



California Lifeline Program Workshop August 7, 2018

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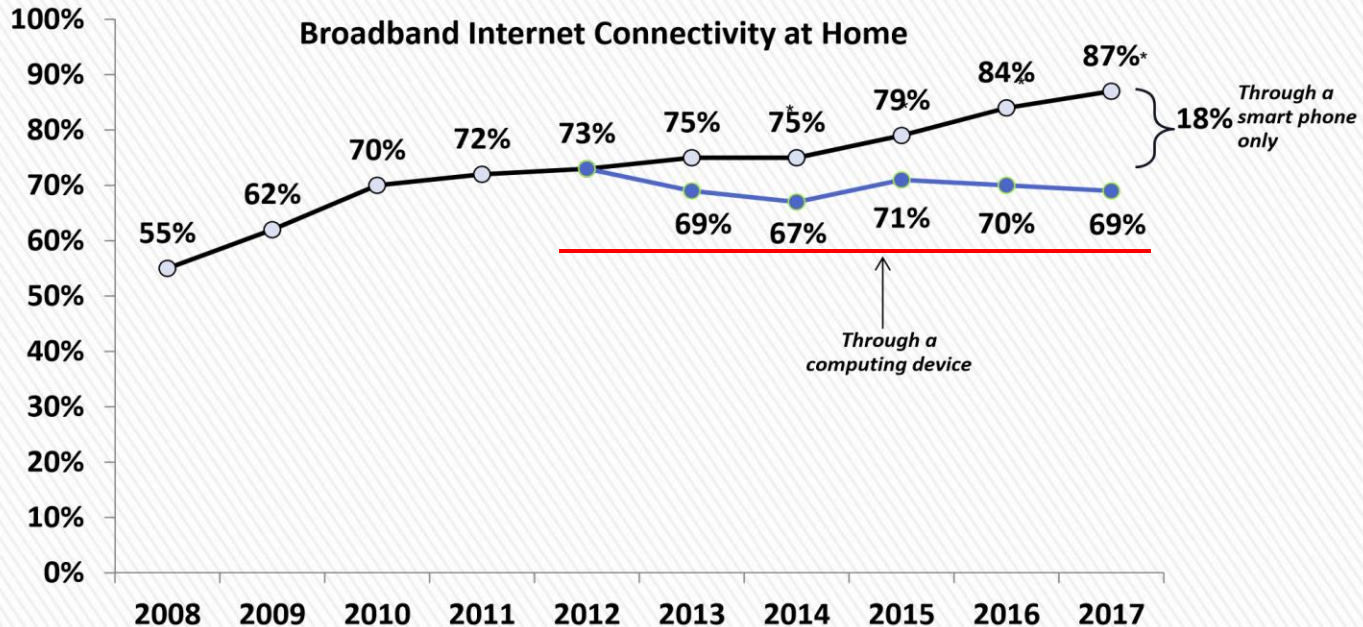
Leveraging Lifeline for Broadband Outreach & Adoption

**Measuring the Digital Divide
and its Impacts
How Bad Is It?
Where, Who, Why?**



2017 Statewide Survey Results

Trend of California Households with Broadband Internet Connectivity (2008 - 2017)



* For all years prior to 2013, broadband Internet connectivity included those accessing the Internet through DSL, cable, satellite or fiber optic connections to a home desktop, laptop or tablet computer. For 2013 and thereafter, this also includes those connecting to the Internet at home solely through a smart phone.

Source: 2017 results from Berkeley IGS Poll. Prior year results as reported by CETF from surveys conducted by The Field Poll (2014-2016) and the Public Policy Institute of California (2008-2013).

Digital Divide is Greatest for the Disadvantaged

2017 Annual Survey

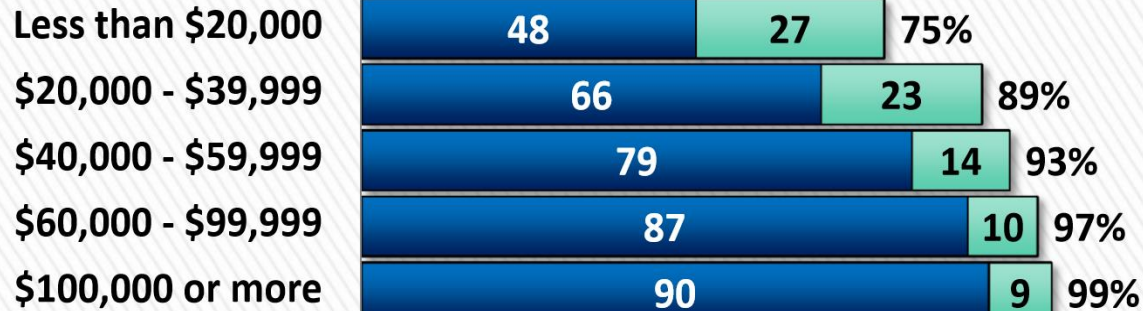
Percentage of Californians with Broadband at Home

- 70% of Households with Spanish-Speakers
(38% by smart phone only – **30% not connected**)
- 75% of People with Disabilities
(15% by smart phone only – **25% not connected**)
- 69% of Adults Age 65 or Older – Seniors
(9% by smart phone only – **31% not connected**)
- 67% of Non-High School Graduates
(28% by smart phone only – **33% not connected**)

2017 Statewide Survey Results

Broadband Adoption Tied to Income

Annual household income



48% of Households Earning Less Than \$20,000 a Year
(27% by smart phone only)

Access vs Adoption

Digital Divide has Two Categories

Access

“Broadband Access” refers to the physical infrastructure

Adoption

Adoption is the process of a consumer signing up for broadband from an Internet service provider.

Lack of “Meaningful Internet Access” is at 25.22% in areas where network access issues are not an impediment.*

* “Closing the Digital Divide: A Historic and Economic Justification for Government Intervention” (Levine and Taylor, 2018)
http://spp.ucr.edu/publications/closing_digital_divide.pdf

“Meaningful Internet Access”

“Meaningful internet access” is a dynamic concept that addresses the functionality of the technology

Specifically, in order for a consumer to have “meaningful broadband access” they must have three things:

- A reliable **broadband, internet** connection
- A **computing device** capable of providing sufficient functionality and computing power to support prevalent consumer applications at any given point in time.
- The “**digital literacy**” **skills** necessary to utilize the programs and navigate the internet, sufficient for a consumer to utilize the use of technology to improve their quality of life.

Leveraging Lifeline for Broadband Outreach & Adoption



**Why is this a matter of
Public Policy?
(AKA: It's not about
cat videos on YouTube.)**

Impacts of the Digital Divide

THREE PRIMARY AREAS OF PUBLIC POLICY CONCERN

- Education
- Jobs/Employment
- Access to Services
 - This includes access to both governmental entities, and quasi governmental entities like utility companies, and health care systems.

“Meaningful Broadband Access”

Why is “Meaningful Internet Access” important?

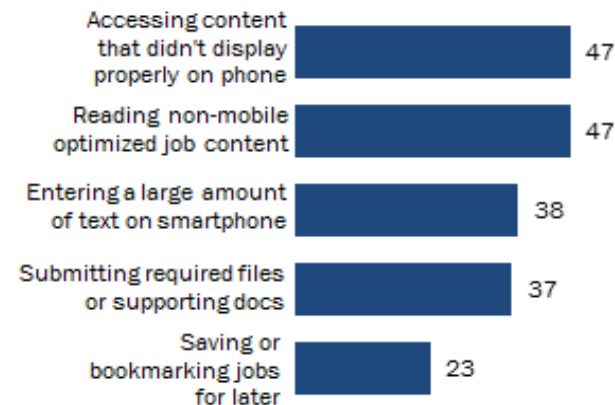
(Why a smartphone isn’t an acceptable substitute.)

Pew Research Center:
79% of job seekers use the Internet to assist in the search.

Council of Economic Advisors:
Individuals who use the internet **find employment more quickly**

Smartphone job seekers encounter a range of problems navigating online employment resources

Among Americans who have used a smartphone as part of a job search, the % who have experienced the following problems



Note: Based on the 28% of Americans who have used a smartphone during a job search

Survey conducted June 10-July 12, 2015. Sample size = 2,001

PEW RESEARCH CENTER

Leveraging Lifeline for Broadband Outreach & Adoption



How to Use Outreach and Information to Close the Digital Divide

Affordable Broadband Offers

- **Basic Internet \$72 Hot Spot, \$10 per month**
No Eligibility Requirements
- **Comcast \$10 per month (Free Modem/Router)**
National School Lunch Program
- **AT&T \$10 per month (Free Modem Only)**
CalFresh Enrollment - \$5 per month if only 5 Mbps Available
- **Frontier \$13.99 per month with Lifeline subscription (Free Modem/Router)**
- **Charter \$14.99 per month (Free Modem)**
Effective Dec 16
- **Cox \$9.95 per month (Connect2Compete)**

2017 Fresno Survey

Detailed Survey - Fresno's Lowest Income Census Tract

- 309 Respondents
- All households have children, and **ALL ARE ELIGIBLE** for discounted internet service.
- 23% of Households have no internet access
- Of those with Internet, **ONLY 33%** actually have low cost internet.
- 229 Families not enrolled in low-cost internet service, but 75% want information

Lifeline Outreach Program

BROADBAND IS AN ENABLING TECHNOLOGY

Broadband is like electricity and the telephone before it, a utility that allows the users to be more productive.

Many entities, from government and hospitals, to schools and utilities, to society at large benefit from more households connected to the internet.

As such, CETF believes those entities have a vested interest in assisting their customers and clients by focusing on a concept CETF calls the:

Institutionalization of Broadband Adoption

Institutionalization of Broadband Adoption

Sustainability of Adoption Efforts

To permanently close the Digital Divide, adoption efforts must be integrated into the service delivery mission of entities who work with target populations.

This means other branches of government and community anchor institutions should include information and programs about broadband adoption and digital literacy in the continuum of care and services they provide.

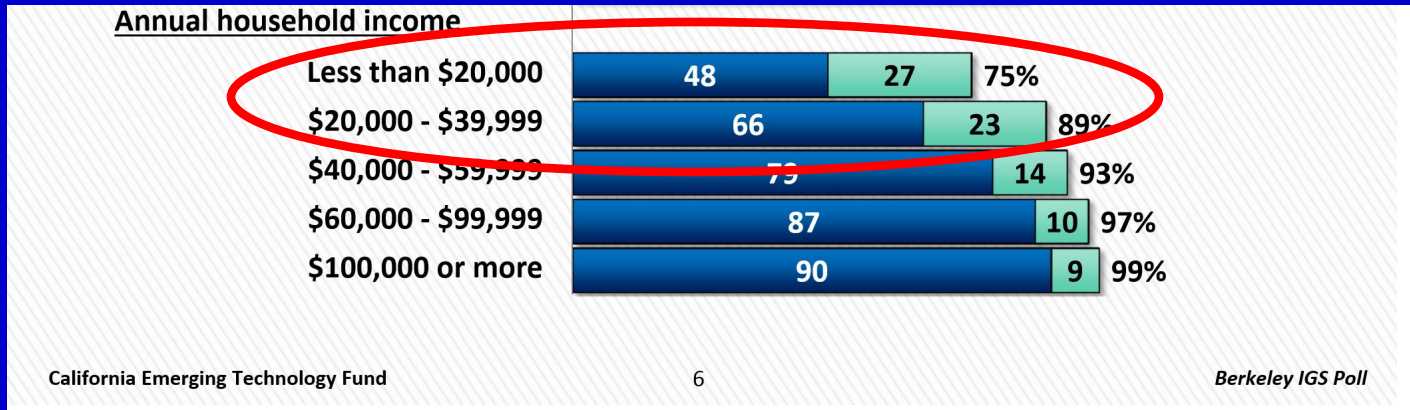
Broadband Adoption Outreach Project

THREE PRINCIPLES OF AN IDEAL PROGRAM

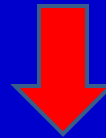
- 1) Outreach – A trusted messenger provides information to households who fit the criteria, in this case those already enrolled in lifeline.
- 2) Assessment – Putting the individual in contact with someone who can assess their needs.
- 3) Assistance – Refer individuals to entities and programs that can assist with enrollment in

GOAL

Connect these households...



...with these programs.



Program	Cost	Eligibility Requirements
➤ Basic Internet	\$72 Hot Spot, \$10 per month	No
➤ Comcast Program	\$10 per month (Free Modem/Router)	National School Lunch
➤ AT&T month if	\$10 per month (Free Modem Only)	CalFresh Enrollment - \$5 per only 5 Mbps Available
➤ Frontier	\$13.99 per month with Lifeline subscription (Free Modem/Router)	
➤ Charter	\$14.99 per month (Free Modem)	
➤ Cox	\$9.95 per month (Connect2Compete)	

Thank You