

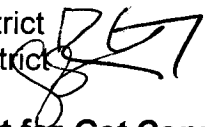


**City of Long Beach**  
*Working Together to Serve*

**R-5**  
**Office of Gerrie Schipske**  
**Councilwoman, Fifth District**  
**Memorandum**

Date: December 8, 2009

To: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

From: Council Member Robert Garcia, First District  
Councilwoman Gerrie Schipske, Fifth District 

Subject: AGENDA ITEM: Declaration of Support for *Get Connected!*

**DISCUSSION**

*Get Connected!* Is an historic public awareness and education program designed to reach California residents that have not yet adopted broadband technology. The program formally launched in June 2009 with the unveiling of the *Get Connected!* Website ([www.GetConnectedToday.com](http://www.GetConnectedToday.com)) and a multi-lingual Public Service announcement illustrating some of the benefits of being connected.

The *Get Connected!* Program is being sponsored by the California Emerging Technology Fund (CETF). The mission of CETF is to provide leadership statewide to minimize the Digital Divide by accelerating the deployment and adoption of broadband and other advanced communication services to unserved and underserved communities.

**RECOMMENDATION**

Request the City Attorney to prepare a resolution of support for *Get Connected!*



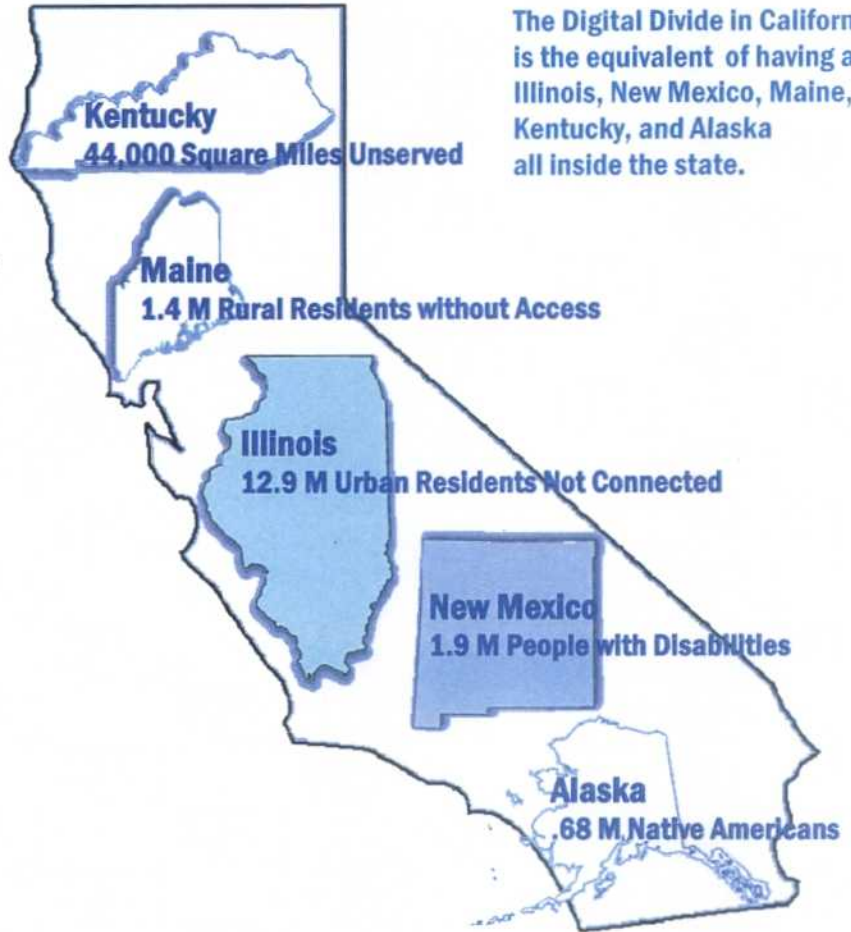
**GETCONNECTED!**  
Your Life Made Easier

# CALIFORNIA IS KEY TO CLOSING THE DIGITAL DIVIDE IN AMERICA

## GET CONNECTED!

*Get Connected!* is a statewide public awareness program to encourage all Californians to make their lives easier by using high-speed Internet access—referred to generically as “broadband” and including both wireline and wireless technologies. The California Emerging Technology Fund ([www.cetfund.org](http://www.cetfund.org)) initiated *Get Connected!* in 2008 to increase adoption of broadband among non-users through strategic outreach and media campaign that shows how the technology can save time and money—improving quality of life and expanding opportunities.

The goal for *Get Connected!* was set in 2008 to reach 45% of Californians (more than 16 million residents) who were not online with broadband at home and to increase adoption by 10 percentage points by June 2010—increasing use among low-income households from 33% to 43% and among Latino families from 34% to 44% as measured by the Annual Survey Californians and Information Technology conducted by the Public Policy Institute of California in partnership with CETF and ZeroDivide.



The Digital Divide in California is the equivalent of having an Illinois, New Mexico, Maine, Kentucky, and Alaska all inside the state.

## Television and Radio Advertising

*Get Connected!* employs a variety of strategies to engage non-broadband subscribers and provide them the tools and information necessary to subscribe at home. One of these strategies is the use of radio and television advertising. CETF commissioned extensive research and testing with the target audience and produced a radio and television public service announcement to illustrate the benefits of broadband connectivity. The television and radio ads have been translated from English into Spanish, Chinese, Korean and Vietnamese. The advertising is currently running only in Los Angeles County. *Get Connected!* has a YouTube page to view the television ads and forthcoming video from events and interviews with key leaders. The videos can be found at: <http://www.youtube.com/user/GetConnectedToday>.



For information on supporting the advertising and co-branding on television and radio commercials, contact Susan Bringas at (310) 633-9439 or [susan.bringas@hillandknowlton.com](mailto:susan.bringas@hillandknowlton.com).

**¡CONÉCTATE!**  
Haz tu mundo más fácil

**透過寬頻網路**  
改善您的生活品質

**연결하세요!**  
생명이 더욱 편리해집니다.

**Nối Mạng Đi Chứ!**  
Cho Đời Nhẹ Nhàng

**GETCONNECTED!**  
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# Multi-Lingual Website

A central strategy of **Get Connected!** is the launching of the multi-lingual website [www.GetConnectedToday.com](http://www.GetConnectedToday.com). The website includes clear and concise information to help consumers go from the basics of what to look for in a computer and broadband provider, to providing tangible examples of what one can do once online including accessing job, health, education and financial resources. The website also includes information to address the concerns some households have about how to protect privacy, prevent viruses, and help parents keep children safe while online. The website is in English, Spanish, Chinese and Korean.



## Community Connect Fairs

**Community Connect Fairs** serve as hands-on, in-person interactive events that demonstrate the benefits of using broadband. They are designed to directly address some of the key factors that prevent people from using a computer and subscribing to broadband – a lack of experience using the technology and a limited understanding of how broadband can help someone save time and money.



Radio and television ads run during the weeks prior to each event to promote the event and computers are given away on-site, the day of the event to further draw participants.

**Get Connected!** invites a variety of vendors to participate in Community Connect Fairs and showcase their online products and services. Retail and government vendors are exposed to

thousands of new customers and constituents, introducing new users to their websites by demonstrating their online products and services.

For pictures of the Boyle Heights and Macarthur Park Community Connect Fairs held in the City of Los Angeles visit <http://www.flickr.com/photos/getconnectedtoday/>.

DATE	COMMUNITY	EVENT
October 3, 2009	San Fernando Valley	Van Nuys City Hall 14410 Sylvan St., Van Nuys
October 10, 2009	City of Los Angeles	Taste of Soul Crenshaw Blvd. at King and Rodeo Blvd.
November 14, 2009	Southeast Los Angeles County	TBD
January 2010	San Gabriel Valley	TBD
February 2010	Long Beach	TBD

Event information and directions for each fair is posted at [www.GetConnectedToday.com](http://www.GetConnectedToday.com).

**Events and Contact Information** For more information on Community Connect Fairs in the Los Angeles area and how to host a Community Connect Fair, please contact Susan Bringas at (310) 633-9439 or [susan.bringas@hillandknowlton.com](mailto:susan.bringas@hillandknowlton.com).



## PARTNERS

211 Los Angeles  
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Centro Latino For Literacy  
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Chase Bank  
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State Assemblyman Dist. 39 Felipe Fuentes

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Supervisor Dist. 3 Zev Yaroslavsky  
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Councilmember Dist. 11 Bill Rosendahl  
Councilmember Dist. 12 Greig Smith  
Councilmember Dist. 14 José Huizar  
Councilmember Dist. 15 Janice Hahn

#### CITY OF MAYWOOD

#### CITY OF PASADENA

Mayor Bill Bogaard

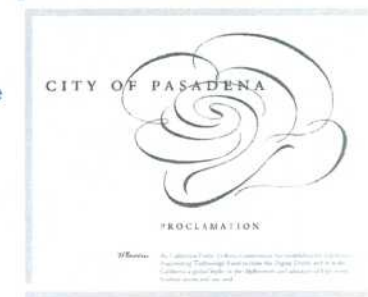
#### CITY OF SAN FERNANDO

#### CITY OF SOUTH GATE

### SCHOOL DISTRICTS

#### LOS ANGELES UNIFIED SCHOOL DISTRICT

Dist. 2 Monica Garcia, Board President  
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Dist. 3 Tamar Galatzan  
Dist. 4 Steve Zimmer  
Dist. 5 Yolie Flores Aguilar  
Dist. 6 Nury Martinez  
Dist. 7 Richard Vladovic



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**GETCONNECTED!**  
Your Life Made Easier

# Get Smart California — Get Connected!

By Sunne Wright McPeak  
August 2009

One of the smartest strategies to spur economic recovery is to get all Californians connected through broadband—high-speed access to the Internet—at home, school, work and in all public places.

Today, the ability to be “connected” instantly through the Internet to information, services and digital tools is increasingly critical for access to and success in education, jobs, and economic opportunity. High-speed Internet networks are essential 21<sup>st</sup> Century infrastructure—as vital to commerce, economic competitiveness and quality of life as the transportation system was to the last century. In addition, broadband is a “green technology” that can significantly reduce impacts on the environment by offsetting vehicle trips, decreasing the use of resources, and saving energy.

Yet, while California is home to a wellspring of innovation that has given rise to the evolution of broadband and information technology, the use by Californians as a whole is only on par with the national average. Today, more than 14 million Californians remain unconnected to the Internet through broadband, which is greater in population than Illinois, the 5<sup>th</sup> most populous state. And, the 1.4 million rural residents who have no access to broadband live across 44,000 square miles, about the size of Kentucky. Progress is being made because of leadership from the Governor, Legislature, California Public Utilities Commission and the California Emerging Technology Fund. A year ago, 55% of Californians were using broadband, today it is 62%; about 1/3 of low-income households and Latino families were using broadband, and now it is 40%.

This differential in access to and adoption of broadband technology among sub-groups of the population is referred to as the Digital Divide, which in reality is actually another facet of “economic divide” for too many Californians. Such a gap is unacceptable if California is to reach its full potential for prosperity, stimulate productivity gains that attract new investment and generates jobs, and achieve many of the additional benefits high-speed Internet access can provide.

- Imagine the ability to access your health records remotely and have your medical conditions monitored at home.
- Imagine every student being able to have a computer and broadband connection at home to better learn and do their homework with their parents able to follow their progress at school.
- Imagine all public services—from getting your vehicle registration to renewing your pet’s license to taking an education course to upgrade your job skills—being available with the touch of a key from your computer or mobile PDA.

Fortunately, the opportunity for California to “get smart” by “getting connected” is within our grasp.

California voters have approved billions in infrastructure bonds, the federal government has approved economic stimulus funds, and the California Public Utilities Commission has established a fund to help extend broadband into unserved and underserved communities. California must now commit to achieving ubiquitous broadband and promoting digital literacy. All school children must have access to computers connected to broadband and be equipped with the skills to maximize their use for learning. Every public agency at the local, regional, state and federal levels must facilitate the deployment of broadband and build the technology into every infrastructure construction project.

Californians deserve no less. Now is the time for California to **Get Connected!**

Sunne Wright McPeak is President and CEO of the California Emerging Technology Fund (CETF), established pursuant to the orders of the California Public Utilities Commission in approving the mergers of SCB-AT&T and Verizon-MCI in 2005. CETF is an independent, public-purpose non-profit organization with a mission to close the Digital Divide in California. Find out more at [www.cetfund.org](http://www.cetfund.org)



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213-808-1009 Fax

SUNNE WRIGHT McPEAK | From the community

## Time to connect all Californians to the Internet

ONE OF the smartest strategies to spur economic recovery is to get all Californians connected through broadband—high-speed access to the Internet—at home, school, work and in all public places. Today, the ability to be “connected” instantly through the Internet to information, services and digital tools is increasingly critical for access to and success in education, jobs, and economic opportunity. High-speed Internet networks are essential 21<sup>st</sup> Century infrastructure—as vital to commerce, economic competitiveness and quality of life as the transportation system was to the last century. In addition, broadband is a “green technology” that can significantly reduce impacts on the environment by offsetting vehicle trips, decreasing the use of resources, and saving energy. Yet, while California is home to a wellspring of innovation that has given rise to the evolution of broadband and information technology, the use by Californians as a whole is only on par with the national average. Today, more than 14 million Californians remain unconnected to the Internet through broadband, which is greater in population than Illinois, the 5<sup>th</sup> most populous state. And, the 1.4 million rural residents who have no access to broadband live across 44,000 square miles, about the size of Kentucky. Progress is being made because of leadership from the Governor, Legislature, California Public Utilities Commission and the California Emerging Technology Fund. A year ago, 55% of Californians were using broadband, today it is 62%; about 1/3 of low-income households and Latino families were using broadband, and now it is 40%.



Group aims to promote Web access

A California nonprofit launching a campaign to boost awareness in poor communities.

NANZAN OLFARSS-CHILS

About half of California's low-income households have no Internet access, the California Emerging Technology Fund says, creating a gap that the nonprofit is trying to close with its \$1.5-million Get Connected campaign debuting in Boyle Heights today.

Financial constraints and a misunderstanding of technology are the major factors causing this “digital divide,” said Sunne Wright McPeak, the fund’s chief executive.

The nonprofit is hoping to increase the number of broadband Internet users in communities such as South Los Angeles, East Los Angeles and Boyle Heights, where the first of several community sites will be held Saturday, McPeak said.

In its annual Get Connected event, radio and TV ads, community fairs, a special website and outreach through neighborhood centers.

“This is not only about connecting people to the Internet but making the Internet useful to them and their lives,” said McPeak, former state secretary of housing, transportation and housing. “We can’t leave an entire generation behind, and if we’re going to solve this problem in California we have to start here in Los Angeles.”

Internet access can change a person’s life, but connecting people that a monthly bill is worth it, she said.

Chase Lopez, executive director of the Boyle Heights Technology Center, which is hosting the Saturday fair, said:

“The Internet can be where you find your new employer. It can be where you fill out your financial aid forms, apply for scholarships, everything.” Lopez said. “It empowers the community.”

The Technology Center runs by the city’s Community Development Department, is regularly filled to capacity, he said, because people don’t have computers or Web access at home.

If the fund can increase the number of broadband users in Boyle Heights and other communities over the next year, it should be able to attract responsible donors to fund an expansion of the program into other parts of the state with low Web saturation, McPeak said.

Get Connected doesn’t do much more than raise awareness, McPeak said. That increasing broadband access could reduce Internet service providers in other inner cities, she said.

The state Public Utilities Commission required the group’s creation as part of the 2005 merger of Internet Service Provider AT&T and Verizon-MCI. The companies agreed to a five-year, \$800-million contract, which is helping pay for the nonprofit. Internet service providers and public grants would also help the campaign, she said.

The nonprofit currently is seeking public funding, she said. She has positions in need to see if other workers, said Christy Jones, whose district includes Boyle Heights, El Sereno, Chatterbox, Karamora and other Central L.A. neighborhood.

“In the city of Los Angeles we sometimes get information out to our residents through the Internet,” Miller said. “And if a certain part of our population doesn’t use the Internet, because they don’t have Internet, then we’re reaching all of our people. So we don’t see that but being able to connect people to the Internet.”