Affordability & Adoption

Using federal programs to expand connectivity
Among low-income 8-to 18-year-olds:
- 19% don’t have residential broadband.
- 24% don’t have a computer at home.

Common Sense Student Survey

Among non-broadband users:
- 45% cite the high monthly cost of service.
- 37% cite the high cost of a computer.

Pew Research Center

Among un- and under-connected users:
- 68% cite the high monthly cost of service.
- 38% cite cost as the main barrier.

CETF & USC California Survey
The ACP is a $30 monthly benefit for internet service

**Extras**
- $75 on tribal lands
- $100 for a device

**Qualification**
- Income < 200% poverty line
- Participation in assistance program

**Rules**
- One ACP per household
- One member must qualify

**Background**
- Formerly the EBB
- $14B appropriation

**Participation in an assistance program**
- Lifeline
- Supplemental Nutrition Assistance Program (SNAP)
- Supplemental Security Income (SSI)
- Nutrition Program for Women, Infants, and Children (WIC)
- Federal Public Housing Assistance (FPHA)
- Medicaid
- Certain tribal programs
- Free and Reduced Lunch
- Pell Grant
- ISP low-cost plan

### Below 200% of the Federal Poverty Line

<table>
<thead>
<tr>
<th>Household Size</th>
<th>48 Contiguous States, D.C., and Territories</th>
<th>Alaska</th>
<th>Hawaii</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$27,180</td>
<td>$33,980</td>
<td>$31,260</td>
</tr>
<tr>
<td>2</td>
<td>$36,620</td>
<td>$45,780</td>
<td>$42,120</td>
</tr>
<tr>
<td>3</td>
<td>$46,060</td>
<td>$57,580</td>
<td>$52,980</td>
</tr>
<tr>
<td>4</td>
<td>$55,500</td>
<td>$69,380</td>
<td>$63,840</td>
</tr>
<tr>
<td>5</td>
<td>$64,940</td>
<td>$81,180</td>
<td>$74,700</td>
</tr>
<tr>
<td>6</td>
<td>$74,380</td>
<td>$92,980</td>
<td>$85,560</td>
</tr>
<tr>
<td>+1</td>
<td>+$9,440</td>
<td>+$11,800</td>
<td>+$10,860</td>
</tr>
</tbody>
</table>
However, the ACP can be hard to use.

- Lack of awareness & mistrust
- Affordable service may be inadequate
- Challenging enrollment process
- Requires digital skills & connectivity
- Ongoing support can be required

Only 25% of eligible households enrolled.

Over 60% enrollees on mobile broadband.
## Awareness

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Majority unaware</td>
<td>Trusted advertising</td>
</tr>
<tr>
<td>Scams, mistrust</td>
<td>Institutional outreach</td>
</tr>
<tr>
<td>Time commitment</td>
<td>Texting campaign</td>
</tr>
</tbody>
</table>

## Enrollment

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Difficult application</td>
<td>Navigator hotline</td>
</tr>
<tr>
<td>Lack of digital skills</td>
<td>Simple + mobile website</td>
</tr>
<tr>
<td>Lack of connectivity</td>
<td>Buyer’s advice</td>
</tr>
<tr>
<td></td>
<td>Prepared documentation</td>
</tr>
</tbody>
</table>

## Adoption

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly individualized</td>
<td>Hands-on, local support</td>
</tr>
<tr>
<td>Ongoing need</td>
<td>Tailored resources</td>
</tr>
<tr>
<td></td>
<td>Federal funding</td>
</tr>
<tr>
<td></td>
<td>Institutional coordination</td>
</tr>
</tbody>
</table>
Campaign will connect ACP enrollees to resources for successful internet adoption.

✓ Ongoing connection to local navigator hotline.

✓ Videos and short articles with advice on the most common tools families need.

✓ Texting program with tips for a healthy and productive online experience.
In Arizona
1,075,000 households qualify

$360 a year per ACP household
x
287,253 enrolled households in Arizona
=
787,747 households remain

1 in 4 eligible households currently enrolled

$103 million a year for Arizona

If we can help Arizona increase enrollment from
1 in 4 to 2 in 4
that would bring the state

$620 million over three years for affordable broadband + support for adoptees

Arizona’s Perspective
The ACP alone will not create long-term affordability. Infrastructure, competition, and regulations are required.

Use BEAD to:

✓ Prioritize grants for providers of high-quality, affordable service.

✓ Require low-cost service offerings capable of supporting essential online activities.

✓ Promote competition, which can lead to long-term affordability.

✓ Incentivize participation by new market entrants and public entities.

✓ Ensure communities have a voice in their service providers.

Use DEA to:

✓ Promote adoption of high-quality service and strategic use of the ACP.

✓ Empower communities to lead local adoption efforts.

✓ Create training resources for the use of essential services.
Takeaways

✓ Promote the ACP and link it to adoption resources.

✓ Create a program for device affordability.

✓ Implement strong affordability requirements in BEAD.

✓ Build infrastructure and adoption resources with essential uses in mind.

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