



**Call to Action**  
**Statewide Mobilization to Promote Affordable Connectivity Program Enrollment**

***Get Connected! California***

***Get Connected! Month (August 2022) and Day (Saturday, August 27, 2022)***

The California Broadband Council (CBC) issued a “Call to Action” in March 2022 to get online with high-speed Internet service to 90% of all eligible low-income households by 2024. 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 5M+ eligible households in California. The direct communications and strategic mobilization is 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.

For the eligible households interested in applying for ACP and needing assistance completing the application, enrollment events will be hosted throughout the state on the first *Get Connected! Day*, Saturday, August 27. These enrollment events will support eligible households, answer questions about the ACP benefit, and provide hands-on assistance with the application. Households will be encouraged to bring with them the required documents to apply. Participation from ISPs to help with enrollment on *Get Connected! Day* will ensure that residents get immediate help.

This “Call to Action” is pivotal to reach a goal of 90% enrollment in ACP (4.5M households) by 2024 and 95% (4.75M) by 2027 as adopted by the California Broadband Council. More details to follow.

The *Get Connected! Coalition* invites all Counties, School Districts, County Offices of Education, Libraries, Cities, Community-Based Organizations (CBOs), Internet Service Providers (ISPs), and other interested Local Leaders to step up to do their part to reach all low-income households in California. Click on this [link](#) to share how you and your organization could contribute to a successful *Get Connected! Month and Day*.

For more information on ACP please visit: [www.internetforallnow.org/applytoday](http://www.internetforallnow.org/applytoday).

**Still have questions, contact: [gbelleau@cde.ca.gov](mailto:gbelleau@cde.ca.gov)**