

The Affordable Connectivity Plan: How is Baltimore Doing?

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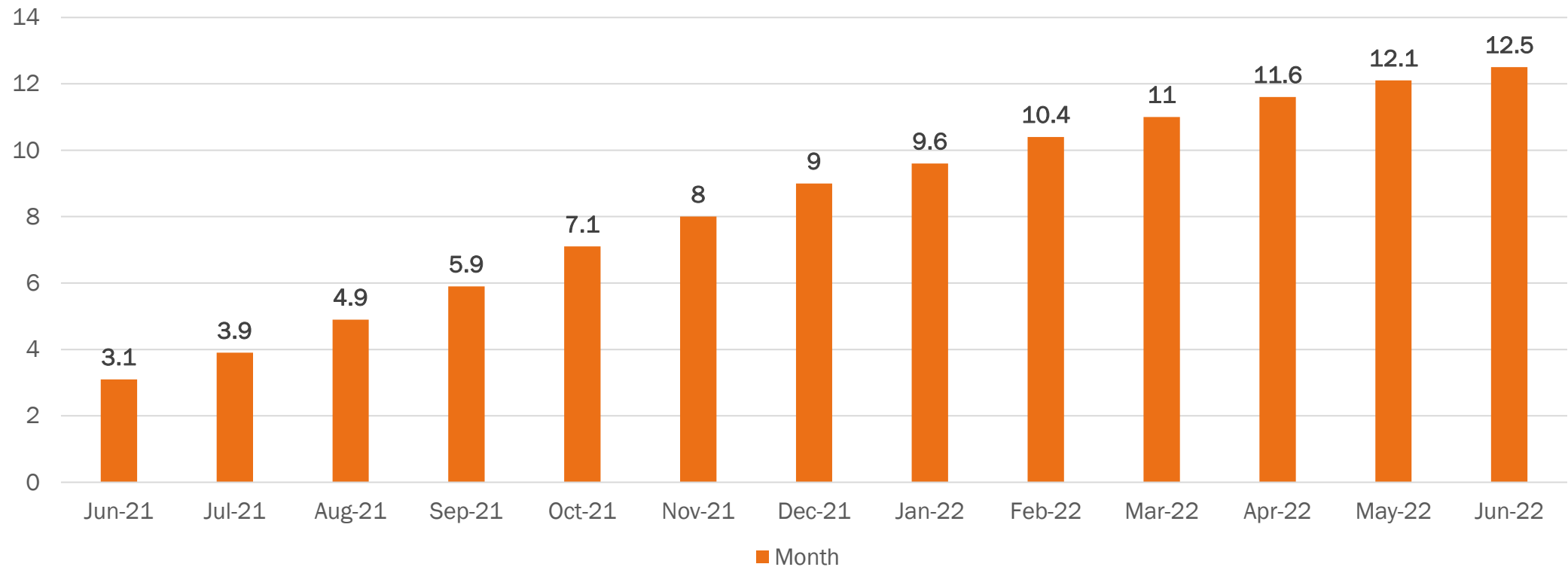
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The Affordable Connectivity Plan

- Two goals:
 - Increase broadband adoption
 - Ease cost burden for lower-income households
- Eligibility criteria:
 - SNAP
 - Medicaid
 - Federal public housing assistance
 - School lunch program
 - Income is 200% or less of federal poverty guideline
- \$30 per month subsidy for internet service and one-time \$100 subsidy for device

ACP Enrollment Data

(in millions of households)



What about Baltimore?

■ Enrollment rates

- 5th fastest (among top 40 U.S. cities) in early program rollout (June 2021)
- By end of March 2022, 48% of eligible households in Baltimore had enrolled in ACP
 - 3rd best among top 50 U.S. cities (by population)

■ Performance → whether enrollment exceeds expectations

- Baltimore does better than expectations by about 6%.
- Some places with very good performance metrics:
 - San Antonio: +25%
 - Cleveland: +23%
 - Los Angeles: +18%

Performance rates vary

- Johnston Square (21202) → 25% better than expected
- Broadway East (21213) → 31% better than expected
- Areas with similar demographic profiles can have different performance:
 - Ednor Gardens/Lakeside (21218) → 20% better than expected
 - Irvington/SW Baltimore (21229) → about average

What influences performance rates?

- Community anchor institutions → Public Libraries
 - Zip codes with libraries receive about a 6% performance boost
- Outreach:
 - City of Cleveland targeted ads on ACP to 11 zip code areas
 - In those areas, performance was 32% greater than expected
 - In rest of city, ACP enrollment performed 14% better than expected.
 - Targeting areas with public library branches had very good payoff

Usefulness to decisionmakers

- Identifies drivers of performance differences:
 - Socio-economic factors, role of community anchor institutions
- Invites exploration of levers that can change performance:
 - Outreach campaigns
 - Role of community anchor institutions
- Tool for prioritizing community engagement:
 - ACP performance as proxy for digital inclusion capacity

Why tracking ACP is important

- Helps in digital equity planning
 - Highlights places doing well, so models can be replicated
 - Directs attention to areas falling short.
- Complements BEAD funding
 - Helps address “networks to nowhere” risks