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Organization: California Emerging Technology Fund

Project Name: Broadband Awareness and Adoption

Project Type: Sustainable Broadband Adoption

State(s): California

Federal Award: \$7,251,295

ABOUT THE PROJECT

The Broadband Awareness and Adoption project of the California Emerging Technology Fund (CETF) proposes to increase adoption of broadband in vulnerable and low-income communities in Los Angeles, the Central Valley, Orange County, San Diego, and the Inland Empire. CETF has identified key populations with low broadband adoption rates and developed partnerships with organizations uniquely qualified to reach out to each of these populations. Working with these partners, CETF plans to coordinate a targeted media campaign, bolstered by outreach from trusted ambassadors and grassroots mobilization, to reach 5 million multi-lingual residents. CETF intends to provide digital literacy training for more than 678,000 low-income individuals, including more than 300,000 youth. The project expects to increase household adoption of broadband in these high-priority, low-income communities by more than 133,000 households.

The Broadband Awareness and Adoption project also proposes to:

- Focus on the unemployed, African-Americans, Asian-Americans, Latinos, other ethnic and rural residents, and people with disabilities, whose technology usage lags significantly behind the rest of the state.
- Expand the capacity of the United Way's 2-1-1 telephone line, which provides information about available community services. With this grant, the United Way will be able to help individuals seeking computer training or assistance finding broadband options, including referring callers to local public computer center resources.
- Upgrade the California's One-e-App one-stop online screening and enrollment system that helps families apply for a range of health care and social service programs.

ORGANIZATION'S HISTORY

CETF, a not-for-profit organization formed by the California Public Utilities Commission, has created numerous public-private partnerships statewide to help bring broadband access to all Californians. CETF has also partnered with other key California agencies to compile recent data regarding which areas are most in need of Internet and computer access. The organization has created an extensive statewide network of partner organizations that are actively engaged in sharing best practices and resources through CETF's strong learning community.

PROJECT PARTNERS

- Access Now
- Center of Accessible Technology
- The Center to Promote Healthcare Access, Inc.
- Chicana Latina Foundation
- Dewey Square Group
- Latino Community Foundation
- Radio Bilingue
- United Way of California

Data provided in the project description is based on information supplied by the applicant. An executive summary of this application can be found on www.broadbandusa.gov.

For press-related inquiries, contact 202-482-7002 or press@ntia.doc.gov.
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