

Measuring the Effectiveness of Digital Inclusion Approaches (MEDIA)

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Pew

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Project Goal: Compare Three Types of Digital Equity Initiatives

1. Consumer Subsidy Programs:

- Emergency Broadband Benefit / Affordable Connectivity Program
- California Lifeline
- Alabama Broadband Connectivity (ABC)

2. Public Benefit Obligations (ISP Low-Cost Plans):

- Access from AT&T
- Internet Assist from Spectrum
- Affordable Broadband by Frontier

3. Public Procurement Programs:

- Riverside Unified School District (RUSD)
- Housing Authority of the City of Los Angeles (HACLA)

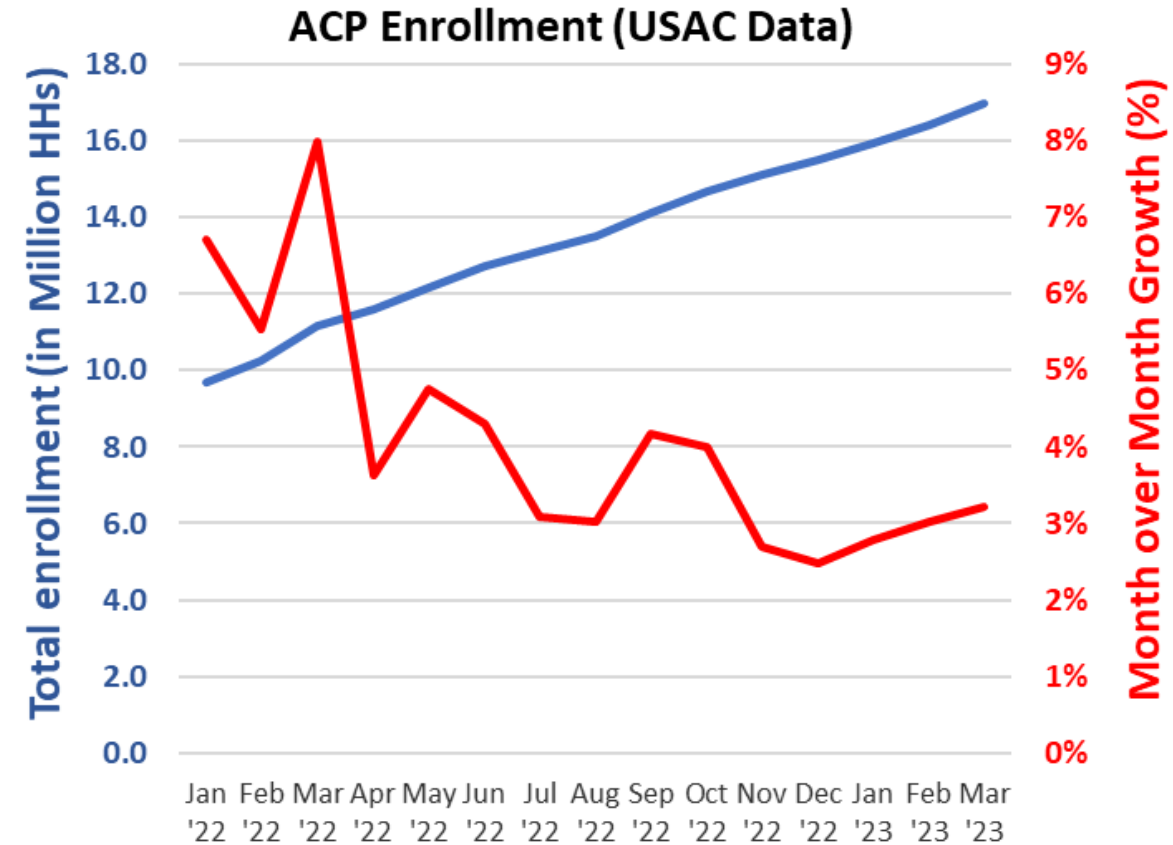
Key Findings from EBB-ACP Studies

- **Broadband support programs are effective at alleviating the cost burden for low-income households, but the impact on increasing overall connectivity has been modest.**
- **Enrollment in broadband support programs is growing, but under the current program is unlikely to be near universal.**
- **Recipients tend to apply broadband subsidies to wireless services, but there are encouraging signs that this trend is shifting in favor of higher-quality at-home residential services.**

The Affordable Connectivity Program (ACP)

- The national ACP participation rate is ~30% (April '23), but there are wide disparities across the U.S.*
- **Enrollment growth** is holding at ~3% month over month. At this pace, ACP will run out of money sometime in 2024.
- **What explains low uptake?**
 - Lack of Information
 - Administrative Burden
 - Mistrust

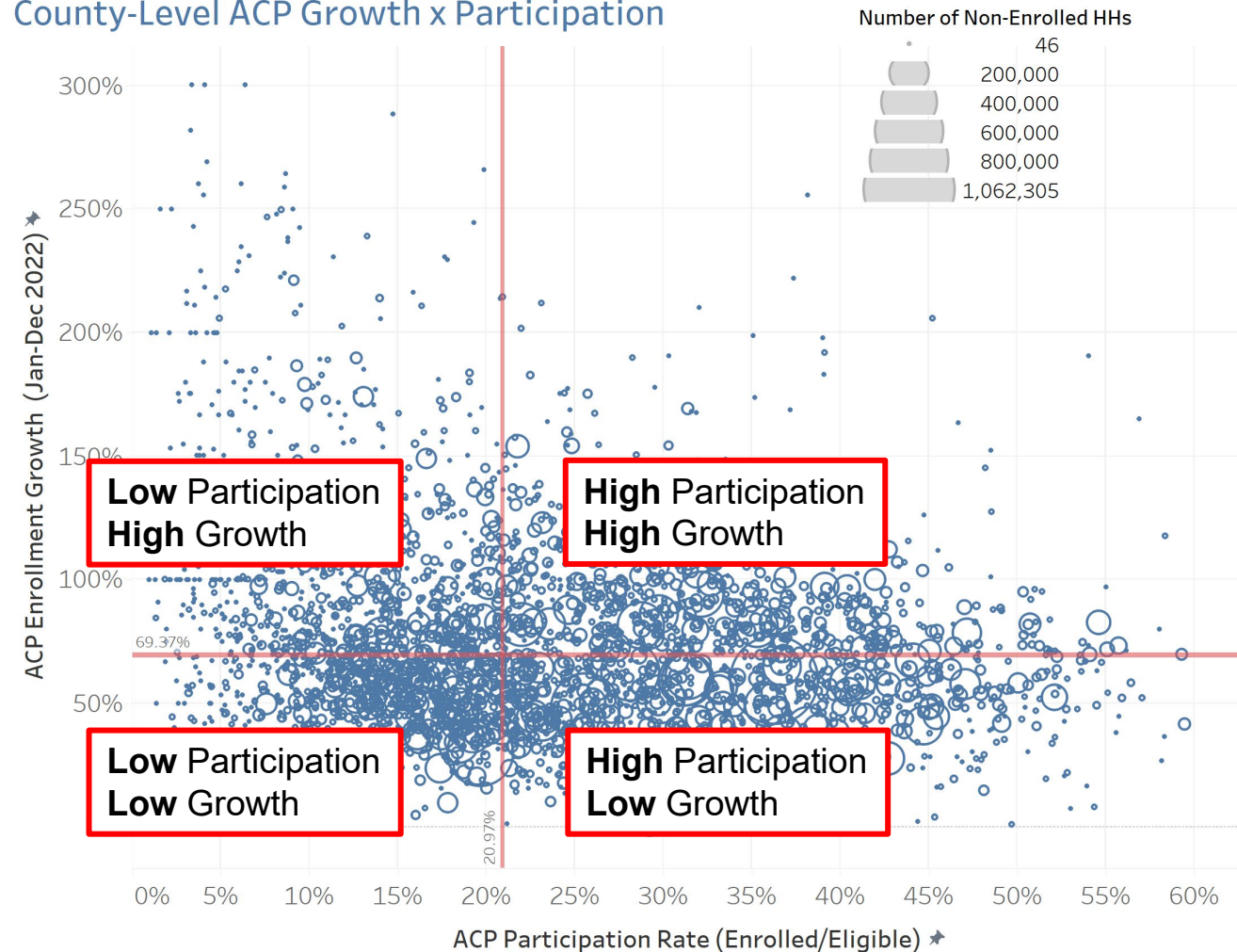
* See how we estimate eligibility [here](#)



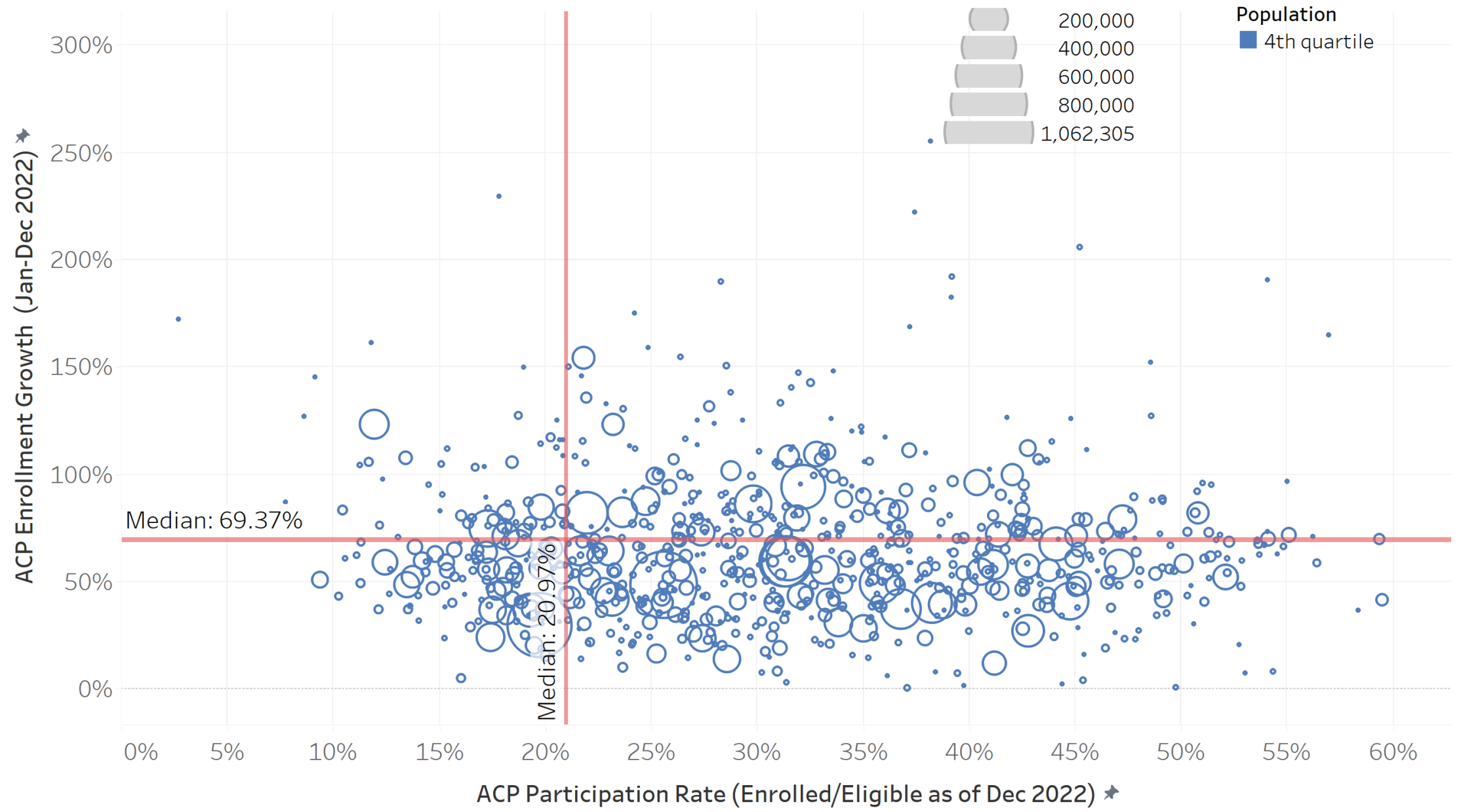
Examining ACP Enrollment Patterns Through Interactive Dashboards

- Horizontal Axis: Participation
- Vertical Axis: Enrollment Growth
- Each Circle Represents a County (Size Proportional to the Number of Eligible but Non-Enrolled Households)

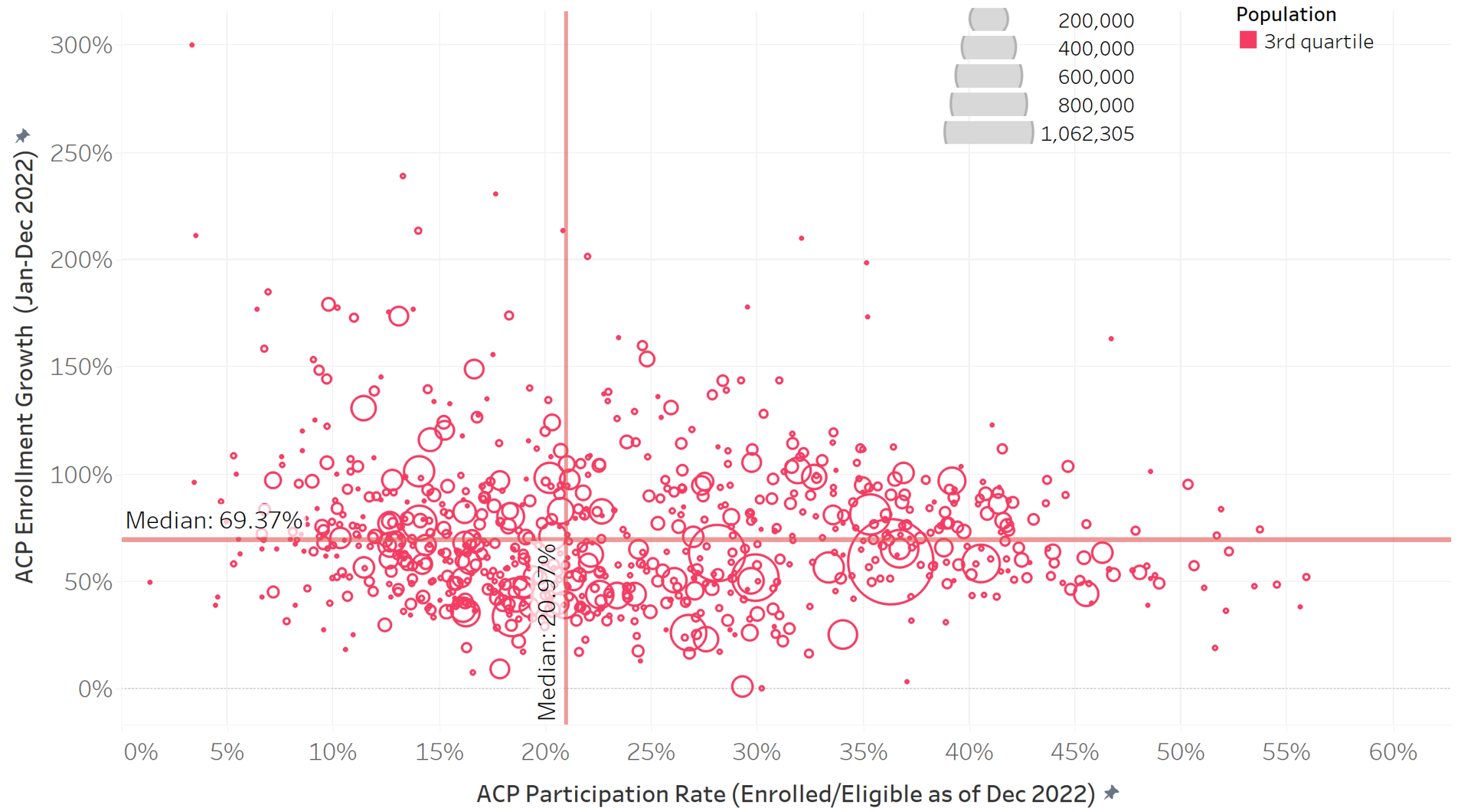
County-Level ACP Growth x Participation



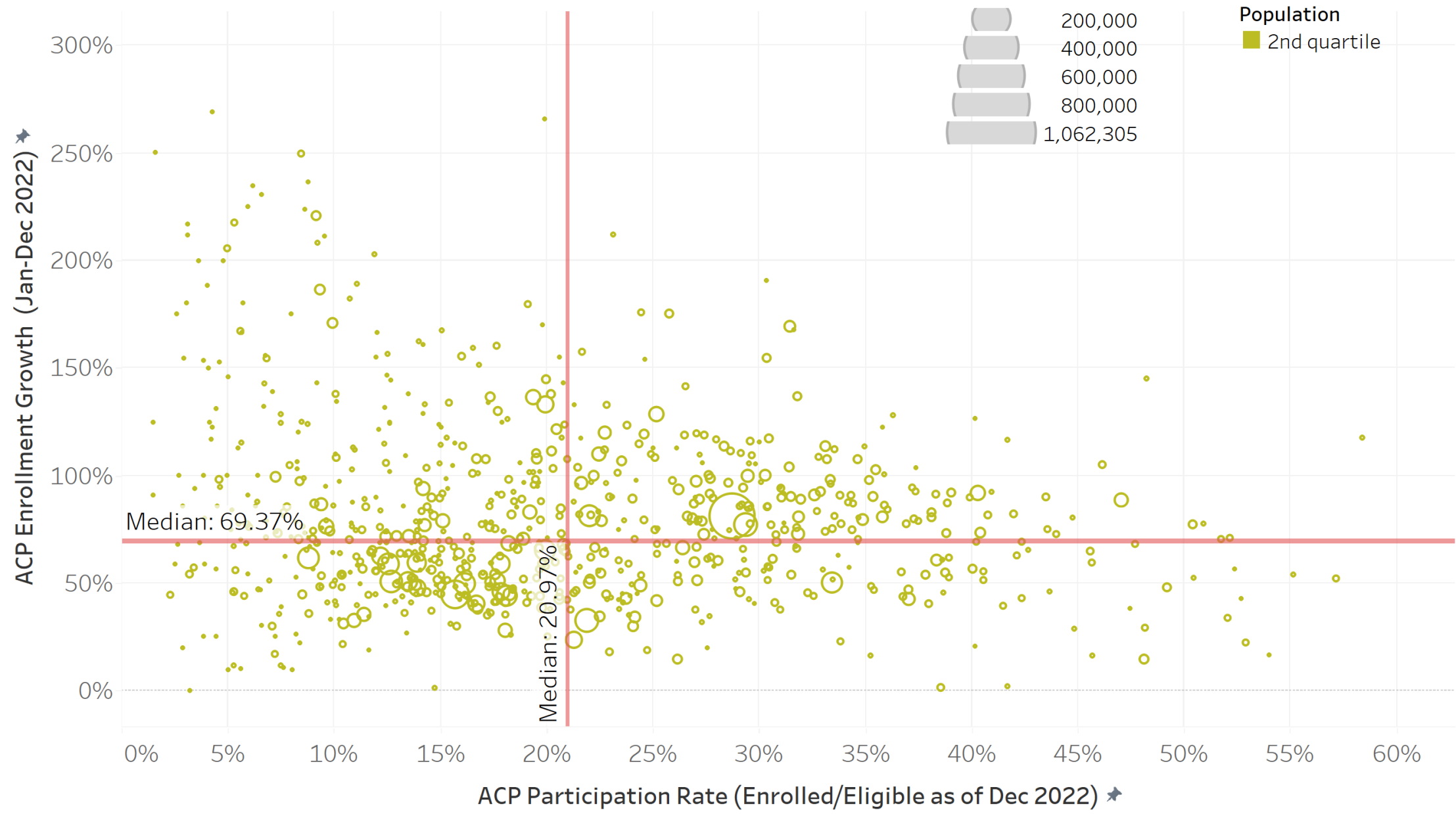
County-level ACP Growth x Participation (By Share of African American Population)



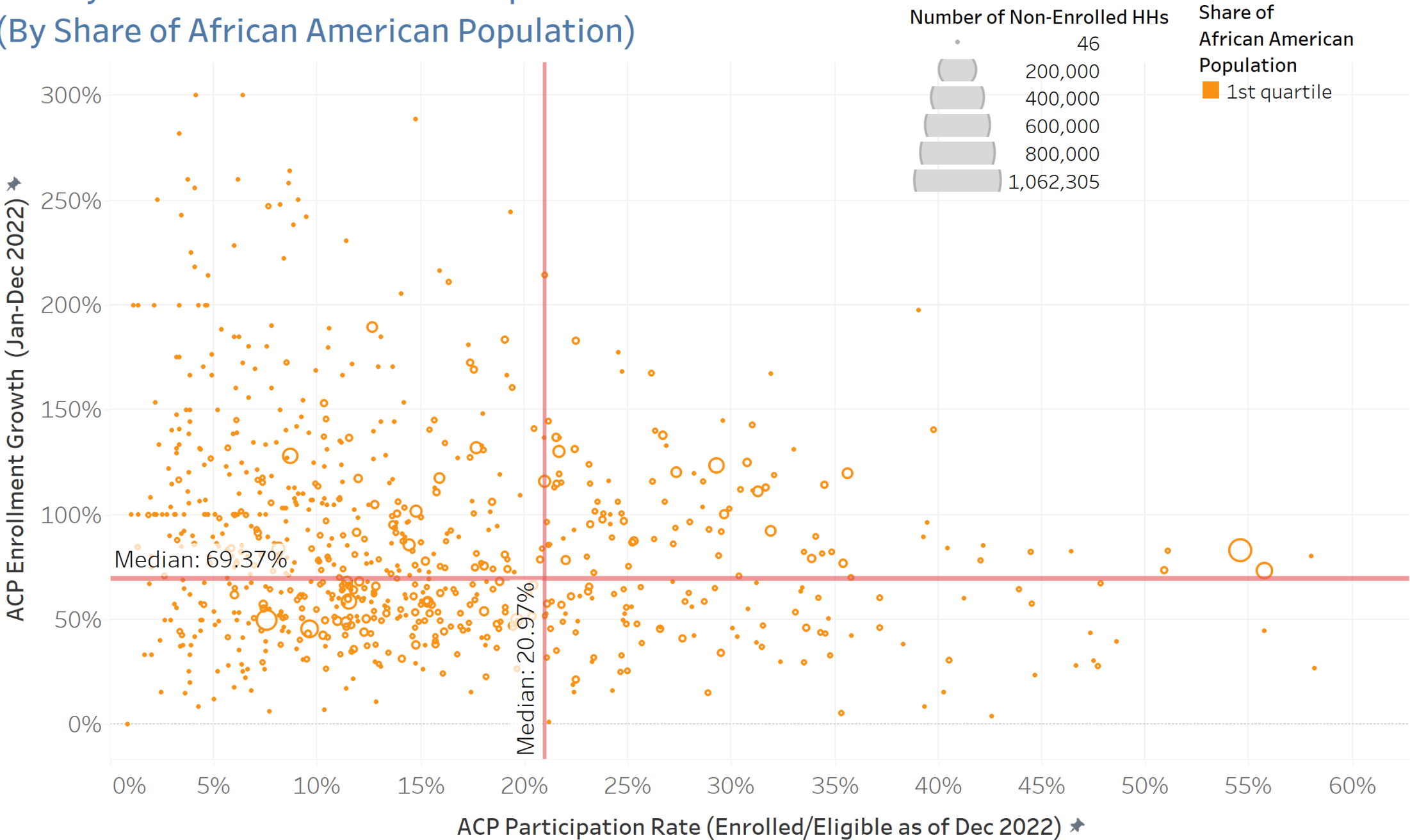
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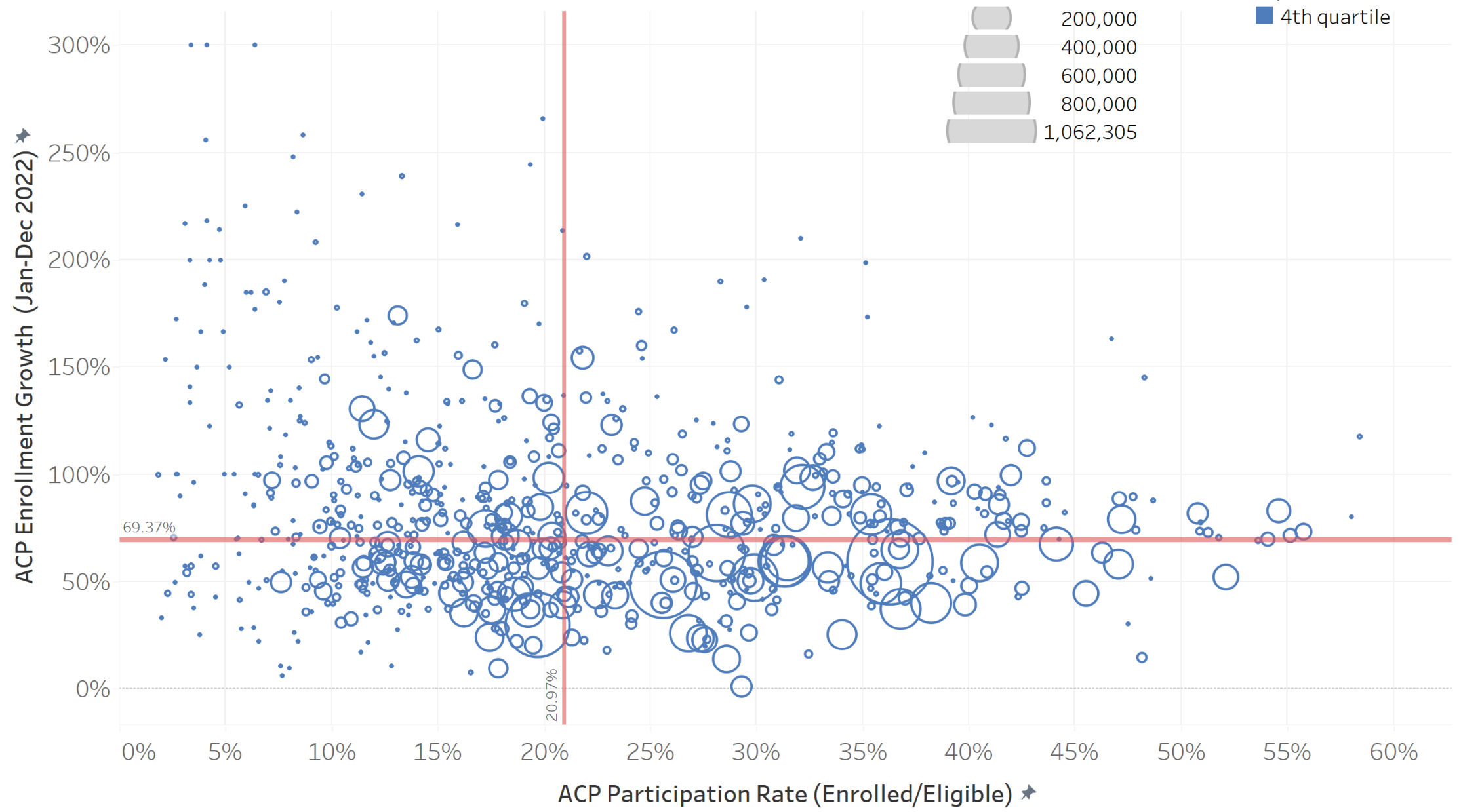
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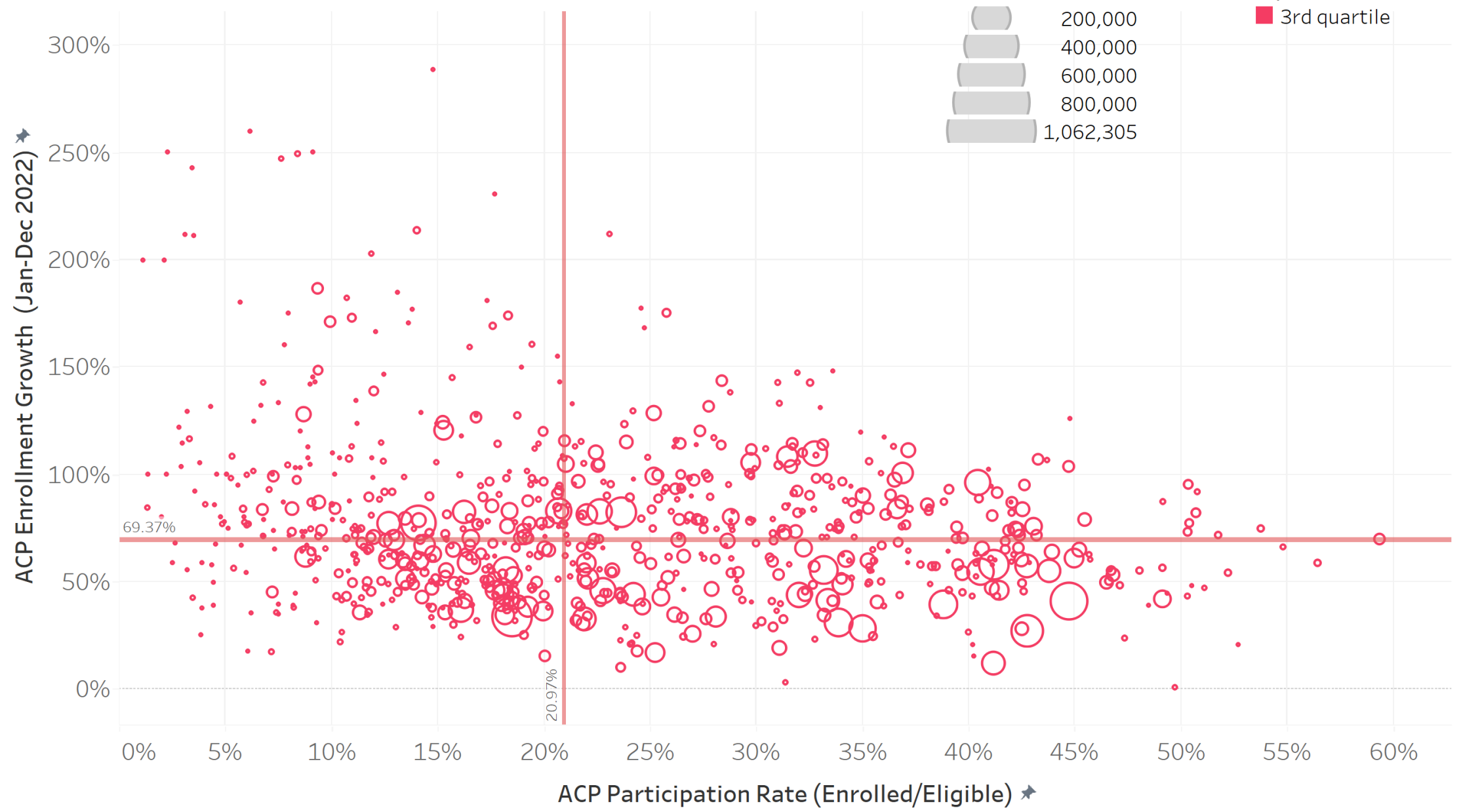
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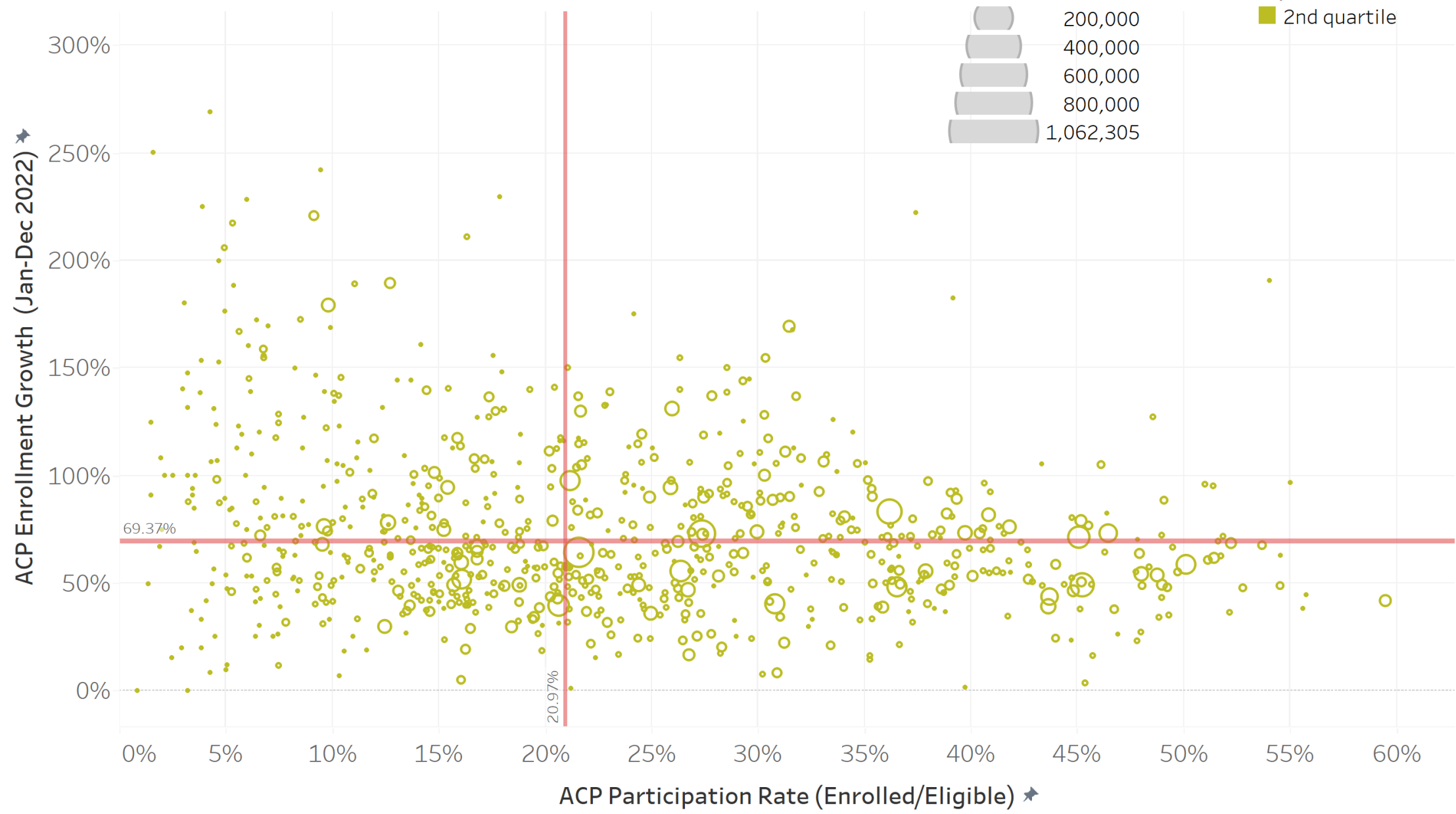
County-Level ACP Growth x Participation (by Share of Latinx Population)



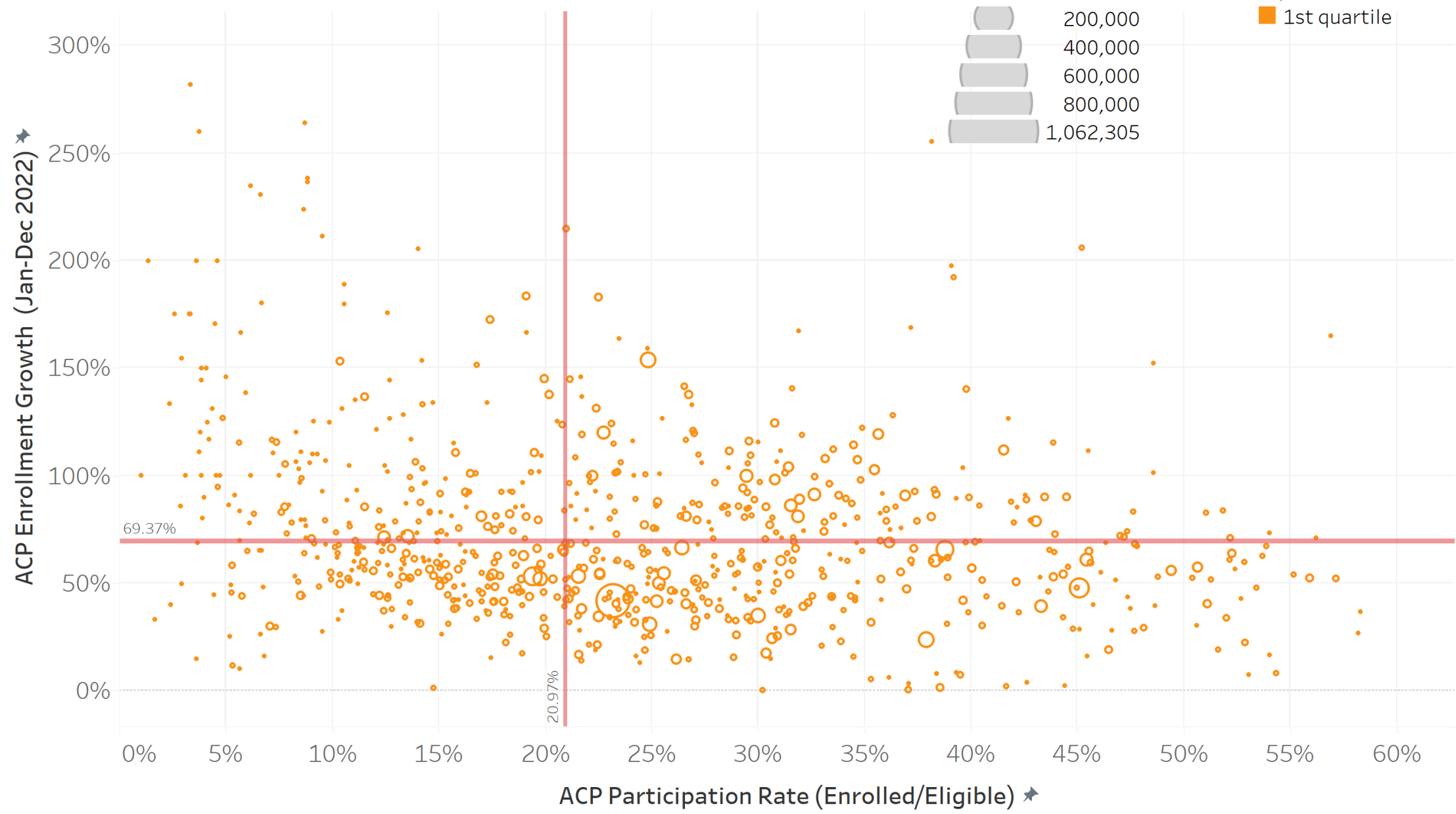
County-Level ACP Growth x Participation (by Share of Latinx Population)



County-Level ACP Growth x Participation (by Share of Latinx Population)



County-Level ACP Growth x Participation (by Share of Latinx Population)



ACP Enrollment Patterns: Three Take-Aways

- 1. Counties with High Share of African-American Population Show Higher ACP Participation.**
- 2. Different for Latinx Counties: All Quartiles Show Similar ACP Participation Patterns.**
- 3. Both African-American and Latinx Top-Quartile Counties Tend to Have Large Non-enrolled Eligible Population.**

(Similar Analysis Can Be Done With Other Census Variables)

Explore our Interactive Dashboards in Individual States:

- By Share of [African American Population](#)
- By Share of [Latinx Population](#)



Policy Takeaways for ACP

- **ACP is Helping Bridge the Affordability Gap for Low-Income and Minority Households → Must Be Renewed, but also Retooled to Capture Hard-to-Reach Groups**
- **Outreach Efforts Must be Strengthened, but Are Not Enough → Must Address Administrative Burdens and Mistrust**
- **Strategies that Automate Enrollment and Leverage Synergies Between Broadband Support and Other Government Support Systems (e.g., Housing Support) Should Be Explored**