

Close the Digital Divide

1. CIVIC LEADER ENGAGEMENT

Engage and mobilize a “critical mass” of regional and local leaders to sustain a focus on closing the Digital Divide and to integrate Digital Inclusion into key strategies to promote regional economies and address local challenges.

- Rural Regional Aggregation Demand Projects
- Urban Regional Roundtables
- 15 Regional Consortia with Funding from California Advanced Services Fund

2. VENTURE PHILANTHROPY GRANTMAKING

Establish and support a network of “trusted messengers” and “honest brokers” to reach priority consumer groups in target communities.

- \$30.4M in Grants to More Than 100 Community-Based Organizations (CBOs) and Public Agencies—Leveraging More Than \$126M in Matching Funds
 - » CETF 1.0: \$20.8M to 57 CBOs
 - » CETF 2.0: \$2.6M to Match \$14.3 in 2 ARRA NTIA Grants for 20 CBOs and Their Partners
 - » CETF 3.0: \$7M *Get Connected!* Fund to Increase Broadband Adoption for 41 CBOs and Their Partners
- Capacity Building and Learning Communities
- Accountability for Performance and Results: Met and Exceeded Outcome Goals

4. PUBLIC AWARENESS AND EDUCATION

Increase overall awareness among priority consumer communities about the benefits of broadband as a foundation and support for all other strategic actions.

- Statewide Annual Survey on Broadband Adoption to support Civic Leader Engagement
- *Get Connected!* Public Awareness and Education Program: GetConnectedToday.com Website (Online Basic Digital Literacy in 4 Languages); Community Connect Fairs; Multilingual Media Messages Based on Research
- *Internet For All Now* Public Education and Social Media Mobilization Initiative

3. PUBLIC POLICY INITIATIVES

Provide a positive public policy environment to optimize the impact of grants and to accelerate broadband adoption, including participation in regulatory proceedings to secure affordable broadband for all households.

- Digital Literacy: Executive Order and Action Plan; Workforce Training Policy; Career Pathways and ICT Partnerships
- School2Home: Technology and Parent Engagement Integrated into Teaching and Learning for Low-Performing Middle Schools as Centerpiece for Neighborhood Transformation
- California Telehealth Network: Medically-Underserved Rural and Urban Communities Connected to Medical Centers for Access, Quality of Care, and Cost Savings
- Smart Housing: State and Federal Policy to Connect All Publicly-Supported Housing; Tool Kit; Partnership with Housing Authority of the City of Los Angeles; National Housing Conference; HUD ConnectHome
- Smart Communities: Smart Infrastructure Policy; Resource Guide for Local and Regional Government Leaders; Broadband as a Green Strategy; Local Government Roundtable
- Affordable Broadband: FCC Broadband Lifeline; Public Benefits in Corporate Consolidations

5. STRATEGIC PARTNERSHIPS

Forge collaboration and shared funding with governments, foundations, and employers to joint venture investments on major initiatives to sustain focus and efforts to close the Digital Divide.

- Partnership with National Non-Profit EveryoneOn to Increase Broadband Adoption
- Collaboration with Energy Utilities to Get Low-Income Consumers Online
- Neighborhood Transformation Partnerships with County, City, and School Leaders