



Get Connected!
California's Future –
Broadband Access for All



**California Emerging
Technology Fund**
ANNUAL REPORT 2013–2014

Close the Digital Divide: Saluting Leaders Who Care

In the quest to close the Digital Divide across America, California has regained a leadership position because the California Public Utilities Commission (CPUC) stepped forward to play a pivotal role in forging new opportunities. The CPUC directed the establishment of the California Emerging Technology Fund (CETF), a statewide non-profit, out of the mergers of SBC-AT&T and Verizon-MCI in 2005. The CPUC was the only regulatory body in the nation to obtain a public benefit for consumers as a result of those corporate consolidations. CETF combines the higher-purpose dedication of the public sector with the focus, discipline and agility of the private sector to bring together government, civic and industry leaders to pursue a shared vision. In addition, the CPUC and the Legislature established the California Advanced Services Fund (CASF) to assist in funding broadband deployment into unserved and underserved areas. The Governor's Administration and Legislature have provided essential leadership to focus attention on the importance of closing the Digital Divide and to generate resources to assist regional consortia, local governments, and community organizations. We are especially grateful to State Senator Alex Padilla (and his colleagues on the Senate Energy, Utilities and

Communications Committee) and Assemblymember Steven Bradford (and his colleagues on the Assembly Utilities and Commerce Committee) for passing legislation (SB 740 and AB 1299) and to Governor Jerry Brown for enacting law to add \$90 million to CASF. This new funding not only will augment our ability to advance broadband availability in rural communities, it also will support broadband connectivity to publicly-subsidized multi-unit affordable housing throughout the state—making California the first state in the nation to address the challenge of “last foot” connectivity for the most disadvantaged Californians who need the benefits of broadband access and computing technologies.

In addition, the California Broadband Council provides an open forum and a powerful force to formulate broadband policy, coordinate resources, and mobilize leadership. In 2013, the Council adopted policy to integrate broadband-enabled technologies and training in education and in all workforce preparation, and focused attention on improving connectivity for Tribal Lands.

All the progress being made in California is because we have leaders who care and are willing to step forward to do the right thing to close the Digital Divide. We salute you.

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



California Emerging Technology Fund President and CEO Sunne Wright McPeak, CETF Chairman Michael R. Peevey and U.S. Congresswoman Anna Esboo share strategies for closing the Digital Divide in California.

Achieving Broadband Access for All

“Pulling rabbits out of hats everyday”

Perla, a high school freshman, lives in the heart of Silicon Valley. Until recently, her mom drove her to the library at night so she could complete her online homework. Through the work of California Emerging Technology Fund partners, the Latino Community Foundation and the Chicana/Latina Foundation, and the compassion of Perla’s teacher and mentor, Laurajean Gerber, the family received a laptop. With discount high-speed Internet at home, Perla and her three siblings now can do homework at home. Receiving her laptop, Perla beamed, “I’ll make you proud.”

Closing the Digital Divide is one of the most important efforts Californians can make to help the next generation succeed in the increasingly competitive global economy.

When Nina Hinton arrived at CETF partner The Stride Center, she was disheartened after fruitless job searches. Nina completed her A+ Certification at the career-training non-profit and restarted her search with fresh confidence. She even bartered her administrative skills with employers in exchange for practical computer experience. That strategy was just what she needed to launch her digital career in healthcare, and she is now working at UCSF Medical Center: “When you feel like life issues are gaining the upper hand, you need more than a kind word from a friend. For me, The Stride Center provided the support to make me feel good about my future, and to have relevancy in today’s market. They pull rabbits out of their hats every day.”

Every Californian who seeks to gain a foothold in the new economy should have access to education and training to improve the quality of their lives and achieve their dreams.



Perla, with her new computer, now can do her homework at home instead of at the library.



Nina Hinton launches her dream career in healthcare, after gaining computer skills.

Get Connected!

Closing the Digital Divide: A Breakthrough Year

Broadband is essential 21st Century infrastructure for economic prosperity, as critical as the roads and airports for keeping California moving. It is a key factor in attracting small businesses to revive aging town centers and cutting-edge companies to generate thousands of jobs. From El Centro to Arcata, Monterey to Mono County, no community can afford to be left behind.

The California Emerging Technology Fund (CETF) has spurred significant progress by working on the ground with more than 100 grassroots groups, foundations and government partners to get Californians connected to broadband. In the realm of public policy, CETF has conveyed to state and national leaders that it is critical to “connect the dots” with a set of coherent strategies to leverage resources and optimize the benefits of providing ubiquitous broadband.

CETF is sharing data, experience and the know-how that only comes from working in the trenches with policymakers, opinion leaders and public interest groups to promote leadership, to seize momentum and to finish the job of bridging the Digital Divide.

Leadership Focused on Action is Key

As a result of purposeful and focused leadership, California is a national model for ubiquitous broadband. It has been a breakthrough year.

- **California Broadband Fund Gets \$90 Million:** A coalition of broadband and affordable housing leaders from rural and urban areas was instrumental in the passage of SB 740 (State Senator Alex Padilla) and Assembly Bill 1299 (Assemblyman Steven Bradford), which will expand the California Advanced Services Fund (CASF) by \$90 million.

For the first time, \$25 million of CASF will be invested in broadband installation and Digital Literacy for residents living in publicly-subsidized multi-family units. CETF and the Housing Authority of the City of Los Angeles launched a Smart Housing Pilot Partnership to develop a model for implementation statewide.

- **CETF Partners with EveryoneOn:** CETF and the national non-profit EveryoneOn in collaboration with the Youth Policy Institute are partnering to increase broadband adoption and Digital Literacy by strategically leveraging public and private resources and working with providers to secure discounted high-speed Internet, devices and training.
- **CETF CEO Testifies Before U.S. Senators:** CETF President and CEO Sunne Wright McPeak urged the U.S. Senate Subcommittee on Communications, Technology and the Internet to incorporate broadband adoption into neighborhood transformation strategies, such as education, housing and job training initiatives, and to secure an affordable broadband rate for the neediest Americans.
- **Local Officials Organize Broadband Summit:** For the first time, 80 local government officials met to identify new opportunities for closing the Digital Divide in their communities and to gain more influence in state and federal policymaking, under the leadership of the California State Association of Counties, the League of California Cities, the Rural County Representatives of California, Valley Vision and CETF.
- **CETF 3.0 Grants Go to 26 Partners:** CETF is investing \$6.5 million with 26 partners to connect communities that lag behind state average broadband adoption rates: low-income households, Latinos, persons with disabilities, seniors and veterans.

A Record of Progress

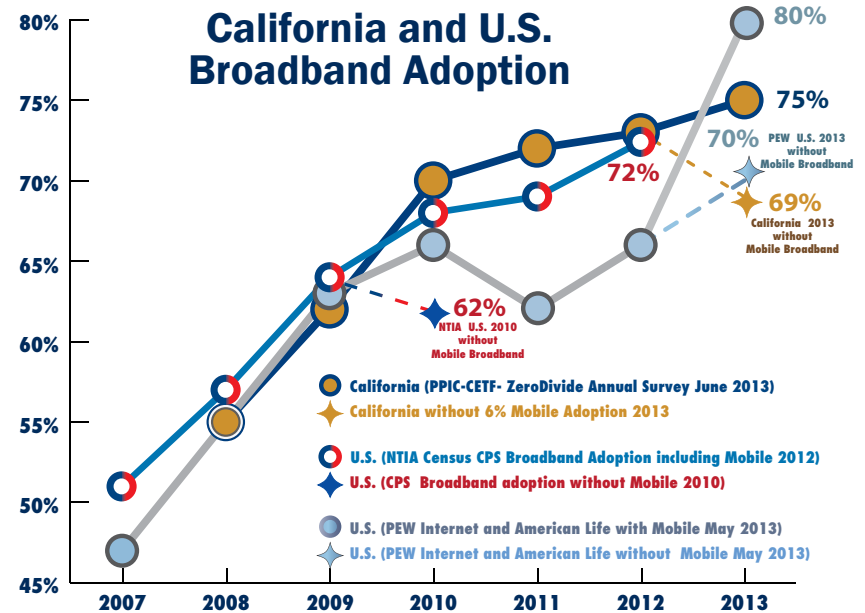
The California Emerging Technology Fund (CETF) was established by the California Public Utilities Commission (CPUC) with the mission to close the Digital Divide in California. CETF has been a vital catalyst for focus, action and results that has produced significant progress in the last 7 years. In 2008, California's statewide adoption rate for broadband use at home was 55%. In 2013, it stood at 75%, including 6% who access the Internet only by a mobile "smartphone."

Between 2008 and 2013, low-income household adoptions were up 20 percentage points (from 33% to 53%); Latino household adoptions were up 18 percentage points (from 34% to 52%); and broadband adoptions by people with disabilities were up 20 percentage points (from 36% to 56%).

Progress has been made because of unified leadership: Governor and State Agencies, Legislature, California Congressional Delegation, CPUC, CETF, regional civic leaders, and community partners. The President recently noted that while we can get speedy Internet with our coffee, that's not often the case at our schools. CETF concludes that success will require more effective federal and state public policies coupled with the dedication of additional resources.

“When being offline in America means being unable to participate fully in our economy and our society, it is imperative that the Commission work to ensure that every American has access to affordable broadband.”

Chairman Tom Wheeler
Federal Communications Commission



NTIA Administrator Larry Strickling (seated) meets with CETF grantees to identify new strategies to close the Digital Divide.

Goals for Success: 98% Deployment and 80% Adoption

The mission of the California Emerging Technology Fund (CETF) is to provide leadership 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
- Adoption in All Regions and Socioeconomic Groups 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



CETF invested \$500,000 in Building Blocks for Kids Collaborative. BBK is providing free WiFi for 400 Richmond families, including the Lopez family, whose home hosts the signal transmitter.

“The ground we break here is a model for the rest of the country. We all have the responsibility to keep moving ahead.”

U.S. Congresswoman Anna G. Eshoo
Palo Alto



FCC Chairman Tom Wheeler meets with Jessica Gonzalez of the National Hispanic Media Coalition and Sunne Wright McPeak of CETF in advance of an Oakland Town Hall with hundreds of affordable broadband advocates.



With help from the San Joaquin Valley Get Connected! Project, 900 Parlier Unified High School students now have tablet computers with wireless hotspots.

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 outlined 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.

- \$31M in Grants to More Than 100 Community-Based Organizations (CBOs) and Public Agencies – Leveraging More Than \$100M 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 20 CBOs and Their Partners
 - ▶ CETF 3.0: \$6.5M *Get Connected!* Fund to Increase Broadband Adoption for 26 CBOs and Their Partners
- 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 Housing Pilot Partnership with Housing Authority of the City of Los Angeles
- Smart Communities: Smart Infrastructure Policy; Resource Guide for Local and Regional Government Leaders; 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
 - ▶ Multilingual 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.

- Partnership with National Non-Profit EveryoneOn to Increase Broadband Adoption
- Collaboration with Power Utilities to Get Low-Income Consumers Online

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 outline action plans to integrate broadband applications into initiatives to address local priority challenges, such as economic development, education, workforce training, and health care (visit the CETF website for Summary Reports). CETF also provided modest matching seed funding for the 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. In October 2013, the Local Government Officials Roundtable was convened to engage 80 local elected and appointed officials to become more active broadband champions. A second roundtable is planned for 2015.



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 more than \$31 million in grants to more than 100 non-profit community-based organizations (CBOs) and public agencies (see a list of all grantee partners on pages 20–21 and visit the CETF website for Final Reports).

In 2010, CETF also received 2 American Recovery and Reinvestment Act (ARRA) grants from the U.S. Department of Commerce National Telecommunications and Information Administration (NTIA) totaling \$14.3 million to increase broadband adoption in California. The 2 grants supported the work of 20 CBOs. The NTIA ARRA funding built 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 funds for greater impact. The grants were completed in 2013.

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 built 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 and partners Chrysalis, Southeast Community Development Corporation and The ACME Network receive Congressional recognition for teaching digital workforce skills in Los Angeles.

“Solving the broadband adoption gap is a complex, multi-faceted problem that requires a community focus. CETF and its partners are working diligently to focus on the specific challenges of their communities, and are making a real difference in people’s lives.”

Administrator Lawrence E. Strickling
National Telecommunications and
Information Administration
U.S. Department of Commerce

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. Today, the California Broadband Council serves as the official forum for continued promotion and oversight of public policies to accelerate broadband deployment and adoption.

“We're in a retraining economy. To be successful, people need broad-based and employable skills. It no longer works to train people for a specific job or occupation.”

Tim Rainey
Executive Director
California Workforce Investment Board

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. Digital Literacy is essential both to drive demand for broadband adoption and to ensure that broadband adoption is sustainable. In the world today, the ability to access employment, education, healthcare, and financial resources is dependent on skills in operating digital devices. Digital Literacy is required for workforce readiness because almost every job requires use of some type of digital technology. Most job applications and all unemployment applications must be filed online. In K-12 education, the shift to Common Core Standards curricula and computer adaptive assessments requires students to be familiar with using computers to do their homework and take tests.

Milestone accomplishments include:

- CETF funded educational presentations to local workforce investment boards (WIBs) about the importance of Digital Literacy across all industries and the scale of information and communication technologies (ICT) job demand across all sectors.
- CETF facilitated a collaborative initiative with the California Workforce Investment Board (CWIB) and the California Workforce Association (CWA) which conducted a webinar and workshop series on integrating Digital Literacy and ICT career pathways. The first webinar, “Information & Communication Technologies (ICT): A New Kind of Sector that Affects Almost Everything,” provided an overview of the strategic importance of ICT.
- CETF funded LINK Americas Foundation, Inc. to assist the California Technology Agency in the launch of the iCALIFORNIA Digital Literacy Campaign to engage the State Librarian and employers as partners.

School2Home

School2Home is an innovative cost-effective program that is tackling two of California's most critical and related challenges: closing both the Achievement Gap and the Digital Divide by integrating computing and broadband technologies into teaching and learning in low-performing middle schools and providing a unique focus on parent engagement. School2Home provides the essential framework anchored in best practices, formulated around 10 Core Components, to improve student achievement at low-performing middle schools and provide the requisite platform to help students master competencies under the new Common Core Standards. Once School2Home has been fully implemented in all grades, rooting the culture of using technology to engage parents and drive education improvement, schools show significant gains in academic performance that outpace comparable schools and statewide averages.

Milestone accomplishments include:

- School2Home currently is being implemented in 10 schools, reaching more than 200 teachers and 5,000 students and families in high-poverty communities: Los Angeles Unified School District; Riverside Unified School District; Oakland Unified School District; Winters Joint Unified School District; and Napa Valley Unified School District.
- Responses from 1,410 students in School2Home showed: 76% increased computer and Internet use at home to support learning; 76% use technology in writing assignments, up from 60% a year earlier; and 86% access the Internet for research assignments, up from 68% a year earlier. Home broadband adoption increased for Spanish-speaking parents by 58% in one year.
- Agreements have been signed to expand School2Home into another dozen schools statewide, pending matching funding. Superintendent of Public Instruction Tom Torlakson has endorsed School2Home, encouraging funders to invest in the program.

(See pages 27–29 for a Spotlight on School2Home Partners.)



Central Middle School teacher Sarah Smith conducts an online lesson with students at the Riverside school using laptops obtained through School2Home.

“As a veteran educator, I am working hard to ensure that all of the state’s schoolchildren, no matter where they live, can access affordable broadband, computing devices and the training required to compete and succeed in our global economy.”

State Senator Jean Fuller
Vice Chairman
Senate Energy, Utilities and
Communications Committee

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.” CETF 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 another \$1 million in operating seed capital and provided 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.

“Healthcare reforms coupled with vibrant online technology are poised to create a healthier California, saving lives and money.”

CETF Director Barb Johnston
CEO, HealthLinkNow Inc.

Milestone accomplishments include:

- CTN finished the fiscal year with 236 member sites receiving Federal Communications Commission broadband subsidies with interconnections to additional healthcare broadband networks serving a total of 768 locations.
- CTN completed broadband interconnections with the California Rural Indian Health Board and Indian Health Services broadband networks, and now CTN reaches all of the state’s tribal health sites.
- CTN became the corporate home of the California Telehealth Resources Center, which provides assistance to more than 460 sites.



FCC Commissioner Mignon Clyburn, California Telehealth Network President and CEO Eric Brown and California Black Health Network Executive Director Brenda Darcel Lee discuss telemedicine issues in Washington, D.C.

Smart Housing

Smart Housing received a major endorsement from top leaders with the passage of AB 1299 in 2013, making California the first state with a statewide program to fund broadband installation and digital training in publicly-subsidized multi-family housing.

Californians least likely to be connected to the Internet live in publicly-subsidized housing, including Latino households, households earning less than \$40,000 a year, and people with disabilities. Just 13% of units receiving a low-income tax credit since 2008 have included broadband as an amenity, according to the California Tax Credit Allocation Committee. Based on this data, CETF estimates that at least 200,000 households in California could benefit from access to an affordable broadband network.

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 produced 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 investing \$300,000 with the Housing Authority of the City of Los Angeles (HACLA) and non-profit organizations to develop a cost-effective model to connect public housing units to broadband and offer residents Digital Literacy training and low-cost computers. With the availability of AB 1299 funds, the goal is to develop a model that can be replicated statewide.



HACLA President Doug Guthrie and Mar Vista Gardens resident Billy Mendez announce \$300,000 CETF investment to bring broadband to publicly-subsidized homes in Los Angeles.

“As the 21st Century economy moves online, our society is increasingly defined by those who have access to the technology that defines modern life and those who don’t. A person’s zip code should not determine if they are allowed to participate in commerce, the job market, or vital areas of modern life.”

Assemblyman Steven Bradford
Chairman
Assembly Utilities and Commerce Committee

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 quality of life. 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 a checklist to guide consideration of wireless initiatives.
- 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. State policymakers are exploring opportunities to incorporate broadband as a green strategy to reduce greenhouse gas emissions and relieve traffic congestion.
- Eighty local leaders participated in the Local Government Officials Roundtable in partnership with the California State Association of Counties, the League of California Cities, the Rural County Representatives of California and Valley Vision. Of the 58 County Boards of Supervisors, 56 have adopted *Get Connected!* resolutions declaring broadband a priority.



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

CETF launched *Get Connected!* to raise overall awareness about the benefits of broadband as a foundation 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!* has a multilingual website (GetConnectedToday.com) to help non-users learn the basics about computers and broadband, airs public service announcements, and supports Community Connect Fairs. CETF partner Radio Bilingüe produces and broadcasts programming about the benefits of broadband, which airs in California's farming communities. CETF and partner 2-1-1 California/United Ways of California were selected in 2013 as a Computerworld Honors Laureate for developing a mobile app to access 2-1-1 information. In 2014, partner National Hispanic Media Coalition is producing PSAs featuring famed Los Angeles Dodger Spanish-language broadcaster Jaime Jarrín describing why getting connected is critical.



At Radio Bilingüe, Jose Moran hosts a program featuring personal stories about the benefits of having affordable broadband at home.



2-1-1 California and CETF were recognized by Computerworld Magazine for building a mobile app for 2-1-1 clients to easily find help online.

5. Strategic Partnerships

It is essential for CETF to forge Strategic Partnerships with government, foundations and employers to sufficiently leverage the CETF seed capital to close the Digital Divide. Joint ventures are vital to the success of initiatives such as *Get Connected!*, School2Home, Smart Housing, and the California Telehealth Network. CETF has allocated or reserved all of the original \$60 million seed capital and earnings to conclude operations in June 2017. Thus, CETF is working with grantees and other stakeholders to identify and attract Strategic Partners to match and leverage the remaining funds. For example, the partnership agreement with EveryoneOn provides an opportunity to engage broadband providers on a national scale and to interact with federal policymakers with greater impact. CETF is working as a member of the California Broadband Council to collaborate with State agencies and statewide public-purpose organizations to accelerate broadband deployment and adoption. And, CETF is working with energy utilities to promote affordable broadband access for their low-income customers. The utilities recognize the importance of broadband connectivity as a tool for customer service and helping low-income customers save time and money through electronic billing, email communications and smart meters.

CETF is reaching out to other non-profit foundations to ensure that philanthropy understands the pivotal role of Digital Inclusion in tackling poverty and empowering disadvantaged communities and is aware of high-performing grantees. The CETF track record of performance and operational efficiency coupled with the network of 13 Regional Consortia, more than 100 CBOs, engaged Local Government Officials, and respected Civic Leaders offers prospective partners the opportunity for groundbreaking impacts and high return on investment.



CETF grantees gather in Los Angeles for a day-long “Learning Community,” a quarterly event in which strategies are shared for reaching the hardest-to-connect Californians: Latinos, low-income households, people with disabilities, seniors and veterans.

“The Digital Divide is solvable, but no one organization can do it alone. It takes local partners who have built trust and personal relationships within the community to help make the value of being online real for people.”

Zach Leverenz
CEO, EveryoneOn

California Advanced Services Fund Gains \$90 Million

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.

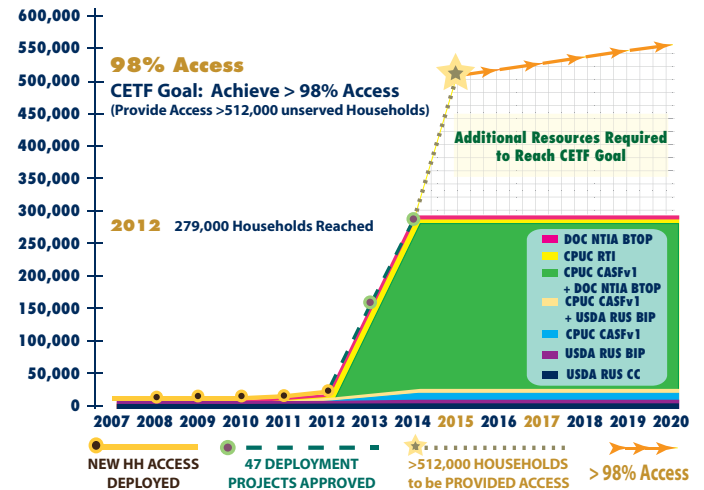
With authorization from the Legislature and Governor, the CPUC established the California Advanced Services Fund (CASF) to support broadband infrastructure deployment to unserved and underserved communities in rural and remote areas of the state. CASF was initially capitalized with \$100 million which 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 by the Legislature in 2010 by \$125 million and again in 2013 by \$90 million, thanks to the leadership of State Senator Alex Padilla and Assemblymember Steven Bradford.

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 on Tribal Lands for Native Americans who want to be connected must be a priority policy. CETF is partnering with the Corporation for Education Network Initiatives in California (CENIC) and Judge Cynthia Gomez, the Governor’s Tribal Advisor and Executive Secretary of the Native American Heritage Commission, to host tribal consultations to inform the newly formed tribal advisory group to the California Broadband Council (CBC). CENIC is identifying prospective federal funding for broadband deployment and adoption on Tribal Lands.

California Broadband Deployment

CETF 2007 PROJECTED UNSERVED CALIFORNIA
Based on 2007 California Broadband Task Force and Mapping by Regional Consortia
94% Households with Access and 768,000 Households – 2.2 M People Unserved



“We expanded the California Advanced Services Fund by \$90 million to continue the state’s critical investment in our digital infrastructure to provide broadband access to the remaining unserved areas of the state. It is important that we leverage the CASF with other private and public investments. Working together with all of our partners, we will ensure that every Californian has access to broadband.”

State Senator Alex Padilla
Chairman
Senate Energy, Utilities and
Communications Committee

Progress Continues on Broadband Adoption

The goal is for 80% of California households to use high-speed Internet by 2015, with no demographic group or region below 70%. Significant progress has been made in narrowing the Digital Divide, as evidenced by the data shown in these graphs based on statewide surveys conducted by the Public Policy Institute of California (PPIC) and co-sponsored by the California Emerging Technology Fund and ZeroDivide. Today, 75% access the Internet at home with a high speed connection (including 6% who access the Internet only by a mobile “smartphone”). A substantial challenge remains: approximately another 633,000 households will have to subscribe to broadband to achieve the 80% adoption goal. This target only will be reached if elected leaders enact forward-looking public policies, such as a federal affordable broadband rate.

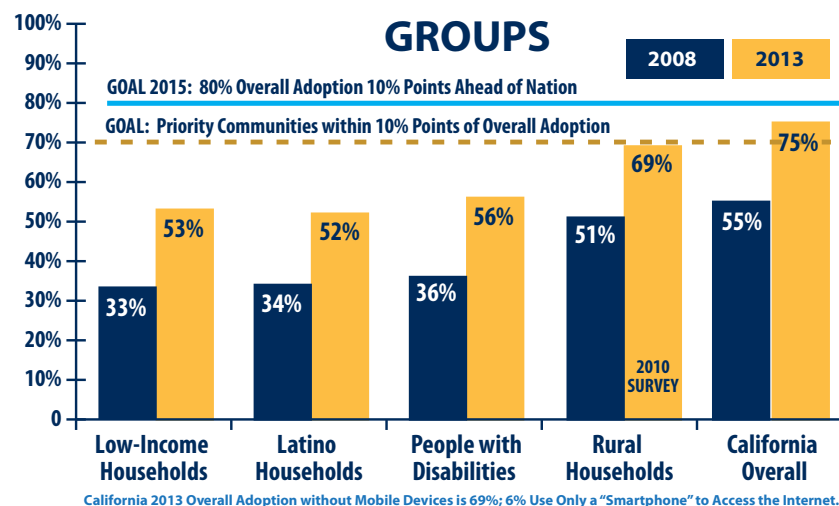
“The Central Valley is showing great progress on broadband deployment and adoption, giving our families, schools and businesses the tools to grow, thrive and start hiring again. I intend to pursue policies that keep California and our region competitive.”

Assemblyman Jim Patterson
Vice Chairman
Assembly Utilities and Commerce Committee

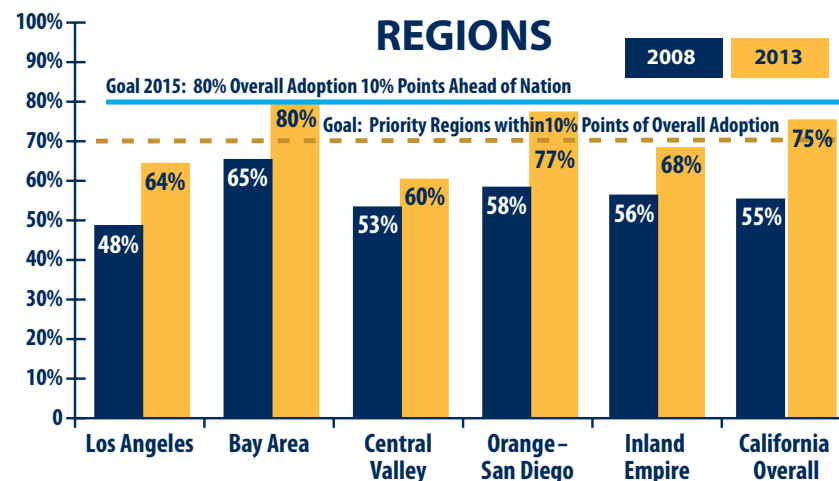
“With support from CETF, the East Bay Broadband Consortium also is bridging the Digital Divide so everyone in the East Bay can access the Internet and be fully engaged in the digital economy.”

Supervisor Keith Carson
Alameda County

California Broadband Adoption

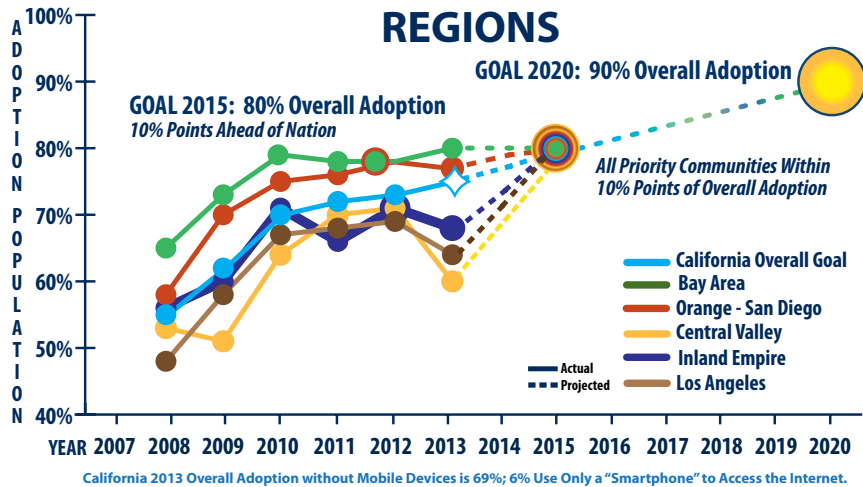
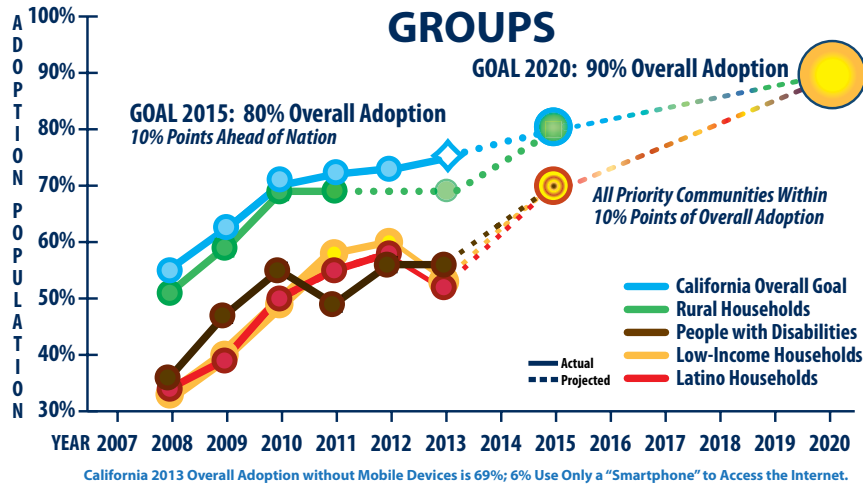


California 2013 Overall Adoption without Mobile Devices is 69%; 6% Use Only a “Smartphone” to Access the Internet.



California 2013 Overall Adoption without Mobile Devices is 69%; 6% Use Only a “Smartphone” to Access the Internet.

California Broadband Adoption



Ken McNeely, President, AT&T California

“As new groups of Californians break through the Digital Divide and gain access to the Internet for the first time, our state shifts towards justice and equality. Thanks to the tireless work of CETF, innovation in affordable emerging devices, and continued investment in wireless infrastructure, we are seeing a strong trend towards a shrinking divide. It is essential that we continue this work to support more Californians as they connect to their local and global communities.”



Tim McCallion, West Region President, Verizon

“At Verizon we are reinventing our networks around mobility, broadband and global connectivity to create a platform for long-term growth not just for us, but for America and the world. We are focused on finding new ways our technology and philanthropy can improve healthcare, education and energy management—improving the lives of our customers and communities. CETF and Verizon share a common vision that a connected California will produce improved outcomes for all of our citizens.”



Partners Contribute to Progress

The California Emerging Technology Fund (CETF) has awarded more than \$31 million in grants to community-based organizations and public agencies that are regarded as “investment partners” in achieving the broadband deployment and adoption goals. CETF requires a substantial match, which has enabled the CETF to leverage its initial seed money. In 2010, CETF received \$14.3 million in 2 federal grants from the National Telecommunications and Information Administration (NTIA) to support 20 sub-awardees. The following lists show all grantees and the amount of each grant. Please visit the CETF website for additional information about each grantee. CETF grantees must produce 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. CETF as an “investment partner” engages, informs, monitors, assists, and helps grantees correct course when needed—all critical factors in reaching success. The Grantee Performance Charts show progress to date for all grantees in broad outcome categories.

Summary of Grant Investments

CETF 1.0 Grantee Partner	Amount		Amount
21st Century Communities Casa Familiar, CD Tech, Los Angeles Housing Partnership, Inc., Mission Economic Development Corporation, New Economics for Women, Self-Help Enterprises	\$60,000	Community Foundation for Monterey County	\$5,000
2-1-1 LA	\$100,000	Community Partners California Community Technology Policy Group, BroadBand Institute of California	\$250,000
Alliance for Technology Access	\$10,000	Computers for Youth	\$666,000
Amador-Tuolumne Community Resources, Inc.	\$250,000	Connected Nation	\$50,000
California Dental Association Foundation	\$25,000	Contra Costa Economic Partnership	\$5,000
California Resources and Training California Black Chamber of Commerce Foundation, California Hispanic Chamber of Commerce Foundation, Asian Business Center	\$287,000	Desert Mountain Resource Conservation and Development Council	\$110,000
California State University (CSU) Foundation	\$750,000	El Concilio of San Mateo County	\$750,000
California State University East Bay	\$20,000	EmpowerNet California*	\$250,000
California Telehealth Network (FCC Rural Pilot Telehealth Program)	\$3,355,837	FirstMile.US	\$10,000
California Telehealth Network (Operating Seed Capital)	Direct Payments \$300,000 Grant \$700,000	Goodwill Industries of San Francisco, San Mateo and Marin Counties*	\$600,000
Center for a New Orange County	\$50,000	Humboldt State University Foundation (matched by Humboldt Area Foundation)	\$250,000
Center for Accessible Technology	\$455,000	Latino Community Foundation	\$25,000
Centro Latino for Literacy	\$300,000	LINK Americas Foundation	\$100,000
Chico State University Foundation (for Northeastern California Connect matched by The McConnell Foundation)	\$250,000	Little Tokyo Service Center Community Development Corporation	\$250,000
Chico State University Foundation (for Upstate California Connect)	\$250,000	Mission Language and Vocational School*	\$150,000
City of Firebaugh*	\$633,000	Non-Profit Housing Association of Northern California	\$100,000
Community Christian College	\$153,000	Oakland Technology Exchange West Fiscal Agent: Marcus Foster Institute	\$300,000
Community Development Technologies Center	\$750,000	OCCUR*	\$600,000
		One Economy Corporation	\$1,400,000
		Palo Alto Institute for Research and Education	\$25,000
		Public Policy Institute of California	\$290,000
		San Bernardino Economic Development Agency	\$5,000

* EmpowerNet California Partner

San Diego Futures Foundation	\$450,000
Sierra Economic Development Corporation	\$250,000
Southeast Community Development Corporation	\$486,000
Tech Soup	\$500,000
The ACME Network	\$680,000
The Children's Partnership (for School2Home) Fiscal Agent: Tides Center	Development \$415,000 Implementation \$369,300
The Salvation Army	\$100,000
The Stride Center*	\$620,000
University of California, Merced	\$190,000
University of California, Office of the President, UC Davis	\$244,163
Valley Vision	\$5,000
Venice Arts	\$140,000
West Contra Costa Unified School District	\$20,000
World Institute on Disability – A-Team Alliance for Technology Access, Center for Accessible Technology, World Institute on Disability	\$380,000
YMCA of Greater Long Beach	\$550,200
YMCA of the East Bay (for Building Blocks for Kids)	\$520,000
Youth Policy Institute	\$292,000

CETF 2.0 Grantee Partner	Amount
<i>Broadband Awareness and Adoption</i>	
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
<i>Access to Careers in Technology</i>	
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
The ACME Network	\$1,150,000
The Stride Center	\$1,219,900
Youth Radio	\$147,983

CETF 3.0 Grantee Partner	Amount
2-1-1 California/United Ways of California	\$600,000
Able-Disabled Advocacy	\$475,000
California Foundation for Independent Living Centers	\$260,000
California State University Monterey Bay	\$150,000
Community Centers, Inc.	\$100,000
Economic Development Collaborative Ventura County	\$5,000
Eden Housing	\$100,000
EveryoneOn	\$100,000
Families in Schools	\$100,000
Fresno State University Foundation, San Joaquin Valley Partnership	\$600,000

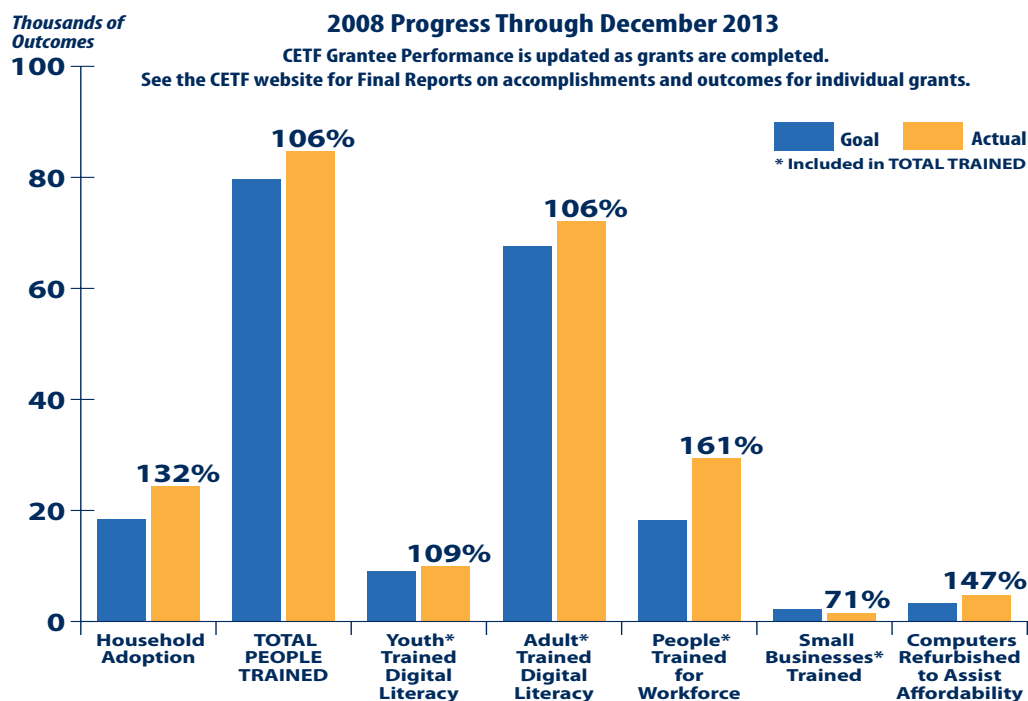
iFoster	\$300,000
Kids Progress, Inc. (Housing Authority of the City of Los Angeles in partnership with Southeast Community Development Corporation and ReliaTech)	\$300,000
Korean Churches for Community Development	\$100,000
Latino Community Foundation, Chicana/Latina Foundation	\$400,000
Manchester Community Technologies, Inc.	\$72,000
Mission Economic Development Agency	\$150,000
National Hispanic Media Coalition	\$150,000
Oakland Technology Exchange West	\$245,000
Radio Bilingüe	\$300,000
Southeast Community Development Corporation	\$300,000
Tahoe Prosperity Center	\$5,000
The Stride Center	\$225,000
THINK Together	\$25,000
West Contra Costa Unified School District	\$20,000
YMCA of Greater Long Beach Partnership YMCA of Greater Long Beach, YMCA of Metropolitan Los Angeles, THINK Together, Anaheim Family YMCA, YMCA of the Central Bay Area, YMCA of Cambria	\$869,500
Youth Policy Institute	\$300,000

Grantees Meet and Exceed Performance Goals

Acknowledgements

In addition to the grantee partners listed on the preceding pages, 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; National Hispanic Media Coalition continues to promote public policies to advance *Get Connected!*; Valley Vision with the assistance of public policy expert Trish Kelly (Applied Development Economics, Inc.) partnered to organize and convene the Local Government Officials Roundtable and to update best practices for broadband as a “green strategy” to reduce impacts on the environment; The Stride Center and EmpowerNet California continue to promote the integration of Digital Literacy into workforce preparation; Joe Camica (Camicia & Company, LLC) is helping provide key information to policymakers; Glen Price Group is facilitating Grantee Learning Communities; James Hurd Nixon (Sustainable Systems, Inc.) and Carl Anthony (Breakthrough Communities) are assisting in advancing Digital Inclusion as a facet of integrated human services and socially-responsible investing to transform disadvantaged neighborhoods; Families in Schools continues as a key partner in implementing School2Home; Carla Mays (Mays Civic Innovation) is promoting School2Home as a centerpiece of neighborhood transformation; Cathy Creswell (Creswell Consulting) is providing professional guidance for the Smart Housing Initiative; Carla Mitchell (Identity Match, Inc.) is engaging civic leaders to support the School2Home partnership with Inglewood Unified School District; and the Inland Empire Economic Partnership and Inland Empire Regional Broadband Consortium are collaborating to integrate broadband deployment and adoption into regional economic prosperity strategies.

California Emerging Technology Fund Grants



“CETF is successfully working to incorporate broadband adoption, Digital Literacy and workforce readiness skills in government initiatives, which is building strong demand for affordable connectivity throughout California.”

CETF Secretary Dr. Barbara O’Connor
 Professor Emeritus, California State University, Sacramento
 Member, National Board of Directors AARP

Spotlight on Local Government Officials Roundtable

Giving Communities a Voice in Broadband

CETF convened the Local Government Officials Roundtable last October in partnership with the California State Association of Counties (CSAC), the League of California Cities (LCC), the Rural County Representatives of California (RCRC) and Valley Vision. Comcast was a co-sponsor. The goals of the Local Government Officials Roundtable were to:

- Engage key Local Government Officials to actively champion closing the Digital Divide throughout California.
- Explore key roles for Local Government Officials in closing the Digital Divide: Policy Leader; Planner; Regulator; Consumer; and Service Provider.
- Understand the challenges that broadband providers face in deploying infrastructure to meet increasing consumer demands: identify strategies for addressing concerns, resolving conflicts, and improving outcomes.

The two-day Roundtable in Sacramento brought together 80 participants, 24 of whom were elected officials from across California. With elected officials and staff, a total of 21 Counties and 9 Cities were represented, along with 6 State Agencies, 5 Regional

Broadband Consortia, 4 statewide associations, 2 federal agencies, and 5 telecommunications broadband companies.

The event highlighted new opportunities for closing the Digital Divide in urban and rural neighborhoods and gave local officials a stronger voice as state and federal policy-makers design key initiatives. The Roundtable included 6 moderated panels with a focus on the unique roles and responsibilities of Local Government Officials in finding solutions to challenges facing Californians on broadband deployment and infrastructure.

- **Policy Leader:** Promulgate policies that determine the jurisdiction's attention and attitude about broadband technology and define the approach to facilitating capital investment in deployment and adoption by residents.
- **Planner:** Prepare land use and other related plans (such as for economic development) that guide the development in their jurisdiction, thus determining how "smart" growth defines quality of life for residents.
- **Regulator:** Adopt implementing ordinances for policies and plans

that promote "smart" infrastructure and facilities.

- **Consumer:** Purchase and utilize technology which can enable residents to access information and services, increasing demand for the technology and encouraging innovation and competition to develop new applications that will increase productivity.
- **Service Provider:** Provide information and services online through broadband that increases the relevance of the technology to consumers, which encourages adoption and reduces impacts on the environment.



Kish Rajan, Director of the Governor's Office of Business and Economic Development, speaks to the Local Government Officials Roundtable.

Local Government Officials Roundtable Participants

Lori Acton, *Councilmember*, Ridgecrest

Lee Adams, *Supervisor*, Sierra County

Scott Adams, *Government Affairs Director*, Comcast

Cecilia Aguiar-Curry, *Mayor*, Winters

Philip Arndt, *Government Affairs Director*, Comcast

William Bayne, P.E., *Consulting Engineer*, Inland Empire Regional Broadband Consortium

Louise Bedsworth, *Deputy Director*, Governor's Office of Planning and Research

Marc Blakeman, *Regional Vice President*, AT&T

Stephen Blum, *President*, Tellus Venture Associates

Carre Brown, *Supervisor*, Mendocino County

Merita Callaway, *Supervisor*, Calaveras County

Kevin Cann, *Chair*, Rural County Representatives of California
Supervisor, Mariposa County

Efren Carrillo, *Supervisor*, Sonoma County

Reid Cox, *Co-Founder*, iFoster

Christine Crawford, *Executive Officer*, Yolo LAFCO

Lea Deesing, *Chief Innovation Officer*, Riverside

Christina DiCaro, *Lobbyist*, Michael F. Dillon and Associates

Michael Dillon, *President*, Michael F. Dillon and Associates

Kim Dolbow Vann, *Supervisor*, Colusa County

Beverly Ducey, *Consultant*, Tahoe Prosperity Center

David Finigan, *Past President*, California State Association of Counties
Chairperson, Board of Supervisors, Del Norte County

Louis Fox, *President and CEO*, Corporation for Education Network Initiatives in California (CENIC)

Dennis Garton, *Supervisor*, Tehama County

Darrene Hackler, *Executive Director*, Strategic Initiatives, UC Davis

Anthony Halstead, *Assistant Director*, Library Services, Napa County

Dan Hamburg, *Supervisor*, Mendocino County

Barrie Hathaway, *Executive Director*, The Stride Center

Staci Heaton, *Regulatory Affairs Advocate*, Rural County Representatives of California

Carolyn Hogg, *Chief Information Officer*, Fresno

Chip Holloway, *Vice Mayor*, Ridgecrest

John Jefferson, *Executive Director*, Statewide Constituency Relations, AT&T

Ana Maria Johnson, *Senior Regulatory Analyst*, California Advanced Services Fund

Denise Jurca, *Director of Operations*, California Telehealth Network

Mike Kasperzak, *Past President*, League of California Cities
Councilmember, Mountain View

Jarrid Keller, *Acting Deputy State Librarian*, California State Library

Trish Kelly, *Principal*, Applied Development Economics

Jon Kennedy, *Supervisor*, Plumas County

Julie Langou, *Project Manager*, Eastern Sierra Connect Regional Broadband Consortium

Kimberly Lewis, *Legislative Advocate*, HR Dowden & Associates

Christina Lokke, *Legislative Representative*, California Special Districts Association

Christy Lopez, *Attorney*, Aleshire & Wynder LLP

Mark Lovelace, *Supervisor*, Humboldt County

Kristine Mazzei, *Chief Operating Officer and Managing Partner*, Valley Vision

Bill McCammon, *Vice Chair*, Executive Committee, FirstNet Public Safety Advisory Committee

Sean McLaughlin, *Executive Director*, Access Humboldt

Laurie Miller, *Director Construction and Engineering*, AT&T

Steve Monaghan, *Chief Information Officer*, Nevada County

Judy Morris, *Supervisor*, Trinity County

Patrick Mulhearn, *Policy Analyst*,
Santa Cruz County

Jodi Mulligan, *Project Fellow*, Valley Vision

Geoffrey Neill, *Senior Legislative Analyst*,
California State Association of Counties

Scott Nelson, *Mayor*, Placentia

Anne Neville, *State Broadband Initiative
Director*, National Telecommunications and
Information Administration

Martin Nichols, *Chief Administrative Officer*,
Lassen County

Greg Norton, *President and CEO*,
Rural County Representatives of California

John Paul, *CEO*, Spiral Internet

Kish Rajan, *Director*,
Governor's Office of Business and
Economic Development (GO-Biz)

Kirsten Rowe, *Management Analyst*, Eastvale

Norma Santiago, *Supervisor*, El Dorado County

Don Saylor, *Supervisor*, Yolo County

Heidi Smith, *Program Analyst*,
California Department of Technology

Angela Swanson, *Councilmember*,
South Lake Tahoe

Doug Teeter, *Supervisor*, Butte County

Tara Thronson, *Project Manager*, Valley Vision

Robert Tse, *Rural Development Specialist*, USDA

Martha van Rooijen, *Manager*, Inland Empire
Regional Broadband Consortium

John F. Viegas, *Supervisor*, Glenn County

Robert Volker, *CEO*,
California Broadband Cooperative

Mark Wheetley, *Vice Mayor*, Arcata

Jennifer Whiting, *Legislative Representative*,
League of California Cities

Karen Wong, *Assistant Director*, California
Office of Emergency Services

Patty Wong, *County Librarian*, Yolo County

Terry Woodrow, *Supervisor*, Alpine County

Adelina Zendejas, *Deputy Director*,
California Department of Technology

“A greater access to high quality technology translates to greater economic possibilities and more needs to be done to increase California’s broadband infrastructure. 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.”

Kish Rajan
Director

Governor's Office of Business and
Economic Development (GO-Biz)



Fresno Chief Information Officer Caroline Hogg and AT&T State Constituency Relations Executive Director John Jefferson confer at the Local Government Officials Roundtable



South Lake Tahoe Councilmember Angela Swanson and El Dorado County Supervisor Norma Santiago join the Roundtable, where leaders say broadband is a key economic development tool.

Broadband Promotes Local Economic Growth

What Roundtable Partners Say

“In an age when an infinite amount of information is at our fingertips, it is imperative that we provide our residents with the tools they need to retrieve this information, learn from it and in turn, make their communities better places to live. That can only happen if we ensure that all Californians have adequate access and the digital skills to thrive. As a county elected leader who has worked with my colleagues throughout the state, I have seen how broadband is critical for the economy, public safety and our overall quality of life.”

Dave Finigan, Past President, California State Association of Counties
Chairperson, Board of Supervisors, Del Norte County

“We are seeking new opportunities to integrate broadband deployment and adoption in neighborhood transformation strategies. Providing local officials with a forum to develop a stronger voice in state and federal policy making is imperative. Leadership requires looking ahead.”

Mike Kasperzak, Past President, League of California Cities
Councilmember, Mountain View

“Broadband has the potential to unlock our ability to empower all citizens and companies. We’re eager for California’s local governments to proactively and aggressively plan for expanding infrastructure and access because it is as necessary for business growth as water and power. We need to find ways to be on the leading edge of deployment.”

Kristine Mazzei, Chief Operating Officer
and Managing Partner, Valley Vision



Eighty local government officials and broadband advocates convene the Local Government Officials Roundtable, the first forum designed to promote local issues in broadband policymaking.

“We are working diligently to close the Digital Divide in rural California. To complete the work, we must leverage our resources by organizing local officials to share strategies and build coalitions around smart broadband policies in transportation, public works, telecommunications, education, and health.”

Kevin Cann, Chair, Rural County Representatives of California
Supervisor, Mariposa County

“Comcast is pleased to support the Local Government Officials Roundtable. It’s a timely forum to discuss how to reach Californians who remain unconnected, including families who are eligible for Internet Essentials—offering affordable Internet service and computers—and communities promoting economic development.”

Scott Adams, Government Affairs Director, Comcast

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 5 (Original Pilot School: Continuing)



San Fernando Institute for Applied Media (SFIAM), San Fernando
Grades 6–8; 450 Students; 22 Teachers
Partner: Youth Policy Institute
Principal: Olivia Robledo
Year 3 (Full-School Implementation)



James Madison Middle School, North Hollywood
Grades 6–7; 400 Students; 18 Teachers
Partner: Los Angeles Unified School District and Kindle the Passion Academy
Principal: Estelle Baptiste
Year 1



Muir Middle School, South Los Angeles
Grades 6–8; 1,365 Students; 65 Teachers
Partner: L.A.'s Promise
Principal: Kurt Lowry
Year 2 (Full-School Implementation)

What Students Say

“I lost my binder and I emailed my teachers, and I didn’t get in trouble. I can look at my email and see what I have to do.”

“School2Home has helped me a great deal in my academic achievements over the past two years. It helps me a lot with my work, keeping me up to date on my grades, and researching topics for classroom assignment. I sincerely LOVE having my netbook.”

“It has helped me a lot not to lie. If it weren’t for my computer, I wouldn’t have good grades. When my mom sees my grades she pushes me to do better, and she can check my grades at home or anywhere else. Even on her phone.”

School2Home Transforms Learning

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: Raul Ayala
Year 1 (Full-School Implementation)

Oakland Unified School District



Frick Middle School
Grades 6–8; 420 Students; 20 Teachers
Principal: Jeffrey Taylor
Year 3 (Full-School Implementation)



University Heights Middle School
Grades 7–8; 820 Students; 38 Teachers
Principal: Coleman Kells
Year 1 (Full-School Implementation)

What Parents Say

“Homework was always a challenge. Doing it on a computer makes her more excited to get it done and easier to email a teacher for help. This alone has caused her grades to go up.”

“My son has certainly blossomed this year...the technology helps bring out his academic strengths.”

“My son is now using the computer more as an (education) tool instead of an entertainment system. Technology is a new and wonderful addition to his education.”

“I love the fact that I can check my daughter’s grades at any time, and also make sure she is on top of her school work.”

“We have become more interactive with teachers, our son’s grades are good, and for that we are proud. Thank you School2Home.”

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.

- A major success at Stevenson, which was one of the lowest-performing schools in LAUSD when School2Home began, saw an API gain of 35 points in 2011–2012. Progress continued in 2012-2013, with a 17-point gain, outperforming the LAUSD average gain of 3 points.
- Two schools (Frick in Oakland and Muir in LAUSD) showed gains in language arts on the California Standards Test, while comparable schools in California showed significant declines in CST Language Arts.
- Frick administrators report a dramatic decrease in discipline referrals; 90% of teachers surveyed observed students more engaged in classroom work.
- Chemawa reports that hundreds of parents now monitor their child’s academic progress online and directly contact teachers by email.
- University Heights joined the School2Home Program in September 2013.

What Teachers Say

“Students have the ability to see their grades for all classes in real time, making them, rather than the teacher, the gatekeepers of their educational achievement.”

“Some of my lessons are much more engaging than they used to be, thanks to students being able to access websites that reinforce what’s being presented.”

“Students are so excited to learn about the real world! They are so engaged in learning when they are researching on the computers.”

“Self-management skills and communication between student and teacher has increased because of School2Home participation.”

“The increase of assignments completed was great. The flexibility to turn in assignments from home increased completions.”



State Senate Education Committee Chair Carol Liu, educators and School2Home managers discuss strategies for implementing technology in the classroom.



Frick Middle School Principal Jeffrey Taylor (middle), and parents say School2Home has expanded the horizons of students.

Spotlight on Broadband Champions

Trailblazers Working to Close the Digital Divide

Richard Abisla: Making Tech Training His Mission

Richard Abisla first brought technology training to an indigenous rights group in Honduras, and he continues the work today at Mission Economic Development Agency (MEDA) in San Francisco. As project manager of Latino Tech-Net, he managed a team that built a network of computer labs at Latino-led economic development agencies in 10 states, promoting bilingual technology training, public computer centers, and entrepreneurship. He developed the first broadband adoption program at MEDA, which has blossomed into an ambitious goal to ensure that every family in the Mission District has access to a computer and Internet at home. He also took a fledging training session and turned it into a workforce development program for underemployed and unemployed workers. In addition to his vision and commitment to the community, Richard demonstrates the importance of developing relationships that deliver results and transform lives.



*Richard Abisla, Technology Manager,
Mission Economic Development Agency*

Cecilia Aguiar-Curry: Leaving No Winters Child Behind

As Mayor of Winters, population 6,900, Cecilia Aguiar-Curry has worked with local businesses and schools to ensure that student test scores are up and parents are more engaged in their children's education in the Yolo County farming community. She gives a lot of credit to the arrival of tablet computers and other technology in the public school's K-5 classrooms, where two-thirds of the students are Latino. Next up, grades 6-12 will be getting tablets, too. The initiatives, funded by nearly \$600,000 in grants from the Yocha Dehe Community Fund, the philanthropic arm of the tribal nation that owns nearby Cache Creek Casino, have generated new involvement. The PTA has grown from 8 families to more than 180 and student achievement tests showed 10% improvement for 4th and 5th graders. But she is not satisfied: While the students may have the latest technology at school, many have no broadband access when they go home, a situation the Mayor is now focused on changing.



Cecilia Aguiar-Curry, Mayor of Winters

Gerardo Alvarez, Israel Lara: Putting Parlier Students At the Head of the Class

Parlier Unified Superintendent Gerardo Alvarez decided the students at Parlier High School, where he as the son of farm workers gained his high school diploma, should benefit from the latest technology. Working with Israel Lara, Executive Director of Youth Centers of America, the pair arranged to distribute 900 new iPad tablets—one to every high school student—just days before Christmas 2013. The tablets are meant to help students become comfortable with technology and prepare them to take standardized tests on computers. But the two didn't stop there. They knew that many families in the farming town 20 miles south of Fresno could not afford broadband, and they didn't want the iPads to go unused at home. So they recruited Verizon, which is providing a hotspot to go with each tablet and giving hundreds of families connectivity at home. Gerardo, with a wry smile, tells his students, "Now there is no excuse not to do your homework."



Gerardo Alvarez, Superintendent, Parlier Unified School District and Israel Lara, Executive Director, Youth Centers of America

Connie Barrington: Building Broadband Oases in the Desert

As the Imperial County Librarian, Connie Barrington is the spark for connecting hundreds of residents in rural desert farming communities to the online world. The Imperial County Free Library has extremely limited resources, yet its staff puts a high priority on providing access to technology and training. Connie, a champion for Internet adoption and literacy, works collaboratively with other libraries and education agencies, and Imperial County is one of the few rural library systems to promote e-books. She helped obtain a reading and literacy grant to get 1,300 young students reading proficiently by the third grade in outlying communities. Parents are given computer tablets and books and taught how to help their children develop reading skills at home. Connie and her partners are committed to closing the Digital Divide in Imperial Valley by promoting access to technology in the library and at home.



Connie Barrington, Imperial County Librarian

Spotlight on Broadband Champions

Damary Bustos: Finding Her Voice Through Technology

Born with cerebral palsy, Damary Bustos was told she would never walk or talk well enough to be clearly understood. One day she faced a crisis: The day before a Disability History Week presentation at a local high school, her translator backed out. Undeterred, she downloaded the app Verbally on her father's iPad, which allowed her to click "speak" and the computer recited the presentation aloud. The students thought it was so cool—and Damary's life changed. Her ability to communicate verbally and online has opened up her social world and led her to college. In addition, she has become a leader at Community Resources for Independent Living's Disability Action Network for Youth and Yo! Disabled & Proud where she helps disabled youth engage in technology. Damary's story underscores how access to broadband communication can open up new worlds and enable a remarkable young woman to be heard.



Damary Bustos, Youth Leader for Disability Action Network for Youth and Yo! Disabled & Proud

Linda Crowe: Moving California Libraries into the Digital Age

Linda Crowe understands the power of networks. She serves as Executive Director of the Peninsula Library System, which includes Silicon Valley cities, and of Califa, a consortium of more than 220 California public libraries. A pioneer on national and state digital initiatives, including leading a national task force focused on equal access to electronic resources, Linda for a decade has worked to develop a library network for California. In 2012, the state's academic-based network agreed to invite public libraries, but then the State Library budget was slashed. Undeterred, Linda and others conducted a "needs assessment," which showed that 52% of California public libraries had unacceptably slow Internet connections. Now, the Governor's proposed budget for 2014-15 includes \$3.3 million for upgrading connections to join the network. Linda is not looking back: Instead she asks "What's next?" and "How can we make it better?"



Linda Crowe, Executive Director of the Peninsula Library System

Eric Cutright and Paul Romero: Bringing 21st Century Technology to Tribes

For hundreds of far Northern California residents, living with no regular cell service, no high-speed Internet, often unreliable landline phone service is common. Orleans, tucked away in northeast Humboldt County, is home to members of the Karuk Tribe. After years of unmet promises for better service, the tribe, led by Tribe Informational Technology Director Eric Cutright, decided to become the Internet Service Provider. Funding was hard to come by, so Eric teamed with Paul Romero, Information Service Director of the neighboring Yurok Tribe. In 2013, the California Public Utilities Commission approved \$6.6 million to help fund the Klamath River Rural Broadband Initiative Project—an 80-mile fiber optic route from Orleans to Humboldt Bay. Upon completion, planned for October 2015, more than 600 unserved and underserved households will have reliable communications. “It’s going to be life-saving,” says Eric.



Eric Cutright, Karuk Tribe Informational Technology Director, and Paul Romero, Yurok Tribe Information Service Director

Marilyn Friedman: Drawing Inspiration from Young Animators

Many Los Angeles youth harbor dreams of working in the entertainment business. But few expect to find themselves under the mentorship of professional animators from DreamWorks. For more than a decade, Marilyn Friedman worked behind the scenes at the award-winning studio to match budding animators, many of whom attended low-performing schools, with Hollywood professionals. The animators delivered live, interactive lessons through videoconferencing sponsored by The ACME Network. When Marilyn learned that the classrooms had broadband but many students didn’t own computers, she spearheaded the donation of more than 1,400 DreamWorks computers to ACME students and their schools, among other non-profits. Connecting with professionals in an exciting industry motivated many of the Los Angeles partner schools to become early adopters of broadband and their students to launch promising careers.



Marilyn Friedman, Volunteer for The ACME Network

Spotlight on Broadband Champions

Susan Hildreth: Turning Libraries into Innovation Centers

Susan Hildreth's distinguished career has led her from various city library posts and California State Librarian to Washington, D.C., where she now serves as Director of the Institute of Museum and Library Services (IMLS). Appointed by President Obama in 2011, Susan is working at the national level to help libraries and museums use technology to offer engaging experiences for lifelong learners and enable these institutions to become strong community anchors. Under her leadership, IMLS strives to place learners at the center of the library experience by integrating technology in programs designed for all ages, ranging from developing early reading skills to building teen digital labs to teaching adults financial and health literacy and workforce skills. In 2013, the agency's work was celebrated at the White House and on Capitol Hill, drawing national and international praise for Susan and her team's vision to turn libraries into centers of innovation.



Susan Hildreth (center), Director of the Institute of Museum and Library Services

Arlene Krebs: Using Technology to Transform Lives

When anyone wants to find out “what’s happening in broadband” in Monterey County, they call Arlene Krebs. In the past decade, she helped formalize the Central Coast Broadband Consortium, founded the Wireless Education and Technology Center at CSU Monterey Bay, and organized educational seminars to drive Digital Inclusion in the region. Arlene participated in a statewide Broadband Task Force to determine infrastructure and digital literacy priorities and, working with her local Congressman, secured federal funds for a computing center in the homeless area of Salinas. Arlene also has worked to build career paths for local residents. At Loaves, Fishes & Computers, where she serves as Vice-Chair, Arlene developed a program to train people how to refurbish computers, which led some participants to start a small micro-enterprise refurbishing business. Her commitment to the use of broadband has had far-reaching influence on the Central Coast.



Arlene Krebs (right), Director of the Wireless Education & Technology Center, CSU Monterey Bay

Rick Miller and Jay McPhail: Pioneering Computers in the Classroom

When the Superintendent of Riverside Unified School District put computers in the classroom, he didn't imagine this: Online poetry slams; guest lecturers from Turkey via Skype; and dyslexic students achieving "As" for the first time. But in 2009, then-Superintendent Rick Miller and his innovation director, Jay McPhail, did have a vision. They knew that with support, students and teachers would amaze them. Rick's vision and persistence, including seeking a waiver from the State Board of Education to provide electronic textbooks, led Central Middle School to become one of two CETF-sponsored School2Home beta sites. Jay stepped forward to provide critical support to Central and other participating schools, building a robust network and implementing teacher and parent training. Rick and Jay have moved on to other Southern California school districts, but Riverside schools continue to benefit from their push for innovation.



Rick Miller, former Superintendent of Riverside Unified School District

Dewanna Slaughter: Connecting Her Community to Broadband

Dewanna Slaughter, a teacher at Frick Middle School in Oakland, helps her students to succeed academically. But she also wants them to be productive contributors to society. With that motivation, she works to include parents in the learning process through the CETF-sponsored School2Home. Since 2011, Dewanna has helped 300 Frick families gain valuable computer training in hands-on workshops and access discount high-speed Internet service at home. She shows parents how to get their first e-mail addresses and find online resources to help them access employment, education and health information. Despite carrying a full teaching load, Dewanna spends evenings and weekends offering workshops, which get positive reviews from parents who express appreciation for a teacher who understands them and their community. That's no surprise, as Dewanna was a student at Frick Middle School herself.



Dewanna Slaughter, teacher at Frick Middle School in the Oakland Unified High School District

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 2012-2013 (Cumulative to June 30, 2013)
Seed Capital Received from AT&T and Verizon:	\$60,000,000
Interest and Earned Income:	4,047,906
Additional Contributions for Specific Programs:	1,227,369
Government Grants (ARRA NTIA)	14,359,476
CETF Grants Approved To Date: (January 2014)	29,696,596
CETF Grant Payments To Date: (January 2014)	23,402,996
CETF Grant Outstanding Obligations:	6,293,600
Leveraged Match Funding for CETF Grants:	97,433,840
Total Expenditures – Statement of Activities:	58,165,876
— Program Expenditures:	55,328,260 (95%)
— Administrative Support Costs:	2,837,616 (5%)
Non-Grant Expenditures – Statement of Activities:	16,589,066
— Program Expenditures:	13,751,450 (83%)
— Administrative Support Costs:	2,837,616 (17%)
School2Home Expenditures To Date: (June 2013)	3,317,187
School2Home Budgeted Expenditures: (June 2014)	4,225,000
Total Assets – Total Liabilities and Equities:	\$26,160,555

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 1:3.3 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 President and CEO Sunne Wright McPeak, CETF Board Member Darrell Stewart of Intel, Tina McKinnor of Assemblyman Steven Bradford's office and Keshia Sexton of Congresswoman Karen Bass' office join HACLA President Doug Guthrie to announce a pilot initiative to bring broadband to publicly-subsidized homes.

“Through innovative partnerships, strategic funding decisions and prudent management, CETF is successfully leveraging its initial seed capital several times over.”

CETF Treasurer Rich Motta

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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CHAIRMAN, CETF BOARD OF EXPERT ADVISORS

“Closing the Digital Divide in California takes tremendous effort, creativity and vision. The insight and guidance offered by the members of the CETF Board of Expert Advisors are critical to implementing effective public policy and programs that will extend broadband deployment to the hardest to reach places and increase broadband adoption among the hardest to reach Californians.”



Neal Albritton, *CEO and Founder*, Section508Guru.com

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

“Contributing resources and policy work, CETF is helping lead initiatives to integrate broadband into education, healthcare and housing, and that is benefiting urban and rural Californians seeking to improve their lives.”

CETF Director Carol Whiteside
Partner, California Strategies, LLC

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Close the Digital Divide: Leadership Forged a Breakthrough Year

Last year, CETF issued a “call to action” for new public policy and additional state and federal resources, which resulted in significant progress—it has been a breakthrough year. The hallmark of the California Emerging Technology Fund is *action that delivers results*. That is why we focus first on leaders—individuals who step forward and take responsibility to make something happen. California has benefited greatly from trailblazing leadership:

- The California Public Utilities Commission (CPUC) in 2005 directed CETF to be established, which has been a catalyst for collaboration, focus, action and results.
- Governor Schwarzenegger and the Legislature convened the Broadband Task Force in 2007 to produce a roadmap for the State.
- CPUC (Commissioner Rachelle Chong with the support of President Michael Peevey) and the Legislature established the California Advanced Services Fund (CASF) to deploy broadband in unserved and underserved communities. The Legislature also authorized CASF funding for Regional Consortia.
- State Senator Alex Padilla authored legislation to establish in statute the California Broadband Council to ensure continued focus on closing the Digital Divide. The State Legislature overcame substantial opposition in 2013 to add \$90 million to CASF (courageously led by Senator Padilla and Assemblymember Steven Bradford).
- Assemblymember Bradford authored legislation to provide “last foot” connectivity to publicly-subsidized multi-unit affordable housing to empower the most disadvantaged Californians to become more self-sufficient.
- Local elected officials are championing broadband deployment and adoption in their own jurisdictions to set examples and provide models for others. Regional Civic Leaders are integrating broadband solutions into existing priorities to enhance and accelerate economic prosperity and development.
- The California State Association of Counties, the League of California Cities and the Rural County Representatives of California are co-sponsoring the Local Government Officials Roundtable to mobilize elected leaders in every community to drive broadband deployment and adoption.
- Community-Based Organizations are in the trenches doing the hard work to facilitate broadband deployment in rural areas and advance broadband adoption in the most disadvantaged neighborhoods.

In this Annual Report, CETF spotlights Broadband Champions—representatives of trailblazers who work throughout California to point the way for policymakers to understand the opportunities afforded by information technology and high-speed Internet access. They also share the moral imperative not to leave anyone behind or offline. Using the inspiration these women and men give us, let’s renew our “call to action” and deliver another breakthrough year.



Sunne Wright McPeak
President and CEO
California Emerging Technology Fund



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