



California Broadband Adoption and Awareness Programs

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June 22-23, 2010



Why California Must Bridge the Digital Divide

- 44,000 Square Miles of Unserved Area = Size of Kentucky
- 1.4 Million Rural Residents Without Broadband Access = Size of Maine
- 12.9 Million Urban Residents Not Connected = Size of Illinois
- 1.9 Million People with Disabilities Not Connected = Population of New Mexico
- 68,000 Native Americans Not Connected = Population of Alaska

Setting the Table



- Governor's Executive Order - Broadband Task Force 2006
 - Voluntary Broadband Mapping 2007
 - Governor's Broadband Task Force Reports
- Digital Infrastructure and Video Competition Act 2006
- California PUC – Uniform Regulatory Frameworks Decision 2006
- California Advanced Services Fund – California Public Utilities Commission created \$100 million fund from 2 year surcharge (.025%) collected on intrastate phone bills
 - Infrastructure program to fill in unserved and underserved broadband areas in the state
 - Reimburses broadband provider 40% of project costs.

California Emerging Technology Fund



- *“If you build it, they will come”* not true in broadband adoption.
- California Emerging Technology Fund, a non profit organization, created by CPUC in 2006, using \$60 million in donated funds resulting from AT&T-SBC and Verizon-MCI mergers in 2005.
- CETF has broad mandate to bridge the Digital Divide in California.
- CETF performed research and found the following underserved groups in our State:
 - Latino Families
 - Low Income Families
 - People with Disabilities
 - Rural and Remote Communities with no broadband access or little access

5 Strategies of CETF



- Civic Leader Engagement
- Venture Philosophy Engagement
- Public Awareness
- Public Policy Initiatives
- Strategic Partnerships

Task Force Goal: Telehealth



- California Telehealth Network
 - Grant of \$22.1 million from FCC Rural Health Care Pilot Program; matched with \$8 million from non federal sources
 - Vision: Statewide telehealth network linking 2,000+ rural, tribal and urban health care sites delivering telehealth applications, health IT
 - RFP for contract awarded to AT&T; interim director Eric Brown named in May 2010
 - Construction beginning late summer; service delivery expected fall 2010

School2Home



- CETF and The Children's Partnership have launched a signature program: School2Home.
- Objective: Close the achievement gap and Digital Divide by integrating use of laptop computers and broadband technology into teaching and learning at 539 low performing middle schools.
- Three goals:
 - Increase digital literacy and educational performance among targeted low performing middle schools.
 - Improve low income students 21st Century skills as they contribute to a more competitive workforce upon graduation.
 - Get parents involved with home-based digital technologies and in turn expand broadband adoption in low income families.

School2Home Components



- School leaders assess technology needs and develop their plan
- All students receive a computer device for classroom and home use.
- Classroom technology like SMART boards, digital projectors, printers/scanners and document cameras enhance functionality of computing devices.
- All teachers receive 24 hours of professional development focused on incorporating technology into classroom instruction and parent communication.
- Technology coaches at each school site provide real time embedded professional development and teacher support.
- Students earn digital literacy certificates and help provide basic school tech support to their families, teachers and fellow students.
- Two schools are now in beta testing, with 20 schools preparing for participation in fall. Over 7 years we hope to reach all 539 low performing middle schools, reaching 52,000 students, 78,000 parents, 3,100 teachers and 250 principals and school executives.

Get Connected Campaign



- CETF also is using a Public Awareness and Education campaign called “Get Connected.”
- Goal: Increase adoption among low income and Latino households by 10 percentage points.
- A website was created in several languages – English, Spanish, Chinese, Korean and Vietnamese – to help non-users learn the basics about computers and buying broadband service.
- Public service announcements were developed in several languages and are aired in ethnic media and at Community Connect Fairs in target low income or Latino neighborhoods.
- Simple message: “Broadband makes your life easier.”



Smart Communities

- We promote “smart communities.”
- Examples:
 - Promoting “Smart Housing:” a publicly funded housing development project that has an independent advanced communications network to drive economies of scale to result in significantly reduced cost basis for residents”
 - Promoting public libraries as hubs for digital literacy training with broadband speeds of up to 100 Mbps and wireless hot spots inside and outside the library
 - Analysis of government led wireless projects for unserved communities who wish to set up community WiFi projects
 - Working with state agencies to facilitate communications facility siting and permits.



Metrics for Success

- CETF measures success with annual surveys by Public Policy Institute of California and ZeroDivide to track progress in broadband adoption and awareness.
- California PUC tracks metrics on broadband access via our broadband mapping project.



Questions?

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