Organization:	**City and County of San Francisco**
Project Name:	**San Francisco Community Broadband Opportunities Program (SF-CBOP)**
Project Type:	**Sustainable Broadband Adoption**
State:	**California**
Federal Award:	**$7,931,632**

ABOUT THE PROJECT

According to a 2009 study conducted by the **City and County of San Francisco**, only 42 percent of seniors in the city currently subscribe to broadband, and only 61 percent of those who define themselves as African American or Latino do so. Both figures are much lower than the citywide rate of 82 percent. The City's Departments of Technology; Aging & Adult Services; and Children, Youth & Families, along with several other key partners in the nonprofit, educational, and for-profit sectors, propose to provide broadband-oriented training to seniors, adults in residential treatment, low-income and ESL youth, and other economically and socially vulnerable groups. The project intends to include an online support group for seniors via partner TYZE.com and collaborate with digital media nonprofit groups to provide training in digital media and dissemination of local user-generated digital content in ways that encourage broadband adoption.

The SF-CBOP project also proposes to:

- Offer training sessions that include a broadband awareness component to highlight the value of broadband access to participating in the modern economy, explain key technical characteristics in lay terms, and provide assistance to those adopting service. The courses, which propose to reach as many as 8,000 residents with over 300,000 teacher-led training hours annually, will take place in senior centers, group homes, San Francisco's Beacon Centers, and at City College.

- Deploy a volunteer corps for training and support, empowering the local community in developing its own digital literacy.

- Conduct customized participant surveys, and track other center-specific metrics in order to evaluate the success of the program in increasing broadband adoption among targeted populations. The project also plans to coordinate annually with the San Francisco Controller's Office as it conducts its annual survey tracking resident broadband adoption.

ORGANIZATION'S HISTORY

The City of San Francisco's Department of Technology is an enterprise information and technology services organization that provides proactive leadership in the use of technology and information solutions to improve the City's operations and service delivery. As a municipal agency, it is fully familiar with federal funding rules and regulations and has years of experience supporting the use of public computer centers.

PROJECT PARTNERS

- Community Living Campaign
- Community Technology Network
- Self Help for the Elderly
- National Council on Aging
- Conard House, Inc.
- City College of San Francisco

- San Francisco Adult Day Services Network
- Northern California Presbyterian Homes & Services
- San Francisco Housing Authority
- Lighthouse for the Blind and Visually Impaired
- Bay Area Video Coalition