

THE WHITE HOUSE

WASHINGTON

September 15, 2022

Dear Local Leader,

In the 21st century, high-speed internet is essential for success. Americans use their high-speed internet connection to get an education, train for a new career, build a business, and keep in touch with loved ones.

As America's kids get back to school and continue to recover from the challenges of the pandemic, ensuring that all students and families have access to affordable, high-speed internet is more important than ever. But far too many families remain unconnected. That is why President Biden and Vice President Harris worked with Democrats, Republicans, and Independents to create the Affordable Connectivity Program (ACP) as part of the Bipartisan Infrastructure Law.

The ACP gives eligible households a discount of up to \$30 per month off their internet bills, or \$75 per month for households living on Tribal lands, as well as a one-time \$100 discount to purchase a laptop, tablet, or desktop computer. To lower costs further, the Biden-Harris Administration secured commitments from internet service providers across the country to offer high-speed plans that are fully covered by the ACP. **As a result, millions of working families can now get high-speed internet without paying a dime.**

Our Administration is using every tool in our toolbox to get the word out about the ACP—including launching GetInternet.gov, a one-stop-shop where Americans can check their eligibility, find an internet plan, and sign up. Since GetInternet.gov launched, over 1.5 million new households have signed up to save on their home internet with ACP.

We need your help to keep that progress going and to ensure all eligible families in your community sign up to save. Many more families across the country are eligible but have not yet signed up, and mayors, county executives, school officials, and other local government leaders have a key role to play.

As a local leader, I'm asking that you commit to helping more families sign up by spreading the word about ACP in your community, directly reaching out to eligible households, and partnering with local schools to sign families up as part of the "Back to School" season. Attached is a step-by-step guide that

provides more details on effective tactics and examples that you can use in your outreach. Leaders committing to one or more of these actions should let us know at IGA46@who.eop.gov.

For far too long, high-speed internet has been out of reach for far too many. With your help, we can connect more families with high-speed internet and the opportunities it brings—and put money back in their pockets today.

Sincerely,

A handwritten signature in blue ink, reading "Mitch Landrus". The signature is written in a cursive style with a large, sweeping initial "M".

ATTACHMENT: Helping Families in Your Community Sign Up to Save on Their Internet Bills

Households are eligible for the Affordable Connectivity Program (ACP) if they earn up to 200% of the Federal Poverty Level (currently \$55,500 for a family of four) or if someone in the household receives certain other federal benefits—including many directly administered by state and local governments.¹

Below are three steps you can take to help more families in your community sign up to save. Leaders committing to one or more of these actions should let us know at IGA46@who.eop.gov.

1. Mobilize at local schools. Local schools are some of our most trusted outreach partners, and “Back-to-School” season is a great time to get families digitally connected. Households are automatically eligible for ACP if they have a student participating in the Free and Reduced-Price School Lunch or Breakfast Program—including students that attend Community Eligibility Provision Schools, which serve meals at no cost to all students. In other words, at over 33,000 [Community Eligibility Provision Schools](#), every student’s household is eligible to save on their internet bills through ACP.

The federal government is conducting a Back-to-School ACP enrollment campaign, and we encourage you to join us. For example, New York City sent backpack flyers home via 1,700 principals to reach about one million children who attend Free and Reduced-Price School Lunch Community-Eligible Schools.

Here is a [Back-to-School toolkit with step-by-step suggestions and ready-to-use materials, including a backpack flyer \(PDF available \[here\]\(#\); editable Word document available \[here\]\(#\)\)](#).

2. Directly contact eligible or likely-eligible households. State and local governments are especially well-positioned to tell eligible households about

¹ Households qualify for ACP, irrespective of income, if a member of the household participates in: Free and Reduced-Price School Lunch or Breakfast Program (including Community-Eligible Schools), Supplemental Nutrition Assistance Program (SNAP), Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), Medicaid, Supplemental Security Income (SSI), Veterans Pension and Survivors Benefit, Federal Public Housing Assistance, Federal Pell Grant (current award year), Lifeline, or certain Tribal assistance programs. Households that are eligible for an internet provider’s existing low-income internet program also qualify.

ACP, given their direct relationships with eligible or likely eligible populations. In particular, state and local governments administer certain programs through which households automatically gain ACP eligibility—including Free and Reduced-Price School Lunch or Breakfast Program, SNAP, WIC, Medicaid, and Federal Public Housing Assistance. Please reach out to these programs’ beneficiaries directly and include information about ACP in existing engagements with households (e.g., at enrollment or regular notifications, in call center or physical office waiting rooms, in case officer communications, etc.).

Text messages and mail campaigns sent directly to eligible (or likely eligible) populations have the highest response rates and are recommended where possible.

For example, Michigan texted about 1.3 million likely eligible Michiganders and gained 25,000 new ACP enrollees as a result. The City of Mesa, Arizona similarly reports that constituents who hear about ACP are extremely interested. Mesa’s texts to residents about GetInternet.gov have a 10% clickthrough rate, as compared to a usual 1-5% rate for other Mesa governmental outreach. In addition, Montgomery County, Maryland is working with a local non-profit to provide trainings for staff, volunteers, and case workers to assist residents in enrolling in ACP.

3. Use every tool to tell families about GetInternet.gov—the one-stop shop where households can check their eligibility, enroll, and learn which providers offer fully covered plans. (GetInternet.gov is mobile-accessible and available in Spanish. Households can also call 877-384-2575 to learn how to apply.) Local governments can spread the word through media, social media, constituent communications, community meetings, and many other channels.

For example, Hennepin County, Minnesota and the City of Minneapolis, Minnesota created co-branded flyers available in four languages to promote ACP. New York City will advertise GetInternet.gov at bus stops in zip codes with a high number of households likely eligible for ACP, and Albemarle County, Virginia includes a “P.S.” about GetInternet.gov in every client communication by county social service workers.