



**World Institute
on Disability**



World Institute on Disability (WID) Final Report for the California Emerging Technology Fund

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Name of Project:	ABC Grant: Affordable Adoption Program among people with disabilities
Grant Number:	2318340-2019
Start Date:	2/1/19
End Date:	6/30/22

I. Financial Summary

• Total Project Budget Spent: (Attachment B contains the detail.)	\$259,510.59
• CETF Grant Amount:	\$420,000.00
• Number of First-Time Adoptions Achieved	5,689
• Percentage of Match Funds Raised	N/A
• Cost Per Unit of Outcomes: (Total Adoptions/Total Budget)	\$ 73.83

II. Project Description, Goals and Objectives, and Outcomes

Project Description

The World Institute on Disability (WID) is working alongside the California Emerging Technology Fund (CETF) to market affordable internet access for people with disabilities in Southern California. The digital divide is prevalent in the disability community, the Pew Research Center reports that only about a quarter of Americans with disabilities (26%) say they have high-speed internet at home, a smartphone, a desktop or laptop computer, and a tablet, compared with 44% of Americans who don't have a disability.

Broadband access is a critical part of community living, a core pillar of the work that WID does. Together, WID and CETF are helping people with disabilities enroll in affordable home internet for as little as \$10 to \$20 per month. WID is doing this by working to activate local disability-led organizations to spread the word to people with disabilities in the community. WID provides all of the information needed, including images for social media, detailed instructions, and program flyers in both English and Spanish for the clients of these disability-led organizations. Partner organizations educate their clients about this program by sharing the information in one or more of the following ways: (1) providing the flyers during intakes or follow-ups with new and existing clients, (2) handing out the flyers at in-person or virtual events, (3) including links/resources on their website, social media accounts, and/or email newsletters, and (4) generally promoting the value of broadband internet within the community.

Goals and Objectives Summary

WID's goal was to distribute a total of 80,800 flyers via partner organizations. Organizations were to distribute flyers to clients or prospective clients. WID would enlist organizations that serve at least 500 unique clients, and who agreed in writing, to:

- Distribute a specific number of informational flyers on the affordable home Internet offers to individuals;
- Distribute this information at least twice a year over the next three years; and
- Post the information on their website.

WID exceeded our distribution goal with over 41 partner organizations and a reach of over 196,000 over the life of the project.

Project Outcomes Summary

WID gauged the number of adoptions based on an agreed-upon ratio for the different modalities used for outreach. The flyers that were handed out in one-on-one meetings or via an intake meeting, adoptions were determined according to the formula of 1 adoption per 20 flyers distributed. For website, social media, and email impressions of flyers sent, adoptions were determined according to the formula 1 adoption per 100 flyers distributed. Partners were tasked with distributing 2,000 flyers as a target goal to complete their agreement with the program. Some of our partners distributed many more flyers than their targets as reflected in the table below.

WID also contributed with its own outreach and targeted social media ads. Below is a table for our partner outreach efforts and totals, and the application of adoption ratios, including partners that have not completed their outreach efforts. WID's efforts are reported in a table below the partner table in this section.

Agreed-upon ratios in place, our total number of adoptions goal was 4,040. WID exceeded that goal with our total number of adoptions at 5,689 as of early June 2022.

Partner Organization Name	Flyers handed out in one-on-one online meetings specifically (flyer/reach)	Flyers distributed during in-person intake meetings specifically	Website, social media, and email impressions	Total Reach
Autism Society Ventura County	150		174	324
NAMI Greater Los Angeles County			19,000	19,000
NAMI San Bernardino Area	0	13	668	681
San Gabriel/ Pomona Regional Center	0	0	0	0
Stewards, Inc.	310	16	192	518
United Cerebral Palsy of San Diego	1,262	0	622	1,884
VTC Enterprises	180	s		180
AHEAD With Horses, Inc		101	2460	2,561
Autism Society Inland Empire	0	0	5481	5,481
Communities Actively Living Independent and Free (CALIF)	300	150	1,803	2,253
Community Access Center (CAC)	2,000			2,000
Dayle McIntosh Center			2,000	2,000
Deaf Latinos y Familias Organization			2097	2,097
Disability Community Resource Center	0	97	3,360	3,457
Disability Voices United	5,020	0	2,900	7,920
Epilepsy Support Network of Orange County			4270	4,270
Fiesta Educativa, Inc.	1,092	284	894	2,270
Frank D. Lanterman Regional Center	800		44,389	45,189
Harbor Regional Center	25		21,001	21,026
Independent Living Center of Southern California (ILCSC)	61	42	7,324	7,427

Independent Living Resource Center, Inc. (ILRC)		775	5,784	6,559
L.A. Parent	0	0	5,248	5,248
No Limits for Deaf Children and Families	1,300		750	2,050
Parent's Place Family Resource & Empowerment Center	462		3,490	3,952
RespectAbility			3880	3,880
Service Center for Independent Life (SCIL)	1,000		2,100	3,100
So. Cal. Resource Services for Independent Living (SCRS-IL)	3,685	1,328	12,205	17,218
Special Needs Resource Foundation of San Diego	0	0	2,684	2,684
Triumph Foundation	123		2,153	2,276
Valley Mountain Regional Center, Inc.			10,826	10,826
Antelope Valley College – Office for Students with Disabilities	1,200			1,200
Behavior Health San Diego County	100			100
Cal Poly Pomona – Disability Resource Center	913			913
DOR - East County/ La Mesa	14		8	22
DOR - Gilroy Branch	100			100
DOR - Greater Los Angeles	106			106
DOR - San Marcos/San Diego	10		179	189
Easter Seals - Southern California Adult Services - Irvine Main office	1,000		2,800	3,800
Glendale Community College- Disabled Students Programs and Services	1,600			1,600
Los Angeles City College – Office of Special Services	100			100
Totals:	22,913	2,806	170,742	196,461
Application of Ratio to totals	1,146	140	1,707	
Total of all distributions with the application of Ratios	5,689			

	WID Social Media Reach	Application of Ratio to totals
WID Social Media Reach	237,626	2,376
Click-on Rate	10,945	109
Video Ad	4,206	210
WID online total w/ applied ratios:		2,696

III. Accomplishments and Challenges

Summary of Accomplishments and Impacts of Project

Accomplishments

WID had a much larger reach than anticipated. However, we achieved this with far fewer organizations than we planned. This was largely due to the ability to allow remote, website, and social media outreach efforts. The outreach that was conducted positively impacted the communities that needed these low-cost options. The partner organizations also talked about how the funds they received positively impacted their organizations, particularly during a global pandemic.

As stated in our promotional video (linked below) during a testimonial by Evelyn Pena, president of Deaf Latinos y Familias, which serves low-income Latino parents, this program is a “no-brainer” for partner organizations. Their community had a big gap during COVID for kids who needed to participate in school over Zoom, but did not have at-home broadband access. Through this program, Deaf Latinos y Familias could offer these low-cost internet options to their community as a solution to needed resources. Additionally, the money they received to do this work was put back into the community through both a perishable foods program and offering online ASL classes to those who needed it. This is truly the definition of a win-win for both the community and the organization.

Overview of Major Challenges to Achieving Planned Results

The major challenge for WID that endangered a successful implementation was that some organizations we approached believed the program was a scam or simply illegitimate. The main feedback was that it seemed too good to be true, which was perplexing to WID staff. Because of this, WID asked organizations that completed the project if they were comfortable providing testimonials we could show to prospective partner organizations.

Additionally, to address this challenge, WID created a short promotional video

(<https://www.youtube.com/watch?v=5uU4tOtXSsq>) with information and a testimonial about the CETF program to help our organizational recruitment efforts. The video was a beneficial aid in recruiting new partner organizations to the program and showing that we were not part of a scam. The testimonial portion was particularly helpful.

IV. Lessons and Recommendations

Summary of Lessons Learned

Lessons Learned (list 2-6)

Lesson 1: Many organizations were not trusting of the program. We navigated this with meetings to connect with the organizations or with past organizations offering testimonials to new ones.

Lesson 2: This program is impactful for organizations as well as the community. We heard that because the program would be good for the clients, the stipend was an extra bonus that was helpful and appreciated when many organizations were struggling financially.

Summary of Recommendations

Recommendations for Expanding the Project in Region or Scaling Up Statewide (2-4)

Recommendation 1: WID was focused on Southern California and saturated the area with requests. Having the ability to expand statewide would have allowed us to engage with far more organizations.

Recommendation 2: An accessible video promotional asset was much more effective for WID to reach organizations for participation. WID recommends creating a video targeting the community to accompany the flyer outreach.

Recommendations to Close The Digital Divide Based On Your Experience (2-4)

Recommendation 1: Potentially provide programs to target schools that could identify families in need of support and programs to facilitate Digital access.

Recommendation 2: Potentially provide internet-enabled devices that meet the user's needs, both concerning accessibility and community living.

Recommendations to CETF Regarding Grants Management (2-4)

Recommendation 1: CETF grants management was excellent. When needed, they allowed us to try different strategies to achieve success in the program. This included the impact of COVID, allowing some electronic distribution methods of flyers, and adjusting how many partners we utilized to accomplish the distribution.

Recommendation 2: WID's CETF grants management allowed WID to create videos, and we will make an additional one focused on the community as the audience. This type of flexibility allowed our organization to be more successful in the program as well as effectively support the community.

V. Grant Agreement Requirements

Frontier Provided Chromebooks

Not Applicable to WID

Unspent CETF Grant Funds

Because WID could not engage as many organizations in the program as we had hoped, we did not spend down the organizational stipend allowance. This resulted in a balance of \$160,489.41 remaining in our program funds. However, with those remaining funds, WID is committed to creating a video geared at consumers about broadband access and the CETF programs. We will also include information about the ACP program, which is not part of our current scope. Additionally, if allowable, WID will expand its outreach to organizations California-wide to engage a larger group of community partners in our outreach efforts. WID will also make itself available to CETF for accessibility checks and remediation of any new materials to be offered to the disability community as part of this outreach.

Frontier CETF Grant Expenditures

Org Name:	World Institute on Disability		
Project Title:	ABC Grant: Affordable Adoption Program among people with disabilities		
Adoptions Achieved:	5,689	Total Grant \$485,000	Total Received \$420,000.00

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Subtotals	CETF Funds	Organization Cash (optional)	In-Kind (optional)	Total
Personnel	\$143,752.54			\$143,752.54
Fringes Benefits	\$37,078.14			\$37,078.14
Travel	\$0.00			\$0.00
Supplies	\$22,799.91			\$22,799.91
Contracts	\$55,880.00			\$55,880.00

Other				\$0.00
Total	\$259,510.59	\$0.00	\$0.00	\$259,510.59