



*Get Connected!*  
**Broadband Empowers People  
and Transforms Lives**



**California Emerging  
Technology Fund**  
ANNUAL REPORT 2012–2013

# Close the Digital Divide: A Call to Action for Vision and Leadership

The California Public Utilities Commission (CPUC) was visionary and pioneering in founding the California Emerging Technology Fund (CETF). This action established the institutional foundation and provided the critical mass of resources to strategically and systematically focus leadership and forge public-private partnerships to close the Digital Divide in California. When the CPUC first envisioned an organization such as CETF evolving from the mergers of SBC-AT&T and Verizon-MCI, our state was far behind others in promoting broadband deployment and adoption. Today, California has pulled ahead of the national average for broadband adoption and is ranked among the top states in addressing the challenges of the Digital Divide. This progress has been made because we have the benefit of CETF as a catalyst and as a partner with the State of California Administration and Legislature. This is a unique partnership between government and a statewide non-profit organization that is mission-driven, outcomes-focused, and publicly-accountable for results. Yet, while we are pleased with the progress that has been made and are deeply committed to achieving our goal of ensuring broadband connectivity for all Californians, we also have concluded that success will depend upon more aggressive public policies and additional resources.

Success in closing the Digital Divide in California will require the State Administration and the Legislature to integrate broadband and information technology into all solutions to address major issues—education, workforce preparation, health care, and housing. It also will require legislation to amend and extend the California Advanced Services Fund to achieve ubiquitous broadband deployment into remote rural communities and to upgrade access in poor disadvantaged neighborhoods. Break-through public policies are needed and the California Broadband Council will be recommending immediate action for the Administration and Legislature. Just as important, it will be critical for the federal government to work in collaboration with our California initiatives to optimize impact. We are grateful for the leadership of the California Congressional Delegation in supporting and promoting our efforts. And, we look forward to working in partnership with the Federal Communications Commission to implement the National Broadband Plan.

We call upon all public officials and civic leaders to join us in the quest to close the Digital Divide and leave no Californian behind or offline.

**Michael R. Peevey**  
**Chairman, California Emerging Technology Fund**  
**President, California Public Utilities Commission**



## Broadband Empowers People and Transforms Lives



*Sheryl Culbert turned her life around after learning computer skills at Chrysalis, an L.A.-based non-profit that received American Recovery and Reinvestment Act funds in a program managed by CETF. Sheryl has been promoted to a full-time job, which allowed her to regain custody of her children.*

EXCERPT AT RIGHT FROM:  
2013 Broadband Summit of the  
Federal-State Joint Conference on Advanced Services  
February 7, 2013  
Federal Communications Commission  
Washington, D.C.  
“Broadband Adoption and Usage—What Have We Learned?”

**Lawrence E. Strickling**  
Assistant Secretary for Communications and Information  
Administrator, National Telecommunications and Information Administration  
U.S. Department of Commerce



“For those stuck on the wrong side of the Digital Divide, not having this basic digital literacy can be a significant barrier to employment. Many job listings are only posted online these days and many employers only accept job applications online.

Sheryl Culbert, a 49-year-old mother of two in Los Angeles, knows this first hand. After being released from prison in 2010, Culbert was determined to turn her life around. That meant finding a job. So she made her way to Chrysalis, a Los Angeles non-profit that helps the city’s homeless and low-income residents find work and get on a path to self-sufficiency.

Chrysalis enrolled Culbert in a Recovery Act-funded digital literacy program that taught her how to go online and set up an email account. For Culbert, who had lacked the confidence to use a computer, it was a major step. Chrysalis also helped her land a job with the Skid Row Housing Trust, an organization that operates housing for the homeless in Los Angeles. Today, Culbert manages her own building for the Housing Trust. Her new job requires her to use a computer practically every day—to update rents in the system database, to email county housing officials, to make flyers for residents. She credits the training she received at Chrysalis for her success.

Chrysalis is one of 19 programs across California that received part of the \$14 million Recovery Act investment in the California Emerging Technology Fund, a non-profit organization seeking to close the state’s Digital Divide. Through all of its programs, CETF has helped over 2,600 people find jobs.”

# Get Connected!

## Closing the Digital Divide Is Imperative for California

Imagine if you were not able to communicate instantaneously with others using your smart phone, digital tablet, or computer. That is the case for more than 9 million Californians who live in remote rural communities, on tribal lands, in low-income neighborhoods, or who have a disability. Those of us who have the benefit of high-speed connections to the Internet—referred to as “broadband”—have come to depend on this connectivity for our work, staying in touch with family and friends, and making our daily lives easier.

Broadband is essential 21st Century infrastructure for economic prosperity and quality of life. It is a key factor in attracting capital investment to generate jobs. Communities without broadband access to the Internet are in danger of being left behind in the Digital Age—remote rural communities, poor urban neighborhoods, and people with disabilities are even more disadvantaged without broadband—an added challenge for California to retain global competitiveness. Closing the Digital Divide with ubiquitous broadband deployment and public policies to increase broadband adoption is imperative to the future of the Golden State.

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## New Public Policy and Additional Resources Are Needed

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## Significant Progress Has Been Made with Focused Leadership

The California Emerging Technology Fund (CETF) was established by the California Public Utilities Commission (CPUC) with the mission to close the Digital Divide in California. CETF has been a vital catalyst for focus, action and results that has produced significant progress in the last 5 years. In 2008, California’s statewide adoption rate for broadband use at home was 55%—the same as the national average. Today, at 73% adoption statewide, California is 7 percentage points ahead of the nation (at 66%) with impressive gains among priority populations:

- Low-income households up 27 percentage points (from 33% in 2008 to 60% in 2012).
- Latino households up 24 percentage points (from 34% in 2008 to 58% in 2012), with a significant 11 percentage point increase for Spanish-speaking residents in the last year (from 35% in 2011 to 46% in 2012).
- People with disabilities up 20 percentage points (from 36% in 2008 to 56% in 2012).

California is now rated among the best-performing states by independent, credible sources. This progress has been made because of committed leadership: Governor and State Agencies, Legislature, California Congressional Delegation, CPUC, CETF, regional civic leaders, and a network of community partners have joined forces to close the Digital Divide. However, although much has been accomplished, a lot of work remains to reach the adopted goals for broadband deployment and adoption. Based on the experience to date, CETF concludes that success will require more effective Federal and State public policies coupled with the dedication of additional resources.

# Empower People and Transform Lives

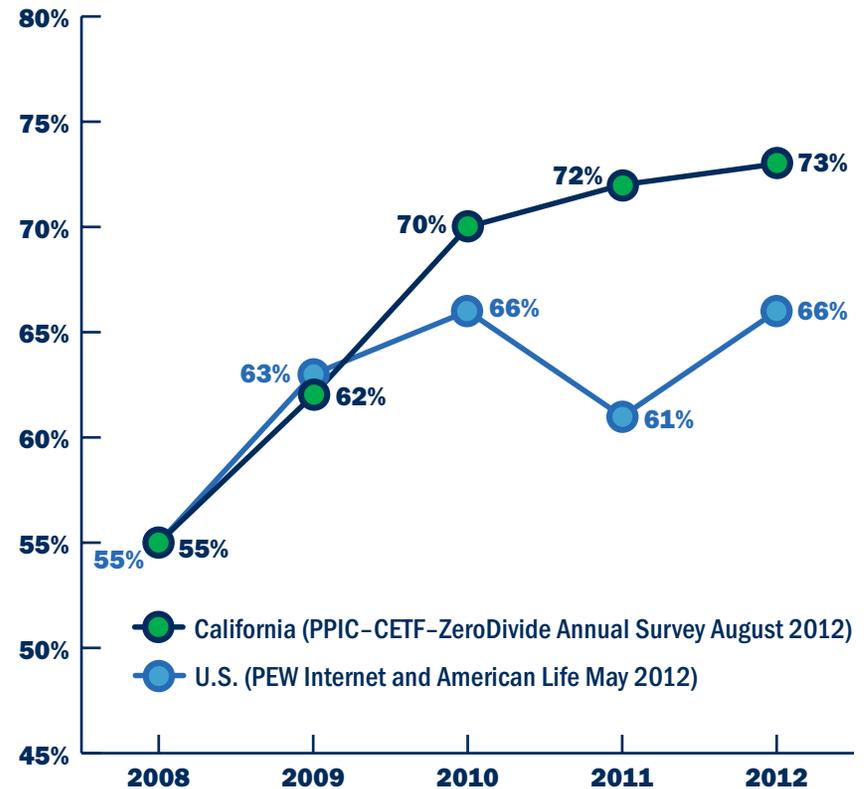
## California Earns Top Grades

As a result of purposeful leadership and focused work, California has emerged among the best-ranked states earning top grades—a much different picture from 5 years ago. Government Technology Magazine 2012 Digital States Survey by the Center for Digital Government gave California an A- grade (behind Michigan and Utah).

TechNet ranked California among the top 5 states (behind Washington, Massachusetts, Delaware, and Maryland) in the 2012 State Broadband Index which analyzes how states look to high-speed connectivity to grow strong economies and vibrant communities. That report was prepared by John B. Horrigan, Ph.D., TechNet Senior Fellow, and Ellen Satterwhite, TechNet Innovation Fellow.

TechNet also published in 2012 a study by Dr. Horrigan, now Vice President and Director, Media and Technology Institute, Joint Center for Political and Economic Studies, setting forth conclusions and recommendations about implementation of the National Broadband Plan that align with the CETF approach and strategies to effectively close the Digital Divide and the CETF “call to action” for new public policies and additional resources.

## California and U.S. Broadband Adoption



*In 2008, California and the United States both stood at 55% adoption of broadband use at home. Today, as a result of focused leadership, California has pulled ahead of the nation by 7 percentage points at 73% adoption statewide.*

## Goals for Success: 98% Deployment and 80% Adoption

The mission of the California Emerging Technology Fund (CETF) is to provide leadership statewide to close the Digital Divide by accelerating the deployment and adoption of broadband and other advanced communications services to underserved communities and populations. CETF also is dedicated to making California a global leader in the deployment and adoption of broadband, which includes both wireline and wireless technologies.

CETF is performance-driven and outcomes-focused. The CETF Strategic Action Plan is based on research and fact finding about “what works” and sets forth the overall approach and strategies to close the Digital Divide, including the metrics for accountability that provide the disciplined focus on results. CETF has identified 3 priority consumer communities for grantmaking: Rural and Remote Areas; Urban Disadvantaged Neighborhoods; and People with Disabilities. CETF has adopted the following goals and has projected a target date for achieving success by 2017—10 years after CETF began operations.

### Supply – Deployment

- Access for At Least 98% of Households
- Robust Rural-Urban California Telehealth Network (CTN)
- All Tribal Lands Connected and Part of CTN

### Demand – Adoption

- Overall Statewide Adoption At Least 80% by 2015 and 90% by 2020
- All Regions and Socioeconomic Groups within 10 Percentage Points of Overall Adoption (At Least 70%)
- Increased Overall Accessibility and Universal Design

### California a Global Leader in Deployment and Adoption

- Appropriate and Sufficient Speeds for Consumer Applications that Drive Adoption
- Increased Economic Productivity
- Reduced Environmental Impacts



*Construction begins on the Highway 36 Broadband Project. The IP Networks project will provide fiber-optic cable along 121 miles of the Highway 36 corridor from the Cottonwood sub-station to downtown Eureka. Working with other partners, the project will connect several unserved and underserved communities along the way including Wildwood, Mad River, Ruth and Bridgeville, delivering service to 527 rural households over a 218 square-mile area.*



*Monet Wilson, 9, tries out Southern Missionary Baptist Church new computer lab in Los Angeles. The lab was the prize for the church winning the “Race To Close The Digital Divide” sponsored by CETF partner Dewey Square Group.*



*A family attending a Petaluma health fair learns that they can get a free computer at home if they sign up for low-cost broadband, thanks to CETF partner Chicana/Latina Foundation.*

## 5 Overarching Strategies to Close the Digital Divide

To achieve the optimal impact and a higher return on investment of the original \$60 million seed capital, CETF uses 5 overarching strategies:

- 1 *Civic Leader Engagement*
- 2 *Venture Philanthropy Grantmaking*
- 3 *Public Policy Initiatives*
- 4 *Public Awareness and Education*
- 5 *Strategic Partnerships*

These strategies are inter-related and mutually reinforcing as shown on the next page.

## 5 Overarching Strategies to 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 the regional economies and address local challenges.*

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

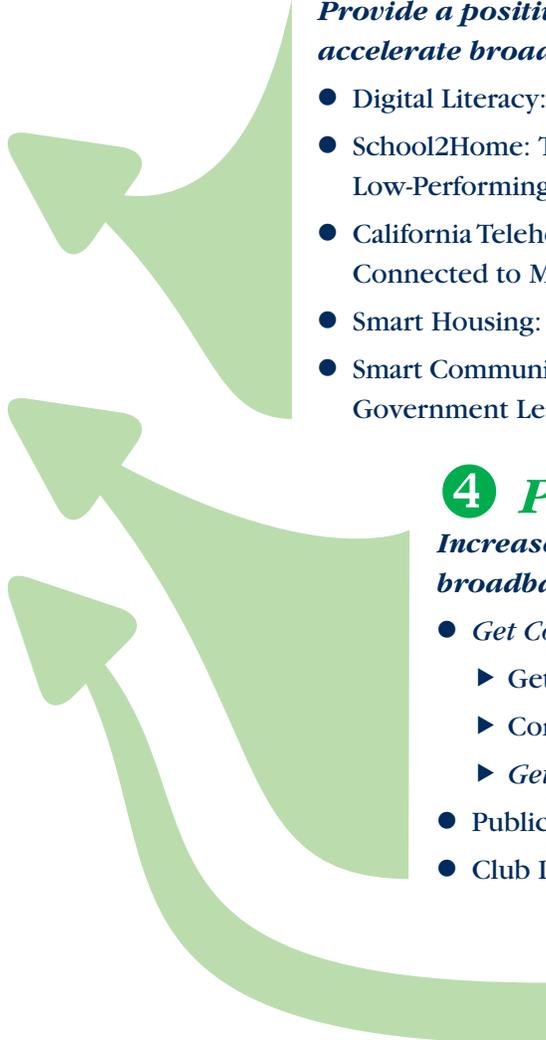
### 2 Venture Philanthropy Grantmaking

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

- \$24.5M in Grants to More Than 70 Community-Based Organizations (CBOs) and Public Agencies – Leveraged \$95M in Matching Funds
  - ▶ CETF 1.0: \$21.9M to 57 CBOs
  - ▶ CETF 2.0: \$2.6M to Match \$14.3 in 2 ARRA NTIA Grants for 19 CBOs and Their Partners
  - ▶ CETF 3.0: \$5M *Get Connected!* Fund to Increase Broadband Adoption
- Capacity Building and Learning Communities
- Accountability for Performance and Results: Meeting and Exceeding Outcome Goals



**Achieve  
98% Deployment  
and  
80% Adoption**



### **3** *Public Policy Initiatives*

*Provide a positive public policy environment to optimize the impact of grants and to accelerate broadband adoption.*

- Digital Literacy: Executive Order and Action Plan; Workforce Training Policy; iCALIFORNIA
- 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
- Smart Communities: Smart Infrastructure Policy; Resource Guide for Local and Regional Government Leaders; Libraries as Digital Literacy Hubs; Broadband as a Green Strategy

### **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.*

- *Get Connected!* Public Awareness and Education Program
  - ▶ GetConnectedToday.com Website (Online Basic Digital Literacy in 4 Languages)
  - ▶ Community Connect Fairs
  - ▶ *Get Connected!* Resolutions Adopted by Counties and Cities
- Public Information Media Messages Based on Research
- Club Digital (Launched by impreMedia *La Opinión*)

### **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.*

# 1. Civic Leader Engagement

Engagement of civic leaders in stakeholder organizations is the first and foremost strategy to leverage the \$60 million seed capital. It is a powerful fulcrum to optimize impact in all other strategies to close the Digital Divide in a state as large and diverse as California. CETF initially convened civic leaders in rural counties and funded the formation of Rural Regional Consortia to implement Rural Regional Aggregation Demand Projects to identify needs, aggregate demand, and map assets to encourage broadband deployment (visit CETF website for Final Reports). CETF then convened civic leaders around Urban Regional Roundtables to identify opportunities and outline action plans to integrate broadband applications into initiatives to address local priority challenges, such as economic development, education, workforce training, health care and other public services (visit the CETF website for Summary Reports). CETF also provided modest matching seed funding for the subsequent formation of Urban Regional Consortia.

The existing 13 Regional Consortia evolved from these CETF investments and are currently supported and funded by the California Advanced Services Fund (CASF) administered by the CPUC. The Regional Consortia are responsible for reaching out and engaging elected representatives, public officials, and leaders from counties, cities, business, labor, and the community to involve them as partners in developing and implementing regional action plans. In December 2011, CETF convened the first-ever statewide Civic Leaders Summit to address the challenges of the Digital Divide and to prepare for implementation of the next phase of CASF by the CPUC. CETF continues to facilitate networking and collaboration among the Regional Consortia to share information and coordinate activities. The Regional Consortia constitute a foundation of civic leadership that will sustain a focus on closing the Digital Divide and promoting Digital Inclusion long into the future. (See pages 34–35 for a spotlight on the Regional Consortia.)



*Carlos Ramos, Secretary of the California Technology Agency, addresses regional civic leaders to underscore the importance of closing the Digital Divide.*



*Glenda Humiston, California State Director of U.S. Department of Agriculture (USDA) Rural Development, presents opportunities for cooperation between Regional Consortia and federal agencies.*

## 2. Venture Philanthropy Grantmaking

CETF regards grants as “investments” for which there must be measurable returns and tangible results—referred to as “venture philanthropy” grantmaking. Grantees are selected because of their capacity to deliver outcomes and their credibility as “trusted messengers and honest brokers” for the priority consumer communities. In addition to meeting their performance requirements for specific deliverables and outcomes, grantees are engaged as partners in driving to the statewide goals for closing the Digital Divide. CETF also facilitates collaboration among grantees through “learning communities” to enhance their effectiveness and expand their capacity. Since 2007 CETF has committed almost \$25 million in grants to more than 70 non-profit community-based organizations (CBOs) and public agencies (see a list of all grantee partners and their performance outcomes on pages 20–25 and visit the CETF website for Final Reports).

CETF also received 2 American Recovery and Reinvestment Act (ARRA) grants from the U.S. Department of Commerce National Telecommunications and Information Administration (NTIA) in 2010 totaling \$14.3 million to increase broadband adoption in California. The 2 grants supported the work of 19 CBOs. The NTIA ARRA funding builds upon the initial round of CETF grantmaking and the investment in development of the *Get Connected!* Public Awareness and Education Program, allowing the federal government to better leverage their funds for greater impact.

The first round of grantmaking is referred to as “CETF 1.0” because it coalesced a critical mass of partner CBOs as a foundation for reaching a sufficient number of Californians to close the Digital Divide. Leveraging CETF funds with the ARRA NTIA grants is referred to as “CETF 2.0” because it builds on that foundation and takes collaboration to the next level of impact. The current round of grantmaking is referred to as “CETF 3.0” because it relies on the “lessons learned” from the first two phases and focuses integrated efforts on increasing broadband adoptions in the poorest communities. It also is the last round of grantmaking using the original CETF seed capital and is intended to forge Strategic Partnerships that will promote neighborhood transformation as a platform for future investment.



*CETF grantees cooperate in “learning communities” to energize performance.*

“CETF with partners throughout the state has made major progress toward closing the Digital Divide, and it has been an important part of the California comeback!”

Carol Whiteside  
Partner, California Strategies, LLC

### 3. Public Policy Initiatives

The pace at which the Digital Divide can be closed is significantly determined by the policy environment in which grantmaking and other strategies are employed. CETF has launched major policy initiatives to accelerate broadband adoption. The following summarizes each major policy initiative and the milestone accomplishments to date. In March 2011 CETF convened a Policymakers' Roundtable in Sacramento which identified several policy and program opportunities to accelerate broadband deployment and adoption by integrating information technology into all strategies to address major challenges for California (visit the CETF website for summary report which was widely circulated to policymakers and formally submitted to the California Broadband Council as a base document for future work). Today, the California Broadband Council serves as the official forum for continued promotion and oversight of public policies to accelerate broadband deployment and adoption.

#### *Digital Literacy*

Digital Literacy is defined as using digital technologies, communications tools, and/or networks to access, manage, integrate, evaluate, create and communicate information in order to function in a knowledge society. CETF convened experts and stakeholders to reach agreement on recommendations for the State to adopt Digital Literacy as an official goal for California—thus helping drive the demand for broadband adoption. In 2009 the Governor signed an Executive Order (a) establishing Digital Literacy as a goal for all students, workers, and residents and (b) directing the development

of an action plan to coordinate the activities and integrate the resources of all state agencies to achieve the goal.

Milestone accomplishments include:

- The California Technology Agency (CTA) prepared the action plan *Digital Literacy Pathways in California* in consultation with other State agencies and stakeholders and is leading the implementation activities.
- CETF funded the establishment of EmpowerNet California, a collaborative among several grantees to develop a Tool Kit to assist workforce preparation organizations in training “hard-to-employ” Californians for careers in information technology. EmpowerNet is working with the California Workforce Investment Board (CWIB), California Workforce Association, and local WIBs to incorporate Digital Literacy into all major workforce training programs. Leading WIBs have adopted resolutions of commitment to Digital Literacy: Contra Costa County Workforce Development Board, Sacramento Employment Training Agency, and NOVA in Silicon Valley. Policy is under development at other key WIBs in San Diego, Alameda County, and Richmond.
- CETF funded LINK Americas Foundation, Inc. to assist CTA to launch the iCALIFORNIA Digital Literacy Campaign and engage the State Librarian and employers as partners.

## *School2Home*

School2Home is an innovative statewide program that is tackling two of California's most critical and related challenges: closing both the Achievement Gap and the Digital Divide. It was developed in collaboration with The Children's Partnership and reflects the consensus from a broad cross-section of education and industry leaders in the design of the 10 Core Components. School2Home is a comprehensive framework for integrating the use of computing devices and broadband technologies into teaching and learning at low-performing middle schools, with an emphasis on school leadership, teacher professional development, parental involvement, student tech experts, and affordable home connectivity. It is rooted in sound research about "best practices" to improve academic performance, providing the foundation to blend traditional and online teaching methods that enable individualized learning. It also is a platform that supports the transition to common core standards and allows a focus on mastering core skills. By emphasizing the importance of learning both in the classroom and at home, School2Home fosters stronger communications between parents and teachers, which is a key to improving academic performance. School2Home in the words of one educator "is changing the paradigm of teaching and learning so that we are educating children for the 21st Century, rather than the 1950s." And, data show that students who have computer and online navigation skills are twice as likely to attend college as those who are not connected.

Milestone accomplishments include:

- School2Home was launched in 2009 and beta tested in 2 schools. Today School2Home is being implemented in 7 schools reaching more than 180 teachers and 5,000 students and their parents: Stevenson Middle School in Los Angeles Unified School District (LAUSD) in collaboration with the Partnership for Los Angeles Schools; Central and Chemawa Middle Schools in Riverside Unified School District; San Fernando Institute for Applied Media (SFIAM) in LAUSD in collaboration with Youth Policy Institute; Frick Middle School and Melrose Leadership Academy in Oakland Unified School District; and Muir Middle School in LAUSD in collaboration with LA's Promise.
- Independent evaluation of School2Home has been conducted showing great promise for School2Home to be a scaled strategy for cost-effectively improving education statewide. Students at Stevenson Middle School and SFIAM have shown gains in the Academic Performance Index (API) that outpace the average increase within LAUSD.
- Agreements have been signed to expand School2Home into 10 pivotal school districts statewide pending matching funding. Superintendent of Public Instruction Tom Torlakson has endorsed School2Home encouraging funders to invest in the program.

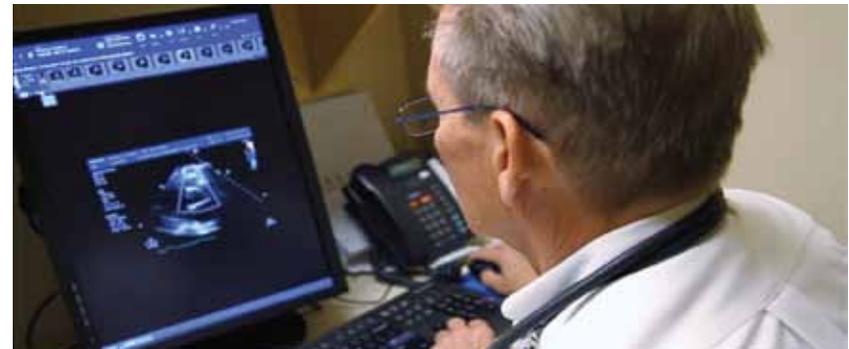
(See pages 36–39 for a spotlight on School2Home partners.)

## *Telehealth–Telemedicine*

Telehealth-Telemedicine is the ability to promote healthy behavior and provide medical care remotely using broadband connectivity between facilities, thus expanding access to vital services and improving the quality of care by linking critical expertise to medically-underserved communities. It also has the potential to help control costs. CETF was a key partner working with the University of California (UC) and a consortium of State agencies, providers, and funders to found the California Telehealth Network (CTN) with a robust vision of a statewide system “at scale” and is providing \$3.6 million to match a grant of \$22.1 million from the FCC to build the network by connecting more than 800 sites, including 300 Indian Health Services sites. CETF contributed pro bono administrative and management support services to CTN for the first year of operation as an independent non-profit in order to ensure success and stability in standing up a new organization. CETF also funded: UC Merced to recruit and connect initial telemedicine sites in the San Joaquin Valley (with the California Partnership for the San Joaquin Valley and AT&T); and the California Dental Association and Palo Alto Institute for Research and Education (in partnership with the Department of Veterans Affairs) to coordinate services and resources with CTN. Most recently, the FCC established a permanent program for telehealth-telemedicine which not only may provide future funding on a matched funding basis, but also confirms the wisdom of California establishing the California Telehealth Network.

Milestone accomplishments include:

- CTN became operational as an independent non-profit organization in 2011 as a unique public-private partnership to make telehealth-telemedicine a “signature component” of healthcare reform in California. CETF and UnitedHealth Group, Inc. have contributed initial seed capital for CTN operations, California HealthCare Foundation funded the development of a Business Plan, and Blue Shield of California Foundation awarded a grant to expand services.
- UC received an NTIA grant to support CTN operations and 15 Model eHealth Communities across the state. UnitedHealth is providing additional funding for the Model eHealth Communities to develop best practices for telehealth-telemedicine.
- CTN has been designated the California Regional Telehealth Resource Center (CTRC) and secured a \$1.2 million grant from U.S. Department of Health and Human Services Health Resources and Services Administration (HRSA).



*Dr. Earl Ferguson of Ridgecrest Hospital reads a cardiogram remotely using telemedicine technology.*

## *Smart Housing*

Affordable Smart Housing is defined as a publicly-funded housing development project that possesses an independent “advanced communications network” to drive economies of scale that can result in a significantly-reduced cost basis for residents. An advanced communications network is in addition to the standard cables and infrastructure required for power, television and telephone. Feedback from residents underscores the ability of Smart Housing through broadband connectivity to transcend poverty and transform lives. As a result, the California Broadband Council is making Smart Housing a policy priority.

Milestone accomplishments include:

- CETF formulated a model policy for Smart Housing, briefed state and local government policymakers, and conducted workshops with stakeholders. CETF and the California Department of Housing and Community Development jointly requested that the U.S. Department of Housing and Urban Development amend federal policies and regulations to support and promote Smart Housing.
- CETF has compiled and analyzed data to produce the first comprehensive report on the options and costs for an advanced communications network so that policymakers and affordable housing builders have reliable information to pursue Smart Housing.
- CETF is partnering with the Non-Profit Housing Association (NPH) of Northern California and other affordable housing organizations to promote the adoption of Smart Housing Policies at the federal, state, and local levels of government. NPH and CETF also are preparing a Tool Kit to assist affordable homebuilders with information and resources about broadband connectivity.



*Mothers and daughters learn together how to design greeting cards at a Digital Literacy class sponsored by the Los Angeles Housing Partnership with the help of CETF grants.*

## Smart Communities

The concept of “Smart Communities” refers to a policy commitment and focused effort by local governments and civic leaders to optimize broadband deployment as a community grows or redevelops, incorporating it into major public buildings, transportation facilities, and other infrastructure projects. It also means optimizing the use of broadband and other information technologies to deliver public services and integrating it into solutions to major problems to increase efficiency and enhance effectiveness. CETF is working with the State Librarian and other library systems to promote libraries as “hubs for Digital Literacy” and wireless “hot spots” throughout California. In addition, promoting the use of broadband is a “green strategy” to reduce impacts on the environment and reduce the carbon footprint.

Milestone accomplishments include:

- CETF and Community Partners, California Community Technology Policy Group, and the Broadband Institute of California (Santa Clara University School of Law) published a summary and analysis of government-led wireless projects titled “Wired for Wireless” which provides local governments and stakeholders with critical information and a checklist to guide consideration of wireless initiatives.
- CETF and the Center for the New Orange County compiled examples of existing local government policies regarding broadband and prepared a Resource Guide for Local and Regional Government Leaders titled “Getting Connected for Economic Prosperity and Quality of Life” which provides a sample policy and check list for local leaders.
- CETF and Valley Vision inventoried case studies of broadband deployment and adoption as “green strategies” and published a Policy Brief for policymakers and civic leaders.



## 4. Public Awareness and Education: Get Connected!

CETF launched *Get Connected!* to raise overall awareness about the benefits of broadband as a foundation and support for all other strategic actions. The initial 2-year goal was to increase adoption among low-income and Latino households statewide by 10 percentage points—and there was a 16 percentage point increase. *Get Connected!* developed a website (GetConnectedToday.com) to help non-users learn the basics about computers and broadband in several languages, produced and aired public service announcements, and conducted numerous Community Connect Fairs in target neighborhoods. Counties, cities, and school districts throughout California adopted *Get Connected!* resolutions to promote awareness. In addition, to support the work funded by NTIA, *La Opinión* and parent company impreMedia launched “Club Digital” to reach a vast Spanish-speaking population with print and online lessons. *Get Connected!* provides a solid foundation of basic Digital Literacy information and a cost-efficient platform for CBOs and public agencies to reach new users to increase broadband adoption.

The collage features five versions of the 'Get Connected!' logo, each with a map of California made of colorful puzzle pieces. The logos are:
 

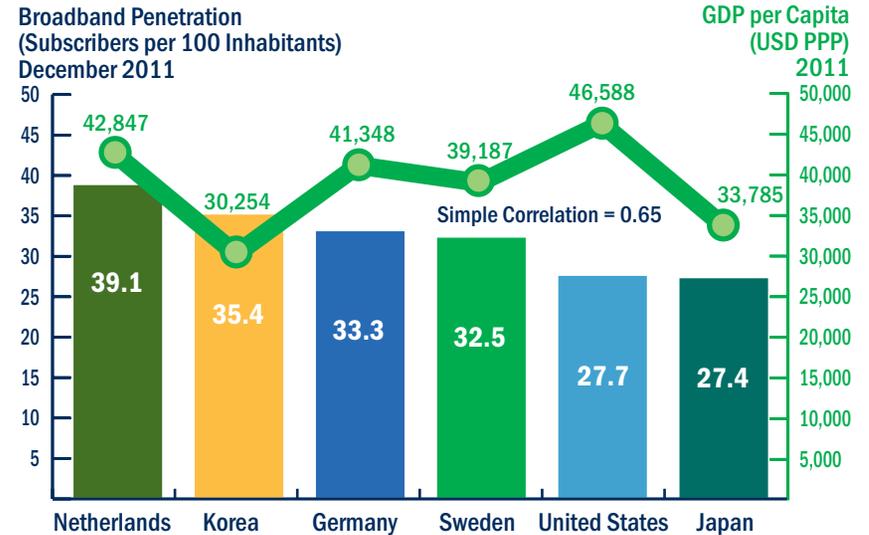
- Korean:** 연결하세요! 생활이 더욱 편리해집니다.
- Spanish:** ¡CONÉCTATE! Haz tu mundo más fácil.
- Vietnamese:** Nối Mạng Đi Chú! Cho Đời Nhẹ Nhàng.
- Chinese:** 透過寬頻網路 改善您的生活品質.
- English:** GETCONNECTED! Your Life Made Easier.

The screenshot shows the homepage of the Get Connected! website. At the top, there's a navigation bar with language options: English, Spanish, Korean, and Chinese. Below that is a search bar and a 'Become a Partner' link. The main content area features five large, colorful puzzle-piece icons representing different topics: 'History of the Internet', 'Get Connected', 'Benefits of the Internet', 'Stay Safe!', and 'Learn More'. Below these icons, there's a 'Welcome to Get Connected!' message, a video player showing a woman at a computer, and a '2-1-1' logo. There are also links for TV commercials, broadband service rate information, and an events section.

## 5. Strategic Partnerships

In order to sufficiently leverage the CETF seed capital to close the Digital Divide by 2017, it is essential for CETF to forge Strategic Partnerships with government, foundations and employers to joint venture on major projects to expand initiatives such as the California Telehealth Network, School2Home, Smart Housing, and *Get Connected!* Given that CETF “front-loaded” grantmaking to engage as soon as possible a “critical mass” of CBO partners in target communities, only \$10 million in original seed capital remains, of which half (\$5 million) is dedicated to expanding School2Home statewide with a goal of CETF contributing 20% and other partners contributing 80%. The last \$5 million has been dedicated to the CETF *Get Connected!* Fund (to be leveraged 5-fold) to increase broadband adoptions through Strategic Partnerships. This last phase of open, competitive grantmaking is referred to as “CETF 3.0” to take to scale “lessons learned” about “what works” for increasing broadband adoption. CETF is seeking Strategic Partnerships for integrated “breakthrough strategies” to close the Digital Divide that will concurrently improve California’s economic competitiveness and quality of life for all residents.

### Global Broadband Penetration and GDP per Capita



Source: Organization of Economic Co-operation and Development (OECD) - December 2011

“CETF focuses on outcomes and gets results. Funders who become Strategic Partners realize a huge return on their investments—not the least of which is to empower people and transform lives.”

Dr. Barbara O’Connor  
CETF Secretary

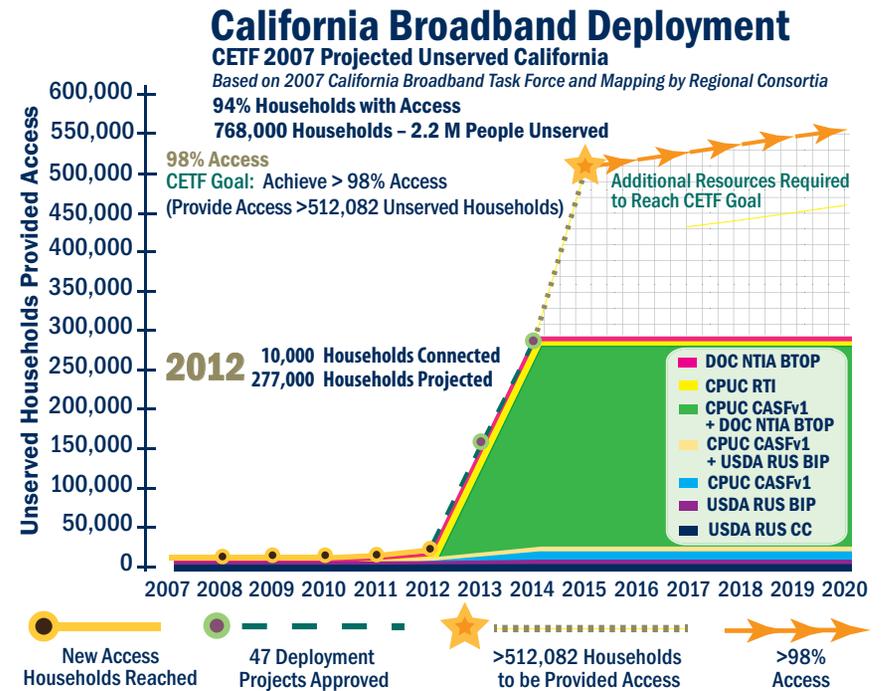
# California Advanced Services Fund Is Key Resource for Deployment

The goal for broadband deployment is to achieve access to 98% of all households by 2017. Based on mapping by the Governor’s Broadband Task Force in 2007 and more recent work by the CPUC, it is estimated conservatively that there was about 94% deployment when CETF began and that approximately 512,000 households (that existed and were unserved in 2007) in rural and remote communities will need to get high-speed Internet access to reach the 98% deployment goal.

With authorization from the Legislature and Governor, the CPUC established the California Advanced Services Fund (CASF) to support broadband infrastructure deployment to unserved and underserved communities in rural and remote areas of the state. CASF was initially capitalized with \$100 million which also provided an important source of matching funds for federal broadband grants available through the American Recovery and Reinvestment Act (ARRA). CASF was extended and expanded in 2010 with another \$125 million through the enactment of legislation by Senator Alex Padilla, which designates \$100 million for broadband infrastructure subsidies, \$15 million for a revolving loan fund to help finance projects, and \$10 million to support Regional Consortia to assist the CPUC reach the 98% deployment goal.

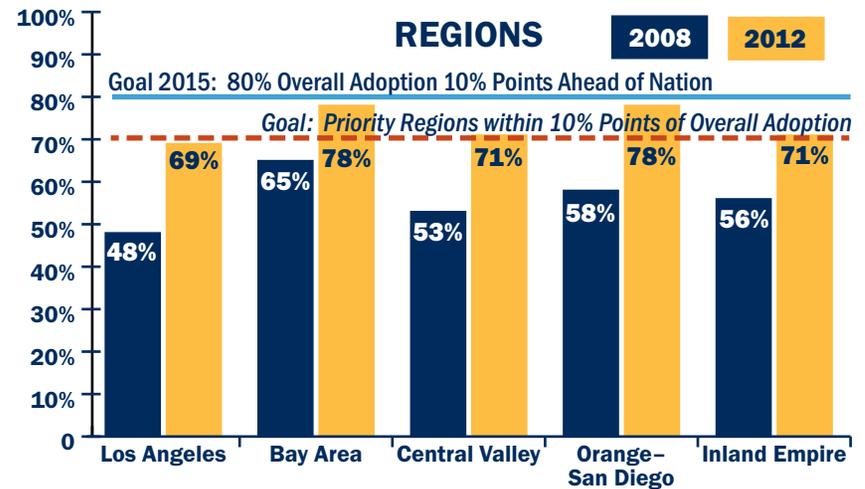
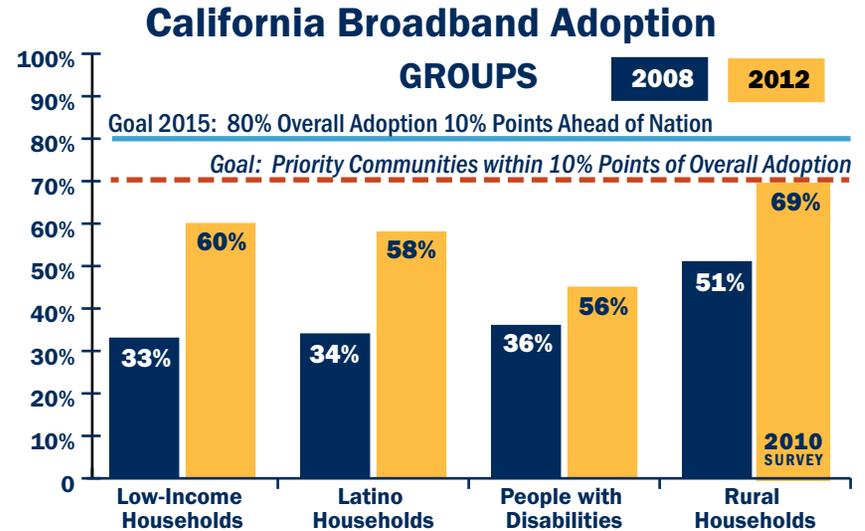
To date, CASF and ARRA have provided funding for broadband access to approximately 287,000 households, leaving at least 225,000 households still to be reached with “last-mile” infrastructure. There also is a significant need for improved “middle-mile” broadband infrastructure that will support and enable “last-mile” projects. In addition, broadband to tribal lands for Native Americans that want to

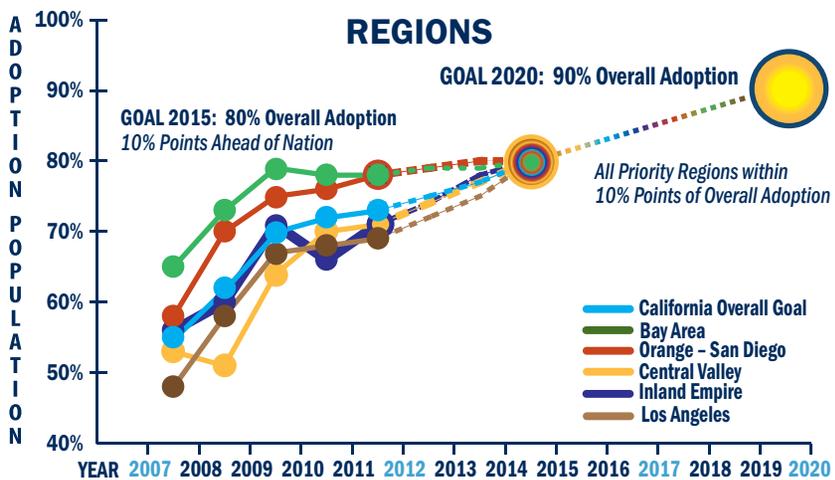
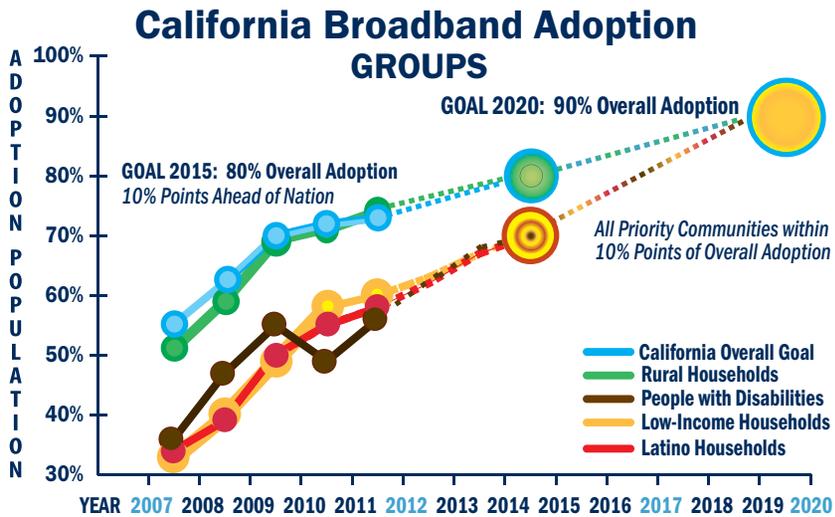
be connected must be a priority policy objective. Further, it should be recognized that broadband infrastructure in poorer urban neighborhoods is often inferior to the quality and speeds in surrounding communities. In particular, ensuring broadband connectivity to all publicly-subsidized multi-unit housing complexes is a strategy that should be pursued aggressively to reach the most disadvantaged Californians. These facts present a compelling case for the Legislature and Governor to amend, extend and augment the California Advanced Service Fund as the key resource to achieve the 98% broadband deployment goal.



# Progress Continues on Broadband Adoption

The goal for broadband adoption is to achieve 80% statewide of households using high-speed Internet access at home by 2015, with no demographic group or region below 70%. As shown on these graphs, significant progress has been made in narrowing the Digital Divide as evidenced by the changes between 2008 and 2012 in the statewide survey conducted by the Public Policy Institute of California (PPIC) that is co-sponsored by the California Emerging Technology Fund and ZeroDivide. Since 2008, statewide use of broadband at home has increased from 55%, which was the same as the national average, to 73%, now 7 percentage points ahead of the nation. Even more encouraging are increases among disadvantaged populations because of focused strategic actions: low-income households (\$40,000 or less annually) are up 27 percentage points (from 33% to 60%), Latino families are up 24 percentage points (from 34% to 58%), and people with disabilities are up 20 percentage points (from 36% to 56%). Yet, these populations still lag behind higher-income households (\$80,000 or more annually) at 93%. And, while there also have been steady increases in adoption in every region, with Los Angeles having the lowest adoption rate in 2008 at 48% being now at 69%, Los Angeles, the Inland Empire at 71% and Central Valley at 71% lag behind the Bay Area at 78% and San Diego-Orange at 78%. Thus, a substantial challenge remains: approximately another 880,000 households will have to subscribe to broadband to achieve the 80% adoption goal. This target will be reached only by public officials enacting new public policies and dedicating additional resources.





**Ken McNeely, President, AT&T California**

“Each time a Californian clicks on the Internet for the first time, a brick is laid in the bridge that spans a narrowing Digital Divide. Thanks to the tireless work of CETF, the pace of innovation and affordable Internet-accessible devices, more Californians than ever before are connecting to both their local and global communities.”



**Tim McCallion, West Region President, Verizon**

“As a global technology leader, Verizon is bringing our transformational technology and innovation to solve society’s biggest challenges. Working with our community partners, Verizon has focused on using the power of its networks to increase access to care, enhance education, and create a cleaner and more sustainable world. The California Emerging Technology Fund’s work to bridge the Digital Divide is a key part of Verizon’s vision of a connected and borderless world.”



## Partners Contribute to Progress

The California Emerging Technology Fund (CETF) has awarded more than \$25 million in grants to community-based organizations and public agencies who are regarded as “partners” in achieving the broadband deployment and adoption goals. CETF also received \$14.3 million in 2 federal grants from the National Telecommunications and Information Administration (NTIA) to support 19 sub-awardees. The following is an alphabetical listing of all grantee partners along with the amount of the grant. Please visit the CETF website for additional information about each grantee, a grouping of grantees by impact focus summarizing the individual grantee deliverables and outcomes, and their Final Reports.

<i>California Emerging Technology Fund Summary of Grant Investments</i>		
<b>Grantee Partner</b>	<b>Project Name</b>	<b>Amount</b>
21st Century Communities Casa Familiar, CD Tech, Los Angeles Housing Partnership, Inc., Mission Economic Development Corporation, New Economics for Women, Self-Help Enterprises	Special Projects	\$60,000
211-LA	<i>Get Connected!</i> Hot Line	\$100,000
Alliance for Technology Access	Loan Program Feasibility	\$10,000
Amador-Tuolumne Community Resources, Inc.	Gold Country Connect	\$250,000
California Dental Association Foundation	Teledentistry for CTN	\$25,000
California Resources and Training California Black Chamber of Commerce Foundation, California Hispanic Chamber of Commerce Foundation, Asian Business Center	Small Business Consortium for Emerging Markets	\$287,000
California State University (CSU) Foundation	Accessible Technology Initiative	\$750,000
California State University East Bay	School2Home Peer Review	\$20,000
California Telehealth Network	California Telehealth Network (CTN)	\$3,355,837
California Telehealth Network	CTN Seed Capital	\$700,000
	Direct Payments	\$300,000
Center for a New Orange County	Sample Broadband Policies for Local Governments	\$50,000
Center for Accessible Technology	Digital Inclusion Challenge	\$455,000
Centro Latino for Literacy	Los Angeles Countywide Spanish Literacy Campaign	\$300,000
Chico State University Foundation	Northeastern California Connect	\$250,000
Chico State University Foundation	Upstate California Connect	\$250,000
City of Firebaugh*	Firebaugh Community Technology Collaborative	\$633,000
Community Christian College	My Blueprint for Life	\$153,000
Community Development Technologies Center	TechReady	\$750,000
Community Foundation for Monterey County	Central Coast Tri-County Broadband Consortium	\$5,000
Community Partners, California Community Technology Policy Group, Broadband Institute of California	Wireless Comparative Analysis and Education Project	\$250,000
Computers for Youth	Take IT Home Project	\$666,000
Connected Nation	Technical Assistance for Rural Demand Aggregation	\$50,000

Contra Costs Economic Partnership	East Bay Regional Broadband Strategy Project	\$5,000
Desert Mountain Resource Conservation and Development Council	Eastern Sierra Connect	\$110,000
El Concilio of San Mateo County	WiFi 101	\$750,000
EmpowerNet California * Partners	EmpowerNet California	\$250,000
FirstMile.US	<i>Get Connected!</i>	\$10,000
Goodwill Industries of San Francisco, San Mateo and Marin Counties*	ReCompute	\$600,000
Humboldt State Foundation	Redwood Coast Connect	\$250,000
iFoster	<i>Get Connected!</i> and Leadership Engagement Project	\$300,000
Latino Community Foundation	Community Consortium for Emerging Markets	\$25,000
LINK Americas Foundation	California Digital Literacy Initiative	\$100,000
Little Tokyo Service Center Community Development Corporation	Neighborhood Unplugged	\$250,000
Mission Language and Vocational School (MLVS)*	MLVS Technology Center	\$150,000
Non-Profit Housing Association of Northern California	Smart Housing Policy	\$100,000
Oakland Technology Exchange West Fiscal Agent - Marcus Foster Institute	Digital Inclusion Oakland	\$300,000
OCCUR*	East Bay Community Technology Catalyst	\$600,000
One Economy Corporation	Bring IT Home California	\$1,400,000
Palo Alto Institute for Research and Education	VA Health Kiosks for CTN	\$25,000
Public Policy Institute of California	Annual Statewide Survey: Californians and Information Technology	\$290,000
San Bernardino Economic Development Agency	Inland Empire Regional Consortium	\$5,000
San Diego Futures Foundation	San Diego Broadband Initiative	\$450,000
Sierra Economic Development Corporation	Central Sierra Connect	\$250,000
Southeast Cities Development Corporation	Southeast Cities Technology Collaborative	\$486,000
Stride Center*	Launching Communities Across California	\$620,000
Tech Soup	Refurbished Computer Initiative	\$500,000
The ACME Network	Arts and Animation Project	\$680,000
The Children's Partnership Fiscal Agent - Tides Center	School2Home	Development \$415,000 Implementation \$369,300
The Salvation Army	<i>Get Connected!</i> Pico Union	\$100,000



*José Moran of Radio Bilingüe explains the benefits of broadband at home to Sunnyside High School students in Fresno.*



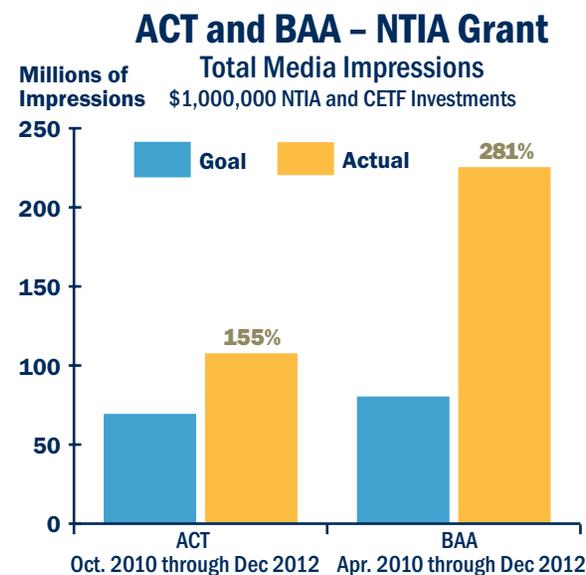
*Michael Godoy poses with his little brother in Oakland after graduating at the top of the class at the Stride Center Fall 2012 computer certification class.*

University of California, Merced	San Joaquin Valley eHealth Regional Visioning Project	\$200,000
University of California Office of the President, UC Davis (UC)	California Telehealth Network (CTN)	\$244,163
Valley Vision	Sacramento Metro Broadband Collaborative	\$5,000
Venice Arts	Beyond My Space	\$140,000
West Contra Costa Unified School District	Get Families Connected	\$20,000
World Institute on Disability Alliance for Technology Access, Center for Accessible Technology and World Institute on Disability	The A-Team	\$380,000
YMCA Greater Long Beach YMCA of Greater Long Beach, YMCA of Metropolitan Los Angeles, THINK Together, Anaheim Family YMCA, YMCA of the Central Bay Area, YMCA of Cambria	Youth Institute	\$869,500
YMCA Greater Long Beach	Neighborhood Technology Learning Continuum	\$550,200
YMCA of the East Bay Building Blocks for Kids	Family Inclusion Project	\$520,000
Youth Policy Institute	Valley Family Technology Project	\$292,000

### Acknowledgements

In addition to these grantee partners, CETF has been assisted during the last year by the following contractors: SAESHE developed and placed public awareness advertising for the *Get Connected!* Public Awareness and Education Program and ACT; Valley Vision with the assistance of Applied Development Economics consultant Trish Kelly inventoried best practices for broadband as a “green strategy” and prepared a Policy Brief; Stride Center and EmpowerNet California promoted the integration of Digital Literacy into workforce preparation; California Community Builders worked on the feasibility of integrating telemedicine into “smart housing” in Firebaugh; Maile Communications documented the work and accomplishments of CETF grantees; Camicia & Company, LLC is helping provide information to policymakers; Glen Price Group facilitated the Learning Communities with NTIA grantees; Sustainable Systems, Inc. and CarlAnthony are assisting in advancing Digital Inclusion as a facet of integrated human services and socially-responsible investing to transform disadvantaged neighborhoods; and Families in Schools continues as a key partner in implementing School2Home.

Grants awarded by CETF are subject to performance by grantee partners to achieve specific deliverables and outcomes set forth in Grant Agreements. CETF monitors progress through Quarterly Reports, Annual Reviews (on site), Annual Workshop, Learning Communities, and Final Reports. The approach used by CETF as an “investment partner” to engage, inform, monitor, assist, and correct course when needed has been a critical factor in getting to success. The Grantee Performance Charts show progress to date for all grantees in broad categories of outcomes.

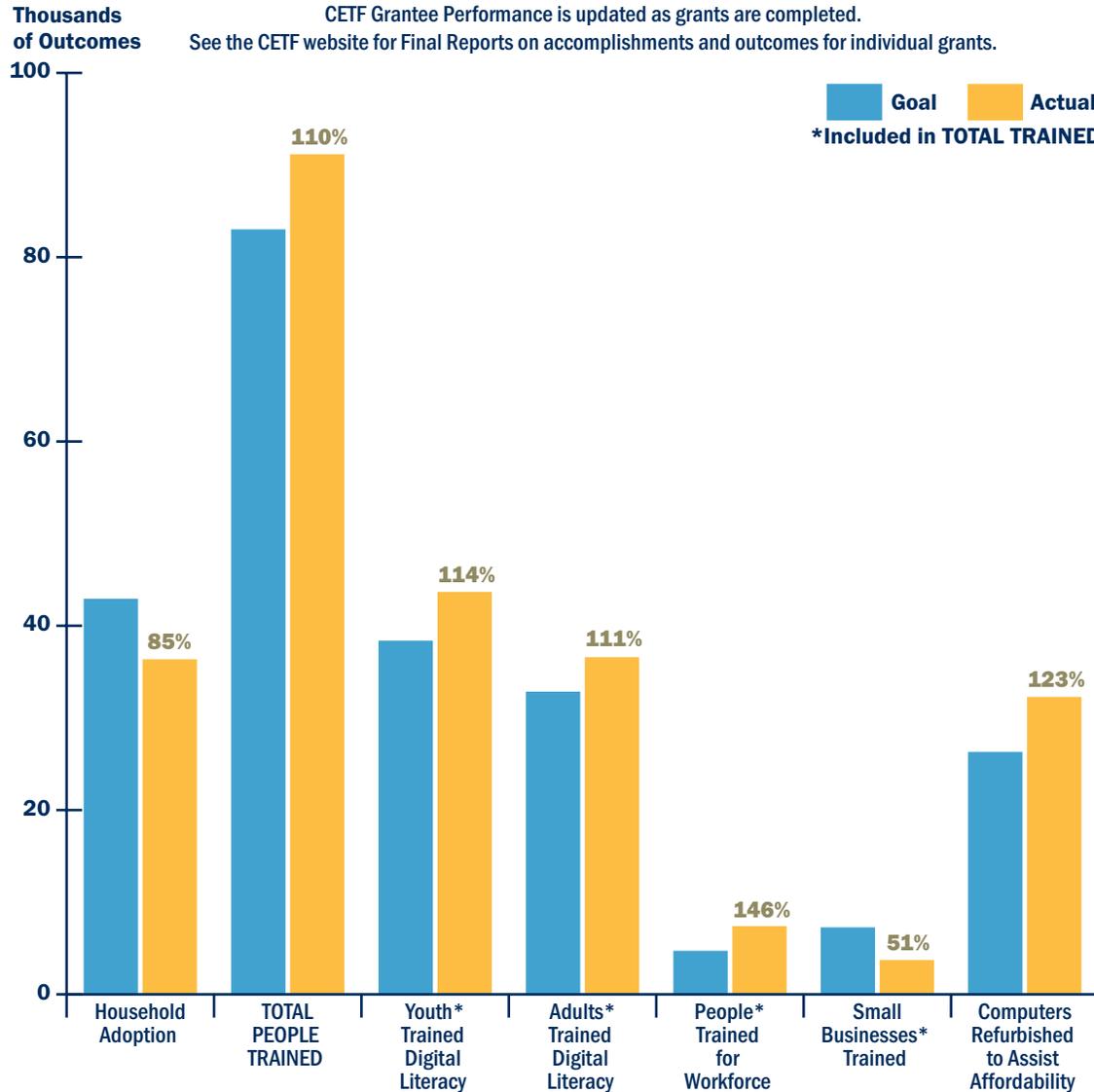


# Grantees Meet and Exceed Performance Goals

## California Emerging Technology Fund Grants 2008 Progress Through December 2012

CETF Grantee Performance is updated as grants are completed.

See the CETF website for Final Reports on accomplishments and outcomes for individual grants.



*David Pau volunteers to sign up San Francisco families for low-cost broadband.*



*Angela Shaw holds a commendation from the Los Angeles City Council on the opening of the Southern Baptist Missionary new computer lab.*

# CETF Investments Attract ARRA NTIA Grants

## Broadband Awareness and Adoption

The Broadband Awareness and Adoption (BAA) project mobilized the expertise and resources of 8 partner organizations to reach communities most impacted by the Digital Divide: low-income families, limited English-speaking Latinos, rural residents and people with disabilities. BAA partners worked with schools, churches, health clinics, job-training programs and social service providers to develop model “service ecosystems” which included technical support, low-price computers and affordable broadband connections. BAA has been recognized nationally for the innovative combination of media, online applications and grassroots mobilization to make significant strides to accelerate Digital Literacy and broadband adoption among the target populations. BAA exceeded all grant goals for targeted outreach, training and household broadband adoption in two years.

Key accomplishments as of December 2012 include:

- Increased awareness about benefits of broadband among 13,296,068 low-income residents.
- Provided 719,255 Californians with basic Digital Literacy skills to use broadband technology.
- Achieved 198,743 new broadband subscriptions by low-income households and distributed 6,866 computers to low-income households (172% goal).

Total BAA Budget	\$9,360,672
NTIA Grant	\$7,251,295
CETF Match Funds	\$979,476
Partner Cash Match	\$882,667
Partner In-Kind Match	\$247,234

## Access to Careers in Technology

The Access to Careers in Technology (ACT) project began in October 2010 and will be completed by June 2013. The project has established scalable workforce development programs based on successful models while expanding access to broadband and 21st Century jobs in low-income communities throughout the state. Youth, adults, and small business owners are learning essential computer skills, getting connected with broadband, and using Information and Communications Technology (ICT) training to advance employment in a spectrum of major industries from engineering to entertainment. ACT provides individuals—ranging from the homeless to former drug addicts who have multiple barriers to employment—with the building blocks for a career, giving people access not just to a job, but to a field of work that is in high demand.

Key accomplishments as of December 2012 include:

- Trained 19,687 low-income youth and adults and 9,413 small business owners and employees with Digital Literacy skills.
- Trained 4,071 low-income residents and secured 2,659 ICT career-path jobs for low-income residents (104% goal).
- Achieved 8,194 new subscriptions by low-income households and distributed 5,547 computers to low-income households (222% goal).

Total ACT Budget	\$11,081,130
NTIA Grant	\$7,108,181
CETF Match Funds	\$1,572,320
Partner Cash Match	\$2,379,839
Partner In-Kind Match	\$20,790

**Broadband Adoption and Awareness Project  
Summary of Grant Investments**

Grantee Partner	Amount
2-1-1 California / United Ways of California	\$1,810,000
Access Now	\$77,800
Center for Accessible Technology	\$593,955
Chicana/Latina Foundation	\$602,348
Dewey Square Group	\$1,360,000
Latino Community Foundation	\$850,000
Radio Bilingüe	\$900,000
Social Interest Solutions	\$1,699,999

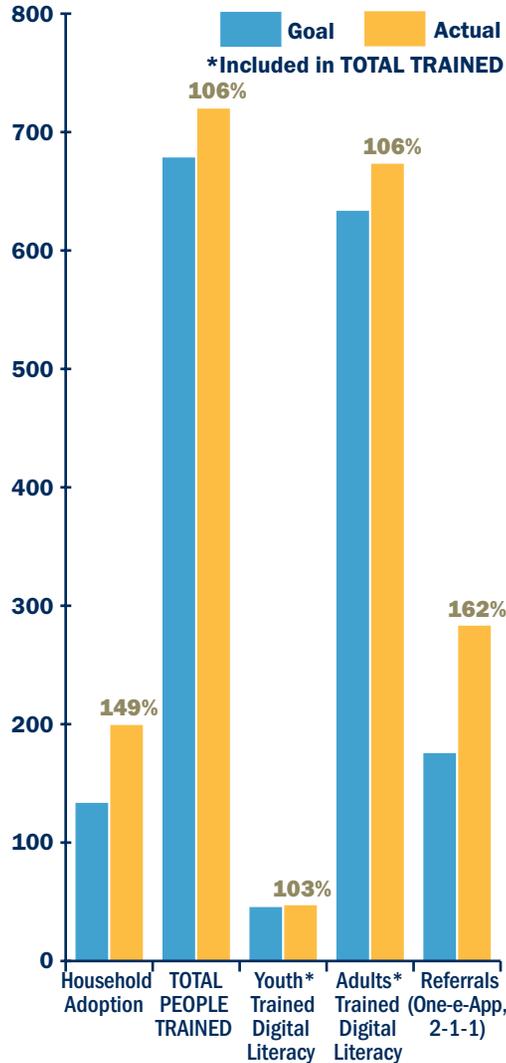
**Access to Careers in Technology Project  
Summary of Grant Investments**

Grantee Partner	Amount
California Resources and Training	\$770,000
Caminos Pathways	\$292,341
Chrysalis	\$335,306
EmpowerNet California	\$360,000
Goodwill Industries of San Francisco, San Mateo, and Marin Counties	\$476,000
Mission Economic Development Agency	\$122,659
OCCUR	\$150,000
San Diego Futures Foundation	\$1,945,000
Southeast Community Development Corporation	\$389,953
Stride Center	\$1,219,900
The ACME Network	\$1,150,000
Youth Radio	\$147,983

**BAA – NTIA Grant**

Apr. 2010 Progress Through Dec. 2012

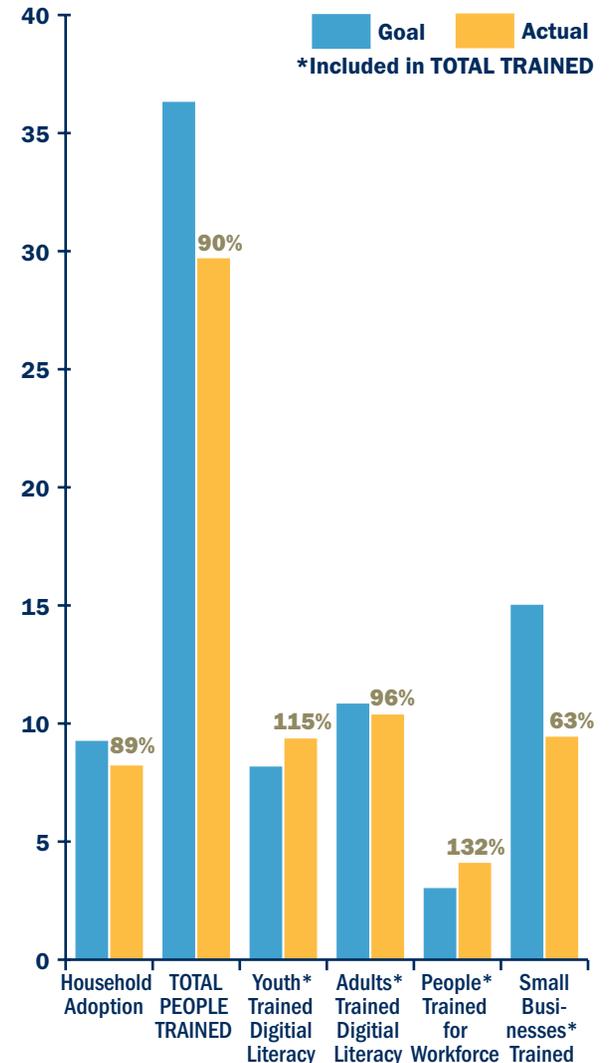
Thousands of Outcomes BAA Project is scheduled to conclude March 2013.



**ACT – NTIA Grant**

Oct. 2010 Progress Through Dec. 2012

Thousands of Outcomes ACT Project is scheduled to conclude June 2013.



## Spotlight on Grantee Partners

### City of Firebaugh: Reaching the Unconnected in Rural California

Two years ago, Maria Franco was diagnosed with diabetes. At first disheartened at the news, she soon figured out she could be her own best health advocate. Living on the outskirts of Firebaugh in the Central Valley, however, she does not have access to broadband at home. But through a grant from California Emerging Technology Fund to the city of Firebaugh, Maria and hundreds of local residents can go to town to get online and take digital literacy training through a partnership with Los Promotores, which promotes health and welfare initiatives. “I had never before in my life used the Internet,” Maria said. Now, through online searches she says she has been able to find and learn about holistic medicines to treat diabetes. “Broadband and computer literacy have opened up a world of information,” she said, and a new avenue for her eagerness to give back to her community. “I am now more involved in helping others,” she said.



*Thanks to computer training classes, Maria Franco uses the Internet to find ways to control her diabetes, and now she's connected to others needing help.*

### Latino Community Foundation: Finding Work for the Underemployed

Alicia Lopez had never heard of Craigslist when she arrived for computer training at Canal Alliance in Marin. A struggling single mom, she urgently needed to find more work than cleaning two houses. The Latino Community Foundation works through 8 Bay Area partner organizations, including Canal Alliance, to incorporate computer training and broadband education in their community engagement programs. After first learning to navigate a computer keyboard and use a mouse, the next assignment for Alicia was to get an email address. Call it beginner's luck, but as soon as Alicia got her email, she sent in an online application and landed a part-time job as a restaurant host. Raising two children on her own, she still needed to earn more. She dedicated her free time to continue looking, and when she found a great opportunity, she applied for it. Instead of cleaning houses, Alicia now works at a rehabilitation facility—as housekeeping supervisor.



*Alicia Lopez used to struggle to find work, but after learning how to use electronic job boards, she now works fulltime.*

## Broadband Empowers People and Transforms Lives

### Mission Economic Development Agency: Helping Latinas Pursue Dreams

When Rosa Artero signed up for computer training classes, she initially had her children in mind. “My dream is to be an example to my daughters so they can see that I am trying very hard to become a successful Latina,” Rosa said. She studied hard nights and weekends to obtain two computer certifications through the Mission Economic Development Agency (MEDA). At work, her employer has begun showing her more respect for investing the time and energy to gain the training. She’s ready for more advanced classes and the family recently received a free computer through MEDA and subscribed to broadband at home. “My husband will be able to use the computer for his job; my kids can use it for homework,” Rosa said. But that’s not all. Rosa now is inspired to do something for herself: She is planning to earn a high school equivalency diploma and will study online.



*Rosa Artero received a free computer after completing two computer skills certifications and signing up for broadband at home. Now, she plans to obtain her high school equivalency diploma.*

### The ACME Network: Preparing Youth for Digital Careers

“I am finally going to be paid to animate!” That’s how Henri Brownell shared the good news in an email to his supporters at The ACME Network. Henri learned digital animation skills from top Hollywood studio professionals who volunteer their time to engage youth at low-performing Los Angeles schools by providing work-related, experiential learning and one-on-one mentoring. ACME teaches more than digital arts, it “helps prepare its members socially, creatively and mentally,” said Chad Helmuth, a training executive with Sony Pictures’ Imageworks. For Henri, ACME provided key mentoring that allowed him to develop as an artist “a lot sooner” than he thought possible. Then, he served as one of ACME’s premiere student peer mentors helping other youth gain experience and confidence to pursue animation careers. “ACME helped me shape my career goals,” Henri wrote. “I’ll be working with creatures for now, but any way you cut it, it’s a great first step toward my animation career! I’m so excited!”



*Henri Brownell recently landed his first job as a digital animator after hands-on training from Hollywood professionals who volunteer their time.*

## Spotlight on Grantee Partners

### **Chicana/Latina Foundation: Helping New Immigrants Thrive**

Jenny Marin is a busy mom and a full-time student. Still, when she heard about the opportunity as a Chicana/Latina Foundation scholarship winner to help bring computers and broadband to underserved Latino communities, she made the extra time. She organized events and classes around the Bay Area to give hands-on demonstrations to families about how computer access at home opens doors to educational and employment opportunities. Jenny alone signed up nearly 200 families, or nearly 1,000 people, for broadband, using her personal story as an immigrant to help them grasp the benefits of broadband. With the help of a computer, she was able to gain the knowledge after arriving from Peru to develop as a parent, a college student and a career woman. Going online also has helped her stay in touch with her family from Peru, giving her emotional support when she needs it most. Jenny said, “I know that without education and information no dream can be reached.”



*Jenny Marin has signed up nearly 200 Bay Area families to become home broadband subscribers, many of them immigrants like herself.*

### **Radio Bilingüe: Bringing Families Closer Together**

In Iris Oseguera’s home, computer time often is family time. The Los Banos family signed up for broadband after listening to a Radio Bilingüe story about the benefits of having a computer and Internet connection right at her fingertips at home. Today, she can’t imagine her life without it. Radio Bilingüe reaches out to rural and urban Latino communities through its informational radio network. With high-speed Internet, Iris communicates with her children’s teachers about their progress in school. Her children often receive homework assignments on the computer, and they like to play online math and English games. Most importantly for Iris, Internet phone service allows her growing family to stay in touch with her mother who lives in Tijuana. “My kids and I can see and talk to my mom, even though she is far away. The Internet is now a big part of our family,” she said.



*Internet phone service allows Iris Oseguera’s children to stay in touch with their abuela in Mexico.*

## Broadband Empowers People and Transforms Lives

### San Diego Futures Foundation: Connecting Urban Residents to Jobs

Saad Shamoan is passionate about his work, and it shows. After earning his computer certification at San Diego Futures Foundation, he gained employment at the foundation's Tech Support Call Center, which provides technical support for thousands of low-income San Diego residents. He serves as a Help Desk Support Technician and Basic Computer Instructor's Assistant, providing services in English and Arabic. San Diego Futures Foundation, in collaboration with Able Disabled Advocacy, sponsors TechWORKS, a program that trains urban residents for careers in technology and operates a community-based computer help center. When it comes to job placement, graduates are encouraged to help others gain technology proficiency. "I am learning something new every day. I am learning from coworkers and customers and, as a result, I am developing myself on a daily basis," Saad said, "When you work with something you love, you will enjoy it, and give more."



*Saad Shamoan provides help desk support in English and Arabic to new computer users. He enjoys giving back to his community.*

### YMCA Youth Institute: Providing a Path for Promising Students

A laptop in the right hands can change a life. Meet Nick Diamantides. Since middle school Nick has been part of the YMCA of Greater Long Beach Youth Institute (YI), an after-school program that engages youth with technology and provides pathways to higher education. Nick learned digital arts skills while producing films and music, even 3-D animation. And he shined as a mentor. But he never had a computer at home, until he won an Apple laptop in a YI raffle. He used it to apply to college, and was accepted as a music major at the University of California, Santa Barbara, where he holds a 3.8 GPA. "The training and laptop that I have received have changed my life," Nick said. "My laptop is a critical tool to record, work on pitch, write papers. I am very thankful to CETF and the YMCA for understanding that training and Internet connectivity for all is a fight worth fighting."



*Nick Diamantides learned leadership skills at the YMCA of Greater Long Beach Youth Institute, and today he holds a 3.8 GPA at the University of California.*

# Lessons Learned from Grantmaking

California Emerging Technology Fund holds itself accountable to promote policy, advance strategies and implement actions that will result in closing the Digital Divide in California within a decade by achieving 98% deployment and 80% adoption. While many partners and organizations contribute to the efforts and are responsible for the success, CETF accepts the responsibility to sustain sufficient FOCUS, be the catalyst for the requisite ACTION, and produce the intended RESULTS. That is at the core of the mission assigned to CETF by the CPUC. The progress for deployment is tracked by the CPUC and CETF. The progress for adoption is tracked through an annual statewide survey conducted by the independent Public Policy Institute of California (PPIC). Grantees are engaged as partners to drive toward these overall outcomes as well as achieve specific deliverables and outcomes set forth in Grant Agreements. Thus, grantee performance is one of the “inputs” to the overall “outcomes” for success. Grantee performance is continuously evaluated in order to make course corrections as necessary. And, results are tracked individually and cumulatively for all grantees. CETF has partnered with more than 70 grantees and has worked with government agencies, providers, and community organizations on the local, state and national level. The following summarizes Lessons Learned to date from regular evaluations of grantmaking with both CETF seed capital and the NTIA grants. CETF grantmaking focus and requirements going forward reflect these Lessons Learned.

## Lessons Learned by CETF in Grantmaking

- Focus on results identified in a clear action plan and accountability for achieving those results, based on individual grantee performance and overall success in closing the Digital Divide.

- Develop grantee executive leadership and staff management capacity to achieve successful outcomes that enhance potential for organizational sustainability.
- Promote collaboration with other complementary organizations to enhance and leverage resources and effectiveness of each partner.
- Leverage funds to enhance the success of a project and prospects for sustainability.
- Incorporate Digital Literacy training and affordable computing devices and broadband subscription offers with public awareness about broadband benefits to optimize adoption.

## Lessons Learned by Grantee Partners in Achieving Adoptions

- Augment broadband availability and Digital Literacy curriculum with additional services to achieve and sustain adoptions among hard-to-reach populations.
- Drive sustainable adoption and broadband subscription with a full spectrum of services and additional incentives.
- Link commitment to job placements with Digital Literacy training and workforce preparation.
- Provide access to affordable computer hardware and ongoing technical assistance.
- Pursue sustainability by integrating Digital Literacy, broadband adoption and information technology strategies into all projects to align with priorities of specific funders.

# Focus and Accountability Drive Results

Californians without broadband at home can be described as distinct groups based on likelihood to subscribe to broadband, ranging from “broadband hopefuls” (who are very likely to subscribe) to “digitally distant” (who will require very significant amounts of information and training before subscribing). Thus, a cost-effective approach to driving broadband adoption is first to identify and pursue “broadband hopefuls” through strategic partnerships and targeted outreach working with libraries, schools, and CBOs. Part of any program should include helping clients become smarter shoppers because one-time and ongoing costs are barriers to adoption. It’s imperative to make participants aware that they have a range of options from which to access affordable computers and broadband, and show them how to apply. The following elaborates on the Lessons Learned from the experience of grantee partners.

## **Augmenting Broadband and Digital Literacy Curriculum**

Consumer education is key to success. When low-income non-subscribers are asked why they do not have broadband at home, often they cite “fear of the unknown” and “lack of time.” But they also say they have an appetite to learn about technology. It’s essential to survey participants in advance to properly understand their education and training needs. Successful programs: provide a full-range of support services at one location, including hands-on computer training and education about costs of broadband and computers; integrate the benefits of broadband into everyday activities; and show participants how going online can result in saving money, better health, improved performance in school and a path to a better job. Trusted community messengers and community-based organizations (CBOs) are the most effective at outreach,

training and helping people get access to computers and broadband if those community groups have access to appropriate curriculum and technology resources. It is important to offer information and instruction “in language and in culture” comfortable for participants and at locations where they interact with the community—schools, libraries, health facilities, churches, and other service centers.

## **Driving Sustainable Broadband Subscriptions**

Broadband adoption is a “high-touch process” to move individuals from training to a completed broadband subscription. New subscribers often need one-on-one support going through the application process and help understanding the bill when it arrives in the mail. Some partners offered participants a free computer upon completion of a training program and/or subscription to broadband and found that initial and ongoing technical assistance to resolve technology problems is pivotal to optimize adoption. Additional incentives (such as a cash prize, raffle to win a computer, gift cards, or discounts on computer hardware or software), particularly targeting youth to reach extended family and friends, can further boost interest and encourage adoption. Experience also shows that following up on clients to confirm continuing subscription requires planned and funded effort, but is a vital facet of driving broadband adoption.

## **Linking Broadband Adoption to Job Placements**

Highlighting the benefit of broadband to seek and secure a better job can be a motivating factor. It is important is to link Digital Literacy training to job opportunities and to integrate Information and Computer Technology (ICT) skills into workforce preparation, but the training needs to go beyond computer skills.

In a tough job market, it is necessary to get access to business referral networks and build relationships with employers to help ease the transition of participants into the workforce. Often it can be effective to develop additional life skills and on-the-job training through internships and volunteerism. By reinforcing the value of networking between participants and alumni coupled with training, both will gain skills that will last a career.

### **Providing Access to Affordable Computer Hardware**

In regions that lack local computer refurbishers, partners should either develop relationships with organizations that ship refurbished computers statewide or purchase refurbished computers in bulk elsewhere in the state to resell to clients. Partners should negotiate a lower price and get quotes from more than one vendor. In addition, a close working relationship is needed between providers providing affordable broadband and CBOs who are trusted by the target populations.

### **Pursuing Sustainability**

With limited funding available for Digital Literacy training and broadband adoption, partners should integrate these activities and programs into programs and/or partnerships that specialize in delivery of services. A growing number of services (notably healthcare, workforce development, and financial services) require clients or participants to have Internet connectivity and computer skills knowledge. Partners can expand their funding opportunities by presenting Digital Literacy and broadband adoption as supportive components of projects that are more aligned with the funder's priorities. Organizations also should seek opportunities to expand organizational capacity and design programs that will outlive initial funding source and transcend to other projects that interest funders.



*Representatives of the 8 BAA grantee partners received recognition by California Congress members for their work to close the Digital Divide in California.*



*CETF President and CEO Sunne Wright McPeak joined Youth Ministry members of the Southern Missionary Baptist Church in Los Angeles at the opening of their new computer lab.*

## Don and Rosemary Vial Awards for Digital Inclusion

The California Emerging Technology Fund established an awards program in honor of Don and Rosemary Vial to recognize extraordinary performance and achievements by CETF grantees and other partners to close the Digital Divide and promote Digital Inclusion in California. CETF chose Don and Rosemary Vial to honor because their lives capture the heart and soul of commitment to closing the Digital Divide and promoting Digital Inclusion. Don Vial long served California as a leader in labor relations, energy policy, and telecommunications, including as President of the California Public Utilities Commission and Chairman of the California Foundation on the Environment and the Economy. He had a passion for harnessing market forces to serve the public good—deeply committed to improving the lives of all Californians with a practical approach to engaging diverse stakeholders to find common ground. He was particularly focused on the quest to use information and advanced telecommunications technology to empower the less fortunate among us and to tackle poverty. In addition to being devoted to her family and being a role model of an engaged citizen in civic affairs, Rosemary Vial always has been an outspoken advocate for those in need with a passion for fairness and equity. And, she was Don's partner in life and public service, always there to inspire and support him. The Vial Awards are made in two categories: Exemplary Performance by an Individual (\$2,500) and Outstanding Performance by an Organization (\$10,000). The inaugural Vial Awards were presented in December 2010, and the second Awards in 2012. The next Vial Awards are planned for 2016.

### 2012 Awardees

- Recipients, Exemplary Performance by an Individual Award:  
Deborah Brooks, The ACME Network, and Pamela Stiles,  
Robert Louis Stevenson Middle School
- Recipient, Outstanding Performance by and Organization:  
The ACME Network



*Nominee representatives for Outstanding Performance by an Organization, left to right above: Michael Graff-Weisner for Chrysalis; Peter Manzo for 2-1-1 California; Alicia Orozco for Chicana/Latina Foundation; Kathy Valenzuela for Latino Community Foundation; Barrie Hathaway for the STRIDE Center; Linda Garcia for Dewey Square Group; Bill Watanabe for Little Tokyo Service Center; Rebekah Reali and Anne Young for Goodwill Industries of San Francisco, San Mateo, and Marin Counties; Bruce Buckelew for Oakland Technology Exchange West; Martina Tran for Youth Radio; Deborah Brooks for The ACME Network; Steve Karp for Redwood Coast Connect; Cesar Zaldivar-Motts for Southeast Community Development Corporation; Louis Nava for San Diego Futures Foundation; and Sergio Flores for Robert Louis Stevenson Middle School. Also nominated were Social Interest Solutions & World Institute on Disability.*

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2012 Vial Awards Panel of Judges (not pictured): Patrick F. Mason, Ph.D., President, California Foundation for the Environment and the Economy; Paul Hernández, San Diego Civic Leader and CETF Expert Advisor; Chet P. Hewitt, President and Chief Executive Officer, Sierra Health Foundation; Maria Alicia López-Freeman, Executive Director, Emerita, California Science Project, University of California, Los Angeles; and Dr. Ali Modarres, Chair, Department of Geosciences and Environment, California State University Los Angeles.

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# Spotlight on Regional Consortia

Regional Consortia to promote broadband deployment and adoption were established in the law that expanded and extended the California Advanced Services Fund (CASF) because data showed that the most cost-effective deployment projects resulted from a public process informed and facilitated by regional collaboratives that completed Regional Demand Aggregation Projects previously funded by CETF. Regional Consortia today are supported by CASF and managed by the CPUC. The following summarizes the major action items and deliverables in the Regional Consortia work plans. In general, the Regional Consortia are conducting a spectrum of community and stakeholder outreach activities, facilitating cost-effective infrastructure applications to achieve 98% deployment, and promoting activities to achieve 80% adoption.

Regional Consortium	Action Plan Overview
<b>Central Coast Broadband Consortium (CCBC)</b> <i>Monterey, San Benito and Santa Cruz Counties:</i>	<ul style="list-style-type: none"> <li>• Conduct Public Workshops to Engage Stakeholders</li> <li>• Build Model Policy Bank and Distribute Information</li> <li>• Inventory Infrastructure Assets and Facilitate CASF Applications</li> </ul>
<b>Central Sierra Connect Broadband Consortium (CSC)</b> <i>Amador, Calaveras, Tuolumne, Mariposa and Alpine Counties</i>	<ul style="list-style-type: none"> <li>• Identify Infrastructure Projects</li> <li>• Outreach to Disadvantaged Populations and Provide Training for Adoption</li> <li>• Improve Economic and Education Opportunities</li> </ul>
<b>Connected Capital Area Broadband Consortium (CCABC)</b> <i>Sacramento, Sutter, Yolo and Yuba Counties</i>	<ul style="list-style-type: none"> <li>• Identify Priority Broadband Infrastructure Investments and Support Grant Applications</li> <li>• Implement Awareness and Outreach Campaigns for Broadband Adoption</li> <li>• Educate Policymakers about the Importance of Broadband and Removing Deployment and Adoption Barriers</li> </ul>
<b>East Bay Broadband Consortium (EBBC)</b> <i>Alameda, Contra Costa and Solano Counties</i>	<ul style="list-style-type: none"> <li>• Launch East Bay Broadband Infrastructure Initiative</li> <li>• Establish <i>Get Connected!</i> East Bay Broadband Solution with Contact Center and Expos</li> <li>• Promote Digital Inclusion in Integrated Human Services</li> </ul>



# Broadband Transforms the Economy

<b>Eastern Sierra Connect Regional Broadband Consortium (ESCRBC)</b> <i>Inyo, Mono and Eastern Kern Counties</i>	<ul style="list-style-type: none"> <li>• Follow Progress of Digital 395 and Equip Locations for Webinars and Classes</li> <li>• Outreach through Community Meetings, Workshops, Forums and Fairs to Promote Deployment to Remote Areas</li> <li>• Implement Adoption Programs for Residents and Businesses</li> </ul>
<b>Gold Country Broadband Consortium (Gold Country)</b> <i>Sierra, Nevada, Placer, El Dorado and Alpine Counties</i>	<ul style="list-style-type: none"> <li>• Identify Clusters of Demand</li> <li>• Match Clusters to ISPs</li> <li>• Conduct Community Meetings with ISPs to Facilitate Applications</li> </ul>
<b>Inland Empire Regional Broadband Consortium (IERB)</b> <i>San Bernardino and Riverside Counties</i>	<ul style="list-style-type: none"> <li>• Identify Infrastructure Projects</li> <li>• Inventory Adoption Programs for Disadvantaged Residents</li> <li>• Promote Government Policy and Best Practices</li> </ul>
<b>Los Angeles County Regional Broadband Consortium (LACRBC)</b> <i>Los Angeles County</i>	<ul style="list-style-type: none"> <li>• Convene Town Hall Meetings and Distribute Information at County Fair</li> <li>• Establish Free Community WiFi Hot Spots</li> <li>• Conduct Computer Classes and Extend Open Lab Access</li> </ul>
<b>Northeastern California Connect Consortium (NECCC)</b> <i>Siskiyou, Modoc, Shasta, Lassen, Tehama, Butte and Plumas Counties</i>	<ul style="list-style-type: none"> <li>• Form New Corporation to Own, Operate and Manage Fiber Network</li> <li>• Promote General Plan Policies to Support Broadband</li> <li>• Develop and Implement Adoption Programs</li> </ul>
<b>Redwood Coast Connect (RCC)</b> <i>Del Norte, Humboldt, Mendocino, and Trinity Counties</i>	<ul style="list-style-type: none"> <li>• Engage Government Agencies in Each County to Inventory Connections for Anchor Institutions</li> <li>• Promote Approval of General Plan Elements to Support Broadband</li> <li>• Work with Tribes to Secure Federal Funding</li> </ul>
<b>San Diego Imperial Regional Broadband Consortium (SDIRBC)</b> <i>San Diego and Imperial Counties</i>	<ul style="list-style-type: none"> <li>• Conduct Community Outreach Meetings in Remote Communities</li> <li>• Facilitate Development of Deployment Projects</li> <li>• Work with County Offices of Education to Survey Households and Distribute Adoption Information</li> </ul>
<b>San Joaquin Valley Regional Broadband Consortium (SJVRCB)</b> <i>Fresno, Kern, Kings, Madera, Merced, San Joaquin, Stanislaus and Tulare Counties</i>	<ul style="list-style-type: none"> <li>• Explore Municipally-Owned Broadband Networks</li> <li>• Pursue Agriculture WiFi Pilot Project as Part of Strong Cities Strong Communities Program</li> <li>• Monitor Opportunities to Use TV White Space for Distance Learning</li> </ul>
<b>Upstate California Connect Consortium (UCCC)</b> <i>Lake, Glenn, Colusa and Sonoma Counties</i>	<ul style="list-style-type: none"> <li>• Form New Corporation to Own, Operate and Manage Fiber Network</li> <li>• Incorporate Policies Into County General Plans</li> <li>• Implement Adoption Programs</li> </ul>



*The Los Angeles County Regional Broadband Consortium gathered for a kick-off event last summer to expand broadband in urban communities.*



*The Eastern Sierra Connect Regional Broadband Consortium discussed plans for connecting rural communities to broadband.*

# Spotlight on School2Home Partners

## Los Angeles Unified School District



**Robert Louis Stevenson Middle School, Boyle Heights**  
Grades 6-8; 2,000 Students; 80 Teachers  
Partner: Partnership for Los Angeles Schools  
Principal: Leo Gonzalez  
Year 4 (Original Pilot School: Continuing)



**San Fernando Institute for Applied Media (SFIAM), San Fernando**  
Grades 6-8; 420 Students; 18 Teachers  
Partner: Youth Policy Institute  
Principal: Olivia Robledo  
Year 2 (Grades 6-7; 280 Students; 10 Teachers)

“School2Home is changing the way teaching is actually happening in the classroom because there’s no sense in a teacher teaching facts; when every kid has a laptop, they can look up that fact in five seconds. It becomes a more student-centered environment, and the teacher is now teaching concepts and how to weave those facts and make sure they’re valid, etc., the way teaching really should happen instead of rote learning.”

Jay McPhail

Director of Instructional Technology  
Riverside Unified School District



**Muir Middle School, South Los Angeles**  
Grades 6-8; 1,365 Students; 65 Teachers  
Partner: L.A.’s Promise  
Principal: Nisha Dugal  
Year 1 (Grade 7; 300 Students; 12 Teachers)

## What Students Say

“I think it’s pretty cool...going on the website because you can learn your times tables better and other things. That’s why I like using a computer at school.”

“During free time I get to use it and search things that we have learned that day to learn some more.”

“I get to use it at home and at school and it helped me improve my typing...and it helped me go to websites I never went to before or I never knew about at my house.”

“I like that we can use them at home and at school...I’m thankful for my computer.”

# School2Home Transforms Education

## Riverside Unified School District



**Central Middle School**  
Grades 7-8; 680 Students; 30 Teachers  
Principal: Lynn McCown  
Year 3 (Original Pilot School; Renewed Full-School Implementation)



**Chemawa Middle School**  
Grades 7-8; 1,039 Students; 43 Teachers  
Principal: Sean Curtin  
Year 1 (Full-School Implementation)



*Computer Using Educators (CUE) peer reviewed School2Home Teacher Professional Development Curriculum. CUE also provides a forum and support for Learning Academies.*

## What Parents Say

“Loved that the school provided a computer to families who did not have a computer and for parents that had never used a computer. I liked everything.”

“The students have no excuse not to submit their homework.”

“Amazing the possibilities to communicate with teachers and counselors; from the first year I took the workshop it open a whole world.”

“It helped my child become computer literate. I now have a closer relationship with my child and his academic progress.”



*RUSD Superintendent Rick Miller is a leader in integrating the use of technology into teaching and learning.*

# School2Home Is Supported by Educators and Families

## What Teachers Say

“School2Home is a godsend for my students. I teach in an urban school district where we hear police sirens and gunfire all day. This program places computers in my students’ hands and opens up their limited view of the world. School2Home has expanded their mental and physical horizons.”

“Students are taking the initiative to explore the Internet to find more information in class. When they see some things on the board, or within the literature they are reading, they will use the computer to find more information.”

“School2Home has not only created an opportunity for parents and teachers to communicate regarding students’ academic progress, but it has personalized the dialogue helping us transform our school into a community where we all are vested in our students.”

“S2H participation moved us closer to 21st century learning, students are more inquisitive.”

“School2Home is a cut above the rest. It is putting our students and their parents well into the 21st Century. What this program does is give our students the tools enabling them to compete in our highly technical and advanced workplace. School2Home also integrates all stakeholders, forming a vast technical networking community. I am proud to have School2Home as a learning partner, as a source of meaningful learning, and as a true leader in providing first rate technology and skills.”

“School2Home has made me more aware of how to integrate technology in the classroom and for my students’ home.”

“I believe School2Home helped to improve overall level of students’ school performance.”



*Parents are more engaged in their children’s learning, says Stevenson Middle School teacher Christina Vera, because they can email teachers and view homework assignments online.*



*School2Home is a godsend in her classroom, says Frick Middle School teacher Dewanna Slaughter, because it opens up her urban students’ “limited view of the world.”*

## Oakland Unified School District



**Frick Middle School**  
Grades 6-8; 420 Students; 20 Teachers  
Principal: Jerome Gourdine  
Year 2 (Grades 6-7; 265 Students; 7 Teachers)



**Melrose Leadership Academy**  
Grades 6-8; 210 Students; 10 Teachers  
Principal: Moyra Contreras  
Year 2 (Grades 6-7; 120 Students; 4 Teachers)

## What Principals Say

“We are losing students in our community, as families move away to escape the violence. School2Home has brought us hope. Student disciplinary problems decreased last year.”

Jerome Gourdine, Principal  
Frick Middle School

“The biggest asset that the School2Home program has brought to our community is the heightened level of parent participation...that I have never seen in 20 years of public education experience.”

Pablo Sanchez, Former Principal  
Central Middle School

## School2Home Promotes Academic Improvement

School2Home partners are showing promising gains in academic achievement in comparison to similar schools statewide, with improved attendance, increased parent involvement, and decreased discipline problems.

- Stevenson gained 35 percentage points on Academic Performance Index (API) in 2011-12, out-performing LAUSD average gain of 16 points and overall state average gain of 10 points. More than 80% of parents participated in computer training.
- SFIAM gained 55 percentage points on API in 2011-12.
- Frick administrators report a dramatic decrease in discipline referrals; 90% of teachers surveyed observed students more engaged in classroom work.
- Central posted academic improvement as an original pilot partner and now has successfully implemented a robust student technology expert program which provides basic level technical support to the entire school community.
- Chemawa reports that hundreds of parents now monitor their child's academic progress online and directly contact teachers by email.

# Leadership is Key to Progress

## California Legislature Leaders Support Broadband Deployment and Adoption



*Mickey Daniels, Iyesba Slaughter and Essandra McDowell celebrate their graduation in Oakland from the Stride Center Fall 2012 computer certification class.*



*Maria Lugin's flower business has bloomed since she attended computer training classes offered through the city of Firebaugh.*

### **The Honorable Alex Padilla, 20th District Chairman, Senate Energy, Utilities and Communications Committee**

“We are making substantial progress in closing the Digital Divide and connecting all Californians to high-speed Internet access. We continue to lead the world as the global epicenter of technology innovation and digital entertainment, but we need to do more. Nearly 60% of Latino households in California now have broadband Internet, up from 34% just a few years ago. But that means 40% do not. All Californians, from all backgrounds and every corner of the state, deserve online access to compete and succeed in the 21st Century. A high-speed connection to the Internet is essential in education, the jobs market, health care, and access to government. The public-private partnerships fostered by the California Emerging Technology Fund have been key to California's strategy to achieve ubiquitous broadband deployment and adoption. Let's continue to promote policies and programs that build on the efforts of CETF, the California Advanced Services Fund, federal broadband grants, and private investment.”



### **The Honorable Jean Fuller, 18th District Vice Chairman, Senate Energy, Utilities and Communications Committee**

“California is a model to the rest of the country in its commitment to expand broadband access to rural communities. As Vice Chair of the Senate Energy, Utilities and Communications Committee, I will continue to pursue policies to ensure that rural California sees every benefit and opportunity enjoyed by other communities in the Information Age. As a long-time educator, I understand that our children must be adequately prepared for tomorrow's workforce, no matter where they are from. The California Emerging Technology Fund understands that local partners made up of schools, churches, and community groups, can be the most effective at communicating the benefits of broadband and connecting people with one another. That's how we will close the Digital Divide in California.”





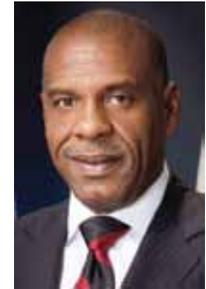
*A representative of Oakland Congresswoman Barbara Lee presents a commendation to Access Now founder Kari Gray for her program to bring computer repair services to communities.*



*Sacred Heart Community Service in San Jose had a computer lab but no trainers, so the Chicana/Latina Foundation supplied the trainers.*

### **The Honorable Steven Bradford, 62nd District Chairman, Assembly Utilities and Commerce Committee**

“California is moving ahead on broadband deployment and adoption because of sustained and focused leadership, the will to make a difference and the determination not to leave any Californian behind. As Chairman of the Assembly Committee on Utilities and Commerce, I recognize that far too many Californians, both in our rural areas as well as our high tech centers, remain on the wrong side of the Digital Divide. We need to build partnerships with private providers, regional leaders and community-based organizations and urge federal communications leaders to work with us to design effective programs that leave no Californian without easy access to broadband at home and an affordable computer. Those are truly the lifelines of the Digital Age.”



### **The Honorable Jim Patterson, 23rd District Vice Chairman, Assembly Utilities and Commerce Committee**

“I am pleased that the Central Valley is showing great progress on broadband deployment and adoption, closing the gap with the coastal regions and giving our families, schools and businesses the tools to grow, thrive and start hiring again. I remember taking office as Mayor of Fresno and how businesses were fleeing. Many had lost confidence in the city’s future. With focused leadership, we turned it around. As a small businessman, I understand the value of staying up on technology to remain competitive, especially in our increasingly digital economy. As Vice Chairman of the Utilities and Commerce Committee, I intend to pursue policies that keep California and our region competitive; access to affordable technology and Internet connections is a key foundation to make our state an economic powerhouse once again.”



# California Puts the Focus on Closing the Digital Divide



*2-1-1 call specialists in 27 counties, like this specialist working in Contra Costa County, refer Californians to digital training and sources for affordable computers and home broadband connections.*



*Latino Community Foundation Executive Director Raquel Donoso visits the Canal Alliance, which teaches digital skills to low-income job hunters in Marin.*

## **Carlos Ramos** **Secretary of California Technology**

“The California Technology Agency supports State programs and departments through cost effective, innovative, reliable and secure technology. We foster and promote collaboration among the public, private and non-profit organizations to make government more efficient and effective and support the understanding of digital literacy. In doing so, we continue to bridge the Digital Divide and effectively serve the public. A number of our citizens need affordable access, training and guidance to technology and broadband connections so that they may acquire needed state services. The California Emerging Technology Fund is a valued partner and key leader in reaching underserved communities and finding new ways to integrate technology training in the delivery of education, health, employment, housing, legal and financial services. Technology training in the delivery of public services is not a luxury, it’s a necessity.”



## **Kish Rajan** **Director of the Governor’s Office of Business and Economic Development**

“As the birthplace of so many historic digital technologies, we know in California that the nature of the worldwide economy is intimately linked to our connectivity. A greater access to connection technology translates to greater economic possibilities. Unfortunately, for too many Californians, the opposite is also true. A diminished range of digital options diminishes their chances for learning, for quality of life and for the career prospects of the future. Efforts to close our Digital Divide not only create access for our underserved but also open new channels for their financial growth. The work of the California Emerging Technology Fund is to recognize that to grow the opportunities of Californians we must also grow their channels to access them.”



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*During a trip to the Eastern Sierra in July 2012, FCC Chairman Julius Genachowski said, "There's common recognition that the country benefits when we connect rural America."*

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Pictured in front, left to right above: Kathleen Quinn Abernathy, Executive Vice President, External Affairs, Frontier Communications; California Senator Alex Padilla; Maggie Wilderotter, Chairman and CEO, Frontier Communications; FCC Chairman Julius Genachowski; Rhonda Lutzke, Frontier National Region President, Frontier Communications; El Dorado County Supervisor Norma Santiago; Ana Maria Johnson, Senior Regulatory Analyst-California Advanced Services Fund, CPUC; Becky Potts, Frontier Communications; Carol Matthey, Deputy Chief-Wireline Competition Bureau, FCC.

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California Emerging Technology Fund

## CETF Leverages Seed Capital: Summary of Financial Status

The California Emerging Technology Fund is committed to efficient and effective use of the Seed Capital which highly leverages other resources: **FOCUS – ACTION – RESULTS**

Summary of Financial Status	Through Fiscal Year 2011-2012 (Cumulative to June 30, 2012)
Seed Capital Received from AT&T and Verizon:	\$60,000,000
Interest and Earned Income:	4,044,403
Contributions for Specific Programs:	1,227,369
Government Grants (ARRA NTIA)	14,359,476
Grants Approved To Date: (December 2012)	24,509,596
Grant Payments To Date: (December 2012)	20,516,685
Grant Outstanding Obligations:	3,992,911
Leveraged Match Funding for CETF Grants:	95,510,900
Total Expenditures - Statement of Activities:	49,073,835
— Program Expenditures:	46,715,264 (95%)
— Administrative Support Costs:	2,358,571 ( 5%)
Non-Grant Expenditures - Statement of Activities:	13,789,454
— Program Expenditures:	11,430,883 (83%)
— Administrative Support Costs:	2,358,571 (17%)
School2Home Expenditures To Date: (June 2012)	2,660,500
School2Home Budgeted Expenditures: (June 2013)	3,544,369
Total Assets - Total Liabilities and Equities:	\$31,835,078

Audited Financial Statements are posted on the CETF website.

The CETF Strategic Action Plan aims to close the Digital Divide by achieving 98% deployment and 80% adoption within a decade of beginning operations. The CETF Board of Directors plans to achieve success by 2017 and conclude operations, expending all Seed Capital and earnings. Thus, the Total Assets and Total Liabilities and Equities will continue to decline each Fiscal Year. The overall goal for the portfolio is to leverage the Seed Capital 4-fold by achieving a 1:3 match by other resources. To date, CETF has achieved and exceeded that goal with a 1:3.9 match. CETF also operates relatively efficiently in comparison to other charitable organizations, with a cumulative 95% in Program and 5% in Support activities and expenditures according to independent audits.



*CETF Treasurer Rich Motta presents check for additional seed capital contribution to CTN CEO Eric Brown.*

“CETF is committed to high productivity and low overhead to optimize impact of the Seed Capital, which has been leveraged 4-fold through prudent management and strategic actions.”

Rich Motta  
CETF Treasurer

In addition to the original Seed Capital, the following partners have provided funding for developing and implementing School2Home: Google, AT&T, Comcast, Verizon, and IBM.

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# California Emerging Technology Fund Board of Expert Advisors

## **Rachelle Chong**

CHAIRMAN, CETF BOARD OF EXPERT ADVISORS

“California has made significant progress in closing the Digital Divide in the last 5 years because of tremendous focus by a handful of California leaders who understand that broadband is critical to economic development and social welfare. The CETF Board of Expert Advisors has added tremendous insights, diverse expertise and critical analysis when reviewing grant and ARRA applications. Truly, we could not have achieved so much in so little time without our own brain trust of California experts drawn from academia, industry, government, consumer groups and community groups.”



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**Larry Goldberg**, *Director; The Carl and Ruth Shapiro Family National  
Center for Accessible Media (NCAM)*, Media Access Group at WGBH

**Jay Gonzalez**, *Linked Learning Advisor; Career Development*  
Los Angeles Unified School District

**Lucy Greco**, *Assistive Technology Specialist*,  
University of California, Berkeley and ACCESSACES

**Allen Hammond**, *Phil and Bobbie Sanfilippo Chair and Professor of Law,  
and Director of the Broadband Institute of California*,  
Santa Clara University

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**Paul Hernandez**, *Community Outreach Development*, Fab Lab San Diego

**Dennis Huang**, *Executive Director*, Asian Business Association

**Jarrid Keller**, *Chief Information Officer*, California State Library

**Brenda Kempster**, *President and Founder*, Kempster Group

**Josh Kirschenbaum**, *Director of Planning and Development*, PolicyLink

**Richard Koffler**, *Chief Executive Officer*, Koffler Ventures LLC

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**Lydia Yu**, *Senior Analyst*, *Division of Health Affairs*, University of California, Office of the President

“Having watched CETF grow from the embryo stage to its fully-hatched status, I take great pride in the tremendous progress we have made in California to bring broadband to our residents and to ensure all Californians are digitally literate. CETF is part of the secret sauce of how California is getting the job done, because their leader and staff focus on this issue every single day.”

Rachelle Chong

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Rachelle Chong provides a unique national and statewide perspective on the progress as a distinguished policy leader in California serving in key positions: Commissioner, Federal Communications Commission and California Public Utilities Commission; Special Counsel, California Technology Agency; Vice President, Government Affairs, Comcast.

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# California Emerging Technology Fund Staff



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# Close the Digital Divide: Empower People and Transform Lives

There are many reasons why it is imperative for California to close the Digital Divide. Broadband is essential 21st Century infrastructure to attract capital investment, generate jobs and increase economic productivity. High-speed Internet access coupled with computing technology and digital skills greatly enhances job opportunities and makes life easier. And, broadband is a green technology, reducing impacts on the environment. Perhaps the most compelling reason to bring a depth of commitment and an intensity of focus to the challenge of closing the Digital Divide is to empower people and transform lives. The most vulnerable Californians are further disadvantaged if they do not have broadband access or do not have the requisite devices and skills to get connected. The Digital Divide is just another manifestation of the Economic Divide and Opportunity Divide.

We are pleased with the progress that California has made in the last 5 years in closing the Digital Divide and appreciate that those accomplishments are being recognized with high rankings from respected independent sources. However, we are very mindful that there is a lot of work still to be done to meet the 98% deployment and 80% adoption goals—225,000 rural households in remote communities need access to broadband infrastructure and more than 880,000 households mostly in poorer neighborhoods need to get connected. Fortunately, there is ample evidence

about “what works” as a result of on-the-ground experience with a network of community organizations, local government officials, and regional civic leaders. However, although CETF operates very efficiently and has effectively leveraged the original seed capital with a track record of grantee partners meeting and exceeding performance outcomes, accomplishing the goals for closing the Digital Divide will require new public policy and additional resources.

In California it will be pivotal for the Legislature and Governor to amend and extend the California Advanced Services Fund and to implement recommendations from the California Broadband Council for integrating broadband into major statewide initiatives. But, the biggest potential for game-changing action is in the hands of the Federal Communications Commission in implementation of the National Broadband Plan through redesign of the Universal Services Fund (especially the Connect America Fund and Broadband Adoption Lifeline Program) and oversight of other programs such as Connect2Compete. The federal government must work in partnership with states to close the Digital Divide. The California Emerging Technology Fund stands willing and ready to be a partner in the quest to empower people and transform lives.

**Sunne Wright McPeak**  
President and CEO  
California Emerging Technology Fund





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