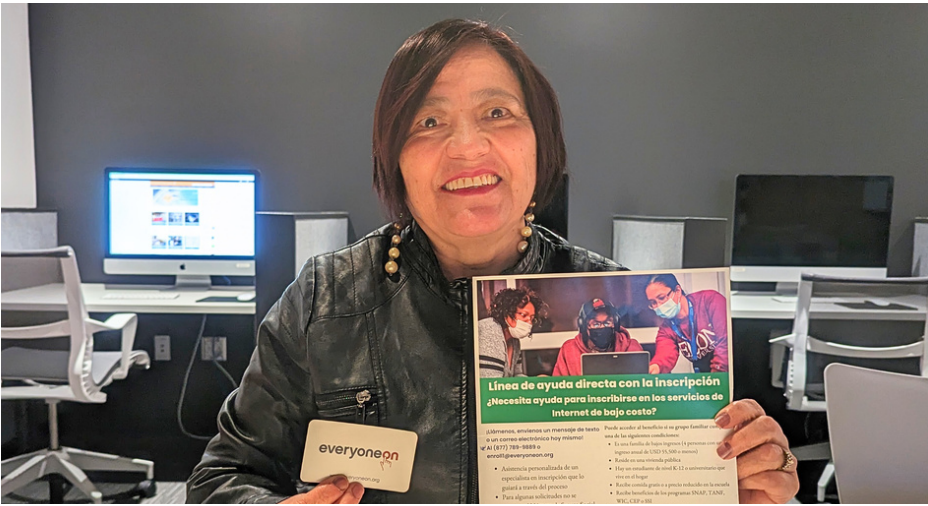


EveryoneOn Partnered with the Federal Communications Commission, the Mayor of Los Angeles and Los Angeles Public Library in a Campaign to Connect Angelenos to Low-Cost Internet and Devices



Los Angeles resident signing up for low-cost internet at the Pio Pico Koreatown Brand Library



EveryoneOn co-led #ActivateLAForACP to promote enrollment in the federal Affordable Connectivity Program to give Angelenos the access they needed to unlock opportunities only the internet provides.

“Our partnership with Mayor Karen Bass, the Federal Communications Commission and EveryoneOn means we will reach more families to enroll in the Affordable Connectivity Program and help Angelenos thrive in today’s digital age.”

John F. Szabo
City Librarian, Los Angeles Public Library

The digital divide in Los Angeles

Imagine living in a city full of life-changing opportunities like education, employment, healthcare and social connections, yet having no access to them due to barriers beyond one’s control. This is a reality for thousands of Angelenos, caused by discriminatory practices in under-resourced communities predominantly Black/African American and Latino, such as digital redlining. According to a 2023 report published by Los Angeles County, countywide there are an estimated 416,000 households that still do not have access to the internet and 265,000 without a home computer.

Collaborating for connectivity

Recognizing the urgent need to address digital inequities, the Federal Communications Commission (FCC) partnered with the Los Angeles (LA) Public Library, the Mayor’s Office of Los Angeles and EveryoneOn to launch #ActivateLAForACP, a campaign supported by Microsoft and Union Bank (now U.S. Bank), to spread awareness of the FCC’s Affordable Connectivity Program (ACP) and enroll residents in the program.

¹ The County of Los Angeles. “LA County is Helping Residents and Communities Bridge the Digital Divide.” <https://lacounty.gov/2023/06/22/la-county-is-helping-residents-and-communities-bridge-the-digital-divide/#:~:text=In%20LA%20County%2C%20it%20is,to%20the%20internet%20at%20all.>



“Since the launch of the Affordable Connectivity Program, over 16 million households have enrolled and are receiving monthly discounts on their internet bills. The response to this program demonstrates that an internet connection is vital for success in today’s world, but there are still more families we can reach.”

— **Jessica Rosenworcel, Chairwoman, Federal Communications Commission**

Angelenos who qualified for the program could receive up to \$30 a month off their internet bill plus \$100 off a device.

To connect Angelenos to the ACP, EveryoneOn produced an ACP enrollment event in March 2023 at the Pio-Pico Koreatown Branch Library for Angelenos to sign up in person. EveryoneOn joined staff from the Library to provide personalized support to help each person enroll. The LA Public Library’s Cybernauts—digital navigators, trained in offering technology support, provided participants from diverse communities with assistance in English, Spanish and Korean. At the enrollment event, EveryoneOn provided information about EveryoneOn’s Enrollment Assistance Hotline if individuals needed or wanted additional one-on-one, live support enrolling in the ACP beyond the event.

Activating Angelenos to unlock opportunities online

The enrollment event was a huge success, connecting 69 households from as far away as Bell Gardens and Van Nuys to low-cost internet offers. EveryoneOn also organized a Digital Inclusion Essentials capacity-building webinar for Los Angeles-based organizations, attracting 52 participants from 13 different organizations, including the Cybernauts. The webinar, supported by Union Bank (now U.S. Bank), provided information about affordable internet resources, tips for organizing around digital inclusion and insights for addressing local digital inequities.

#ActivateLAForACP’s impact extended far beyond the event itself. Following a press conference held by the partners, coverage from Daily Breeze and Univision, and robust social media engagement amplified the message of digital equity and available resources, reinforcing the critical need for digital equity in Los Angeles.

The first-time collaboration was a successful digital equity pilot demonstrating the power of cross-sector partnerships to foster digital inclusion. Leaders from government, community groups and the private sector came together to connect Los Angeles communities to low-cost internet, demonstrating how these partnerships are the fastest way to get communities online. By blending strengths, the campaign equipped Angelenos with the tools to connect, learn and thrive in the digital age. The partnerships formed through #ActivateLAForACP will leave a lasting impact in the region, one connected household at a time.

If you would like to learn more about EveryoneOn and investing in digital inclusion in under-resourced communities, visit www.EveryoneOn.org or contact us at support@EveryoneOn.org.