

# The Role of Broadband in Rebuilding Wealth and Economic Opportunity in Communities of Color



RACIAL JUSTICE &  
EQUAL ECONOMIC  
OPPORTUNITY PROJECT  
NATIONAL CONSUMER LAW CENTER

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**September 18, 2014**

This webinar is part of a series on “Rebuilding Wealth and Economic Opportunity in Communities of Color” sponsored by NCLC’s initiative on Racial Justice &

**Equal Economic Opportunity.**

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# Racial Justice and Equal Economic Opportunity



The project on Racial Justice and Equal Economic Opportunity seeks to address the abusive and exploitative practices in the marketplace that have decimated the finances of communities of color.

<http://www.nclc.org/issues/racial-justice.html>

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# Moderator – Cheryl Leanza



- Cheryl A. Leanza serves as policy advisor to the United Church of Christ's historic media advocacy arm and as the Co-Chair of the Leadership Conference of Civil Rights Media & Telecommunications Task Force.
- She has been a leading advocate for social justice in media and communications for almost 20 years.
- She currently focuses on bringing broadband high-speed Internet to underserved communities and schools, promoting diversity in ownership in media, protecting communities during technological transition, and protecting and modernizing the Lifeline low-income telephone subsidy.
- She is the President of her consulting firm, A Learned Hand, LLC, [www.alearnedhand.com](http://www.alearnedhand.com).



# Presenter – John Horrigan

- John B. Horrigan, PhD is an independent communications and technology policy consultant. Horrigan's work focuses on consumers' adoption and use of information and communications technologies, as well as ICTs' impacts on states and localities.
- John Horrigan worked as Vice President and Director of the Media and Technology Institute, which was founded in 2008 and its mission is to study how emerging communications technologies can become avenues of advancement for the disadvantaged.
- Horrigan received his Ph.D. in public policy from the University of Texas at Austin and his B.A. in government and economics from the University of Virginia.



# Presenter – Jason T. Lagria

- Mr. Lagria advocates for policies that promote universal access and reduce barriers to critical technology and services for Asian Americans and Pacific Islander (AAPI) and other underserved communities. He also works to increase diversity in the mass media.
- Mr. Lagria previously served as a Pro Bono Attorney for our Judicial Nominations program where he advocated for the nomination and confirmation of AAPI candidates to positions in the judicial and executive branches. Prior to joining Asian Americans Advancing Justice | AAJC, Mr. Lagria was a litigation associate with Milbank, Tweed, Hadley & McCloy's Washington office.
- Mr. Lagria holds a J.D. from The George Washington University Law School and a B.S., with honors, in biomedical engineering from The Johns Hopkins University. He is admitted to practice in the State of New York and the District of Columbia.



# Presenter – Michael Scurato

- Mr. Scurato is the policy counsel for the National Hispanic Media Coalition (NHMC). He joined NHMC's Washington, D.C. policy team in 2010 when he was hired as a Law Fellow after earning acceptance to Georgetown Law's Post-JD Public Service Fellowship Program.
- While in law school, Mr. Scurato represented the public interest in media and telecommunications law issues at the Institute for Public Representation (IPR), one of Georgetown's renowned legal clinics, first as a summer research assistant and later as a student in the clinical program.
- Mr. Scurato earned his J.D. from Georgetown University Law Center and his B.A. in political science from New York University. He is currently admitted to the District of Columbia, New Jersey and New York bars.



# The Role of Broadband in Rebuilding Wealth and Economic Opportunity in Communities of Color

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# What is Broadband?

.... Access to the Internet

- Cable modem (such as Comcast)
- Fiber – (such as FiOS and Google Fiber)
- DSL – but not for long (such as AT&T)
- NOT wireless (smartphones)



**Broadband adoption** is subscribing to high-speed Internet at home.

Broadband adoption lags for senior citizens, people with lower education and income, racial minorities, people with disabilities.

# Why do we need access?

- Everything is moving online.
- This is not a luxury good or entertainment.
- This is health care, education, social services, federal benefits, voting and the next census.

FLUID // Florida Unemployment Internet Direct Claims



Welcome to the Florida Internet Claims Filing System!  
Any information entered when filing your claim will be protected within this Agency's secure website.

¡Bienvenido al Sistema de Internet para Reclamación por Desempleado en Florida!

Cualquier información proveída al registrar su reclamación se protegerá dentro de un sitio seguro.

(Vea la versión en Español abajo)

Your application must be completed within 72 hours and by midnight Saturday, or your information will be lost and you must restart the application.

Your claim is completed when you receive a screen with your confirmation. It will take about 30 minutes to 1 hour to complete the claim for unemployment compensation.

The date your application is completed will determine the date that your claim begins.

If you are unable to file over the internet for any reason, you may call the number below for assistance. If you are using WebTV you will not be able to complete this application. If you are a WebTV user and would like to file a claim over the internet, the One-Stop Center nearest you has computer facilities that you can use.

Iowa DHS Online Application for State of Iowa Services (OASIS) - 0100



## DHS Online Application for State of Iowa Services (OASIS)

Welcome  
OASIS is the state of Iowa's application for the Department of Human Services (DHS) programs. Here is how OASIS can help you.

Complete an assessment  
If you answer the questions in the assessment, we can let you what programs your household members may be eligible to receive. The information you give us in the assessment is confidential. We do not keep this information. You do not have to fill out the assessment. You can go directly to the online application and apply for all of the programs you choose.

Apply for programs  
You can apply for DHS programs in about 10-25 minutes. Your time online will depend upon the programs you select and the number of persons there are in your household.

Complete an unfinished application  
You can log in to complete an online application that you stopped and saved in the last 30 days.

For more information about a program, click on the program name.

• Food Assistance  
• Child Care Assistance  
• Medical Assistance (Medicaid, State Supplemental Assistance, SNAP and more)

• Adult Assistance (Family Investment Program)  
• Adult Child And Parental Care  
• Family Planning

Click on a word below to understand how DHS uses the word and what we mean when you see the word in this web site.

Adult Household PROGRAMS Jobs Quality Control Services Business Day Aids EBT Card Special needs for children

**Emergency Services - Food Assistance in 7 days**

This is who can get Food Assistance within 7 days of the application date:

- Households with a gross monthly income less than \$100 and with resources, such as cash or bank accounts of \$100 or less, or
- Households with rent, mortgage and utilities that are more than the household's gross monthly income and assets or
- Households with a migrant or seasonal farm worker and with assets of \$100 or less whose income is stopping or starting.

Click here for advance information.

For more information on Emergency Services - Food Assistance, [click here.](#)

Click here to find the phone number of your county DHS office.

Home | HealthCare.gov

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Information for You

Your Health Care, Explained

Families with Children  
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Seniors  
Young Adults  
Employers

YOUR MONEY'S ON HEALTH INSURANCE

Starting in January, insurance companies will have to spend most of your premium dollars on health care—not on overhead, expenses or executive salaries. If they don't, you'll get a refund starting in 2012. Learn more.

HealthCare Notes

Connecting Kids to Coverage

By Kathleen Sebelius, Secretary of HHS

# Evidence – why we need access

- About 80% of Fortune 500 companies *only* accept job applications online, including WalMart and Target.
- In the next decade, 80% of jobs will require digital literacy skills.
- Unemployment insurance and other benefits, such as immigration interviews, are only available online.
- Consumers can save up to \$8,000 per year in online savings.
- Students with broadband at home graduate at a rate 6-8% higher than students who lack such access.
- Revenues of small businesses with broadband access are, on average, \$200,000 higher than those without broadband.
- Counties with broadband access are more successful producers of jobs and economic success than those without.
- Public libraries are the only provider of free public access to computers and the Internet in 64.5 % of U.S. communities.

# Broadband Needs and Barriers

- Needs:
  - Broadband connection
  - Hardware
- Barriers:
  - Cost
  - Literacy – fear, lack of knowledge
  - Relevance – no perceived need
- Currently no federal government programs to address adoption. Patchworks of local, corporate philanthropic efforts and federal pilots.

# **The Internet & Job Search:**

Minorities highly likely to use the Internet  
& find it important for finding work

**John B. Horrigan, PhD**

**September 2014**

# Context

- Dating (at least) to 2009 Recovery Act, broadband seen as economic driver:
  - Job creation directly from infrastructure investments
  - Job creation indirectly from innovation enabled by faster & more ubiquitous networks
  - Labor market efficiencies: Internet can reduce search costs & improve “job matching”

# Tech Adoption Overview

- 72.4% of Americans have broadband at home (NTIA):
  - 74% for whites
  - 61% for African Americans
  - 63% for Latinos.
- 58% of Americans have smartphones (Pew, '14):
  - 53% for whites
  - 59% for African Americans
  - 61% for Latinos
- 80% of Americans have either smartphone or home broadband (Pew Internet)

## Focus on users' perception of Internet's utility in job search

- Survey can't say whether broadband increases level of employment
- Broadband can lessen frictions in job search
- Focus, therefore, is on:
  - Whether users think broadband is important in job search
  - Whether they use it to apply for jobs
  - How tools such as social networking figure in
- Based on May 2013 national telephone survey conducted for Joint Center for Political & Economic Studies



# The Internet & Job Search

- 24% of all online users have at some point used the Internet for job search:
  - 36% for African Americans
  - 35% for Latinos
- 34% of those who've been out of work at some point in past 6 years have used Internet or email for job search:
  - 42% for African Americans
  - 46% for Latinos

# Main Findings

- 50% of African Americans say the Internet was ***very important*** to them finding a job:
  - 47% of Latinos said this
  - 36% of entire sample said this
- 46% of African Americans used the Internet in job search (web search, email, social networking):
  - 48% of Latinos said this
  - 41% of entire sample said this
- 36% of African Americans used the Internet to apply for a job:
  - 32% of Latinos said this
  - 24% of entire sample said this

# What's important in job search

- 48% of respondents said contacts with family & friends was ***most important*** to job search
- 29% said the information they found online was ***most important***
- 9% said a public or private employment agency was ***most important***
- 7% said print ads were ***most important.***

# Those out of work during the Great Recession

- 77% of African Americans say the Internet was *very important* to them finding a job:
  - 47% of Latinos said this
  - 67% of entire sample said this
- 59% of African Americans used the Internet to apply for a job:
  - 56% of entire sample said this
- 35% of African Americans used social networking in job search:
  - 25% of entire sample said this

# Tools for job search

- 47% of African Americans have used their smartphone for job search
- 36% of Latinos have used their smartphones for job search
  - 24% of entire sample said this
- 59% of all respondents said lacking Internet is a **major disadvantage** in job search
- 32% of all respondents said that lacking a mobile device is a **major disadvantage** in job search

# Policy Implications: Digital Skills

- We measured respondents' digital skills and found that 22% rate highly on digital skills
  - 1) For the highly digitally skilled:
    - 49% used the Internet for job search
    - 29% of remaining respondents did this
  - 2) For the highly digitally skilled:
    - 51% said the Internet was important to job search
    - 32% of remaining respondents said this

# Conclusions

- Internet helps ease the pathway to finding work – especially for minority groups
- Minorities not just interested in using search to find work, but also social networking
- Digital skills help people get most out online job search tools
- Investing in digital skills can help expand opportunity



ASIAN AMERICANS  
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PREPARED BY

# NCLC: Broadband in Rebuilding Health and Opportunity in Communities

Shirley Agria, Senior  
Staff Attorney  
September 2014



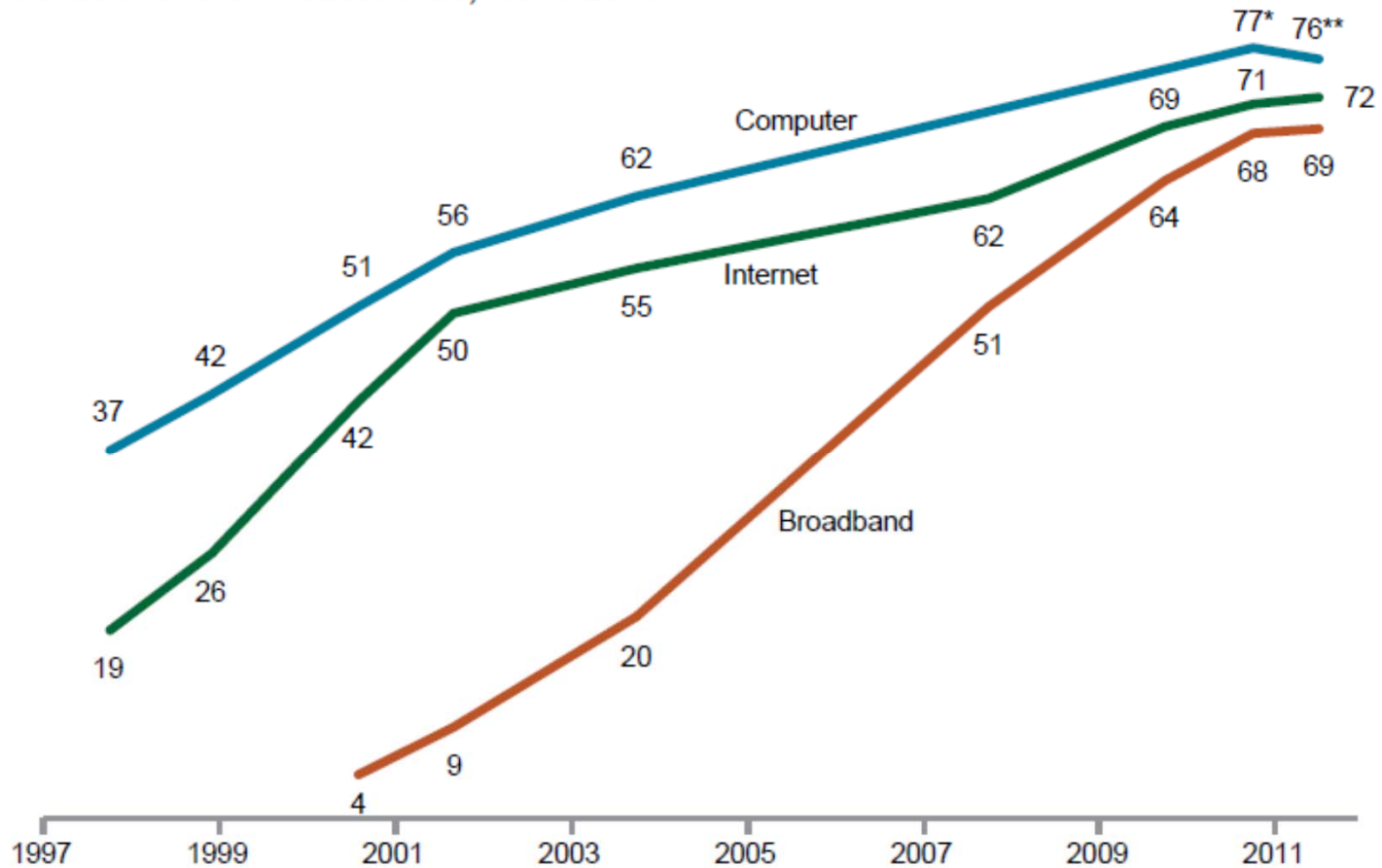
# AAJC Background



- Mission: Founded in 1991, the Asian Americans Advancing Justice Center | AAJC works to advance the human and civil rights of Asian Americans, and build and promote a fair and equitable society for all.
- Community Partners Network – 133 community based organizations in 30 states
- Three affiliates:
  - Asian Americans Advancing Justice | Los Angeles
  - Asian Americans Advancing Justice | Asian Law Caucus
  - Asian Americans Advancing Justice | Chicago

# Statistics

Figure 1: Overview of Household Adoption Rates by Technology, Percent of U.S. Households,<sup>6</sup> 1997-2011



\* Includes handheld devices, such as smartphones and tablets

\*\* Includes tablets but not smartphones



ASIAN AMERICANS ADVANCING JUSTICE | AAJC

Source: NTIA, Exploring the Digital Nation (2013)

# Statistics

**Table 3: Home Computer, Internet, and Broadband Adoption by Demographic Characteristics and Geographic Location, Percent of Households, 2011**

	Computer Ownership	Internet Use	Broadband Adoption
All households	76%	72%	69%
<b>Family Income</b>			
Income < \$25,000	52%	46%	43%
Income \$25,000-\$49,999	73%	68%	65%
Income \$50,000-\$74,999	89%	86%	84%
Income \$75,000-\$99,999	93%	92%	90%
Income \$100,000 or more	95%	95%	93%
<b>Householder Education</b>			
No high school diploma	43%	37%	35%
High school diploma	65%	61%	58%
Some college	82%	77%	75%
College degree or more	92%	90%	88%
<b>Metropolitan Status</b>			
Rural	67%	62%	58%
Urban	77%	74%	72%
<b>Householder Race and Ethnicity</b>			
White	80%	76%	74%
African American	62%	57%	55%
Hispanic	63%	58%	56%
Asian American	85%	83%	81%



# Mobile Internet Trends



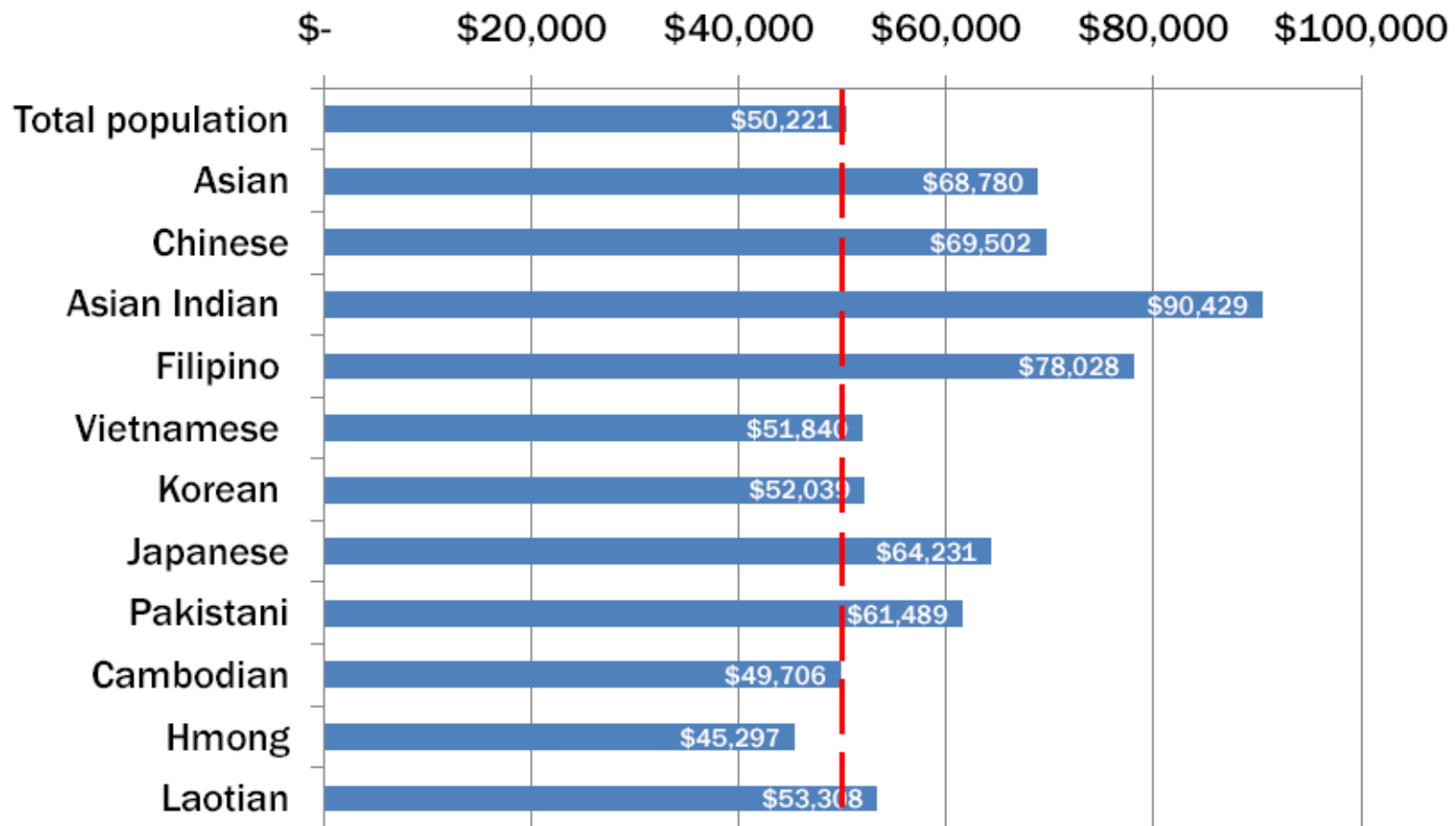
- Asian Americans and other minorities lead the way in smartphone adoption
  - Asian American – 78%
  - Hispanic – 77%
  - African American – 73%
  - Overall – 68%



# Asian Americans: Model Minority



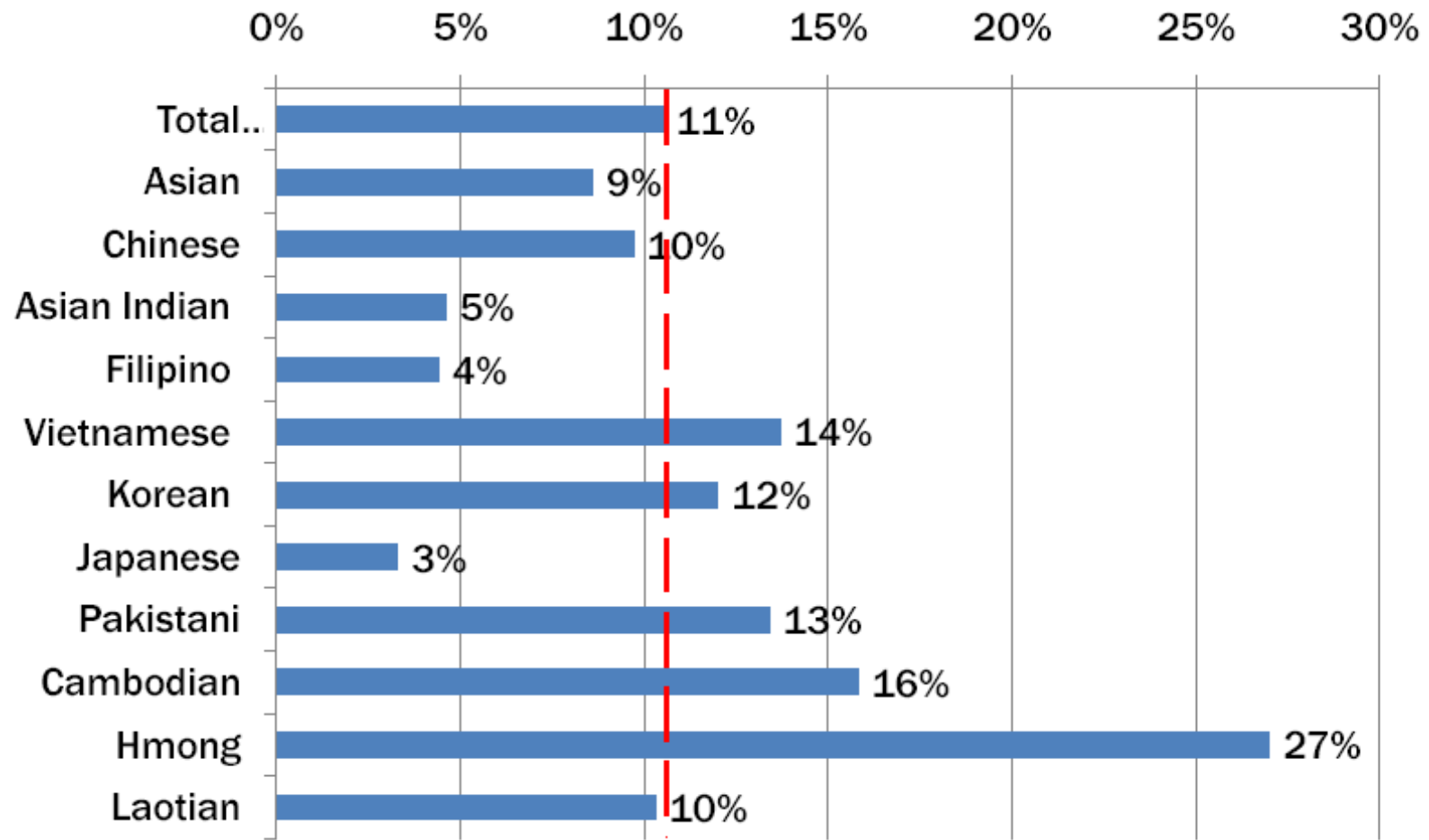
## Median Household Income



# Asian Americans: Model Minority



## Poverty Level

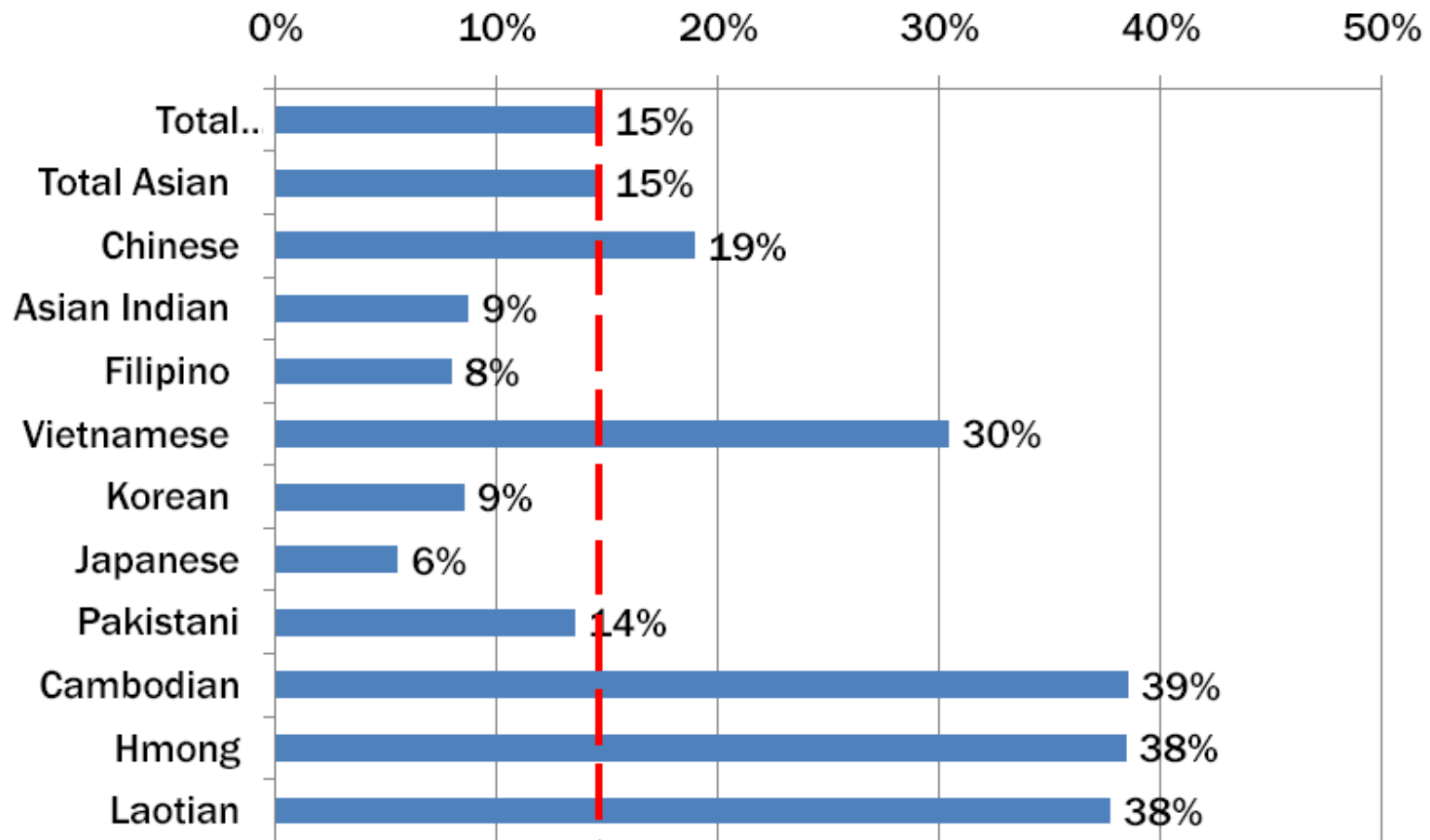


Source: 2009 American Community Survey, US Census Bureau

# Asian Americans: Model Minority



## Education: Less than high school



Source: 2009 American Community Survey, US Census Bureau

# Economic Impact



## STEM SPECIALIZATION AMONG AAPIS



SOURCE: CAP AND AAPIDATA 2014

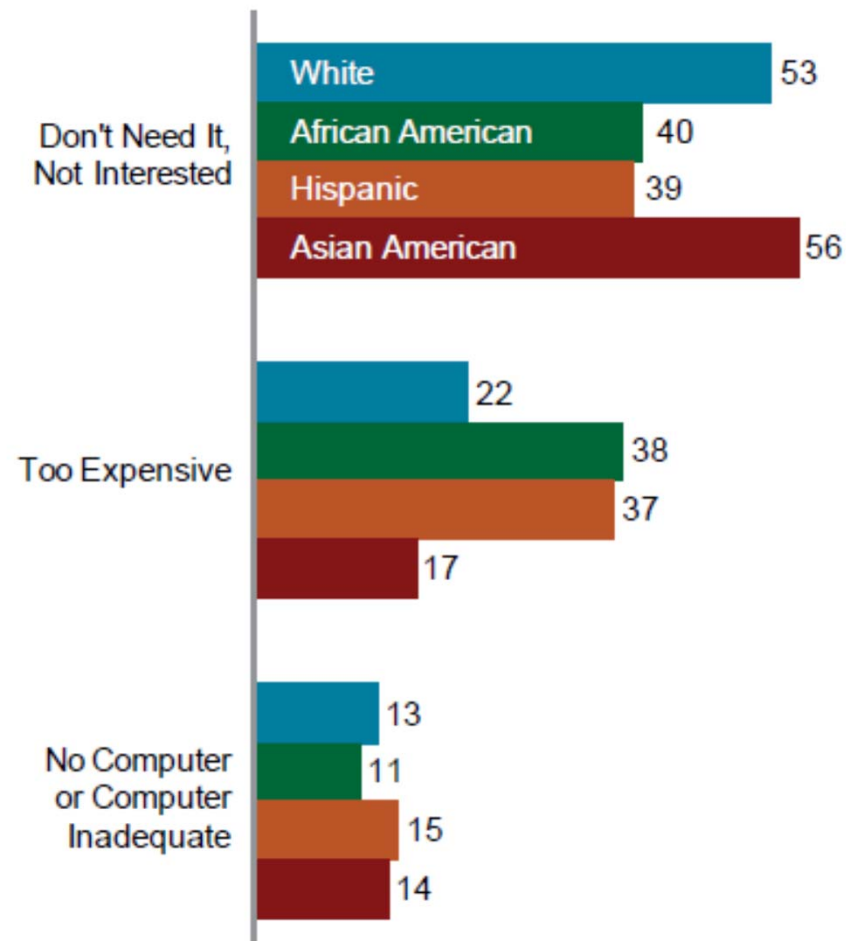
- Overall Asian Americans make up 5.5% of the workforce, but 14.5% of STEM jobs
- Average STEM salary is \$79,000 versus \$44,410 for the average worker



# Non-Adoption



**Figure 27: Main Reason for Non-Use of the Internet at Home by Race, Percent of Households Not Online at Home, 2011**



# What is being done?



- Closing the broadband adoption gap would create \$32B in value
- National Broadband Plan
  - U.S. is falling behind: Korea (97%); Singapore (88%); Canada (76%)
  - Increase competition
  - Increase buildout of broadband networks
  - Increase adoption
- Universal Service Fund (\$8.5B fund)
  - Lifeline/linkup: Future expansion to broadband
  - E-rate (schools and libraries):
    - 63% of schools have inadequate broadband infrastructure (40M students)
    - ConnectED initiative – 99% of students with >100Mbps in 5 years +WiFi
  - High Cost/Connect America Fund: Recently modernized to prioritize broadband
- Private efforts
  - Comcast Internet Essentials/Connect2Compete
  - BTOP/Civil Rights Groups

Thanks!



- **JASON T. LAGRIA**

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# The Role of Broadband in Rebuilding Wealth and Economic Opportunity

September 18, 2014

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# Broadband Benefits

# What does broadband enable?

- Societal
  - “[R]esearchers used 2010 U.S. county-level data to compare all non-metro counties in terms of their broadband availability and adoption. They then compared these counties in terms of their economic growth between 2001 and 2010[.]”
  - “[C]ounties with a high level of broadband adoption — those in which 60 percent or more of the households had a wired high-speed internet connection — experienced higher income growth and saw a smaller increase in unemployment rates[.]”
  - “[C]ounties with low adoption rates — those in which less than 40 percent of the households had broadband — saw lower growth in their numbers of businesses and total numbers of employees.”

SOURCE: National Agricultural and Rural Development Policy Center (NARDeP)

“

But there **are tens of millions of Americans still unconnected** at home and nearly 15 million Americans, who couldn't even get fixed broadband, if they wanted it, because the infrastructure just isn't there...

And there are **certain communities** that consistently find themselves on the wrong side of the **digital divide**.

**Only 50% of rural Americans, 35% of the elderly, 42% of people living with disabilities, 59% of African-Americans, and 49% of Latinos, have adopted broadband service at home.”**



-FCC Commissioner Mignon Clyburn

What's impeding this broadband  
vision?



# Policy Challenges

- **The Digital Divide**
  - Mobile not yet a substitute
- **Preserving an Open Internet**
  - Currently before the FCC
- **Federal and state-wide deregulation**
  - Consumers must stay protected
- **Allow local gov'ts to help**
  - Municipal networks = competition & good policy

# Next Series of Webinars -

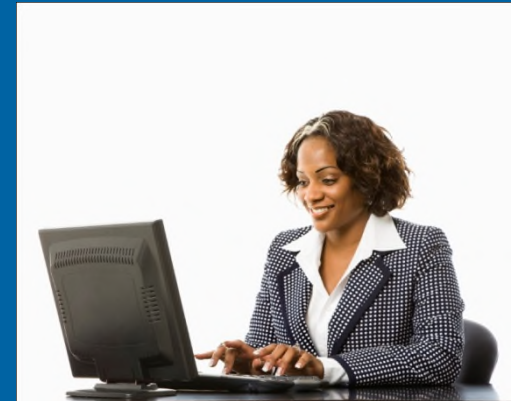


**NCLC's Webinar Series will resume in November!**



## Just a Reminder

- Do the evaluation when you sign-out
- I will email you the PowerPoint and recording in a few days
- Thank you to our speakers!



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