Digital Navigators
Emergency Broadband Benefit

welcome

we’re pleased you’ve joined us today
Today’s Agenda

- Opening, CSL
- Program Overview, FCC
- Applicant Experience Research, ODI
- Q&A Time
  Use the chat throughout the presentation to queue up questions for the Q&A portion
Meet Your Presenters

Laura Sasaki
California State Library
Broadband Program Manager
State E-rate Coordinator

Renee Coles
Federal Communications Commission
Consumer Education and Outreach Specialist

Justin Lai
California Office of Digital Innovation
UX Researcher
Emergency Broadband Benefit

What is the Benefit?
Who Is Eligible?
How Can Households Apply?

FCC Partner Toolkit
The Emergency Broadband Benefit Program is a Federal Communications Commission (FCC) Program that provides a temporary discount on monthly broadband bills for qualifying low-income households. Eligible households can receive:

- Up to $50/month discount for broadband service and associated equipment rentals;
- Up to $75/month discount for households on Tribal lands, and;
- A one-time discount of up to $100 for a laptop, desktop computer, or tablet purchased through a participating provider.
A Household is Eligible If Any Member

- Received a Pell Grant in the current award year;
- Is approved to receive benefits under the free and reduced school lunch program or school breakfast program in the 2019-2020 or 2020-2021 school year;
- Experienced a substantial loss of income, due to a job loss or furlough since 2/29/20 and the household had a total income in 2020 below $99,000 (single filers) or $198,000 (joint filers); or
- Meets the eligibility of a participating providers’ existing COVID-19 or low-income program.
### Who Qualifies for the Benefit?

#### Households That Qualify for Lifeline Also Qualify

<table>
<thead>
<tr>
<th>What is Lifeline?</th>
<th>How Do I Qualify for Lifeline?</th>
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| Lifeline is a federal program that lowers the monthly cost of phone and internet. Eligible customers will get up to $9.25 (up to $34.25 on Tribal lands) toward their bill. Visit [www.LifelineSupport.org](http://www.LifelineSupport.org) for more information about the Lifeline Program. | Household income is less than 135% of the Federal poverty guidelines or A member of the household participates in one of these programs:  
• Supplemental Nutrition Assistance Program (SNAP), formerly known as Food Stamps  
• Medicaid  
• Supplemental Security Income (SSI)  
• Federal Public Housing Assistance (FPHA)  
• Veterans Pension and Survivors Benefit  
• Tribal programs (and you live on qualifying Tribal lands) |
A household is a group of people who live together and share money (even if they are not related to each other.) If you live together and share money, you are one household. If you either don’t live together or you don’t share money, you are two or more households.

• A household can qualify because of eligible dependent children that meet the eligibility criteria.

• You may have to answer questions about your household when you apply for the Emergency Broadband Benefit Program.

• A household worksheet will be available to assist in determining household eligibility.
Eligible households within multi-unit dwellings such as apartment buildings, nursing homes, and group homes can also take advantage of the benefit.

- Households within multi-unit dwellings, where the landlord or the property manager is the internet account holder, may be able to apply the benefit to that broadband service if they otherwise qualify.

- If the household has a bill or other liability for their broadband access that someone else, such as the property owner, is helping to pay, the household could switch temporarily to using EBB support to pay for broadband service instead of relying on that third party’s support.
The Emergency Broadband Benefit opened its enrollment on May 12, 2021.

The Emergency Broadband Benefit is a temporary program developed in response to the COVID-19 pandemic. The program will end once the program funds are exhausted, or six months after the Department of Health and Human Services declares and end to the pandemic, whichever comes first.

The program is administered by the Universal Service Administrative Company (USAC). They also administer the Lifeline program. USAC hosts the application portal and the GetEmergencyBroadband.org consumer website. There is also a toll free number for questions open 7 days a week from 9am – 9pm est. 833-511-0311
• Participating providers must give households notice about the last date or billing cycle that the full benefit will apply to their bill and the date or billing cycle that a partial benefit will apply to their bill, in addition to information about the cost of broadband service after the program ends.

• Households will need to opt-in or request to continue broadband services with their provider. If they don’t opt-in or select a new service plan with the provider, their broadband service will end once the program ends. Even if they had service with the same provider before enrolling in the Emergency Broadband Benefit, they will need to opt-in to continue broadband services after the program ends.
The program is open to all broadband providers, not just those currently offering Lifeline services.

- **Fixed** broadband services are provided to your home, or a single location. These include cable, fiber optic, DSL, satellite, and fixed wireless services.
- **Mobile** broadband services are device-based and available throughout the service provider’s cellular coverage area, similar to cell phone services.

Check with the broadband providers in your area to learn about their plans for program participation and eligible service offerings. You can find a list of participating providers by state and territory linked on www.fcc.gov/broadbandbenefit.

Not all providers plan to offer connected devices through the program.
There are three ways to apply for the Emergency Broadband Benefit

**Option 1:** Contact a participating broadband provider directly to learn about their application process.

**Option 2:** Go to GetEmergencyBroadband.org to apply online and to find participating providers near you.

**Option 3:** Send a mail-in application, along with proof of eligibility to:

- Emergency Broadband Support Center
- P.O. Box 7081
- London, KY 40742
Enroll Via a Provider

- Contact a service provider. Find a list of participating service providers by state at: www.fcc.gov/broadbandbenefit.

- The service provider assists the consumer (in-person) with applying through the National Verifier Service provider portal; or

- The service provider helps the consumer apply using their FCC approved alternate verification process.
After receiving an eligibility determination from the National Verifier, the consumer can contact a service provider to enroll in the EBB program.
Apply by Mail

- Download and print a paper application from GetEmergencyBroadband.org.
  (Participating providers may also supply consumers with paper applications)

- Mail the completed application to:
  Emergency Broadband Support Center
  P.O. Box 7081
  London, KY 40742

- To help with application processing include supporting documents to prove eligibility and the household worksheet.
When applying for the Emergency Broadband Benefit using USAC’s online application, they will attempt to confirm your information automatically.

Online and mail-in applicants may be asked to provide information or documentation to verify identity, address, or eligibility.

To confirm your eligibility, additional documentation can be mailed or submitted electronically. Examples of acceptable documents that can be used to validate information can be found at: getemergencybroadband.org/how-to-apply/show-you-qualify/
The outreach toolkit is a collection of social media, printables, and other tools to assist communities, partners, grassroots organizers, and navigators in raising awareness around the Emergency Broadband Benefit.

These tools are for public access, downloadable, and free to use. They can also be co-branded and/or adjusted to your voice.
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<tr>
<th>Social</th>
<th>Printables</th>
<th>Videos and PSAs</th>
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<tbody>
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<td>Logos</td>
<td>Fact Sheet</td>
<td>ASL Video</td>
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<tr>
<td>Social Media Images</td>
<td>Flyer</td>
<td>Overview Video</td>
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<tr>
<td>Draft Social Media Posts</td>
<td>9”x 5” Info Card</td>
<td>How to Apply Video</td>
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<tr>
<td>Newsletter Insert</td>
<td>1/4 Page Handout</td>
<td>Audio PSAs</td>
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<tr>
<td>Draft Press Release</td>
<td>Poster/Infographic</td>
<td>PowerPoint Slide Deck</td>
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Social Media Support

Logos

Social Media Images

Draft social Media Posts

Newsletter Inserts

Draft Press Release
Printables

Fact Sheet
Flyers
Poster
9" x 5" Info Card
1/4 Page Handout
Infographic
Videos and PSAs

ASL Video
Overview Video
How to Apply Video
Radio PSAs
PowerPoint Slide Deck
# Toolkit Accessibility

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<th>Translated Languages</th>
<th>Translated Material</th>
<th>Alternate Formats</th>
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<tbody>
<tr>
<td>Arabic</td>
<td>Fact Sheet</td>
<td>To request materials in accessible formats for people with disabilities (Braille, large print, electronic files, audio format), send an e-mail to: <a href="mailto:FCC504@fcc.gov">FCC504@fcc.gov</a>.</td>
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<tr>
<td>Amharic</td>
<td>9&quot; x 5&quot; Info Cards</td>
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<tr>
<td>Burmese</td>
<td>1/4 Page Handout</td>
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<td>Chinese (Traditional)</td>
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<td>French</td>
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<td>Haitian Creole</td>
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<td>Korean</td>
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<td>Tagalog</td>
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<tr>
<td>Vietnamese</td>
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Questions?

The FCC’s EBB Consumer Hub:
www.fcc.gov/broadbandbenefit

Toll free number for questions:
833-511-0311

To apply: GetEmergencyBroadband.org
California Office of Digital Innovation

Emergency Broadband Benefit
Applicant Experience Research

Justin Lai
June 4, 2021
An Emergency Broadband Benefit.

The Public Utilities Commission and ODI partnered to create a page on the covid19.ca.gov website to get feedback from Californians about their experience with the Emergency Broadband Benefit program.
Learn from Californians about their experiences with EBB

Drive Traffic to the Page
Google Ads appear when people search for key affordable broadband terms.

Connect with Applicants
Once people have been on the website, we ask if they have any additional questions and offer to call.

Understand their Needs
Interview applicants about their experience using the site and signing up for EBB.
We researched a diverse group of people over the last two weeks

Methodology

30 interviews with individuals/families who submitted their contact info on the website

19 locations across northern and southern California from Corning to Modesto to San Diego

2-90 minute calls with respondents asking about their experiences and answering their questions
Applicant Experiences

People we talked to had similar hurdles and questions

<table>
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<tr>
<th>Unfamiliar terms</th>
<th>Unsure where to start</th>
<th>Subscribing to a plan</th>
<th>Device Availability</th>
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</thead>
<tbody>
<tr>
<td>“Wifi” and “Internet” were more familiar than “broadband” or “ISP.”</td>
<td>Did not know where to start (finding a provider, filling out application, going to existing provider’s website, etc.)</td>
<td>Confused about how to contact a provider after being approved through the federal website.</td>
<td>Many people searching for a provider who can offer a device, but not always clear who it (and most are not).</td>
</tr>
</tbody>
</table>
Applicant Experiences

**Little and big challenges trip people up**

**Digital Literacy**

Often uncomfortable completing the application without help.

**Middle Name**

Error if applicant adds only a middle initial instead of middle name.

**Passwords**

Difficulty creating a password that meets requirements.

Password requirements are hard to see for applicants on a tablet.

**California**

Receive error: “Must be in a National Verifier state.”

Mistakenly start Lifeline application.
<table>
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<tr>
<th>Who is eligible?</th>
<th>Document eligibility</th>
<th>Eligible plans</th>
<th>Program end date</th>
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<tbody>
<tr>
<td>Applicants may have multiple paths to eligibility.</td>
<td>What information applicants need when they are applying.</td>
<td>Finding the plan that makes sense for them, especially if they have to change their current plan.</td>
<td>Focused on how to apply and do not assume or think that the program has a potentially short lifespan.</td>
</tr>
</tbody>
</table>
Questions?
Justin.Lai@digital.ca.gov
Questions?

Use the chat to ask your questions
Resources

[Links to various resources for emergency broadband benefit]

- [https://www.fcc.gov/broadbandbenefit](https://www.fcc.gov/broadbandbenefit)
- [https://getemergencybroadband.org/](https://getemergencybroadband.org/)
- [https://covid19.ca.gov/emergency-broadband/](https://covid19.ca.gov/emergency-broadband/)
- [https://digitequitybaltimore.org/ebb-resources/](https://digitequitybaltimore.org/ebb-resources/)
- [https://www.digitalinclusion.org/emergency-broadband-benefit/](https://www.digitalinclusion.org/emergency-broadband-benefit/)