



ACP4ME: THE AFFORDABLE CONNECTIVITY PROGRAM

In partnership with:



**MAINE
CONNECTIVITY
AUTHORITY**

EducationSuperHighway

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Tim Alborg



WELCOME



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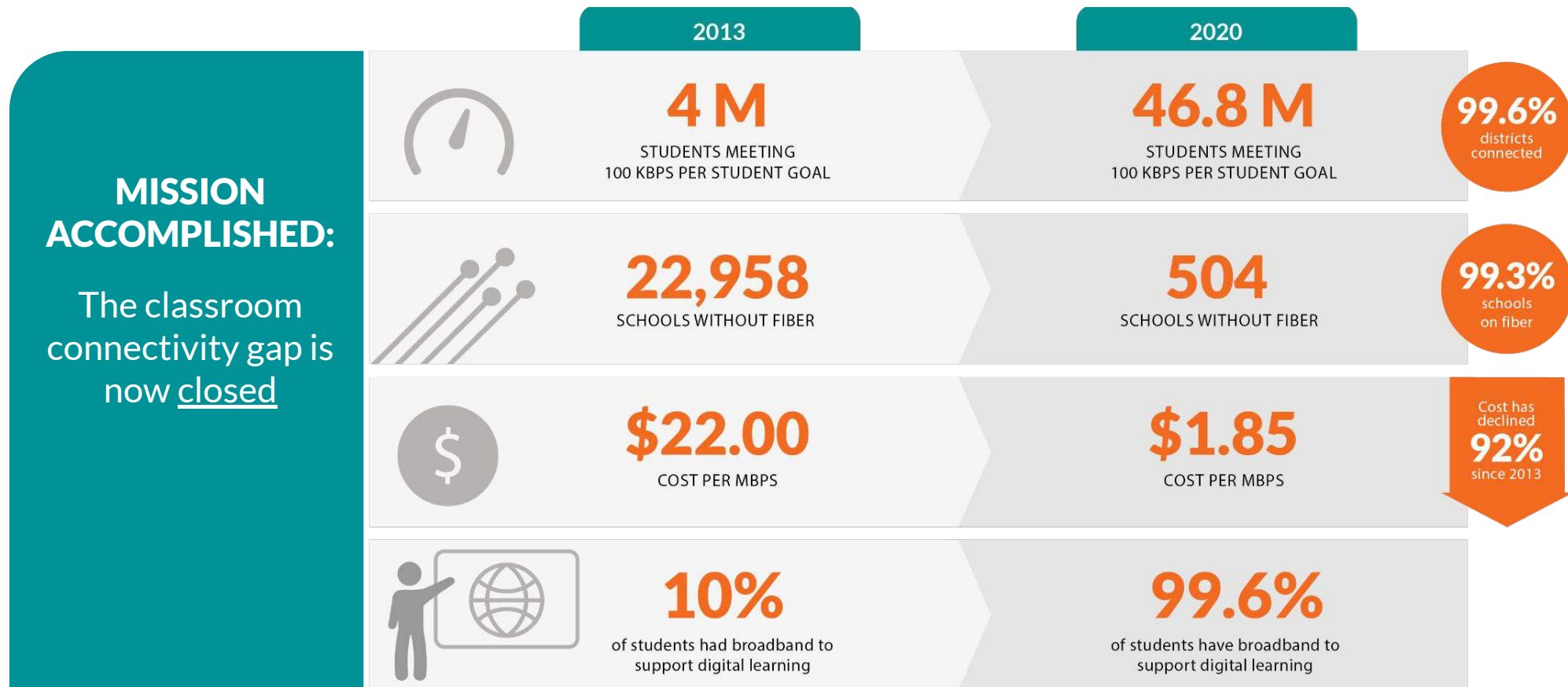
AGENDA

- 01** Affordable Connectivity Program (ACP) Overview
- 02** Maine ACP4ME Campaign
- 03** Tools & Resources
- 04** Q&A
- 05** Next Steps



OUR HISTORY

From 2013 to 2020, EducationSuperHighway led the effort to close the K-12 digital divide



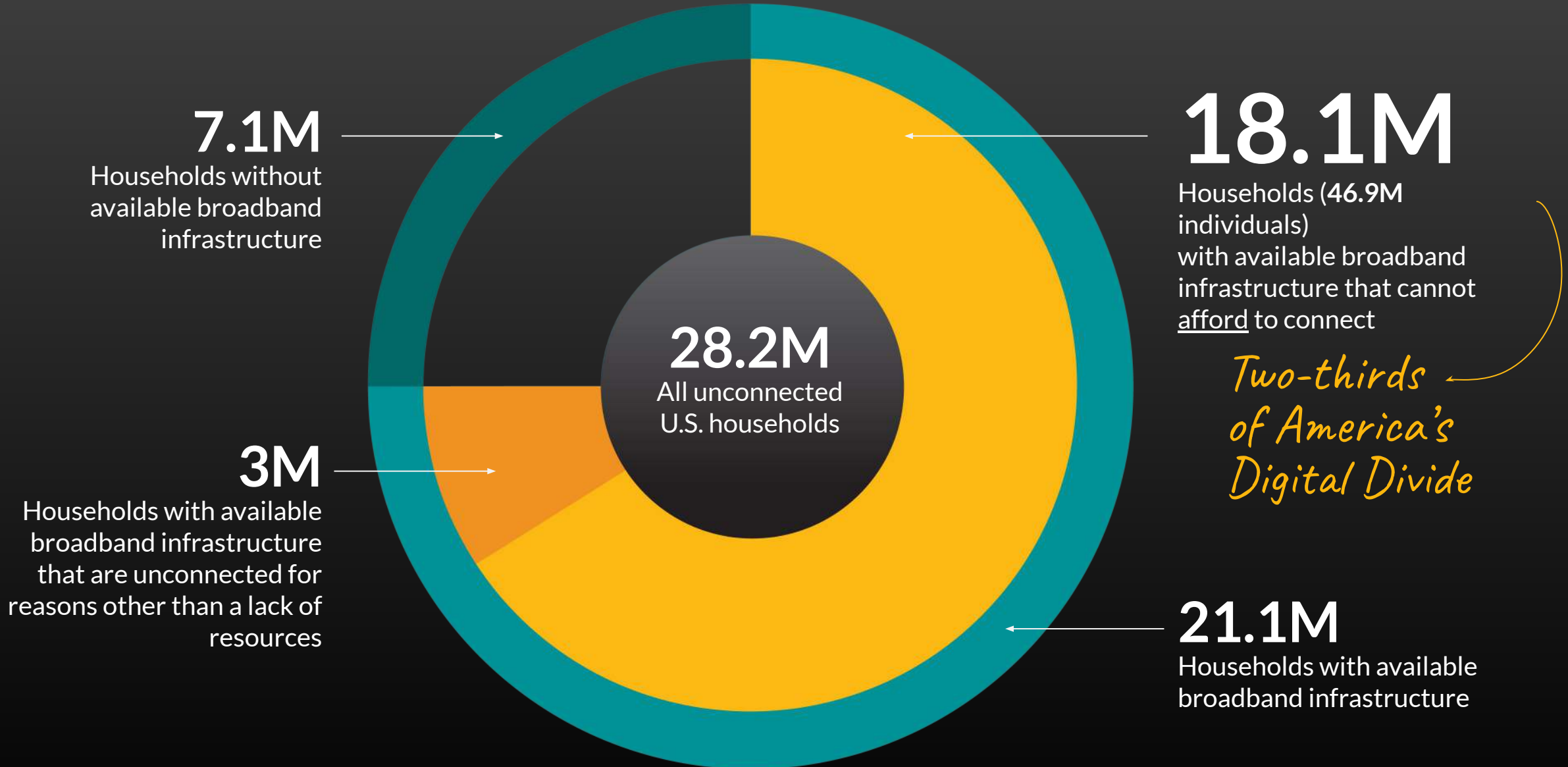
OUR MISSION

Close the digital divide for the **18 million households** that have access to the Internet but can't afford to connect.

We focus on America's most unconnected communities, where more than 25% of people don't have Internet.



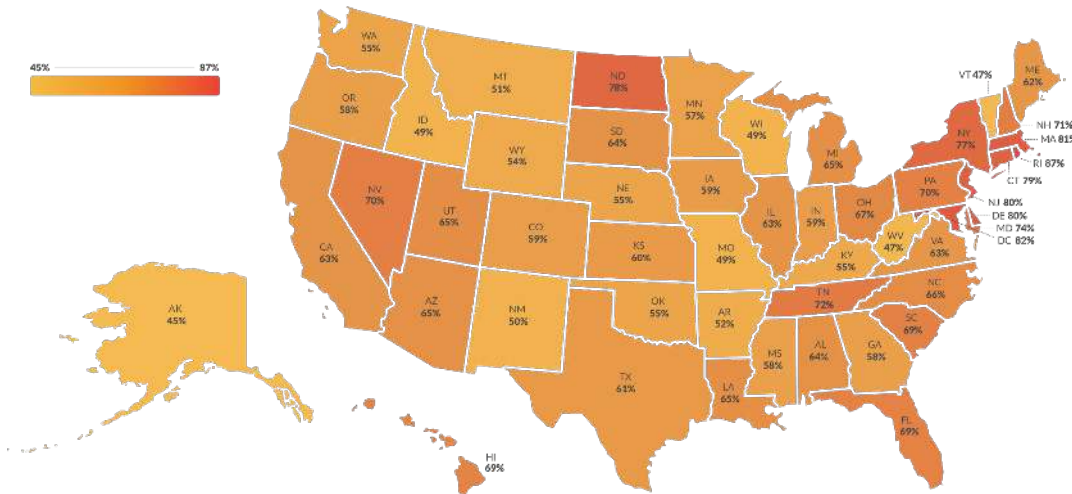
BROADBAND AFFORDABILITY GAP



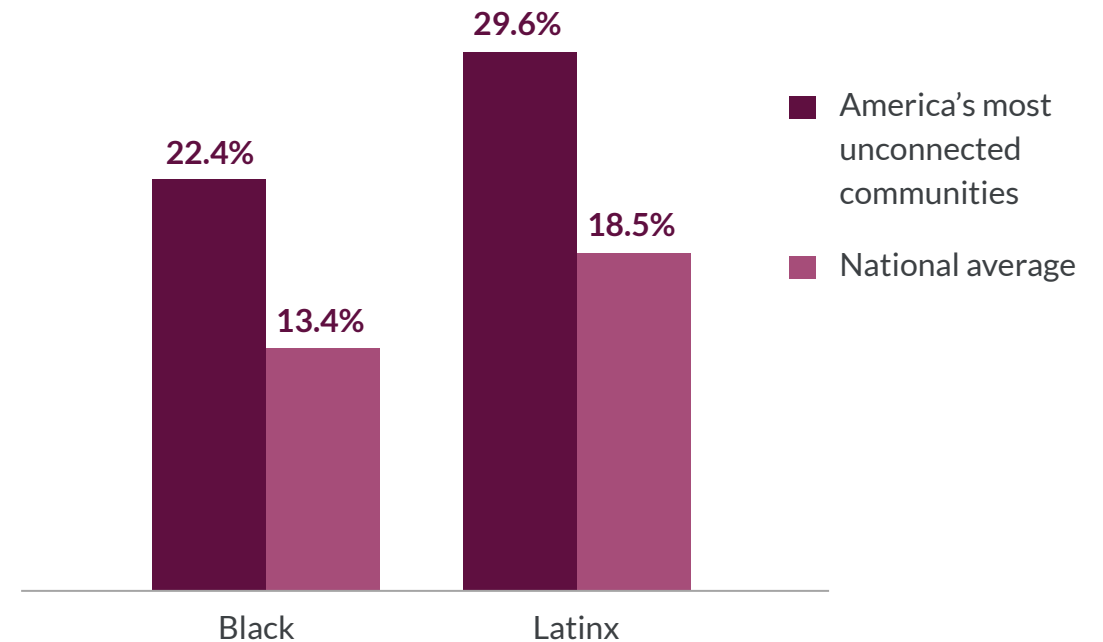
BROADBAND AFFORDABILITY GAP

18.1 million households (64% of the digital divide) lack home broadband because they can't afford it

THE AFFORDABILITY GAP IS THE LARGEST PORTION OF THE DIGITAL DIVIDE IN 43 STATES



THE AFFORDABILITY GAP DISPROPORTIONATELY IMPACTS BLACK AND LATINX COMMUNITIES





The Affordable Connectivity Program (ACP) provides

\$14.2 billion to help Americans

who cannot afford the cost of home broadband.



An estimated **51.6 million households are eligible** for the benefit.



\$ Eligible Households Receive

- A discount of up to **\$30** a month for broadband service (\$75 for households living on Tribal lands)
- A one-time discount of **\$100** toward the purchase of a connected device (laptop, desktop or tablet) through a participating provider



AFFORDABLE CONNECTIVITY PROGRAM



ACP Eligibility

A HOUSEHOLD IS ELIGIBLE IF their total income is at or below 200% of the Federal Poverty Level, or;

At least one member meets any of the criteria below:

- **Participates in assistance programs**, such as SNAP, Medicaid, Federal Public Housing Assistance, SSI, WIC, or Lifeline;
- **Participates in one of several Tribal-specific programs**;
- **Is approved to receive benefits under the free and reduced-price school lunch program or the school breakfast program**, including through the USDA Community Eligibility Provision;
- **Received a Federal Pell Grant** during the current award year;
- **Meets the eligibility criteria for a participating broadband provider's existing low-income program.**



ACP FAQs

Undocumented Individuals

Can undocumented individuals apply for the ACP?

Generally, undocumented immigrants are not eligible to receive federal public benefits. However, **ACP does not take into account one's immigration status**, meaning undocumented immigrants can receive this benefit. Undocumented immigrants may be eligible for a handful of benefits that are deemed necessary to protect life or guarantee safety in dire situations.

Does the ACP affect Green Card applications?

Applying for the ACP or receiving ACP benefits will not jeopardize anyone's ability to obtain a green card or sponsor a family member under the public charge test, as it is not considered in the test.



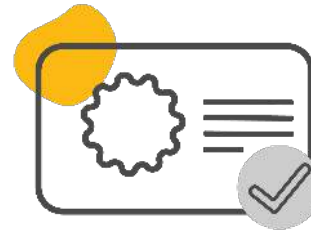
UNDOCUMENTED
APPLICANTS

How to Apply



HOW TO PROVE IDENTITY

- **Driver's License:** 18 states and Washington D.C. do not require proof of citizenship
- Up-to-date **foreign passports**
- **Taxpayer ID Number**
- **State or Municipal ID**



HOW TO PROVE ELIGIBILITY

- All students, regardless of immigration status may receive **Free & Reduced Price Lunch** or prove eligibility through attendance at a **CEP school**
- Undocumented immigrants are eligible to receive **WIC**
- Dependents receive a **Federal Pell Grant**



SPECIAL POPULATIONS

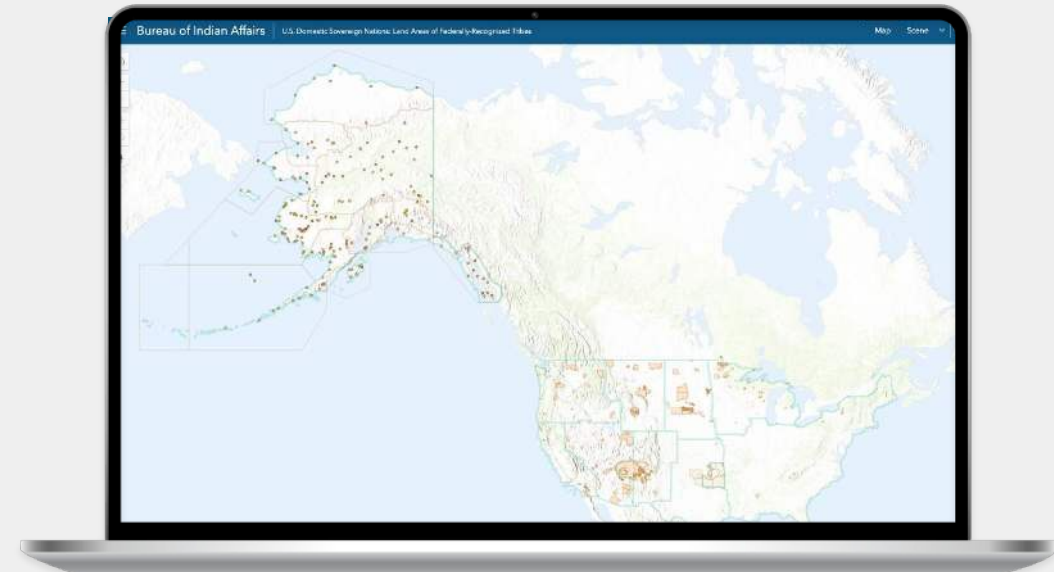
Enhanced Tribal Benefit

Eligible individuals living on federally-recognized Tribal lands receive up to \$75 per month for internet, and a one-time \$100 to use for a connected device.

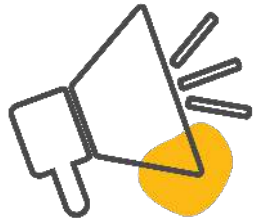
WHO IS ELIGIBLE?

1. Must reside on qualifying tribal lands
2. Household must meet the income requirements or program participation covered, or participate in one of the following:
 - a. Bureau of Indian Affairs General Assistance
 - b. Tribal Head Start
 - c. Tribal Temporary Assistance for Needy Families
 - d. Food Distribution Program on Indian Reservations

Explore the Bureau of Indian Affairs [official map](#) of Recognized Tribal Lands



Barriers to Enrollment



AWARENESS

- Low awareness of subsidy and low-cost programs
- Confusion about what the program is actually offering and its benefits



TRUST

- Lack of trust in government programs
- Worried that bill will increase or subsidy will go away
- Concerned about sharing personal information with ISPs



ENROLLMENT

- Documentation required to prove eligibility
- Confusion about the application process
- Language barriers



AFFORDABLE CONNECTIVITY PROGRAM

To close the digital divide, we must find ways to **increase awareness and drive broadband adoption.**

ACP in Maine

573,618

Total households

238,710

Households eligible for the ACP

118,832

Total **unconnected** households

29%

of eligible households have claimed support
(as of December 2022)

ACP ENROLLMENT DASHBOARD

The ACP Enrollment Dashboard **shares data by municipality**, updated monthly.

Affordable Connectivity Program Enrollment Dashboard

National Totals Refreshed: **Weekly**
State and City Data Refreshed: **December, 2022** | [About the Data](#)

Use the dashboard to effectively target new federal broadband funding to support Affordable Connectivity Program (ACP) awareness and adoption efforts. **Hover over the map to see progress in each state or click to open the dashboard for progress by city.**

51.6M

ACP-ELIGIBLE
HOUSEHOLDS

17.7M

ACP-ELIGIBLE,
UNCONNECTED
HOUSEHOLDS

32%

NATIONAL ACP
ADOPTION RATE

16.8M

ENROLLED IN ACP

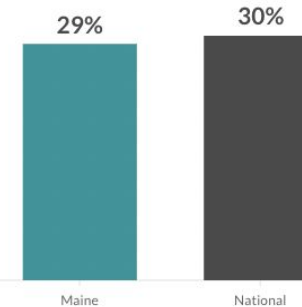
Maine ACP Adoption

238,710 eligible households

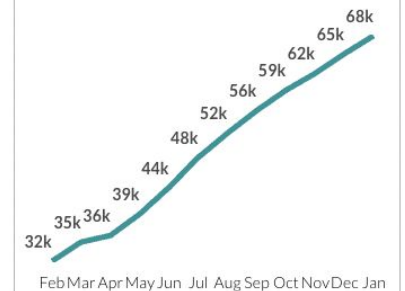
ENROLLMENT



NATIONAL



ENROLLMENT OVER TIME



Major ISP Plans in Maine

ISP	PLAN	COST	TYPE OF INTERNET	SPEED	FREE WITH ACP?
Spectrum	Internet Assist	\$17.99 per month	Cable	30 mbps	Yes
Spectrum	Internet100	\$30 per month	Cable	100 mbps	Yes
T-Mobile Home Internet	T-Mobile Home Internet	\$50 per month	5g Data	80-130 mbps	No



Local ISP Plans in Maine

ISP	PLAN	COST	TYPE OF INTERNET	SPEED	FREE WITH ACP?
RedZone	Home Internet	\$48 per month	Fixed Wireless	50 mbps	No
Consolidated Communications	Residential Internet	\$35 per month	Cable/Fiber	50 mbps	No
Georgetown Broadband	Fiber Home Internet	\$64 per month	Fiber	25 mbps	No
FirstLight	High Speed Residential Internet	\$39 per month	DSL	5mbps	No



Act Now Maine

WHAT?

A state-led ACP awareness campaign in partnership with local communities, trusted institutions & EducationSuperHighway

- 1 Leverage **earned and social media** to raise ACP awareness.
- 2 Drive households to **ACP Resources** to simplify enrollment.
- 3 **Training for** local leaders, community-based organizations and other stakeholders on the ACP.

BENEFITS

- 1 Builds awareness and directs residents to support **for enrolling in the ACP**.
- 2 Develops information to **inform state broadband plan** and budgets for Broadband Equity, Access, and Deployment (BEAD) & Digital Equity Act (DEA).

Maine Act Now:

How You Can Get Involved

Act as trusted messenger to spread the word about the ACP by...



Using your **social media** channels



Spreading the word about ACP during existing programming and initiatives (e.g. **community events and outreach, newsletters, email outreach**)



CAMPAIGN REMINDER EMAILS

Please ensure your **marketing, communications, or public relations team members** have also signed up to receive weekly campaign updates.

These emails include:

- sample social media posts
- template awareness materials
- impactful outreach ideas



Hi Andy,

There are just <X> days left before the launch of **ACP Act Now: Maine**.

We are confident that raising awareness and building trust in the [Affordable Connectivity Program](#) (ACP) can help reach those who are eligible for the program but have yet to sign up, especially those who currently lack a home internet connection.

To prepare for the campaign launch:

1. **Use our [press release template](#) or draft your own** to announce your locality's participation in the campaign and commitment to boosting ACP enrollment in your area.
2. **Reference the [editorial calendar for recommendations](#)** for driving ACP awareness through your existing networks and communications channels.
3. **Use the free, customizable materials from our [PromoteACP: Resource Hub](#)**. Resources include a social media toolkit, event postcards, sidewalk signs, flyers, and digital content for websites to promote the campaign – many accessible in multiple languages.

We will continue to send weekly reminder emails during the campaign to help keep you on track.

If you have any questions on how to use these resources or would like to talk through how to jump-start ACP awareness in your area, please email me at tim.alborg@educationsuperhighway.org.

Best,

Jenny Miller

Director, Government Affairs

[EducationSuperHighway](#)

EXAMPLES

How cities and trusted institutions have been effective trusted messengers:



City of Central Falls, RI

Coordinated with ISPs and convened community partners to help share information through their existing programs and local community events, like the city's Restaurant Week



Birmingham Housing Authority

Distributed information to all residents and hosted enrollment events (with ACP-trained staff members) to support individuals with the sign up process.

Worcester Family Partnership
Family and Community Growth Together
130 Leeds Street - Worcester, MA 01604
Tel: 508-799-3136 - Fax: 508-799-3129
Family Partnership develops supports for all those who care for our children.

supported by a Grant from the MA Dept. of Early Education and Care
BRAIN BUILDING IN PROGRESS

**Worcester Family Partnership's
FAMILY RESOURCE INFORMATION NIGHT
TUESDAY, April 12, 2022 – 6-7pm**

JOIN US ON ZOOM
TO LEARN ABOUT LOCAL
RESOURCES

FC Helping Households Connect

AFFORDABLE CONNECTIVITY PROGRAM
Offers families discounts on Internet Connections.

Worcester School District

Provided community organizations with ACP training and materials to build local capacity and content to post on social media, via email newsletters, and in physical spaces.

EXAMPLES

How cities and trusted institutions have been effective trusted messengers:



Baltimore Pratt Public Library

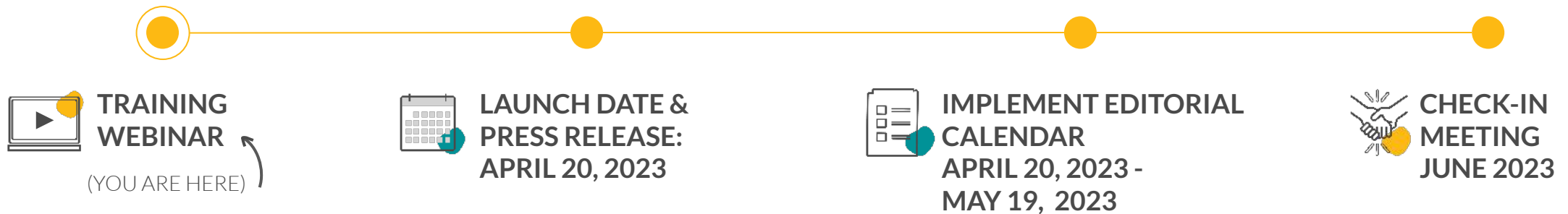
Trained library staff on enrollment and distributed information about the ACP during digital literacy courses and community events



Rural LISC

Community Action Partnership and housing-assistance organizations provided individuals with direct one-on-one enrollment support.

Maine ACP4ME Plan of Action



PRESS RELEASE

SAMPLE PRESS RELEASE

<Insert City Logo>

PRESS RELEASE

For Immediate Release

CITY, STATE – DATE

For More Information Contact:

Full Name:

Office #

Cell #

Email

<<Local Leader>> Announces Initiative to Bring Affordable Home Internet to XX,XXX of <City's> Unconnected Households

Public, Nonprofit and Community Leaders Unite to Raise Awareness of Affordable Connectivity Program and Close the Digital Divide in <City>

CITY, STATE – DATE – Today, <Local Leader Name>, in partnership with <insert names of initiative partners> announced a new initiative to close the digital divide in <City Name>. The new initiative aims to build awareness about the \$14 billion Affordable Connectivity Program, a long-term federal benefit that will help to lower the cost of broadband service and help low-income families to afford home internet service.

The [Affordable Connectivity Program \(ACP\)](#) is a federal benefit that aims to connect these individuals by providing eligible households with a discount of \$30/month toward their home Internet bill or \$75/month for households on Tribal lands. In addition, the benefit provides a one-time \$100 discount toward a connected device through a participating provider. At this time, only 26% of eligible households have applied for the benefit due to a lack of awareness, lack of trust in the program, or inability to enroll due to application barriers

"High-speed home Internet allows Americans to work remotely, send their children to school and access healthcare, job training, and critical government services," said <Local Leader Name>. "We are committed to closing the broadband affordability gap in <City> so that every resident has equal access to the opportunities of the digital age," the opportunities of the digital age."



a unique public-private partnership that
recent report from the national nonprofit,
ately 28 million of the 123 million households
nd, 18 million of these households, home to
ord an available internet connection.

ity's> underserved communities and
forts to provide the resources households

are aware they might be eligible for the
ort outreach. A household is eligible if
teria below:

[Poverty Guidelines:](#)

P, Medicaid, Federal Public Housing

price school lunch program or the
mmunity Eligibility Provision (CEP);

r;
provider's existing low-income

Bureau of Indian Affairs
ng the relevant income
m on Indian Reservations.

hway's pre-enrollment tool to
ation, and to see a list of "free



EDITORIAL CALENDAR

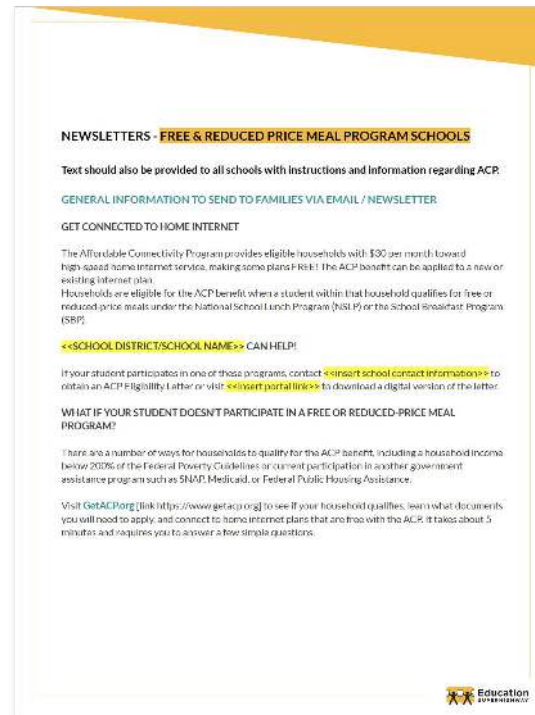
WEEKS 1-4

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
1	<p>Launch ACP landing webpage or add blurb to City webpage, linking to GetACP.org/Maine</p> <p>Resource: Website Template</p>	<p>Post on social media (What is ACP?)</p> <p>Resource: Social Media Toolkit for Community Partners</p>	<p>Customize collateral materials (logo/QR code)</p> <p>Resource: PromoteACP: Resource Hub</p>	<p>Post on social media (How ACP Eligible?)</p> <p>Resource: Social Media Toolkit for Community Partners</p>	<p>Send ACP content in City-based newsletters (What is ACP)</p> <p>Resource: PromoteACP: Resource Hub (Use Website Blurb)</p>
2	<p>Post on social media (Did you know CEP/FRPM = eligible?)</p> <p>Resource: Social Media Toolkit for School Districts</p>	<p>Distribute content to School Districts</p> <p>Resource: -PromoteACP: Resource Hub for Schools -School District Toolkit -General ACP Awareness Video</p>	<p>Post on social media (GetACP.org Video)</p> <p>Resource: -Social Media Toolkit for Community Partners (Caption) -GetACP.org Video</p>	<p>Distribute content to Housing Authorities</p> <p>Resource: -PromoteACP: Resource Hub -Social Media Toolkit for Community Partners -Door Hangers</p>	<p>Post on social media (Steps to apply)</p> <p>Resource: Social Media Toolkit for Community Partners</p>
3	<p>Distribute content to Libraries/Trusted Community Partners</p> <p>Resource: -PromoteACP: Resource Hub -Event-specific Templates</p>	<p>Post on social media (Did you know Schools can help?)</p> <p>Resource: Social Media Toolkit for School Districts</p>	<p>Send ACP content in City-based newsletters (How to Get Help)</p> <p>Sent ACP information through Utility Company contacts (or 3-1-1)</p>	<p>Post on social media (Importance of Home Internet)</p> <p>Resource: Social Media Toolkit for Community Partners</p>	<p>Post graphics on digital screens</p> <p>Resource: PromoteACP: Resource Hub</p>
4	<p>Post on social media (GetACP.org Post)</p> <p>Resource: Social Media Toolkit for Community Partners</p>	<p>Create list of organizations/institutions to provide awareness/enrollment support events</p>	<p>Post on social media (How to Get Support)</p> <p>Resource: Social Media Toolkit for Community Partners (Graphic)</p>	<p>Send enrollment support group ACP event and training Info</p> <p>Resource: -LearnACP -PromoteACP (Event-specific Collateral) -Event Toolkit</p>	<p>Post on social media (Free with Some Plans)</p> <p>Resource: Social Media Toolkit for School Districts</p>

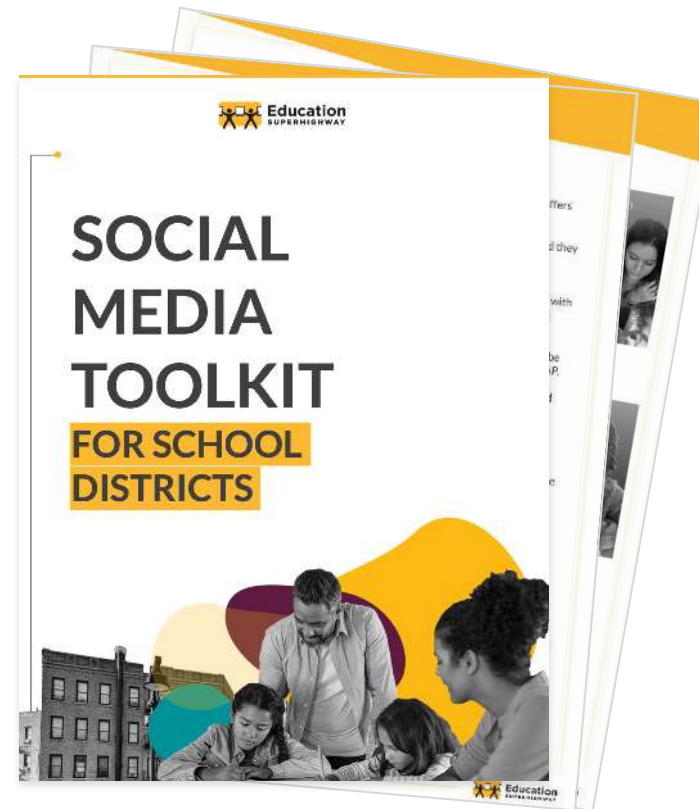
ACP ADOPTION TOOLKIT & RESOURCES

Free customizable promotional materials

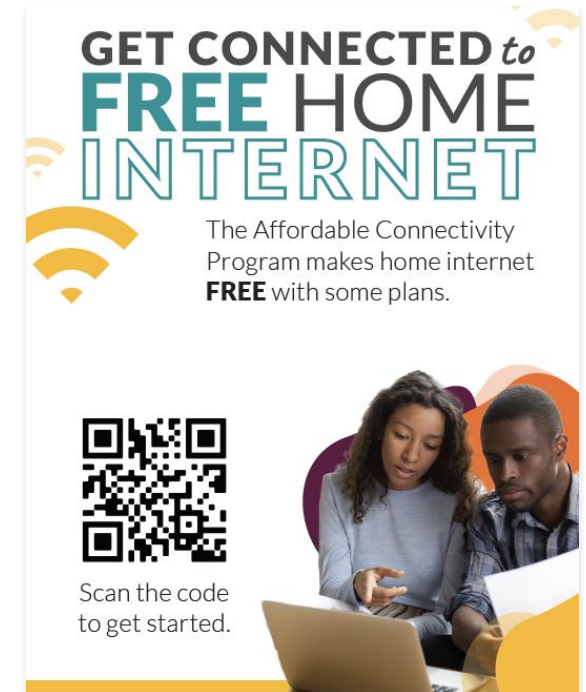
Download from our PromoteACP: [Resource Hub](#)



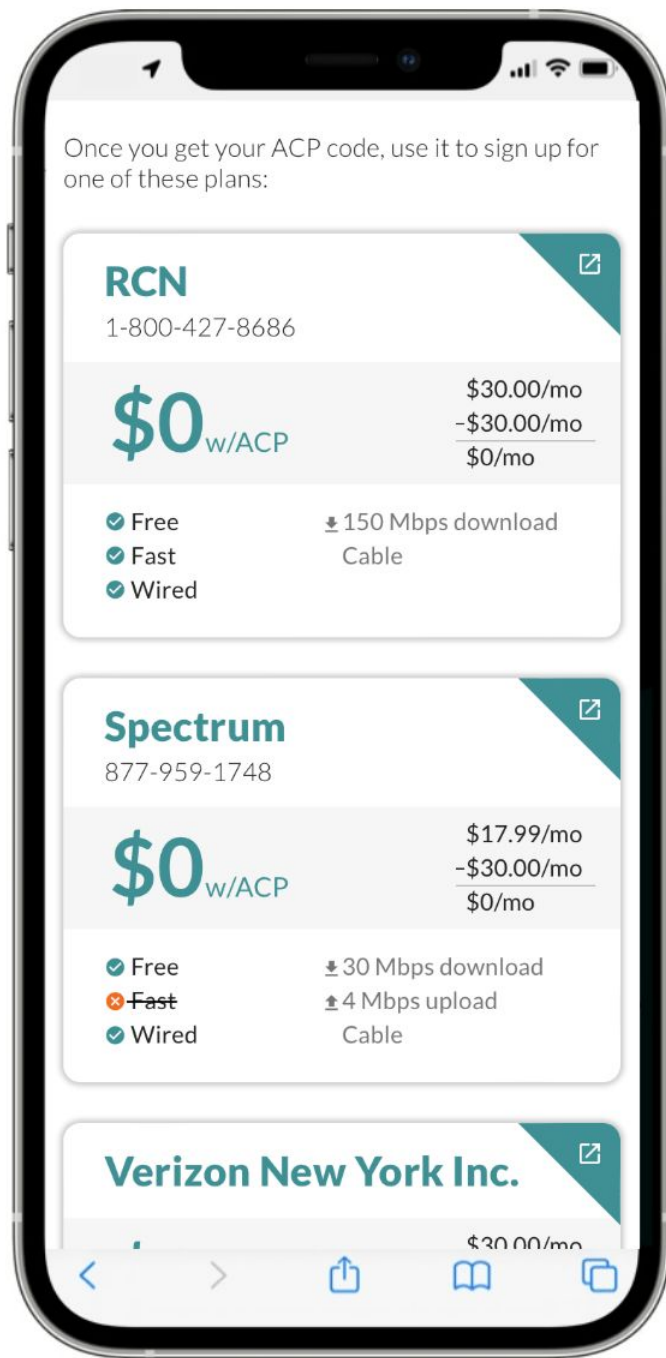
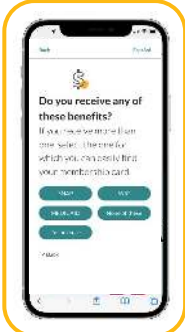
Newsletter Blurbs and Text Campaigns



Social Media Toolkit with sample posts and images



Sidewalk Signs, Flyers, Website Content



AFFORDABLE CONNECTIVITY PROGRAM

GetACP.org

simplifies the ACP enrollment process

EducationSuperHighway has built a mobile-friendly wizard to prepare households for ACP enrollment and provide on-demand support.

In about 3 minutes, users can

- Determine the easiest way for them to qualify
- Identify documents they will need to have available and receive a personalized checklist
- Identify “free-with-ACP” broadband plans available to household



LearnACP

Affordable Connectivity Program Certification

educationsuperhighway.org/LearnACP

- Trains enrollment supporters to advise and assist applicants step-by-step through the ACP application and internet plan sign-up.
- Complete when it's most convenient, rather than at a set meeting time.
- Interactive content including knowledge checks (quiz questions) and downloadable content.
- Receive certification to build trust with community.

LearnACP Affordable Connectivity Program Certification

START COURSE



Welcome! This course will equip you with the knowledge and resources to support households to enroll in the Affordable Connectivity Program (ACP) and sign up for a high-speed home internet plan. Upon completion of this course, you will be a certified ACP enrollment specialist.

Your work supporting community members in adopting this program is critical to connecting Americans who remain on the wrong side of the digital divide. Thank you for your partnership!

In this course, you will learn:

- What the Affordable Connectivity Program is, what it provides, and who is eligible.
- How to navigate the ACP application on the National Verifier and provide guidance, tips, and advice on special considerations as you follow screen by screen.

LearnACP Course Content

educationsuperhighway.org/LearnACP

- What the Affordable Connectivity Program is, what it provides, and who is eligible.
- Navigating the ACP application with screen-by-screen guidance, tips, and advice on special considerations.
- Applying the applicant's ACP benefit with an internet service provider.
- Assisting special populations, including Tribal communities, undocumented, and houseless individuals, through the application process.
- Resources for assisting community members to enroll in the ACP and avoid common pitfalls.



51.6 million households, including 17.7 million unconnected households, are eligible for the ACP, yet only 13 million (25% of those eligible) have enrolled.

With your help, we can help members of your community overcome three key barriers to adoption:

- 1 Low **AWARENESS** of the program and its benefits.
- 2 Lack of **TRUST** in government programs and internet providers, and concern about sharing personal information.
- 3 **ENROLLMENT** challenges including documentation and language barriers.

Now that we've introduced the Affordable Connectivity Program — how it works, what it offers, and how households can qualify — let's test your knowledge.

Knowledge Check

The ACP was created to address the...

Enrollment Support **Best Practices**

If your resources allow, these are **best practices for driving ACP Enrollment:**



Designate outreach staff

such as Digital Navigators to support with ACP (and train them using LearnACP)



Host Enrollment Events

utilizing our toolkit for how to plan and execute an effective ACP sign-up event



Engage with Internet Service Providers in your campaign and community events



How to take action: Next steps

1

ACP4ME will launch on April 20

2

Begin the activities on the editorial calendar on April 20

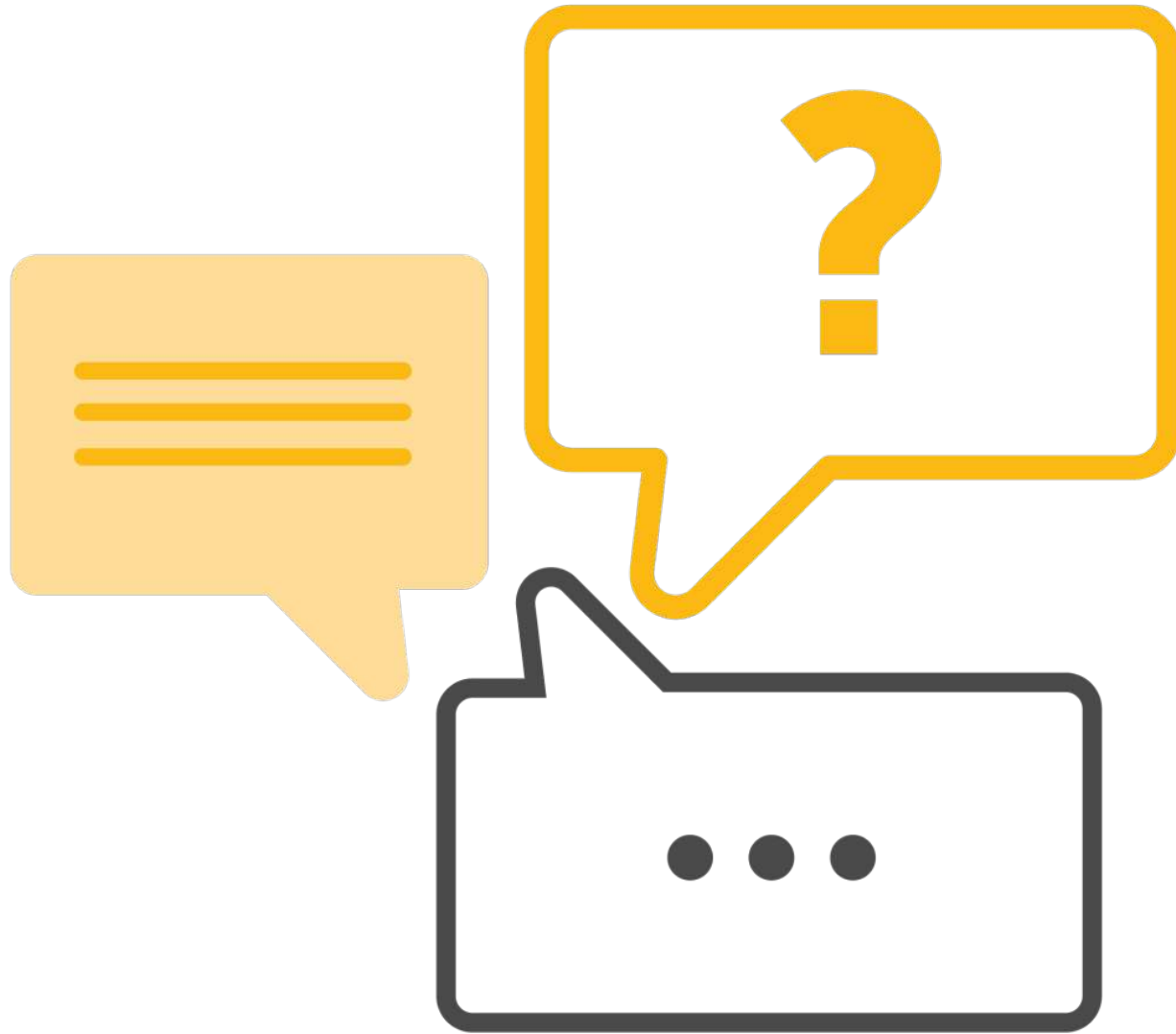
3

ESH will send a series of emails to remind you about the launch and key activities

4

For support and questions, contact jenny.miller@educationsuperhighway.org





Questions & Answers

Thank you for joining us today.

Ready to take the next step?

Email info@educationsuperhighway.org to get started.

Let's connect.

