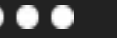# GREATER KC ACP REPORT

November 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 $3.9 million/month ($47 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 issues a regular report about the region's ACP activities and progress monthly.
- This publication generally includes YTD enrollment data through November 1, 2022, with additional analysis 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

Report insights

- The greater KC region saw 3,386 new ACP enrollments in November, up from 3,166 new enrollments in October.

- 2.5% of all eligible, unenrolled households signed up for the ACP in November (up from 2.3% in October)

- 77% of November enrollments were in MO, compared to 23% in Kansas. In total, 64% of all eligible, unenrolled households were in MO, and 36% were in KS, meaning that MO communities outperformed KS communities in enrollments.

- One county (Jackson) saw its highest single month enrollment gain of the year in November (2,013 households, or 3.6% of its total eligible, unenrolled population)
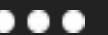
HOUSEHOLD DATA

67,058 households in the KC region have enrolled in ACP

- If each currently enrolled household gets the full $30/mo benefit, that is over $24M/year for low-income KC families living in the KC metro.
- About 2,900 new households per month enroll in the program.

Number of ACP Sign-Ups by County by Month (as of 11/1/22)

| County	Total Eligible Households	ACP Enrollment Totals									
		Feb 1st 2022	Mar 1st 2022	Apr 1st 2022	May 1st 2022*	Jun 1st 2022	Jul 1st 2022	Aug 1st 2022	Sep 1st 2022	Oct 1st 2022	Nov 1st 2022
Jackson	91556	27154	27538	28824	28777	30078	31178	32658	33481	35093	37106
Johnson	32753	3727	4045	4449	4700	5158	5672	6191	6651	7110	7548
Wyandotte	24580	6427	6737	7131	7157	7391	7641	7821	8293	8657	8964
Clay	21881	3423	3631	3972	4084	4379	4756	5229	5573	5957	6318
Cass	8798	1250	1337	1466	1478	1602	1724	1860	1925	2045	2144
Platte	7425	1134	1180	1330	1432	1568	1714	1906	2052	2190	2298
Leavenworth	6387	1293	1399	1519	1548	1649	1745	1862	1949	2037	2087
Ray	2314	202	224	248	238	266	289	311	316	322	338
Miami	2122	197	213	226	221	233	257	265	266	261	255
Total	**197815**	**44807**	**46304**	**49165**	**49635**	**52324**	**54976**	**58103**	**60506**	**63672**	**67058**

*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 11/1/22)
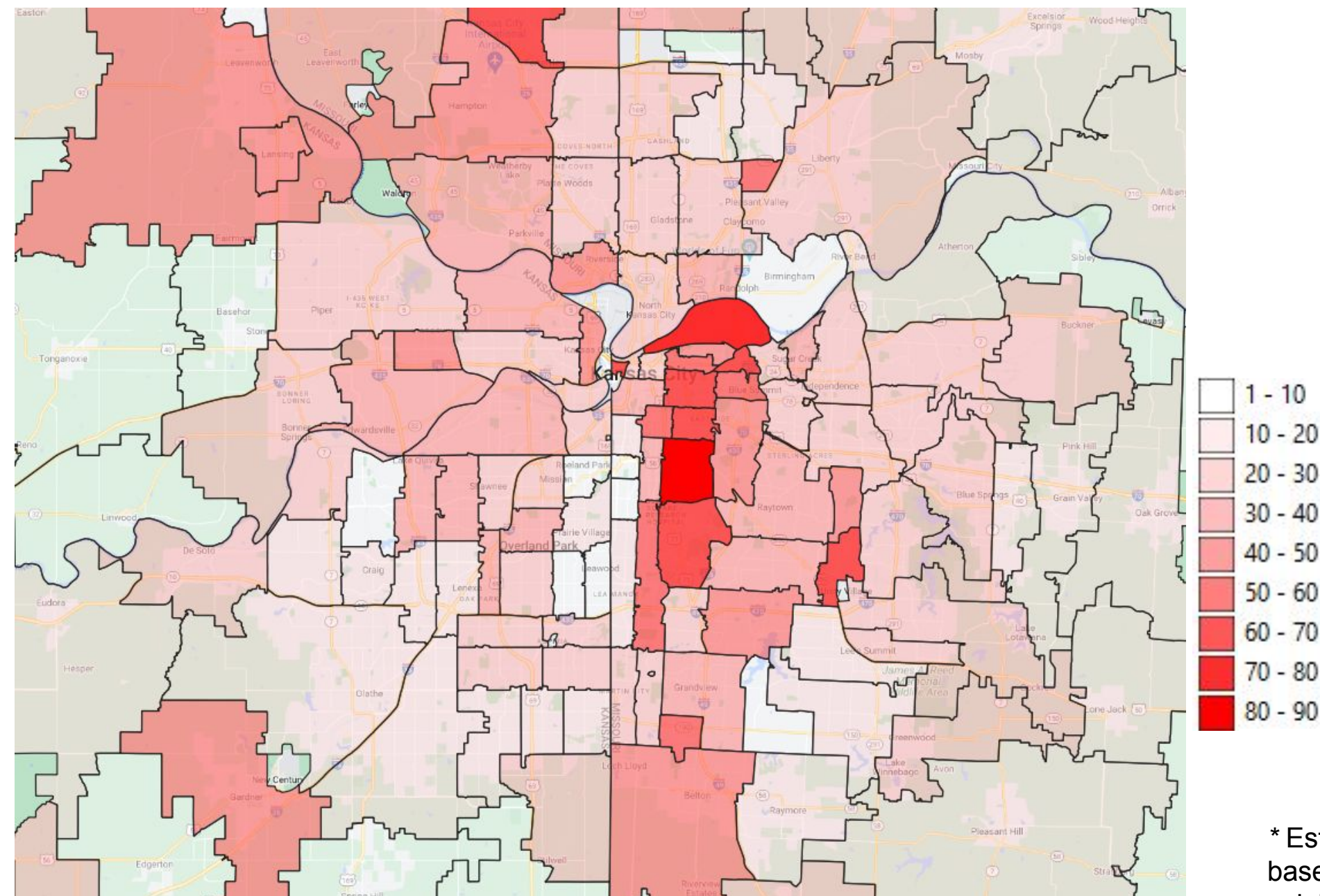
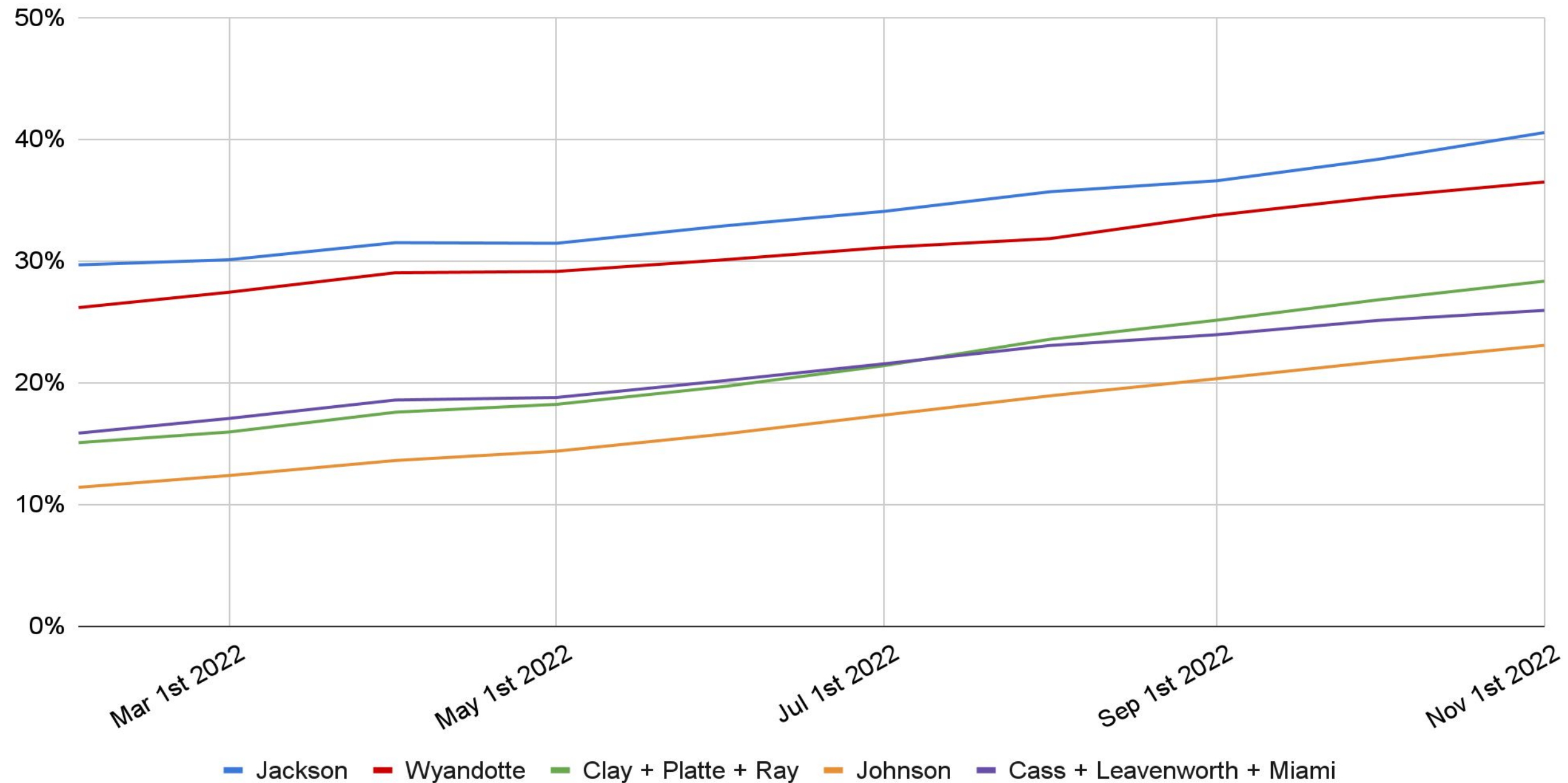Source: USAC ACP Enrollment and Claims Tracker; 2020 ACS 5-yr Estimates Subject Table S1701

* 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 in the region (41%)

- Overall, the region has a 34% enrollment rate with Jackson, Wyandotte (36%), and Leavenworth (33%) counties leading.
- Miami (12%), Ray (15%), Johnson (23%), and Cass (24%) counties have the lowest proportion of eligible households in the metro enrolled in ACP.

ACP Sign-Up Rates for KC Metro

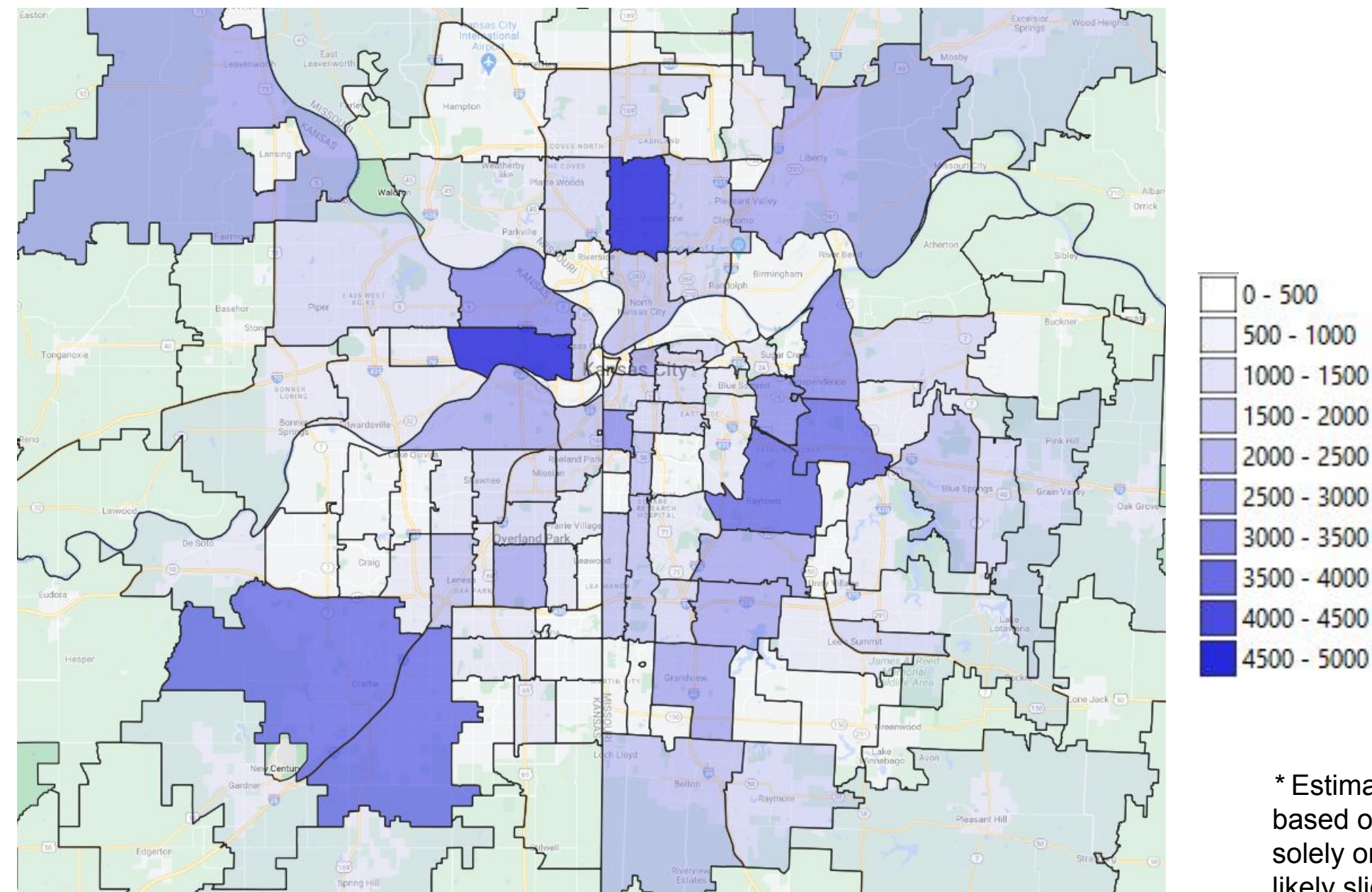Legend: Jackson — Wyandotte — Clay + Platte + Ray — Johnson — Cass + Leavenworth + Miami

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 133,000 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 11/1/22)

0 - 500
500 - 1000
1000 - 1500
1500 - 2000
2000 - 2500
2500 - 3000
3000 - 3500
3500 - 4000
4000 - 4500
4500 - 5000

* 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.

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

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 applicants of the Internet Access Support Program, an internet subsidy program managed by KC Digital Drive
- Tabling at community events to promote ACP to attendees and other participating community organizations that can help spread the word about the program, including a community resource fair hosted by Kansas City, Kansas, Public Schools that reached district teachers and staff
- Conducting outreach to food pantries throughout the KC region and delivering printed flyers to 20 locations and emailing the digital file to 7 more

Has your organization or institution 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.

Activity & Outreach Data

Outreach Type	Q1 2022	Q2 2022	Q3 2022	Q4 2022
Tabling events with partner org	0	7	2	2
Community partner meetings attended and info sharing	4	5	4	1
ACP Sign-up Manual, flyers and other materials shared	3	4	1	26
On-site ACP sign-up	4	1	2	0
ACP sign-up training	0	0	0	1

WHAT'S NEXT

Spread the word

Let people know, add it to case management and care and help more people get access to affordable internet service.
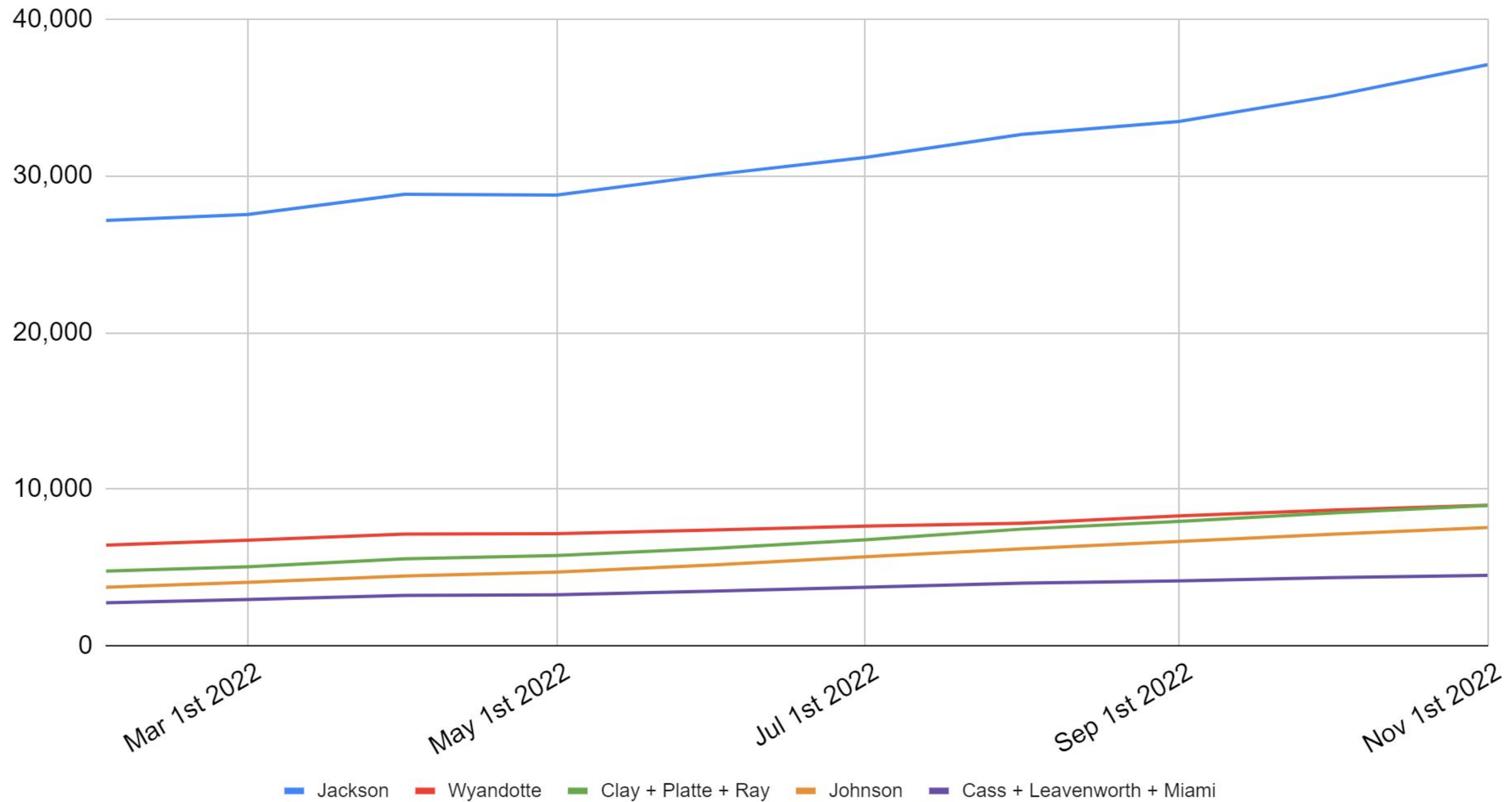
- Invite us to your next event. You bring the community, and we'll bring the flyers, computers and ACP sign-up help to ensure the people you serve are connected. Your event attendees could walk away with free internet access if they're approved automatically.

- 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 or call 816.612.1132 to explore opportunities.
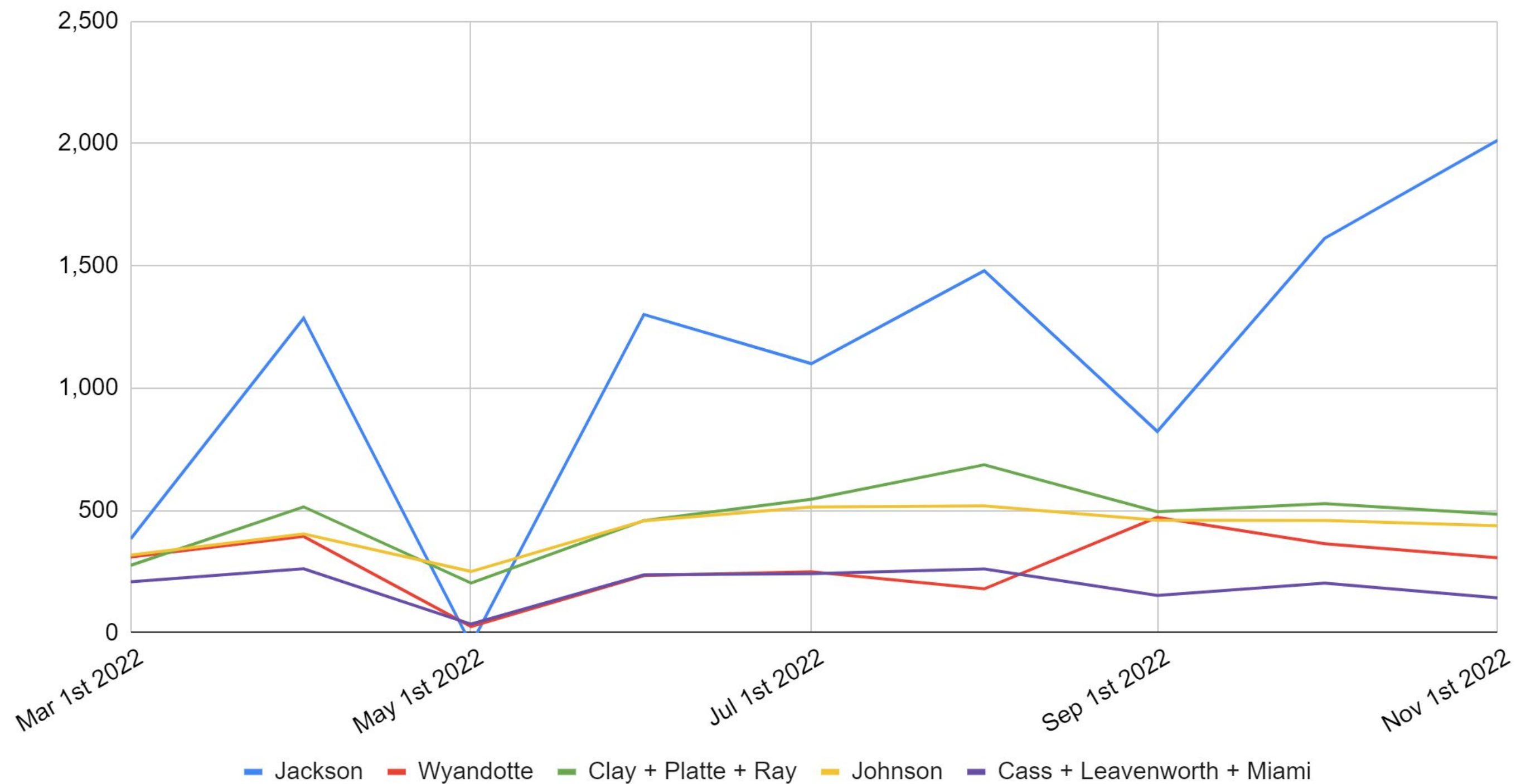
APPENDIX

ACP Enrollment Totals for KC Metro

Legend: Jackson — Wyandotte — Clay + Platte + Ray — Johnson — Cass + Leavenworth + Miami

Net New ACP Enrollments Per Month

Legend: Jackson, Wyandotte, Clay + Platte + Ray, Johnson, Cass + Leavenworth + Miami

* 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.

Net New ACP Enrollments Per Month as a % of Total Eligible, Unenrolled Population
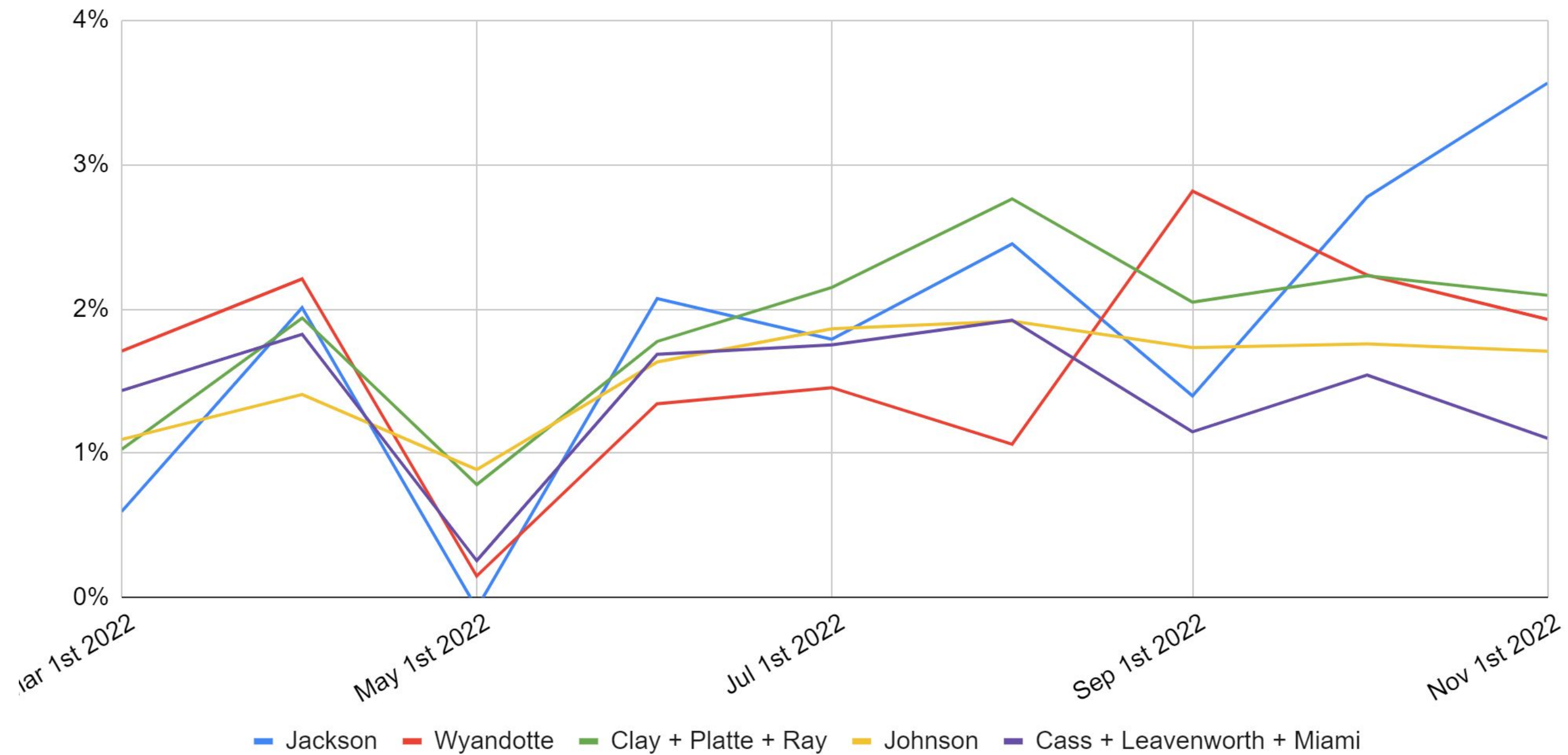
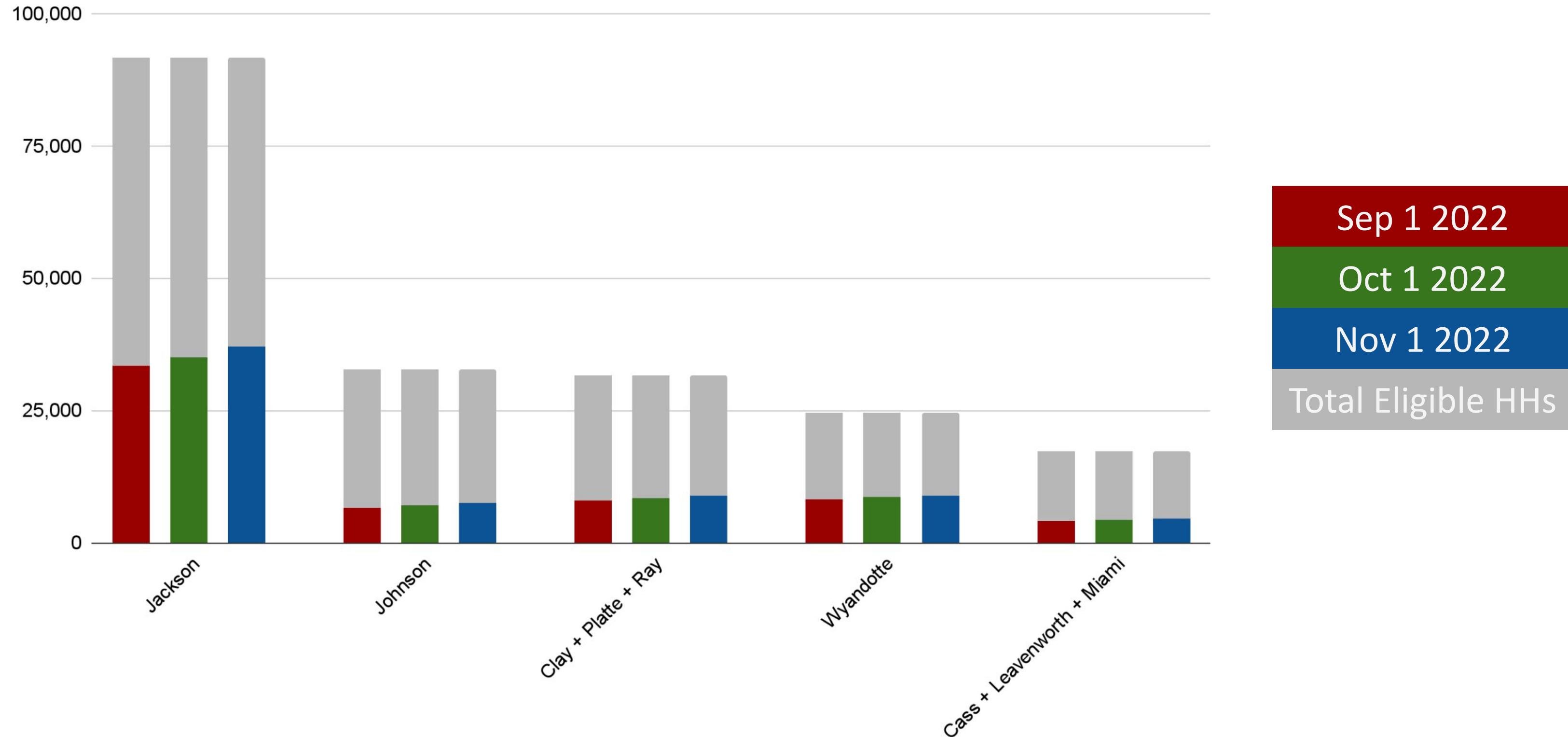— Jackson — Wyandotte — Clay + Platte + Ray — Johnson — Cass + Leavenworth + Miami

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Households Enrolled in ACP
(Sep 1st through Nov 1st)

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Sep 1 2022
Oct 1 2022
Nov 1 2022
Total Eligible HHs

Jackson

Johnson

Clay + Platte + Ray

Wyandotte

Cass + Leavenworth + Miami

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.

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Contact Us

111 W 10th St

Kansas City, MO 64105

kcdigitaldrive.org

info@kcdigitaldrive.org