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STATEWIDE MOBILIZATION TO PROMOTE AFFORDABLE INTERNET CONNECTIVITY ENROLLMENT

August announced as California's "Get Connected" month, culminating in events on August 27th to register community members who qualify for the Affordable Connectivity Program (ACP).

SANTA BARBARA COUNTY, CA - The Santa Barbara Foundation in partnership with the Broadband Consortium Pacific Coast, and with the support of Santa Barbara County's department of Social Services, join the coalition to respond to the call to action by the California Broadband Council to close the digital divide through the increased registration for affordable internet services.

In March 2022, the California Broadband Council (CBC) issued a "call to action" to get online high-speed internet service to 90% of all eligible low-income households by 2024. In Santa Barbara County, 103,632 (38%) of community households are eligible for the **Affordable Connectivity Program (ACP)** with 22,272 households enrolled (21%). While enrollment has increased month to month over the past three quarters there is still work to do to close the equity and access gap in the digital divide.

In response to this call to action, the California Department of Technology (CDT), California Department of Education (CDE), California State Library, California State Association of Counties (CSAC) and California Emerging Technology Fund (CETF) are coordinating a statewide mobilization to promote the Affordable Connectivity Program (ACP) called *Get Connected! California*.

These State agencies and statewide organizations (the *Get Connected!* Coalition) will promote information about ACP to the over 5 million eligible households in California. The direct communications and strategic mobilization are focused on August 2022 as the first *Get Connected!* Month when students are returning to school. The mobilization will distribute information about the ACP benefit, eligibility requirements, and where to get enrollment help to reach every family with a child on the National School Lunch Program (NSLP), all participants in Medi-Cal and CalFresh, and library patrons in priority neighborhoods throughout the state. Look for an August 27 Enrollment Event near you at internetforallnow.org/events/get-connected-california/. Enrollment promotion will continue until 95% of all households who qualify are connected.



The ACP, administered by the Federal Communications Commission (FCC) provides eligible households up to \$30/month (or \$75/month on Tribal lands) off internet bills, as well as one-time \$100 discount off a connected device. The ACP is a key part of the Federal [Internet for All](#) initiative.

As part of the Broadband Consortium of the Pacific Coast (BCPC) and the County's broadband strategic plan, the Santa Barbara Foundation is leading the work efforts to build a Digital Equity Coalition for Santa Barbara County to ensure [Broadband for All](#). For more information about the Digital Equity Coalition, contact Petra S. Gomez, Program Manager, Santa Barbara Foundation, pgomez@sbfoundation.org, 805-880-9394. To find affordable service programs by in California by zip code: <https://broadbandforall.cdt.ca.gov/affordable-service-programs/>

ABOUT BROADBAND CONSORTIUM OF THE PACIFIC COAST

The Broadband Consortium of the Pacific Coast (BCPC) is one of several strategic initiatives conducted by the Economic Development Collaborative in Ventura County. Formed in 2014, the consortium has served as an advocate for broadband deployment and adoption across Ventura, Santa Barbara, and San Luis Obispo counties.

ABOUT THE SANTA BARBARA FOUNDATION

The Santa Barbara Foundation, the largest community foundation in the region and the county's go-to resource for investment and capacity-building, strives to ensure that all residents can thrive. Nearly every Santa Barbara County nonprofit organization and essential community project has been supported by the Foundation during its 94-year history.

The Foundation is working to improve areas that affect quality of life in Santa Barbara County, including support for basic needs, and addressing the concerns of the working family, including child care, workforce development, and workforce housing. The Foundation connects those who give with those in need - and all who dream of stronger communities. To learn more, please visit SBFoundation.org and [SBF COVID-19 Impact Report](#) to learn more about our work during the pandemic.

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