

## Affordable Connectivity Program Outreach Grant Fact Sheet

Libraries are eligible to apply for funding from the FCC to support digital equity and inclusion.

### What is the Affordable Connectivity Program?

The [FCC's Affordable Connectivity Program \(ACP\)](#) helps low-income households pay for internet access. The ACP provides a discount of up to \$30/month towards broadband service for eligible households and up to \$75/month for households on Tribal lands. Eligible households can also receive a one-time discount of up to \$100 to purchase a laptop, desktop, or tablet from participating providers if they contribute more than \$10 and less than \$50 toward the purchase price.

### What is the ACP Outreach Grant?

Over fourteen million households are enrolled in the ACP, however, millions more are eligible. The Affordable Connectivity Program (ACP) Outreach Grant Program will provide funding to outreach partners, including libraries of all types, to develop and implement outreach programs to historically underserved and unserved communities to increase their awareness of and enrollment in the ACP. The ACP Outreach Grant Program is made up of four complementary grant programs: the National Competitive Outreach Program (NCOP), the Tribal Competitive Outreach Program (TCOP), the Your Home Your Internet Pilot Program (YHYI) Outreach Grant and the ACP Navigator Pilot Program (NPP) Outreach Grant. Applications are currently open for the NCOP and the TCOP. The BHYI and NPP Outreach Grants will be announced at a later date.

Objectives of the ACP Outreach Grant Program are:

- Expand and support diverse and impactful outreach efforts nationwide;
- Strengthen outreach partners nationwide by empowering them to mobilize people and organizations to help raise awareness about the ACP; and
- Increase ACP enrollment as a result of the ACP Outreach Grant Program-funded activities.

### What funding is available?

\$70 million in total is set aside for both the NCOP and TCOP grant programs. It's anticipated that the FCC will make 200-400 awards of no less than \$50,000 and no more than \$1 million. If an applicant intends to apply for the maximum award amount, they will need to demonstrate an ACP outreach strategy that is multi-state, national-level, and/or regional level, with the ability to pass-through to local-based eligible entities, as applicable. Cost sharing and matching is **not** required but in the event of a tie, applications with cost share or cost match may be prioritized.

### Who is eligible to apply?

The following entities are eligible to apply for the ACP Outreach Grant Program:

- State governments and subdivisions thereof (including the District of Columbia and Puerto Rico);
- U.S. Territory governments and subdivisions thereof such as the U.S. Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands;
- Local governments and subdivisions thereof (including county, borough, municipality, city, town, township, parish, local public authority, special district, intrastate district, council of

governments, and agencies or instrumentalities of multi-regional, intrastate or local government);

- Tribal governments and subdivisions thereof, as well as tribal organizations;
- Public housing agencies;
- Tribal-designated housing entities;
- Social service providers (e.g., food banks, community transportation, childcares);
- Education organizations, such as schools and other institutions of higher education;
- Workforce development training organizations;
- Non-profit organizations (501©(3) Status is not required);
- Community-based organizations (including faith-based organizations and social service organizations);
- Community anchor institutions;
- Public service organizations; and
- Consortia of the entities listed above

Broadband service providers and their subsidiaries, affiliates, representatives, contractors, and agents are **not** eligible to participate in the ACP Outreach Grant Program or receive grant awards.

## What activities are eligible for funding?

The following are examples of allowable outreach activities; however, applicants are not limited to these examples:

Eligible Activity	Examples
<b>ACP Application Assistance</b>	<b>In-person</b> ACP Applications assistance—remote technical and application assistance support is <b>not</b> allowed
<b>Digital Campaigns</b>	Executing a marketing strategy on social media and digital channels where ACP eligible households are active such as social media, mass text messages, and phone banks
<b>Outreach Materials</b>	Development, printing and distribution of infographics, fact sheets, flyers, and literature campaigns—including in-language translation of outreach materials
<b>Direct Mail</b>	Development, printing, and distribution of direct mail to ACP eligible households
<b>ACP Service Provider Locator</b>	Providing information on how to locate ACP service providers in the area where outreach is performed
<b>Personnel</b>	Compensation for personnel whose time was spent exclusively on ACP outreach and/or in-person application support
<b>Planning and Travel</b>	Costs associated with planning, travel, and the execution of ACP outreach events and/or in-person application assistance
<b>Supplies</b>	Information technology hardware or systems such as hotspots, tablets, computers, printers, etc. that will be used exclusively for ACP outreach and ACP application assistance ( <b>capped at \$5,000</b> )
<b>Project Management</b>	Costs incurred in direct support of grant administration that are not included in the organization’s indirect cost pool ( <b>capped at 5% of awarded funds</b> )

<b>Facilities Rental</b>	Costs associated with facilities rental for AP outreach and/or in-person ACP application assistance
<b>Paid Media Campaigns</b>	ACP advertising directed to target audiences on TV, radio, billboards, newspapers, and other culturally relevant outlets
<b>Consumer Research/Focus Groups</b>	Investigation of the needs of ACP-eligible household about services offered and the ACP application process

Grant recipients are expressly prohibited from favoring, directing, steering, incentivizing or otherwise encouraging households to enroll with a particular provider when performing grant-funded outreach activities.

## What data will be collected?

Financial records and supporting documents pertinent to a federal award must be retained for three years from the date of final submission.

Performance measures, detailed below, will also be required to assess progress toward the program's goals and objectives.

### **Awareness Measures**

- Number of outreach activities/events implemented by type (e.g., direct mail, door-to-door, etc.)
  - Amount of funding spent on outreach activities by type
  - Amount of personnel and/or volunteer hours spent on outreach activities by type, if applicable
- Number of individuals reached by outreach type (e.g., direct mail, door-to-door, etc.) to increase awareness of the ACP
  - For in-person engagement, the number of eligible households that learned about the ACP for the first time because of a grant-funded outreach

### **Enrollment Measures**

- Number and type of in-person enrollment assistance events held
- Number of individuals that participated in the in-person events
- Number of eligible households enrolled in the ACP during the event
- Number of new, eligible households enrolled in the ACP who (1) lacked access to home and mobile broadband internet or (2) lacked access to home broadband internet

## Timeline

Applications are open now and close **January 9, 2023, at 11:59 PM EST**. Late applications will not be accepted. Grant recipients will be selected on or before March 10, 2023, and the award date is anticipated to be no later than March 31, 2023. Grant recipients must spend their award within 24 months.

## How to Apply

The grant application must be submitted through [Grants.gov](https://www.grants.gov). There are multiple steps required to set up this account and the process can take up to a month to complete. Make sure to plan ahead to ensure the grant application is submitted by the deadline. To set up a Grants.gov account, the applicant will need:

- A valid Employer Identification Number

# ALA American Library Association

- A Login.gov account, for a single sign on registration, to then establish an organization registration with System for Award Management (SAM) SAM.gov
- To register in Grants.gov and add an organization profile, or updating the existing registration
- Assigning roles and access in Grants.gov
- Start the application in Grants.gov Workspace
- Submit the final application in Grants.gov

## Application Evaluation

- Applications will be prioritized where outreach efforts target underserved low-income households and communities with low ACP participation
- Applicants that have experience in outreach for government programs and resources, have trusted community relationships, and have experience with multilingual outreach will also be prioritized
- Applicants may use grant funds to supplement current programs but grant funds cannot be used to supplant funds that have already been obtained or expected to be received.

## Developing a Strong Application

Libraries see the impacts of the digital divides every day and are trusted voices in our communities to advance digital equity. The ACP Outreach Grant provides funding for libraries to apply and receive support for existing connectivity work. When applying for the ACP Outreach Grant program, libraries may consider a consortia application, working with their state library, state broadband office, or other partners to add capacity for the application process.

## Additional Resources and Support

ALA is developing templates and materials for libraries to use in ACP outreach and enrollment programs. These will be released on our webpage. Please see below for additional ALA resources:

- [Digital Equity Resources for Libraries](#)
- [ALA's Digital Equity Report](#)
- ["Libraries Eligible for New Digital Equity Funding; January 9 Deadline to Apply" -- Public Libraries Online \(November 17, 2022\)](#)

Please see the following FCC resources for more information:

- [Affordable Connectivity Outreach Grant Program —FCC Fact Sheet](#)
- [Affordable Connectivity Outreach Grant Program Notice of Funding Opportunity Frequently Asked Questions FCC FAQ](#)
- [FCC Affordable Connectivity Outreach Grant Program Webinar](#) (Recorded November 15)
- [FCC Toolkit of Outreach Materials](#)

## Contact

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