



**Broadband Technology Opportunities Program
Public Computer Centers Program – Sustainable Adoption Program**

Submitted Date: 8/19/2009 12:03:20 PM		Easygrants ID: 2551	
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption		Applicant Organization: Computers for Youth Foundation, Inc.	
Task: Submit Application - Non-Infrastructure Programs		Applicant Name: Mr. Bill Rappel	

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A. General Application Information

1. Applicant Information

1-A. Name, Address, and Federal ID for Applicant

i. Legal Name:	Computers for Youth Foundation, Inc.
ii. Employer/Taxpayer Identification Number (EIN/TIN):	133935309
Street 1:	322 8th Ave.
Street 2:	
City:	New York
County:	New York
State:	NY
Country	United States
Zip/Postal Code:	10001

1-B. Name and Contact Information of Person to be Contacted on Matters Involving this Application:

Prefix:	Mr.
First Name:	Bill
Middle Name:	
Last Name:	Rappel
Suffix:	
Telephone Number:	12125637300
Fax Number:	
Email:	brappel@cfy.org
Title:	National Dir. of the Affiliate Network

1-C. Other Required Identification Numbers



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i. Organizational DUNS:	037227498
ii. CCR # (CAGE):	5MNH1
iii. Funding Opportunity Number:	2
iv. Catalog of Federal Domestic Assistance Number:	BTOP CFDA Number: 11.557 BTOP CFDA Title: Broadband Technology Opportunities Program

1-D. Organization Classification

Non-Profit Institution

1-E. Applicant Federal Debt Delinquency Explanation

Is the Applicant Delinquent On Any Federal Debt?

No

Federal debt delinquency Explanation:

1-F. Congressional Districts of:

Applicant: New York - 9

Program/Project
California - 27
California - 28
California - 30
California - 31
California - 32
California - 33
California - 34



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California - 35
California - 36
California - 37
California - 38
California - 39

2. Project Title and Project Description

2-A. Project Title : CFY/LAUSD Family Broadband Engagement Program

2-B. Project Description: The CFY/LAUSD Family Broadband Engagement Program catalyzes broadband usage among low-income families by providing them with free refurbished computers, training around the educational benefits of broadband, inexpensive broadband options, and ongoing technical support. The program draws on both CFY's and LAUSD's expertise in helping families use technology and broadband for school success.

3. Project Type

Classify the particular project type for which you are seeking federal funding.

Project Type: Sustainable Broadband Adoption

Project ID: 2

4. Application ID for Multiple Submissions for Identified Service Areas

5. Estimated Funding (\$):

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Federal	9,917,223
Applicant	6,093,914
State	
Local	
Other	952,174
Program Income	
Total	16,963,311

B. Eligibility Factors

6. Eligibility Factors.

The application must be completed fully, and all required supplemental documentation must be attached.
Applicants must commit to substantially completing their Project (as defined in the NOFA) within two years of the award date, and completing the Project within three years of the award date.
Applicants must credibly demonstrate that their Project advances at least one of the five statutory purposes for BTOP.
Applicants must demonstrate that but for Federal funding they would not have been able to complete their project during the grant period.
The budget for the project must be reasonable and all costs must be eligible.

6-d. Applicant is providing matching funds of at least 20 percent towards to the total eligible project costs or is requesting a waiver of the matching requirements.

Yes



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Matching Fund Waiver Request Explanation

C. Executive Summary

7. Executive Summary of Overall Proposal:

-- The Problem --

Low-income families in Los Angeles need broadband to help their children succeed in school. The CFY/LAUSD Family Broadband Engagement Program promotes broadband adoption among vulnerable Los Angeles families while addressing a major flaw in our nation's strategies for education reform: We are failing to provide low-income children the support they need during the critical middle school years.

- * Test scores drop sharply as students move from primary to middle school and the achievement gap between low- and high-income students widens
- * Children begin to withdraw from academics and parents become intimidated by increasingly complex homework assignments
- * Low-income families, and especially Latino families who comprise nearly three-quarters of the Los Angeles population, lack a critical educational resource proven to bolster student achievement -- a home computer with broadband Internet access

-- An Innovative Solution --

Computers for Youth (CFY) and Los Angeles Unified School District (LAUSD) will collaborate to provide families with the tools and training they need to leverage the Internet for school success. The CFY/LAUSD Family Broadband Engagement Program is an innovative program to catalyze broadband usage among low-income families by providing them with inexpensive refurbished computers, training around critical educational benefits of broadband, information about inexpensive broadband options, and ongoing technical support.



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-- The Population Served --

CFY and LAUSD will partner with Los Angeles middle schools with 75% or more of students on free or reduced lunch (consisting of 46 LAUSD schools and 3 local charter schools). Training will be provided directly to students and their parents at Family Learning Workshops held on school campuses on Saturdays. Participants will range in age from 5 - 65 years, taking into consideration that participants attend CFY workshops as families; thus our audience often includes younger siblings and even grandparents. Participating families will predominantly be Latino and African American, and workshops will be taught in both Spanish and English.

Between January 2010 and June 2012, the program will serve an estimated 34,913 individuals and 15,870 households, of which approximately 50% will become new broadband subscribers.

-- CFY Qualifications and Program Partners --

CFY has an exemplary track record in implementing and managing successful projects and is well-positioned to lead the proposed project. Founded in 1999, CFY has reached more than 35,000 students and parents from 50 schools in New York, Philadelphia, Atlanta, and most recently, San Jose, San Francisco and Los Angeles through our new west coast initiative. This success has been fueled in part by CFY's proven ability to build strong partnerships as exemplified by the impressive team assembled for this project including Los Angeles Unified School District, the City of Los Angeles, Computers for Classrooms, Marvir Inc./Airgroup, One Economy Corporation, Southeast Community Development Corporation, and Open Mar Vista.

-- Jobs Created --

The proposed project will create 59 new annual FTEs.

-- Overall Program Cost --



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The proposed project will cost \$16,963,311, consisting of \$9,917,223 in BTOP funding and \$7,046,088 in CFY and LAUSD match.

D. Project Purpose

Project Purpose: Recovery Act & BTOP Objectives

8. Project Purpose

The CFY/LAUSD Family Broadband Engagement Program is an innovative program to catalyze broadband usage among low-income families by providing them with inexpensive refurbished computers, training around critical educational benefits of broadband, information about inexpensive broadband options, and ongoing technical support. The program draws on CFY's 10+ years of experience in engaging low-income families around educational technology and LAUSD's strong commitment to broadband applications and family engagement.

The CFY/LAUSD Program meets two key BTOP purposes by (a) providing broadband education, training, access, equipment, and support to vulnerable populations and (b) stimulating demand for broadband by demonstrating its power to improve children's education. The program also complements LAUSD's Online Parent Community Centers, which offer parents access to broadband-enabled computers at school.

-- The Critical Role of Broadband in a Strong Home Learning Environment --

The CFY/LAUSD Family Broadband Engagement Program promotes broadband adoption among vulnerable Los Angeles families while addressing a major flaw in our nation's education strategies for education reform: We are failing to provide low-income children the support they need during the critical middle school years. More than 90% of our nation's focus and dollars are spent on school reform and the classroom, when only 13% of students' waking hours are spent in class. Test scores drop sharply as students move from primary to middle school; a time when children begin to withdraw from academics and parents – especially low-income parents – feel less capable of helping their children with increasingly complex assignments. At the same time, few low-income families have computers and broadband in



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their homes, depriving children and parents of key educational resources that can improve achievement.

In LAUSD, math proficiency drops significantly in 6th grade, and an alarming achievement gap arises between economically disadvantaged students and their peers. Proficiency on the state math assessment drops from 28% to 21% between fifth and sixth grades, with 63% of economically disadvantaged students scoring at the lowest proficiency levels as compared to only 43% of their higher income classmates. Meanwhile, only 33% of households with incomes under \$40,000 have broadband compared to 85% of households with incomes \$80,000 or more. This problem is particularly acute among Latino students, who comprise almost three-quarters of LAUSD enrollees, as their rates of home computers and broadband access is far lower than average. (Californians & Information Technology: PPIC, 2008)

By providing low-income families with refurbished home learning centers, training around critical online education resources, broadband discount information, and ongoing technical support, CFY and LAUSD can propel broadband usage and transform the home learning environment at an incredibly low per student cost and with great positive educational impact. A recent longitudinal study of 3,100 children found that the home learning environment has as powerful an effect on math attainment as the combined effect of attending a better pre-school and elementary school. Similarly, the Educational Testing Service has found that CFY's home learning program and focus on the Internet significantly improves student mathematics performance.

-- Program Parameters --

CFY and LAUSD will partner with middle schools with 75% or more of students on free or reduced lunch (consisting of 46 LAUSD schools and 3 local charter schools), which shall be selected according to programmatic readiness. The profile of these schools is as follows:

- * 1667 students per school
- * 84% of students on free lunch
- * 97% minority students (40 schools majority Hispanic, 2 majority African-American)
- * 26% proficiency on state ELA assessments
- * 21% proficiency on math ELA assessments



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CFY and LAUSD will provide 15,870 underserved families with:

- * inexpensive refurbished home computers;
- * free educational software including online learning applications;
- * substantial bilingual training on using broadband to improve their children's education, including key LAUSD sites and CFY-vetted sites that promote parents as learning partners and self-directed learning by children;
- * easy-to-understand, bilingual information about free and low-cost home broadband options, including the specific options provided by CFY's three key broadband program partners: the One Economy Corporation, Southeast Community Development Corporate, and Open Mar Vista;
- * 24x7 bilingual Help Desk support; and
- * free local repair services.

CFY also will work directly with LAUSD educators to inform them about the program and provide guidance on connecting school to home via technology.

-- Experience and Replicability --

The CFY/LAUSD Program builds on a proven technology engagement model that CFY has honed over the last 10 years. CFY has served more than 39,000 students, parents, and teachers in New York, Philadelphia, Atlanta, San Jose, San Francisco and Los Angeles and has established a network of affiliates in six other states. Recently, CFY served 282 families at LAUSD's El Sereno Middle School, where more than 96% of participating parents reported significantly greater confidence in serving as their children's learning partners through technology as a result of the CFY training. With this grant funding, CFY can expand its Los Angeles program impact dramatically.

CFY has been a leader in developing and sharing best practices on how parents, students, and teachers can use technology and Internet access to improve the home learning environment and children's achievement. This CFY/LAUSD program will easily be replicable by CFY in its four other regions, by CFY's affiliates in six additional states, and by other organizations with whom CFY and LAUSD will freely share methodologies and approaches.

9. Recovery Act and Other Governmental Collaboration.



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Because parents play a critical role in their child’s learning, the Family Broadband Engagement Program will take advantage of the data and resources of other governmentally-funded programs by making them available to families.

LAUSD has been the recipient of several sources of Recovery Act funding, primarily through the US Department of Education. This funding has been used to help save jobs because of shrinking State funding to schools as well as to implement targeted programs to transform classroom practice to improve teaching and learning. Schools are leveraging these funds to support their instructional program, and LAUSD supports schools by providing an infrastructure and framework for success, including access to relevant data about student progress and educational programs that effectively engage parents and promote student achievement.

* LAUSD’s Online Family Module: This program will catalyze family usage of LAUSD’s innovative “Family Module,” built by LAUSD using approximately \$2.0M of state and local funding. This password-protected online tool gives parents immediate access to their children’s attendance, grades, and assignments, thereby bolstering their ability to monitor and support children’s progress. The CFY/LAUSD Program provides equipment, broadband discount information, and Family Module training so that these parents can see the critical value of broadband in their children’s education.

* LAUSD’s Online School Report Card: This Program leverages LAUSD’s investment of approximately \$2.0M of federal, state, and foundation funding in an innovative online accountability system called the LAUSD Online School Report Card. CFY Master Teachers will help low-income parents access their own school’s Report Card and learn accountability metrics such as student academic progress and teacher qualifications, thereby playing a vital role in monitoring and supporting their schools’ growth.

* LAUSD’s Online Learning Program: This Program will propel the use of online courseware and tutorials developed by LAUSD using approximately \$0.5M of federal EETT funds. CFY training will help students use the online courseware and parents access online tutorials.

* LAUSD Training and Learning Materials: By incorporating pre-existing instructional materials into the family trainings, this Program leverages LAUSD’s previous investment, such as approximately \$20k of EETT funds used for creating training modules for parents and



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students on Internet safety and intellectual property rights.

* California Digital Textbook Initiative: A critical state program is the Digital Textbook Initiative, which will revolutionize instructional content delivery. By providing refurbished computers, broadband discount information, and training, CFY and LAUSD will make significant headway in helping schools leverage this initiative while addressing critical equity issues.

10. Enhanced Services for Health Care Delivery, Education, and Children

11. Small and Disadvantaged Business Involvement

As an integral part of the CFY-LAUSD Family Broadband Engagement Program, CFY has established an agreement in principle with "Marvir, Inc. dba Airgroup Express," a Small Disadvantaged Business. Marvir, Inc. will participate as a key partner in the CFY-LAUSD program by providing shipping and logistical support for moving of Home Learning Centers from our refurbishing facility to Los Angeles schools on the Friday prior to the Family Learning Workshops, as well as transporting any overage to central storage during the following week. In the attached signed commitment letter, Victor Leigh, the owner of Marvir, Inc., documents (1) Marvir, Inc.'s status as a Small Disadvantaged Business and (2) Marvir, Inc.'s agreement in principle to participate in the CFY-LAUSD Family Broadband Engagement Program.

Contact Information:

Victor Leigh
Marvir, Inc. dba Airgroup Express
704 Hindry Ave.
Inglewood, CA 90301-3006
www.airgroup.com

E. Project Benefits

E-1 – Expanding Broadband Public Computer Center Capacity



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Public Computer Center Capacity, Including Areas and Populations Served

12. Public Computer Centers Availability

13. Restrictions on Public Computer Center Use

14. Public Computer Centers Accessibility

15. PCC - Center Locations, PCC - Center Capacity, PCC - Size and Scope of Target Audience.

PCC - Center Locations & Center Capacity & Size and Scope of Target Audience.

16. PCC- SBA Population Demographics

Age Distribution
Age Distribution: 5-19
Age Distribution: 20-29
Age Distribution: 30-39
Age Distribution: 40-49
Age Distribution: 50-59
Age Distribution: 60-69



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Ethnicity or ethnicities
Ethnicity: Hispanic
Ethnicity: Non-Hispanic Black

Gender
Gender: Female
Gender: Male

Median Household Income
Median Household Income: Less than \$9,999
Median Household Income: \$10,000 - \$14,999
Median Household Income: \$15,000 - \$24,999
Median Household Income: \$25,000 - \$34,999

Educational Levels
Educational Levels: Middle - Grade 6 to Grade 8
Educational Levels: Secondary - Grade 9 to Grade 12

Disabilities status
Disabilities status : Not Applicable



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Unemployment Rate
Unemployment Rate: 11.40

Language
Language : English - Second Language
Language : Non-English Speakers

17. Public Computer Centers Outreach

Public Computer Center Capacity: Training and Educational Programs

18. Public Computer Centers Peripherals and Equipment

19. Public Computer Centers Workstation Software

20. Public Computer Centers Training and Education Programs

E-2- Project Benefits – Sustainable BroadBand Adoption

21. Innovative Approach to Sustainable Broadband Adoption

The CFY/LAUSD Family Broadband Engagement Program is an innovative program to catalyze broadband usage among low-income families by providing them with inexpensive refurbished computers, training around critical educational benefits of broadband, information



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about inexpensive broadband options, and ongoing technical support. It builds on a proven technology engagement model that CFY has honed over the last 10 years in serving more than 39,000 students, parents, and teachers. This engagement model has two critical features:

First, CFY partners closely with the local schools in unique ways that sets this program apart from all other broadband adoption programs. Once selected through a CFY application process, high poverty schools work closely with CFY to conduct outreach to parents – including personally calling families to ensure attendance. Because schools pay a fee to defray certain costs, they have “skin in the game” play highly active roles in this outreach. School principals often report that a higher percentage parents come to a CFY workshop on Saturday than any other school event during the year. Furthermore, CFY works directly with school leaders to ensure that teachers are provided guidance on how best to leverage the new family home learning centers in their instruction -- creating true school/home connections that otherwise had not been possible.

Second, CFY provides a uniquely effective combination of equipment, services, and training that motivates families to acquire and retain broadband. The CFY/LAUSD Program will provide low-income Los Angeles families with:

- * Free home computers, obtained by CFY at very low cost from a non-profit refurbisher;
- * Free educational software including online learning applications;
- * Substantial bilingual training on using broadband to improve their children's education, including key LAUSD sites and CFY-vetted sites that promote parents as learning partners and self-directed learning by children;
- * Easy-to-understand, bilingual information about free and low-cost home broadband options, including the specific options provided by CFY’s key broadband program partners;
- * 24x7 bilingual Help Desk support; and
- * Free local repair services.

In sum, the CFY/LAUSD Program will catalyze broadband adoption among low-income families unlike any other program because the program design is based on inter-related maxims that have been demonstrated by research:

- * Train students and parents together, and they will become confident users of technology.
- * Provide families with their own computer hardware and ongoing technical support, and they



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will be ready to adopt broadband.

* Highlight the ease with which families can adopt broadband, and they will.

* Demonstrate to parents the importance of broadband to their children's success, and they will sustain their broadband connection.

22. Sustainable Broadband Adoption Household Subscribers.

How many total new home subscribers (household accounts) to broadband do you expect to generate through use of BTOP funds over the entire life of the program funded? **7,935**

23. Sustainable Broadband Adoption Institutional Subscribers.

How many total new business and/or institutional subscribers to broadband do you expect to generate through use of BTOP funds over the entire life of the program funded?

24. Sustainable Broadband Adoption Users of Public Access Facilities.

How many total **users** of broadband in public computer centers or **users** of broadband **outside the home** (e.g., in a community college) do you expect to generate through use of BTOP funds over the entire life of the program funded?

25. Sustainable Broadband Adoption Population Demographics.

Please refer to PCC – SBA Demographics section (Section E1- Question 17)

26. Sustainable Broadband Adoption People Trained/Educated.

If you intend to provide training or education, how many people **in total** will your program(s) reach?
34,913

27. Sustainable Broadband Adoption - Scope of Training/Education Programs.

How many hours of training do you expect to provide *per person on average* for each participant in your training program(s), through completion of training for that individual? If you will offer multiple programs, provide estimates for each program. **4**

28. Sustainable Broadband Adoption Instructor Qualifications.

How many (FTE) instructors/facilitators will you employ for broadband and digital literacy training purposes, and what are their qualifications (training and experience)?

To select the “Master Teachers” who provide instruction to participating families at the Family Learning Workshops (conducted in English and Spanish), CFY recruits professional trainers, current or retired school teachers, and parents who are alumni of the program and have requisite training backgrounds. CFY's Master Teachers have both substantial instructional skills as well as considerable experience with low-income students and their families. CFY's current cohort of Master Teachers bring a diverse set of relevant skills to the program including: teaching in Spanish immersion classrooms, facilitating workshops on Digital Story Telling and other multimedia projects, coaching Stanford professors on how to integrate technology into their courses, and organizing public school parent engagement programs.



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New Master Teachers attend an orientation session that introduces them to the Family Broadband Engagement curriculum, observe two family workshops, and then co-teach at two workshops. CFY carefully evaluates the performance of Master Teachers through in-class evaluations and parent surveys in order to ensure that Master Teachers are engaging, respectful, and informative, and CFY quickly discontinues Master Teachers who are not receiving excellent ratings.

CFY will employ 4.5 annual FTEs to carry out the instructional components of this program.

29. Sustainable Broadband Adoption Equipment Purchased.

How many broadband-related equipment units (e.g. computers, wireless devices) do you intend to purchase overall? **15,870**

30. Sustainable Broadband Adoption Cost of Devices.

What is the total up-front cost of this equipment? **3,142,260**

31. Sustainable Broadband Adoption Loan Program Participants.

If you are providing an equipment purchase or loan program, for how many households, businesses and/or institutions do you expect to provide equipment or computers?

Number of Households: 15,870

Number of Businesses:

Number of Institutions:

32. Sustainable Broadband Adoption Loan Cost to Borrower.

If you are employing a loan program for purchases of service or equipment, what will be the total cost to the typical customer you assist over the life of the loan, including all interest and fees?

33. Sustainable Broadband Adoption Target Population, Awareness Campaign.

If you are conducting an awareness campaign, how many people do you expect your campaign will reach? **41,585**

34. Sustainable Broadband Adoption Awareness Campaign Methods

This program leverages CFY's family outreach strategy which has been proven to be highly successful in all five cities in which CFY operates. CFY works with school-based project teams to execute a well-defined, high-touch plan for inviting and recruiting families to participate in our Family Learning Workshops.

* CFY meets with the Partner Schools and provides parent flyers and invitation letters in English and Spanish announcing the Family Learning Workshops.

* The schools circulate these flyers and invitations to all parents prior to the workshops.



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* A "Call Team" comprised of members of the school community (teachers, parents, volunteers) ensure that an adult from the school speaks to an adult from the home directly to describe the Family Learning Workshop and confirm the family’s attendance. Members of the Call Team often make several calls to each household in order to make a direct connection and secure verbal confirmation of attendance.

The result of this outreach strategy has been phenomenal. Schools that might only see only 5% attendance at PTA meetings typically see 70% to 80% or more attendance at the Family Learning Workshops.

35. Measuring Campaign Impact for Sustainable Broadband Adoption

By applying the outreach method described in Essay Question #34, we expect to reach an estimated 41,585 individuals. We will measure the effectiveness of this awareness campaign by recording attendance at our workshops and anticipate serving approximately 34,913 participants.

36. Sustainable Broadband Adoption Total Cost Per New Subscriber.

What is the total cost of your project per new subscriber (household, individual, or institutional) or new end-user? **486.00**

F. Project Viability

Technical Viability

37. Technology Strategy

37 - A. Public Computer Center Technology Strategy

37 - B. Sustainable Broadband Adoption Technology Strategy

-- CFY/LAUSD Family Broadband Engagement Program Operational Details --

1. Cost-efficient distribution of refurbished computers designed as a home learning centers to underserved Los Angeles families. These computers are free to families and become theirs to keep. Generally donated PCs, the computers are sourced from our non-profit refurbishing partner, Computers for Classrooms, who repairs the machines to like new condition and loads the CFY

