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Organization:	The Urban Affairs Coalition
Project Name:	Freedom Rings: Sustainable Broadband Adoption
Project Type:	Sustainable Broadband Adoption
State:	Pennsylvania
Federal Award:	\$11,804,015

ABOUT THE PROJECT

To address the related problems of pervasive poverty and low broadband adoption rates in urban Philadelphia, the **Urban Affairs Coalition** proposes a strategic outreach, access, and training program targeted to residents with no or limited at-home Internet access. This project intends to focus on the most economically and socially vulnerable populations, including at-risk youth, ex-offenders, public housing residents, seniors, the homeless, and people living with HIV/AIDS through project partners selected for their expertise in serving these groups. The project includes a four-stage adoption model: (1) awareness; (2) trial; (3) acceptance; and (4) conversion. By distributing 5,000 laptop computers to public housing residents who complete a broadband training curriculum, the project proposes to create a class of broadband adoption ambassadors to illustrate the benefits of access and adoption to the community at large.

The Freedom Rings project also proposes to:

- Provide computer skills and broadband training to approximately 15,000 residents over the life of the project, offering as many as 100,000 training hours focusing on online connectivity, career building, community resources, and education.
- Partner with the New America Foundation to evaluate the impact of the project utilizing both quantitative and qualitative metrics including program inquiries, participation rosters, event attendance, portal use statistics, website hits, and pre-and-post training surveys along with a plan to track partner participation across each of the target populations.

ORGANIZATION'S HISTORY

The Urban Affairs Coalition, a partnership between more than 80 nonprofit programs working on diverse community issues that affect the Greater Philadelphia urban area, unites government, business, neighborhoods, and individuals to improve the quality of life in the region, build wealth in urban communities, and solve emerging problems. The Coalition sponsors nonprofit initiatives, builds project capacity, and evaluates local programs while targeting economic opportunity for young people and low-income families through training, assistance to minority-owned business and by leveraging coalition partners' resources.

PROJECT PARTNERS

- Drexel University
- Philadelphia FIGHT
- Media Mobilizing Project
- National Comprehensive Center for Fathers
- One Day at a Time
- People's Emergency Center
- Wilco Electronic Systems, Inc.
- Youth Outreach Adolescent Community Awareness Program
- Tenant Support Services, Inc
- New America Foundation

Data provided in the project description is based on information supplied by the applicant. An executive summary of this application can be found on www.ntia.doc.gov/broadbandusa.

For press-related inquiries, contact 202-482-7002 or press@ntia.doc.gov. For the general public, contact BTOP@ntia.doc.gov.

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