A young boy with dark hair, wearing a grey t-shirt and white shorts, is sitting and looking down at a tablet. A woman with long dark hair, wearing a blue denim vest over a light-colored shirt, is leaning over him, smiling and looking at the tablet. The background is softly blurred, showing an indoor setting with warm lighting. A large green circular graphic is on the left side of the image, containing the title text.

# **ACP Phoenix Pilot Awareness & Enrollment - Lessons Learned**

## Who We Are



Common Sense is dedicated to helping children and youth thrive in an ever-evolving world of media and technology.

# Why Common Sense?

1

## **EXPERIENCE:**

Recognized thought leader on the digital divide and the ACP. Consulted by the White House, E&C, FCC, NTIA, Pew, NDIA, Benton, & various state organizations

2

## **NETWORK:**

National network of educators and school districts using our free, research-based classroom tools including our digital citizenship curriculum.

3

## **TOOLS:**

Partnership with ASU's Digital Navigator Hotline, which can work in any state.

# Why Our Work Matters

The research is clear — high speed internet is essential for thriving in everyday life:

- Education
- Health Care
- Employment
- Civic Engagement
- Accessing Government Services

“Closing the digital divide benefits everyone, even households that already have connectivity.”



# Reliable Internet and Devices Can Be Expensive

## Broadband Affordability Data, 2021



### Among low-income 8-to 18-year-olds:

- X 19% don't have residential broadband.
- X 24% don't have a computer at home.

✓ Common Sense Student Survey



### Among non-broadband users:

- X 45% cite the high monthly cost of service.
- X 37% cite the high cost of a computer.

☼ Pew Research Center



### Among un- and under-connected users:

- X 68% cite the high monthly cost of service.
- X 38% cite cost as the main barrier.



CETF & USC California Survey

# Affordable Connectivity Program Campaign Pilot Phoenix, AZ

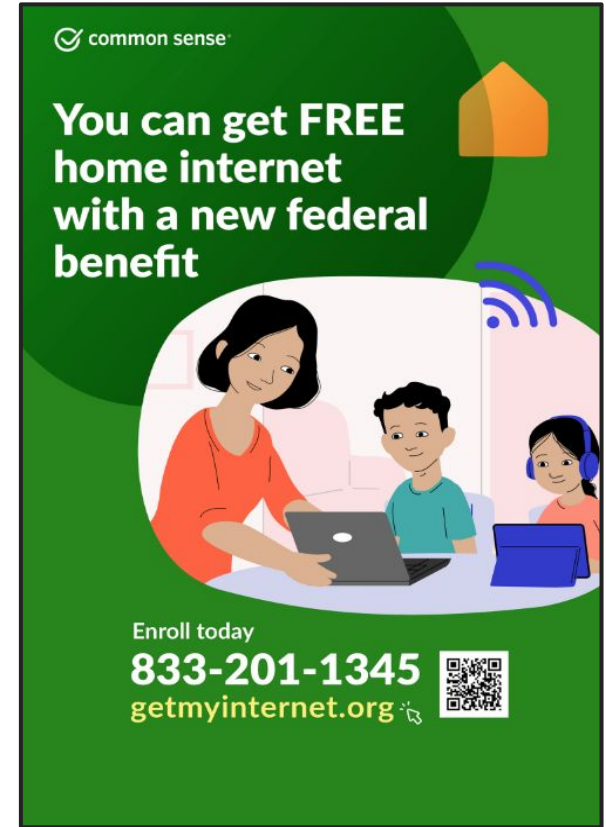
Fall 2022

*Building a Tech Inclusive Future for the Next Generation*

# ACP Campaign Pilot in Phoenix

## Bilingual media campaign: August - November 2022

- 12-week media ad buy for TV, radio, OOH, and digital.
  - Measured impact of creative content, messaging, & media channels
  - [Press release](#) August 15, 2022
- Directed consumers to website and local (800) number
- Partnered with ASU & Digital Equity Institute to assist with enrollment - 150 trained operators
- Trained partners on ACP enrollment and provide digital inclusion materials



## Awareness

### Challenge

- ✗ New program
- ✗ Little awareness
- ✗ Mistrust & scams

### Solution

- ✓ Trusted advertising
- ✓ Institutional outreach
- ✓ Texting campaign

## Enrollment

### Challenge

- ✗ Eligibility requirements
- ✗ Application requires internet, device
- ✗ Time commitment
- ✗ ISP confusion

### Solution

- ✓ Navigator hotline
- ✓ Simple website
- ✓ Buyer's advice
- ✓ Events
- ✓ Quality local offerings

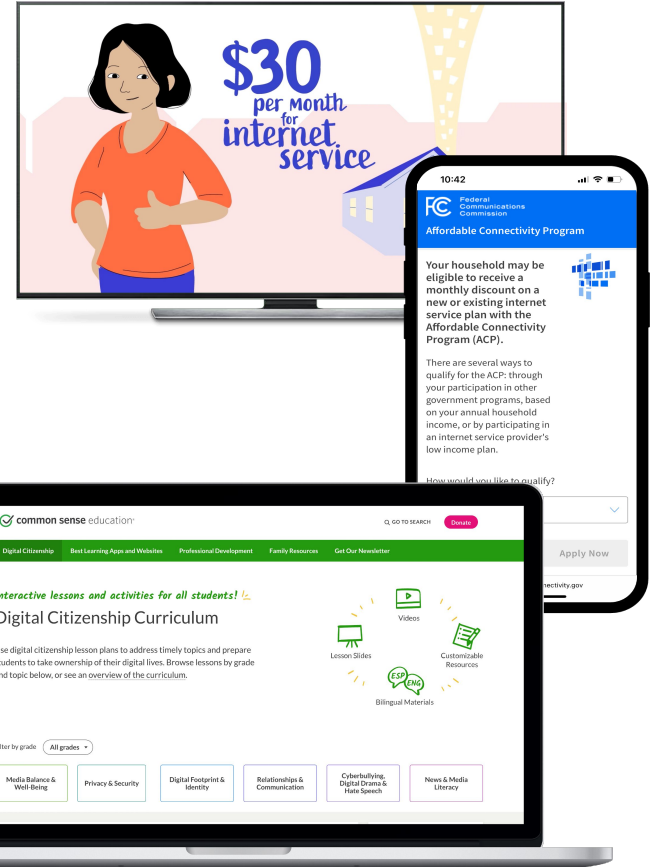
## Inclusion

### Challenge

- ✗ Lack of navigators
- ✗ Lack of localized curricula
- ✗ Ongoing need

### Solution

- ✓ Established hotline connection
- ✓ Common Sense material
- ✓ Digital Equity Act





# Awareness

## Marketing campaign targeted at high-eligibility communities

### EDUCATION

### New Phoenix ad campaign promotes federal internet assistance

**Erika Forquer**, Arizona Republic  
Published 2:02 p.m. MT Sept. 16, 2022 | Updated 2:02 p.m. MT Sept. 16, 2022  
[View Comments](#)

A Phoenix advertising campaign aimed at helping more low-income families access and afford high-speed internet is underway, according to the nonprofit organization Common Sense Media.

The campaign encourages families to enroll in the **Affordable Connectivity Program**, a federal initiative to help eligible households pay for their internet service and internet-connected devices.

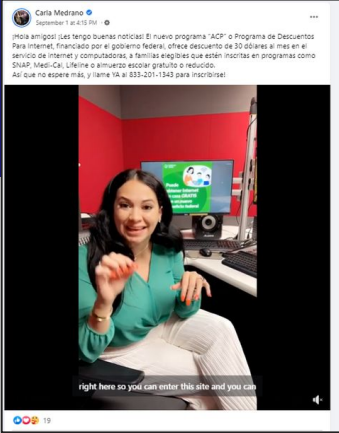
"In this day in age, you need to have access to the internet," said Ilana Lowery, Common Sense Media's Arizona director.

The 12-week bilingual campaign focuses on creating a sense of "digital belonging for everyone," Lowery said, by increasing awareness of the federal benefits and providing people with the help they need to apply.

The campaign consists of public service announcements on local television and radio stations, digital and outdoor advertisements and grassroots outreach.



Ilana Lowery is Arizona director for Common Sense Media, a national nonprofit committed to the well-being of children and families in a digital world.



### ¿Se te hace difícil pagar Internet? Un nuevo beneficio federal puede ayudar

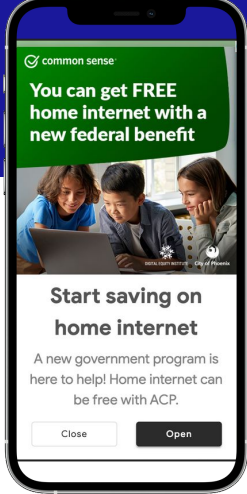


Los arrendatarios pueden conectarse con el Programa de Conectividad del Asignable (ACP). Internet es esencial para el trabajo, el aprendizaje, la atención médica y muchas otras actividades diarias. Sin embargo, para millones de hogares, el servicio de Internet es inaccesible. De hecho, el alto costo del servicio es la razón número 1 por la que las personas no pueden conectarse.

Pero hay un nuevo programa para ayudar a las familias a pagar el servicio de Internet. El Programa de Conectividad Asignable (ACP) es un nuevo beneficio federal que ya está ayudando a millones de personas a conectarse. El programa proporciona hasta \$30 por mes en ACP por mes en tu renta (trabaja por servicio de Internet, más un descuento único de hasta \$100 para comprar un computador portátil o tablet).

En Arizona, solo 1 de cada 3 personas elegible está inscrita en el programa. Eso significa que cientos de millones no se están beneficiando de esta ayuda que podría brindarte un servicio de Internet rápido y gratuito.

El proceso de inscripción es sencillo. Califica para el programa si tu ingreso está por debajo de cierto nivel o si participas en programas de asistencia, como AHCCCS, Medicaid, SNAP, EBT, WIC, y Lifeline, entre



# Enrollment website



EN ▾

[Home](#) [About](#)

[Apply Today →](#)

## You may qualify for free internet!

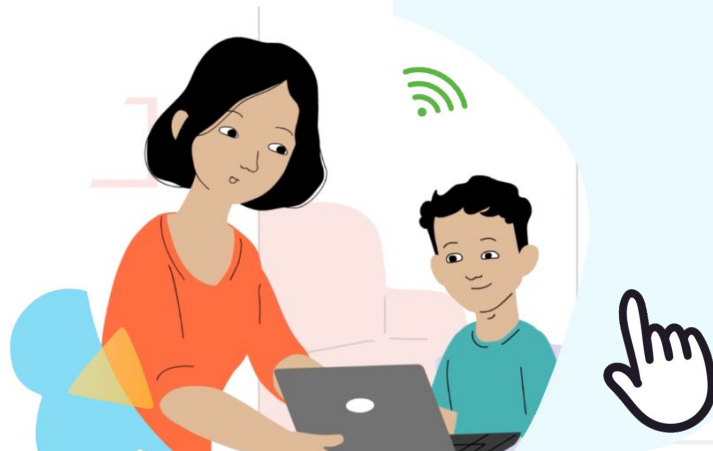
The Affordable Connectivity Program (ACP) is a new federal benefit that helps pay for internet service and devices. Sign up now and you'll receive:

**Get \$30 a month**

to buy internet service. This means some internet plans are free! If you live

**Get \$100**

to buy a laptop, desktop computer, or tablet.



# Enrollment

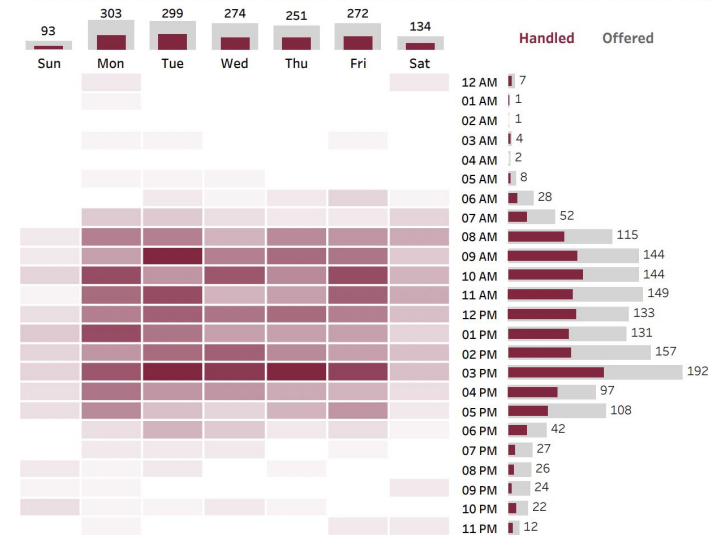
The Arizona State University navigator hotline provides expert, multilingual assistance 24/7



DIGITAL EQUITY INSTITUTE

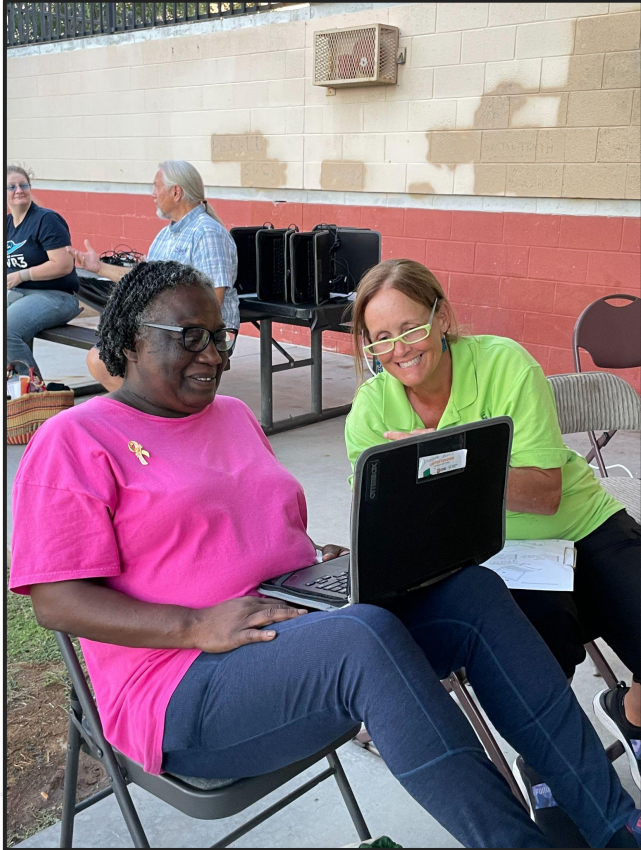
## PHONE NUMBER BREAKDOWN

Contact Name	Calls Offered	Percent of Calls Offered
DEI ACP English and Spanish Digital - 8332011346	828	51.0%
DEI ACP English TV - 8337130649	339	20.9%
DEI ACP Spanish TV - 8332011342	162	10.0%
DEI ACP Spanish Radio 2 - 8332011344	139	8.6%
DEI ACP English and Spanish Outdoor - 8332011345	99	6.1%
DEI ACP Spanish Radio 1 - 8332011343	32	2.0%
DEI ACP Spanish Flier/Events - 8335250614	8	0.5%
DEI ACP Pell Student - 8337130636	3	0.2%



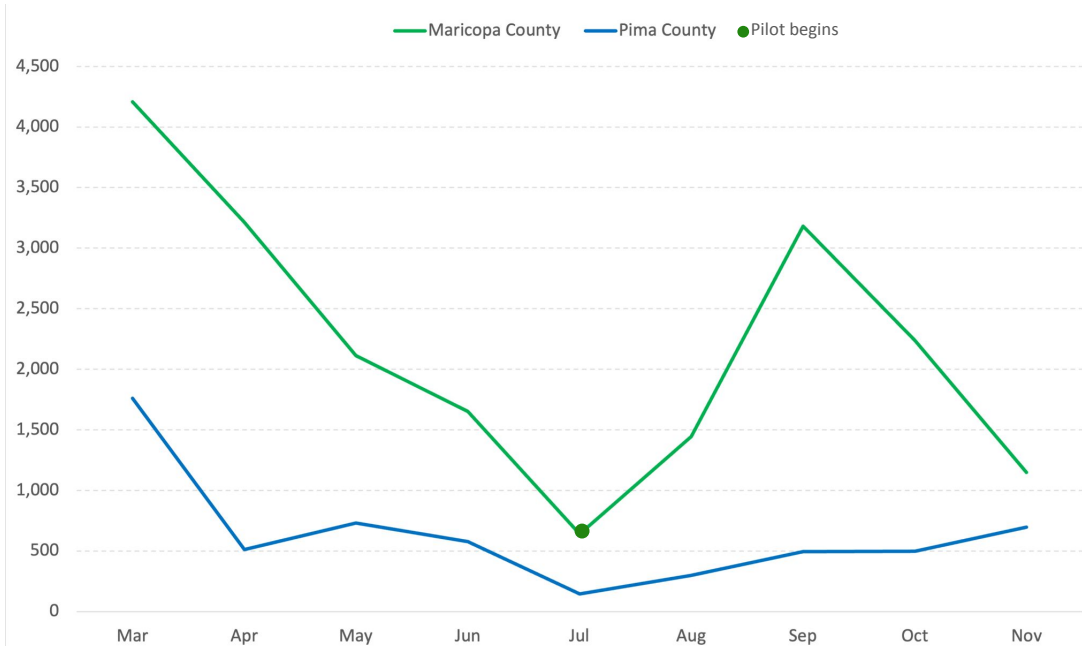


# ACP Sign-up event with Chicanos Por La Causa



# Maricopa vs Pima County Results

Net New ACP Enrollment via National Verifier (NV)  
Maricopa vs Pima County



The pilot helped reverse a negative trend in Maricopa's NV enrollment.

Pre-Pilot: **-35%** (avg  $\Delta$  Mar-Jul)

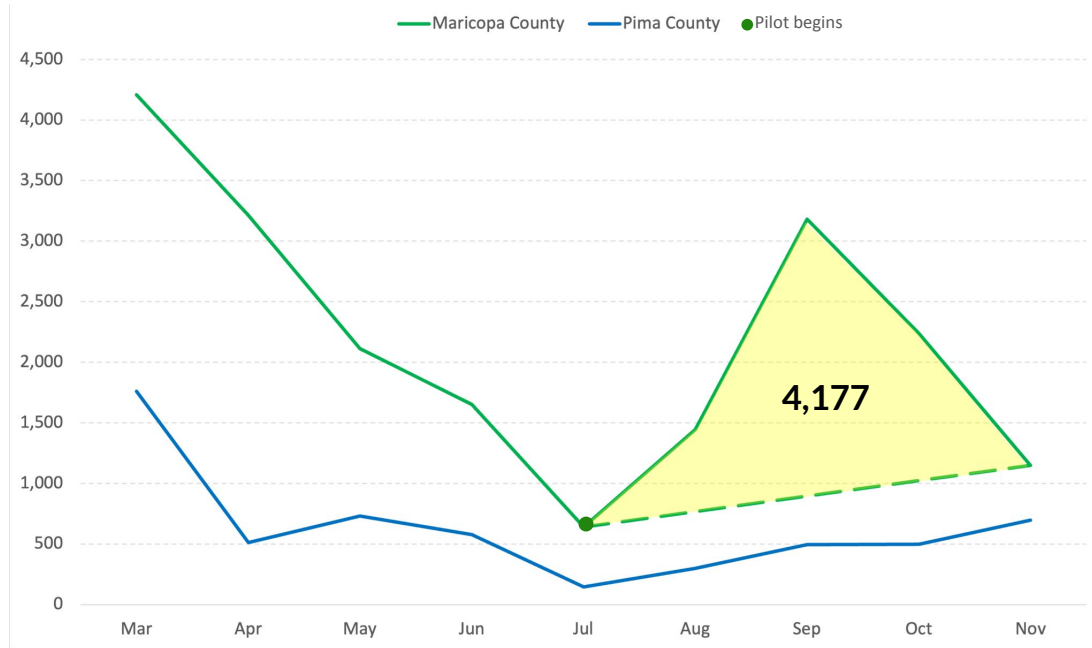
Mid-Pilot: **+120%** (avg  $\Delta$  Jul - Sep)

Net New NV Enrollment  
Maricopa County

Mar	4,207
Apr	3,213
May	2,113
Jun	1,653
Jul	640
Aug	1,444
Sep	3,180
Oct	2,236
Nov	1,149

# Maricopa vs Pima County Results

Net New ACP Enrollment via National Verifier (NV)  
Maricopa vs Pima County



## The Math

4,177 households

×

\$30 a month

=

**\$125,000 every month  
for vulnerable households  
to afford an essential service**

# Federal Funds for Arizona

## Awareness

**1,600+**

calls to bi-lingual hotline

+

**47,000+**

visits to webpage

+

**Millions of**

ad impressions

## Enrollment

August 1

**278,736**

households enrolled



November 16

**330,919**

households enrolled

=

**52,183**

new enrollments

## Adoption

**\$30**

a month

x

**52,183**

new enrollment

=

**\$1.6 Million**

a month  
for affordable broadband

# Partners in Arizona

- Arizona State University
- Digital Equity Institute
- Chicanos Por La Causa
- State of Arizona Broadband Office (Arizona Commerce Authority)
- Cox Communications
- Arizona State Libraries
- Arizona Department of Education
- Arizona Digital Inclusion Network
- Arizona Broadband Stakeholders Network
- AZ StRUT (device refurbisher)
- Literacy Connects - Connect Pima
- National Digital Inclusion Alliance (NDIA)



# Caller Stories from Phoenix

- An older woman who currently has internet but her daughter pays for it. Her daughter was just diagnosed with cancer and so, to not burden her daughter, she is trying to get ACP so she can afford internet on her own.
- A neurodivergent man who is taking care of his mother. He struggles with technology and has been a victim of scams. Without the ACP, they wouldn't be able to afford internet at all. Gaining access to broadband allows him to manage his mother's medical appointments and records and more easily access the resources he needs to keep them afloat.
- A mother who suffered a work injury months ago can't believe how quickly they lost everything and is now just scraping by.
- A grandmother with a disability raising her granddaughter. Her granddaughter is participating in online schooling, but they need help with the internet. Their high internet bill puts serious stress on their already extremely tight budget.

## Top 5 Lessons Learned & What You Can Do

1. **Navigators are essential.** Enrollment can be challenging, especially for the ACP's target audience, who often lack computer skills and may struggle with the complicated online enrollment process. They need 1:1 expert support, but it's no small feat to find the capacity for such labor-intensive work.

**We recommend** partnering with libraries, 3-1-1 hotlines, or, in our case, universities. We worked with Arizona State University as it transformed the university's internal 150-person tech support center into an external-facing ACP navigator hotline. We ran ads with the hotline number so residents could get live, expert support for every stage of the enrollment process.

## Top 5 Lessons Learned & What You Can Do

**2. Collaborate with state and local governments.** In our first campaign, for example, we worked with the city of Phoenix. We included ACP information in residents' water bills, placed ads on transit shelters in targeted areas of the city, and coordinated with subject-matter experts in the state library system. The mayor also released a PSA.

**Collaborate with state benefit programs**, like Medicaid, SNAP, and WIC, whose participants are eligible for the ACP. Encourage program administrators to share information about the ACP wherever possible, such as at benefit offices and through texting and mailers. After all, the ACP will allow their participants to consistently use online services, which can be helpful to program administrators.

## Top 5 Lessons Learned & What You Can Do

**3. Use ACP outreach to share digital literacy and inclusion materials,** like our digital citizenship resources or a state's digital literacy training for workforce, education, and telehealth.

**During our campaign,** we offered information on how families can use the internet safely, ensuring that people have a healthier and more useful experience as they get online with the ACP.

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## Top 5 Lessons Learned & What You Can Do

**4. Use comprehensive advertising.** Marketing wisdom indicates that it takes an average of seven impressions before a person acts on an ad's message.

We ran digital, TV, radio, and outdoor advertising connected to bilingual 800 numbers at the university call center.

## Top 5 Lessons Learned & What You Can Do

**5. Use every source of data available.** We assigned a specific hotline number to each mode and language of advertising, allowing us to track the number of calls generated by each type of ad.

**We also monitored web traffic**, both source and destination; tested different versions of ad language and website design; evaluated hotline metrics, such as hold time and call duration; and used the Universal Service Administration Company's (USAC) ACP data to measure our impact on enrollment.

# Overview: Lessons Learned in Phoenix

To reach the people who need it most, the ACP requires trusted intermediaries to offer hands-on assistance.

## Navigators are essential

- Many disconnected households lack the skills needed to enroll themselves.
- Phone-based support allows households to enroll using familiar devices, in private, and on their own schedule.
- Medicaid and SNAP are, by far, the most common enrollment pathways.
- 2 out of 5 callers requested Spanish-language support.
- 3 out of 5 expressed discomfort with technology and/or online forms.
- 4 out of 5 callers were not previously signed up for Lifeline (or the ACP).
- Navigators are instrumental in collecting anecdotes for advocacy.

## Ads must be simple, authoritative, and mobile-friendly

- Digital and TV ads performed best but may benefit from holistic approach.
- ~50% of callers only have a smartphone to connect to the internet.
- Radio ads are underperforming pre-COVID levels.
- A simple, mobile-friendly website is most effective.
- Ads with trusted branding and authoritative language performed better.
- QR codes generated very little engagement.
- Earlier inclusion of government/transit agencies, utilities, schools, and social service programs (which can be slow), is a cost-efficient way to extend reach.
- Competing ad campaigns (e.g. elections) reduce cost-efficiency.



# Potential Campaign Expansion 2023



# Our Approach Going Forward

1

**Awareness** - expand targeted media campaign.

2

**Enrollment** - work with school district leaders responsible for technology and family and community engagement to coordinate ACP enrollment.

3

**Digital Inclusion Partnerships** - with organizations in Arizona to provide digital citizenship and digital literacy resources.

4

**Program and Policy Support** - advise state on legislation and assist with community engagement for federal funding applications.

# Our Focus for Future Campaigns

- Pair a media awareness campaign with Common Sense's school network and outreach.
- Coordinate with partners on the ground to organize events to amplify our awareness campaign.
- Strengthen connection to digital inclusion education and materials.

## Potential New Locations: Household Enrollment in ACP

State	Total # Households Enrolled	Households Enrolled	Percent Enrolled
Florida	3,275,000	1,145,000	35%
Georgia	1,146,505	531,478	46%
Illinois	1,820,000	450,000	25%
Kentucky	810,000	320,000	40%
Michigan	1,590,000	540,000	34%
Minnesota	1,590,000	540,000	34%

# Review: How to Get There

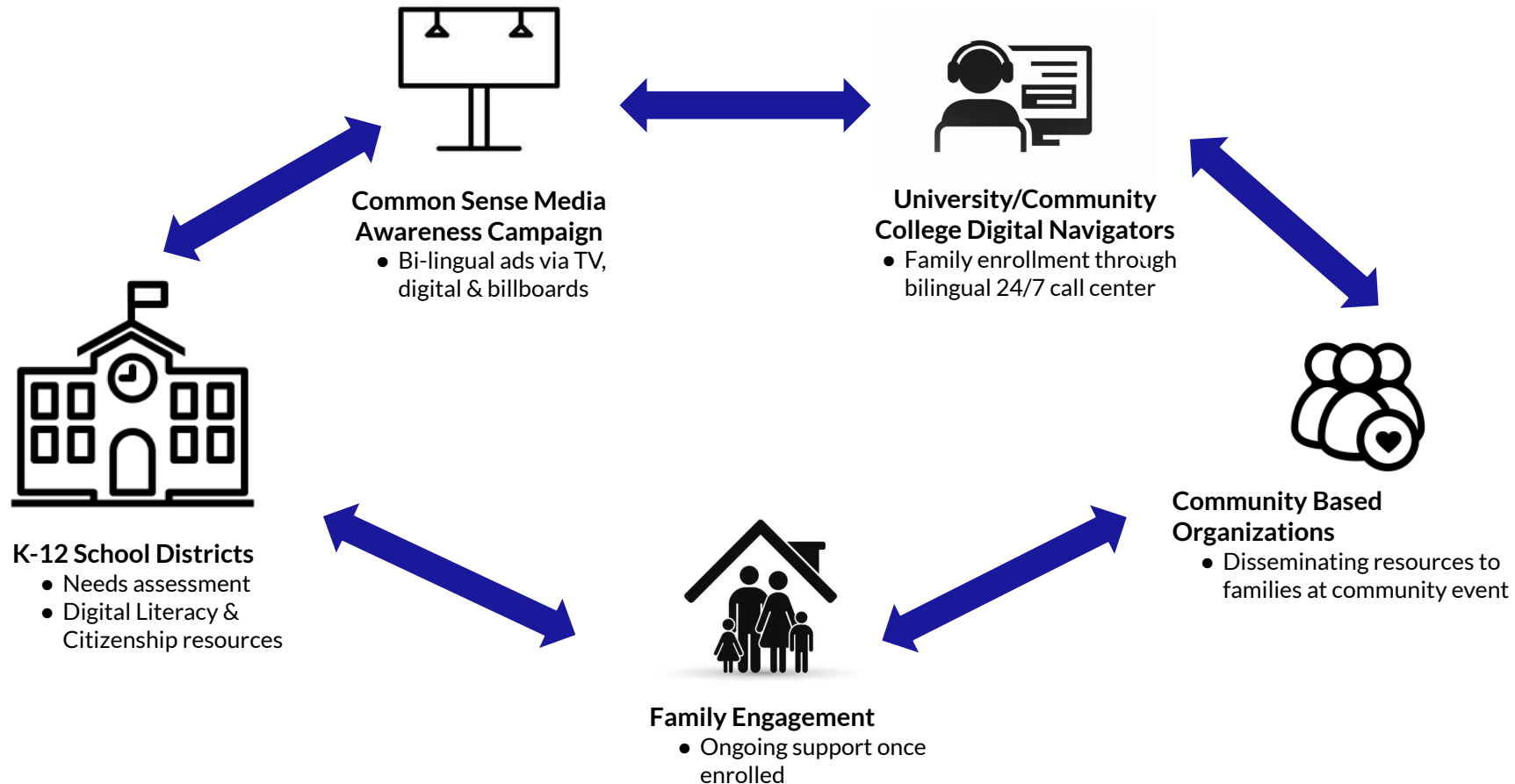
## Road Map:

- High-quality media campaign
- Engage parents and families
- Coalition on the ground

## Metrics to Track:

- Traffic to the website
- Number of calls to our support center
- ACP net enrollment by county during our campaign

# Tech Equity & Partnership Model for Tech Equity & Access



# **Common Sense Resources**

# Digital Inclusion - Common Sense Resources

## Parenting Tips for the Online World

Curated collection of Common Sense videos and advice to support parents and caregivers in facilitating positive digital experiences for kids (available in both [English](#) and [Spanish](#)).

## Getting Started with Tech

Detailed ways in which families can use technology for everyday tasks, finding a job, building new skills, and promoting health and well-being (available in both [English](#) and [Spanish](#)).

## Digital Citizenship Family Resources

The [K-12 Digital Citizenship Curriculum](#) Family Tips and Family Activities covers 6 topics such as Healthy Media Balance, Safety, & Privacy Cyberbullying, all of which are available in English and Spanish. K-12 tips are also available in Arabic, Chinese, Farsi, Korean, Russian, Tagalog, Urdu, Vietnamese.

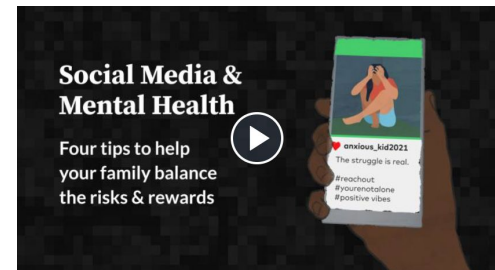
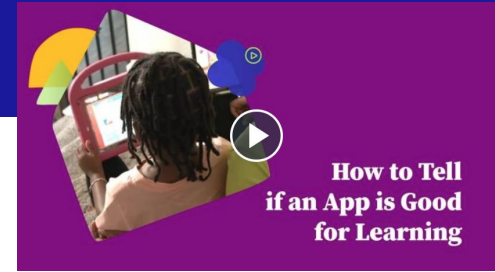


# Inclusion

Common Sense Media's digital literacy and digital citizenship content for families

Videos, and short articles on:

- FAQs on **social media platforms**
- Rules for being social online
- Screen time balance
- Choosing the **best apps and sites for learning**
- Handling inappropriate content and online bullying
- How to help kids navigate the **mental and emotional challenges** of being online.





# Thank You!

For more information:

**Website:**

[www.commonsense.org](http://www.commonsense.org)

**Email:**

[ilowery@commonsense.org](mailto:ilowery@commonsense.org)

[Our blog post](#)

**We envision a world where all kids have the opportunity and skills to harness the power of media and technology for learning and life.**

