

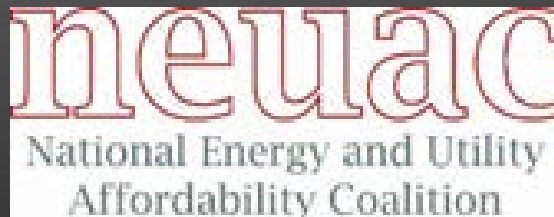


digital access project

A red hand cursor icon points to the letter 'a' in the word 'access'.

Christina Mills, Deputy Director

Denver, Colorado
June 6, 2016



OUR MISSION: To increase access and equal opportunity for people with disabilities by building the capacity of Independent Living Centers

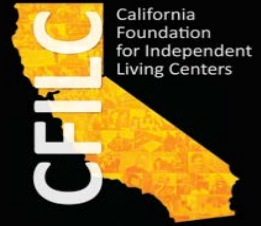


- We were established in 1976, and incorporated as a 501c3 non-profit in 1982. We were born out of the Disability Rights Movement when Independent Living Centers were established across the country.
- There are 28 ILCs in California in over 50 locations across the state, serving over 100,000 people annually. There are about 400 ILCs nationwide.
- ILCs are non-profit community centers that provide services and advocacy for and with people across all types of disabilities. Our goal is to assist individuals using a peer model, to adjust to living with a disability, and to learn how to navigate a variety of systems in order to live, learn work and play successfully in the community.
- We are mandated by our federal funding to advocate for systems change, and closing the disability digital divide is one of our priorities

OUR PROGRAMS

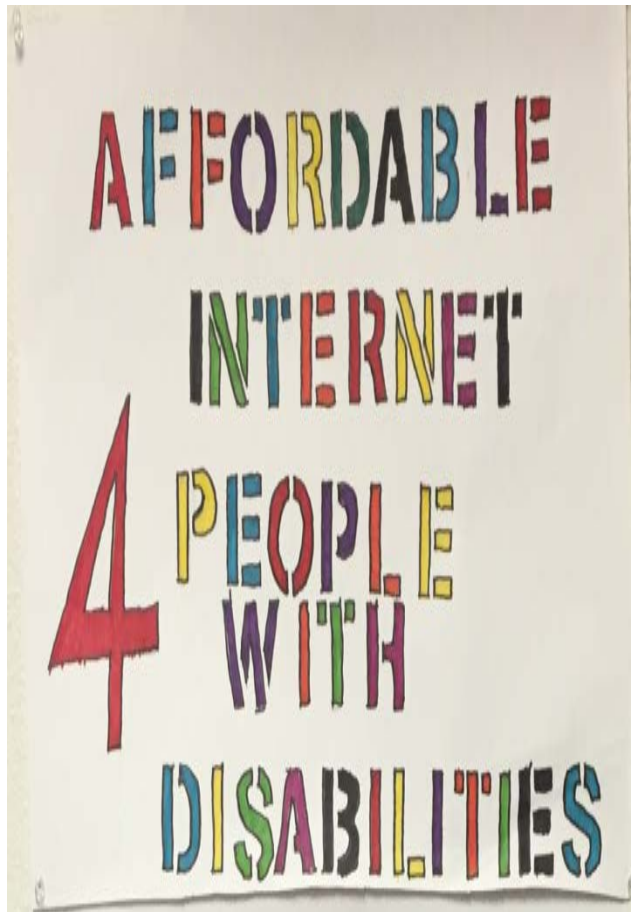


Digital Access Project



Funded by the California Emerging
Technologies Fund & Disability
Communications Fund

DISABILITY DIGITAL DIVIDE



**“NOTHING ABOUT US
WITHOUT US”**

41%

Californians with Disabilities
are NOT connected

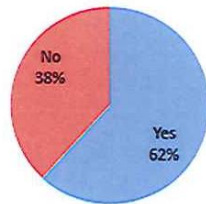
2014 Survey: Home Internet Adoption by Californians with Disabilities

Identifying the challenges and opportunities to help people with disabilities obtain affordable, accessible high-speed Internet at home.

62% of Californians with Disabilities have High-Speed Internet at home

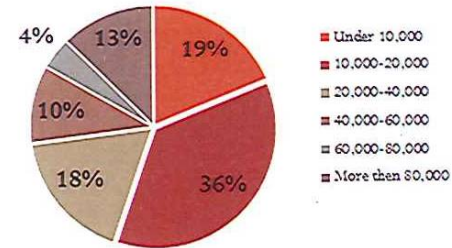
In comparison, a June 2014 survey conducted by the Field Research Corporation, supported by the California Emerging Technology Fund, found that 75% of all California adults had high-speed Internet at home.

Home Access



54% of Californians with Disabilities Earn Less than \$20,000/year

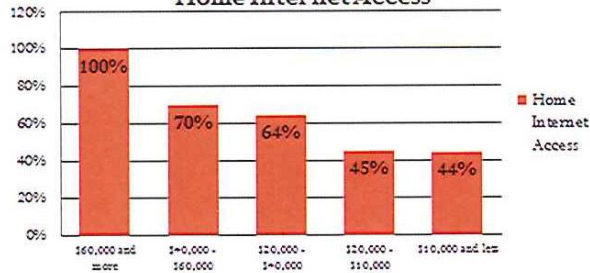
Income



Income: Greatest Predictor of Home Internet Access

44% of Californians with Disabilities who make \$10,000 or less have home Internet access.

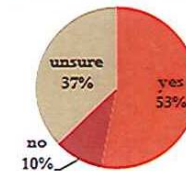
Home Internet Access



Cost Is a Barrier: Majority of Non-Subscribers Say \$10 a Month Is What They Can Afford

- Of the 38% currently without high-speed Internet at home, 53% say they plan to subscribe in the next year, 37% say they are unsure and 10% say they have no plans.
- When those who were unsure were asked how much they would be willing to pay, the most common response was \$10 per month.

Plan to Subscribe to Home Internet





START: Fall 2013

GOAL: Connect **2,266** people with disabilities to the internet

MODEL 1: Original Partnership with 20 disability CBOs statewide
15 months = 327

FAILED: We offered partners \$40 per adoption. The number of calls necessary to make an adoption were too high, and the amount of staff training necessary to stay current on companies and internet plans was too much.



We evaluated the model and shifted strategies, we moved to aggressive outreach, digital connect events, and then partnered with our local public utility company, SMUD

The SMUD Difference

Oct 2014 – Relationship Building with SMUD

- The purpose of our project
- Discussed partnership options
- Benefits for us, SMUD and customers
- Developing an MOU
- Weatherization outreach

Dec 2014 – Collaborating on a Marketing Tool

- Advertising offer to SMUD customers
- Developing the marketing letter
- Costs involved
- Legal review of letter
- We received 400 free hotspots



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Computer training referrals and low-cost Internet at home

Dear David DeFrance:

As a SMUD customer on our Energy Assistance Program Rate (EAPR), you may qualify for low-cost Internet services.

The services are offered through our partner, Digital Access Project, and are administered locally by the Sacramento Food Bank & Family Services and the California Foundation for Independent Living Centers (CFILC).

Here are some of the services they provide:

- Free basic computer training classes
- Low-cost refurbished computers and laptops
- Internet service at your home as low as \$10.90 a month¹ (No contract or credit check!)
- Eligible customers² will receive a Free "hot spots" for wireless Internet when you purchase monthly service.

To see if you're eligible, contact Cal Powers at California Foundation for Independent Living Centers at 916-737-5351, or by email at CalPowers@cfilc.org, or sign up online at digitalaccessproject.org.

By learning new computer skills and taking advantage of low-cost Internet access, you can learn new ways to save energy and money by using our tips and tools online at smud.org. Don't miss this special opportunity.

Sincerely,

Rian Troth
Program Manager

¹ May not include set-up costs.

² Free "hot spots" will be provided on a first-come, first-served basis. Contact CFILC for details.

The SMUD Impact!



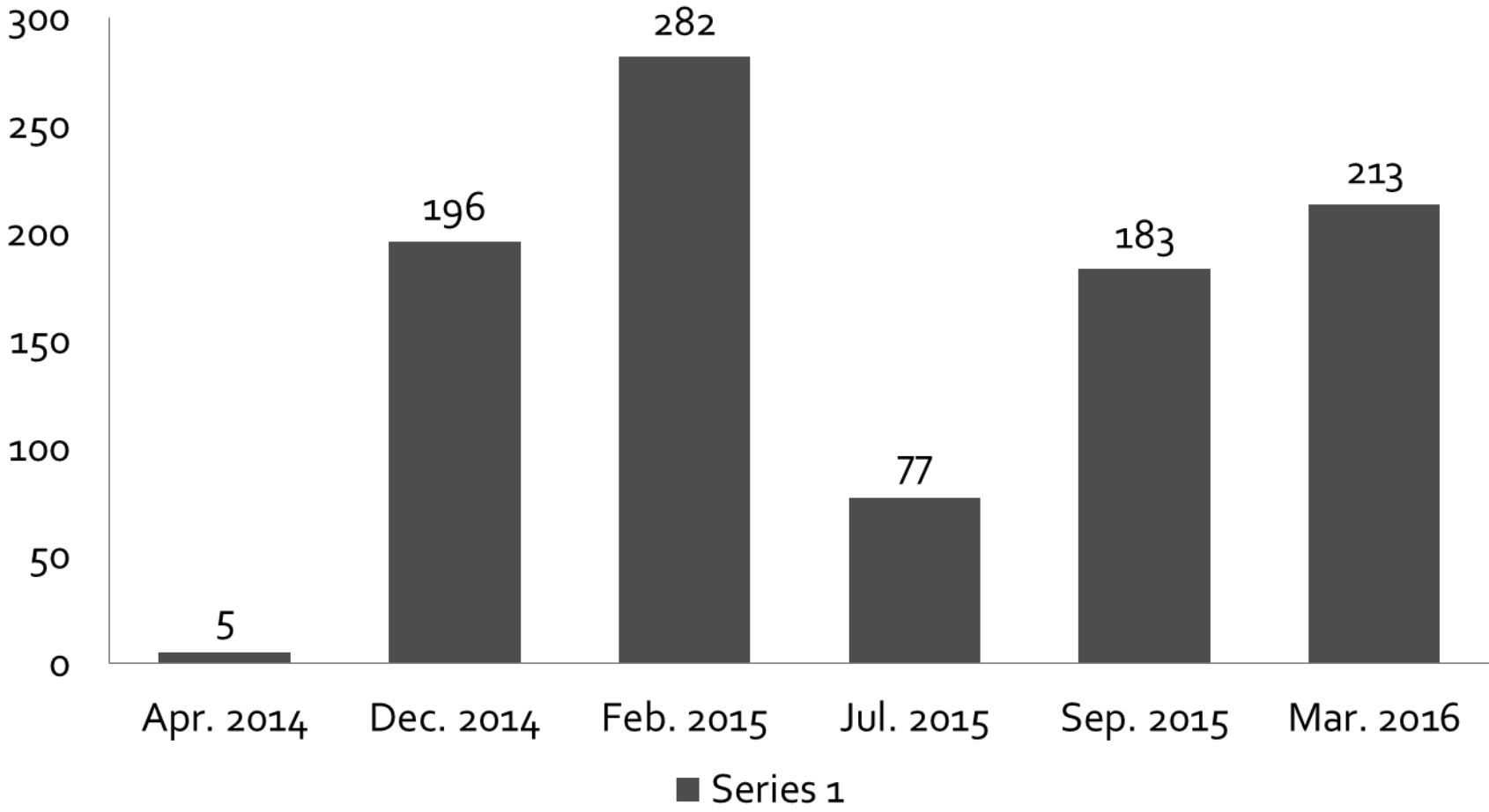
Jan 2015 – SMUD Market Letter went LIVE!

- 2,500 low-income SMUD customers received the letter
- Hundreds of calls came in
- Our phone system crashed, but that was a good thing
- We brought on two temporary employees to manage call backs

Feb 2015 – Adoptions Increased

- 282 adoptions were made in February. Before that our highest monthly adoption number was 49.







We hit our grant goal in March 2016
2,266 internet adoptions!

WE DID IT!



Adoptions as of Today:

+ 2,466





MODEL 2: SMUD Partnership

Letters are sent to SMUD customers, who are encouraged to CFILC and we provide low-cost internet plan options and facilitate the adoption process. We provide information about digital literacy programs and affordable computers and tablets. We encourage people to use the SMUD “MyAccount” when they get connected.

13 months = 1765 adoptions!

SUCCESS: Overwhelming at first!

We didn’t have the staff or the internal infrastructure to handle the SMUD calls.

We hired staff—now have 3 staff and now use a Call Center system to manage call volume.

Over 47,500 letters sent by SMUD

Over 15,000 calls answered by CFLIC

Resulting in a 30% adoption rate

Evolving Digital Access Project

- Outreach tactics
- Increase in staff
- Changing internet plans
- Digital access advocacy
- Believing in the value of the project
- Our ongoing relationship with SMUD
- Building new relationships



What happened when we reached our goal?

- SMUD continues to send our weekly marketing letters to their low-income customers (June 2016)
- We ran out of free hotspots in February 2016 and thought that would drastically slow us down, but it didn't
- We have reached out to other utility companies and shared our SMUD customer success with them in hopes of also serving their low-income customers

Power.
Done Right.SM



What else does our project offer?

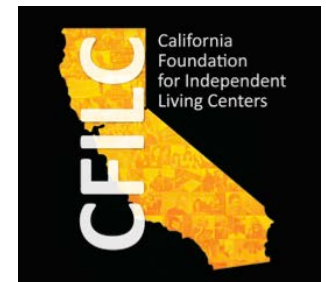
- Digital literacy training directory
- Refurbished computer equipment resources
- Monthly drawings
- Referrals to other service organizations





**PEOPLE CONNECTED
LIVES CHANGED**

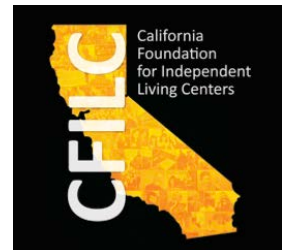
Internet access changes the lives of
people with disabilities & benefits
utility companies





Questions, Comments & Feedback

**Thank you for joining today's
Digital Access Project presentation!**





#Internet4all

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