

Get Smart California — Get Connected!

By Sunne Wright McPeak
August 2009

One of the smartest strategies to spur economic recovery is to get all Californians connected through broadband—high-speed access to the Internet—at home, school, work and in all public places.

Today, the ability to be “connected” instantly through the Internet to information, services and digital tools is increasingly critical for access to and success in education, jobs, and economic opportunity. High-speed Internet networks are essential 21st Century infrastructure—as vital to commerce, economic competitiveness and quality of life as the transportation system was to the last century. In addition, broadband is a “green technology” that can significantly reduce impacts on the environment by offsetting vehicle trips, decreasing the use of resources, and saving energy.

Yet, while California is home to a wellspring of innovation that has given rise to the evolution of broadband and information technology, the use by Californians as a whole is only on par with the national average. Today, more than 14 million Californians remain unconnected to the Internet through broadband, which is greater in population than Illinois, the 5th most populous state. And, the 1.4 million rural residents who have no access to broadband live across 44,000 square miles, about the size of Kentucky. Progress is being made because of leadership from the Governor, Legislature, California Public Utilities Commission and the California Emerging Technology Fund. A year ago, 55% of Californians were using broadband, today it is 62%; about 1/3 of low-income households and Latino families were using broadband, and now it is 40%.

This differential in access to and adoption of broadband technology among sub-groups of the population is referred to as the Digital Divide, which in reality is actually another facet of “economic divide” for too many Californians. Such a gap is unacceptable if California is to reach its full potential for prosperity, stimulate productivity gains that attract new investment and generates jobs, and achieve many of the additional benefits high-speed Internet access can provide.


- Imagine the ability to access your health records remotely and have your medical conditions monitored at home.
- Imagine every student being able to have a computer and broadband connection at home to better learn and do their homework with their parents able to follow their progress at school.
- Imagine all public services—from getting your vehicle registration to renewing your pet’s license to taking an education course to upgrade your job skills—being available with the touch of a key from your computer or mobile PDA.

Fortunately, the opportunity for California to “get smart” by “getting connected” is within our grasp.

California voters have approved billions in infrastructure bonds, the federal government has approved economic stimulus funds, and the California Public Utilities Commission has established a fund to help extend broadband into unserved and underserved communities. California must now commit to achieving ubiquitous broadband and promoting digital literacy. All school children must have access to computers connected to broadband and be equipped with the skills to maximize their use for learning. Every public agency at the local, regional, state and federal levels must facilitate the deployment of broadband and build the technology into every infrastructure construction project.

Californians deserve no less. Now is the time for California to ***Get Connected!***

Sunne Wright McPeak is President and CEO of the California Emerging Technology Fund (CETF), established pursuant to the orders of the California Public Utilities Commission in approving the mergers of SCB-AT&T and Verizon-MCI in 2005. CETF is an independent, public-purpose non-profit organization with a mission to close the Digital Divide in California. Find out more at www.cetfund.org



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SUNNE WRIGHT McPEAK | From the community

Time to connect all Californians to the Internet

More challenging, these statistics vary widely by income. English-speaking households under \$30,000 annual income, and 34 percent of Latino households, missed income, and 34 percent of Latino households, missed income, and 34 percent of Latino households, missed income.

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EDITORIAL
All deserve access to broadband

LOS ANGELES BUSINESS JOURNAL
A Virtual Necessity

SAN FERNANDO VALLEY NEWS
Campaign seeks to close The Digital Divide

CONTRA COSTA TIMES
Federal stimulus dollars could speed Internet access for the underserved

La Opinión
Impulso a la banda ancha

Los Angeles Times
Group aims to promote Web access



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GET CONNECTED!

Get Connected! is a statewide public awareness program to encourage all Californians to make their lives easier by using high-speed Internet access—referred to generically as “broadband” and including both wireline and wireless technologies. The California Emerging Technology Fund (www.cetfund.org) initiated **Get Connected!** in 2008 to increase adoption of broadband among non-users through strategic outreach and media campaign that shows how the technology can save time and money—improving quality of life and expanding opportunities.

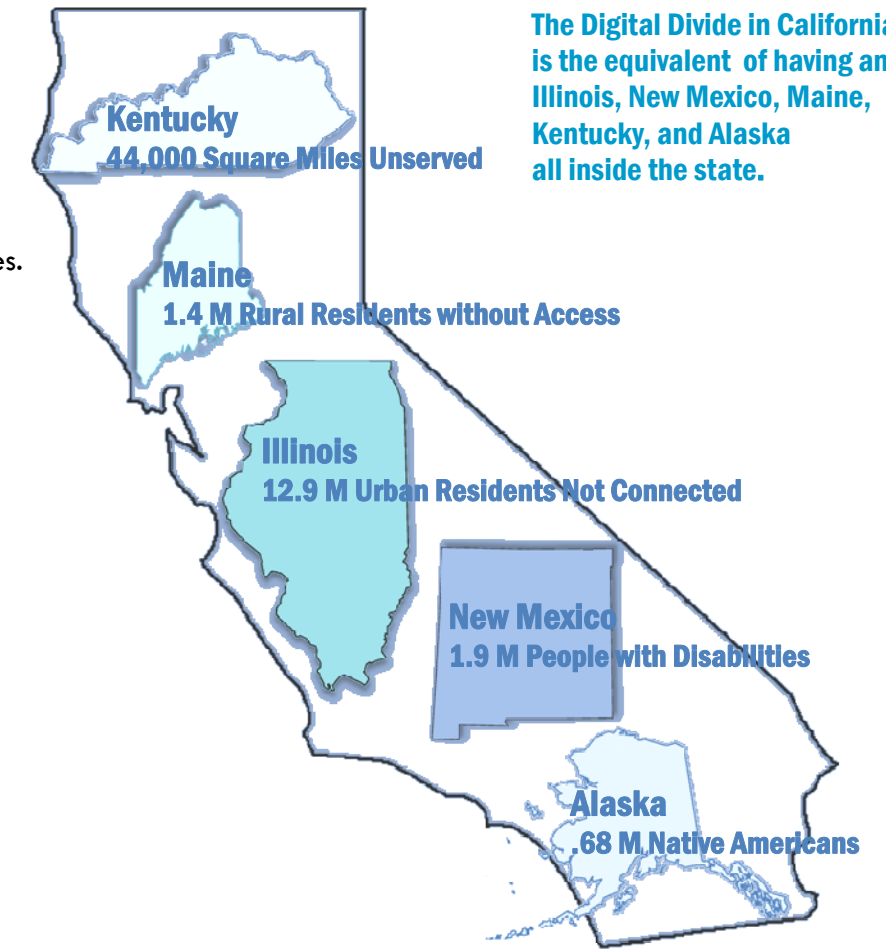
The goal for **Get Connected!** was set in 2008 to reach 45% of Californians (more than 16 million residents) who were not online with broadband at home and to increase adoption by 10 percentage points by June 2010—increasing use among low-income households from 33% to 43% and among Latino families from 34% to 44% as measured by the Annual Survey Californians and Information Technology conducted by the Public Policy Institute of California in partnership with CETF and ZeroDivide.

Television and Radio Advertising

Get Connected! employs a variety of strategies to engage non-broadband subscribers and provide them the tools and information necessary to subscribe at home. One of these strategies is the use of radio and television advertising. CETF commissioned extensive research and testing with the target audience and produced a radio and television public service announcement to illustrate the benefits of broadband connectivity. The television and radio ads have been translated from English into Spanish, Chinese, Korean and Vietnamese. The advertising is currently running only in Los Angeles County. **Get Connected!** has a YouTube page to view the television ads and forthcoming video from events and interviews with key leaders. The videos can be found at: <http://www.youtube.com/user/GetConnectedToday>.

For information on supporting the advertising and co-branding on television and radio commercials, contact Susan Bringas at (310) 633-9439 or susan.bringas@hillandknowlton.com.

CALIFORNIA IS KEY TO CLOSING THE DIGITAL DIVIDE IN AMERICA



The Digital Divide in California is the equivalent of having an Illinois, New Mexico, Maine, Kentucky, and Alaska all inside the state.





Haz tu mundo más fácil



改善您的生活品質



생활이 더욱 편리해집니다.



Cho Đời Nhẹ Nhàng



Your Life Made Easier

Multi-Lingual Website

A central strategy of **Get Connected!** is the launching of the multi-lingual website www.GetConnectedToday.com. The website includes clear and concise information to help consumers go from the basics of what to look for in a computer and broadband provider, to providing tangible examples of what one can do once online including accessing job, health, education and financial resources. The website also includes information to address the concerns some households have about how to protect privacy, prevent viruses, and help parents keep children safe while online. The website is in English, Spanish, Chinese and Korean.



Community Connect Fairs

Community Connect Fairs serve as hands-on, in-person interactive events that demonstrate the benefits of using broadband. They are designed to directly address some of the key factors that prevent people from using a computer and subscribing to broadband – a lack of experience using the technology and a limited understanding of how broadband can help someone save time and money.

Radio and television ads run during the weeks prior to each event to promote the event and computers are given away on-site, the day of the event to further draw participants. **Get Connected!** invites a variety of vendors to participate in Community Connect Fairs and showcase their online products and services. Retail and government vendors are exposed to thousands of new customers and constituents, introducing new users to their websites by demonstrating their online products and services.

For pictures of the Boyle Heights and Macarthur Park Community Connect Fairs held in in the City of Los Angeles visit <http://www.flickr.com/photos/getconnectedtoday/>.

DATE	COMMUNITY	EVENT
October 3, 2009	San Fernando Valley	Van Nuys City Hall 14410 Sylvan St., Van Nuys
October 10, 2009	City of Los Angeles	Taste of Soul Crenshaw Blvd. at King and Rodeo Blvd.
November 14, 2009	Southeast Los Angeles County	TBD
January 2010	San Gabriel Valley	TBD
February 2010	Long Beach	TBD

Event information and directions for each fair is posted at www.GetConnectedToday.com.

Events and Contact Information For more information on Community Connect Fairs in the Los Angeles area and how to host a Community Connect Fair, please contact Susan Bringas at (310) 633-9439 or susan.bringas@hillandknowlton.com.

PARTNERS

- 211 Los Angeles
- AT&T
- Best Buy
- Boyle Heights Technology Center
- Bresee Foundation
- CD Tech
- Centro Latino For Literacy
- Change Agent Productions
- Chase Bank
- Community College Foundation
- Connectateya.com
- Employment Development Department
- Equitas Academy Charter School
- La Curacao
- Little Tokyo Service Center
- Los Angeles Department of Water And Power
- Los Angeles Housing Partnership
- Los Angeles Sentinel
- Medicare
- Monster.com
- One Economy Corporation
- Social Security Administration
- Surf Station
- Time Warner
- Union Bank
- Univision
- Verizon
- Wells Fargo
- Yahoo!
- YMCA of Greater Long Beach
- Youth Policy Institute



CHAMPIONS

- STATE**
 - Governor Arnold Schwarzenegger
 - State Senator Dist. 20 Alex Padilla
 - State Assemblyman Dist. 39 Felipe Fuentes
- FEDERAL**
 - Congresswoman Dist. 34 Lucille Roybal-Allard
- COUNTY**
 - LOS ANGELES COUNTY**
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 - Supervisor Dist. 1 Gloria Molina
 - Supervisor Dist. 2 Mark Ridley-Thomas
 - Supervisor Dist. 3 Zev Yaroslavsky
 - Supervisor Dist. 5 Mike Antonovich
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 - Councilmember Dist. 9 Jan Perry, President Pro Tempore
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 - Councilmember Dist. 4 Tom LaBonge
 - Councilmember Dist. 5 Paul Koretz
 - Councilmember Dist. 6 Tony Cardenas
 - Councilmember Dist. 7 Richard Alarcon
 - Councilmember Dist. 8 Bernard C. Parks
 - Councilmember Dist. 10 Herb J. Wesson, Jr.
 - Councilmember Dist. 11 Bill Rosendahl
 - Councilmember Dist. 12 Greig Smith
 - Councilmember Dist. 14 José Huizar
 - Councilmember Dist. 15 Janice Hahn
 - CITY OF MAYWOOD**
 - CITY OF PASADENA**
 - Mayor Bill Bogaard
 - CITY OF SAN FERNANDO**
 - CITY OF SOUTH GATE**
- SCHOOL DISTRICTS**
 - LOS ANGELES UNIFIED SCHOOL DISTRICT**
 - Dist. 2 Monica Garcia, Board President
 - Dist. 1 Marguerite LaMotte
 - Dist. 3 Tamar Galatzan
 - Dist. 4 Steve Zimmer
 - Dist. 5 Yolie Flores Aguilar
 - Dist. 6 Nury Martinez
 - Dist. 7 Richard Vladovic

