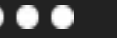




PUBLISHED BY KC DIGITAL DRIVE



# GREATER KC ACP REPORT

October 2022





# What is ACP?

## Affordable Connectivity Program

- The Affordable Connectivity Program (ACP) is a federal program that provides a broadband subsidy up to \$30/month to low-income households with an additional one-time \$100 device discount.
- If all eligible households in KC not currently signed up for the ACP were to enroll, there would be a net of \$4.1 million/month (\$49 million/year) in additional money to the KC economy.
- The FCC designated the Universal Service Administrative Co. (USAC) to administer the ACP, one of several Congressional Response programs and funds that Congress created during the COVID-19 pandemic. They publish ACP enrollment totals on a monthly basis.



# About this report

- KC Digital Drive has been compiling this data monthly as it is released, and will be issuing a regular report about the region's ACP activities and progress monthly.
- This publication generally includes YTD enrollment data through September 30, 2022; and is further noted on each slide/data set.
- We've been working with regional partners to develop a more strategic response and approach to get more eligible households signed up.
- This report contains three sections:
  - Data Analysis—Breakdown of the ACP-eligible and enrolled households
  - ACP Activity—Recap of ACP-related activities conducted by KC Digital Drive and other organizations in the region
  - Call to Action—Suggestions for how your organization can get involved



# HOUSEHOLD DATA







# 63,672 households in the KC region have enrolled in ACP

- If each currently enrolled household gets the full \$30/mo benefit, that is almost \$23M/year for low-income KC families.
- About 2,700 new households per month enroll in the program.

Number of ACP Sign-Ups by County by Month (as of 10/1/22)

County	Total Eligible Households	ACP Enrollment Totals								
		Jan 2022	Feb 2022	Mar 2022	Apr 2022*	May 2022	Jun 2022	Jul 2022	Aug 2022	Sep 2022
Jackson	89569	27154	27538	28824	28777	30078	31178	32658	33481	35093
Johnson	31039	3727	4045	4449	4700	5158	5672	6191	6651	7110
Wyandotte	26137	6427	6737	7131	7157	7391	7641	7821	8293	8657
Clay	20806	3423	3631	3972	4084	4379	4756	5229	5573	5957
Cass	8536	1250	1337	1466	1478	1602	1724	1860	1925	2045
Platte	6465	1134	1180	1330	1432	1568	1714	1906	2052	2190
Leavenworth	5976	1293	1399	1519	1548	1649	1745	1862	1949	2037
Ray	2337	202	224	248	238	266	289	311	316	322
Miami	2291	197	213	226	221	233	257	265	266	261
Total	193156	44807	46304	49165	49635	52324	54976	58103	60506	63672

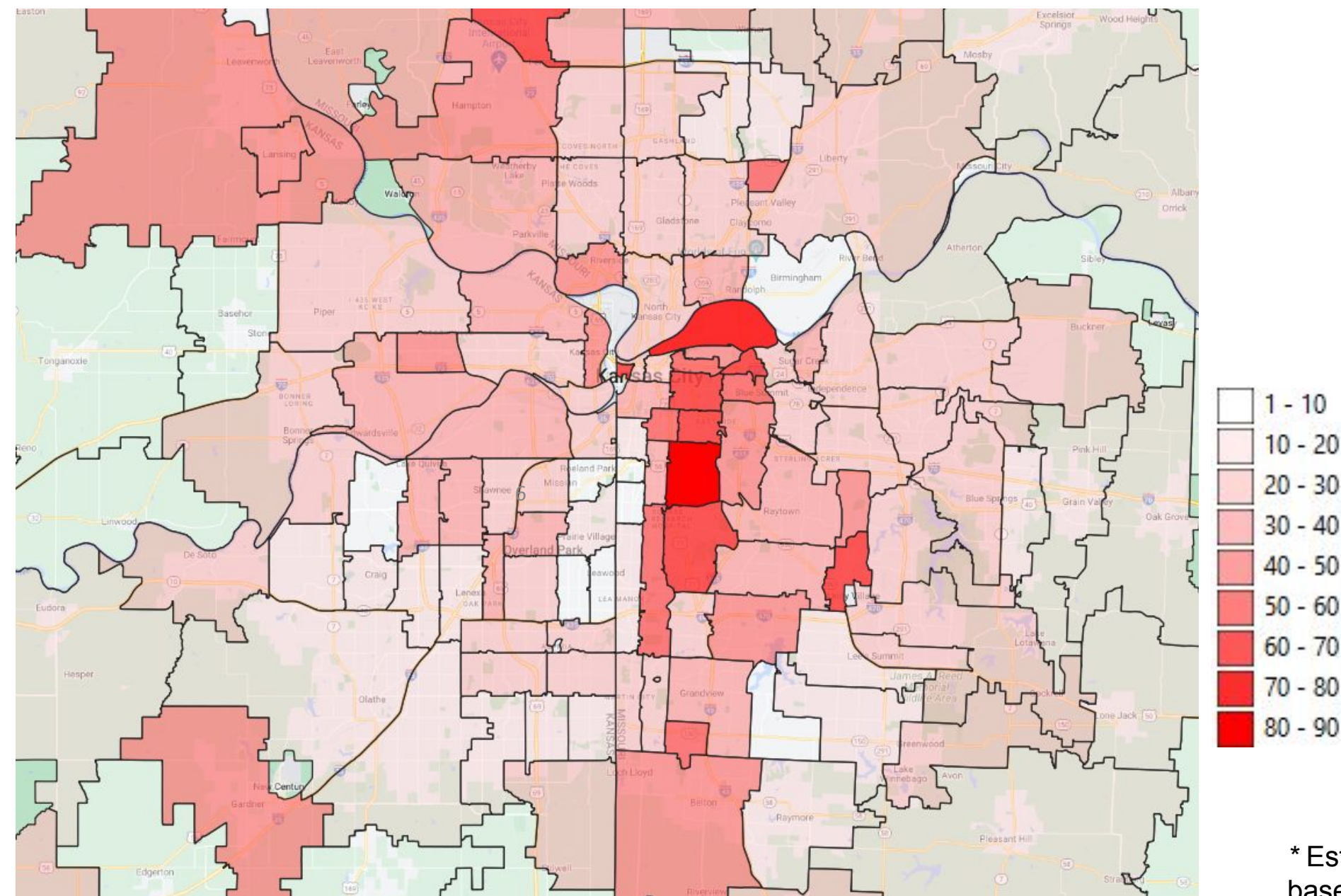
\* At the end of March 2022, the transition period for switching EBB enrollees to the ACP came to an end, and EBB enrollees who did not take action to continue the program were removed. This made the net growth in enrollments much smaller than other months and in some jurisdictions resulted in net losses for total enrolled households.



## One-third of eligible KC households have signed up for ACP

- The east side of the KCMO urban core outperforms the rest of the metro, containing 4 of the top 5 ZIP codes.
- Sign-up rates in the top 5 ZIP codes are more than twice that of the total metro; the most successful ZIP codes are enrolling over 70% of those eligible.

### % of Eligible Households Signed Up for ACP (as of 10/1/22)



Source: USAC ACP Enrollment and Claims Tracker; 2020 ACS 5-yr Estimates Subject Table S1701

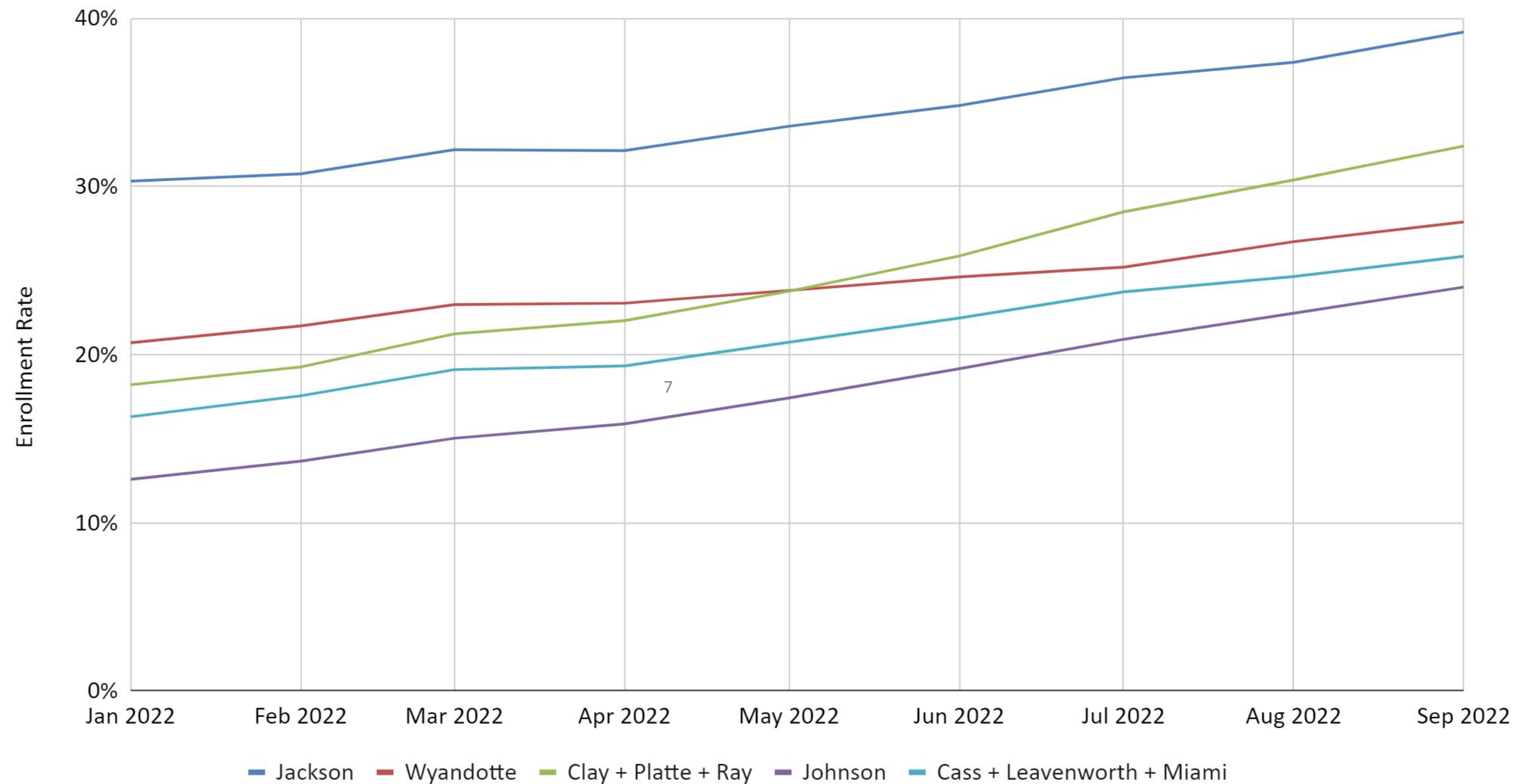
\* Estimates of the total eligible population are based on a simplified estimate of eligibility based solely on income level. The true sign-up rate is likely slightly lower than displayed here.



## Jackson County has the highest enrollment rate

- Wyandotte County's enrollment rate has tapered off over the course of the year.
- Johnson County has the lowest proportion of eligible households in the metro enrolled in ACP.

ACP Sign-Up Rates for KC Metro



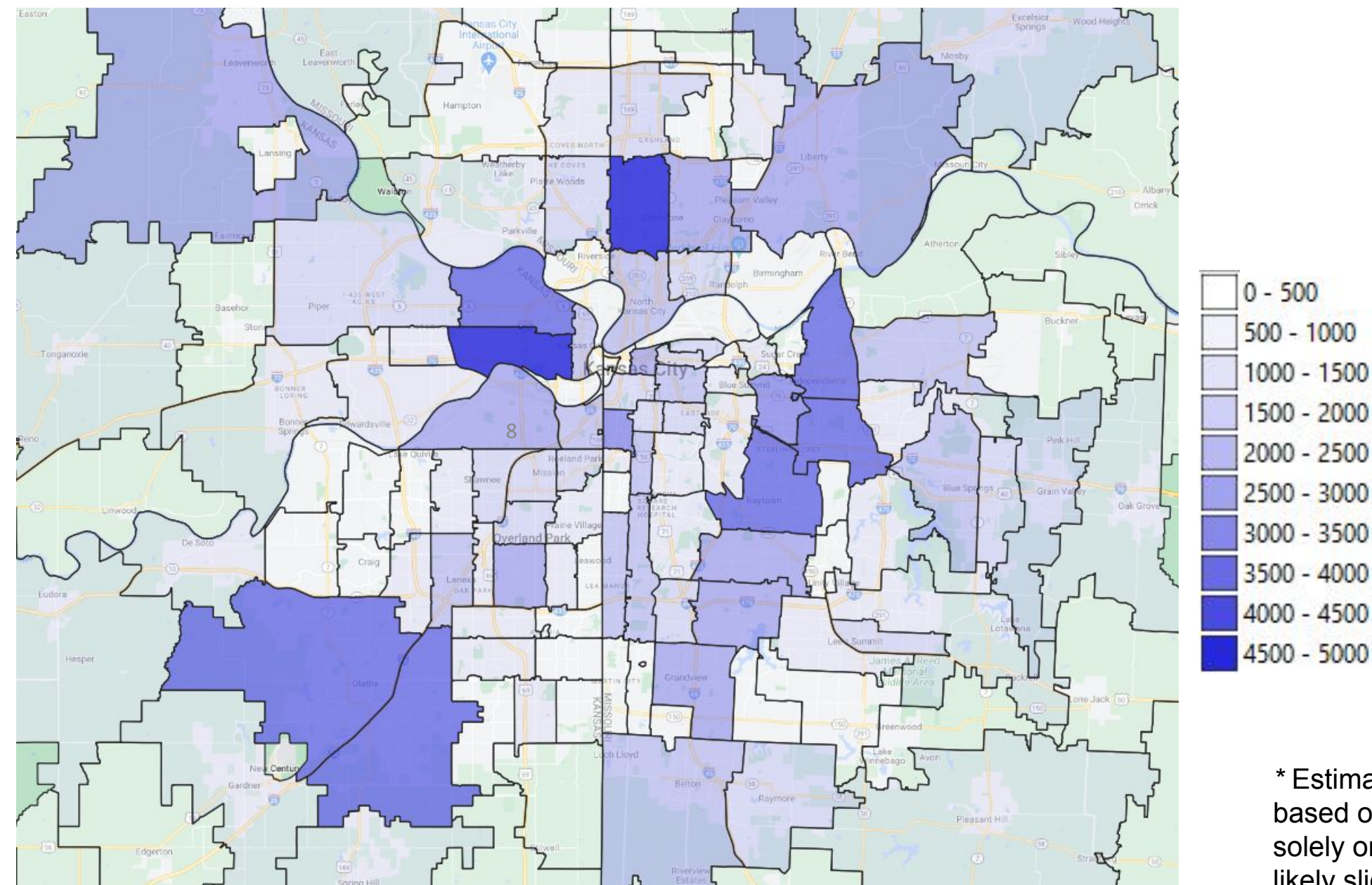




## Nearly 1 in 5 eligible unenrolled households are in 7 ZIP codes

- 66102, 64118, 64055, 66062, 66061, 64133 and 66104 account for 18% of eligible, unenrolled households
- There are an estimated 24,000 eligible, unenrolled households in these 7 ZIP codes and about 137,000 metro-wide.
- Eastern KCMO has seen greater success signing up eligible households, while NE KCK, eastern Jackson County, the Northland and Olathe show the greatest room for growth.

### Number of ACP-Eligible Households Not Signed Up (as of 10/1/22)

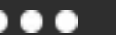


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# ACTIVITY SNAPSHOT





# Enrollment & Outreach Activities

KC Digital Drive has been promoting ACP since its launch in 2021 (formerly the Emergency Broadband Benefit Program).

## Partial list of our outreach and sign-up activities:

- Promoting the ACP to hundreds of applicants of the Internet Access Support Program, an internet subsidy program managed by KC Digital Drive
- Attending the monthly Livable Neighborhoods meeting to connect with KCK neighborhoods and organizations
- Presenting an overview of the ACP and Internet Access Support Program at state agency and social service organizations' staff meetings
- Doing on-site ACP outreach and sign-up at a higher ed institution and workforce development organization
- Tabling at community events to promote ACP to attendees and other participating community organizations that can help spread the word about the program
- Promoting the ACP and providing sign-up assistance at family-focused events, such as STEAM days and back-to-school fairs
- Engaging with elected officials to get ACP information to them to pass on to their constituents



# Enrollment & Outreach Activities

Have you been promoting the ACP or helping people you serve sign up? Submit your activity [here](#), and we'll review for inclusion in next month's report.

- PCs for People partnered with KC Digital Drive to provide ACP sign-up assistance and devices at two Phoenix Family back-to-school fairs.
- aSTEAM Village is now offering Digital Literacy and A+ Certification Courses to youth and families of the 3rd and 5th District as well as FREE residential and commercial broadband internet through their Digital KC Now program.
- The Kansas City Public Library Tech Access Program hosted a community event that included an ACP training session conducted by ConnectWaukegan.



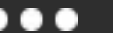


# Activity & Outreach Data

Outreach Type	Q1 2022	Q2 2022	Q3 2022	Q4 2022
Tabling events with partner org	0	7	2	0
Community partner meetings attended and info sharing	4	5	4	1
ACP Sign-up Manual, flyers and other materials shared	3	4	1	3
On-site ACP sign-up	4	1	2	0



# WHAT'S NEXT





# Engage with us

Partner with us to help more people get access to affordable internet service.

- Invite us to your next event. You bring the community, and we'll bring the flyers, computers and ACP sign-up help to ensure the people you serve are connected. Your event attendees could walk away with free internet access if they're approved automatically.
- Place ACP/IASP flyers in your lobby and other high-traffic areas. Let us know where to drop them off, and we'll arrange for them to be delivered. Need a refill? We'll keep you stocked up.
- Be an ACP sign-up partner. We can provide the training and materials your staff needs to quickly ramp up to help your clients successfully sign up for the ACP and get the discount added to their internet account so they can lower their monthly cost.
- Contact Leslie Scott at [lscott@kcdigitaldrive.org](mailto:lscott@kcdigitaldrive.org) or call 816.612.1132 to explore opportunities.

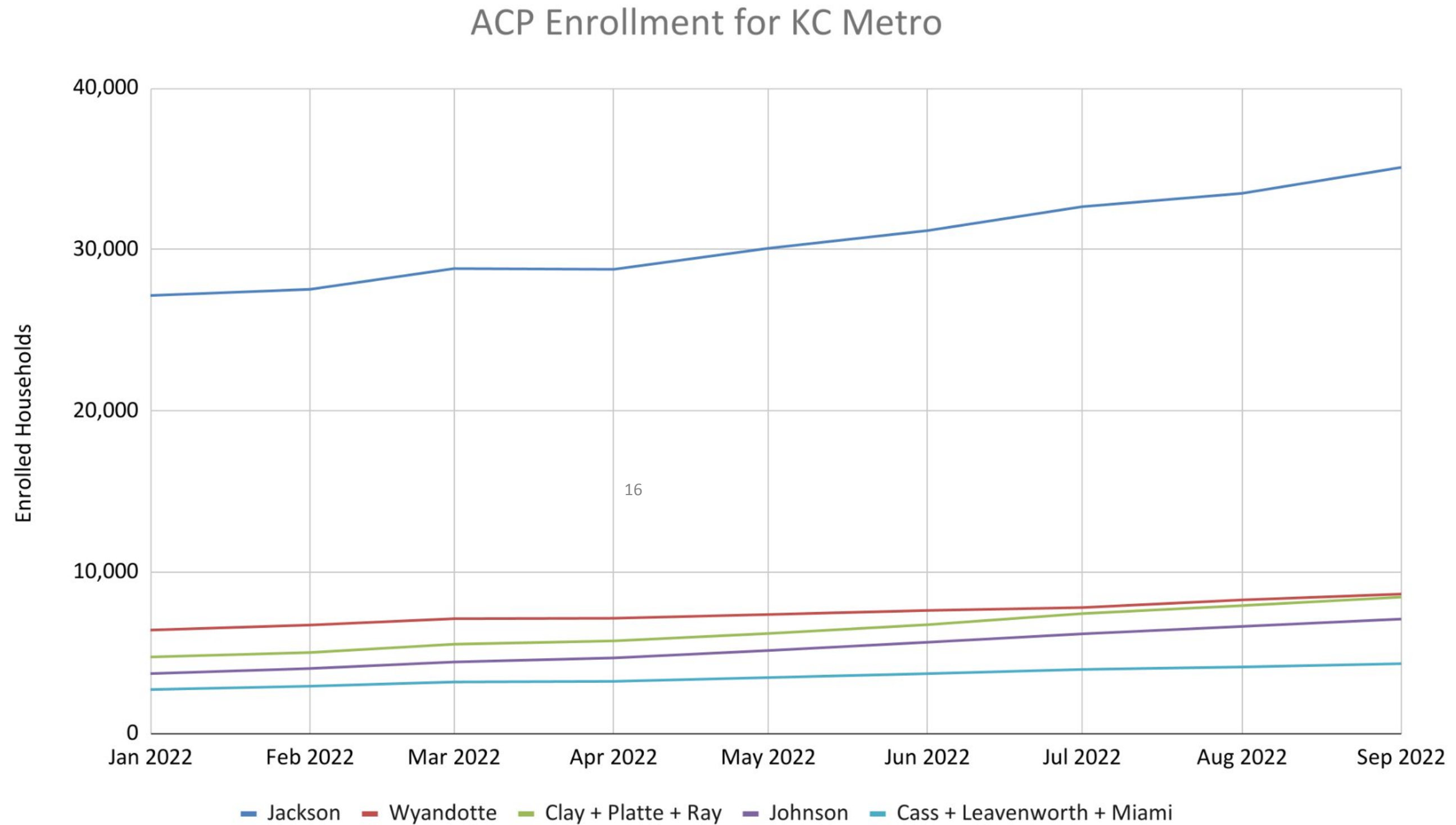




# APPENDIX

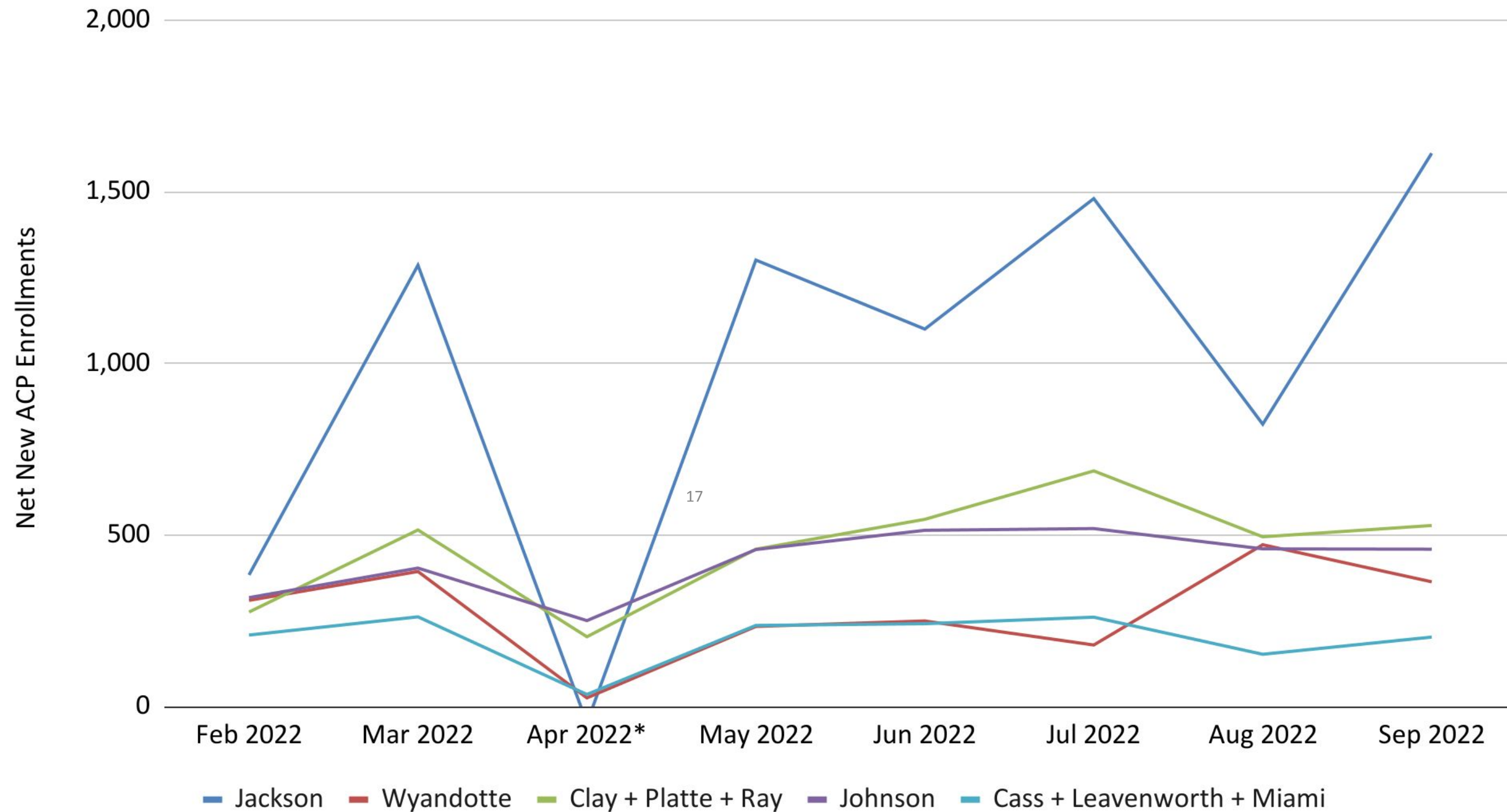


## 7 zips account for 15% of eligible, unenrolled households





## Net New ACP Enrollments per Month in KC Metro

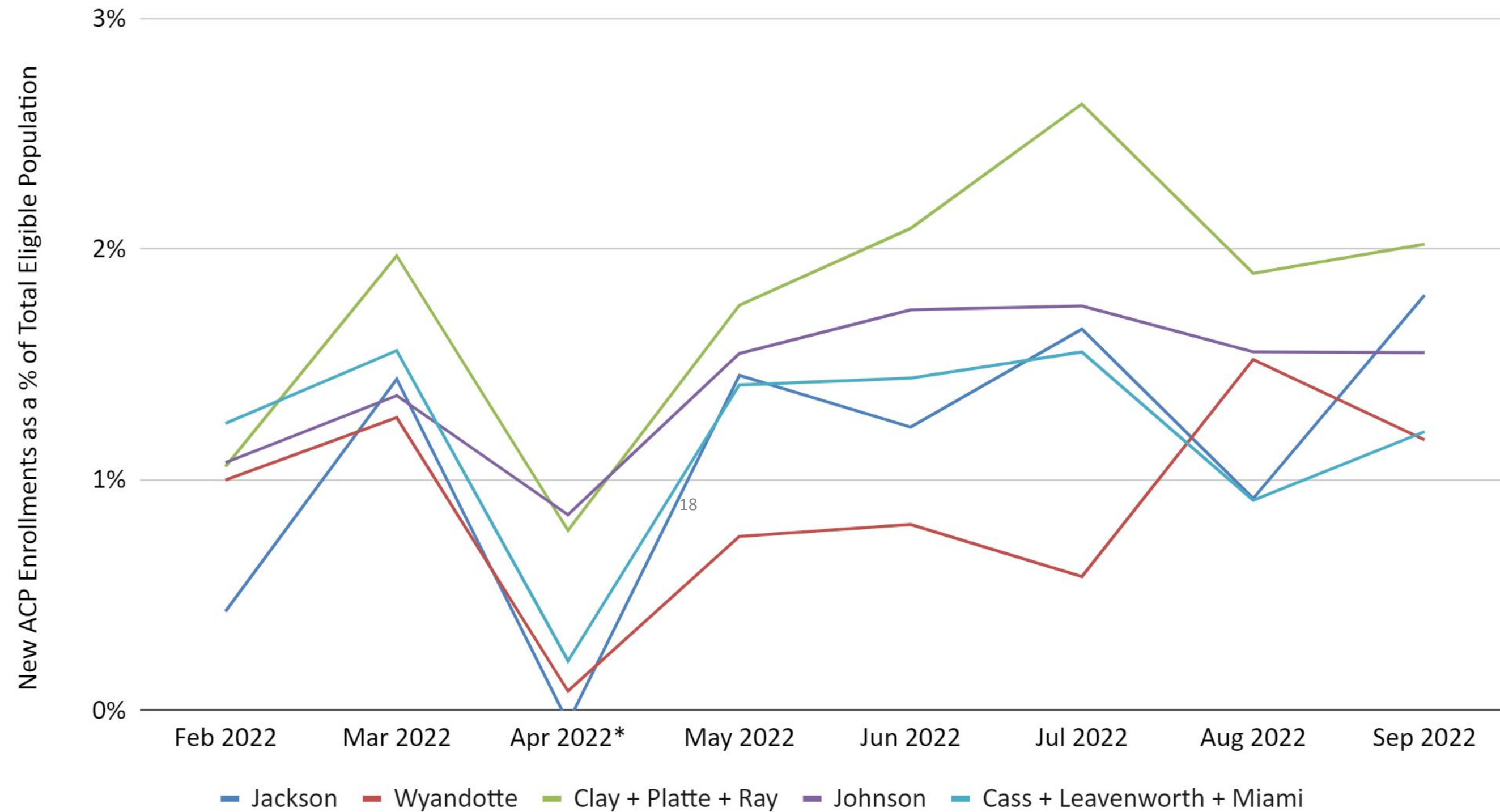


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## Net New ACP Enrollments per Month as a % of Total Eligible Population

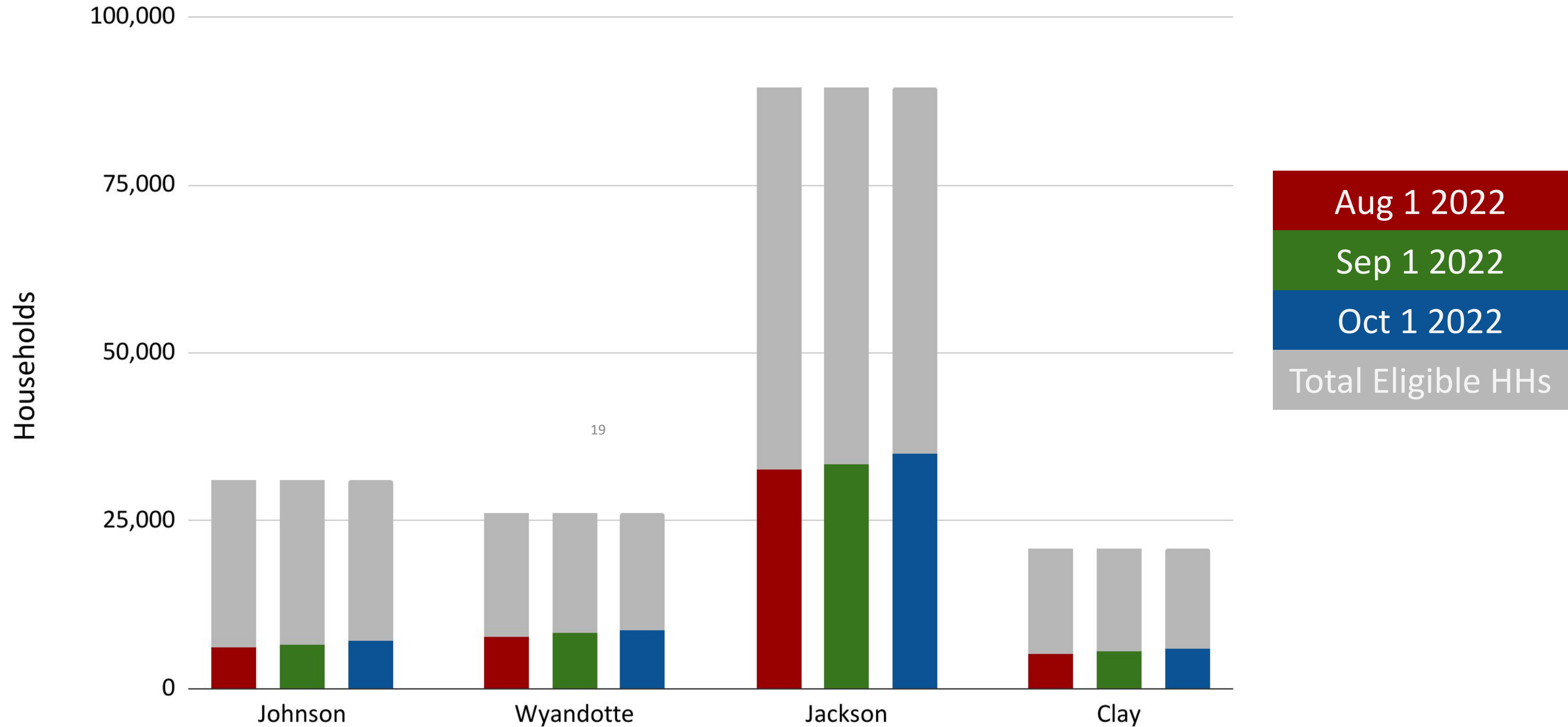


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## Households Enrolled in ACP

(Aug 1st through Oct 1st)





# MAKING KANSAS CITY A DIGITAL LEADER SINCE 2012

KC Digital Drive is a non-profit civic organization whose mission is to make Kansas City a digital leader and to secure our economic prosperity and improve the quality of life for all people in the region.





# GREATER KANSAS CITY ACP REPORT | OCT 2022

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