



FACT SHEET

Broadband Awareness and Adoption

"The digital age is creating an information and communications renaissance. But it is not serving all Americans and their local communities equally. It is not yet serving democracy fully. How we react, individually and collectively, to this democratic shortfall will affect the quality of our lives and the very nature of our communities."
-*Knight Commission on the Needs of Informing Communities, 2009*ⁱ

Background

The California Emerging Technology Fund (CETF) submitted three proposals to the National Telecommunications and Information Agency (NTIA) for the Broadband Technology Opportunities Program (BTOP) totaling \$35 million on behalf of 44 partners throughout California. The proposals include: (1) Broadband Awareness and Adoption (BAA – fostering awareness and basic skills development); (2) Digital Literacy for All (DLA – building the base of skilled technology users through public computer centers); and (3) Computer Refurbishing and Employment Applications Training and Education (CREATE – linking the need to reuse hundreds of thousands of used computers with training for full-time, living-wage jobs). In total, the three proposals would result in 2,611 jobs (filled, created, and retained) and 179,558 new households adopting broadband at home.

On March 1, 2010, the BAA proposal was awarded a grant of \$7.25 million. The two other CETF proposals were declined in February.

Overview of the BAA Proposal

BAA will provide households in low-income communities with the basic building blocks necessary to adopt broadband technology. It mobilizes the talents and resources of eight partners statewide who have experience reaching the California low-income communities that are most impacted by the Digital Divide. CETF is focusing on low-income, racial/ethnic and other demographic groups (Latinos, rural residents, and people with disabilities) whose computer and broadband usage has significantly trailed other demographic groups. The partners will blend traditional methods of engaging low-income residents, such as grassroots mobilization and targeted media, with high tech methods including text messaging, social networking and relevant web applications to enlist friends and family to promote the benefits of broadband.

Key Outcomes

By implementing the BAA program, eight partners will produce the following outcomes:

1. Over 5 million low-income residents will increase basic awareness of broadband technology with strong and targeted media messages.
2. 797,807 persons will learn basic skills related to broadband technology.
3. 133,000 new households in low-income communities will subscribe to broadband services.

Cost-Effectiveness and Sustainability

Over a four-month period, CETF held weekly webinars with all partners as well as individual meetings to analyze the program and budget. Each partner completed planning tools designed to carefully match the program's goals, outcomes and activities to expenditures with the corresponding timeframes. This work helped make the BAA budget a cost-effective strategy for closing the Digital Divide while increasing basic digital literacy. The average cost per end user is \$8 (based upon 1,178,861 new individual broadband subscribers and persons trained). This already low-cost will decrease, given that BAA builds significant capacity enabling partners to continue offering programs beyond the grant period.

CETF proposed an overall project budget of \$9,360,672. Of this amount, CETF requested \$7,251,295 in BTOP Sustainable Broadband Adoption funds and, with its partners, will provide \$1,862,143 cash match representing 20% of project costs. In order to fully leverage the federal ARRA investment in BAA, participating partners are providing all indirect costs as a further contribution.

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ⁱ FN: <http://report.knightcomm.org/executive-summary>

List of Partners Participating in BAA Proposals to NTIA

Name of Organization	Role in Program
211 California/United Ways of California Contact: Pete Manzo President and CEO Ph: 213.808.6227 pmanzo@unitedwaysCA.org	United Way's 211 statewide network will handle calls as Public Service Announcements air throughout the state. In 2008, 211s in 16 California counties answered more than 1 million calls from people seeking financial assistance, housing, food, mental health, and many other personal/family needs. 211 providers statewide will respond to calls and web inquiries directly seeking broadband education and adoption assistance, as well as train all call specialists to identify people seeking services (such as job training, for example), and make informing them proactively about digital education and broadband adoption resources a core part of its Information and Referral practice.
Access Now Contact: Kari Gray Executive Director Ph: 415.786.9935 kehgray@gmail.com	Access Now will host 18 community events (Computer Help Days) to repair old or outdated equipment, offer subsidized refurbished equipment, provide hands-on computer training, introduce meaningful online resources and recommend additional services for 2,430 participants. Access Now events provide one day of affordable computer problem diagnosis and tech repair and get people online that same day.
The Center for Accessible Technology Contact: Dmitri Belser Executive Director Ph: 510.841.3224 dbelser@cforat.org	The Center for Accessible Technology (CforAT) has a new initiative, the Assistive Technology Coalition Project, designed to capitalize on the experience that CforAT has in leveraging technology to ensure access to broadband and the technologies that rely on high-speed communication. The Coalition will create a new website to help people make decisions of assistive technology. They will also provide training to 500 disabled service providers on how to use the new website.
The Center to Promote HealthCare Access (One-e-App) Contact: Claudia Page Director Ph: 510.273.4641 cpage@oneeapp.org	The Center's One-e-App is an Online tool designed for people navigate public assistance programs by themselves, or with help from a call center or Certified Application Assistant (CAAs). The CAAs will be trained to screen for a range of programs simultaneously and, where possible, help people apply for programs electronically. The CAAs will also screen for employment support services, where they can learn more about digital careers (through a partnership with the City of Los Angeles Community Development Department). They will also help families access information and links to training and resources on how they can subscribe to broadband and purchase low-cost computers. They will reach 75,000 adults and 56,000 youth.
Chicana/Latina Foundation (CLF) Contact: Olga Talamante Executive Director Ph: 650.373.1083 olga@chicanalatina.org	Chicana Latina Foundation will recruit young leaders as broadband ambassadors to reach into underperforming schools and ultimately into the homes of the students to help families adopt broadband. This project will focus on underperforming schools in low-income communities and Latinas from eight Northern California counties. The project will educate over 12,000 residents and help 1,320 subscribe to broadband.
The Dewey Square Group Contact: Erin Moos Program Manager Ph: 916.447.4099 emoos@deweysquare.com	Dewey Square Group (DSG) will use a faith-based outreach strategy using a combination of text messages and trusted messengers from each congregation to help answer broadband questions. DSG works with over 2,500 churches reaching over 1.2 million Californians. The text messaging strategy will support the development of an online resource map. This resource map will allow DSG to create a directory of places that provide free Internet access and computer and digital literacy courses. DSG will help over 100,000 people subscribe to broadband.
Latino Community Foundation (LCF) Contact: Raquel Donoso Executive Director Ph: 415.733.8581 rfd@sff.org	The Latino Community Foundation will mobilize a network of eight Community Based Organizations to provide digital literacy training to limited-English speaking families in 5 Bay Area counties reaching 8,320 adults.
Radio Bilingue Contact: Hugo Morales Executive Director Ph: 415.412.9301 hugom@pacbell.net	Radio Bilingue will reach underserved populations, including farmworker communities, in the interior of the state, a region with one of the lowest per-capita rates for broadband penetration and access in California. Based on the reach of their 60,000 listeners, target audiences will be Latino youth and adults, with appropriate messages and strategies designed to reach each group effectively.