



**Internet for All:
EveryoneOn's Expansion Programs**

CALL IN #

DIAL-IN: (712) 770-4005

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BILL MILLS

PRESIDENT/CEO

FLORIDA PROSPERITY PARTNERSHIP





FLORIDA PROSPERITY PARTNERSHIP

*PROVIDING PATHWAYS TO ECONOMIC SECURITY
THROUGH A STATEWIDE COALITION OF ORGANIZATIONS*



THE FPP IS FUNDED BY:



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BACK 
TO THE BASICS



everyone **on**

A red hand cursor icon, resembling a mouse pointer, is positioned over the red text 'on'. The hand is drawn with simple red lines, showing the index finger pointing upwards and slightly to the left, towards the 'o' in 'on'. The other fingers are slightly curled. The entire graphic is set against a plain white background.



INTERNET FOR ALL:
EVERYONEON'S EXPANSION PROGRAMS

Maribel Martinez
Regional Manager, Florida
April 25, 2017

AGENDA

Mission and Model

By the Numbers

Digital Literacy Training

Individual Offers

Bulk Offers

ConnectWELL

ConnectHOME

Digital Equity Champions

Q/A



EVERYONEON: CORE BELIEF

Regardless of color, creed, or circumstance, everyone deserves the Internet and the opportunities it brings

404,000

number of individuals EveryoneOn has connected to the Internet since 2013

EVERYONEON'S MODEL



Offer Creation and Negotiation

EveryoneOn negotiates with Internet service providers and device manufacturers to create & refine low cost offers



Full Spectrum Access Platform

- EveryoneOn.org
- text CONNECT to 21545
- customer service agent
- Integrated Voice Response



On-The Ground People and Partners

- Regional Managers on the ground in 5 states
- An array of over 600 partner organizations across the country
- National Offices in D.C.

EVERYONEON'S PARTNERSHIPS & RECOGNITION

Partners



Microsoft



Recognition



Ajit Pai,
*FCC Commissioner,
Republican*

"Connect2Compete (*EveryoneOn's Flagship program*)...is giving students in Baton Rouge and around the country every chance to succeed in the digital age."



Michael Bloomberg,
*Former New York City Mayor,
Independent*

"The **EveryoneOn** approach has helped bridge the nation's Internet divide so that everyone has access to the Internet."



Barack Obama,
*44th President of
United States,
Democrat*

"I want to give credit where credit is due. This is something government does on by itself...You've got nonprofits like EveryoneOn...who are partnering with us."

1,000,000

number of individuals EveryoneOn is poised to connect by 2020

22%

Floridians lacking home Internet
(4,300,000)

Miami	43%
Fort Lauderdale	28%
West Palm Beach	36%
Orlando	22%
Tampa	27%
Jacksonville	29%
Tallahassee	21%
Pensacola	24%



BARRIERS TO INTERNET ADOPTION

PRIMARY ROOT CAUSES¹



75% of the 60+ million unconnected Americans have access to an Internet offer but cannot afford it

In Urban and Suburban Markets: Cost



16 million of the over 60 million unconnected Americans do not have access to an Internet offer because there is not the requisite infrastructure in their community

In Rural Markets: Lack of Infrastructure

SECONDARY ROOT CAUSES²



Surveys done in local communities have found awareness of these options as low as 10%

Lack of Awareness of Affordable Options



Lack of experience with the Internet can also keep the unconnected offline particularly senior citizens

Lack of Digital Literacy

CUSTOM DIGITAL LITERACY TRAINING

SENIOR PILOT

- **What?** Partnership between EveryoneOn, the Miami-Dade Public Housing Agency, & T-Mobile
- **Who?** 1,136 seniors living in public housing in Miami-Dade County received a free Alcatel Pop 7 tablet and access to 10 face-to-face custom digital literacy training workshops delivered in English, Spanish, and Haitian-Creole
- **When?** Began December 2016
- **Why?** To enhance and improve the quality of life of low-income senior citizens in Miami-Dade County

SENIOR PILOT MIDPOINT DATA RESULTS

- **Phase I data:**
 - 94% of responses were 100% satisfied with the workshop content, materials, and instructors
 - 91% of responses indicated they enjoy using their tablet and will continue using it beyond the availability of the workshops
- **Phase II data:**
 - 100% of responses were 100% satisfied with the workshop content, materials, and instructors
 - 100% of responses indicated they enjoy using their tablet and will continue using it beyond the availability of the workshops

FUTURE OF DIGITAL LITERACY TRAINING

- EveryoneOn is actively seeking to collaborate with other agencies to connect their constituents and provide them custom training to fully realize the power of the Internet
 - *Newest expansion pilot: 300 families with children in Broward County*
- EveryoneOn seeks to prove that with proper relevancy, new Internet adopters can persist in its use regardless of age or income to improve their lives
- Email digital literacy training inquiries to Maribel Martinez:
maribel@everyoneon.org

ACCESSING FAMILY-BY-FAMILY OFFERS

Get Connected

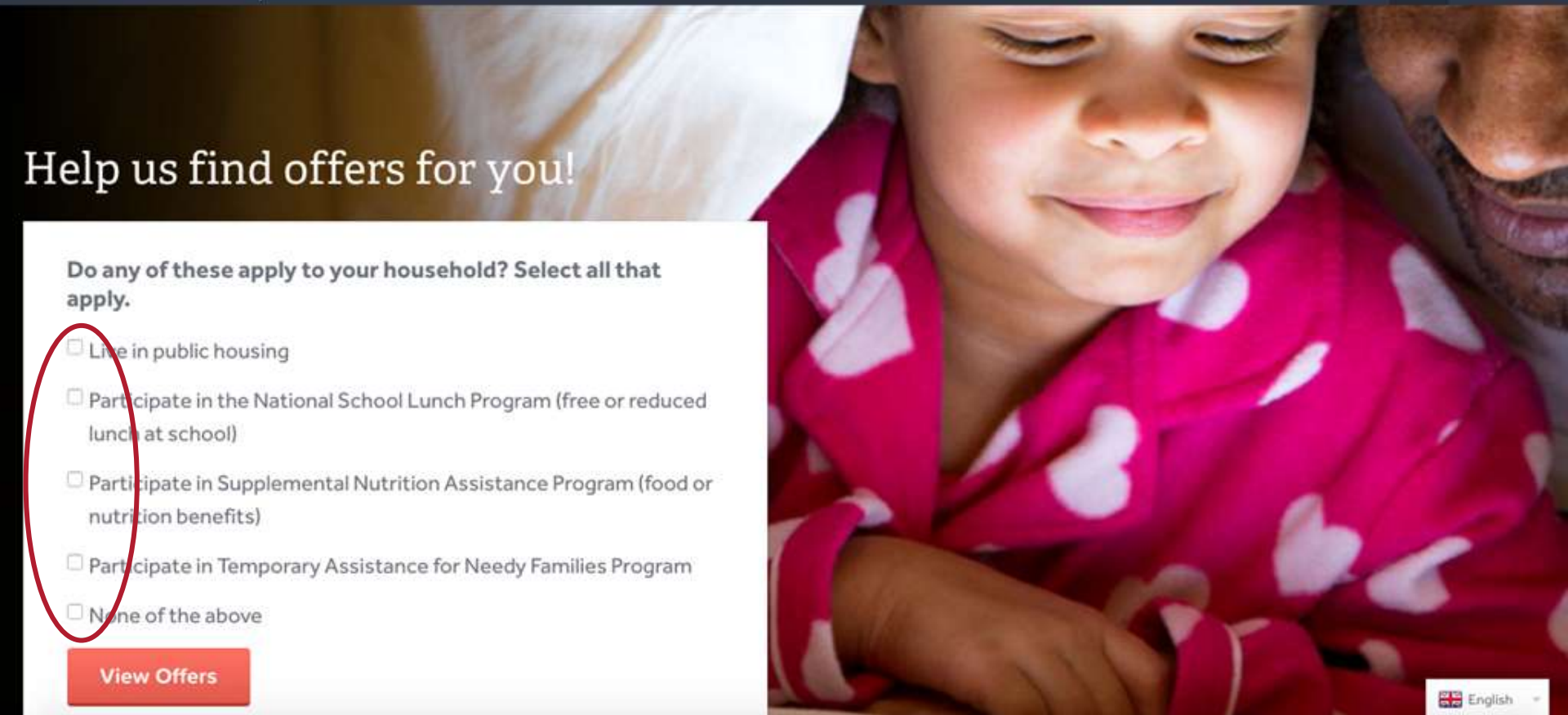
Find low-cost Internet and affordable computers in your area.

Type in your zipcode

Find Offers

Or text "connect" to 21-545





Help us find offers for you!

Do any of these apply to your household? Select all that apply.

- Live in public housing
- Participate in the National School Lunch Program (free or reduced lunch at school)
- Participate in Supplemental Nutrition Assistance Program (food or nutrition benefits)
- Participate in Temporary Assistance for Needy Families Program
- None of the above

[View Offers](#)

We've found 4 **Internet offers**, 3 **computer offers**, and 5 **computer training locations** near you!

Internet Offers

EveryoneOn solicits a wide range of Internet Service Providers to feature their low-cost Internet offers on our website. Those featured have met our minimum service and price standards and are committed to working with EveryoneOn in helping connect families and individuals. If you are or know of an Internet Service Provider with low-cost plans interested in being featured, please email EveryoneOn at info@everyoneon.org.



ACCESSING BULK OFFERS

BULK ADOPTIONS


- Schools, school districts, housing authorities, nonprofits, and other government agencies are eligible to purchase computers, tablets, hotspots, and hard-wired home Internet connections to gift to their constituents
 - Some offers include free devices and free connectivity
- Email bulk offer inquiries to Maribel Martinez: maribel@everyoneon.org

CURRENT BULK OFFERS

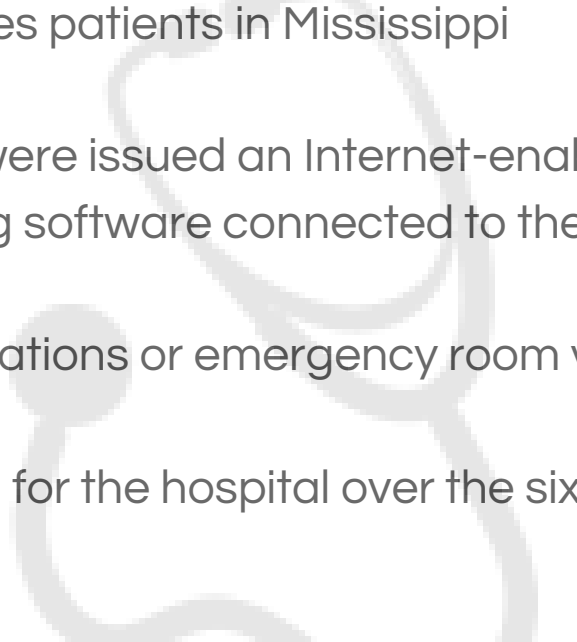
Sprint 1 Million Project	T-Mobile	Comcast Internet Essentials	Kajeet SmartSpot
<ul style="list-style-type: none">● Open to schools and school districts● Maximum 25,000 lines over 5 program years● Free devices + free connectivity for 4 years● Targeting incoming 9th graders● Deadline to apply: <u>April 30, 2017</u>	<ul style="list-style-type: none">● Open to schools, school districts, nonprofits, and public housing authorities● Free tablet with 2-year connectivity agreement per tablet at \$10/month● Can authorize billing freeze during summer● <u>Offer available while supplies last</u>	<ul style="list-style-type: none">● Open to any organization● Give the gift of a home Internet connection with Comcast Opportunity Cards● Works like a gift card but used exclusively with Comcast● Sold in \$10 denominations	<ul style="list-style-type: none">● Open to school districts● Kajeet SmartSpot connects to Verizon and Sprint networks● Plans start at \$9.99 per device

HOW CAN DIGITAL INCLUSION HELP
CERTAIN INDUSTRIES?

CONNECTWELL

- **What?** Public/private partnership in healthcare
 - **Who?** Hospitals/healthcare providers & patients with chronic conditions
 - **When?** Began Fall 2016
 - **Why?** To leverage the power of the Internet to manage disease and bring down healthcare costs
- 

CONNECTWELL TELEHEALTH PILOT

- **Population:** 100 diabetes patients in Mississippi
 - **Intervention:** Patients were issued an Internet-enabled tablet loaded with blood-sugar monitoring software connected to the hospital's call center
 - **Results:** Zero hospitalizations or emergency room visits
 - **Cost savings:** \$339,184 for the hospital over the six month trial period
 - **Hospital ROI:** 3:1
- 

FUTURE OF CONNECTWELL

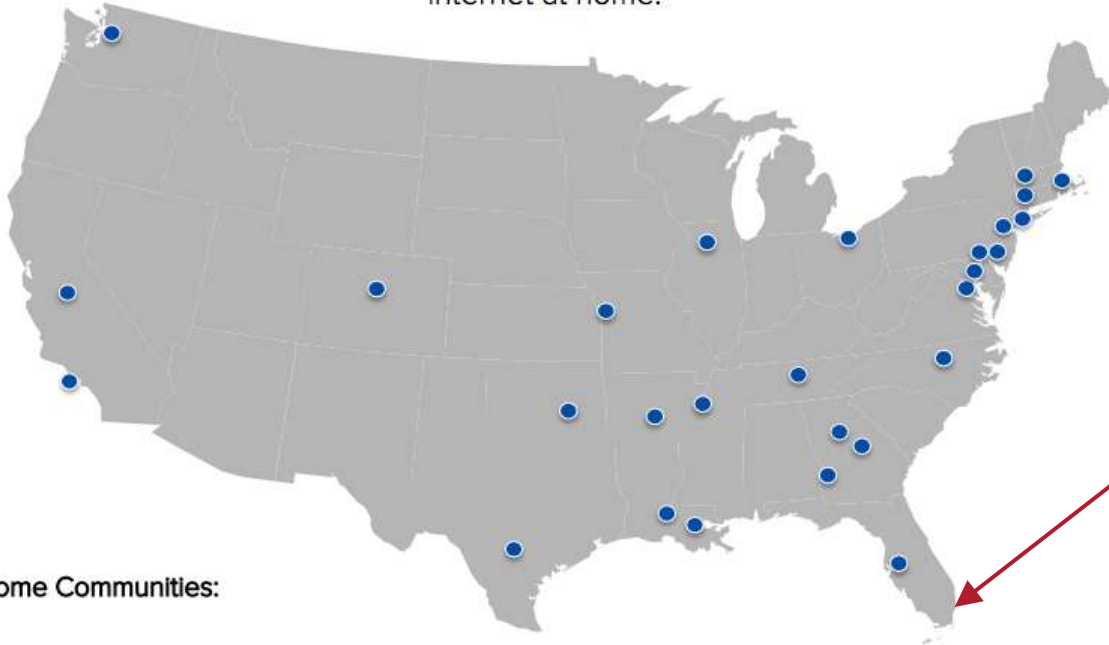
- EveryoneOn is actively seeking urban, suburban, and rural sites with ~170 patients to expand ConnectWELL beyond the initial pilot
- Our model is a turn-key approach which incentivizes hospitals by making their participation risk-free
- EveryoneOn seeks to prove that cost savings are substantial and we need partners to be able to track those savings
- Email ConnectWELL inquiries to Maribel Martinez: maribel@everyoneon.org

CONNECTHOME

- **What?** Public/private partnership with government agencies
- **Who?** U.S. Department of Housing of Urban Development
- **When?** Began Fall 2015
- **Why?** To connect families with K-12 kids to the Internet allowing some of America's lowest resourced families to realize the power of the Internet

Over the initial 18 months of implementation, ConnectHOME connected more than 20K people to the Internet, distributed more than 7,500 devices and hosted more than 200 digital literacy trainings

The ConnectHome pilot program is launching in **twenty-seven cities and one tribal nation**. It aims to reach nearly 200,000 children living in public housing with the support they need to access the Internet at home.



Miami became a ConnectHOME community in March 2016 when the residents of a public housing community were connected by a ConnectHOME Internet Service Provider

ConnectHome Communities:

- Albany, GA
- Atlanta, GA
- Baton Rouge, LA
- Baltimore, MD
- Boston, MA
- Camden, NJ
- Choctaw, OK
- Cleveland, OH
- Denver, CO
- Durham, NC
- Fresno, CA
- Kansas City, MO
- Little Rock, AR
- Los Angeles, CA
- Macon, GA
- Memphis, TN
- Meriden, CT
- Nashville, TN
- New Orleans, LA
- New York, NY
- Newark, NJ
- Philadelphia, PA
- Rockford, IL
- San Antonio, TX
- Seattle, WA
- Springfield, MA
- Tampa, FL
- Washington, D.C.

FUTURE OF CONNECTHOME

- EveryoneOn is leading the charge to expand ConnectHOME beyond the initial 27 cities and 1 tribal nation
- We are assembling public/private partnerships across the country to make this happen
- Email ConnectHOME inquiries to Amber Petty: amber@everyoneon.org

HOW CAN YOUR ORGANIZATION BE A
CHAMPION FOR DIGITAL INCLUSION?

DIGITAL EQUITY CHAMPIONS

- **What?** Collaboration to help fast-track closing the digital divide
- **Who?** EveryoneOn & schools/colleges, government agencies, nonprofits
- **When?** Began Summer 2016
- **Why?** To meet constituents where they are and raise awareness about low-cost home Internet, affordable devices, and free computer training

FUTURE OF DIGITAL EQUITY CHAMPIONS

- EveryoneOn seeks to ask the questions *Do you have home Internet? or Are you paying too much for your Internet?*
- Our DEC model seamlessly integrates itself into existing intake and recertification processes at any agency
- Our collaborative partners can track their efforts on their free data portal
- Complete your free online Digital Equity Champion form
<http://everyoneon.org/digitalequitychampion/>
- Email DEC inquiries to Norma Fernandez: norma@everyoneon.org

Q/A

everyoneon



EveryoneOn.org/Miami | Maribel@EveryoneOn.org
786-540-4754

FPP's 9th Annual Statewide Training Conference



BACK ←
TO THE BASICS

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