



ADVOCACY IN ACTION:

COMMUNICATING WITH YOUR CONGRESSIONAL LEADERS

EducationSuperHighway

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Presenters



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Agenda

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02

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03

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04

Q&A



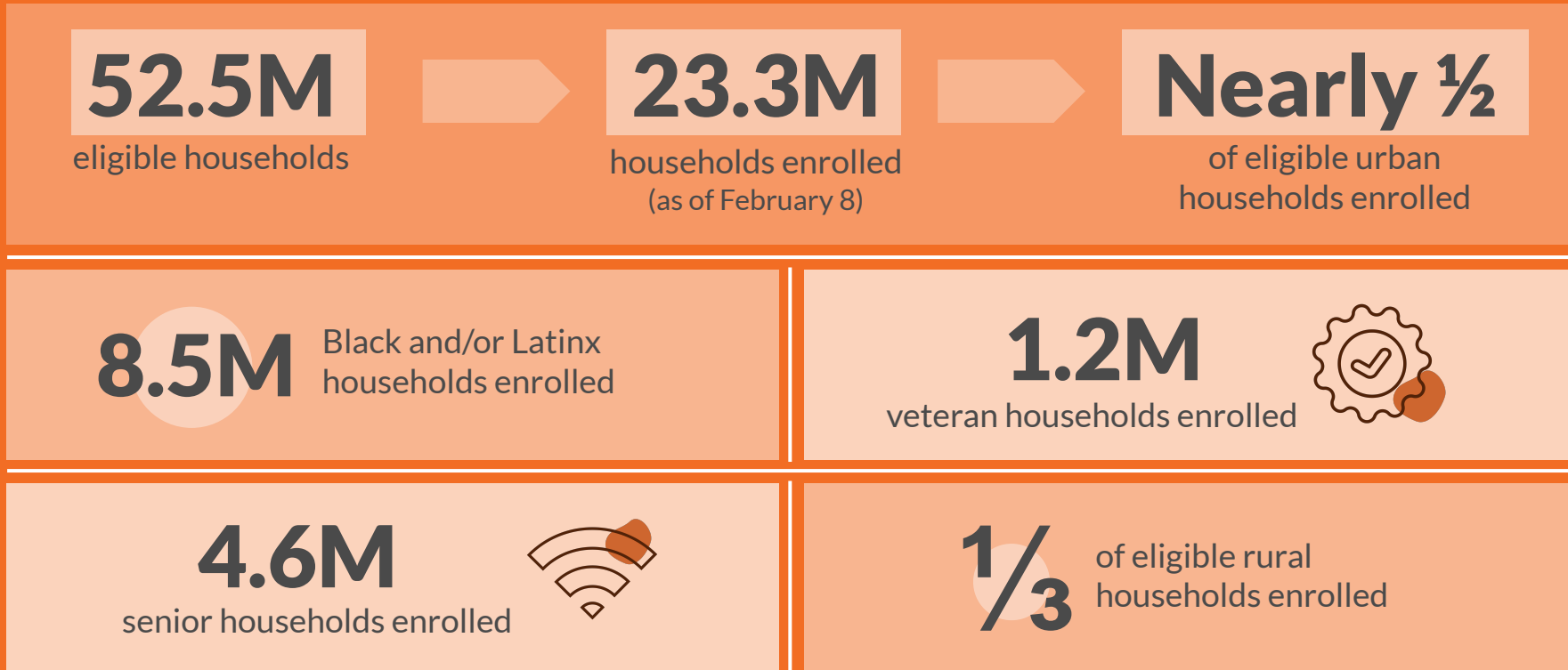
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State of the ACP

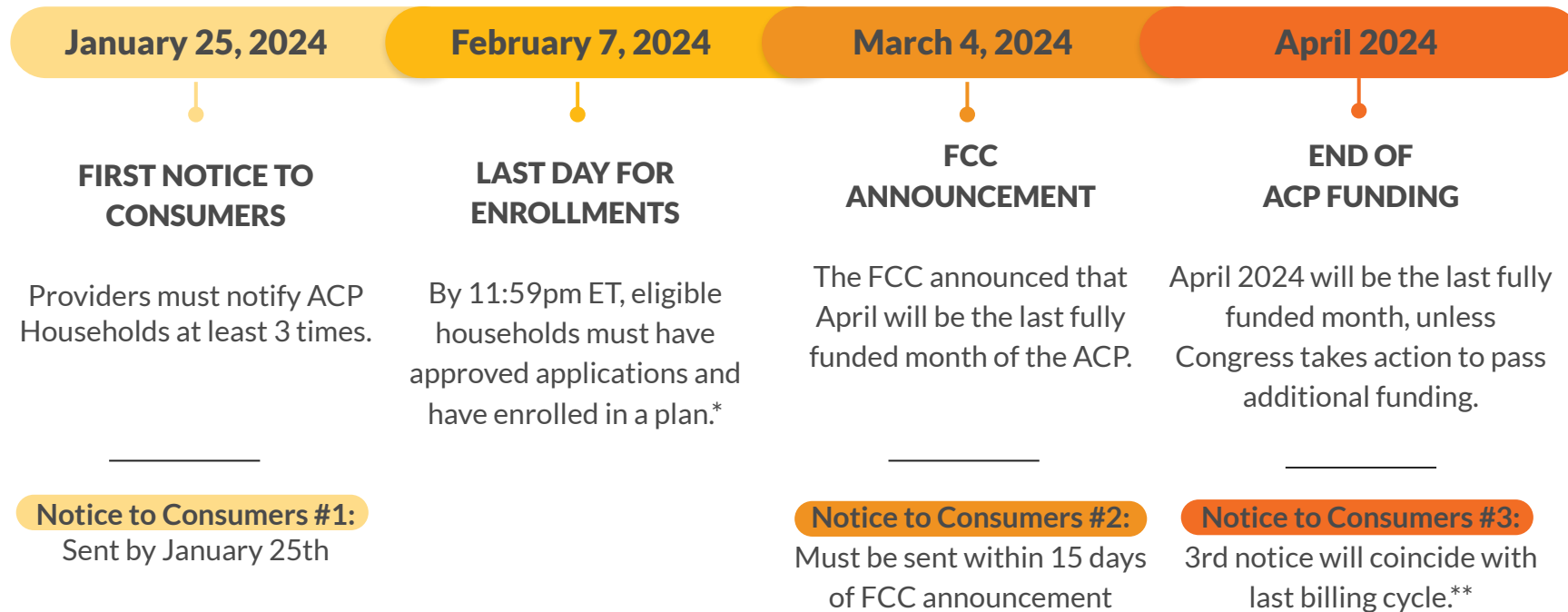


STATS

ACP by the Numbers



ACP Wind-Down Timeline



* After 2/7, consumers can still transfer their benefit to another ISP, however, it will be up to the new ISP to accept that transfer.

** Note: 2nd and 3rd notices will include impact on bill.



The Affordable Connectivity Program Extension Act of 2024

1

Directs treasury to
reallocate \$7 billion in
unspent funds for ACP

2

Will extend the program
until end of 2024

3

Does not create
new debt

4

Does not change
the program



The Affordable Connectivity Program **Extension Act of 2024**

- **Introduced January 10th – bicameral/bipartisan**
 - HR 6929 - 204 co-sponsors
 - S. 3565 - 3 co-sponsors
- **Assigned to Appropriations Committees**
- **Need more Republican Co-Sponsors**
 - All co-sponsors are important
- **Senate bill could skip committee**
 - Working with Majority Leader Schumer to build support
- **House bill could become appropriations**
 - March 22nd deadline for FCC funding
- **Other amendments and bills**
 - Ongoing negotiations; additional language could be added to the bill or submitted as a separate bill
 - Details TBD



Pathways for ACP Renewal

Appropriations

TIMELINE

March 22nd for FCC funding

- Ongoing ACP bill activity impacts the likelihood of this (more support = more likely)
- Opportunity to include ACP bill language in appropriations

ACP Extension Bill

TIMELINE

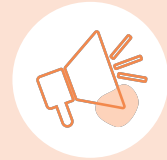
Theoretically anytime, but the bill has to go to committee before it goes to a floor vote

- Assigned to Appropriations Committees in both chambers (only committee assigned)
- Option to bypass appropriations and go straight to the floor
- Needs more co-sponsor support



STATS

ACP Renewal Media Mentions



1,624 media mentions since the
ACP enrollment pause on February 7th!

2,352,976

estimated reach from social
media mentions

7,235,293

estimated reach from
non-social media mentions



2 Accessing ACP Advocacy Resources



ACCESSING ACP ADVOCACY RESOURCES



 educationsuperhighway.org/acpbenefit/wind-down

3

Steps to Engage with your Congressional Leaders



STEPS TO ENGAGE WITH YOUR CONGRESSIONAL LEADERS

Get Started

1

Find the contact information for your congressional leaders

2

Call their office to ask them to support the ACP Extension Act

3

Go a step further and **schedule a meeting** with someone from their office



STEPS TO ENGAGE WITH YOUR CONGRESSIONAL LEADERS

Step 1: Find Their Contact Information and Stance on ACP



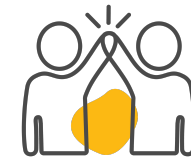
CONTACT INFO

Visit [Congress.Gov](https://www.congress.gov) and enter your or your organization's address to find the contact information for your Senators and Representative.



CHECK THEIR STANCE

There are currently 204 [Representative co-sponsors](#) and 3 [Senate co-sponsors](#) for the ACP Extension Act. Check to see if your congressional leaders are listed!



IS YOUR CONGRESSIONAL LEADER ALREADY LISTED AS A CO-SPONSOR?

Send a thank you message!

STEPS TO ENGAGE YOUR CONGRESSIONAL LEADERS

Step 2: Call Your Elected Officials

CALL BEST PRACTICES

- State that you are a constituent of and/or work in their district or state
- Include the proper bill number in the ask
- Make a clear and actionable ask
 - ✓ “Please co-sponsor HR 6929/S.3565”
 - ✗ “Please support the ACP”
- Reiterate that **ACP ends on April 30 and 23 million households may lose internet**

EXPIRED

\$14.2B

for first ever broadband affordability program (ACP)

HIGHER BILLS

23M

American households that could face a higher bill, some will lose access

OFFLINE

77%

say losing the ACP will disrupt their service by making them change their plan or drop internet service entirely



My name is << **First Name** >> << **Last Name** >>. I am contacting you as a concerned constituent of << **State** >> to urge you to support the Affordable Connectivity Program or ACP by co-sponsoring HR 6929/S.3565.

Your constituents need your support! The ACP has helped more than 23 million low-income households nationwide to get and stay online, but funding is set to run out at the end of April.

If Congress fails to fund this program, these households will face an unaffordable increase in their monthly internet bill and may be forced offline.

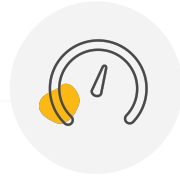


What to Expect When Calling



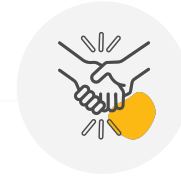
WHO WILL I TALK TO

- You will likely speak with a scheduler or staffer
- You can keep the message simple – the staffer won't ask questions on the topic



HOW LONG WILL IT TAKE

- Calls typically last 2 to 5 minutes



SHOULD I FOLLOW UP

- Yes! You can ask for the email of the staffer you speak with and **send them your data on the ACP's impact in your state!**

Note: The staffer/scheduler may ask for your name and address to confirm you are a constituent.



3

Steps to Engage with your Congressional Leaders

MEETING EDITION



STEPS TO ENGAGE WITH YOUR CONGRESSIONAL LEADERS

Go A Step Further: **Schedule A Meeting**

The best way to schedule a meeting with your elected official varies by office.


VISIT YOUR CONGRESSIONAL LEADER'S WEBSITE

- Might be under “Services,” “Contact Us,” or something similar
- Look for **Scheduling Request/Schedule A Meeting**

YOU MAY BE ASKED TO SELECT A MEETING TYPE

Constituent Meeting

YOU MAY BE ASKED TO PROVIDE A CATEGORY FOR THE MEETING

- Telecommunications & Broadband
 - HR 6929 or S.3565
- 

STEPS TO ENGAGE YOUR CONGRESSIONAL LEADERS

Step 3: Scheduling A Meeting

MEETING BEST PRACTICES

- Introduce yourself and your organization
 - Provide a **30-second description of your organization's work**
- Mention that you are located in and/or serve the district or state
- **Explain why the ACP is important** to you and/or your organization
- Include examples of the ACP work you've done
- **Share any success stories**
- **Share concerns** you have about the program ending:
 - For your organization – like trustworthiness
 - For beneficiaries – losing jobs, not making appointments, etc.
 - For future broadband development
- Always end reiterating that you are **asking the member to co-sponsor the HR 6929/S.3565** bill

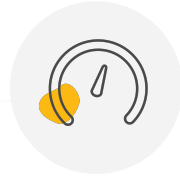


What to Expect When Scheduling A Meeting



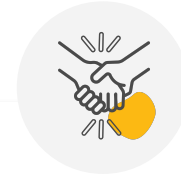
WHO WILL I TALK TO

- A staffer versus the Congress member
- Virtual is okay



HOW LONG WILL IT TAKE

- Meetings are usually scheduled for 30 minutes but will often be around 15



SHOULD I FOLLOW UP

- Yes! After the meeting, send a thank you and any resources you discussed.
- If you can't get a meeting through the online portal, call the office to schedule

Note: If you are asked a question you don't know the answer to, it's ok to say you don't know!



STEPS TO ENGAGE YOUR CONGRESSIONAL LEADERS

Step 3: Scheduling A Meeting

Remember: **You are the subject matter expert!**

- Congressional staffers often cover many policy areas, so while they may be generally knowledgeable about ACP **they do not know as much as you know**
- **Staffers rely on constituents** and organizations like yours to gather some of this information and understand the needs of the people they serve
- If any **data/examples/stories** are interesting to you, they will be interesting to the staffer too. Share those! For example,
 - How many enrollment events have you had?
 - How many eligible beneficiaries have you contacted? In which ways?
 - Have you come up with any unique/creative strategies?
 - What lessons have you learned?
 - In what other ways have you seen benefits? (Healthcare, education, employment)

Crafting Your Meeting Talking Points

77%

of the survey respondents say losing their ACP benefit would disrupt their service by making them change their plan or drop internet service entirely.

47%

of urban households reported having either no internet service or relying solely on mobile internet service prior to receiving their ACP benefit. The same is true for rural respondents (53%).

68%

reported they had inconsistent internet service or no internet service at all prior to ACP. The majority of this group cited affordability as the reason for having inconsistent or no service (80%).

ACP subscribers reported that they use their ACP internet service to:



72%

schedule or attend healthcare appointments



48%

apply for jobs or complete work



75%

do schoolwork

18-24 years old

Source: [FCC 2023 Survey](#)



STEPS TO ENGAGE WITH YOUR CONGRESSIONAL LEADERS

High-Level ACP Talking Points

- 23 million Americans rely on the Affordable Connectivity Program to connect or stay connected to the internet
- Access to home internet increases the annual income of under-resourced households by \$2,200
- Affordability is the #1 reason households are not connected to the internet
- If ACP benefits are stripped from consumers, it will erode trust in community organizations that have been involved with ACP enrollment, and will make it harder to achieve universal connectivity
- If ACP lapses, **2024 could be the first year in history that FEWER people are connected to the internet than the year before**

ACP Renewal Talking Points

Your individual or organizational story is the most impactful evidence we have for the ACP being successful. Your message to lawmakers should focus on what the ACP has meant to you (if you are enrolled) or what your organization has accomplished (including any events, enrollment initiatives, outreach, etc.).

Feel free to use these talking points to supplement your personal message.

BACKGROUND

- The ACP was part of the bipartisan infrastructure package passed in 2021.
- The ACP received an initial funding of \$14.2 billion.
- The ACP provides \$30 (or \$75 on Tribal lands) monthly subsidies to make broadband more affordable.
- The ACP also provides a one-time device subsidy of \$100 with participating providers.

NATIONWIDE IMPACT

- 23 million households rely on the Affordable Connectivity Program to get internet service and stay online.
- Thousands of organizations, including governments, community institutions, non-profits, and internet service providers, have participated in outreach and enrollment.
- Access to home internet increases the annual income of under-resourced households by \$2,200.¹
- The ACP has wide-ranging bipartisan support among voters.
- Home internet enables families to access online education, remote work, job training, telehealth, the social safety net, and critical government services.

DANGERS OF ACP ENDING

- If the ACP ends, 23 million American households will face a substantial increase in their monthly internet bill.
- Affordability is the number one reason why households are not connected to the internet.²
- Families will be forced to choose between internet or other bills if the subsidy suddenly ends.
- Community institutions are concerned about enrolling individuals in need when the government may end the program.
- If ACP benefits are stripped from consumers, it will erode trust in government assistance programs and make it harder to achieve universal connectivity.

1 Zuo, George W. 2021. "Wired and Hired: Employment Effects of Subsidized Broadband Internet for Low-Income Americans." American Economic Journal: Economic Policy, 13 (3): 447-82.

2 Accelerating Affordable Connectivity Program Adoption Report



ACP Renewal Talking Points

Wrap-Up

TAKE ACTION NOW!

PRIORITY 1

CALL

your congressional leaders
before Friday, March 22.

Spread the word to your family, friends, colleagues, etc. and ask them to do the same.

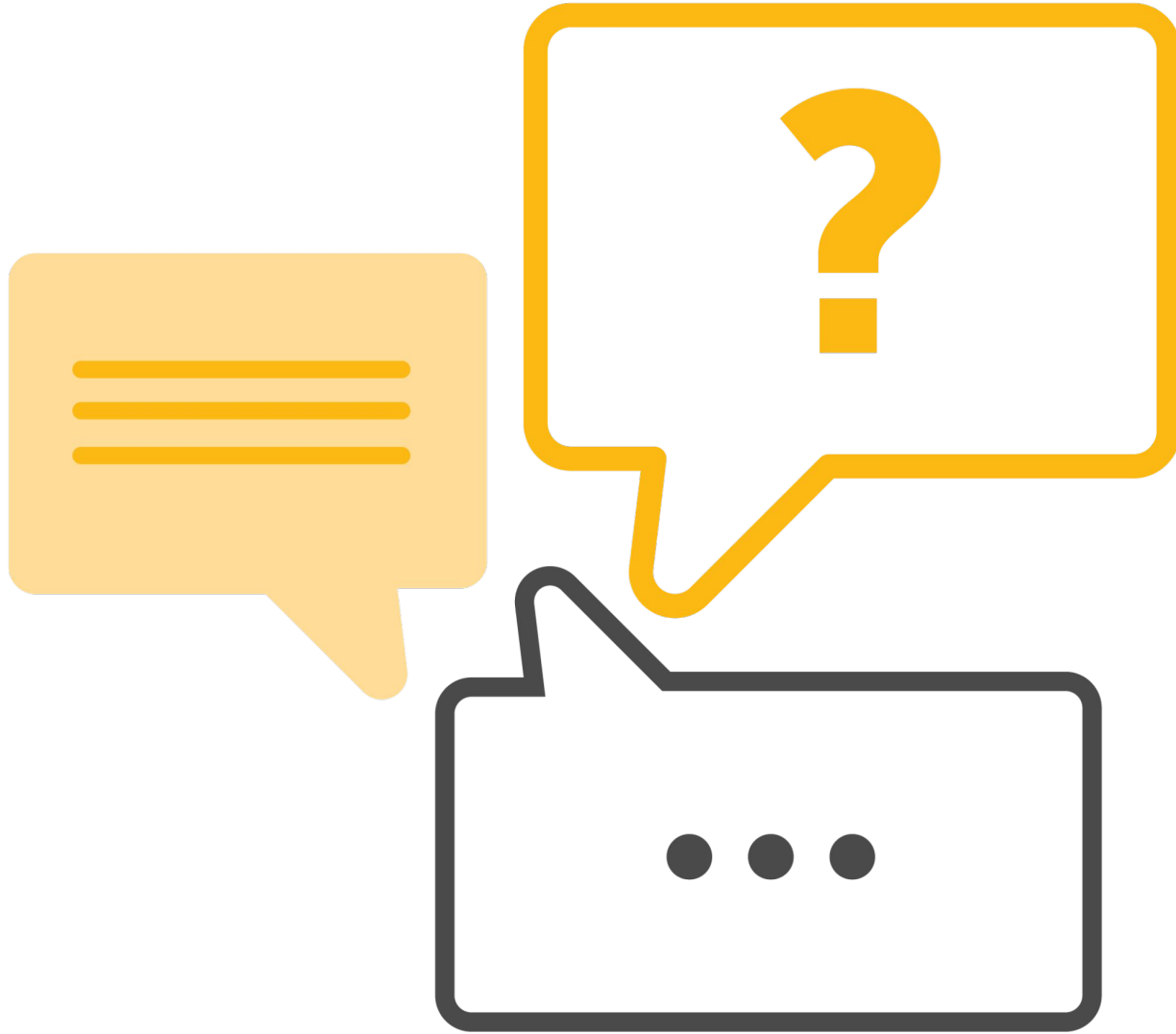
Quantity matters!

PRIORITY 2

MEET

with congressional leaders
before mid-April.

Regardless of timing, **it is important that elected officials hear about the impact of the ACP** from those impacted!



Questions & Answers