TALKING POINTS

Add 1 – 3 talking points specific to the impact the ACP benefit can have on your community.

- Without high-speed Internet access at home, Americans can't send their children to school, work remotely, or access healthcare, job training, the social safety net, or critical government services.

- EducationSuperHighway is a national nonprofit with the mission to close the digital divide for the 18 million households that have access to the Internet but can't afford to connect. The broadband affordability gap is two-thirds of America's digital divide and disproportionately impacts low-income, Black, and Latinx Americans and those with less than a high school education.

- Over the past year, closing the broadband affordability gap has become a national priority. Congress allocated $65 billion to expand high-speed internet access in the Infrastructure Investment & Jobs Act (IIJA). This includes $14.2 billion for the Affordable Connectivity Program ACP, a federal broadband benefit that provides eligible households with a monthly discount of up to $30 per month.

- **51.6 million U.S. households are eligible** for the ACP (including 17.7 million U.S. households who have no internet), yet **only 13 million households (26% of those eligible) have enrolled**.

- To close the broadband affordability gap, we need to ensure unconnected households know about the ACP and help them enroll and sign up for the affordable broadband services offered by ISPs.

- Given their deep understanding of their communities, strong connection to residents, and ability to effectively engage trusted messengers and community influencers, local leaders play a critical role in ensuring the Affordable Connectivity Program (ACP) fulfills its promise of closing the digital divide.

- Three key barriers to ACP adoption: awareness of the program, trust in institutions and the benefit, and enrollment challenges surrounding the application and required documentation.

- **GetACP.org** is a virtual mobile assistant that simplifies the ACP enrollment process and provides access to real-time support. It helps households:
  - Check their eligibility.
  - Determine the easiest way to qualify.
  - Identify the documents needed when applying.
  - Find "free with ACP" broadband plans available at their address.

Education SUPERHIGHWAY