month on your internet service bill" and "Save up to \$75 a month on your internet service bill". The graphics also include a brief description of the program and a link to the ACP website.





## Quick Links

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

# FCC ACP Affordable Connectivity Program

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*Helping Households Connect and Save*

**Enroll Today**

[www.GetInternet.gov](http://www.GetInternet.gov)