

DataKind DataDive Event

Benefits Data Trust - ACP vs SNAP enrollment initial comparisons and observations

Background

“[Benefits Data Trust \(BDT\)](#) is committed to closing that gap to reduce hunger and poverty, and build pathways to economic mobility. BDT proactively helps people in the U.S. enroll in benefits, equips other sectors to connect people to assistance, helps the government serve people better, and increases solutions to improve access to assistance. Since its founding in 2005, BDT has facilitated about 800,000 benefit enrollments, securing more than \$9 billion in assistance for families and individuals nationwide.” BDT currently operates [Benefits Centers](#) in these seven states: Colorado, Maryland, Michigan, New York, North Carolina, Pennsylvania, & South Carolina. (From [Project Brief](#))

[Affordable Connectivity Program \(ACP\):](#)

From [fcc.gov/acp](#): “The Affordable Connectivity Program is an FCC benefit program that helps ensure that households can afford the broadband they need for work, school, healthcare and more. The benefit provides a discount of up to \$30 per month toward internet service for eligible households and up to \$75 per month for households on qualifying Tribal lands.”

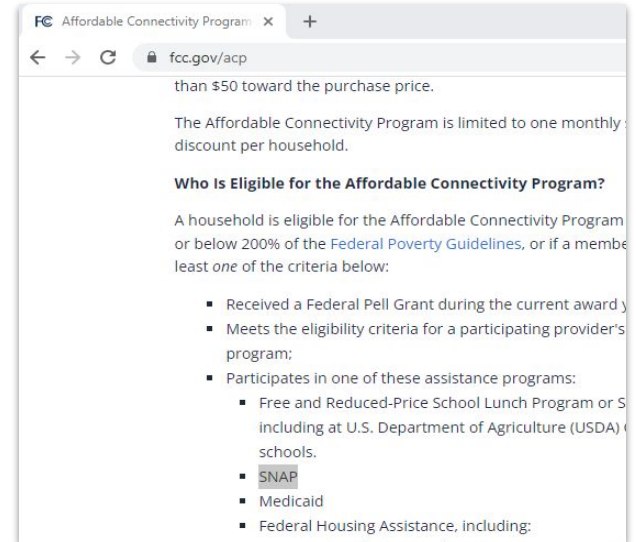
The benefit is per household, and therefore each household is limited to one monthly service discount. While there are different ways to qualify, one avenue is if the household participates in SNAP.

[Supplemental Nutrition Assistance Program \(SNAP\):](#)

From [fns.usda.gov/snap/supplemental-nutrition-assistance-program](#): “SNAP provides nutrition benefits to supplement the food budget of needy families so they can purchase healthy food and move towards self-sufficiency.”

Goal:

Compare SNAP and ACP enrollment in local geographies (counties) within states where BDT operates to look for any insights that could help prioritize BDT's outreach efforts to increase ACP enrollment for already eligible individuals.



Data Investigation

ACP data is available at <https://www.usac.org/about/affordable-connectivity-program/acp-enrollment-and-claims-tracker/#enrollment-and-claims-by-zipcode-and-county> for 2022 (there is a data dictionary at <https://www.usac.org/wp-content/uploads/about/documents/acp/Data-Dictionary.pdf>). There is monthly data on ACP Households by Counties
Data Start: Jan 2022; Latest Data: Oct 2022
Identified Data Gaps: There is a portion of data where subscribers are attributed to a state but not a specific county in that state. For example,

	Data Month	State	State Name	County Name	State FIPS	County FIPS	Net New Enrollments Alternative Verification Process	Net New Enrollments Verified by School	Net New Enrollments Lifeline	Net New Enrollments National Verifier Application	N Enro
29501	2022-10-01	AL	ALABAMA	WASHINGTON COUNTY		01	129	0.0	0.0	12.0	
29502	2022-10-01	AL	ALABAMA	WILCOX COUNTY		01	131	0.0	2.0	40.0	
29503	2022-10-01	AL	ALABAMA	WINSTON COUNTY		01	133	-2.0	0.0	4.0	
29504	2022-10-01	AL	ALABAMA	**NOT AVAILABLE**		01	**NOT AVAILABLE**	11.0	1.0	24.0	

This could result in falsely identifying a county with a low ACP subscriber count; however, the number of subscribers not attributed to a country appears relatively low.

Data Investigation

SNAP data is available at <https://www.fns.usda.gov/pd/supplemental-nutrition-assistance-program-snap>.

There is bi-annual (January and July) Household SNAP data by counties

Data Start: Jan 1989; Latest Data: Jan 2022 (which just got posted on 12/6/2022).

Assumptions: We took the column Calc: SNAP Total PA and Non-PA Households to be the total number of households participating in SNAP. We do not know what the breakdown between Public Assistance (PA) and Non-Public Assistance means. Is there anyone familiar with SNAP data who can verify if this is a correct assumption?

Identified Data Gaps: There is a significant time delay in the data posting. By the time the latest data was posted, it was almost 1 year after the time it represented.

Additionally, several states and territories (Connecticut, Guam, Idaho, Maine, Massachusetts, Nebraska, New Hampshire, New York, Oregon, Vermont, Washington DC, Wisconsin, & Wyoming) do not breakdown the data by county in the county data file. For these, in the data file, it is only available at the state level. This will prevent analysis at a county level for the state of New York where BDT operates.

	Substate/Region	Calc: SNAP Total PA and Non-PA Households	FIPS Code
1517	3600002 NY EBT NEW YORK STATE	1626534.0	36000

Other Identified Data Needs: There is a need to summarize multiple rows with the same FIPS Code (State and County) that are listed on separate Substate/Region rows in the data to get the total for a given State and County

	Substate/Region	Calc: SNAP Total PA and Non-PA Households	FIPS Code
1835	4100005 OR EBT ADULT & FAMILY SVCS DIV	371610.0	41000
1836	4100005 OR SSI ADULT & FAMILY SVCS DIV	35446.0	41000
1837	4100005 OR WRI ADULT & FAMILY SVCS DIV	17.0	41000

Data Cleanup

Performed the following transformations on ACP data:

- Concatenated State and County FIPS for joining with other data by FIPS code
- Removed redacted Country FIPS code ****NOT AVAILABLE**** to keep only the state code in these instances for overall analysis
- Replaced blank/null total subscribers with zeros

Performed the following transformations on SNAP data:

- Removed data summary, disclaimer lines, and empty rows
- Extracted FIPS code from Substate/Region string
- Summarized total subscribers from the same FIPS code (State and County) that were on separate Substate/Region

Observed the following gaps on the merged ACP and SNAP data:

There are 3 Colorado counties that based on their names do not have correct FIPS IDs in the SNAP data file (and weren't able to merge with the ACP data using the correct FIPS codes without manual correction

	Substate/Region	Calc: SNAP Total PA and Non-PA Households	FIPS Code
280	0812701 CO EBT ADAMS CO DSS	25542.0	08127
281	0812901 CO EBT ARAPAHO CO. DSS	27140.0	08129
282	0813101 CO EBT BROOMFIELD	1400.0	08131

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transition.fcc.gov/oet/info/maps/census/fips/fips.txt

06107 Tulare County

06109 Tuolumne County

06111 Ventura County

06113 Yolo County

06115 Yuba County

08000 Colorado

08001 Adams County

08003 Alamosa County

08005 Arapahoe County

08007 Archuleta County

08009 Baca County

Observations

- The SNAP data file does not breakdown SNAP enrollment by county for the State of New York; the other BDT service states have data by county.
- There were large increases in ACP enrollment from Jan to Oct 2022; therefore, to best assess current state, it is recommended to use the latest ACP data (Oct 2022) versus the latest SNAP data (Jan 2022) for directional trends since SNAP historically has been more stable as a long established program versus ACP adoption which rapidly increased.
- It is important to remember while comparing SNAP and ACP enrollment numbers with the hopes of identifying where there are the most SNAP users not yet enrolled in ACP, high ACP relative to SNAP does not mean the same households have both benefits just that the totals number of households in each program are similar. The comparison is still useful because low ACP relative to SNAP does indicate an area of opportunity because it fundamentally means not all eligible SNAP households have ACP. Just remember the converse is not necessarily true- high ACP relative to SNAP does not necessarily means the SNAP households are also enrolled in ACP (we don't have the data to determine if the households in both groups are the same).
- Summarized transformed data is available in this spreadsheet:

Observations, continued

- There may be certain states with greater opportunity based on their total SNAP enrollment in January 2022 versus their current ACP enrollment in October 2022:

State	Jan22 SNAP Households	Jan22 ACP Total Households	Oct22 ACP Total Households	Latest SNAP to ACP Difference
NY	1626534	655669	1048379	578155
PA	994462	342616	505340	489122
MD	498509	139260	175291	323218
NC	876491	371056	599567	276924
MI	700823	343295	513924	186899
CO	267351	107777	167069	100282
SC	297891	181130	278134	19757

All these states except NY have county level breakdowns to look more specifically.

Observations, continued

- There may be certain counties with greater opportunity based on lower ACP households (OCT22) vs SNAP enrollment (JAN22) as well as certain counties that may be able to share methods of success in achieving good ACP uptake with respect to SNAP totals:

FIPS	Jan22 SNAP Households	Jan22 ACP Total Households	State	State Name	County Name	Oct22 ACP Total Households	Latest SNAP to ACP Difference
238 08041	37703	14249	CO	COLORADO	EL PASO COUNTY	22737	14966
233 08031	42910	20689	CO	COLORADO	DENVER COUNTY	30854	12056
219 08005	27140	10682	CO	COLORADO	ARAPAHOE COUNTY	16426	10714
217 08001	25542	10338	CO	COLORADO	ADAMS COUNTY	15650	9892
268 08101	20986	9535	CO	COLORADO	PUEBLO COUNTY	13700	7286
252 08069	13963	4759	CO	COLORADO	LARIMER COUNTY	7383	6580
279 08123	14107	5384	CO	COLORADO	WELD COUNTY	7539	6568
247 08059	16989	7766	CO	COLORADO	JEFFERSON COUNTY	11625	5364
223 08013	9494	4119	CO	COLORADO	BOULDER COUNTY	6111	3383
259 08083	2284	447	CO	COLORADO	MONTEZUMA COUNTY	717	1567
...							
256 08077	9792	5480	CO	COLORADO	MESA COUNTY	9209	583
262 08089	2269	1190	CO	COLORADO	OTERO COUNTY	1931	338

Observations, continued

- There may be certain counties with greater opportunity based on lower ACP households (OCT22) vs SNAP enrollment (JAN22) as well as certain counties that may be able to share methods of success in achieving good ACP uptake with respect to SNAP totals:

FIPS	Jan22 SNAP Households	Jan22 ACP Total Households	State	State Name	County Name	Oct22 ACP Total Households	Latest SNAP to ACP Difference
1181 26163	214779	113435	MI	MICHIGAN	WAYNE COUNTY	154256	60523
1162 26125	51353	20871	MI	MICHIGAN	OAKLAND COUNTY	32452	18901
1149 26099	53831	22208	MI	MICHIGAN	MACOMB COUNTY	36354	17477
1124 26049	42225	20436	MI	MICHIGAN	GENESEE COUNTY	29014	13211
1140 26081	36062	16606	MI	MICHIGAN	KENT COUNTY	23223	12839
1132 26065	20999	9228	MI	MICHIGAN	INGHAM COUNTY	12491	8508
1160 26121	17301	8081	MI	MICHIGAN	MUSKEGON COUNTY	10936	6365
1180 26161	14496	6379	MI	MICHIGAN	WASHTENAW COUNTY	9260	5236
1112 26025	11957	5073	MI	MICHIGAN	CALHOUN COUNTY	7383	4574
1173 26147	10769	4442	MI	MICHIGAN	ST. CLAIR COUNTY	6316	4453
...							
1138 26077	17053	10993	MI	MICHIGAN	KALAMAZOO COUNTY	17399	-346
1172 26145	19078	13155	MI	MICHIGAN	SAGINAW COUNTY	20986	-1908

Observations, continued

- There may be certain counties with greater opportunity based on lower ACP households (OCT22) vs SNAP enrollment (JAN22) as well as certain counties that may be able to share methods of success in achieving good ACP uptake with respect to SNAP totals:

FIPS	Jan22 SNAP Households	Jan22 ACP Total Households	State	State Name	County Name	Oct22 ACP Total Households	Latest SNAP to ACP Difference
1490 37119	86662	36280	NC	NORTH CAROLINA	MECKLENBURG COUNTY	55386	31276
1471 37081	56353	26097	NC	NORTH CAROLINA	GUILFORD COUNTY	38672	17681
1522 37183	52435	19187	NC	NORTH CAROLINA	WAKE COUNTY	36241	16194
1456 37051	42653	20393	NC	NORTH CAROLINA	CUMBERLAND COUNTY	31904	10749
1504 37147	20963	6619	NC	NORTH CAROLINA	PITT COUNTY	10526	10437
1464 37067	34839	16291	NC	NORTH CAROLINA	FORSYTH COUNTY	26303	8536
1462 37063	24898	10610	NC	NORTH CAROLINA	DURHAM COUNTY	16885	8013
...							
1526 37191	13459	6945	NC	NORTH CAROLINA	WAYNE COUNTY	11036	2423
1443 37025	13263	6003	NC	NORTH CAROLINA	CABARRUS COUNTY	10520	2743

Observations, continued

- There may be certain counties with greater opportunity based on lower ACP households (OCT22) vs SNAP enrollment (JAN22) as well as certain counties that may be able to share methods of success in achieving good ACP uptake with respect to SNAP totals:

FIPS	Jan22 SNAP Households	Jan22 ACP Total Households	State	State Name	County Name	Oct22 ACP Total Households	Latest SNAP to ACP Difference
1798 42101	266602	98106	PA	PENNSYLVANIA	PHILADELPHIA COUNTY	134506	132096
1749 42003	91042	33732	PA	PENNSYLVANIA	ALLEGHENY COUNTY	46779	44263
1770 42045	38314	13575	PA	PENNSYLVANIA	DELAWARE COUNTY	20905	17409
1793 42091	30537	9016	PA	PENNSYLVANIA	MONTGOMERY COUNTY	13691	16846
1787 42079	32482	11358	PA	PENNSYLVANIA	LUZERNE COUNTY	16308	16174
1812 42129	24333	7358	PA	PENNSYLVANIA	WESTMORELAND COUNTY	10964	13369
1783 42071	26509	9783	PA	PENNSYLVANIA	LANCASTER COUNTY	14244	12265
1786 42077	27379	8349	PA	PENNSYLVANIA	LEHIGH COUNTY	15285	12094
1756 42017	21602	6116	PA	PENNSYLVANIA	BUCKS COUNTY	9571	12031
1814 42133	26108	8914	PA	PENNSYLVANIA	YORK COUNTY	14125	11983
...							
1772 42049	27416	15949	PA	PENNSYLVANIA	ERIE COUNTY	23336	4080
1790 42085	10158	4627	PA	PENNSYLVANIA	MERCER COUNTY	7288	2870

Observations, continued

- There may be certain counties with greater opportunity based on lower ACP households (OCT22) vs SNAP enrollment (JAN22) as well as certain counties that may be able to share methods of success in achieving good ACP uptake with respect to SNAP totals:

FIPS	Jan22 SNAP Households	Jan22 ACP Total Households	State	State Name	County Name	Oct22 ACP Total Households	Latest SNAP to ACP Difference
1825 45019	16930	8527	SC	SOUTH CAROLINA	CHARLESTON COUNTY	10736	6194
1861 45091	10422	4174	SC	SOUTH CAROLINA	YORK COUNTY	6213	4209
1817 45003	10510	4768	SC	SOUTH CAROLINA	AIKEN COUNTY	6858	3652
1823 45015	9454	3698	SC	SOUTH CAROLINA	BERKELEY COUNTY	5996	3458
1822 45013	5257	1683	SC	SOUTH CAROLINA	BEAUFORT COUNTY	3050	2207
1830 45029	3960	1546	SC	SOUTH CAROLINA	COLLETON COUNTY	1900	2060
1844 45057	5098	1967	SC	SOUTH CAROLINA	LANCASTER COUNTY	3142	1956
...							
1855 45079	24656	18183	SC	SOUTH CAROLINA	RICHLAND COUNTY	28681	-4025
1838 45045	21665	16320	SC	SOUTH CAROLINA	GREENVILLE COUNTY	27199	-5534

Observations, continued

- There is a general pattern of high SNAP households in a given county and high SNAP to ACP difference presenting an opportunity for additional ACP enrollment. However, there is variation in this trend with several notable exceptions highlighted in the previous slides. That said in the absence of valid ACP data, a general direction of ranking counties by highest SNAP may align with generally greater ACP potential.

	FIPS	Jan22 SNAP Households	Jan22 ACP Total Households	State	State Name	County Name	Oct22 ACP Total Households	Latest SNAP to ACP Difference
1098	24510	125590	47785	MD	MARYLAND	BALTIMORE CITY	54970	70620
1090	24033	85463	19031	MD	MARYLAND	PRINCE GEORGE'S COUNTY	23552	61911
1077	24005	71869	18558	MD	MARYLAND	BALTIMORE COUNTY	26113	45756
1089	24031	42150	10262	MD	MARYLAND	MONTGOMERY COUNTY	14543	27607
1076	24003	35629	6970	MD	MARYLAND	ANNE ARUNDEL COUNTY	9621	26008
1095	24043	14835	4344	MD	MARYLAND	WASHINGTON COUNTY	5337	9498
1086	24025	14063	3850	MD	MARYLAND	HARFORD COUNTY	5185	8878
1087	24027	12687	2859	MD	MARYLAND	HOWARD COUNTY	4077	8610
1082	24017	11744	2903	MD	MARYLAND	CHARLES COUNTY	3260	8484
1096	24045	12348	3776	MD	MARYLAND	WICOMICO COUNTY	4784	7564
1084	24021	10895	2789	MD	MARYLAND	FREDERICK COUNTY	3901	6994
1075	24001	9028	2142	MD	MARYLAND	ALLEGANY COUNTY	2806	6222
1081	24015	8459	2392	MD	MARYLAND	CECIL COUNTY	3192	5267
1092	24037	7201	1789	MD	MARYLAND	ST. MARY'S COUNTY	2151	5050