



PUBLISHED BY KC DIGITAL DRIVE



# GREATER KC ACP REPORT

November 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 \$4.6 million/month (\$56 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 November 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

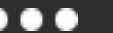
- The greater KC region saw 1,891 new ACP enrollments in October, up from 434 new enrollments in September. Approximately 154,500 households in the KC region are still unenrolled despite being eligible.
- 1.2% of all eligible, unenrolled households signed up for the ACP in October (up from 0.3% in September)
- 64% of October enrollments in the metro were in MO, compared to 36% in KS. In total, 64% of remaining eligible households were in MO as of the beginning of September, meaning that MO and KS performed equally well in enrolling new households.
- All counties in the KC metro saw an increase in enrollments from September to October







# HOUSEHOLD DATA

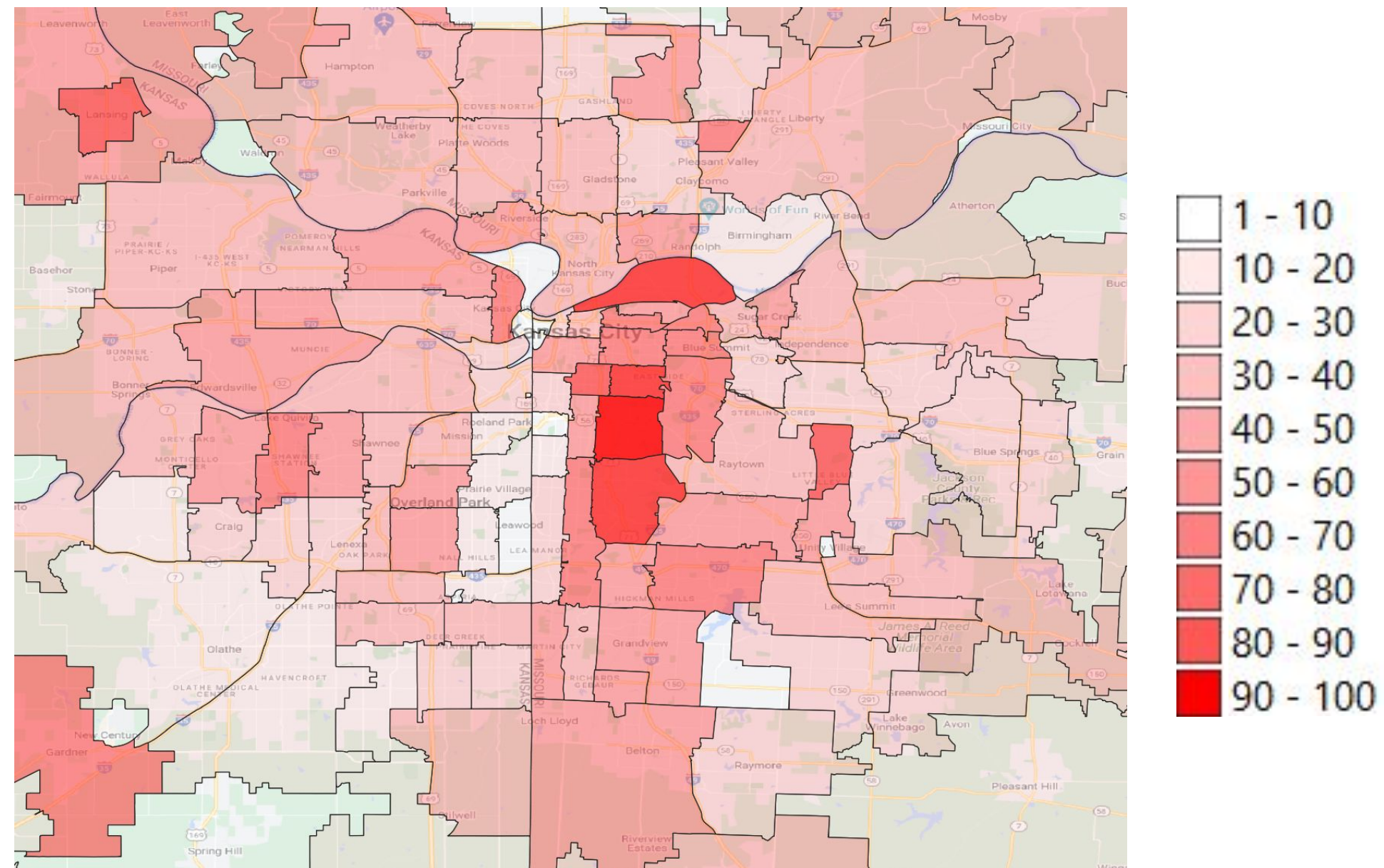




## 39% of eligible KC households have signed up for ACP

- 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 85%. Four more have sign-up rates above 66%, and another fifteen have sign-up rates of 50% or more.

**% of Eligible Households Signed Up for ACP (as of 11/1/23)**



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](#).



# 98,704 households in the KC region have enrolled in ACP

- If each currently enrolled household gets the full \$30/mo benefit, that is almost \$35.5M/year for low-income KC families living in the KC metro.
- Over the last six months, an average of about 2,349 households a month enroll in the ACP

**Number of ACP Sign-Ups Over Past 12 Months by County (as of 11/1/23)**

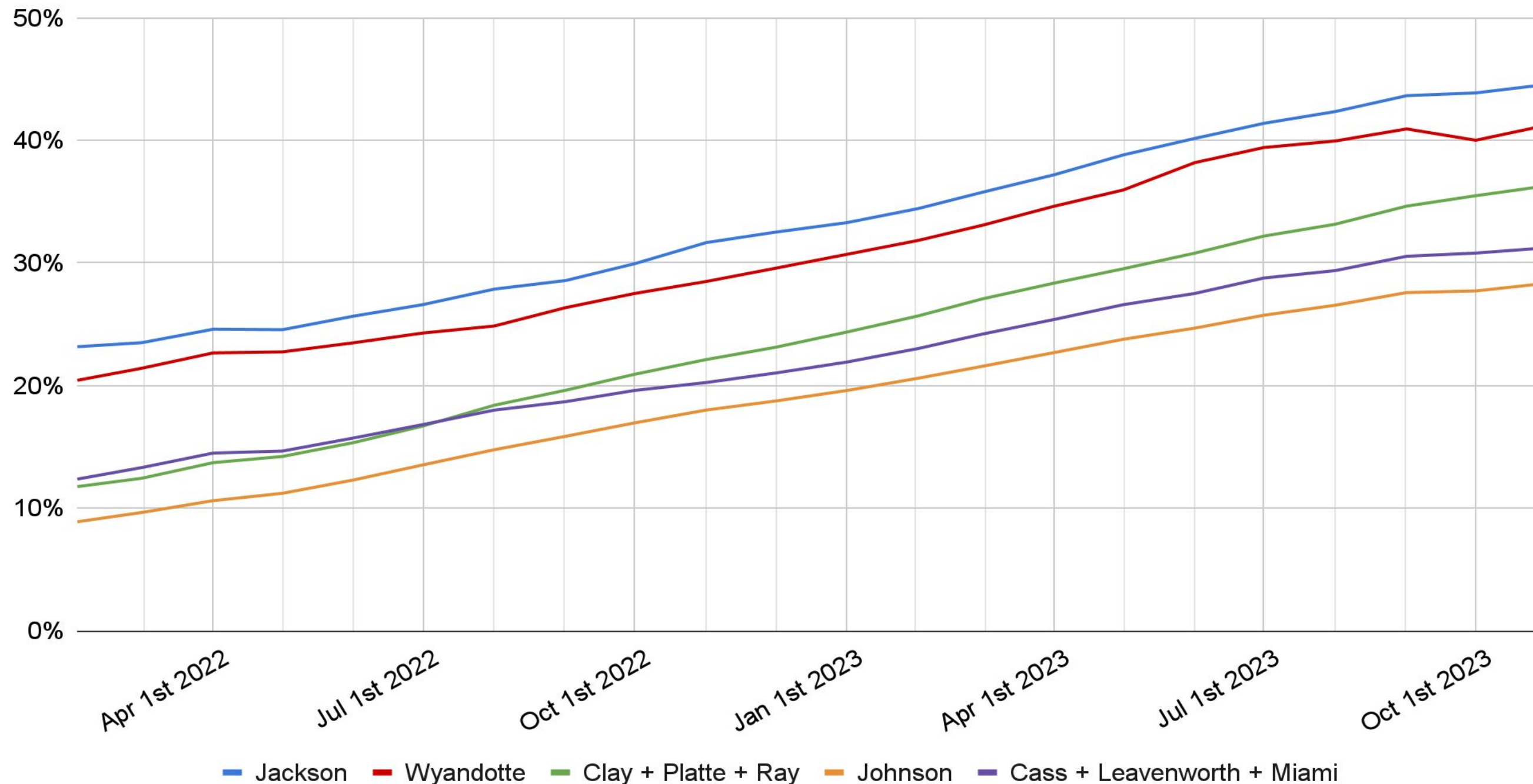
County	Total Eligible Households	<u>ACP Enrollment Totals</u>														
		Feb 1st 2022	...	Nov 1st 2022	Dec 1st 2022	Jan 1st 2023	Feb 1st 2023	Mar 1st 2023	Apr 1st 2023	May 1st 2023	Jun 1st 2023	Jul 1st 2023	Aug 1st 2023	Sep 1st 2023	Oct 1st 2023	Nov 1st 2023
Jackson	117,191	27,154	...	37,106	38,104	39,012	40,360	41,927	43,589	45,486	47,061	48,505	49,632	51,149	51,416	52,230
Johnson	41,924	3,727	...	7,548	7,856	8,216	8,636	9,046	9,513	9,968	10,349	10,790	11,133	11,565	11,621	11,885
Wyandotte	31,462	6,427	...	8,964	9,303	9,660	10,018	10,409	10,895	11,312	12,013	12,401	12,569	12,879	12,588	12,977
Clay	28,007	3,423	...	6,318	6,621	6,985	7,374	7,785	8,177	8,552	8,925	9,315	9,600	9,986	10,254	10,481
Cass	11,261	1,250	...	2,144	2,269	2,368	2,516	2,657	2,770	2,891	2,986	3,133	3,189	3,319	3,360	3,419
Platte	9,504	1,134	...	2,298	2,377	2,494	2,598	2,726	2,832	2,931	3,047	3,201	3,279	3,457	3,523	3,607
Leavenworth	8,176	1,293	...	2,087	2,117	2,199	2,284	2,398	2,530	2,660	2,755	2,862	2,926	3,041	3,058	3,087
Ray	2,962	202	...	338	360	382	423	448	469	468	494	513	543	576	586	603
Miami	2,716	197	...	255	271	288	300	307	325	341	354	379	393	407	407	415
<b>Total</b>	<b>253,204</b>	<b>44,807</b>	<b>...</b>	<b>67,058</b>	<b>69,278</b>	<b>71,604</b>	<b>74,509</b>	<b>77,703</b>	<b>81,100</b>	<b>84,609</b>	<b>87,984</b>	<b>91,099</b>	<b>93,264</b>	<b>96,379</b>	<b>96,813</b>	<b>98,704</b>



## Jackson County has the highest enrollment rate in the region (45%)

- Overall, the region has a 39% enrollment rate with Jackson, Wyandotte (41%), and Platte (38%) counties leading.
- Miami (15%), Ray (20%), Johnson (28%), and Cass (30%) counties have the lowest proportion of eligible households in the metro enrolled in ACP.

### ACP Sign-Up Rates for KC Metro



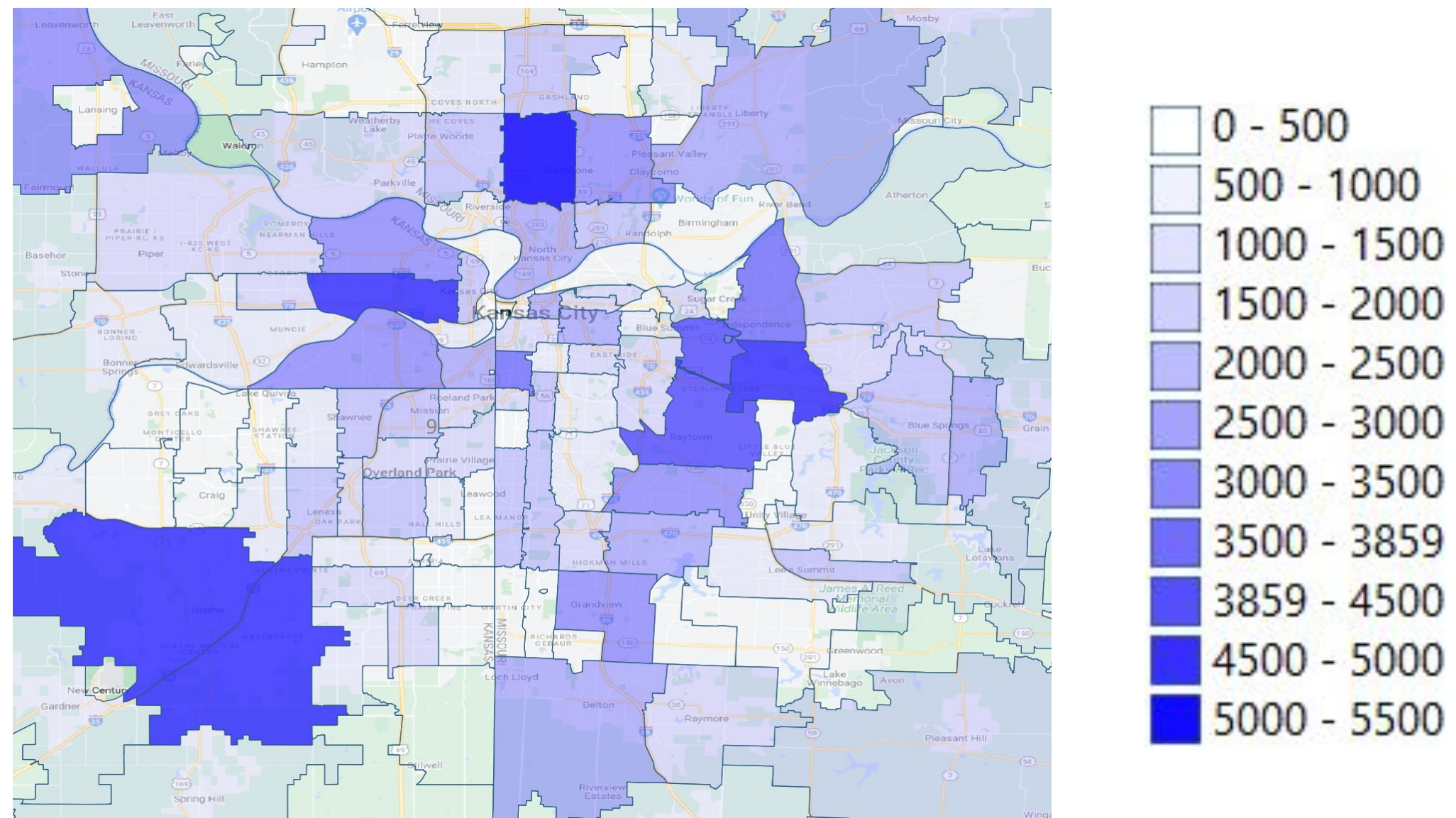




## 1 in 4 eligible unenrolled households are in 11 ZIP codes

- 66102, 64118, 66061, 66062, 64055, 64050, 64133, 64030, 64052, 64111, and 66104 account for 25% of eligible, unenrolled households
- There are an estimated 41,200 eligible, unenrolled households in these 11 ZIP codes and about 165,000 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 10/1/23)



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](#).



# 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 over the last month:

- 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 over 500 reached so far
- Tabling at four community events, reaching almost 100 individuals
- One enrollment assistance event and two outreach events held by partners, reaching over 1,500 individuals
- Continued offering open sign-up assistance through the LAMP campus, hosting 36 hours of open office hours

*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

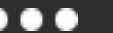
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Outreach Type	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023
Tabling events with partner org	7	2	2	1	10	31	26 (+3)
Community partner meetings attended and info sharing	5	4	1	2	3	3	2
Organizations receiving ACP outreach materials	4	1	26	11	4	28	5 (+2)
Individuals engaged at events	170	42	35	10	144	1713	537 (+98)
Individuals engaged through partner outreach	-	-	-	-	-	-	1,507 (+1,507)
On-site ACP sign-ups held	1	2	0	1	10	33	4
ACP sign-up trainings held	0	0	1	0	1	4	4 (+1)
ACP coaches trained	0	0	21	0	6	38	41 (+9)





# WHAT'S NEXT

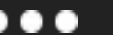




# Spread the word

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](mailto:lscott@kcdigitaldrive.org) or call 816.612.1132 to explore opportunities.



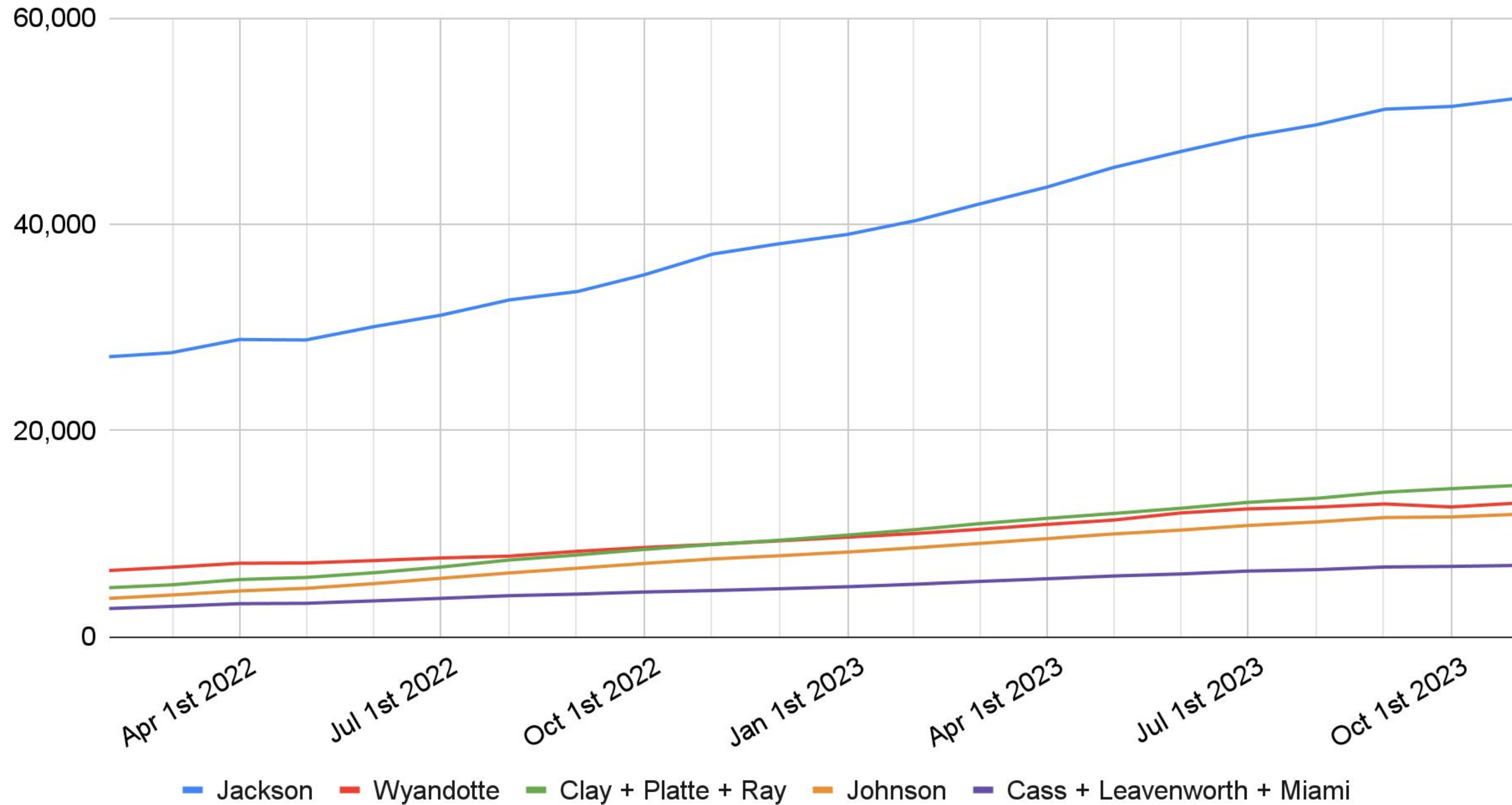


# APPENDIX





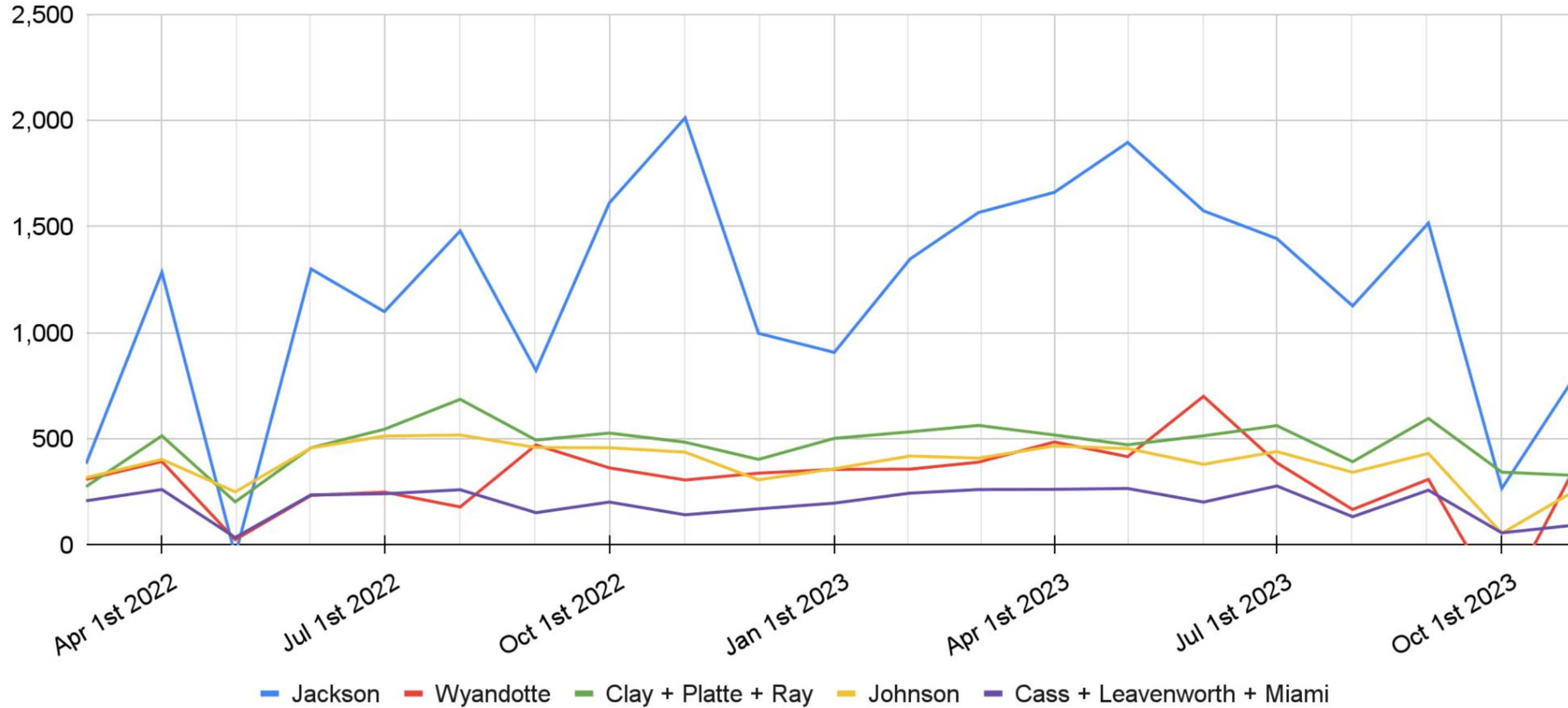
## ACP Enrollment Totals for KC Metro







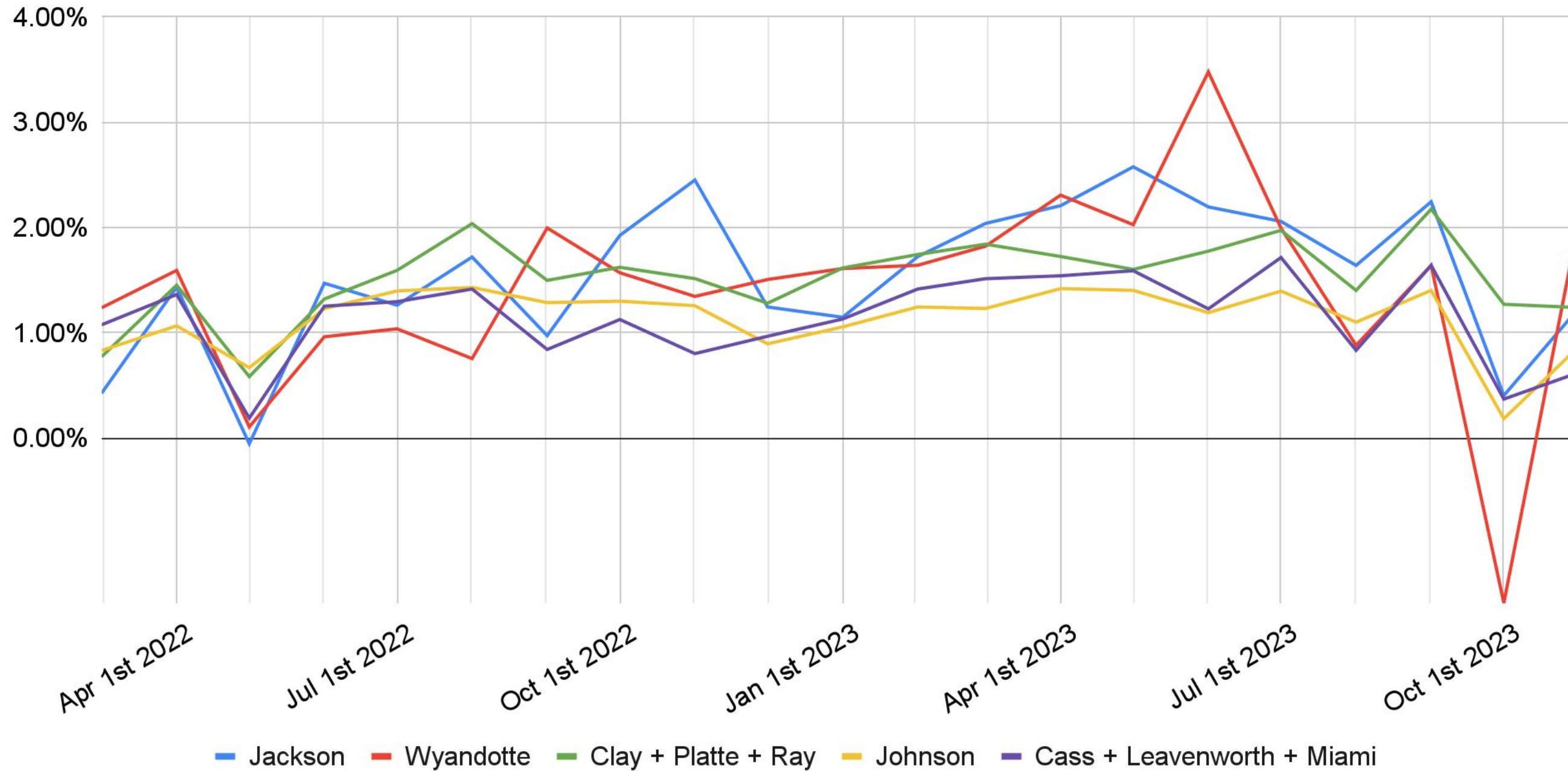
## Net New ACP Enrollments Per Month



\* 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.



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



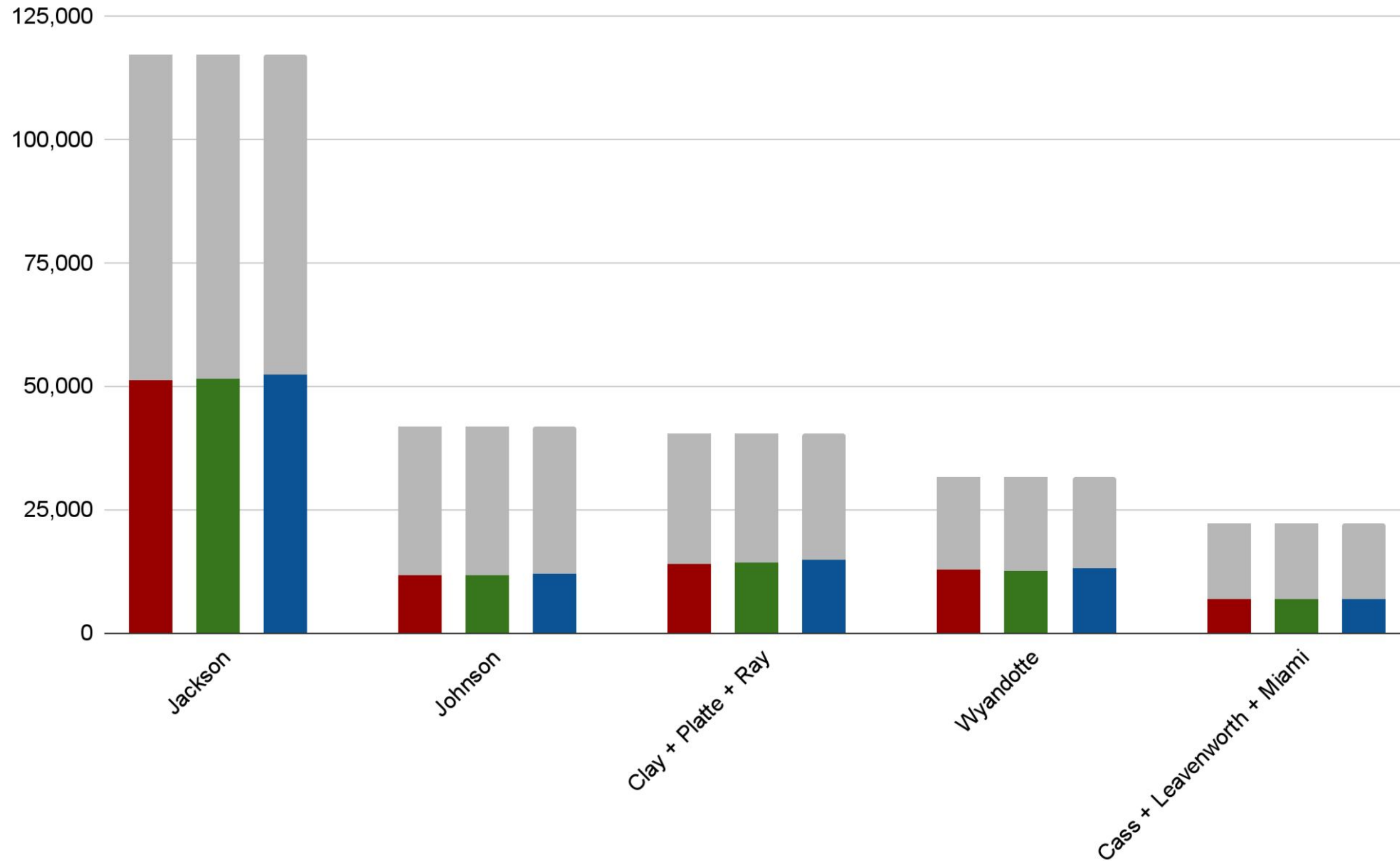
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# Households Enrolled in ACP

(Sep 1st through Nov 1st)

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Sep 1 2023

Oct 1 2023

Nov 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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