



**Broadband Non-Infrastructure Application
Submission to NTIA – Public Computer Centers**

Submitted Date: 3/15/2010 4:18:25 PM	Easygrants ID: 6413
Funding Opportunity: Public Computer Centers	Applicant Organization: NEW YORK, CITY OF (THE)
Task: Submit Application - Public Computer Centers	Applicant Name: Carole Wallace Post

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A. General Application Information

1. Applicant Information	
Name and Federal ID for Applicant	
DUNS Number	884226288
CCR # (CAGE)	5M3N2
Legal Business Name	NEW YORK, CITY OF (THE)
Point of Contact (POC)	SUSANNE NG 2127885949 Ext. sung@doitt.nyc.gov
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Electronic Business POC	CAROLE POST 2127886633 Ext. cpost@doitt.nyc.gov
Alternate Electronic Business POC	RAQUEL DE LOS REYES 6467692209 Ext. rdelosreyes@doitt.nyc.gov

2. Name and Contact Information of Person to be Contacted on Matters Involving this Application:	
Prefix	
First Name	Carole
Middle Name	Wallace
Last Name	Post



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Suffix	
Telephone Number	646-769-2209
Fax Number	212-788-8130
Email	rdelosreyes@doitt.nyc.gov
Title	Commissioner

3. Additional Contact Information of Person to be Contacted on Matters Involving this Application:

Project Role	Name	Phone	Email
Secondary Point of Contact	Anne Kathryn, Hohman	2125136484	ahohman@doitt.nyc.gov

4. Other Required Identification Numbers

Easygrants ID	6413
Funding Opportunity Number	500000
Catalog of Federal Domestic Assistance Number	BTOP CFDA Number: 11.557 BTOP CFDA Title: Broadband Technology Opportunities Program

5. Organization Classification

Type of Organization	City or Township Government
Is the organization a small business?	No
Does the organization meet the definition of a socially and economically disadvantaged small business concern?	No

6. Authorized Organizational Representative



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AOR	POST, CAROLE
Result	Applicant Authorized

7. Project Title and Project Description

Project Title: NYC Connected Communities

Project Description: NYC Connected Communities expands the availability of public computer centers in New York City's highest poverty areas. Investing in City libraries, public housing facilities, senior centers and community centers, the program will serve 40,000 new weekly users, provide 1,047 new workstations, and offer an array of new resources for digital literacy, employment support, and other critical services.

8. Other Applications

Is this application being submitted in coordination with any other application being submitted during this round of funding?

➤ Yes

Easygrants ID	Project Title
6347	NYC Connected Foundations
2263	NYC Connected Learning
6346	NYC Connected Learning

If YES, please explain any synergies and/or dependencies between this project and any other applications. NYC Connected Communities will work in concert with both projects proposed by the City in the Sustainable Broadband Adoption category, NYC Connected Learning (2263/6346), and NYC Connected Foundations (6347). All three programs target the city's most vulnerable population – low-income residents – and seek to provide them with holistic solutions to support broadband use and adoption.

NYC Connected Communities can specifically provide supplementary resources and services to public school students served through these other programs. Its public centers will provide a



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supportive environment where students can both further hone their digital literacy skills, and expand the scope of their training.

9. Is the Applicant exempt from the Department of Commerce requirements regarding individual background screening in connection with any award resulting from this Application?

- Yes, Applicant is exempt because it is a unit of a state or local government

If the answer to the above question is "No," please identify each key individual associated with the Applicant who would be required to complete Form CD-346, "Applicant for Funding Assistance," in connection with any award resulting from this Application:

Name	Title	Employer

B. Executive Summary, Project Purpose and Benefits

Essay Question

10. Executive Summary of the proposed project:

New York City's Adoption Challenge

Mayor Bloomberg has recognized the importance of maintaining New York as a thriving urban center not only for its own residents and businesses, but also for the impact it has on the nation and world. The Mayor has undertaken a number of ambitious programs designed to ensure that the City remains vibrant and strong, such as PlaNYC 2030, a blueprint for environmental sustainability. Similar in spirit is NYC Connected, a set of programs included in the Mayor's larger Connected City Initiative that are aimed at increasing broadband use and adoption among vulnerable New Yorkers. These efforts are crucial at a time when the country faces a major economic crisis, with New York City at its epicenter. With historically high unemployment rates and the City facing an underlying structural shift in its economy, it is critical that all New Yorkers are provided the skills and access to broadband to enable them to contribute to rebuilding the City's, and the nation's economy.



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Recognizing the increasingly important role broadband plays in the economic and social well being of all New Yorkers, the Mayor commissioned a Broadband Needs Assessment Study in 2006/7. While broadband availability was found to be high, with at least 89% of New Yorkers having access to two options for broadband service, the Study identified a stark disparity in broadband adoption. Citywide adoption was comparable to national averages at 47%, yet adoption by low-income residents was strikingly low at 26% as compared to 54% in other income groups. Furthermore, this gap was projected to persist well into the future, absent targeted, large-scale initiatives aimed at addressing it.

In a City where the number of low-income households exceeds the total number of households in almost every other city in the nation, this disparity demands action. In 2008, in response to the Study's findings, the City crafted a Broadband Action Plan, calling for a set of aggressive programs to spur broadband adoption by its vulnerable populations. Confronted with a contracting national economy and severe resulting budget cuts across the City, however, the Plan could not be implemented. BTOP brings new opportunity to realize these important programs. NYC Connected Learning and NYC Connected Foundations, education-focused programs proposed under the BTOP Sustainable Broadband Adoption category, and NYC Connected Communities, a wide reaching program to expand public computer center capacity, and the subject of this submission, were all developed based on this larger Plan. Together these programs target New York City's poorest communities and saturate them with holistic interventions to drive sustained broadband adoption.

NYC Connected Communities - Approach

Target Low-Income Communities

NYC Connected Communities is intended to build on NYC Connected Learning and NYC Connected Foundations by making critical enhancements to public computer centers in the City's low-income communities. The program invests in the highest poverty areas in each of the City's five boroughs, targeting neighborhoods such as Harlem and the South Bronx to provide public broadband access to the City's most vulnerable populations. In these areas, on average, 30.2% of households fall below the federal poverty line. Program investments are concentrated in those areas where poverty rates are highest (see maps included in Supplemental Materials).



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Increase Availability and Capacity of Public Centers

The City's Study showed that public computer centers are a critical resource for low-income New Yorkers. With low home adoption rates, and few other outlets for Internet use, low-income City residents rely heavily on public centers to get online, and conduct the employment, educational, and health-related activities vital to their social and economic well being. Furthermore, the Study showed that existing public centers citywide were often under-resourced, and were meeting or exceeding their capacity in terms of both bandwidths and workstations available on a regular basis. By increasing both the availability and capacity of public computer centers in the City's high poverty areas, NYC Connected Communities seeks to address this critical need.

Implement Holistic Programs

But the City wants to not only boost access through its centers, it wants to also encourage an increase in broadband use, boost the digital literacy of its low-income residents, and encourage sustainable home adoption of broadband in the long term.

The City's Study found that multiple, interconnected issues conspire to slow adoption in low-income households. These obstacles include the inability to afford a computer and broadband service, poor digital literacy skills, and a lack of recognition of the value of broadband adoption. The City feels strongly that these circumstances call for a holistic approach that confronts all obstacles to adoption in concert. Unlike many well-intentioned programs that address only portions of the adoption problem in isolation, NYC Connected Communities invests in four key areas across each of its centers:

- 1) Basic Investments in Public Access - increasing the availability and capacity of public centers.
- 2) Digital Literacy Training and Support - providing residents the basic skills and support they need to use broadband.
- 3) Advanced Training and Services - providing targeted training and resources to serve each center's specific population, and thereby demonstrating the value of technology for their unique needs. These services include, for example, educational programs, or employment support services.
- 4) Marketing and Outreach - promoting the availability and benefits of programs offered through NYC Connected Communities, and reinforcing the value of broadband adoption more broadly.

Emphasize Employment Support



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Employment support services are highly needed in New York City. In December 2009, New York City's seasonally-adjusted unemployment rate was 10.5%, the highest level the City has seen since 1992, according to the New York State Department of Labor. Under these circumstances, public computer centers across the City are seeing a surge in broadband use. In particular, these centers are on the front lines of providing job-related services under these trying conditions. Job search support and resume building services, as well as workforce training programs, are experiencing increased demand as New Yorkers seek to boost their skills and qualifications to compete in the lagging economy. NYC Connected Communities therefore increases an array of employment support services across its centers, targeted to the specific populations served by each facility.

Program Management

NYC Connected Communities will be implemented under the leadership of the Mayor's office, and the Department of Information Technology and Telecommunications (DoITT). DoITT is New York City's primary technology delivery and support organization and is responsible for the management and oversight of the City's broadband strategy and programs. Since its inception in 1994, DoITT has managed multiple complex, multi-entity technology projects, including: 1) New York City Wireless Network (NYCWIn), a first-of-its-kind, advanced wireless public safety network providing first responders with high-speed data access citywide, 2) 311 Customer Service Center, a consolidated call center that has provided customer service and government information to 85 million callers since its inception, and 3) New York City Automated Personnel System (NYCAPS), a state-of-the-art human resource management and benefit administration system for 160,000 City employees.

NYC Connected Communities will work in partnership with a diverse group of anchor institutions. Partners include the City's three public library systems – Brooklyn Public Library, New York Public Library and Queens Borough Public Library – as well as community centers located in New York City Housing Authority, Department of Parks and Recreation, and Department for the Aging facilities. These partners are positioned at the front lines of serving the City's most vulnerable populations. They are well versed in the specific needs of their patrons, and best equipped to implement targeted programs that meet those needs. Flooding each community with resources through these multiple channels will also ensure that broadband and the critical services offered through this program are widely available.



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Impact and Cost

NYC Connected Communities will add or replace 1,047 public workstations across the city, and offer 654 new hours per year of public access. With the investments made through the program, the City expects to serve more than 2 million new users annually, and create or retain 100 jobs. Of the \$24.7M total program costs, the City and its partners are providing \$9.7M in cash, and are requesting \$15M in BTOP funds.

11. Project purpose:

New York City's Adoption Gap

In 2006/7, New York City rigorously analyzed broadband deployment and adoption across its population in its Broadband Needs Assessment Study. Results from this effort indicated that broadband is available to City residents in their neighborhoods, with nearly every household being passed by at least one provider, and 89% being passed by at least two. The study further found that in 2006/7 New York's residential adoption rate stood at approximately 52% – a rate above the national average of 47%, although comparable to that of other US urban areas. Moreover, the capacity and speed of New York's networks was found to be on par with those of other American cities.

However, the City's Study found that broadband adoption among low-income households was severely lagging. Specifically, the adoption gap between low-income and moderate- to high-income households was found to be approximately 28% as of 2006/7. The reasons identified for this lag include the cost of a computer or broadband service, the absence of digital literacy skills, and a failure to perceive value in broadband adoption - obstacles that were often faced simultaneously. Additionally, the Study projected that this disparity would not narrow significantly without the implementation of large-scale programs aimed at addressing it. Without such intervention, the Study predicted that by 2012 the adoption gap in the City would continue to exceed 20%.

In a city where the number of low-income households exceeds the total number of households in almost every other City, this disparity demands action. There can be no dispute that any solution that lifts these families out of poverty will include education in the use of basic technology tools.



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Moreover, in New York City, one of the most critical components of the US economic engine, the core industries of finance, insurance, entertainment and communications demand a workforce educated in these skills. This is not only vital for New York, but also for the nation.

Public computing centers are on the front lines of the effort to build a bridge to better skills, employment and social connectedness. NYC Connected Communities' partners have experienced a surge in the use of their public computer centers in the last year, as unemployed and low-income individuals who lack home broadband access seek out locations to search for work and build their skills. This places a strain on an already over-burdened resource. Increasing usage of broadband in the City's libraries, for example, has led to widespread need for bandwidth expansion and additional workstations.

Solution and Replicability

NYC Connected Communities addresses these problems in a variety of ways. Focused on serving low-income residents first and foremost, the program targets a set of communities in each borough where poverty levels are highest, based on 2006/8 American Community Survey data, and floods them with resources to ensure widespread availability and promote awareness of services and their benefits. Secondly, the program is designed to confront multiple obstacles to broadband adoption simultaneously, investing in four key areas: 1) Basic Investments in Public Access, increasing the availability and capacity of public computers with broadband connectivity, 2) Digital Literacy Training and Support, providing residents the skills and technical support they need to use broadband, 3) Advanced Training and Services, to address the particular needs of patrons served in the centers, and demonstrate the value of broadband for serving those needs. The program will emphasize employment support services to address the particular economic challenges New Yorkers are currently facing, and 4) Marketing and Outreach, to promote the availability and benefits of programs offered, and of broadband more broadly. Only by confronting the multiple identified obstacles to broadband use and adoption in concert can the City (and indeed the nation) effectively address its adoption gap in a sustained way.

The City's program is designed to be a model, working with partners versed in local broadband needs to deploy an array of solutions to meet the interconnected challenges faced by low- income



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residents. This holistic approach will be rigorously documented and measured under DoITT’s leadership so that its successes can be replicated.

Advancing BTOP Statutory Purposes

NYC Connected Communities advances BTOP purposes 3 and 5. By taking a holistic approach, the project advances all goals of statutory purpose 3, providing broadband education, awareness, training, access, equipment, and support to community anchor institutions, job creating strategic facilities, and vulnerable populations. This approach additionally advances purpose 5, serving to stimulate demand for broadband technology in the targeted communities. By simultaneously giving users access to the technology, skills required to use it, a supportive setting to address individual challenges, a clear demonstration of its value in the form of advanced training and services, such as job search support and workforce training, and at the same time increasing awareness in the community at large, the project tackles all identified obstacles to adoption in concert.

Reinforcing Multiple BTOP Program Objectives

NYC Connected programs will work together to blanket the City’s neediest low-income communities with resources. The City’s Sustainable Broadband Adoption programs, NYC Connected Learning and NYC Connected Foundations, address the same low-income populations targeted through this program, providing an array of resources designed to simultaneously boost adoption and enhance educational outcomes. Implementing these programs together will reinforce each effort to boost broadband use and adoption.

12. Recovery Act and Other Governmental Collaboration:

NYC Connected Communities (NYC-CC) will leverage several ARRA objectives and other federal and state development programs.

The program will broadly advance three of five ARRA objectives, including preserving and creating jobs and promoting economic recovery, assisting those most impacted by the current economic recession and investing in infrastructure that will provide long-term economic benefits.

NYC-CC will leverage a number of federally funded programs, including the Resident Opportunity and Self-Sufficiency (ROSS), Neighborhood Networks Program, Community



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Service Employment for Older Americans Program (“Title V”), and Temporary Assistance for Needy Families (TANF).

HUD’s ROSS, Neighborhood Networks Program provides \$1.2M to New York City Housing Authority to serve public housing residents and the general public with access to computers, broadband and educational opportunities. The DOL’s “Title V” program gives \$1.3M to Department for the Aging to provide digital literacy training and job placement support to low-income seniors. Through TANF and a partnership with New York City Human Resources Administration, the New York City Department of Parks and Recreation receives \$45M for its Parks Opportunity Program (POP). POP is one of the nation’s largest welfare-to-work programs and offers paid work experience, education and job counseling to public assistance recipients. Further, POP runs specialty programs funded through ARRA via other City agencies (e.g., POP Ed/Hort, POP Connect, etc). NYC-CC will collaborate with these programs by providing additional funding to support their current, proven services and expand their offerings and reach.

NYC-CC will also leverage several state development programs.

The New York State Education Department’s WIA Adult Literacy Program provides Brooklyn Public Library with a 5-year grant of \$214,021 per year for an EL-Civics program and a 5-year grant of \$321,194 per year for a Pre-GED Program. And its Adult Education and Workforce Development Team program provides New York Public Library with \$298,785 per year through 2012. Similarly, the New York State Department of Labor’s WIA Adult Literacy and Job Information Services Program provides Queens Borough Public Library with three grants totaling \$880,215. NYC-CC will promote these programs by providing greater access to their web based materials.

Finally, the NYC Department of Health and Mental Hygiene’s Primary Care Information Project utilizes electronic records to improve health in disadvantaged areas. Funded by \$60M in City, State, federal and private contributions, the system will be extended to 2,500 providers and 2 million patients in 2010, and will include self-management health care tools like patient portals. By expanding public broadband access, NYC-CC will extend the reach of this program to populations who would not otherwise have access to it.

13. Technology Strategy:



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While NYC Connected Communities (NYC-CC) will be managed by the Department of Information Technology and Telecommunications (DoITT), each program partner that administers NYC-CC sites has established its own technology strategy that is specific to its operations. As a result, bandwidth needs vary across NYC-CC partners. In determining needed bandwidths, each NYC-CC partner took into account the number of sites their networks and equipment would support, the total number of proposed workstations, and the varying uses of its facilities (e.g., customers may bring their own laptops to libraries to work in a comfortable setting where they can access high-speed broadband, whereas this would be less likely to take place at other NYC-CC partner sites). Across NYC-CC partners, technology strategies have been developed to leverage existing communications infrastructure and vendor contracts in order to best facilitate the program's operations.

For Brooklyn Public Library's (BPL) 9 NYC-CC sites, broadband connection speeds will be upgraded to support 268 future workstations, including 140 additional workstations, and provide faster connection to its patrons who bring their own laptops to access broadband. Queens Borough Public Library (QBPL) has taken a similar approach, where upgraded broadband connection will support 312 future workstations, including 96 additional workstations at its 4 participating NYC-CC sites. New York Public Library (NYPL), on the other hand, will not be adding to its supply of 1,093 workstations at its 32 NYC-CC sites. Instead, broadband will be upgraded at branches from speeds of 1.5-6.5 Mbps to 10 Mbps so that customers can access quick, reliable connections through the library's existing workstations and via personal computers.

For NYC-CC's non-library partners, broadband speeds are more directly correlated to providing customers a fast connection through either new or existing workstations. For DFTA, 7 of its 24 NYC-CC sites will offer broadband access for the first time and as a whole, NYC-CC DFTA sites will add 151 workstations to provide 300 future workstations. Similarly, of NYCHA's 13 NYC-CC sites, 7 will offer broadband connection for the first time and overall, 91 workstations will be added to provide 212 future workstations. Parks, which currently offers broadband at all of its 11 NYC-CC sites will increase connection speeds from .768 Mbps to 10 Mbps and will replace 198 existing workstations, and add 10, to provide 208 total workstations.

On average, NYC-CC will increase broadband connection speeds at program sites by 120%, from 21.4 Mbps to 47.2 Mbps. More specifically, for the libraries, overall broadband connection speeds will increase from an average speed of 64.9 Mbps to 136.2 Mbps. For NYC-CC's other



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program partners (not mentioned above), including DFTA and NYCHA, broadband connection speeds will increase from 6.1 Mbps to 25 Mbps and 1.4 Mbps to 7.0 Mbps respectively.

To achieve and support these improved, secure connection speeds, NYC-CC program partners are taking the following approaches.

BPL plans to leverage its existing network infrastructure by installing fiber-optic Ethernet lines at its Central Library (CL). Today, BPL utilizes a hub and spoke model, with remote branches connected to the library's hub, the CL, to acquire Internet access and network services. BPL will be proposing high connection speeds as a result of this existing model. At the CL, where BPL's largest broadband upgrades are taking place, PCs and laptops will include gigabit network cards that will facilitate access of the increased speed. However, these upgrades will be utilized across the branches. BPL's LAN/WAN was built using Cisco networking equipment, including routers, switches, firewalls and intrusion detection devices to protect users and safeguard the network.

NYPL will provide Ethernet links of at least 10 Mbps speed between individual branch libraries and its main communications hub. These Ethernet links will replace current T1 circuits (sometimes augmented by DSL circuits) between the individual branch libraries and the main communications hub. NYC-CC will enable bandwidth upgrades to sites where technology infrastructure (routers, switches) is older than the reliable lifespan of the equipment. Further, centralized infrastructure (including Internet routers, firewalls, and Internet access circuits) will be upgraded to properly support additional capacity.

For QBPL, broadband connection speeds will be increased at its Arvene Community Library (ACL), Far Rockaway Community Library (FRCL) and Long Island City Library (LICL). At the ACL, the existing frame relay circuit will be replaced with a fiber Ethernet circuit. Installation and configuration of this fiber connection will involve Verizon construction external to the building. The upgrade of two of the present fiber circuits at FRCL and LICL will involve the reconfiguration of existing circuits by Verizon.

DFTA and OATS will require Sonicwall TZ190 3G wireless network equipment. For each of Parks' NYC-CC sites, network equipment will include 1-2 DSL modems, 2 hubs, CAT 6 cable, a cable box and panel, raceways and port kits. NYCHA will use switches/routers as the primary types of network equipment and will purchase an iBOSS secure router for each of its NYC-CC



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centers. Each router will have a built-in firewall and will provide network filtering, protecting against identity theft (iBOSS routers will secure the IP addresses for each networked computer).

Information on workstation equipment, software and peripherals is included in the Demographics section.

14. Public Availability:

All NYC Connected Communities (NYC-CC) facilities will be available to all members of the general public. Some of the program’s sites, though, are targeted to specific populations, including Department for the Aging (DFTA) and Older Adults Technology Services (OATS) centers. In compliance with the Older Americans Act, these centers will be available to the general public, but targeted to individuals ages 60 and over.

The vast majority of NYC-CC sites are free of charge. However, some centers charge a nominal membership fee to offset operating expenses.

NYC-CC sites that may charge a fee include Brooklyn Public Library (BPL) and the Department of Parks and Recreation (Parks). BPL charges non-New York State residents a small fee of \$2 for children and \$3 for adults for a guest library card to access facility services. Parks sites are free of charge for children at or under the age of 18. However, an annual membership fee is required for individuals older than age 19 to access Parks’ full set of recreation center amenities and services, including its computer centers. For adults ages 19-54, this fee is \$50 (or \$75 if the facility has a year-round pool). Individuals older than age 55 are charged a discounted fee of \$10 a year for membership. Parks sites also offer membership on a prorated basis for persons interested in membership for less than a year.

NYC-CC centers will expand the hours that participating centers are currently available to the public and will also offer complementing hours, so that the City’s residents and the general public can conveniently access broadband services, when needed and when convenient.

Currently, the 13 proposed NYC-CC New York City Housing Authority (NYCHA) sites are not open on weekends. However, through NYC-CC, these NYCHA centers will be available to the public and public housing residents for 10 hours per weekend. Further, Queens Borough Public Library (QBPL) centers will more than double weekend hours of operation, from ~7 weekend hours to ~16 weekend hours. Parks sites will increase weekend hours by nearly 75%, from ~5



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weekend hours to ~8 weekend hours. DFTA, Parks and QBPL sites will also expand their weekday hours. DFTA will nearly triple its weekday hours. Parks will increase weekday hours by about 50%, offering an increase of 5 hours on average per day. And QBPL will add 1 hour per weekday on average.

Further, NYC-CC will provide complementing hours. For example, while DFTA and OATS sites will not be open on weekends, all other program partners will provide weekend hours. Similarly, certain partners will provide extended evening hours on weekdays. Here, the library systems will be open to the public an average of approximately 8.6 hours/day on weekdays and Parks approximately 14 hours/day on weekdays.

15. Restrictions on Center Use:

The vast majority of NYC Connected Communities (NYC-CC) centers will have no restrictions on use. The few restrictions that do apply are in place to promote specific goals which are described below.

BPL limits use of workstations in its Central Library Information Commons (IC) to patrons over the age of 16. However, youth restricted from the IC receive specialized services in the library's youth computer center.

QBPL restricts use of its Job Information Centers to individuals seeking employment assistance. This restriction applies so that QBPL can better provide intensive employment-related assistance to the large number of patrons requesting these services.

Parks restricts use of its workstations to specific populations during dedicated hours. Workstations are reserved for children during after-school hours and for older adults during morning hours. This is intended to better service these populations in a more comfortable environment.

Some NYC-CC centers do limit the time users can spend on workstations in order to maximize their availability to the general public.

For the libraries, NYPL typically restricts customers to 45 minutes/day and BPL and QBPL's Central Library Cyber Center often limit customers to 1 hour/day.



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Time limits are set as needed by the other NYC-CC partners when there is high demand and a wait for workstations.

Still, for the most part, NYC Connected Communities centers are available to the general public without restrictions.

16. Involvement of Community College:

As part of its Information Commons center, Brooklyn Public Library will establish partnerships with several CUNY community colleges, continuing education programs, and technical schools to serve as an “extended campus” to these schools and their students. The Library will offer technology access and training, career guidance and research support, highlighting its numerous academic databases. The need for these resources is exacerbated by the recent surge in community college enrollment. According to an October 2009 Pew Research Center report, community college enrollment is at an all-time high due in large part to the economic downturn, with 3.4 million students, or 11.8% of all 18- to 24-year-olds, enrolled in community colleges.

In the effort to enhance the involvement of community colleges and community college students in NYC Connected Communities centers, DoITT will make this a key agenda item for discussion at its quarterly partner meetings. As part of these meetings, Brooklyn Public Library will be asked to share its program outcomes, best practices, and lessons learned, so that the other program partners, several of whom have existing relationships with local community colleges, might incorporate analogous programs and resources.

17. Is the applicant is seeking a waiver of the Buy American provision pursuant to section x.Q of the NOFA?

- No

18. Is the applicant delinquent on any federal debt?

- No
- If Yes, justification for delinquency:

19. Are you seeking a waiver of any requirement set forth in the NOFA that is not mandated by statute or applicable law?

- No



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Submission to NTIA – Public Computer Centers**

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C. Partners

20. Are you partnering with any other key institutions, organizations, or other entities for this project?
 ➤ Yes

If YES, key partners are listed below:

<p>Project Role: Sub-recipient Name: Reyes-Gavilan, Richard Email: r.reyesgavilan@brooklynpubliclibrary.org Address 1: 10 Grand Army Plaza Address 2: Address 3: City: Brooklyn State: New York Zip Code: 11238 Organization: Brooklyn Public Library Organization Type: Non-profit Institution Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Sturm, David Email: dsturm@nypl.org Address 1: 40 West 20th Street, 5th Floor Address 2: Address 3: City: New York State: New York Zip Code: 10011 Organization: New York Public Library Organization Type: Non-profit Corporation Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: O'Connor, Maureen Email: maureen.t.oconnor@queenslibrary.org Address 1: 89-11 Merrick Boulevard Address 2: Address 3:</p>



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<p>City: Jamaica State: New York Zip Code: 11432 Organization: Queens Borough Public Library Organization Type: Non-profit Corporation Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Rhoades, Marah Email: mrhoades@aging.nyc.gov Address 1: 2 Lafayette Street Address 2: Address 3: City: New York State: New York Zip Code: 10007 Organization: Department for the Aging Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Kamber, Thomas Email: tkamber@oatsny.org Address 1: 1713 Eighth Avenue, #8 Address 2: Address 3: City: Brooklyn State: New York Zip Code: 11215 Organization: Older Adults Technology Services Organization Type: Non-profit Corporation Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Sub-recipient Name: Gazman, Olga Email: olga.gazman@parks.nyc.gov Address 1: 430 West 25th Street Address 2: Address 3:</p>



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City: New York State: New York Zip Code: 10001 Organization: Department of Parks and Recreation Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No
Project Role: Sub-recipient Name: LaMarca, Joseph Email: joseph.lamarca@nycha.nyc.gov Address 1: 90 Church Street, 5th Floor Address 2: Address 3: City: New York State: New York Zip Code: 10007 Organization: New York City Housing Authority Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No

21. Description of the involvement of the partners listed above in the project.

NYC Connected Communities (NYC-CC) is a network of public, non-profit and private sector partners that provide direct service and financial support to the program to promote its purpose of expanding broadband access and adoption among low-income NYC residents.

The Department of Information Technology and Telecommunications (DoITT) will manage the program overall, overseeing program delivery, and impact measurement, as well as facilitating communication between program partners to support the sharing of information about outcomes, best practices, and strategy for the future. DoITT will also implement a citywide marketing campaign, and coordinate outreach efforts among its partners.

Under DoITT's leadership, the program will be directly implemented by 6 primary partners, all of which are public entities. These partners include all 3 of the City's library systems, Queens Borough Public Library (QBPL), New York Public Library (NYPL) and Brooklyn Public Library (BPL), as well as the Department for the Aging (DFTA), Department of Parks and



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Recreation (Parks) and New York City Housing Authority (NYCHA). NYC-CC partners will provide direct broadband services and supportive programming to the public through their public computer centers.

Further, NYC-CC’s primary partners will be supported by 12 secondary partners. These secondary partners consist of non-profits, foundations, private organizations as well as community anchor institutions such as community colleges. NYC-CC’s partners have committed their programmatic, financial and promotional support to the program. Secondary partners that are providing vital financial support for the program include Verizon (via a funding stream to DoITT), Cablevision, Time Warner Cable, the Leon Levy Foundation, and Older Adults Technology Services.

Through NYC-CC, BPL will increase workstations and broadband capacity, provide critical educational programs and offer a set of laptop loan programs at 9 branch locations. NYC-CC will additionally help fund BPL’s new Central Library Information Commons (IC), a technology, training, and information center for job-seekers, community college and technical school students and the general public. The IC will triple capacity of its current space and include a 30-seat wireless training center where approximately 650 annual workshops will be held.. To successfully meet its objectives, BPL will partner with CUNY, NYC College of Technology, ReServe, Commission of Human Rights, NYS Dept. of Labor, Institute of Allied Medical Professions, Upwardly Global and Leon Levy Foundation (which has pledged a commitment to BPL of \$3.25M to help fund the development of the IC).

Through NYC-CC, NYPL will provide 1,093 public access workstations and high speed broadband connection to users at 32 sites throughout the three boroughs it serves, Manhattan, Bronx, and Staten Island. With NYC-CC, NYPL will expand upon its role as a critical Internet access point and training venue by more robustly providing for and reaching out to residents in its service area who are impeded from adopting broadband as a result of cost, lack of digital literacy skills, and failure to recognize its value.

Similarly, QBPL will expand service and resources in 4 of its branches through NYC-CC, providing 312 workstations to the borough’s most at-risk communities. QBPL serves a particularly vulnerable set of populations, with more than 70 languages spoken in the library’s targeted neighborhoods, low literacy rates (18% read below a 4th grade level), higher than average unemployment rates (13%-22%) and high school dropout rates (12%). Through NYC-



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CC, QBPL will increase desktop and laptop workstations, upgrade broadband capacity, offer a multitude of training and expand its hours, and, as a result, be better equipped to meet this community's needs.

Through NYC-CC, DFTA will partner with non-profit Older Adults Technology services to serve 24 sites catering to the City's senior population. DFTA serves the community by providing senior centers that are lifelines for older adults who depend on them for meals and support. Today, only some of the NYC-CC DFTA/OATS centers house computer labs. Through NYC-CC, DFTA/OATS will provide broadband in all of its participating program sites and will upgrade technology, connectivity and training. Further, DFTA/OATS will create a Center for Technology Exploration, Training, and Support where older adults can view installations of technology tools and applications, get training and receive technical support. To enable these goals, OATS will commit a total of \$800,000 in matching cash funds, provided from a mix of public and private sources.

11 Parks sites across the City are included NYC-CC. These sites will provide 208 workstations and an increased connection speed of 10 Mbps to the community. Currently, Parks runs a citywide network of Computer Resource Centers (CRCs) that serve over 180,000 New Yorkers annually, of which 55% are public school students, 25% are working and unemployed adults, and 20% are older adults. Bolstered by the support of its partners, Pace, Columbia and New York Cares, and funding from NYC-CC, Parks will replace outdated hardware, increase staffing to meet demand, and continue to play a critical role in serving its community.

Lastly, NYCHA, the nation's largest public housing authority with 403,665 residents, will administer NYC-CC through 13 sites located in public housing developments. Through NYC-CC, these sites will offer a total of 212 workstations, add staff to provide comprehensive training to residents and the general public, and open their doors on weekends.

D. Congressional Districts

22. Applicant Headquarters

- New York

23. Project Service States

New York



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24. Project Service Areas

New York - 5

New York - 6

New York - 7

New York - 9

New York - 10

New York - 11

New York - 12

New York - 13

New York - 14

New York - 15

New York - 16

New York - 17

New York - 8

25. Will any portion of your proposed project serve federally recognized tribal entities?

➤ No

26. Indicate each federally recognized tribal entity your proposed project will serve.



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27. Have you consulted with each of the federally recognized tribal entities identified above?

- No

E. Demographics

Demographics

28. Will your proposed project be specifically directed to serve vulnerable population groups?

- Yes

If "Yes" which vulnerable population groups will your proposed project serve? Check as many as apply:

Hispanic

Asian

English as Second Language (ESL)

Disabled

Low Income

Unemployed

Senior Citizen (55 and over)

Youth

Other:

29. Vulnerable Populations

The primary goal of NYC Connected Communities (NYC-CC) is to serve low-income populations. The program targets the highest poverty areas in each of the City's five boroughs.



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And it seeks to provide services primarily to low-income residents, who, as the City’s data shows, rely on public centers most.

NYC-CC also highlights employment support services. The libraries will administer workforce development trainings to provide career guidance and connect unemployed residents to financial literacy information. The libraries will also leverage existing partnerships with trusted sources, including Community Tech Workers and Local Workforce 1, to develop joint programming for this population. NYCHA, DFTA and Parks will address the needs of the unemployed and underemployed through offerings such as resume preparation, online application assistance and interview skills training. For example, NYC-CC funding will improve the employment training and placement services that DFTA currently offers to low-income older adults through its Title V program and will augment the job-related programs provided by NYCHA through its “Resident Opportunity and Self-Sufficiency, Neighborhood Networks” grants.

NYC-CC will also take concerted steps to engage and address the needs of other vulnerable populations, including ESL/Hispanic/Asian, Senior Citizen, Youth and Disabled residents and visitors. NYC-CC centers are in an ideal position to provide for these populations, as they are located in or near communities with these at-risk demographics, and already work with a high percentage of these individuals today (based on Census data and data gathered by program partners).

All NYC-CC centers will connect to and provide for Hispanic, Asian and ESL populations. Partners will develop marketing in various languages specific to these communities and will advertise through ethnic newspapers and flyers. Further, NYC-CC will offer an array of programs to meet the needs of these vulnerable populations, including Spanish-language technology and employment workshops, Rosetta Stone services and ESL classes.

Many NYC-CC partners will provide services to Senior Citizens, and this population will be specifically catered to by DFTA/ OATS, who have a long history of accommodating the needs of seniors and providing training that recognizes the special challenges that older adults face in using technology.

Youth will be engaged by multiple NYC-CC centers. Parks in particular provides unique services designed for Youth in grades K-6, 6-12, pre-teens and teens. These programs offer school subjects and foundational skills, SAT and college preparation and multimedia production tools.



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While NYC-CC does not offer specific programs dedicated to Disabled populations, the vast majority of NYC-CC facilities are compliant with ADA standards; workstations are fully accessible to all members of the public and a variety of accommodations are in place to provide to the Disabled population.

30. Accessibility

All NYC Connected Communities (NYC-CC) centers are accessible and welcoming to people with disabilities. Further, the vast majority of NYC-CC centers are either fully or partially ADA compliant and provide software and other technologies to cater to the needs of this population.

The City’s libraries, which are NYC-CC partners, provide handicap accessible workstations and software including JAWS and MAGIC to assist computer users who are blind or have poor vision. This software provides screen magnification and speech synthesis to assist library patrons with e- mail, Internet, and standard computer applications like MS Office. Additionally, libraries offer “narrator” and “magnifier” Windows software functions for the hearing and visually impaired.

More specifically, Brooklyn Public Library (BPL) will accommodate the hearing impaired with workshops that incorporate visual stimuli such as digital projectors, closed-captioned video and widescreen televisions. New York Public Library (NYPL) offers Integrated Magnifiers, Screen Readers, and Personal Reading Machines (devices that scan printed text and then read aloud in synthetic speech) for the visually impaired at several branches. These same branches, excluding St. George, provide systems to relay sound, including Assistive Amplification Systems and Infrared Systems, to better serve the hearing impaired. Queens Borough Public Library (QBPL) ensures accessibility for its disabled patrons through two computers at each location for the sight impaired and the hearing impaired that are equipped with software to support their special needs.

The Department for the Aging (DFTA) and its partner OATS provide workstations, software and training designed to serve those with disabilities. In particular, DFTA and OATS have extensive experience serving older adults with disabilities. Through NYC-CC, DFTA and OATS will configure new lab spaces and workstations to better accommodate this population subset. Further, DFTA and OATS will offer at least two workstations per center with software to assist users with visual impairment. Of the NYC-CC DFTA/OATS centers, 64% are ADA-complaint and of NYC-CC NYPL centers, 88% are full or partially accessible to people with disabilities.



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All NYC-CC Department of Parks and Receptions (Parks) sites have fully accessible egress. Additionally, Parks is developing a computer image to include profiles with interface settings and software tools to meet the needs of visually impaired customers. Similarly, all NYC-CC New York City Housing Authority (NYCHA) centers are fully wheelchair accessible and staffed with employees trained to serve community members with a variety of disabilities.

31. Other Languages

New York City is a community of multiple languages, with 39.4% of its residents speaking a language other than English at home (2006/8 Census data). With a goal of increasing broadband access and adoption citywide for its vulnerable populations, NYC Connected Communities (NYC-CC) will target residents who speak languages other than English in a variety of ways.

DoITT's outreach efforts will seek to incorporate ESL residents overall, and materials will be translated into Spanish, as well as other languages, as appropriate.

Brooklyn Public Library (BPL) will provide Spanish-language technology and employment workshops to serve ESL populations, and will provide flyers and other promotional materials in Spanish to promote these trainings. It will also continue to offer its "Biblioteca Virtual," which offers a variety of Spanish-language websites and resources.

New York Public Library (NYPL) has a long history of providing services, materials, and resources in languages that best serve its communities. Through NYC-CC, NYPL will develop formalized outreach plans to market to speakers of English as a second language. These plans will be developed by trained staff members hired at participating NYC-CC branches.

Queens has a particularly high concentration of foreign born, and ESL residents. To accommodate their needs, Queens Borough Public Library (QBPL) staff includes multi-lingual librarians and individuals trained in cultural diversity through community partners. As part of the library's Adult Education and EL/Civics program, QBPL also offers materials and programming in multiple languages, including Mandarin, French, Creole, Spanish, Arabic, Urdu, Tagalog, Russian and Serbo-Croatian.

The Department for the Aging (DFTA) develops communication in multiple languages to reach out to ethnically diverse communities. DFTA's bilingual Title V workers, students (for inter-



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generational programming) and volunteers will provide services and training in multiple languages and will leverage the agency’s 800+ page Spanish-language curriculum specifically designed for older adults.

Through NYC-CC, the Department of Parks and Recreation (Parks) will hire a Marketing Coordinator who will manage outreach to the community to promote Parks’ partnership with Literacy Partners and other ESL providers who run ESL classes at NYC-CC facilities.

New York City Housing Authority (NYCHA) is home to a population of diverse New Yorkers who speak a number of languages. NYCHA’s NYC-CC centers will reach out to this demographic of residents through its resident journal, flyers, and on its website in several languages. To cater to this population, NYCHA centers will also continue to offer such classes alongside the trainings provided as part of NYC-CC.

Outreach

32. Public Computing Centers Outreach

The Department of Information Technology and Telecommunications (DoITT) will implement a centralized outreach campaign for NYC Connected Communities (NYC-CC), developing publicity materials that brand the program for consistent messaging citywide, and across program partners, and distributing these materials via both citywide channels, and to more targeted populations through program partners.

Largely via internal resources, DoITT will place advertisements for the program on buses and taxis, as well as bus shelters and telephone booths in the program’s target communities in 2010/11. Public service announcements will be made via Radio NYC, and NYC-TV. And the City’s 311 Customer Service Center will provide a “lookup” service to callers, helping them to locate NYC-CC centers in their neighborhoods. DoITT will additionally develop a web presence for the program on the City’s official website, NYC.gov. This site will provide information about the locations of NYC-CC centers, and the resources that are available in each. It will also provide broader information to residents and businesses about the City’s broadband initiatives, the benefits of broadband adoption, and the array of City resources and services that are available online.



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Each of NYC-CC’s key partners will also conduct their own outreach efforts targeted to the specific populations they serve. DoITT will work with its partners to both help align and amplify these efforts, and to leverage the specific outlets available to partners for the citywide campaign.

Individual partners’ outreach campaigns include outdoor, radio, broadcast and print advertising in local communities. Many partners will also publicize the resources available through NYC-CC via signage or brochures at facilities or branch locations not included in this project.

Several program partners will additionally work through established relationships with local non-profits, community groups and educational institutions to distribute information about their programs and facilitate recruitment and referrals for the resources they will provide. Department for the Aging, for example, will target low-income minority elders by conducting outreach through several community-based organizations that serve these populations. Similarly, Brooklyn Public Library will leverage relationships with local community colleges, among other institutions.

Finally, several partners will work to directly interface with community members, conducting open houses or workshops, or attending meetings and events to promote newly available services. For example, New York City Housing Authority staff will attend regular “Resident Association” meetings and meet with tenant leaders to ensure that their vulnerable resident populations receive services. And Queens Borough Public Library staff will conduct outreach at monthly community group meetings.

33. How many total users do you expect to generate through the use of BTOP funds at your public computer center(s)?

➤ 2077660

Training and Education

34. Peripherals and equipment

NYC Connected Communities (NYC-CC) will provide a total of 1,047 new workstations across its program partners. Of these, 559 will replace outdated workstations, and 488 will be newly added to the centers, representing a 26% increase in workstations offered today at NYC-CC sites.



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New workstations will include, but are not limited to, Dell Inspiron 560s, iMac desktops, MacBook Pros and Dell Studio XPS 16 laptops.

While workstation amenities are fairly common across NYC-CC sites, partners will provide their own additions to the user's computing experience through various peripherals. For example, speaker systems/projectors will be available to enhance the multimedia experience at BPL and QPBL. Other NYC-CC peripherals include SMART boards, webcams (Logitech), printers (HP Black and HP Color Laserjet) and laptop carts (Datamation DS-NSC-16), to name a few.

Further, through NYC-CC, all partners will upgrade their broadband connection speeds to an average of 47 Mbps, a 120% increase. To achieve this, for example, BPL will leverage its existing infrastructure by installing fiber-optic Ethernet lines. Networking equipment will include switches/routers and firewalls to ensure security. Similarly, NYCHA has installed a network filter for protected access and identity theft prevention (using an iBoss router to secure IP addresses) while BPL utilizes intrusion detection devices.

Additional information can be found in the Technology Strategy and Detailed Budget upload.

35. Workstation software

All NYC Connected Community (NYC-CC) workstations will provide MS Office. Based on location, users will have access to MS Office 2003, 2007, or Vista. Further, NYC-CC will offer an array of other software solutions in order to provide tailored computing experiences to visitors, whether they are job seekers, students or members of the general public who need access to creative, informative programs and reliable, speedy internet connections.

For visitors seeking help with finding employment, WinWay Resume Job Preparation software is available at NYCHA and QPBL. QPBL will also work with NY Wired to provide METRIX Learning system, offering self-assessments and trainings related to 1,000 job titles.

For students of multimedia design, BPL will offer Adobe CS4 Design and Pro Tools, DFTA will provide Windows Home Premium and Parks' Macs will have Adobe Creative Suite and Premiere, and Final Cut Pro.



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For those seeking resources on health and general information, NYPL has subscription databases available at its workstations, providing access to its Health and Wellness Center, Britannica's Global Reference Center and the Learning Express Library.

Information on software catering to the needs of the disabled is included in the Accessibility section and a more comprehensive list of workstation software can be found in the Detailed Budget upload.

36. Training and education programs

NYC Connected Communities (NYC-CC) will leverage its investments in basic broadband access to offer a wide array of training programs to City residents.

With BTOP funding, NYC-CC will be able to hire 64 full-time instructors, develop training curriculums targeting the specific needs of the community, and purchase a variety of hands-on learning tools and software. The training programs implemented through NYC-CC will have a broad reach, educating over 133,700 people every year. NYC-CC training programs will aim to create intimate training environments to ensure maximum impact, with an average of 1:11 instructor to student ratios. Training sessions will range in duration from single, 2-hour seminars to full, 12-week courses. The average participant will receive approximately 8 hours of training.

DoITT will work with City partners who are experienced in developing and executing successful training curriculums and methods, and will coordinate communication between them to leverage “best practices” in developing new courses to encourage broadband use and adoption. Wherever possible, NYC-CC will also employ a “train the trainer” methodology, utilizing external technology instructors with professional teaching experience to train newly hired training staff. Once trained, the NYC-CC staff will take over instructing all training programs as well as training any new staff.

Training offerings can be broken down into two primary areas: digital literacy training and advanced services, including particularly, employment related training and support. The specific programs each partner implements will be based on the unique needs of their patrons, but all will be similar in their broad objectives and approach. Training materials and venues will be offered, where appropriate, in multiple languages and in ADA compliance. Programming and training already written and translated will be expanded upon, and the amount of ADA-compliant computer workstations with special software will be increased.



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Digital Literacy Training

The digital literacy training programs offered by NYC-CC partners will provide the “building blocks” needed to empower participants to use computers and broadband. Trainings will be directed at the special needs of each vulnerable community through a supportive and customized approach that addresses what is necessary for a participant to reach his or her key milestone.

Course offerings will include modules that cover basic computer components (e.g., keyboard, mouse, etc.), an overview of the Internet (including explanations of URLs and websites), online communication (email, IM), and basic use of MS Office programs. More advanced computing courses will include understanding computer hardware, software, the Internet and key search engines, and digital video/photography.

In addition to basic computer skills, NYC-CC partners will also provide course offerings focused on specific community audiences. For example, the libraries (BPL, NYPL, QBPL) will also offer advanced computer classes instructing students on how to use their vast collections of online databases and business and finance tools, such as gathering demographic and industry data, locating global news coverage, industry analysis, and international company profiles. DFTA and OATS will also provide training targeted towards older adults, focused on topics such as Internet safety and identifying reliable online health information. Parks will provide workshops for students in primary and secondary school, covering topics such as media, financial literacy, SAT and college prep.

Advanced Training and Services

For the constituents of the NYC Connected Communities initiative that already have some digital literacy or are looking for more specialized resources, advanced services and trainings are offered in personal and professional development. Employment support services will be a particular emphasis here, in order to cater to the needs of unemployed or underemployed residents.

The libraries will provide job readiness assistance, including training on digital resume writing, online job search, interview skills, and how to use library online job resources and databases. They will also offer advanced courses on understanding social media, managing information online, online storage and collaboration, among others.



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DFTA, in partnership with OATS, will provide workforce readiness training targeted to helping older adults re-enter the workforce, including on-the-job skills and assistance in creating digital resumes. Broadband-enabled video teleconferencing sessions will also be conducted to connect participants with career counseling and other employment experts.

The Parks Opportunity Program (POP) will use enhanced Parks computer centers to teach participants both basic and more advanced computer literacy skills to support job search and placement. POP trainees learn to search for and apply for jobs online, improve typing skills, and use business software, such as MS Office.

BTOP funding will also help extend two federally-funded “Resident Opportunity and Self-Sufficiency, Neighborhood Networks” programs that NYCHA currently offers, providing job training for all ages, GED services, and career guidance to high school-age students and adults. Using instructors experienced in implementing a curriculum to a wide variety of populations, these programs seek to expand the job and educational opportunities available to program participants.

37. If you are providing educational or training programs, how many people in total will these programs reach on an annual basis?

➤ 133700

38. How many hours of training will be provided to each participant?

➤ 8

39. How many Full Time Employee (FTE) instructors or facilitators will you employ for these courses?

➤ 64

F. Project Budget

40. Project Budget	
Federal Grant Request	\$14,999,004



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Total Match Amount	\$9,731,861
Total Budget	\$24,730,865
Match Percent	39.4%

41. Projects Outside Recommended Funding Range:

- N/A

42. Sustainability:

With BTOP funding, NYC Connected Communities (NYC-CC) will provide sustainable benefits to targeted low-income communities well beyond the funding period. First, a large portion of the investments included in the program represent one-time, capital costs. These include costs for new or renovated physical space for public computer centers, as well as investments in technology capacity, such as broadband capacity upgrades, added workstations, peripherals and other equipment that will have a useful life of at least 5 years, with minimal ongoing cost to the City/operating agency. Additionally, education provided through train-the-trainer programs will build the skill levels of librarians, senior aides, public housing administrators and others on the front lines of service to targeted populations. The durable nature of these investments will ensure the benefits of BTOP funding will endure.

For the 48% of costs that represent ongoing costs, BTOP funding will serve as seed funding that will be used to leverage additional investment. Here, rigorous measurement of program results will be crucial. Under DoITT’s management, program impact will be monitored through each partner agency using a variety of metrics. This impact measurement will yield data that can be presented to funders to prove the return on investments in communities. NYC-CC partners have a long history of seeking support from private and non-profit funders for programs such as this, and have often used demonstrated program impact to substantiate their case for funding. The NYC Connected Communities partners are confident that data on the benefits of these investments will encourage sustainable community funding for the initiative.

Perhaps the most important consideration, however, is the sustainability of increases in broadband adoption after the program funding period. One of the key findings of the City’s Broadband Study was that, in addition to affordability issues, failure to perceive the value of broadband and lack of digital literacy were major contributors to low adoption rates among underprivileged individuals. These demand-side obstacles are, in the language of economics,



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heavily subject to “network effects”; in other words, technology, like the telephone for example, is more desirable when others in a peer group adopt it. More affluent individuals have adopted technology faster because their peers and colleagues have, making it an indispensable means of working, learning and remaining connected socially. The City strongly believes that investments in public computer centers, combined with NYC Connected Learning, NYC Connected Foundations and other technology programs in these communities, will stimulate network effects among low income New Yorkers and create a boost to broadband adoption that will endure beyond the funding period.

43. Matching Funds	
Applicant is providing matching funds of at least 20% towards the total eligible project costs?	Yes
Describe the matching contributions	<p>The entire \$9,731,861 match being provided for NYC Connected Communities, representing 39% of total program costs, is in cash. These funds are being provided by an array of key partners:</p> <ol style="list-style-type: none"> 1) Through a funding stream from Verizon, the Department of Information Technology and Telecommunications is providing a total of \$1.9M (or 8% of total program costs) in a cash match. These funds will be distributed across all City partners, and will be used toward expanding public computer center capacity. 2) Cablevision Systems Corporation has committed \$1M (or 4% of total program costs) in a cash match, which will be distributed across all City partners. 3) Time Warner Cable has committed \$1M (or 4% of total program costs) in a cash match. These funds will also be distributed across all City partners. 4) As a match toward Brooklyn Public Library’s Information Commons project, the Leon Levy Foundation has provided a



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	<p>\$3,250,000 cash match, of which \$2,837,715 (or 11% of total program costs) is being dedicating to activities from that project that are included in NYC-CC, and the remaining \$412,285 has been allocated toward an endowment for ongoing costs of the Information Commons. This award is contingent upon the Library’s ability to raise all additional funding necessary to complete the \$6.1M project, including a small endowment to ensure its maintenance.</p> <p>5) Queens Borough Public Library has provided \$1.3M (or 5% of total program costs) in cash match toward its component of the larger project.</p> <p>6) New York Public Library has provided \$872,000 (or 4% of total program costs) in cash match toward its component of the larger project.</p> <p>7) As a match for its project with the Department for the Aging, Older Adults Technology Services has provided a cash match of \$800,000 (or 3% of total program costs).</p>
Unjust enrichment	<p>New York Public Library has applied to the Universal Service Fund for \$472,783 for installation of new Ethernet circuits, and \$288,000 for their operation, during the July 1, 2009 to June 30, 2010 time period. The following project locations were included in this request: 115th Street, Aguilar, George Bruce, and Sedgwick Branch Libraries, accounting for \$70,000 of the \$472,783 installation total, and \$60,000 of the \$288,000 recurring (operating) total. These activities overlap with those proposed for funding under BTOP.</p> <p>Neither the Department of Information Technology and Telecommunications nor any of its other subrecipients are receiving or have applied for federal support for costs in the area for which we are seeking an award.</p>
Disclosure of federal and/or state funding	<p>New York Public Library has applied to the Universal Service Fund for \$472,783 for installation of new Ethernet circuits, and \$288,000</p>



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sources	<p>for their operation, during the July 1, 2009 to June 30, 2010 time period. The following project locations were included in this request: 115th Street, Aguilar, George Bruce, and Sedgwick Branch Libraries, accounting for \$70,000 of the \$472,783 installation total, and \$60,000 of the \$288,000 recurring (operating) total. These activities overlap with those proposed for funding under BTOP.</p> <p>In addition, NYPL receives Universal Service funds for the ongoing operating expenses at the 11 locations that already have high-speed connectivity, and have replaced some of the network equipment in the past year using Universal Service funds. These activities do not overlap with those proposed for funding under BTOP.</p> <p>The Brooklyn Public Library and Queens Borough Public Library receive USF funding, however, this funding does not relate to the projects discussed in this application.</p>
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44. Budget Narrative	
Budget narrative	<p>Budget Narrative</p> <p>The attached NYC Connected Communities budget shows a total program cost of \$24,730,865. While DoITT and partner agencies were able to provide matching costs of nearly 39%, there are still costs that require BTOP funding. Some of the key areas are listed below:</p> <p>Personnel: To ensure patrons can successfully benefit from expanded public access, partners will also enhance their digital literacy training programs and technical support. Many centers will increase the number of training sessions offered, extend their programs to new groups by offering training in new languages, and extend their center's hours on weekdays and weekends. In order to support these additional centers and trainings, NYC-CC will need to hire additional trainers, center coordinators, and technical specialists. Total Request (including fringe): \$8,792,580 for grant period.</p>



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	<p>Equipment: Key costs within this program include the purchase of computer hardware, software and other equipment to expand the number of broadband enabled workstations, to launch or expand laptop loaner programs and to provide additional equipment for patrons to use within the centers (scanners, printers, webcams, etc.). These costs also include networking equipment to upgrade broadband speeds (routers and switches). Total Request: \$2,590,737 for grant period.</p> <p>Supplies: In order to support the various training and career support services offered by these centers, a number of supplies will need to be purchased. The supplies include books, DVDs and other training materials as well as printed flyers and brochures. Total Request: \$1,224,635 for grant period.</p> <p>Other: Other costs largely include annual subscription to Internet service and advertising for the outreach program. The program will conduct marketing and awareness efforts, such as newsletters, flyers, radio advertising, etc., to inform City residents of the enhanced access and services utilizing targeted channels. This section also includes the cost to purchase a site space for DFTA’s Exploration Center. Total Request: \$5,903,457 for grant period.</p> <p>Spending Timeline Given the great need for expanded public access and services in the City, partners will move swiftly to implement the program upon grant award. In the first 6 months of the program, a majority of the funds will have been spent to procure equipment (workstations and network equipment), and full-time staff will be hired across all areas.</p> <p>In the second half of Y1, the funds will be used on the marketing campaign, deploying advertisements (newsletters, flyers, radio and online advertising, etc.) to attract patrons to the centers.</p> <p>Y2 costs will focus on remaining items within the program including</p>
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	<p>the development of the DFTA Exploratory Center and the build out of the Information Commons at BPL. Partners will report their quarterly progress against program milestones to DoITT.</p>
Budget reasonableness	<p>DoITT has worked with all program partners to ensure costs included in this proposal are eligible, reasonable, and sufficient for program execution. All included costs are based on costs incurred or bids received for ongoing or recent projects of similar scope to that of NYC-CC, or on detailed research and evaluation of needs.</p> <p>The program will also minimize costs in several ways: bandwidth capacity will be upgraded without major renovations to libraries; the laptop loan program will expand access while minimizing cost by using existing space in a flexible manner.</p> <p>Personnel: Personnel costs were based on current staff salaries.</p> <p>Equipment & Supplies: Equipment and supply needs were determined by evaluating existing equipment usage and visitor traffic analysis at the various customer contact centers. Based on current use of workstations in public centers, and interest in training programs, DoITT and its partners were able to estimate how many users they would be able to serve through expanding their centers and training programs. Replacement of existing equipment was based on conducting an analysis of current inventory to see which machines were using outdated technology and would not be able to support the new software and higher bandwidth speeds implemented through this program.</p> <p>Equipment costs, including hardware and software costs were based on current contracts with vendors to provide competitive pricing for local government agencies in New York State. Internet service installation and annual Internet subscriptions are based on the standard cost listed by the applicable providers in each borough.</p> <p>Construction & Other: Facilities renovation costs were based on the</p>



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	<p>successful implementation of past programs of similar size and scope to ensure that the allocations and project plans will prove sufficient for the project. DFTA’s site procurement and renovation costs were based on market research on site properties in NYC as well as extensive interviewing of contractors previously used by DFTA/OATS.</p> <p>NYC-CC is focusing its expenditures on capital costs, such as the installation of networks, replacement of old workstations, and facilities renovations. These costs are a one-time investment, but will provide the residents of New York City with year after year benefits through continued use of these centers, well beyond the federal grant period.</p>
<p>Demonstration of need</p>	<p>NYC Connected Communities (NYC-CC) could not be implemented during this grant period without federal assistance. New York City faces budget gaps of over \$4.9B starting in our FY11, which begins in July 2010. This has forced the City to make difficult choices to avoid disrupting public health, safety and service. DoITT itself has had its FY10 operating budget reduced by \$23.4 million from the FY10 financial plan process. These reductions represent 7% of the agency’s FY10 operating budget. It is a testament to the City’s belief in NYC-CC’s ability to improve the economic conditions of New Yorkers that it has been able to generate a substantial cash match for this application.</p> <p>Conditions outside of government are similarly dire, and many of the organizations that NYC-CC has explored partnerships with are also facing cutbacks. In 2008, overall foundation assets in the US declined by more than \$150 billion, or 20%. These organizations in the past have been central to funding similar initiatives with key program partners, but have reduced giving in the current economic environment.</p> <p>NYC-CC, as a concept, has been stalled since 2008, when it was first identified through NYC’s Broadband Action Plan, which followed the City’s 2006/7 Broadband Needs Assessment. At the time, the City,</p>



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	<p>DoITT and a range of interested partners recognized that, while their interest in programs like NYC-CC was significant and the City was prepared to invest in the initiative, funding was not sufficiently available to achieve the scale required to have a meaningful effect on broadband adoption. Given the extremely difficult fiscal conditions still facing the City, investment in the program still has not come to fruition.</p> <p>Specific funding constraints of NYC-CC’s partners include, but are not limited to Brooklyn Public Library which has already suffered substantial funding cuts in FY10 and is preparing for potential reductions of \$23.6M in City and State funding in FY11, Queens Borough Public Library which has received a \$12M budget cut from both New York State and City and the Department of Parks and Recreation, whose FY10 budget has been reduced from its FY09 budget by \$26M.</p>
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45. Funds to States/Territories

States	Amount of Federal Grant Request
New York	14,999,004

Funds to States/Territories Total: \$14,999,004

G. Historical Financials

46. Matching Funds			
	2007	2008	2009
Revenue	58,772,970,000	61,423,517,000	59,849,094,000
Expenditures	53,107,582,000	55,996,802,000	57,865,899,000
Net Assets	-83,699,197,000	-89,532,464,000	-96,726,217,000
Change in Net Assets from Prior	-2,805,382,000	-5,833,267,000	-7,193,753,000



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Year			
Bond Rating (if applicable)	AA (Standard & Poor's); AA- (Fitch Ratings); Aa3 (Moody's Investors Service)	AA (Standard & Poor's); AA- (Fitch Ratings); Aa3 (Moody's Investors Service)	AA (Standard & Poor's); AA- (Fitch Ratings); Aa3 (Moody's Investors Service)

H. Public Computer Center Summary

47. Jobs	
How many direct jobs-years will be created from this project?	275
How many indirect jobs will be created from this project?	0
How many jobs will be induced from this project?	96

48. Methodology used to estimate jobs:

While we have used the Council of Economic Advisers' (CEA) guide to estimate the number of induced jobs, 96 (or 36% of the program's job years), DoITT believes that information provided by itself and its partners produces a more accurate estimation of direct and indirect job-years created or saved.

The CEA guide's estimate of 172 direct/indirect job-years (64% of the program's job-years) created or saved through NYC-CC is a sound assumption. However, a tally of job years created or saved, as provided by DoITT and its partners, produces what we believe to be a more accurate figure. To calculate the number of direct job-years created or saved by the program, each partner identified positions needed to support increased training programs, hours of operation, etc., and provided the anticipated number of staff, hours to be worked and hours in a full-time schedule. With these inputs, it is estimated that by the end of program year 3, the direct job-years created or saved by NYC-CC will be 275 and as of the 4th quarter of program year 1, 100 jobs will be created or saved. Further, DoITT and its partners do not anticipate that suppliers will create or save jobs as a result of this program, and we have therefore assumed that the number of indirect job-years is 0.

Supporting data is provided in the Supplemental Information upload.



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49. Proposed # of Public Computer Centers	
Schools (k-12)	0
Libraries	45
Medical and Healthcare Providers	0
Public Safety Entities	0
Community Colleges	0
Public Housing	13
Other Institutions of Higher Education	0
Other Community Support Organization	7
Other Government Facilities	28

Total Proposed Public Computer Centers 93

Current Total Persons in Service Area 8363710

50. Minority Serving Institutions	
Historically Black Colleges and Universities	0
Tribal Colleges and Universities	0
Alaska Native Serving Institutions	0
Hispanic Serving Institutions	0
Native Hawaiian Serving Institutions	0



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TOTAL MINORITY SERVING INSTITUTIONS	0
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51. Weekly Usage Summary	
Total Current # of Persons Served per 120-hour Business Week	93172
Total Proposed # of Persons Served per 120-hour Business Week	125854
Total Current # of Persons Served per 48-hour Weekend	15762
Total Proposed # of Persons Served per 48-hour Weekend	23335

52. Broadband Workstation Summary	
Number of Current Workstations proposed to be upgraded	1047
Total Current # of Broadband Workstations	1905
Total Proposed # of Broadband Workstations	2393
Average Current Facility Broadband Connection Speed	21.00 Mbps
Average Proposed Facility Broadband Connection Speed	47.00 Mbps

I. Project Readiness

53. Licenses and Regulatory Approvals



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The majority of NYC Connected Communities partners will not require licenses and regulatory approvals to implement the program. However, for the program partners for which licenses and regulatory approvals are anticipated, information including their status is listed below.

- Department for the Aging:
 - License/Regulatory Approval: NYC Department of Buildings Construction Permit
- Status: Not yet applied for

- Brooklyn Public Library:
 - License/Regulatory Approval: NYC Department of Buildings Construction Permit
- Status: Not yet applied for

- Queens Borough Public Library:
 - License/Regulatory Approval: NYC Department of Buildings BEC (Building, Electrical and Conservation)
- Status: Not yet applied for
- License/Regulatory Approval: NYC Department of Buildings Plumbing Permit
- Status: Not yet applied for
- License/Regulatory Approval: NYC Department of Buildings Mechanical Alteration Permit
- Status: Not applied for

54. Organizational Readiness

The Department of Information Technology and Telecommunications is New York City's primary technology delivery and support organization working with over 50 City agencies for the past 16 years. DoITT is responsible for the management and oversight of the city-wide broadband strategy which focuses on increased broadband access, adoption, and infrastructure. DoITT began this initiative in 2006 by conducting a city-wide Broadband Needs Assessment and as a result of the study findings, has implemented a series of programs to serve various broadband needs across the city. As part of the overall strategy, DoITT will manage and implement the NYC Connected Communities initiative providing oversight, technology expertise, and ongoing reporting.

Since its establishment in 1994, DoITT has managed multiple complex, multi-entity technology projects, including: 1) New York City Wireless Network (NYCWIn), a first-of-its-kind,



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advanced wireless public safety network providing first responders with high-speed data access citywide, 2) 311 Customer Service Center, a consolidated call center that has provided customer service and government information to 85 million callers since its inception, and 3) New York City Automated Personnel System (NYCAPS), a state-of-the-art human resource management and benefit administration system for 160,000 City employees.

In addition to DoITT, the project will also utilize staff from each of its key partners to manage the program's centers, and their related activities, and ensure ongoing success of the overall program. Like DoITT, these partners have proven track records in managing complex programs. They have also all been operating the types of centers, and providing the types of training and outreach that will comprise the primary NYC-CC program activities for many years. Additionally, these partners are experienced in measuring results of programs such as this one, and as on-site managers, they will play a key role in compiling data on computer center attendance, training participation, and operations to support DoITT's ongoing assessment and reporting of the program's success.

These partners are as follows:

- 1) Brooklyn Public Library
- 2) New York Public Library
- 3) Queens Borough Public Library
- 4) Department for the Aging
- 5) Department of Parks and Recreation
- 6) New York City Housing Authority

55. Project Timeline and Challenges

TIMELINE:

Year 1:

Q1:

- DoITT develops detailed project plan



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- DoITT holds kick-off meeting with Program Management team and partners to initiate program planning and execution
- Job descriptions are developed and posted
- DoITT reconfirms timeline for purchase, installation, configuration of equipment
- Procurement orders are placed (computers, routers, peripherals, etc.)
- Training needs are identified and curriculum development begins

Q2:

- DoITT sets up FAQ on citywide website to increase awareness of the program
- DoITT establishes ongoing measurement and reporting process
- Resources are hired
- New equipment is installed
- Networking cabling installation completed
- Space for Exploration Center (DFTA only) is secured
- DoITT and partners define outreach plan and design advertisement materials

Q3:

- DoITT issues quarterly report card showcasing project progress and success
- DoITT hosts bi-annual meeting with program participants to discuss progress and share best practices
- Staff training is finalized
- Exploration Center (DFTA only) build out completed
- Renovations at libraries (NYPL, QBPL) completed
- Digital Training and advanced courses finalized
- DoITT and partners launch marketing campaign (ads, open houses at specific centers)

Q4:

- DoITT issues quarterly report card showcasing project progress and success
- Sites launch digital training programs

Year 2:

- Ongoing: DoITT issues quarterly report card showcasing project progress and success
- Ongoing: DoITT hosts bi-annual meeting with program participants to discuss progress and share best practices
- Ongoing: Training programs continue to run at all centers



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- Q1: Space for Exploration Center (DFTA only) launched
- Q1: Construction begins for Information Commons (BPL only)
- Q2: Training courses are evaluated and modifications are made to the curriculum
- Q3: 2nd wave of marketing campaign is launched promoting success of program

Year 3

- Q2: Opening of Information Commons (BPL) and specific marketing campaign is launched for this facility

RISKS:

1. There may be challenges in hiring qualified instructors with both technical and teaching experience. This can impact the schedule and quality/success of the training programs. To mitigate, the program will utilize a variety of recruiting avenues to reach qualified candidates.
2. Future budget cuts can affect capital funding to support extended center hours and staff. This can impact the program by connecting fewer users than anticipated. To mitigate, the program will continue to engage elected officials and private donors to maintain funding.
3. There is a risk of delay in equipment procurement or potential issues in network installation. To mitigate, patrons will have access to existing computers at centers or be directed to alternate centers in the interim. In addition, DoITT will work with partners and vendors to help manage slippage in connectivity upgrade schedules.

56. SPIN Number

J. Environmental Questionnaire

57. Does this PCC application have construction or ground disturbing activities?

No

If no, please answer the questions below. If yes, please do not answer the questions below and instead proceed to the next page to answer the expanded environmental questionnaire.



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58. Does the proposed action involve the procurement of materials? If so, will the materials be installed, stored or operated in an existing building or structure? If yes, please click "Add" to include the list of equipment and peripherals to be procured.

Yes

Materials used for site renovations, as well as computers, peripherals and network equipment will all be installed, stored or operated in existing buildings or structures. See Peripherals and Equipment descriptions in this application for further details on items to be procured.

59. Does the proposed action involve procurement of electronic equipment? If yes, will the equipment be disposed of in an environmentally sound manner at the end of its useful life?

Yes

60. Does the proposed action involve construction, remodeling, or renovation? If so, will these activities be limited to only minor interior renovations to a structure, facility, or installation? If yes, click "Add" to include a description of the proposed renovations with your project summary.

Yes

All site renovations will be limited to minor interior renovations to existing or new public computer center facilities.

61. Does the proposed action involve the production and/or distribution of informational materials, brochures, or newsletter?

Yes

62. Does the proposed action involve training, teaching, or meeting facilitation at an existing facility or structure? If yes, click "Add" to explain.

Yes

All training and teaching will be conducted in the public computer centers included in this application.

63. Does the proposed action involve ground or surface disturbance to accommodate new fiber optic cable? If yes, please click "Add" to include a description of the extent of service upgrade, a list of the permits required, and linear footage of underground fiber optic cabling required.



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No

64. Does the proposed action involve an upgrade of broadband service to an existing facility or structure? If yes, please include a description of the extent of service upgrade, a list of the permits required, and linear footage of underground fiber optic cabling required?

Yes

Bandwidth capacity upgrades will take place a numerous NYC Connected Communities sites. Permits are not expected to be required. Underground fiber optic cabling will not be required.

K. Environmental Questionnaire – Part 2

65. Project Description

66. Property Changes

67. Buildings

68. Wetlands

69. Critical Habitats

70. Floodplain



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71. Protected Land

72. Coastal Area

73. Brownfield



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Uploads

The following pages contain the following uploads provided by the applicant:

Upload Name	File Name	Uploaded By	Uploaded Date
Management Team Resumes and Organization Chart	6413_PCC_Management Team Resumes AND Org Charts.pdf	Post, Carole	03/13/2010
Government and Key Partnerships	6413_PCC_NYC Connected Communities_Partner Letters.pdf	Post, Carole	03/15/2010
Historical Financial Statements	6413_Historical Financial Statements.pdf	Post, Carole	03/06/2010
Public Center Detail	6413_PCC_Center Details Attachment_ALL_FINAL.xls	Post, Carole	03/15/2010
Detailed Budget	6413_PCC Detailed Budget Attachment_FINAL.xls	Post, Carole	03/15/2010
BTOP Certifications	BTOP Certification_SIGNED_CWP.pdf	Post, Carole	03/15/2010
SF424 Budget (A or C)	6413_PCC_NYC Connected Communities_SF424A_FINAL.pdf	Post, Carole	03/15/2010
SF424 B and D Assurances	Assurances - Non Construction Programs_SIGNED_CWP.pdf	Post, Carole	03/15/2010



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Funding Opportunity: Public Computer Centers		Applicant Organization: NEW YORK, CITY OF (THE)	
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Supplemental Information	6413_PCC_NYC Connected Communities_Supplemental Materials.pdf	Post, Carole	03/15/2010
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