



CALTRANS SUSTAINABLE COMMUNITIES GRANT TO SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS BROADBAND CONSORTIUM OF THE PACIFIC COAST

FOCUS GROUP INTERVIEWS

AT-A-GLANCE REPORT

In February 2022, the Broadband Consortium of the Pacific Coast conducted 20 Focus Group surveys interviewing residents within disadvantaged communities in Santa Paula, Ventura County to determine the potential for low-income residents, who are the majority of unconnected and under-connected households in the region, to reduce vehicle trips and therefore decrease greenhouse gas (GHG) emissions, if they had access to high-speed internet infrastructure and were digitally proficient.

- **THE PARTICIPANTS IDENTIFIED A TOTAL OF 90 VEHICLE TRIPS COULD BE AVOIDED BY USING THE INTERNET AT HOME.**
- **BANKING, PAYING BILLS, AND SCHOOL OR EDUCATION RANKED THE HIGHEST FOR POTENTIAL TO REDUCE VEHICLE TRIPS. (FROM TALLY QUESTION 18)**
- **7 PARTICIPANTS IDENTIFIED THEMSELVES AS “ESSENTIAL WORKERS”**
- **THE AVERAGE HOME INTERNET BILL WAS \$77 PER MONTH. NO RESPONDENTS HAD INTERNET SERVICE UNDER \$25 PER MONTH.**
- **ALL PARTICIPANTS HAVE INTERNET AT HOME, BUT ONLY 9 KNEW ABOUT ANY DISCOUNTED PROGRAMS (PRIMARILY THE EMERGENCY BROADBAND BENEFIT AND LIFELINE) FOR LOW-INCOME HOUSEHOLDS, AND THOSE WHO DID KNOW, HAD NEVER APPLIED TO THE PROGRAM BECAUSE THEY DID NOT KNOW HOW OR THEY DID NOT THINK THEY WOULD QUALIFY. ONLY 1 PARTICIPANT WAS RECEIVING AN AFFORDABLE OFFER FROM THE INTERNET COMPANY, AND NONE WERE PARTICIPATING IN THE OTHER LISTED PROGRAMS.**
- **NONE LISTED A SMART PHONE AS THE ONLY DEVICE THEY USE TO ACCESS THE INTERNET.**
- **THE AVERAGE SATISFACTION RATING FOR THE FOCUS GROUPS EXISTING INTERNET SERVICE WAS ABOUT 3 IN A RATING FROM 1 TO 5.**
- **AT LEAST 4 PARTICIPANTS HAD INTERNET SERVICE THAT WAS BUNDLED WITH CABLE TV AND/OR PHONE SERVICE, AND COULD NOT IDENTIFY THE COST OF THEIR INTERNET SERVICE ALONE. 2 PARTICIPANTS DID NOT KNOW THE COST OF THEIR INTERNET SERVICE AT ALL.**
- **17 PARTICIPANTS SAID THEY COULD REDUCE VEHICLE ROUND TRIPS WITH FAST, AFFORDABLE, AND RELIABLE INTERNET SERVICE AT HOME.**



FOCUS GROUP A: BLANCHARD COMMUNITY LIBRARY

| ESTIMATED VEHICLE TRIPS SAVED IF CONNECTED TO FAST, AFFORDABLE, AND RELIABLE INTERNET: <u>51</u> VEHICLE TRIPS SAVED | |
|---|--|
| TOTAL PARTICIPANTS: 10 AFRICAN-AMERICAN: 0 ASIAN-PACIFIC ISLANDER: 0 LATINX: 5 NATIVE AMERICAN: 0 WHITE: 4 OTHER: 1 FEMALE: 7 MALE: 3 AGE GROUPS: 21-35: 5 35-50: 3 50-65: 1 OVER 65: 1 | TOP RANKED TRIPS SAVED: <ol style="list-style-type: none"> 1. BANKING 2. PAYING BILLS – TIED WITH BANKING 3. SCHOOL OR EDUCATION 4. OTHER SHOPPING 5. HEALTH OR MEDICAL CARE 6. WORK 7. PHARMACY – TIED WITH WORK 8. LIBRARY – TIED WITH WORK 9. POST OFFICE – TIED WITH WORK 10. APPLYING FOR JOB 11. GROCERY SHOPPING |
| ESSENTIAL WORKERS: 0 WORKING: 7 NOT WORKING OR RETIRED: 3 | 9 SAID THEY HAVE INTERNET AT HOME Majority used smart phone and laptop to access the internet at home |
| TARGETED ZIP CODES/AREAS: 10 (Within a Disadvantaged Community) | 0 LISTED A SMART PHONE AS THE ONLY DEVICE THEY USE TO ACCESS THE INTERNET. |
| OTHER ZIP CODES/AREAS: 0 (½ Mile of Disadvantaged Community) | AVERAGE HOME INTERNET BILL: \$ <u>68</u> /MO. <u>NONE</u> had Home Internet Cost of \$25 or below |
| 5 HAD HEARD OF DISCOUNTED INTERNET PROGRAMS FOR LOW-INCOME FAMILIES | AVERAGE RATING FOR EXISTING INTERNET SERVICE WAS “2.67” ON A SCALE OF 1 – 5. Internet is too expensive; slow internet speeds; occasional service outages. |
| TOP RESPONSES OF WHAT WILL MAKE IT EASIER TO CONNECT TO THE INTERNET AT HOME: <ul style="list-style-type: none"> • BETTER INTERNET ACCESS AT MY HOME • MORE AFFORDABLE HOME INTERNET SERVICE | |
| FOCUS GROUP A - PARTICIPANT COMMENTS: <i>“It is way too expensive.”</i> <i>“There needs to be more internet providers to choose from.”</i> | |



FOCUS GROUP B: SANTA PAULA DOWNTOWN

| ESTIMATED VEHICLE TRIPS SAVED IF CONNECTED TO FAST, AFFORDABLE, AND RELIABLE INTERNET: <u>39</u> VEHICLE TRIPS SAVED | |
|---|--|
| TOTAL PARTICIPANTS: 10 AFRICAN-AMERICAN: 0 ASIAN-PACIFIC ISLANDER: 0 LATINX: 6 NATIVE AMERICAN: 0 WHITE: 3 OTHER: 1 FEMALE: 8 MALE: 2 AGE GROUPS: 21-35: 5 35-50: 4 50-65: 0 OVER 65: 1 | TOP RANKED TRIPS SAVED: <ol style="list-style-type: none"> 1. BANKING 2. PAYING BILLS 3. HEALTH OR MEDICAL CARE 4. GOING TO DMV – TIED WITH HEALTH OR MEDICAL CARE 5. WORK 6. APPLYING FOR JOB – TIED WITH WORK 7. SCHOOL OR EDUCATION – TIED WITH WORK 8. OTHER SHOPPING – TIED WITH WORK 9. PHARMACY 10. POST OFFICE |
| ESSENTIAL WORKERS: 7 WORKING: 9 NOT WORKING OR RETIRED: 1 | <u>10</u> SAID THEY HAVE INTERNET AT HOME Majority used smart phone and laptop to access the internet at home |
| TARGETED ZIP CODES/AREAS: 10 (Within a Disadvantaged Community) | <u>0</u> LISTED A SMART PHONE AS THE ONLY DEVICE THEY USE TO ACCESS THE INTERNET. |
| OTHER ZIP CODES/AREAS: 0 (½ Mile of Disadvantaged Community) | AVERAGE HOME INTERNET BILL: \$86/MO. None had Home Internet Cost of \$25 or below. |
| <u>3</u> HAD HEARD OF DISCOUNTED INTERNET PROGRAMS FOR LOW-INCOME FAMILIES | AVERAGE RATING FOR EXISTING INTERNET SERVICE WAS “3.17” ON A SCALE OF 1 – 5. Wi-Fi is sometimes unreliable when it is windy; it is too expensive. |
| TOP RESPONSES OF WHAT WILL MAKE IT EASIER TO CONNECT TO THE INTERNET AT HOME: <ul style="list-style-type: none"> • MORE AFFORDABLE HOME INTERNET SERVICE • BETTER INTERNET ACCESS AT MY HOME | |
| FOCUS GROUP B –PARTICIPANT COMMENTS: <i>“Frequent outages.”</i> <i>“It’s reliable but expensive.”</i> <i>“Never any problems with it.”</i> | |