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GREATER KC ACP REPORT

May 2023





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 \$5.06 million/month (\$61 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 includes the most recent enrollment data published by USAC, which includes enrollments as of May 1, 2023
- 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 3,509 new ACP enrollments in April, up from 3,397 new enrollments in March. Approximately 169,000 households in the KC region are still unenrolled despite being eligible.
- 2% of all eligible, unenrolled households signed up for the ACP in April (up from 1.9% in March)
- 71% of April enrollments were in MO, compared to 29% in KS. In total, 65% of remaining eligible households were in MO as of the beginning of April, meaning that MO communities overperformed KS communities in enrollment during April
- Two counties (Jackson, Cass) saw an increase in enrollments from March to April





HOUSEHOLD DATA





84,609 households in the KC region have enrolled in ACP

- If each currently enrolled household gets the full \$30/mo benefit, that is over \$30M/year for low-income KC families living in the KC metro.
- Over the last six months, an average of about 2,920 households a month enroll in the ACP

Number of ACP Sign-Ups by County by Month (as of 5/1/23)

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	Dec 1st 2022	Jan 1st 2023	Feb 1st 2023	Mar 1st 2023	Apr 1st 2023	May 1st 2023
Jackson	117,191	27,154	27,538	28,824	28,777	30,078	31,178	32,658	33,481	35,093	37,106	38,104	39,012	40,360	41,927	43,589	45,486
Johnson	41,924	3,727	4,045	4,449	4,700	5,158	5,672	6,191	6,651	7,110	7,548	7,856	8,216	8,636	9,046	9,513	9,968
Wyandotte	31,462	6,427	6,737	7,131	7,157	7,391	7,641	7,821	8,293	8,657	8,964	9,303	9,660	10,018	10,409	10,895	11,312
Clay	28,007	3,423	3,631	3,972	4,084	4,379	4,756	5,229	5,573	5,957	6,318	6,621	6,985	7,374	7,785	8,177	8,552
Cass	11,261	1,250	1,337	1,466	1,478	1,602	1,724	1,860	1,925	2,045	2,144	2,269	2,368	2,516	2,657	2,770	2,891
Platte	9,504	1,134	1,180	1,330	1,432	1,568	1,714	1,906	2,052	2,190	2,298	2,377	2,494	2,598	2,726	2,832	2,931
Leavenworth	8,176	1,293	1,399	1,519	1,548	1,649	1,745	1,862	1,949	2,037	2,087	2,117	2,199	2,284	2,398	2,530	2,660
Ray	2,962	202	224	248	238	266	289	311	316	322	338	360	382	423	448	469	468
Miami	2,716	197	213	226	221	233	257	265	266	261	255	271	288	300	307	325	341
Total	253,204	44,807	46,304	49,165	49,635	52,324	54,976	58,103	60,506	63,672	67,058	69,278	71,604	74,509	77,703	81,100	84,609

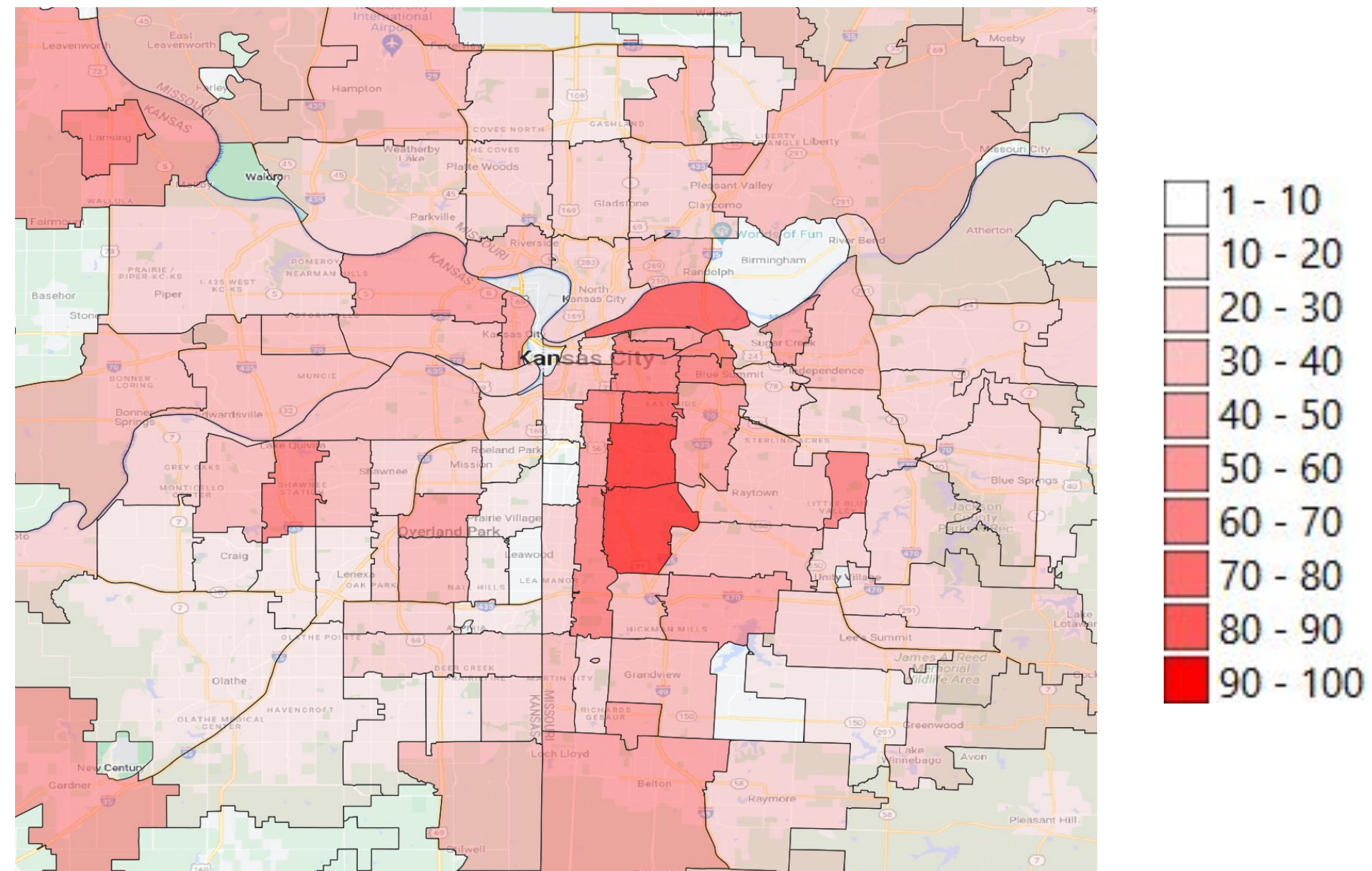
*At the end of March 2022, the transition period for switching EBB enrollees to the ACP came to an end, and EBB enrollees who did not take action to continue the program were removed. This made the net growth in enrollments between Apr 1 2022 and May 1 2022 much smaller than other months, and in some jurisdictions resulted in net losses for total enrolled households.



Approximately 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. all 5 of the top ZIPs by enrollment rate are located on the east side.
- Sign-up rates in the top ZIP codes are approximately twice that of the total metro; the most successful ZIP code (64130) has an enrollment rate of 76%. Two more have sign-up rates above 66%, and another ten have sign-up rates above 50%.

% of Eligible Households Signed Up for ACP (as of 5/1/23)



Source: USAC ACP Enrollment and Claims Tracker; 2021 ACS 5-yr Estimates Subject Table S1701*

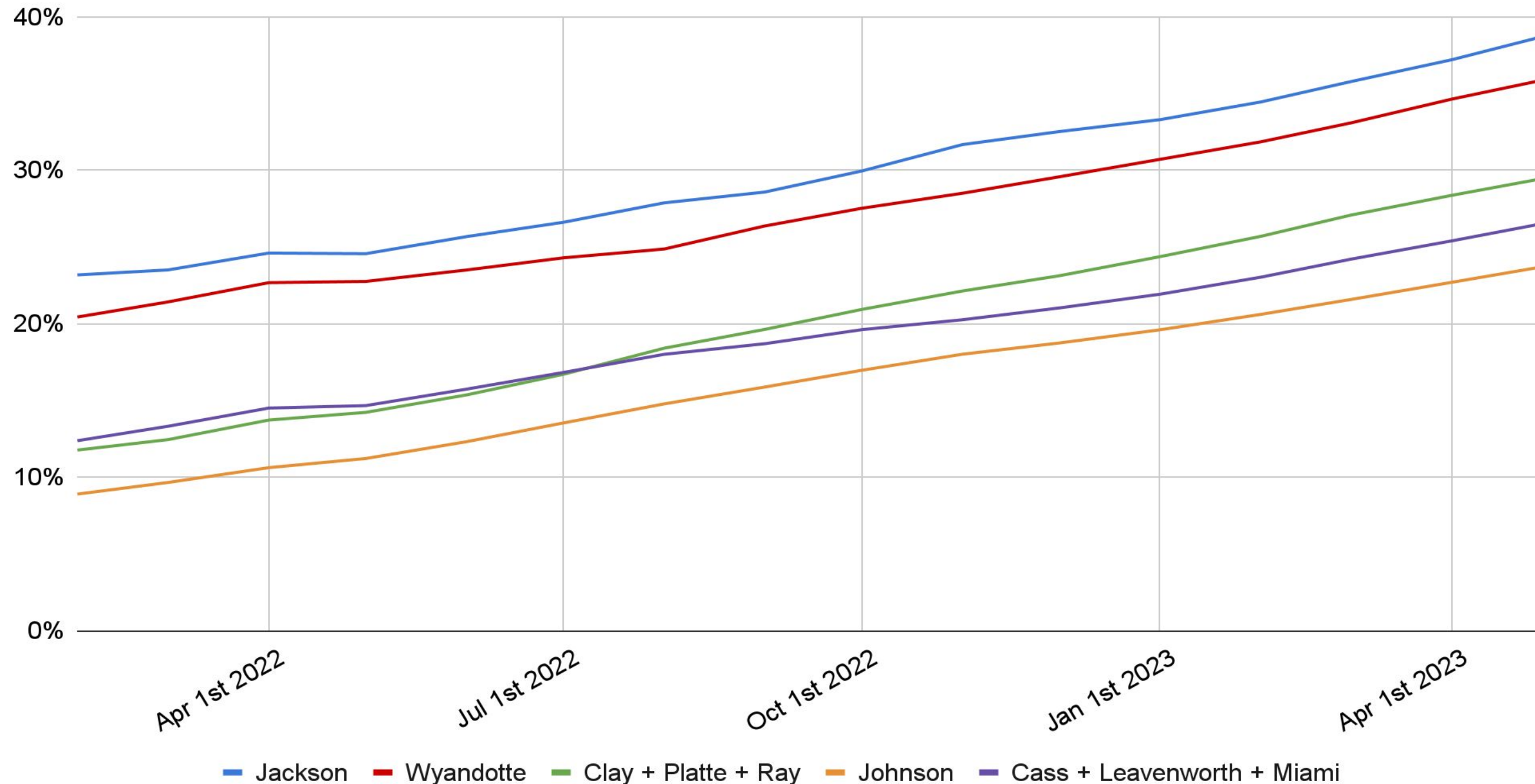
* Estimates of the total eligible population are based on the methodology described [here](#).



Jackson County has the highest enrollment rate in the region (39%)

- Overall, the region has a 33% enrollment rate with Jackson, Wyandotte (36%), and Leavenworth (33%) counties leading.
- Miami (13%), Ray (16%), Johnson (24%), and Cass (26%) counties have the lowest proportion of eligible households in the metro enrolled in ACP.

ACP Sign-Up Rates for KC Metro

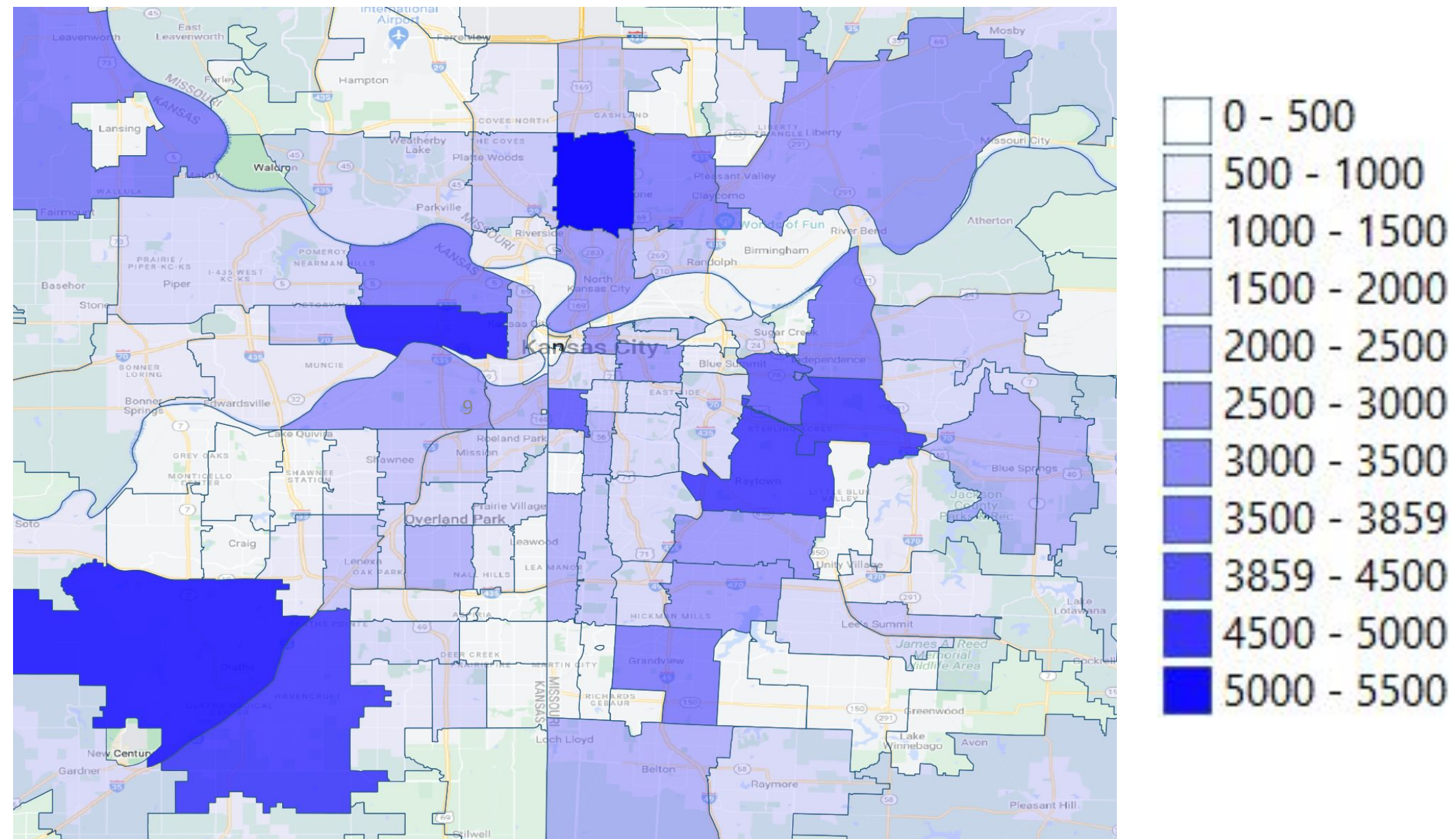




1 in 4 eligible unenrolled households are in 10 ZIP codes

- 66102, 64118, 66061, 66062, 64055, 64050, 64133, 64030, 64052, and 64111 account for 23% of eligible, unenrolled households
- There are an estimated 41,000 eligible, unenrolled households in these 10 ZIP codes and about 180,000 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 4/1/23)



Source: USAC ACP Enrollment and Claims Tracker; 2021 ACS 5-yr Estimates Subject Table S1701

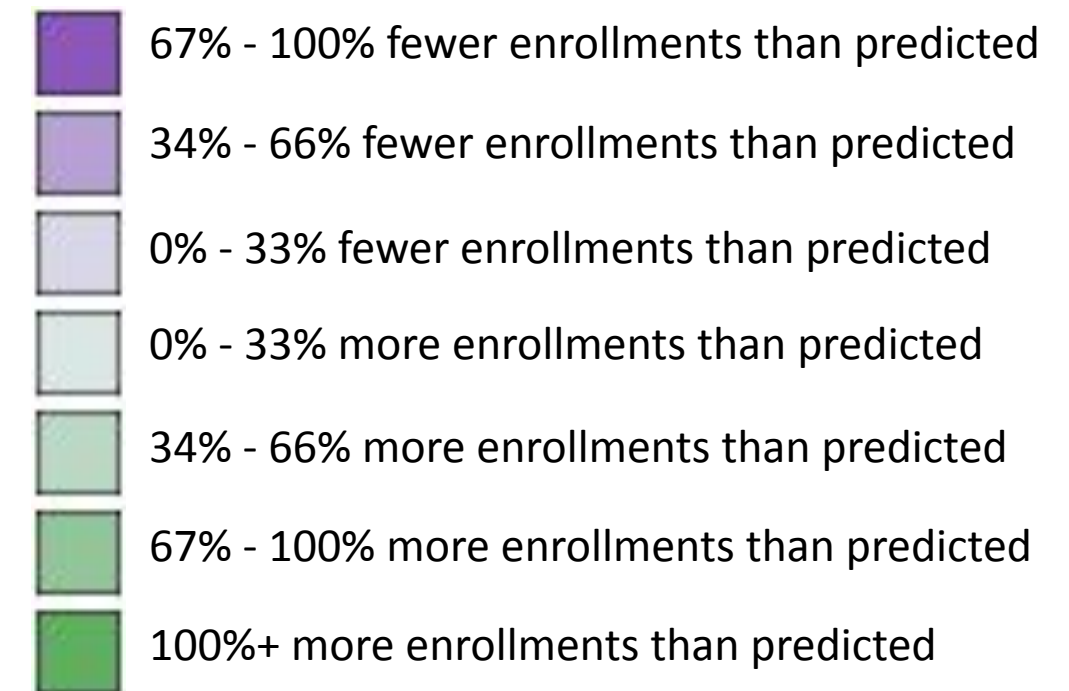
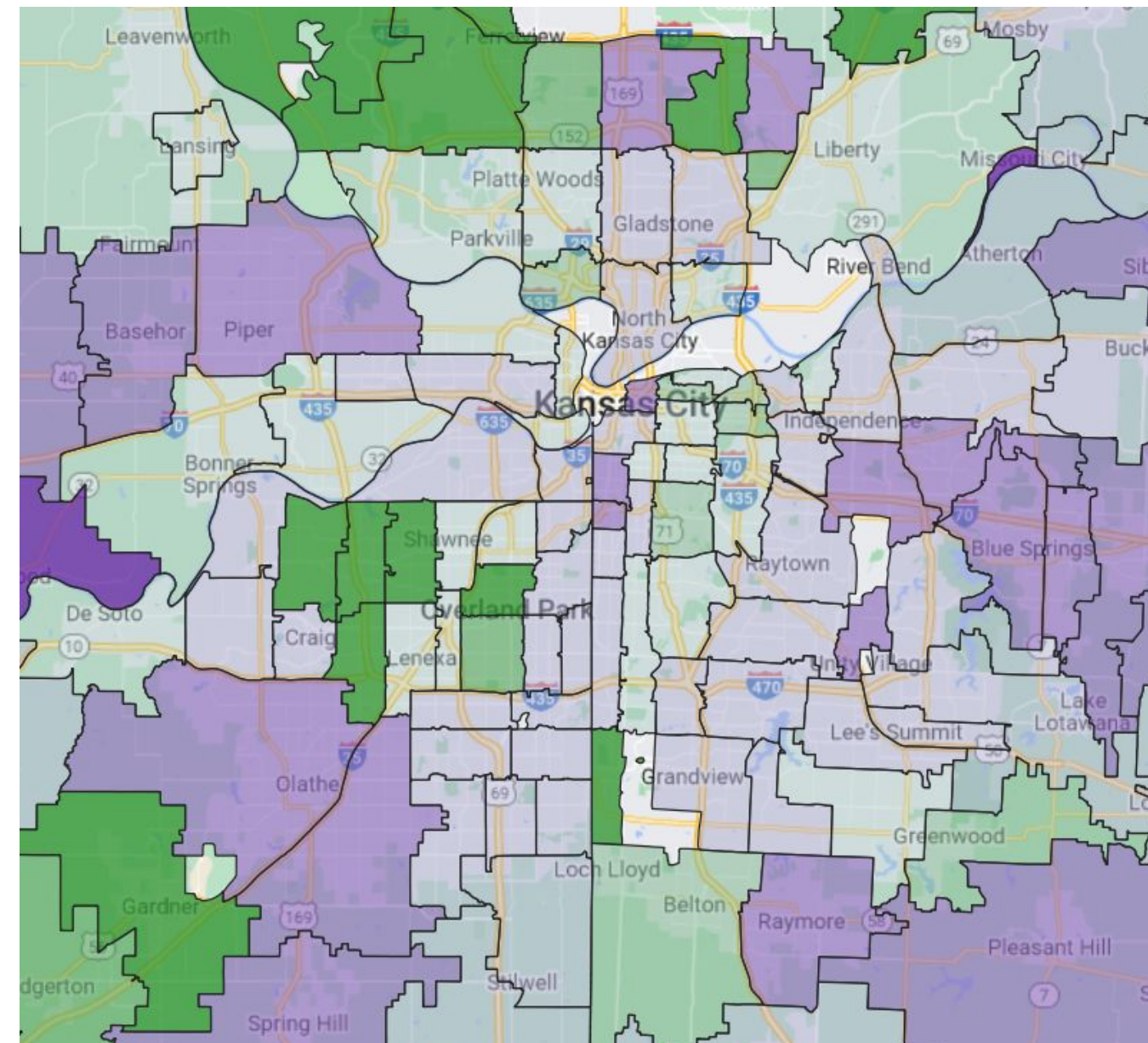
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The Kansas City region's ACP enrollment rate is 1% lower than predicted



- The Benton Institute recently created a [statistical model](#) that describes how different economic and demographic features of an area affect the percentage of eligible households that sign up for the ACP. According to the Benton Institute, “a household’s decision to enroll is tied to its income or other household characteristics, but other factors such as housing costs, share of occupied housing units, the presence of anchor institutions like public libraries, and population density (i.e., whether a place is urban or rural) can play a role.” This model allows for an analysis of which areas in Kansas City are seeing enrollment rates higher or lower than what would be expected given their economic and demographic characteristics.
- As of January 1, 2023, the Kansas City region had seen 75,591 enrolments, about 1.1% less than the 76,483 predicted by the model.
- Areas of Johnson and Platte counties saw the greatest overperformance relative to this model (meaning they saw more enrollments than expected), while zip codes on the periphery of the KC metro saw the greatest underperformance (meaning they saw fewer enrollments than expected)

Over/Underperformance in ACP Enrollments (as of Jan 2023)



Source: [Benton Institute Affordable Connectivity Program Enrollment Performance Tool](#)



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:

- Continuing to promote the ACP to applicants of the Internet Access Support Program, an internet subsidy program managed by KC Digital Drive, with a total of more than 300 reached so far
- Tabling at the JFS Summer Block Party and Food Pantry, the M.O.M. Conference, the LINC Caring Communities Day and the UMKC Community and Wellness Health Fair
- Providing ACP sign-up support to people with disabilities at the Jackson County Resource Fair for Digital Safety
- Presenting an ACP overview to the reStart Vet Works team
- Getting a letter to the editor promoting ACP published in the *KC Star*

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	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023
Tabling events with partner org	7	2	2	1	10
Community partner meetings attended and info sharing	5	4	1	2	3
ACP Sign-up Manual, flyers and other materials shared	4	1	26	11	4
On-site ACP sign-up	1	2	0	1	6
ACP sign-up training	0	0	1	0	0



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.



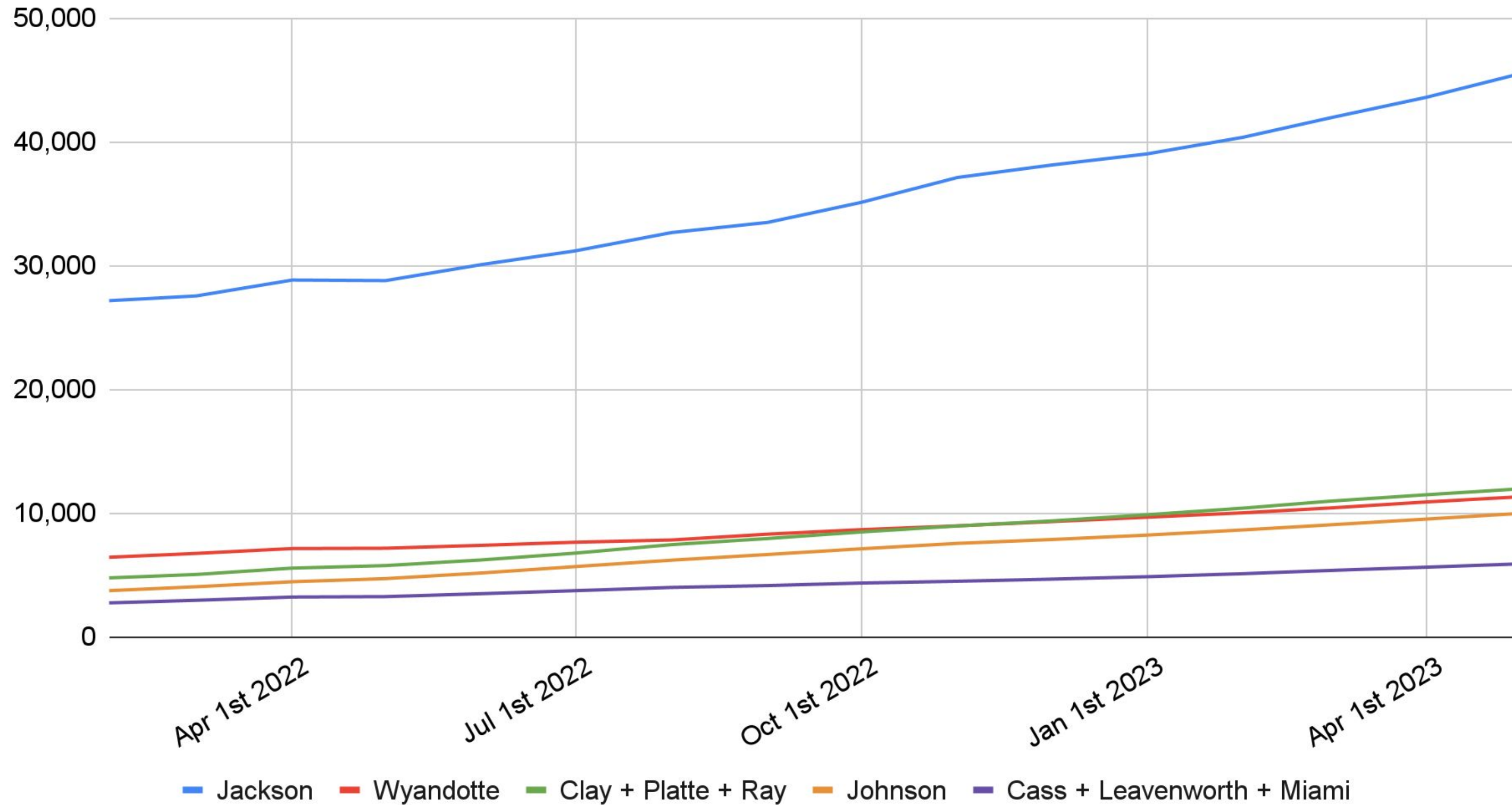


APPENDIX



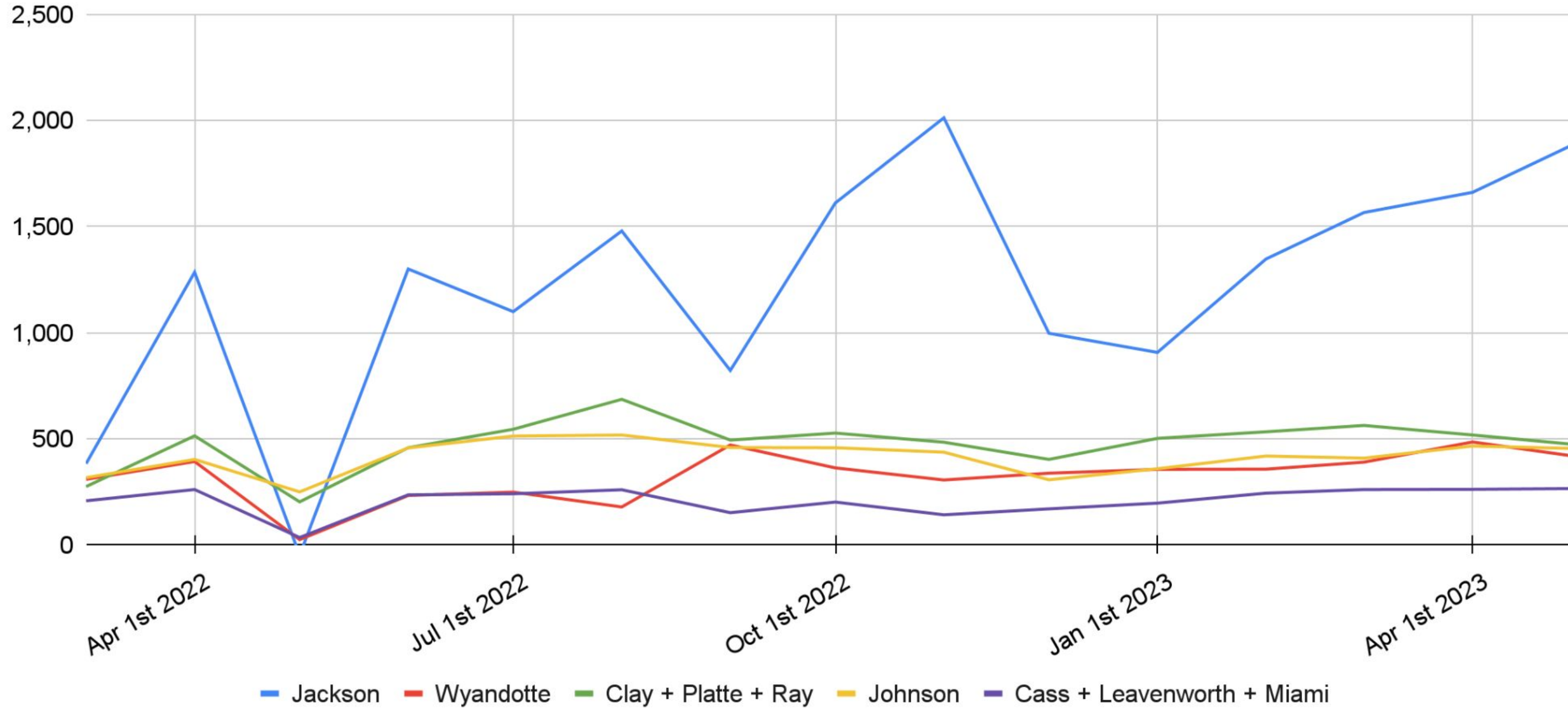


ACP Enrollment Totals for KC Metro





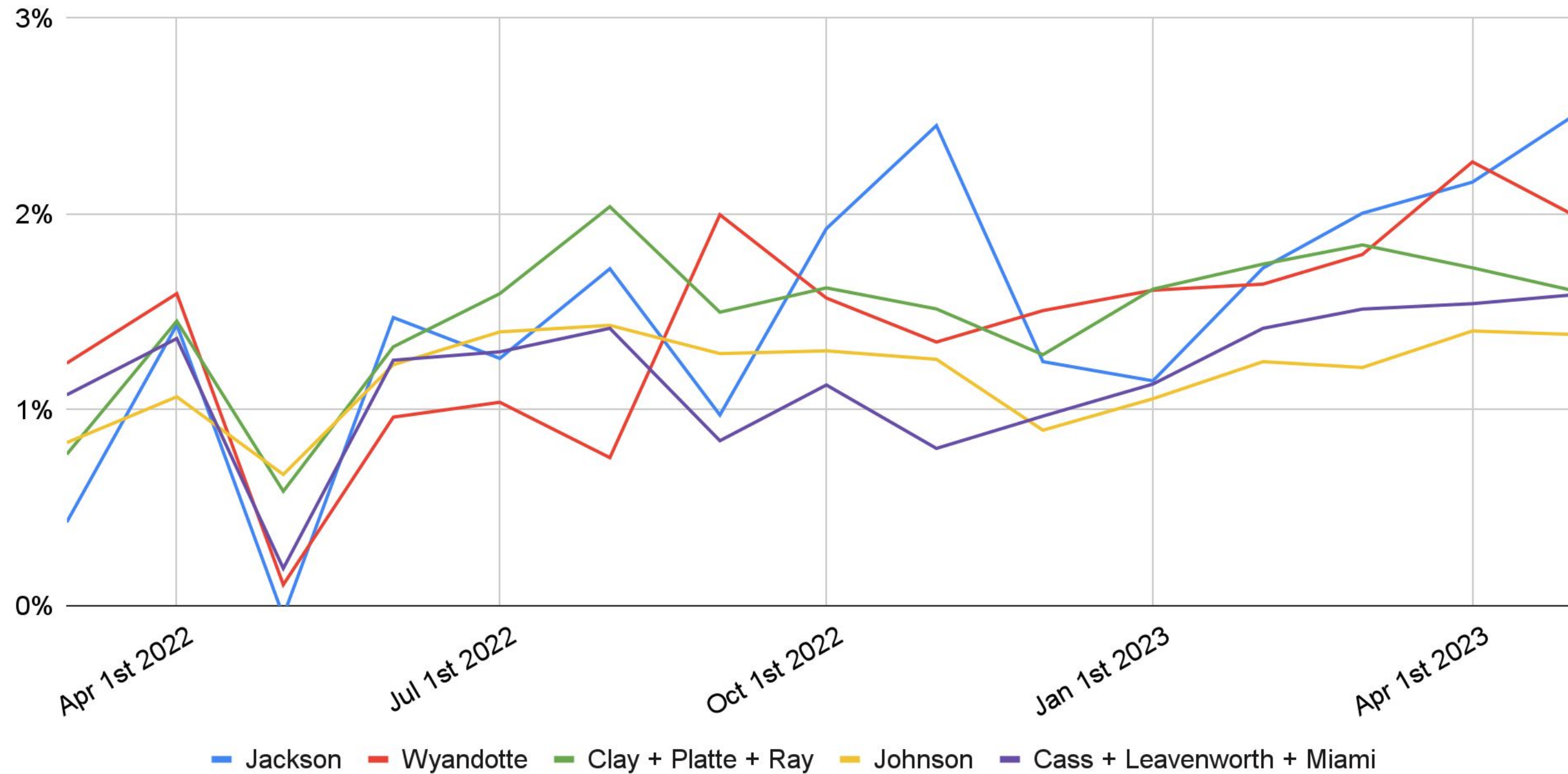
Net New ACP Enrollments Per Month



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Net New ACP Enrollments Per Month as a % of Total Eligible, Unenrolled Population



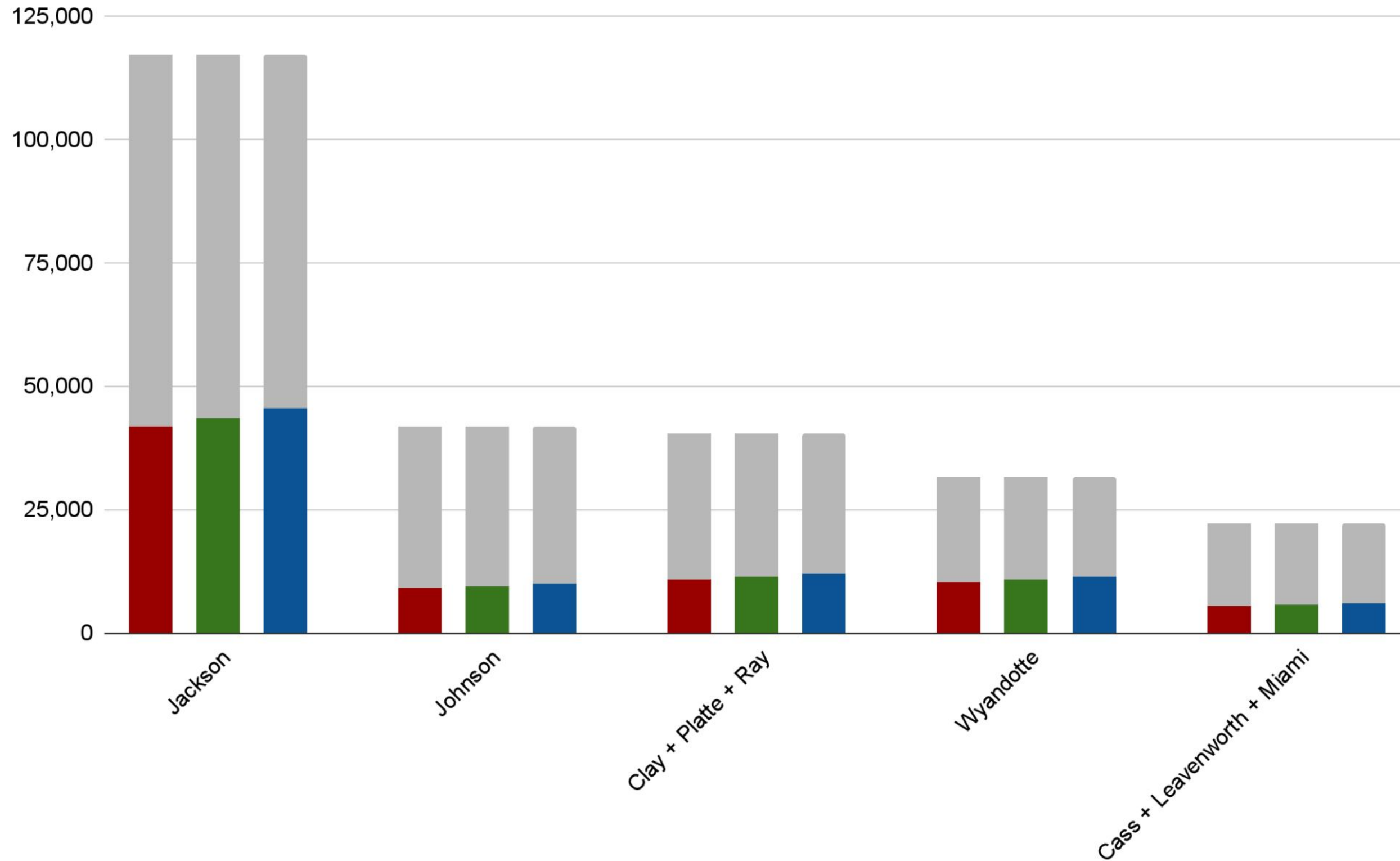
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Households Enrolled in ACP

(Mar 1st through Apr 1st)

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Mar 1 2023

Apr 1 2023

May 1 2023

Total Eligible HHs

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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