Filling in the Broadband Gaps

The Role of the California Emerging Technology Fund in Closing California's Digital Divide

Ana Alicia Bradshaw
Telecommunications Staff to
Commissioner Rachelle Chong
California Public Utilities Commission

- ➤ Broadband Usage Statistics

- ➤ Why "Gaps" in Usage Exist

- ➤ Programmatic Review

- ➤ Conclusions & Recommendations

Home Broadband Usage 2006

US Homes with Broadband (2005)   60 Million (30%)
US Homes with Broadband (2006)   84 Million (42%)

% Change (2005-2006)   40%

Race/Ethnicity
Caucasian	42%
African-American	31
Latino (English Speaking)	41

Age
18-29	55%
30-50	50
50-64	38
65+	13

Educational Attainment
Less than High School	17%
College +	62

Household Income
< $35,000	21%
$75,000 +	68

Community Type
Urban	44%
Suburban	46
Rural	25

Broadband and the Disabled Community

- Depending on age and type of disability, 6-26% of disabled Americans have home broadband access – 2003 Current Population Survey

- Rates are lowest among disabled seniors and persons with multiple disabilities

- Limited data other than what is provided by CPS

Who's Not Online

Characteristics associated with a lower likelihood of having broadband in the home:

- Over age 65
- Household income less than $35,000
- No high school degree
- Resides in a rural area
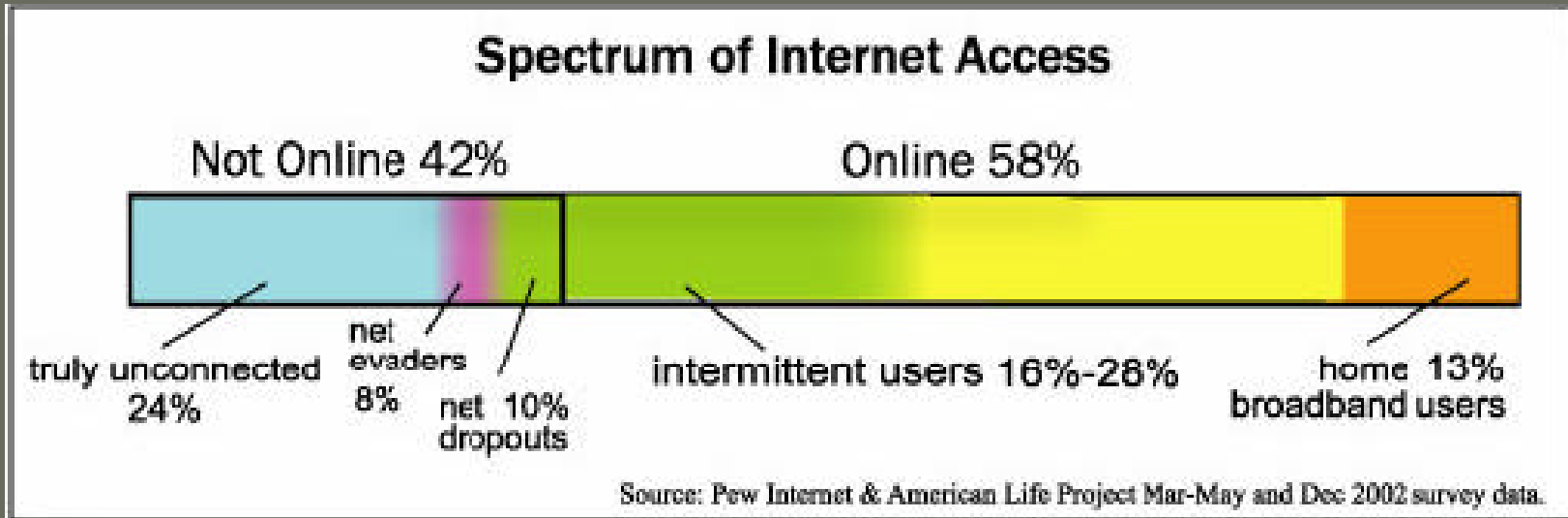- Non-English speaking or limited English proficient
- Disabled

The 3 A's

A

ccess

ffordability

pplications & content

= Adoption

The Digital Spectrum

Source: Lenhart & Horrigan, *Re-Visualizing the Digital Divide as a Digital Spectrum*

Broadband and Small Business

- Approximately 50% of CA small business owners use a computer, 25% of those who own access the Internet

- The more employees a small business has the less likely the owner is to use a computer at work

- Technology a low priority

Programmatic Review

- **BeSchoolReady** – Mexican American Opportunity Foundation (Los Angeles)

- **Round Valley Indian Health Center, Inc** (Mendocino County)

- **SeniorNet** – Norman Park Senior Center (Chula Vista)

- **Signature Learning Project** – Latino Issues Forum (San Francisco)
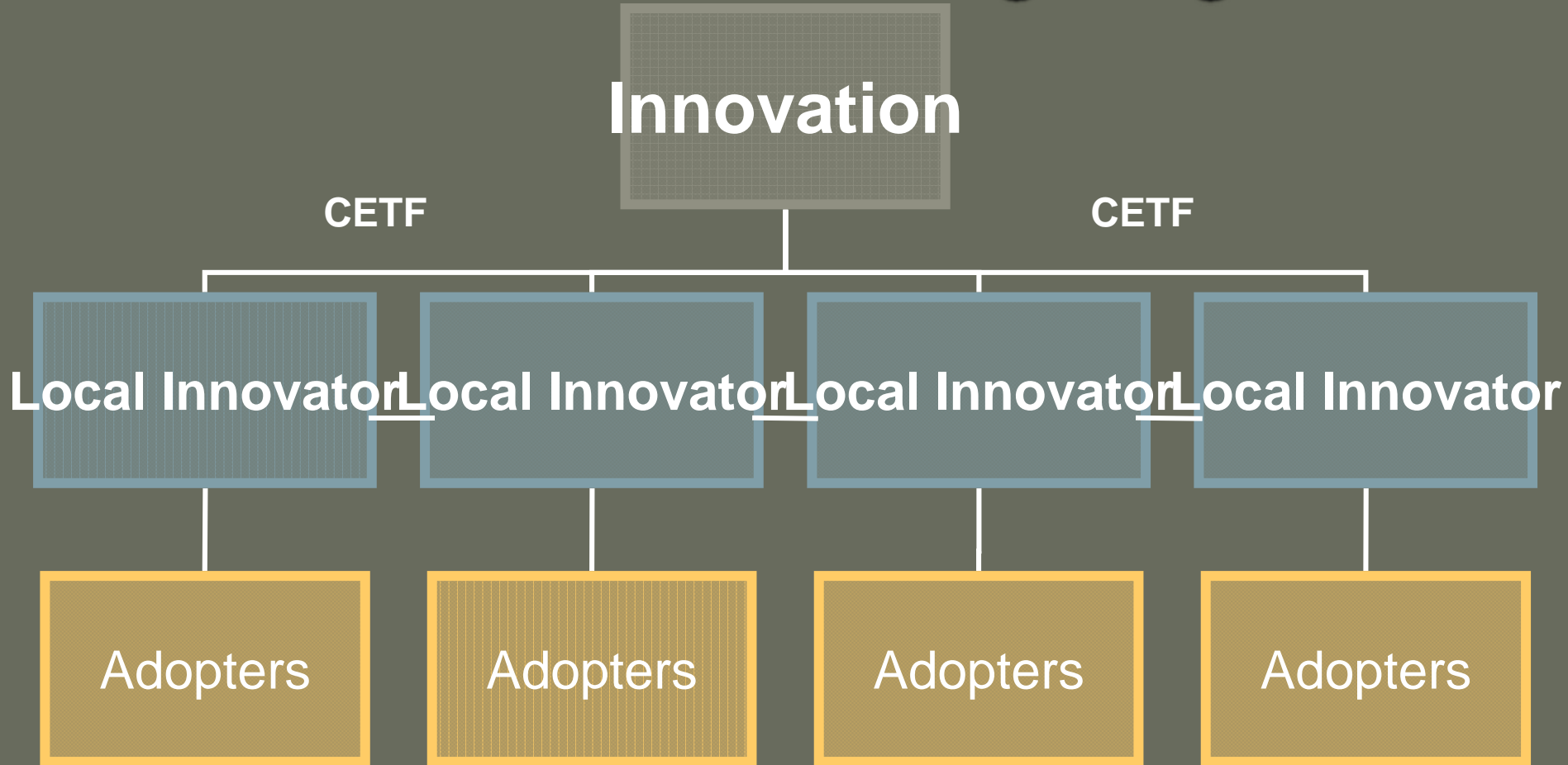
- **StreetTech** (San Pablo)

Recommendation #1:

Partphip Building

- CETF should strive to serve as an intermediary between existing networks of community leaders concerned with broadband deployment.

CETF as the "Change Agent"

Innovation

CETF   CETF

Local Innovator Local Innovator Local Innovator Local Innovator

Adopters   Adopters   Adopters   Adopters
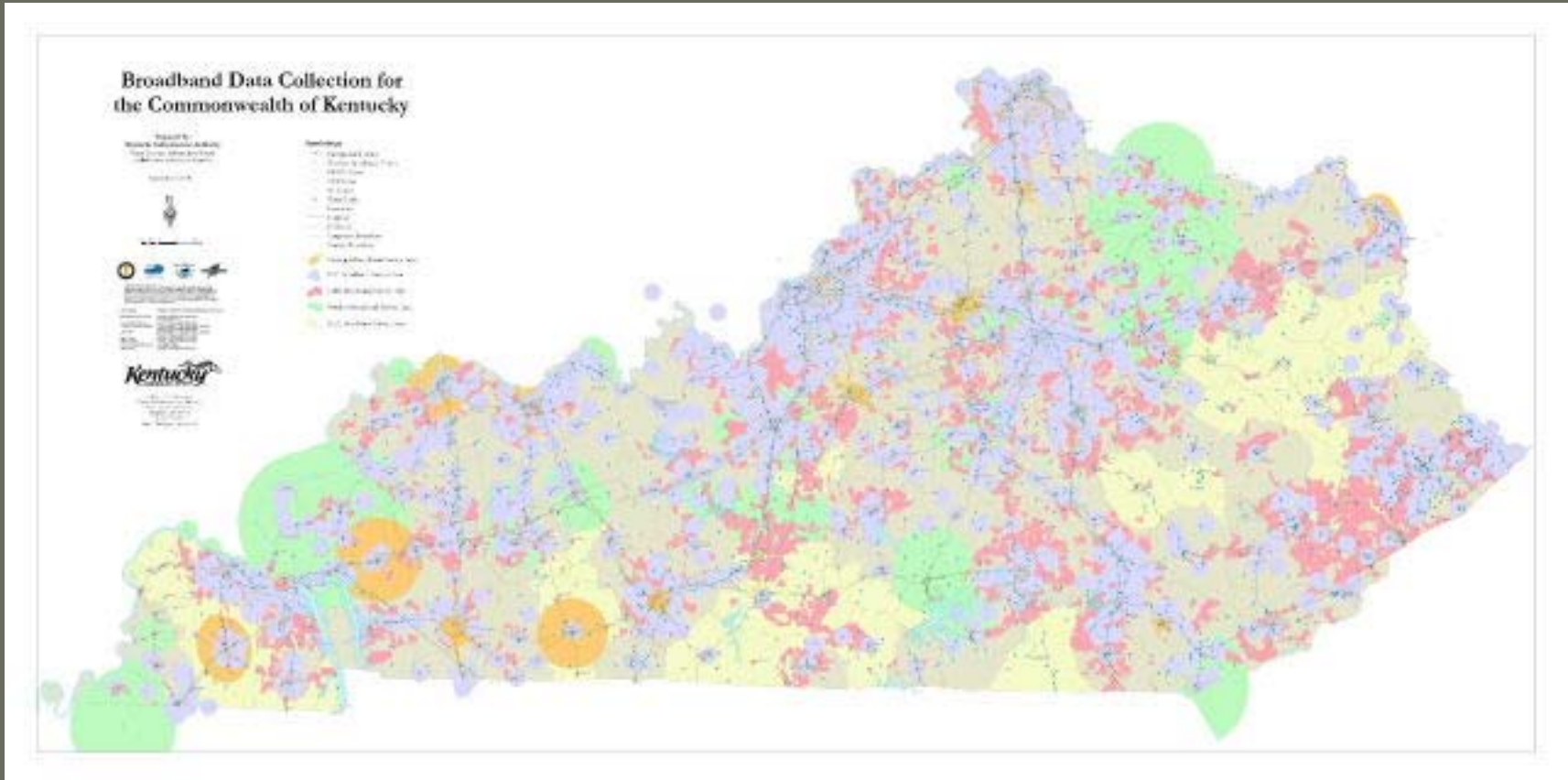
Recommendation #2:

Strategic Planning

- An expert working group should be recruited to develop a strategic plan for the future of CETF.

Recommendation #3:

Additional Research

- A portion of CETF resources should be allocated to collecting and analyze data on the broadband usage of Californians.

Example: Connect Kentucky

Recommendation #4:

Project Funding

- CETF should not limit itself to funding only pilot projects.

Conclusions

The following lessons are important to CETF's success:

- ✓ Goal setting is crucial to determining whom and where you want to serve, how you want to serve, and what resources are needed for this effort.
- ✓ Strategic planning must be an iterative process.
- ✓ A metric for success should be established so that Board members can determine whether CETF and its grant recipient are meeting their goals.
- ✓ Effective use of public relations is necessary to reach out to underserved populations.

Recommendations

1. **Partnership Building**
   - CETF should strive to serve as an intermediary between existing networks of community leaders concerned with broadband deployment.

2. **Strategic Planning**
   - An expert working group should be recruited to develop a strategic plan for the future of CETF.

3. **Additional Research**
   - A portion of CETF resources should be allocated to collecting and analyze data on the broadband usage of Californians.

4. **Project Funding**
   - CETF should not limit itself to funding only pilot projects.

Questions and
comments welcome.