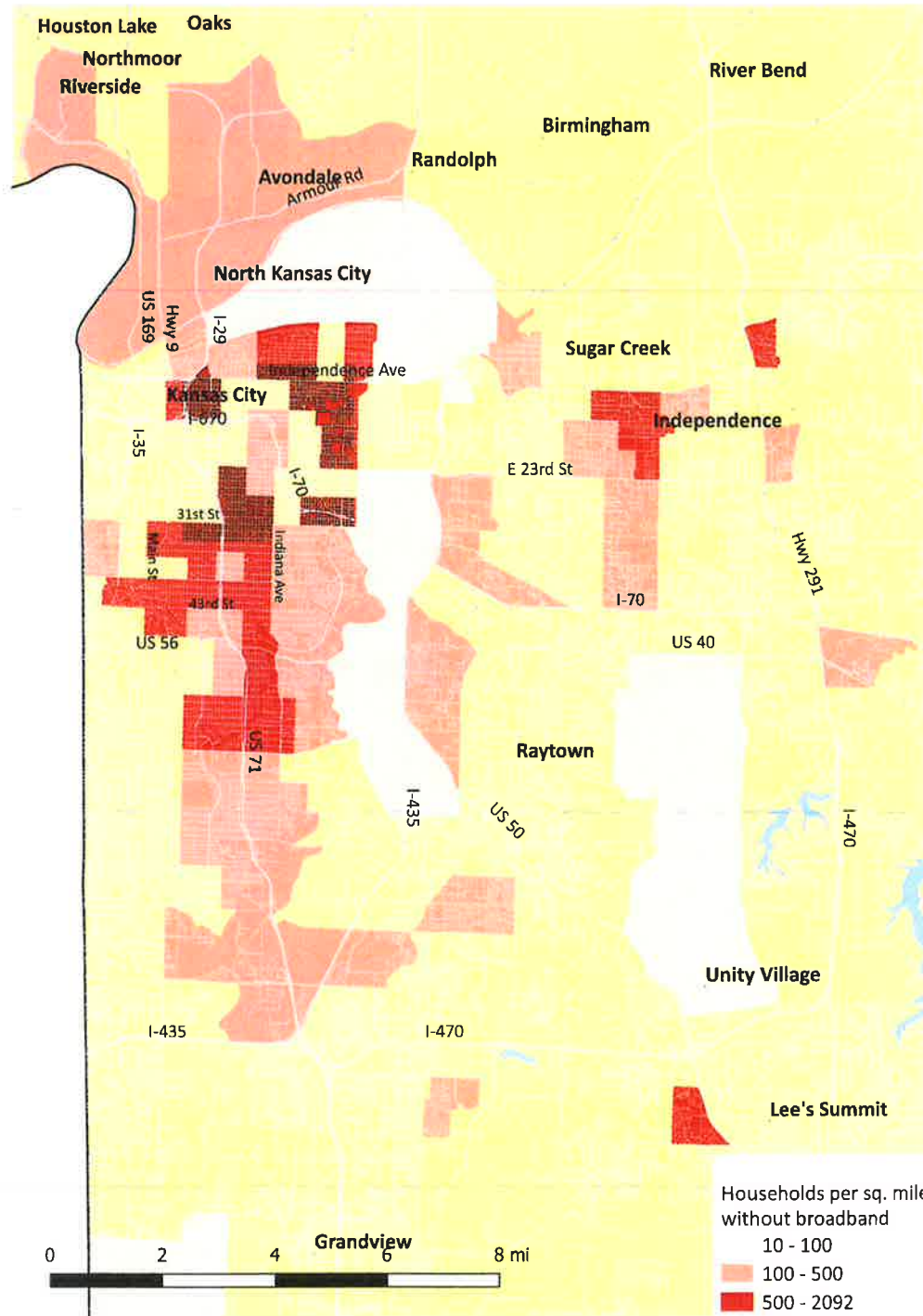


Kansas City area households without a broadband subscription



Discussion questions

- **What do you notice about the map?
What are your observations?**
- **What surprises you?**
- **What additional information
would help you better understand
the issue?**

Research shows three main reasons people don't subscribe

- 1. Broadband speed internet may not exist in some lower-income neighborhoods.**
- 2. Some can't afford a monthly subscription and/or computer.**
- 3. Some lack skills needed to use the internet.**

Discussion questions

- **Are any reasons missing?**
- **How do these reasons affect your neighborhood?**
Which one seems to have the biggest impact?

Retail costs for internet services in 64108 – a sampling

Most ISPs offer two pricing levels:

1. Retail

no discount. Different cost for different speeds.

2. Discounted

for lower income residents.

About \$30 a month.

Also, the Affordable Connectivity Program (ACP) is a federal program that provides a temporary subsidy of \$30 a month. A household with a discounted internet plan that enrolls in the ACP can get their monthly bill almost completely covered.

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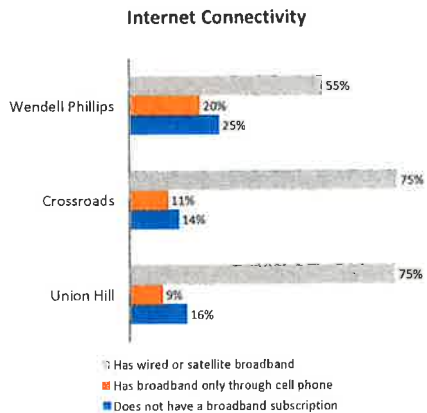
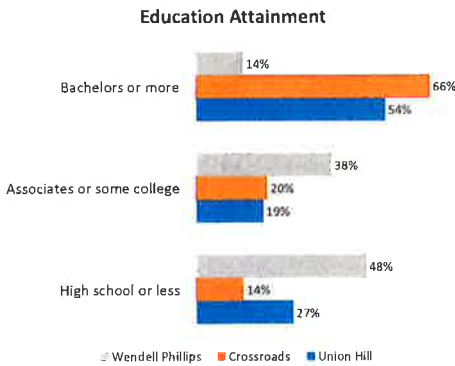
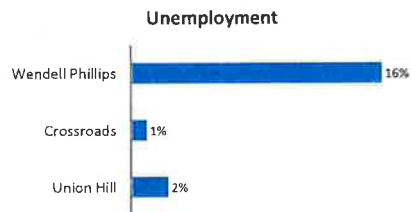
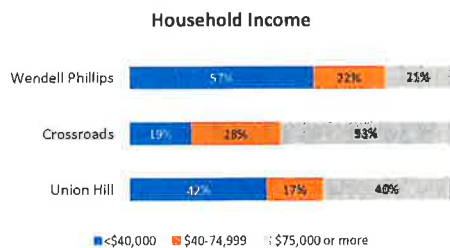
Retail costs for internet services in 64108 — a sampling

Retail plans for major ISPs	\$ per month	Speed
AT&T	\$55	Up to 300 Mbps
	\$80	Up to 1 Gbps
Google Fiber	\$70	Up to 1 Gbps
Spectrum	\$50	Up to 300 Mbps
	\$90	Up to 1 Gbps

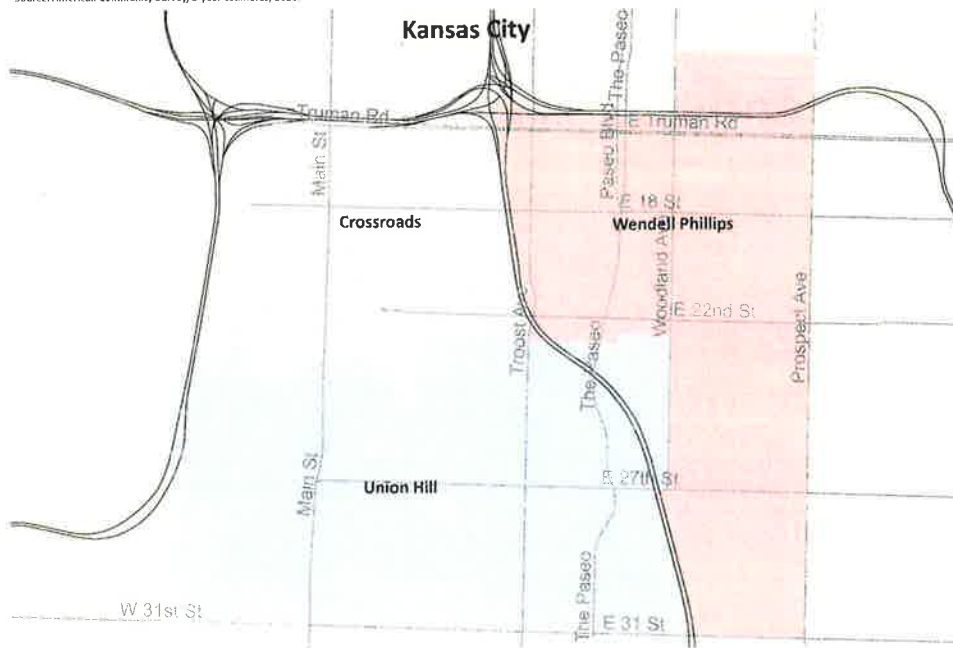
Discussion questions

- **What do you notice about this information? What are your observations?**
- **What surprises you?**
- **What else would you need to know about these plans to make them more enticing for you?**

Comparative analysis – Wendell Phillips neighborhood and other neighborhoods



Source: American Community Survey, 5 year estimates, 2020.



Discussion questions

- **What do you notice about the map?
What are your observations?**
- **What surprises or stands out to you?**
- **What might be some reasons for
lower uptake in one neighborhood
than the other?**

People said these were the most urgent needs driving them to adopt broadband

- **Employment**

Apply for a job or learn about job openings online, etc.

- **Education**

Attend online classes or provide fast internet for schoolchildren, etc.

- **Government**

Apply for unemployment, housing, or childcare benefits, etc.

Discussion questions

- **What do you notice about these reasons? What are your observations?**
- **Which of these reasons do you respond to the most? Why?**
- **Are there other reasons that people would need broadband at home?**

