



**CALTRANS SUSTAINABLE COMMUNITIES GRANT TO SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS
LOS ANGELES DIGITAL EQUITY ACTION LEAGUE (LA DEAL)**

FOCUS GROUP INTERVIEWS

AT-A-GLANCE REPORT

In *January & February 2022*, LA DEAL conducted 20 Focus Group phone surveys interviewing residents within disadvantaged communities in Los Angeles County to determine the potential for low-income residents, who are the majority of unconnected and under-connected households in the region, to reduce vehicle trips and therefore decrease greenhouse gas (GHG) emissions, if they had access to high-speed internet infrastructure and were digitally proficient.

- **THE PARTICIPANTS IDENTIFIED A TOTAL OF 93 VEHICLE TRIPS THAT COULD BE AVOIDED BY USING THE INTERNET AT HOME WEEKLY**
- APPLYING FOR JOBS, GOING TO SCHOOL, SHOPPING, PAYING FOR BILLS RANKED THE HIGHEST FOR VEHICLE TRIPS SAVED
- ____ (INSERT NO.) PARTICIPANTS IDENTIFIED THEMSELVES AS “ESSENTIAL WORKERS”
- THE AVERAGE HOME INTERNET BILL WAS \$70.00 PER MONTH.
3 (INSERT NO. OR “NO” IF ZERO) RESPONDENTS HAD INTERNET SERVICE UNDER \$25 PER MONTH)
- ALL PARTICIPANTS HAVE INTERNET AT HOME, BUT ONLY A FEW KNEW ABOUT ANY DISCOUNTED PROGRAMS FOR LOW-INCOME HOUSEHOLDS, AND THOSE WHO DID KNOW, MOSTLY REFERENCED AFFORDABLE OFFERS FROM AN INTERNET COMPANY AND WERE UNAWARE ABOUT ITS SUCCESSOR PROGRAM NOW CALLED THE “AFFORDABLE CONNECTIVITY PROGRAM (ACP).”
- 1 LISTED A SMARTPHONE AS THE ONLY DEVICE THEY USE TO ACCESS THE INTERNET.
- THE AVERAGE SATISFACTION RATING FOR THE FOCUS GROUPS EXISTING INTERNET SERVICE WAS ABOUT 4 IN A RATING FROM 1 TO 5. WITH MOST PEOPLE EXPRESSING CONNECTIVITY ISSUES



FOCUS GROUP A: (PROVIDE BRIEF IDENTIFYING INFO)

<p align="center">ESTIMATED VEHICLE TRIPS SAVED IF CONNECTED TO FAST, AFFORDABLE, AND RELIABLE INTERNET: 30 VEHICLE TRIPS SAVED</p>	
<p>TOTAL PARTICIPANTS: 10</p> <p>AFRICAN-AMERICAN: XX ASIAN-PACIFIC ISLANDER: XX LATINX: 10 NATIVE AMERICAN: XX WHITE: XX</p> <p>FEMALE: 9 MALE: 1</p> <p>AGE GROUPS: 21-35: 35-50: 8 50-65: 1 OVER 65: 1</p>	<p>TOP RANKED TRIPS SAVED: (TALLY QUESTION 18) (YOU DON'T HAVE TO USE ALL THE NUMBERS IF NOT NEEDED)</p> <ol style="list-style-type: none"> 1. APPLYING FOR A JOB: 25 2. SCHOOL OF EDUCATION: 33 3. GROCERY SHOPPING: 21 4. PAYING FOR BILLS: 7 5. BANKING: 7 6. 7. 8. 9. 10. 11. 12.
<p>ESSENTIAL WORKERS: 4 WORKING: 5 NOT WORKING OR RETIRED: 5</p>	<p>10 SAID THEY HAVE INTERNET AT HOME</p>
<p>TARGETED ZIP CODES/AREAS: 90033, 90023 (Within a Disadvantaged Community)</p>	<p>1 LISTED A SMARTPHONE AS THE ONLY DEVICE THEY USE TO ACCESS THE INTERNET.</p>
<p>OTHER ZIP CODES/AREAS: XX (½ Mile of Disadvantaged Community)</p>	<p>AVERAGE HOME INTERNET BILL: \$ 75 /MO. 3 had Home Internet Cost of \$25 or below)</p>
<p>4 HAD HEARD OF DISCOUNTED INTERNET PROGRAMS FOR LOW-INCOME FAMILIES</p>	<p>AVERAGE RATING FOR EXISTING INTERNET SERVICE WAS "X" ON A SCALE OF 1 – 5.</p> <p>4, experienced connectivity issues</p>
<p align="center">TOP RESPONSES OF WHAT WILL MAKE IT EASIER TO CONNECT TO THE INTERNET AT HOME: (FROM TALLY QUESTION 19)</p> <ol style="list-style-type: none"> 1) BETTER INTERNET ACCESS AT HOME 2) MORE AFFORDABLE HOME INTERNET 	
<p align="center">FOCUS GROUP A - PARTICIPANT COMMENTS:</p> <p>"SPECTRUM OFFERED A REDUCED INTERNET PLAN FOR \$29.00, BUT THE TERM EXPIRED AND NOW PAY \$65.00"</p> <p>" WOULD LIKE TO BE CONNECTED TO THE INTERNET, IF THE PLAN WAS AFFORDABLE. UNAWARE OF SUBSIDIZED PROGRAMS</p> <p><i>EXAMPLE: "We use online services b/c it saves gas. At least 2 road trips are saved per person."</i></p>	





FOCUS GROUP B: (PROVIDE BRIEF IDENTIFYING INFO)

<p align="center">ESTIMATED VEHICLE TRIPS SAVED IF CONNECTED TO FAST, AFFORDABLE, AND RELIABLE INTERNET: 58 VEHICLE TRIPS SAVED</p>	
<p>TOTAL PARTICIPANTS: 10 AFRICAN-AMERICAN: 1 ASIAN-PACIFIC ISLANDER: 3 LATINX: 5 NATIVE AMERICAN: 1 WHITE: XX</p> <p>FEMALE: 6 MALE: 4</p> <p>AGE GROUPS: 21-35: 8 35-50: 2 50-65: XX OVER 65: XX</p>	<p>TOP RANKED TRIPS SAVED: (TALLY QUESTION 18) (YOU DON'T HAVE TO USE ALL THE NUMBERS IF NOT NEEDED)</p> <ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11.
<p>ESSENTIAL WORKERS: XX WORKING: 3 NOT WORKING OR RETIRED: 7</p>	<p>9 SAID THEY HAVE INTERNET AT HOME</p>
<p>TARGETED ZIP CODES/AREAS: 90022, 90018, 90274, 90810, 90713, 90023, 90007, 90037, 90033 (Within a Disadvantaged Community)</p>	<p>0 LISTED A SMARTPHONE AS THE ONLY DEVICE THEY USE TO ACCESS THE INTERNET.</p>
<p>OTHER ZIP CODES/AREAS: (½ Mile of Disadvantaged Community)</p>	<p>AVERAGE HOME INTERNET BILL: \$40, \$65/MO. 1 (or None) had Home Internet Cost of \$25 or below</p>
<p>5 HAD HEARD OF DISCOUNTED INTERNET PROGRAMS FOR LOW-INCOME FAMILIES</p>	<p>AVERAGE RATING FOR EXISTING INTERNET SERVICE WAS "X" ON A SCALE OF 1 – 5. 4 and lower</p> <p>Most experience internet connectivity issues</p>
<p align="center">TOP RESPONSES OF WHAT WILL MAKE IT EASIER TO CONNECT TO THE INTERNET AT HOME: (FROM TALLY QUESTION 19)</p> <ul style="list-style-type: none"> ● BETTER AFFORDABLE INTERNET ● MORE AFFORDABLE HOME INTERNET 	