



GETTING EVERYONE ON: A GUIDE TO EMPOWERING YOUR COMMUNITY THROUGH TECHNOLOGY

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everyoneon

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TOOLKIT INTRODUCTION

This guide to broadband adoption is intended to serve as a resource for libraries, schools, computer training sites, nonprofits, and other organizations to help address the digital divide in your communities. With approximately one in five households offline, there is a lot of work to be done, and we hope that this guide can be useful in bridging the digital divide.

EveryoneOn is a national nonprofit working to eliminate the digital divide by making high-speed, low-cost Internet service and computers, as well as free digital literacy training accessible to all unconnected Americans. We aim to leverage the democratizing power of the Internet to provide opportunity to all Americans—regardless of age, race, geography, income, or education level.

To date, we have helped connect more than 56,000 households, but there are millions more that remain without home Internet service. Through our work with Internet service providers, corporations, community-based organizations, and individuals, we have come to better understand the problems that face unconnected Americans.

Our experience has helped us develop tools and approaches that lead to higher adoption rates. It is these best practices we hope to share with you.

In this toolkit you will find an overview of the digital divide, adoption solutions, and strategies to help get unconnected members of your communities online. It is our hope that our knowledge and resources can prove useful to you and your beneficiaries.



DIGITAL DIVIDE

The Internet is quickly becoming more and more of a necessity. In fact, a poll conducted by the BBC World Service in 2010 found that 79 percent of people around the world believe the Internet should be a fundamental human right.ⁱ

And yet, not only are Internet adoption numbers astonishingly low, but growth has stagnated. We are not getting people online at a fast enough rate to keep up with our increasingly digital society.

Approximately 21.4 percent of Americans lack access to home Internet.ⁱⁱ Of the more than 24 million unconnected households, the effects of the digital divide are disproportionately prevalent among minority and low-income populations.

In fact, according to the Federal Communications Commission (FCC), 35 percent of adults who do not use broadband at home are generally older, poorer, less educated, more likely to be a racial or ethnic minority, and more likely to have a disability than those with a home connection.ⁱⁱⁱ

Unconnected Americans face many challenges functioning in a digital world. The Internet has become an essential tool for our most basic tasks.

According to a 2009 report from the National Center for Education Statistics, 97 percent of

The need for Internet is clear, and yet we have millions of Americans left offline. Research generally points to three key barriers to adoption: **cost, digital literacy, and relevance**.

Internet access can be very expensive. The median price for 4 to 6 Mbps (well below

teachers had one or more computers in the classroom every day and Internet access was available for 93 percent of these computers.^{iv} However, for 19.2 percent of children, access is limited to these classrooms alone.^v

Additionally, teachers of the lowest income students are more than twice as likely as teachers of the highest income students to say that lack of access to technology is a “major challenge” to using digital tools in teaching.^{vi} Not only do students need Internet access to complete homework assignments, but parents also need it to track their students’ progress.

Additionally, according to TaleoResearch, more than 80 percent of Fortune 500 companies require online job applications.^{vii} Those left offline are disadvantaged not only in the job search but also at work, as digital literacy becomes more integral to careers across sectors.

The Internet isn’t just a necessity for school children and the unemployed. Access makes it infinitely easier to take college classes, access health information, and communicate with friends, family, and members of your community. For most of these situations, libraries and mobile access aren’t enough. People need high-speed Internet in the home.

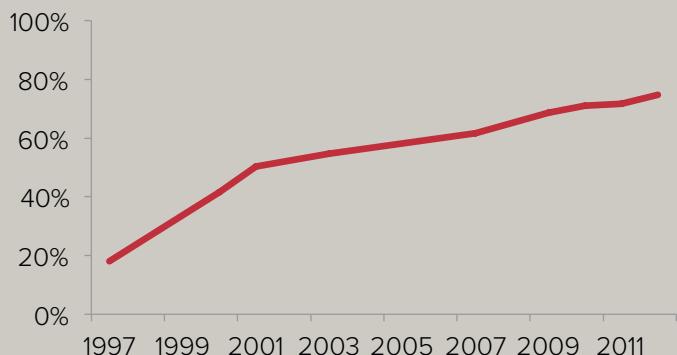
Barriers to Adoption

broadband speed^{*}) in the United States is \$34.99, according to a study conducted by New America’s Open Technology Institute.^{viii} The largest of the barriers, some 36 percent of non-adopters cite cost as the main reason

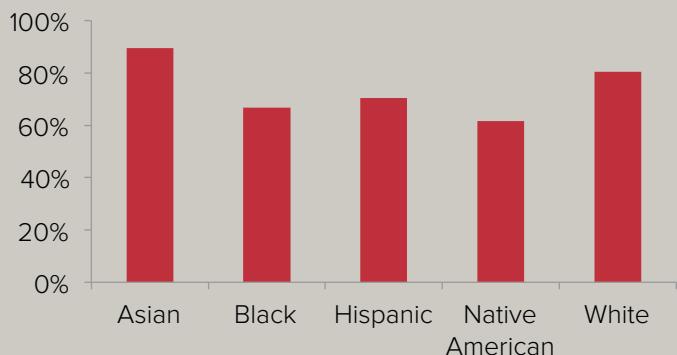
* On January 29, 2015, the FCC determined that broadband benchmark speed was not keeping pace with consumer needs, and so updated it to 25 Mbps for downloads and 3 Mbps for uploads.

HOUSEHOLDS WITH HOME INTERNET USE

Over Time



By Race



By Income



they do not have an Internet subscription at home.^{ix}

Issues of digital literacy range from discomfort using devices to worries about privacy and security on the Internet. About 22 percent of non-adopters report some digital literacy issue as their primary barrier to Internet adoption.^x

In addition, there are those who do not adopt because they believe that the resources provided by the Internet are not relevant enough to their lives to justify purchasing a subscription. They might not see the Internet as important or they are content without it. Approximately 19 percent of non-adopters cite relevance as the reason they have not purchased a home Internet subscription.^{xi}

While digital literacy and relevance are certainly issues that need to be dealt with, in our experience, cost is by far the most pressing issues. Concerns over digital literacy and relevance can be addressed once access to the Internet is made more affordable.

..... Resources

Over the last decade, the amount of research published on digital inclusion has skyrocketed. Prominent resources include the U.S. Census Bureau's [American Community Survey](#), the [National Telecommunications and Information Administration](#), the [Open Technology Institute](#) at New America, and the [Pew Research Center](#).

As the country gets more invested in fighting the digital divide, too, it's important to pay attention to forums of discussion. The FCC, for example, has monthly open commission meetings at which they often discuss and vote on various issues related to Internet access.

The graphs to the left are based on data from the U.S. Census Bureau and show households with home Internet use based on year^{xii}, race^{xiii}, and income^{xiv}.

ADOPTIONSOLUTIONS

In an effort to make it easy for users to determine the offers for which they are eligible, we have created an offer locator tool. On our website, or through text, users can determine what Internet and computer

offers and training sites are available in their area based on the ZIP code in which they live. Once a user enters their ZIP code and answers a couple eligibility-related questions, they will see all available offers.

We've found 3 Internet offers, 2 computer offers , and 10 training locations for you!

Through our website, EveryoneOn makes available offers targeted at low-income individuals across the country. These offers are available to any individual that lives in a ZIP code with a median income below \$35,000 as long as they are in coverage. We also work with Enrollment Partners to create unique URLs to which they can direct their beneficiaries to look for offers. If an individual searches for offers through this unique URL,

they will see all offers for which they are in coverage, regardless of the median income of the ZIP code in which they live. More information about our offers can be found in Appendix A.



Computer Refurbishers



EveryoneOn works with computer refurbishers around the country to help people find affordable

computer, laptop, and tablet options. When users input their ZIP codes into our offer locator, they are also shown computer offers for which they are eligible. More information on computer options can be found in Appendix B.

Training Site Locator

EveryoneOn has worked with libraries and organizations across the country to put together a database of digital literacy training courses. When users input their ZIP codes

into our offer locator, they are also shown training sites in their area. We encourage the organizations we work with to keep our database up to date.

COMMUNITY TECHNOLOGY INVESTMENTS

EveryoneOn's Community Technology Investment (CTI) program provides partner organizations such as schools, community centers, public housing authorities, etc. the opportunity to connect their constituents all at once by subsidizing any combination of device and/or service costs. Through this

program, EveryoneOn is able to facilitate the bulk purchase of technology and home Internet service. By making strategic financial investments, our partners are able to overcome one of the largest barriers to home connectivity: **cost**.

PROCESS

NEEDS ASSESSMENT: EveryoneOn works with organizations to understand the program priorities and the needs of the constituents. We assist in surveying to learn how many individuals are in need of home Internet service and/or devices, the data requirements of the program, and any other specific needs constituents may have to take full advantage of the service.

SERVICE MAPPING: Once we know where participants live, we run a coverage check on all the addresses. This is key to ensuring that all are eligible for service. It should be noted that service plans can be combined to ensure that every household has an Internet service option, even if all households are not covered by one provider.

ORDER & DELIVERY: Once EveryoneOn and the purchasing organization have determined the parameter of the purchase, EveryoneOn works with the Internet Service Provider and/or device refurbisher to order devices. Upon delivery, EveryoneOn invoices the purchasing organization.

DISTRIBUTION: If desired, EveryoneOn will work with the purchasing organization to plan and host a distribution event where participants receive the devices and training in device use.

Pricing

The CTI program allows organizations to tailor rates based on their constituents' needs and abilities. In Appendix C, you will find prices for several combinations of technology devices and Internet service based on the most common CTI plans.

For schools, districts, and organizations serving K-12 students, EveryoneOn is working with Sprint to facilitate enrollment for their ConnectED offer. This offer allows for four years of free Internet service at 3 GB of data per month with the purchase of a wireless router.

..... Examples

EveryoneOn works with schools and organizations across the country to facilitate community investment strategies for home Internet access as a part of our mission to close the digital divide in the United States. We have worked with public and private partners to bring home access to a large number of

unconnected households, including students enrolled at Los Angeles Unified School District's Public Service Community School, residents in the District of Columbia through our partnership with Connect.DC, students at Clarksdale High School in Clarksdale, MS as part of a larger financial inclusion initiative, and more.

ADOPTION STRATEGIES

..... Assessing Need

An important first step in any adoption project is assessing the device and connection needs of your beneficiaries. We recommend identifying times when and places at which the largest number of your beneficiaries will be collected to distribute an assessment survey. The main purpose of such a survey will be to determine whether or not your constituents have Internet and/or computing devices at home. However, these are often good opportunities to get a broader picture of their technological status.

When creating your survey, consider asking the following questions:

- Do you currently have home Internet? (*If yes, what type?*)
- Do you currently have a computing device at home? (*If yes, what type?*)
- Is your device in working condition?
- When was the last time you used your device?

..... Marketing & Outreach

Reaching unconnected households can be difficult. In our years of experience trying to reach these populations we've collected some best practices we hope you can put to use:

Leverage community resources.

Understand what resources already exist in your community and determine how best to utilize them. If there are organizations with relationships in place, use them. If there are events you can attend, go to them. Map out what your community has to offer.

Engage partners. Look to your community for partners with similar missions. If you're

trying to reach students, partner with schools and after-school programs. If you're trying to reach jobseekers, partner with community organizations that offer skills workshops.

Share why. Explain to your beneficiaries why exactly you're trying to get them online. Tell them about the importance of digital inclusion and why your organization is involved. Trust in the organization will go a long way.

Don't be a salesman. When discussing offers with potential subscribers, highlight the power of the Internet; don't just try to sell it. Explain the benefits of having home access

and discuss why it is a good investment. Be careful not to alienate beneficiaries by selling it too much.

Schedule times to talk. If you are talking to an individual interested in low-cost offers, instead of just directing them to a website, perhaps try setting up a date and time at which you can talk to them in person to help them subscribe.

Present options. Be sure to adequately describe all of the offers available to an individual. Outline and explain the offer specifications. Be sure to touch on the positive and negative aspects of offers, but give the individual the power of decision.

Prepare them. Let individuals know exactly what they are going to need to subscribe. Be up front about device costs, shipping, acceptable types of payment, required identification, and anything else they might need so that they don't run into any

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It just isn't possible to help people subscribe to broadband all day everyday. Enrollment workshops are therefore a great strategy to employ in order to assist potential broadband subscribers. The idea of an enrollment workshop is to set aside time, location, staff, and computers to help individuals subscribe.

Consider holding enrollment workshops on the last days of classes or at community events. They can be particularly effective at the end of digital literacy classes, if you can identify any in your area, as these individuals have already demonstrated interest.

Alternatively, consider holding regular workshops (on the last Friday of every month, for example), and advertise them to interested groups. Regularity will make it easy for interested individuals to know how and when to sign up.

unexpected problems when they're ready to subscribe.

Use community-specific tools. Make sure your surveys, marketing collateral, etc. all have a targeted approach. If you're looking to connect families with children, talk about the importance of the Internet for school; if you're talking to seniors, highlight the ease of communication and access to community resources, health information, and more. If you live in a bilingual community, create material in multiple languages.

Share success stories. Collect stories from the individuals and families you have helped get online and be sure to share them with potential beneficiaries and partners, such as schools and local elected officials. Show, don't just tell, your beneficiaries the difference that Internet connections can make in their lives.

Enrollment Workshops

ENROLLMENT WORKSHOP CHECKLIST

- Computers or tablets set up with your organization's unique URL.
- Printer to print out order confirmations.
- Staff and/or volunteers to assist with the sign-up process.
- Handouts explaining:
 - How to connect to the Internet at home.
 - Links to online classes and resources (e.g. GCF Learn Free).
 - Schedule for future trainings in your area.



Adoption Events

Adoption events are community programs aimed at bridging the digital divide by increasing access to low-cost Internet service, affordable computer options, and resources on how to leverage the power of technology. Such events go beyond distributing flyers, however, and should be designed to help participants subscribe to Internet service, purchase computers, and sign up for digital literacy trainings.

To hold a successful adoption event, there are two important components:

Mobile Computer Lab: Whether it's an actual lab on wheels or laptops with access to Wi-Fi on a table, this arrangement is useful in introducing participants to low-cost Internet service options and to help interested subscribers through the enrollment process.

Computer Exhibit: Computer devices may be exhibited in this area, thereby allowing participants to "play" with the devices and ask questions before purchasing a device on site. This requires partnering with a local computer refurbisher.

Once you've decided you want to host an adoption event, there's a lot to plan:

1. **Set Goals:** Think about your objectives (e.g. creating awareness around low-cost Internet service) and identify appropriate goals (e.g. reach 200 people).
2. **Develop a Plan:** Your plan should include strategies and a timeline for implementing your event.
3. **Engage Diverse Partners:** Work with local community-based organizations, schools, and civic departments to help reach a wider audience. Additionally, engage local businesses and others who can donate computers and/or make available affordable devices.
4. **Outreach:** Flyers, presentations, phone calls, and reminders in the mail help encourage attendance and helps interested households prepare to enroll and purchase on the day of the event.
5. **Execute:** Have fun!

MEASURE PROGRESS

EveryoneOn has developed a set of tools to help nonprofit and government partners measure the impact of their broadband adoption efforts. Partners are encouraged to visit [EveryoneOn.org/Portal](#) to view the number of people they have signed up for service and the demographics of the population they helped serve.

Each EveryoneOn enrollment partner receives a unique URL, at which their constituents have access to low-cost options and are encouraged to sign up. In an effort

to capture important data and measure impact, if a constituent signs up for service through Mobile Beacon or Mobile Citizen, they are asked to complete a survey after the point of sale.

Once this survey is completed, the results are aggregated for view in your unique portal. Through the portal, you are also able to discover the number of households you have connected and the number of visitors to your unique URL.

Since you partnered with us, the following has occurred...

By the Numbers



Of the 377 connections you've helped establish, **277** have maintained active connections to the internet.

59 have cancelled and 41 are currently suspended.

X

Before you go, please answer the following questions:

This survey is optional. EveryoneOn won't share your information.
We'll only use it to get a better sense of who we serving and how we can be most helpful.

Is this the first time you're getting home
internet access? Yes No

How did you hear about EveryoneOn.org? Please select ▾

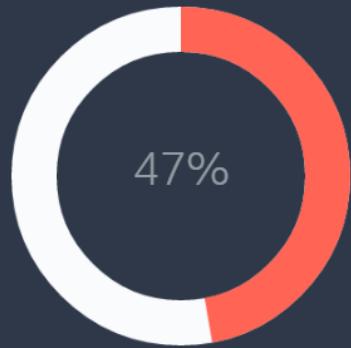
I primarily plan on using this internet
connection for: Please select ▾

Age? Please select ▾

Race? Choose One ▾

Skip

Proceed →



47% of your subscribers are first-time subscribers

Your subscribers learned about EveryoneOn through

- 50% Organization in your community
- 43% Other
- 2% Print advertising
- 2% Social media (Facebook, Twitter, etc)

Your subscribers age ranges are:

- 32% 30-49
- 25% 50-64
- 22% 18-29
- 17% 65+

Your subscribers plan to use their internet connection for:

- 41% Education
- 14% Finding a job
- 11% Other
- 7% Connecting with friends
- 5% Entertainment
- 5% Healthcare
- 5% Saving Money
- 4% Accessing government services

Your subscribers races are:

- 44% White
- 16% Black/African-American
- 10% Asian
- 8% Hispanic / Latino
- 7% Rather not say
- 2% Other

APPENDIX A: INTERNET OFFERS*

NETWORK	PROVIDER	MONTHLY PRICE	MONTHLY DATA	SPEED	SETUP & EQUIPMENT	ELIGIBILITY
COMCAST	Internet Essentials	\$9.95	Unlimited	3 Mbps/ 768 Kbps	N/A	<p>Live in coverage.</p> <p>Have at least one child eligible for the National School Lunch Program.</p> <p>No Comcast subscription in last 90 days.</p> <p>No overdue bills or unreturned equipment in the past year.</p>
COX	Connect2Compete	\$9.95	100 GB	5 Mbps/ 1 Mbps	N/A	<p>Live in coverage.</p> <p>Have at least one child eligible for the National School Lunch Program.</p> <p>No Cox subscription in the past 90 days</p> <p>No overdue bills or unreturned equipment</p>

* Please note that prices and details are estimates and are subject to change. For more up to date information, please visit EveryoneOn.org/Eligibility.

NETWORK	PROVIDER	MONTHLY PRICE	MONTHLY DATA	SPEED	SETUP & EQUIPMENT	ELIGIBILITY
GOOGLE	Google Fiber	\$0	Unlimited	5 Mbps/ 1 Mbps	Construction Fee (\$300 one-time payment or \$25 monthly payment for one year)	Live in coverage.
		\$70	Unlimited	1 Gbps/ 1 Gbps	Construction Fee (\$300; waived with one-year commitment)	Live in coverage.
SPRINT	FreedomPop	\$0	300 MB	25 Mbps/ 3 Mbps	Sprint Overdrive Hotspot (\$24.99)	Live in coverage.
		\$19.99	2 GB	25 Mbps/ 3 Mbps	Sprint Overdrive Hotspot (\$24.99)	Live in coverage.
T-MOBILE	Basic Internet	\$10.90	1.2 GB (then speed throttles)	38 Mbps/ 19 Mbps	T-Mobile Hotspot (\$42.51)	Live in coverage.
		\$21.80	3.2 GB (then speed throttles)	38 Mbps/ 19 Mbps	T-Mobile Hotspot (\$42.51)	Live in coverage.

APPENDIX B: DEVICE OFFERS*

Provider	Desktop	Laptop	Tablet	Return Policy & Warranty	Eligibility
Computer Dealers, Inc.	\$162	\$224	\$144	Desktops & laptops have a 90-day warranty. Tablets have a 6-month warranty.	Available nationally.
Reliatech	\$149	\$189	N/A	Devices have a 180-day warranty.	Available in California.
Good Tech America	\$99	\$179	N/A	Devices have a 90-day warranty.	Available in San Diego, CA; Los Angeles, CA; & Mesa, AZ
PCRR	\$178	\$221	N/A	Devices have a 90-day warranty. One-year warranties are available for \$19.99.	Available in the Midwest (IL, IN, MI, MN, OH, & WI).

* Please note that prices and details are estimates and are subject to change. For more up to date information, please visit EveryoneOn.org/Eligibility.

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Will you help us eliminate the digital divide?
Visit EveryoneOn.org to find out how you can get involved.