INVESTMENTS TO ACCELERATE DIGITAL EQUITY

County of Los Angeles

May 5, 2022
Over 365,000 households in Los Angeles County lack broadband service.
On November 16, 2021, the Board of Supervisors unanimously approved a motion to:

• Invest in viable options for the County to facilitate residential access to reliable broadband service in low-income communities

• Promotional campaign on financial subsidy programs

• Amendments to existing agreements with internet service providers and telecommunication companies

• Public-private partnerships for Community Wireless Network

• County-administered municipal broadband service
Identified $3 million in one-time funding to promote EBB and ACP adoption; phase one launched in December 2021 and included:

- media buys
- press releases
- virtual training sessions
- print and digital marketing
- text messaging, telephone calls, email marketing
- call center
Media Coverage Highlights
Flyers
Get Connected with High-Speed Home Internet for less

The Emergency Broadband Benefit (EBB) gives you up to $50 per month (with some conditions, such as eligibility criteria) towards the cost of broadband Internet service. This benefit is available to low-income households and is being extended until December 31, 2023. Find out if you qualify! Visit www.internet Avalon.com/applybytoday or call 866-974-1751.

Conéctate con Internet en el Hogar de Alta Velocidad por menos

El Servicio de Emergencia para Internet (EBB) te ayuda a pagar el costo mensual de Internet por hasta $50 por mes, que puede ser aplicado al costo de Internet en el hogar para nuevos y existentes clientes que cumplan con los requisitos requeridos. Visita www.internet Avalon.com/applybytoday o llama gratis al 866-480-3615.

以更低的價格獲得高速家居網絡

緊急寬頻服務（EBB）為客戶提供每月最多$50的寬頻費用補貼。該補貼適用於低收入家庭，並延長至2023年12月31日。欲了解資格要求，請訪問www.internet Avalon.com/applybytoday或拨打免費熱線866-480-3615。
## Summary of Results

Paid media generated **16,900,118** impressions

- Media flight: December 6 to December 30, 2021
- 3,181 (64%) of calls/leads came from paid media
- Social media advertising generated more call volume than radio and print media combined (878 calls vs 641 calls).

### Overall Call Volume Breakdown

<table>
<thead>
<tr>
<th>Media</th>
<th>Total Impressions</th>
<th>Total Added Value</th>
<th>Call Volume/Leads</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>12,633,946</td>
<td>$85,296.00</td>
<td>1,630</td>
</tr>
<tr>
<td>Radio</td>
<td>2,946,099</td>
<td>$12,500.00</td>
<td>508</td>
</tr>
<tr>
<td>Print</td>
<td>889,800</td>
<td>$16,974.55</td>
<td>133</td>
</tr>
<tr>
<td>Social Media (Facebook)</td>
<td>347,563</td>
<td><strong>N/A</strong></td>
<td>878</td>
</tr>
<tr>
<td>Google Search</td>
<td>2,710</td>
<td><strong>N/A</strong></td>
<td>32</td>
</tr>
<tr>
<td><strong>Media Total</strong></td>
<td><strong>16,900,118</strong></td>
<td><strong>$114,770.55</strong></td>
<td><strong>3,181</strong></td>
</tr>
</tbody>
</table>
Summary of Results

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<thead>
<tr>
<th>Media Type</th>
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<td>Social Media</td>
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<td>Google Search</td>
<td>32</td>
</tr>
<tr>
<td>Other*</td>
<td>1,837</td>
</tr>
</tbody>
</table>

Total Calls/leads generated to CETF CBO Call Center = 5,018

Calls are still coming in as a result of the campaign

*Collateral/Social Press kit/Press Releases
Summary of Results

Visits to IFAN EBB Application Landing page significantly increased in December

Visits increased **400%**

Nearly **50,000 views** and **21,150 applications**
The FCC reported a **43% increase** in EBB enrollments during the month of December 2021. Los Angeles now has the most enrolled households among counties within California.
Performed an analysis to prepare a competitive solicitation for a Managed Services Provider (MSP)

- Conducted 20+ interviews with market participants
- Issued a public Request for Comments and reviewed 33 written responses
- Conducted site visits to identify viable County assets
Community Wireless Network

Released the competitive solicitation in **March 2022**.

- Pre-qualified MSPs will compete for future work orders to deploy broadband networks in communities impacted by the digital divide.

- RFSQ requires minimum speeds of **100 Mbps / 20 Mbps** with technology scalable to **100 Mbps / 100 Mbps**, aligning with Federal and State funding guidelines.

- Proposal deadline is May 13, 2022.

- Board of Supervisors’ approval will be required prior to executing public-private partnerships with one or more MSPs.
Community Wireless Network

Signed a **MOU with the City of Los Angeles**

- Added Los Angeles County Office of Education representing 80 school districts
- Established a working partnership to commit resources towards digital equity and inclusion initiatives
- Both agencies will deploy their assets and operations to bring new public connectivity infrastructure to communities
- Collaborating on projects and funding opportunities to maximize efficiencies and public impact while reducing duplication of efforts
Digital Navigators

A community-centered approach to improving broadband adoption and digital literacy.

• Hired from within the target communities
• In-person assistance with applying for subsidies, acquiring affordable devices, and technical support for accessing the internet
• Support residents at premises, community events, and call centers
• Administered a Request for Comments in March 2022
Questions?