AGE OPTIONS

Connecting Older Adults with Community-based Resources and Options

Lawrence E. Strickling   March 10, 2010
Assistant Secretary of Commerce
Communications and Information
Room 4898
1401 Constitution Avenue
Washington, D.C. 20230

Dear Mr. Strickling:

AgeOptions is the local Area Agency on Aging for suburban Cook County. We recognize the importance of trying to increase the internet literacy of seniors, particularly low-income seniors. While the percentage of the general population using broadband/Internet is large and growing, the percentage of low-income seniors utilizing the internet is low. Our low income seniors are not participating in our Internet-based society. We view this as a serious problem that needs to be corrected.
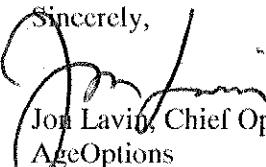
The Oak Park Housing Authority and the Oak Park Residence Corporation are joining together with a coalition of other northern Illinois housing organizations to submit a grant application under the National Telecommunications and Information Administration's Broadband Technology Opportunities Program (BTOP). The coalition's application correctly appreciates that the problem cannot be solved by computers and Internet access alone. It will require a cultural shift where seniors appreciate the practical benefits to them of broadband/Internet applications. We need to create an Internet-based senior support system. The application – with its emphasis on collaboration – sets out a pathway to achieve that objective. At AgeOptions, we appreciate the program's goal of individualizing training and emphasizing the practical benefits of Internet use.

The senior population in suburban Cook County represents an important part of our local economy. They have life and work experiences that need to be recycled into our community, not merely put on a shelf and neglected. The benefits of reconnecting our seniors with their network of friends, family and neighbors and the broader community will be of immense value, in ways that are yet to be realized.

Clearly, the experiences we gain can be applied in our other subsidized and conventional senior housing developments and to seniors living in their own homes. There are enormous values in getting our seniors up to a participation rate as close to 100% as we can. It will provide enormous benefits to the senior population of Oak Park, to the other coalition communities and to the State of Illinois.

Thank you for your consideration of the coalition's application.

Sincerely,

Jon Lavin, Chief Operating Officer
AgeOptions

The Area Agency on Aging of Suburban Cook County, since 1974

1048 Lake Street, Suite 300   phone (800)699-9043   fax   (708)524-0870   www.ageoptions.org
Oak Park, Illinois 60301-1102   (708)383-0258   TTY   (708)524-1653

BUDGET INFORMATION - Non-Construction Programs

OMB Approval No. 0348-0044

SECTION A - BUDGET SUMMARY

Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Estimated Unobligated Funds		New or Revised Budget		
		Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)	Total (g)
1. BTOP	11.557	$	$	$ 4,751,808.06	$ 2,052,258.70	$ 6,804,066.76
2.						0.00
3.						0.00
4.						0.00
5. Totals		$ 0.00	$ 0.00	$ 4,751,808.06	$ 2,052,258.70	$ 6,804,066.76

SECTION B - BUDGET CATEGORIES

6. Object Class Categories	GRANT PROGRAM, FUNCTION OR ACTIVITY				Total
	(1) Federal	(2) Non-Federal	(3)		(5)
a. Personnel	$ 2,116,403.00	$ 0.00	$	$	$ 2,116,403.00
b. Fringe Benefits	408,600.56	0.00			408,600.56
c. Travel	88,050.00	0.00			88,050.00
d. Equipment	247,647.70	1,400,927.70			1,648,575.40
e. Supplies	151,800.00	0.00			151,800.00
f. Contractual	300,000.00	0.00			300,000.00
g. Construction	0.00	0.00			0.00
h. Other	1,035,306.07	651,331.00			1,686,637.07
i. Total Direct Charges (sum of 6a-6h)	4,347,807.33	2,052,258.70	0.00	0.00	6,400,066.03
j. Indirect Charges	404,000.73	0.00			404,000.73
k. TOTALS (sum of 6i and 6j)	$ 4,751,808.06	$ 2,052,258.70	$ 0.00	$ 0.00	$ 6,804,066.76
7. Program Income	$	$	$	$	$ 0.00

Authorized for Local Reproduction

Exhibit A: Illinois Communities and Populations Served by this Application

A. **Public Housing Authorities – 9 PHAs, 17 buildings**

Kankakee (2 buildings)
1) Midtown Towers, 340 N. Dearborn, Kankakee (100 units)
2) Azzarelli Tower, 1450 W. Broadview, Kankakee (100 units)
Randy McGill
185 N. St. Joseph Ave.
Kankakee, Illinois 60901
815-939-7125
rmcgill@kchail.com

Henry County (2 buildings)
3) Washington Apartments, 700 E. Second St, Kewanee (74 units)
4) Hollis House, 605 Hollis Street, Kewanee (50 units)
Kathleen Barton
125 N. Chestnut St.
Kewanee, Illinois 61443
309-852-2801
kbarton@henrycountyhousing.us
aheise@henrycountyhousing.us
nsmith@yhenrycountyhousing.us

Grundy County (2 buildings)
5) Saratoga Tower, 1700 Newton Place, Morris (95 units)
6) Mazon Park Place, 608 Canton Street, Mazon (20 units)
Brent Newman
1700 Newton Place
Morris, Illinois 60450
815-942-6198
bnewman@gcha.us

Rockford (2 buildings) (ROCKFORD MAY BE PROPOSING THIRD BUILDING IN WEST PART OF CITY)
7) North Main Manor, 505 N. Main St., Rockford, (187 units)
8) Olesen Plaza, 511 N. Church St. Rockford (151 units)
John Cressman
223 South Winnebago Street
Rockford, Illinois 61102
815-987-2960
jcressman@rockfordha.org
AHiggins@rockfordha.org
CSweeny@rockfordha.org
JStromberg@rockfordha.org
kellconsulting@sbcglobal.net

Rock Island (2 buildings)

9) Spencer Tower, 111 20th Street, Rock Island (199 units)
10) Sunset Heights, 3130 9th Street, Rock Island (141 units)
Susan Anderson
Mary Gallardo – Special Projects
227 21st Street
Rock Island, Illinois 61201
309-788-0825
sanderson@riha4rent.org
mgallardo@riha4rent.org

Moline Housing Authority (2 buildings)

11) Hillside Heights, 825 17th St., Moline (121 units)
12) Spring Valley, 1150 31st St. A, Moline (184 units)
Susan Anderson – Acting Director
4141 11th Ave. A
Moline, Illinois 60265
398-764-1819
sanderson@riha4rent.org

Joliet (2 buildings)

13) Adlai Stevenson, 102 Stryker, Joliet (177 units)
14) John F. Kennedy, 2200 Oneida St., Joliet (173 units)
Henry Morris
6 South Broadway Street
Joliet, Illinois 60436
815-727-0611
hajed@core.com
Mark Jakiedlski
ceo@hajoliet.org

Oak Park Housing Authority (2 buildings)

15) The Oaks, 114 S. Humphrey, Oak Park (74 units)
16) Mills Park Tower, 1025 Pleasant Place, Oak Park (198 units)
Edward Solan
21 South Boulevard
Oak Park, Illinois 60302
708-386-9322
esolan@oakparkrc.com
Rosemary Serio
RSTheOaks@yahool.com

Waukegan (1 building)

Steve Silverman
215 South Martin Luther King Dr.
Waukegan, Illinois 60085
847-244-8500
ssilverman@waukeganhousing.com

B.   Section 8 Buildings (5 sponsors, 6 buildings)

Bethel New Life (1 building)

17) Bethel New Life, 4950 Thomas St., Chicago (210 units)
Steven McCullough
4950 Thomas St.
Chicago, Illinois 60651
773-473-7870
ALudington@BethelNewLife.org
SMcCullough@BethelNewLIfe.org
laurena@bethalnewlife.org

Habilitative Systems (1 building)

18) Habilitative Systems, 415 South Kilpatrick St., Chicago (60 units)
Donald Dew
415 South Kilpatrick Street
Chicago, Illinois 60644
Dewhsi72@aol.com

Sankofa House (1 building)

19) Sankofa Housed, 4041 West Roosevelt Road, Chicago (60 units)
Annetta Wilson
4041 West Roosevelt Road
Chicago, Illinois
Annetta.wilson@sbcglobal.net

Cedar Village 80 units (1 building)

20) Cedar Village, 310 Milwaukee Avenue, Lake Villa (80 units)
Cedar Village Limited Partnership (Ben, Dan and David)
310 Milwaukee Avenue
Lake Villa, Illinois
BSMA4@comcast.net

Senior Lifestyles (2 buildings)

21) Senior Suites of Austin (84 units)
Michelle Harris, Property Manager
335 N. Menard Avenue
Chicago, IL 60644
773-378-0333

22) Senior Suites of Bridgeport (86 Units)
Carolyn Jaksic, Property Manager
2825 S. Halsted Avenue
Chicago, IL 60608
312-326-0333

Potential Markets for Awareness Raising, Education and Training
in Buildings, the Buiilding Census Tract and Adjacent Neighborhoods

4 x 65
4

	Building	Address	Congress District	City	Total Units	Average Residents	Census Map	Census Tract	Total CT Populate	65+ in CT	4x65+
1	Midtown Tpwer	340 N. Dearborn	11 Halv	Kankakee	100	115	Yes	#123	5,576	411	1,644
2	Azzarelli Tower	145 W. Broadview	11 Halv	Kankakee	100	115	Yes	#117	3,417	721	2,884
3	Washington Apts	700 E. 2nd St.	17 Hare	Kewanee	74	85	Yes	#308	3,322	632	2,528
4	Hollis House	605 Hollis St	17 Hare	Kewanee	50	57	Yes	#310	3,594	986	3,944
5	Saratoga Tower	1700 Newton Place	11 Halv	Morris	95	109	Yes	#6	2,773	344	1,376
6	Mazon Park Place	608 Center St.	11 Halv	Mazon	20	23	Yes	#4	3,545	442	1,768
7	North Main Manor	505 N. Main	16 Manz	Rockford	187	215	Yes	#29	1,708	469	1,876
8	Olesen Plaza	511 N. Church St.	16 Manz	Rockford	151	173	Yes	#29	**	**	**
9	Park Terrace	1000 Chamberlain St.	16 Manz	Rockford	183	210	Yes	#8	3,247	314	1,256
10	Spencer Tower	111 20th St.	17 Hare	Rock Isle	199	228	Yes	#226	1,968	261	1,044
11	Sunset Heights	3130 9th St.	17 Hare	Rock Isle	141	162	Yes	#244	1,955	286	1,144
12	Hillside Heights	825 17th St.	17 Hare	Moline	121	139	Yes	#217	3,991	355	1,420
13	Spring Valley	1150 31st Ave.	17 Hare	Moline	184	211	Yes	#215	4,277	869	3,476
14	Adlai Stevenson	102 Stryker	11 Halv	Joliet	177	203	Yes	#8828	5,434	1668	6,672
15	John Kennedy	2200 Oneida	11 Halv	Joliet	173	198	Yes	#8828	**	**	**
16	The Oaks	114 S. Humphrey	7 Davis	Oak Park	74	85	Yes	#8126	3,753	216	864
17	Mills Park Tower	1-025 Pleasant Place	7 Davis	Oak Park	198	227	Yes	#8128	5,358	590	2,360
18	Golden Years Plaza	507 E. Taylor St	14 Foster	DeKalb	150	172	Yes	#13	5,582	598	2,392
19	Bethel New Life	4950 Thomas St.	7 Davis	Chicago	210	241	Yes	#2511	5,669	445	1,780
20	Habilitative Sytems	415 S. Kilpatrick	7 Davis	Chicago	60	69	Yes	#2522	8,969	1119	4,476
21	Sankofa House	4041 Roosevelt	7 Davis	Chicago	58	66	Yes	#2909	4,519	450	1,800
22	Bridgeport Suites	2825 S Halstead St.	7 Davis	Chicago	85	97	Yes	#6008	4,257	415	1,660
23	Austin Sr. Suites	335 N. Menard	7 Davis	Chicago	84	96	Yes	#2520	6,575	652	2,608
	TOTALS				2,874	3,296			89,489	12243	48,972

143.30

Assumptions:
Used census map and census tracts to develop total populations, and populations greater than 60, and Greater than 65
The source material was the 2000 Census
One "neighborhood" beyond the Census Tract was developing by multiplying the over 65 population in the CT by 4
There are 3 separate audiences for the awareness/education/training intervention. One it the building. The other is the Census Tract.
There are 3,296 residents in the building, 12,243 in the Census Tract, and an estimated 48,972 in in the four adjacent Census Tracts
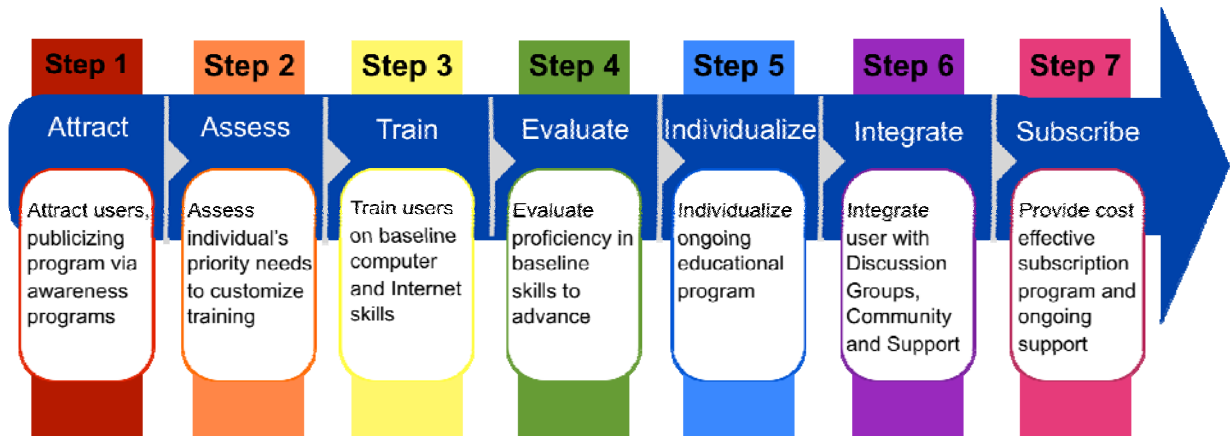** Included in other Census Tracks

Exhibit B: Connected Living Adoption and Sustainability Program Overview

Introduction

The Connected Living Adoption & Sustainability Program (CLASP) was developed through demonstration projects in Massachusetts and Illinois in 2008 and 2009. CLASP is successful in helping seniors progress from "ground zero" in their understanding of the Internet to becoming regular Internet users and subscribers. It is comprehensive, personalized and supportive. The program attracts potential users by successfully explaining Internet benefits to the individual senior and then leading them through a personalized learning program comprised of individual assessment, group classes, videos and printed materials and access to a supervised computer lab. The program stays relevant by focusing on the individual needs of each user and delivering new skill sets that make a difference in their lives. Most important, the program provides support in person or over the phone every step of the way.

CLASP consists of the seven steps outlined below.

Connected Living Adoption and Sustainability Program
Seven Steps to Sustainable Broadband Adoption

Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7
Attract	Assess	Train	Evaluate	Individualize	Integrate	Subscribe
Attract users, publicizing program via awareness programs	Assess individual's priority needs to customize training	Train users on baseline computer and Internet skills	Evaluate proficiency in baseline skills to advance	Individualize ongoing educational program	Integrate user with Discussion Groups, Community and Support	Provide cost effective subscription program and ongoing support

Step 1: ATTRACT – Awareness Raising and Internet Evangelism

Many seniors do understand all the benefits of being connected, and often the right set of questions and "awareness campaign" makes it clear that being connected would be very meaningful to their lives.

CLASP awareness programs attract users by focusing on specific benefits, i.e. "stay in touch with your grandkids," "learn more about your Medicare benefits" or "meet fellow residents with interests similar to yours." Connected Living awareness campaigns are well-developed and tested. In each community, pre-launch awareness-raising efforts begin one month prior to the official launch of the program. Campaigns are multi-faceted in order to engage the full range of potential users and generally include the

following components that are typical of the process to introduce CLASP to a senior housing community:

Raising Awareness:
- Arrange an initial meeting with the building manager, resident services coordinator and other staff to explain the Internet, CLASP and the program to be introduced. Building staff can be very important in creating a positive reaction with residents, particularly if they indicate that they can see personal benefits to themselves in using the Internet.
- Meet with the community's Resident Council or leadership group. A Connected Living representative meets with the Resident Council of each community to present and answer questions about the program to resident leaders within in the community. The goal is to get support from residents with influence and who are respected by other residents.
- Conduct follow-up meetings with the building staff and resident leadership so that they are familiar and comfortable with the program that will be implemented and to answer any problems and questions prior to the Town Hall Meeting. In the month leading up to the launch, all managers and community staff are given a one hour orientation on Connected Living and how it will impact their community. A Connected Living representative will meet with the "resident services" director to provide extra training on how to explain the program to residents and their friends and family members.
- Send mailings to residents and their families with information about Connected Living and CLASP. This mailing also provides information about the online help-desk service available through the Connected Living Center so that residents and their families can access more information about the program.

Launching the Program:
- Promote and arrange a Town Hall Meeting involving building residents, staff and residents families where the Internet and its benefits can be presented and questions answered**.** The goal is to create an entire community of Internet users – an Internet "network" where ideas and experiences can be shared and affinity groups formed.
- One week before the launch, all residents receive an invitation to attend the launch party. A large poster advertising that "Connected Living is Coming" is displayed in the lobby of the building, and reminder letters and flyers are sent to residents. Connected Living launches are festive occasions with an introduction of Connected Living staff, a description of the Connected Living program, a demo

of the Connected Living portal and applications and speeches by resident and community leaders. At the launch party, Connected Living staff highlights three or four residents, bringing them to the front of the room to discuss their experience or goals with computer usage. This builds a sense of camaraderie and comfort with the program as residents see their peers enjoying Connected Living at the beginning of this experience.

- An example of a Connected Living "launch." Please view the attached video of Massachusetts Governor Deval Patrick, Boston Mayor Tom Menino and Boston District Six Councilor John Tobin speaking at the launch of a Connected Living program for the Ethos community in West Roxbury, MA on February 5, 2010: http://www.youtube.com/watch?v=avF6PS9FfNc

- Throughout the year, Connected Living staff host regular Friday Family Nights where family and friends and seniors in the neighborhood have the opportunity to meet the Community Internet Organizer and Connected Living staff and learn about CLIP and CLASP. In addition, the Community Internet Organizer and the Connected Living Staff take portable computer learning center to community groups so that they enjoy some of the same experiences as building residents.

Post launch, awareness-building continues through regularly programmed Connected Living activities, such as weekly Open Computer Lounges, monthly Memoir Challenges, the Connected Living Incentive Program and weekly Discussion Group Sessions discussed below.

Step 2: ASSESS – Interests and Skill Levels

The assessment stage of the Connected Living program discovers the individual capabilities and needs of each user. New users come to the Connected Living program with a wide range of computer experience and physical capabilities. For example, some community residents typed eight hours a day at their prior jobs while others have never used a keyboard or have physical impediments that prevent them from using any input device other than a touch screen. Typical information gathered from residents during surveys even before the first meeting with Connect Living Staff includes:

Have you used a typewriter at school _____, at your home _____, at work _____
Have you used a computer at school _____, at your home _____, at work _____
Do you want to learn to use computer/Internet? Yes_____, No _____ Don't know _____
E-Mail address: _____Computer: Y/N _____ BB Connection: Y/N _____
On a scale of 0 – 10, how would you rate your Computer/Internet Skills? _____

In CLASP, each resident is assigned to a program staff member who will work with the resident toward the achievement of computer/Internet skills in case-management one-on-one sessions. During the first session, the staff member bonds with the senior with a

focus on the senior's "priority need" – his or her communication or information-gathering purpose that governs why the user wants to learn to use the Internet. Some of the areas of Internet interest to be explored in this session include:

Areas of Potential Internet/Computer Interest on Scale of 0 – 10, with comments:

1. Connecting with children and grandchildren _____
2. Getting an e-mail account _____
3. Sending and receiving e-mail messages _____
4. Attaching documents or photos to e-mail messages _____
5. Learning to use Google and other Internet-access programs_____
6. Accessing information on Medicare, Medicaid, Drug programs _____
7. Budgeting, banking, paying bills _____
8. Accessing government financial support programs _____
9. Accessing online games and entertainment _____
10. Connecting to hobbies and interest groups _____
11. Accessing information on health care _____

The objective is to get to know the senior. It is likely too early at the first meeting to determine the ultimate motivation of the resident to "adopt and sustain broadband usage." They are browsing or "window shopping." They are likely to know only that they would like to use e-mail and access web resources. A "case file" is developed, starting with the resident survey and including the additional information generated as the individual meetings take place.

The pairing of the resident with an Internet coach during this assessment stage helps to personalize the experience. This comfort level is further developed through user participation in Discussion Groups and ongoing encouragement from family members, community staff and peers. Seniors are learning new tools for communications and news.

Step 3: TRAIN – Introductory Internet Skills, E-Mail and the Web

The goal is to motivate seniors to get online because there are practical and particularized benefits from using Internet tools and skills. The initial training covers the different web applications our research and experience suggest are of greatest interest to seniors. We want seniors to develop foundation Internet and "learning-to-learn" skills so that they have the capacity and sustained motivation to develop their own journeys on the World Wide Web. The Connected Living Portal is designed to enable seniors to experience all of the advantages the Internet with a minimal amount of training. It is an easy-to-learn beginning to education and training and a lifetime of Internet use.

The Connected Living home page is designed to give users a simple starting point for their Internet education, with large, highly visible buttons for navigation and a clear context for advancing through the site. It illustrates the benefits and applications available on the Internet in an introductory and controlled environment.

Figure 1: the home page gives seniors a clear, contextual user interface.

The portal consists of two basic parts—applications and social networking.

Easy-to-Learn Applications:
Through simplified applications, users get an immediate sense of Internet benefits, continuing the awareness-raising process. They can: (1) send and receive mail messages with friends, family; (2) upload, view and share photos; (3) listen to music and radio programs; (4) play a variety of games; (5) access and explore the web; (6) write, read and comment on daily events in diaries and memoirs; and (6) keep track of appointments in a calendar. These activities represent simplified versions of core Internet applications of interest to seniors.

Social Networking:
The social networking functions on the portal allow users to connect and communicate with one another and with friends and family throughout the country and world. Families can share photos and videos and can communicate with one another in a private message board. In addition, users can communicate via video chat, an application of special interest to seniors who are grandparents. Each of the Connected

Living applications is designed to help users develop foundation Internet skills, taking into consideration common senior problems related to vision and dexterity and the challenges of developing the skills to operate Internet applications.

The one-on-one instruction is supplemented with group activities, handouts and other offline and online training materials. The individual sessions with the program staff is used to provide particularized assistance for the skills relevant to the individual senior.

Step 4: EVALUATE – Assessing Past Learning – Planning For The Future.

The objective of the initial training is to create a foundation of skills. The senior should demonstrate basic knowledge of the computer and have the capacity to use e-mail and access the web. To accomplish these goals, the senior must demonstrate a commitment to the learning process and a desire to proceed. The evaluation will determine whether the seniors are properly motivated to achieve a base-level of competence.

The skill metrics that are measured include: (1) confidence with the basic operation of the computer; (2) skill in using the mouse, moving the cursor to specific locations on the screen: (3) performing mouse functions like clicking and dragging; (4) sending and receiving e-mail; (5) accessing the Connected Living home page and the basic applications; (6) accessing and using Google for simple web searches; (7) using a search engine to locate websites and information; (8) navigation from the home page to content locations on websites; (9) attaching a document and a photo to an e-mail; (10) locate and play online games; and (11) ability to communicate with friends or family using e-mail.

Once a participant completes the evaluation phase and can create goals for further Internet use, the resident has "earned" the right in the program to have a computer and Internet access in their residential unit. Proper adoption is achieved when a new user relies on the Internet as a source of communication and information like the TV, the morning paper, a phone or other sources of information and capacities for communication. The provision of the computer and broadband connectivity function as "incentives" to motivate education and training and to become regular users of and subscribers to the Internet. If the resident does not complete the evaluation on the first try, the results of the evaluation are explained, a new training program is developed and the senior is encouraged to prepare for a second try as soon as possible.

This is a situation similar to preparing for and taking Driver's License tests, where it is useful to "train to the test." The goal is not to identify the superior students but motivate the senior to prepare sufficiently and pass a basic competence evaluation.

Step 5: INDIVIDUALIZE – Development of Personalized Internet Discovery Plans

Most of the instruction to this point in the program is oriented to the development of foundation skills, in effect Internet "schooling," where the two educational goals are developing the motivation to learn and the computer/Internet basics. This is the start of the resident's lifelong "education" journey on the Internet. This is the time when the

resident, with the help of his/her coach, begins to concentrate on the particular reasons the resident is using the Internet and the applications and training materials of greatest interest to the resident.

The two year awareness and adoption program funded by BTOP is lengthy. The "introductions" will take place within six months. The "education" portion takes place during the remaining months. During that final phase, residents will have access to personal "coaching" as well as additional group classes, computer lab sessions, on-line and video instruction and access to the on-line Connected Living Center and Help Desk. There is the opportunity for a significant number of additional interest areas to be discovered and recalibrations of the initial interest areas as the resident gains more skills, more confidence in using the Internet and a greater understanding of what is available. During this period the onsite staff functions less as instructors and more like librarians to help the residents continually adjust their orientations to their experiences, skill levels and changing interests.

MyWay Village has a library of well-developed and moderated group discussion topics for residents that involve the development and use of Internet skills to expand on the elements of the discussion. There is also a library of video and printed materials explaining all parts of the education and training programs for quiet review and study. Affinity groups will be promoted among the residents on topics of interest or among residents who want to discuss specific skill areas like the use of blogs and chats, video cameras and the other Internet-based technologies, which will develop within the two year period covered by the BTOP grant.

Throughout the two year program, there will be online materials to be considered, additional one-on-one sessions with the program staff and interest or affinity groups in the building. The first effort at customization is to create motivation and to develop the foundation skills required for Internet usage. The later efforts are available to explore materials and resources that the seniors can use to implement their own Internet interest program as it evolves over time, designed to maximize the utility and benefits of the experiences to the individual senior.

Step 6: INTEGRATE – Computer and Internet Use into Daily Living

Connected Living is not just a web site or computer program—it is a way of enhancing one's life and remaining engaged in family and community issues, public affairs and connections to whatever interests the user has had in the past or may develop in the future.

Weekly discussion groups, led by program staff, provide users with regular group meetings on topics of interest to seniors, activities, games and entertainment and continual explanation of new applications that seniors elsewhere have enjoyed. All community members have access to regular group meetings which are both entertaining and intellectually stimulating, enabling them to reminisce together to

promote a greater appreciation of all Community members have in common as well as their unique differences.   These group discussions are a vehicle for residents and staff members to showcase their unique talents, experiences and memories, promoting respect and appreciation of individual or cultural differences. Discussing in a group setting the challenges and successes that individual seniors have with their Internet experiences enables the benefits of broadband connections to be shared in a group setting or network, reinforces the feeling of peer support – that "everyone can do this" – and creates a sense of pride and group purpose.

At the regular group meetings which provide ongoing support in community computer centers, program staff continues to encourage and assist residents to invite family members and friends from "outside" of the community to join the resident's Connected Living account. This is another essential level of integration. Generations of family members have increased peace of mind when they have regular Internet-based communication with elderly loved ones in a manner that is convenient, effective and fun!

Step 7: SUBSCRIBE – Evidencing Support

Ultimately the goal is to convince residents in low-income housing that subscribing to an Internet service creates values that should become a budgetary priority.

CLASP outperforms other broadband education, training and adoption programs for four key reasons. First, the program is relationship-centered (instead of technology-centered) from the user's point of view. The program staff focuses on each individual user's background and current needs to introduce technology in a personally relevant manner. All technical training is done on an individual basis, not in a group setting, which is why other senior-focused training programs fail.

Second, the program offers multiple layers of support (individual, family, neighbor, community) in which each constituent reinforces the others' desire to participate. However, the major driver is the gradually revealed self-interest of the new user, coupled with the group experience, offline and online materials, and the personalized support and assistance.

Third, CLASP incorporates complementary offline and online experiences. What is done online parallels external program activities (meeting with community members, discussing and researching interests, discussion groups, etc.) so social networking, information gathering, etc. online becomes comfortable and familiar.

Fourth, the Connected Living instruction program is designed to promote consistent opportunities for building feelings of success at every point in the process with every user. This personalized, non-overwhelming learning process with built-in reinforcement builds self-esteem and encourages users to 'stay connected.'

Exhibit C: Implementation Strategy

	CLASP IMPLEMENTATION PLAN
Month	**TASK**
	SET UP
1	Hire/Train Community Managers and Ambassadors (22 for project--2 per bldg)
1	Set up Connected Living Internet Portal (CLIP) for all communities
1	Tech Audit for Communities (11)
1	Set up Operations Infrastructure for each community
	PRE-LAUNCH
2 & 3	Fully equip and Set up Computer Lab
2 & 3	Train key bldg staff on CLIP and CLASP
2 & 3	Train selected Resident Influencers in Building
2 & 3	Yearbook sessions-to completely fill digital directory
2 & 3	Resident Meetings-to market up coming launch of CLASP
	LAUNCH
3	Launch Party to highlight staff CLIP and Residents' CLIP to show ease of program
3	Launch new community to initiate beginning of CLASP to entire residents beyond select resident influencers
	POST LAUNCH
4	Start 1st weekly group session (open to all)
4	Start 1st set of 1 to 1 lessons with seniors (45 seniors/wk)
4	Start 1st Weekly computer lab (open to all)
	CLASP-PHASE 1- Assess, Train & Evaluate
5	Continue Weekly Themed Labs
5	Continue Weekly Themed Group discussions
5	*Session 1*--Needs assessment/Computer Skills Survey & begin filling out CLIP Profile
5	Post Session 1 Planning-Create Project plan to customize programming per experience and Priority Needs
5	*Session 2*--Introduce CLIP & start basics of computer
5	*Session 3*--Teach CLIP & Internet Searches
5	*Session 4*--Teach resident's choice internet search
5	Enroll new residents (move-ins/transfers) & start session 1
5	Track results and attendance of each resident
6	Evaluate each resident & plan for next phase of CLASP
	CLASP-PHASE 2-Individualize
7 thru 12	Continue Weekly Themed Labs
7 thru 12	Continue Weekly Themed Group discussions
7 thru 12	Continue Sessions with a customized program per users' priority need

7 thru 12	Track results and attendance of each resident
7 thru 12	Enroll new residents (move-ins/transfers) & start session 1
	CLASP-PHASE 3-Integrate
12 thru 24	Continue Weekly Themed Labs
12 thru 24	Continue Weekly Themed Group discussions
12 thru 24	Continue Sessions with a customized program per users' priority need
12 thru 24	Track results and attendance of each resident
12 thru 24	Enroll new residents (move-ins/transfers) & start session 1

CLASP STAFF RESPONSIBILITIES

	Responsibilities	Person Responsible				
Month	Task	CL MGR	OPS MGR	ED MGR	TECH MGR	ADMIN MGR
0	*SET UP Tasks*					
	STAFF RECRUITMENT					
0	Place Ads for Ambassadors/Mgrs					x
0	Recruit/Interview for CL mgr/Ambassadors					x
0	Do 2 Reference Checks on new employees					x
0	Employee Paperwork completed					x
0	Complete Background Checks					x
1	Offer positions		x	x		
	CL MGR/LEAD AMBASSADOR ONBOARDING & TRAINING					
1	Orientation to CL (2hrs)		x	x		
1	Orientation to Portal (2hrs)			x		
1	Connected Living Curriculum for Group and Individualized instruction (4 hrs)			x		
1	Tracking Tools & Evaluation (4 hrs)			x		x
1	Staff management & recruitment (2 hrs)		x	x		
1	Resident Recruitment & Marketing (2 hrs)		x	x		
1	Working with Dementia Trng (4 hours)			x		
1	Operation Standards Trng (4 hrs)		x	x		

Month	Task	CLASP DIR	OPS MGR	ED MGR	TECH MGR	ADMIN MGR
1	Technology Basics Training (2 hrs)			x	x	
1	Ambassador 101 Training (4 hrs)			x		
	TECHNOLOGY AUDITS/FULLFILLMENT					
1	Cite Visit to assess tech capacity				x	
1	Complete Audit with Direct Needs for installation of computers & internet	X			x	X
1	Order Internet from Vendor				x	
1	Order Computers/projector from Vendor				x	
1	Order Desks for computers				x	x
1	Set Tentative installation date for Lab				x	
1	Make Hard and soft infrastructure improvements to prepare lab for install date				X	
2	Install Computers & Lab				x	

	Responsibilities	Person Responsible				
Month	Task	CLASP DIR	OPS MGR	ED MGR	TECH MGR	ADMIN MGR
	PRE-LAUNCH TASKS					
2	**BUILDING STAFF TRAININGS**					
2	Orientation to Connected Living (2 hrs)	x				
2	Portal Training Workshop (2 hrs)	x		x		
2	Community Marketing Training (2 hrs)	x				
	STATS & TRACKING SET UP					
2	Get Residents' List	x				
2	Get Building Staff List	x				
2	Customize Stats Trackers for bldg	x				
2	Input Bldg on IL Tracker					x
2	Grab general Resident STATS	x				
	ORDER COLLATERAL & SUPPLIES					
2	Order Posters-launch/cl coming soon					x
2	Order CL table cloths					x
2	Order CL Premiums-pens & bags					x
2	Order CL Photo cards					x
2	Order invites/flyers					x
2	Order Ambassador Binders					x
	RESIDENT ENGAGEMENT ACTIVITIES					
2	Set up CL is COMING SOON POSTERS		x			
2	Meeting with Building Resident Council	x				
2	Presentation at Town Hall Meeting	x				
2	Meet with Residents that will be showcased at Launch	x				
2	Yearbook Sessions to set up Digital Directory	x				

Month	Task	CLASP DIR	OPS MGR	ED MGR	TECH MGR	ADMIN MGR
2	Set up Pages with Residents that will be at the launch	x				
2	Resident Influencers meeting	x				
2	Family Night	x				
	OPERATIONS SET UP					
2	Labor tracker set up		x			x
2	Payroll System Set up		x			x
2	Budget Tracker Set up		x			x
2	QAR checklist schedule set up		x			x
2	Employee Eval/Review process		x			x
	Responsibilities	**Person Responsible**				
Month	**Task**	**CLASP DIR**	**OPS MGR**	**ED MGR**	**TECH MGR**	**ADMIN MGR**
	MARKETING ACTIVITIES					
2	Mail/Post Invitations for Family Night					x
2	Mail/Post Invitations for Launch					x
2	Senior Center Seminars-How to write Memoirs using CL		CLMGR	x		
2	Senior Center Seminars-Cross train your brain using CL		CLMGR	x		
2	Distribute press release about Senior Seminars					x
2	Distribute press release about Senior Launch					x
	LAUNCH TASKS					
3	Customize Launch Presentation to Building		x			
3	Dry run on Tech functions in presentation room and lab				x	
3	Order Food					
3	Order Balloons					
3	Post Posters around community					
day of Launch	Lay out photo cards	x	x		x	
4	Lay out table cloths	x				
4	Lay out balloons	x				
4	Set up Food table	x				
4	Set up Equipment- screen/projector/computer				x	
4	Set up AV system				x	
4	Set up Seating	x				
	Take Photos	x				
	Set up Appointment Cards	x				
	Set up Gift bags & Prizes	x				
	POST LAUNCH					

4	Survey Pre-eval with all residents	x	x
4	Start first of four appointments with residents	x	observe
4	Start First Group Classes	x	observe
4	Start OPEN LAB Workshops	x	
4	Set up Profiles for all residents	x	
4	Set up Lesson Plans for all residents	x	assist
4	Set up Goals for all residents	x	assist

Exhibit D: CLASP Computer and Internet Basic Proficiency Evaluation

User Name: _____

Total Points:

Date of Evaluation: _____

Status: P   NI   U

COMPUTER HARDWARE EVALUATION

#	Skill	Points	Score
1	Turn Computer On/Off	5	
2	Mouse Proficiency: user can navigate to 5 targets on screen (pointed to by assessee) and use R,L Click on mouse appropriately. Or demonstrate adaptive equip proficiency	10	
3	Keyboard Proficiency - show proper use of SHIFT, RETURN/ENTER, Space Bar, Caps Lock	15	
4	Type this sentence using Keyboard or adaptive equipment: "The big brown dog raced down the street to get a treat."	20	
	Total Points	50	

Must have 30 points to PASS

Status: Pass, Needs Improvement, Unsatisfactory _____

CONNECTED LIVING ADOPTION & SUSTAINABILITY PROGRAM EVALUATION

#	Skill	Points	Score
1	What is a basic description of the Internet?	5	
2	Name 3 Top Level Domains and generally what they refer to: .com, .net, .edu, .gov	5	
3	Describe the function of the address bar on a web browser	5	
4	Launch an Internet Browser	5	
5	Identify and navigate to (2) Internet Search Engine Websites	10	
6	Demosntrate proper usage of the "Back" arrow or button on the browser	10	
7	Add a website to "favorites" on a web browser	10	
8	Use a Search Engine to locate a website that contains information about senior health	10	
9	Navigate through 3 link or pages on this senior health website	10	
10	Use a Search Engine to locate an online local newspaper	10	
11	Demonstrate proficiency on a broadband based Email or messaging system: view address book, send a message, reply to a message	10	
12	Demonstrate proficiency on a broadband-based photo sharing application: View Photos	10	
	Total Points	100	

Must have 80 points to PASS

Status: Pass, Needs Improvement, Unsatisfactory _____

CONNECTED LIVING INTERNET PORTAL EVALUATION

#	Skill	Points	Score
1	Launch Internet Browser	5	
2	Navigate to CL Sign-in Page	10	
3	Sign In/Out of Account	10	
4	Send a new My Mail message to a friend or family member	10	
5	Demonstrate the Invite process through the My Family Page	10	
6	View Digital Photos in My Photos - Slideshow Mode	10	
7	View Shared Profiles of 2 Community Members (process for friend invite, expanding social network)	10	
8	Demonstrate ability to play a game in My Games	10	
9	Demonstrate ability to select a memoir written by a member of the Community and write a comment on that memoir	10	
10	Navigate to My Internet & select a website to browse from the recommended list	15	
	Total Points	100	

Must have 75 points to PASS

Status: Pass, Needs Improvement, Unsatisfactory _____

Exhibit E: Connected Living Internet Portal

The Connected Living Internet Portal has been specially designed to enable seniors and latecomers to computer technology to experience all the advantages the Internet can bring in an easy, comfortable, unintimidating environment. This portal serves as an excellent platform for seniors to access the Internet both for the first time and in an ongoing basis.

The home page is designed to give users a simple, intuitive starting point for their online activities, with large, highly visible buttons for navigation and a clear context for advancing through the site.

Figure 1: the home page gives seniors a clear, contextual user interface.

The portal is comprised of two major areas of functionality—applications and social networking. Through the simplified applications, users can explore what the Internet has to offer. They can send and receive mail messages with friends, family, and one another (including with internet users who do not have a Connected Living account), upload, view, and share photos, listen to music and radio programs, play a variety games, explore the web, write, read, and comment on memoirs, and keep track of appointments in a calendar.

The social networking area allows users to connect and communicate with one another, with friends in other areas of the world, and of course, family. Families can share photos, videos, and can communicate with one another in a private message board as

well. In addition, users will be able to communicate with loved ones instantly via text and video chat functionality. Each of the applications is designed to help users accomplish simple tasks—always taking into account common issues like vision and dexterity challenges, confidence, and navigational confusion.

The **Start Here** area gives users an opportunity to access a variety of interesting, engaging content designed to assist in the use of the portal and in using the Internet in general. Content in this area is designed to be uplifting, interesting, and engaging. The content is updated weekly, and includes topics such as health, happiness, holidays, and more.
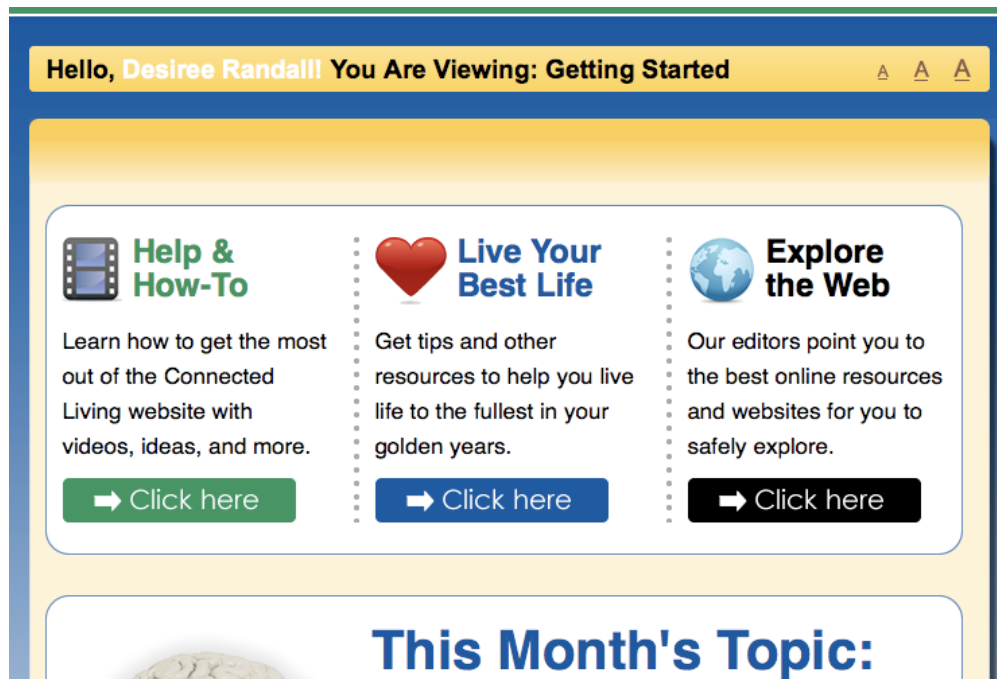

Figure 2: The Start Here Section.

In **My Mail,** users can send internet mail messages to friends and family without having to worry about spam or remembering email addresses. The My Mail application allows for safe, easy email messaging and features the popular **Visual Address Book,** a feature that allows users to simply click on a photo of a friend or family member in order to send a message.
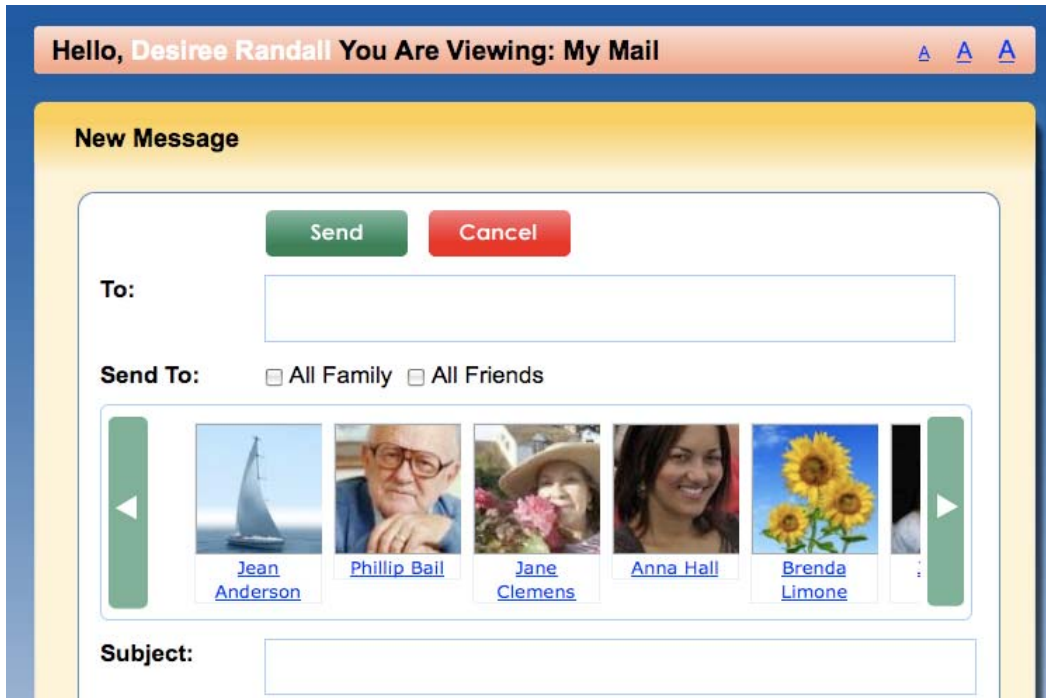
Figure 3: The Visual Address Book.

In **My Photos,** a popular feature is the large, full-screen slideshow, which allows image viewing in a format suitable for older users. Seniors can view, share, comment on, and print photos of their own or those shared with them.

Figure 4: Photo album slideshow.

In **My Library,** users can listen to public domain popular music from Big Band orchestras, Benny Goodman, and more. In addition, they can gain access to nearly 1,000 free, top-quality documentary films from partners such as SnagFilms.

My Games offers a wide array of games—from simple to challenging—which build hand-eye coordination, exercise the user's brain, and entertain all at the same time. Games include brain health games from FitBrains, crossword puzzles, jigsaw puzzles, trivia, and more.
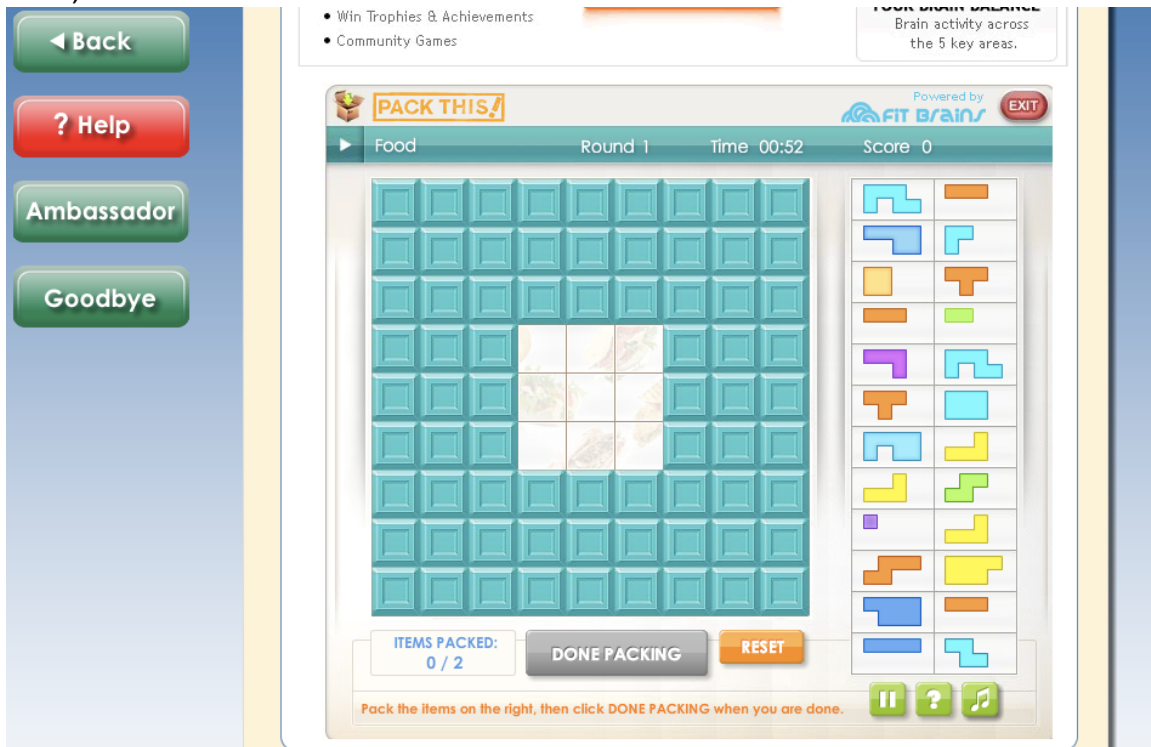

Figure 5: The Games offering includes brain health games from FitBrains.

The **My Internet** section provides users with a fast, safe, vetted route to the Internet. It features links to popular sites like WebMD and CNN.com. In addition, a user is always just one click away from returning to Connected Living, as all sites are presented in a framed window with the familiar Connected Living interface. Essentially, the My Internet section is like training wheels to help users get started with and confident in surfing the open web.
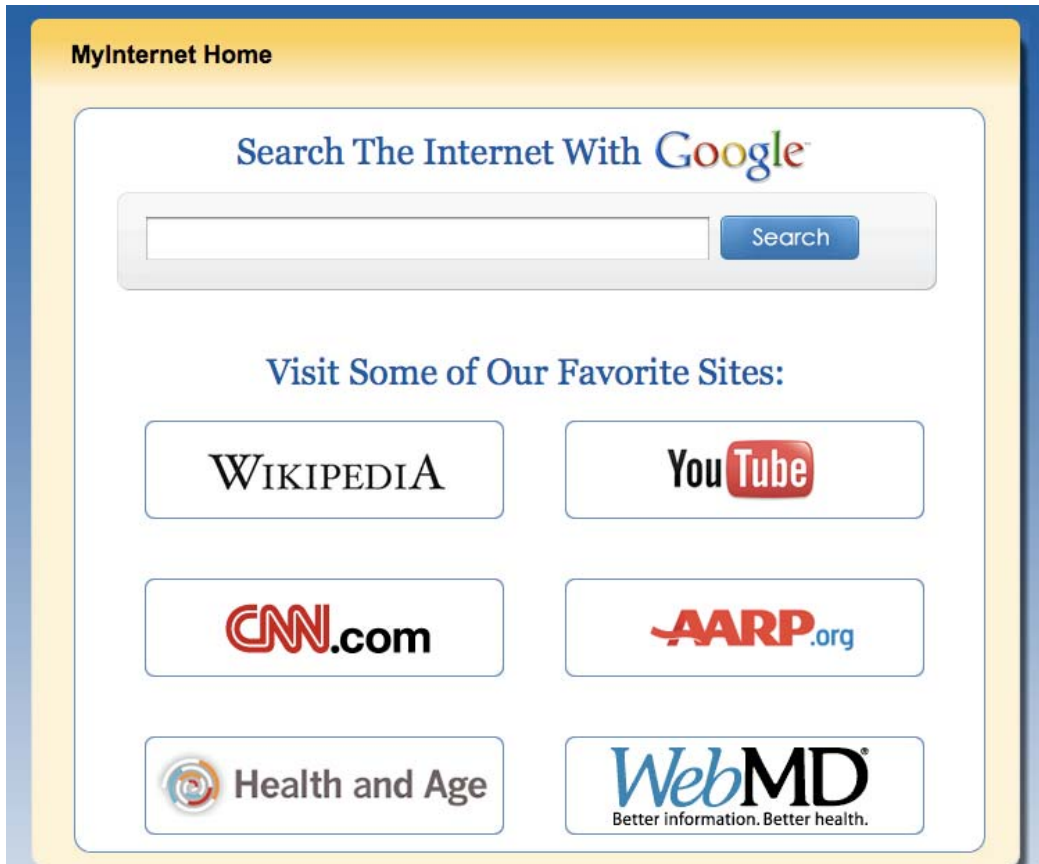
Figure 6: My Internet interface

My Memoirs allows users an opportunity to record their life stories in Connected Living. They can share their memoirs with friends and family—or keep them private. Seniors can choose to write about stories from their own memory or can write based on a pre-set list of topics from history.

Since users can created records or correspond about any topic, the My Memoirs section is also used as a forum to share discussions from Connected Living classes or other community events. Approximately 40% of all registered users in assisted living environments (including those who do not have a computer in their individual dwelling unit) access the My Memoirs section of the portal at least once per month.

Figure 7: History Memoir Topics

My Calendar makes it simple for users to add, edit, and share appointments. Within three clicks, a senior can create a new event in her calendar. My Calendar takes the challenges of a complicated application and makes it simple.

Figure 8: Adding a calendar event

The **My Wellness** section is designed to help seniors age more comfortably and safely, whether in the home or in a senior community. The key objectives of this section of the site are to provide seniors with the tools necessary to lower depression, increase health and medical compliance, and to provide greater access to health monitoring and wellness tools.

Highlights of the wellness portal include prescription drugs delivered to the users' doors, easy access to health records and information, in-home blood pressure and weight monitoring, and brain health and fitness.

Figure 9: The Wellness Portal

Built into the Connected Living Internet Portal is an administrator dashboard that helps onsite MyWay Village Ambassadors and remote customer service representatives at the Connected Living Center assist users in retrieving lost passwords and performing other administrative functions. The dashboard also enables community staff to send messages, updates and calendars to every member of their community.

Through Google Analytics, the administrators of Connected Living can also deliver usage statistics that are vital to reporting on the success of the Connected Living Adoption and Sustainability Program.

A brief video demonstration of the Connected Living Internet Portal can be viewed at: http://www.connectedliving.com/seniors_video.html

Additional questions can be answered by calling the Connected Living Center at 800-223-5080.

Exhibit F: Internet Adoption in Current Connected Living Communities

Introduction: In August 2008, MyWay Village signed a contract with Brookdale Senior Living ("Brookdale"), America's largest private provider of assisted and independent senior living communities (NYSE: BKD), to provide its Connected Living program to eight Brookdale communities in the Chicago area. The program was launched at each of the eight communities between November 15, 2008 and January 31, 2009. Prior to the launch, according to Brookdale's best estimates, approximately 100 out of 1,950 residents (or 4.5% of the population) in these eight communities used the Internet, primarily through computers in common areas or in their dwelling unit.

Connected Living Program: Under the agreement, each Brookdale community received the same Connected Living Learning Program described above: 1) a "Digital Resident Directory" with profiles of community residents and staff, 2) a private account on the Connected Living social network application for each resident and their invited family and friends, 3) up to four hours of personal, one-on-one computer training for each resident from a Connected Living Ambassador, 4) weekly Connected Living classes conducted by Connected Living Ambassadors, 5) weekly computer labs conducted by Connected Living Ambassador, and 6) training for community staff on the Connected Living application. In addition, MyWay Village experimented with various program elements to spread awareness of the program and spur initial adoption.

Additional Adoption Elements: The Connected Living staff held "kick-off" events at each community that included an audio-visual presentation of the Connected Living program to explain its purpose and benefits. The Connected Living staff, including Ambassadors assigned permanently to each respective community, marketed the program to residents with the assistance of community staff through announcements, posters and mailers. Attendance at these kick off events was generally good (30-40% of community populations), and at the end of each event the Connected Living staff collected information and a digital photograph from each willing resident to include in a "Digital Community Directory" profile. The process of collecting profile information enabled Ambassadors to identify resident interests and priority needs, and identified compelling reasons for residents to set up individual one-on-one training.
In addition, by opening Connected Living classes to all community residents without requiring prior participation in New User Assessment and Basic Training, community members were able to bring their friends and family to classes (making them a more "social" experience) and were able to enter the program at their own speed.

Initial Adoption Results: By December 31, 2009, the Connected Living program had raised adoption (defined as active usage of the Connected Living social network application) from less than 5% (approximately 100 out of 1,950 residents) to 44% (887 out of 2,028 residents):

2009 Adoption and Sustained Internet Usage in MWV Chicago Senior Living Communities
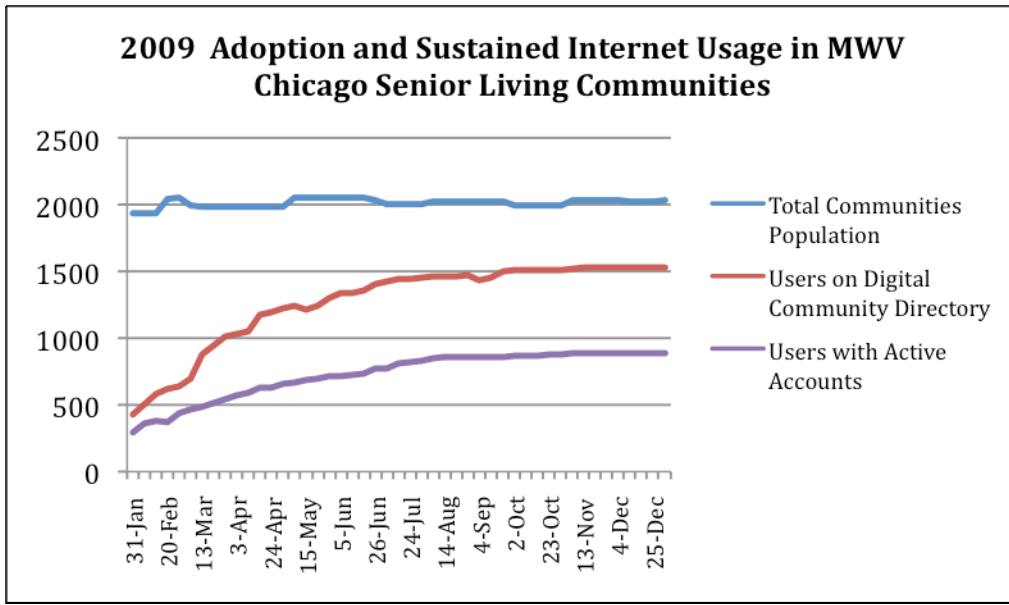
Broadband Internet adoption rose through a combination of factors including the augmentation of existing senior living community infrastructure with additional computers and wireless network access, active marketing and awareness building campaigns to community residents and their families, the offer of optional no-cost individual instruction for residents, the introduction of regular group classes with engaging curriculum.

Modifications to Program: The Connected Living program at Brookdale Senior Living and subsequent variants of Connected Living offered at communities managed by Emeritus Senior Living and other providers served as the foundation of the Connected Living Adoption and Sustainability Program. MyWay Village created CLASP by increasing the hours of individual one-on-one instruction from Ambassadors, instituting a proficiency evaluation in order to ensure that each user "earns" the right to receive a subsidized computer and augmenting support programs from the Connected Living Center.

Exhibit G: Program Timeline and Milestones

This project will utilize a team of program staff to conduct 22 community launches ensure the success implementation of the program through tracking and evaluation.   It will take 3 months to successfully launch an individual community with CLASP. The major milestones to ensure full deployment of the program are: ***Set up Activities, Pre-launch Activities, Launch Activities, and Post-launch Activities***.

Effectively **"Launching"** a building in the third month lays a firm foundation for sustainable adoption. Creating enthusiasm and excitement for the program with this vulnerable population is critical to the success and efficiency of CLASP. Thus, **Set-up** and **Pre-launch activities** in month one and two create a positive backdrop for the launch. The launch's primary focus is to dispel seniors' self-doubt of technology use and encourage seniors to try using the computer and the internet. If the launch is not executed correctly, this self-doubt could create a barrier from achieving optimal usage of technology from the seniors.

Lastly, are the **"Post launch Activities."** Initially after the launch in the fourth month of the program, the first phase of evaluation for the purpose of needs and technology assessment begins. Accurate and quality needs assessment provides us with the proper data to establish "purposeful goals" for the senior. At this critical juncture, CLASP needs to maximize the momentum created by the launch by scheduling appointments for sessions and keeping attendance high at weekly labs and classes. Delivering the sessions weekly with every resident will provide confidence building and motivations for the seniors to keep working until they are fully proficient to use the internet independently.

A project timeline from grant award is included in the appendices G & H. Key milestones included are:

- **Month 1**-**Set up** and prepare equipment and staffing for all buildings
- **Month 2 & 3**-**Pre-launch** is where Training of staff & select residents begins and computer labs are fully deployed (CLC)
- **Month 3**-**Launch** individual buildings, thus program is initiated to all residents in building
- **Month 4**-**Post Launch—CLASP begins.** Weekly group discussions and Weekly Group Labs begin. First set of one to one sessions begin.
- **Month 5**-**Assess** residents' needs/skills, **Train** lessons one through 4 with every resident in the building
- **Month 6**-**Evaluate** residents progress and plan to individualize programming for residents
- **Month 7-11**-**Individualize** programming and continue one to one training, weekly group sessions, and weekly labs
- **Month 12-24**-**Integrate** Computer Usage and Internet Usage as part of the residents' regular activities. Continue support via one to one trainings, Connected Living Remote Support via phone, and weekly classes/labs.

Action Steps	Target Dates to Complete
Review of literature	July – Aug 2010
Development of instruments to measure outcomes	July – Aug 2010
Institutional Review Board Application	Aug 2010
Computer program development to tag respondents	Aug 2010
Residential demographics and needs analysis	Aug 2010
Development of interview questions	July-Aug 2010
Survey Administration to Residents	Aug-Sep 2010
Ongoing assessment of computer training using surveys and focus groups	Sept 2010 – June 2013
Feedback for trainers	Ongoing
Ongoing assessment of instructional support using surveys and focus groups	Sept 2010- June 2013
Feedback for instructors	Ongoing
Ongoing analysis of survey & interview data	Sept 2010- June 2013
Broadband Adoption Institute	Sept 2010- June 2015
Preparation of annual report	June 2011, 2012, 2013
Review of findings with Advisory Board	June 2011, 2012, 2013
Presentation of final report	Sept 2013

Exhibit H: Technology Strategy and Roll-out plan

Technology Objectives

The objective of the technology at the twenty (20) senior living facilities is to support the following primary services:

a) Provide a computer learning center at each facility by which seniors can be assisted in understanding the fundamental use of computer technology;

b) Provide Internet access to the facility so that seniors can be assisted with understanding the many uses of the Internet and be shown i) the use of email that can assist with keeping them in communications with their loved ones and the wider community and ii) the many information websites that can be useful to their daily lives (i.e., health websites, government assistance websites, etc.);

c) Provide a computer "device" in each of the senior living units to foster the continued and regular use of computers and the internet after their initial learning experience.

Secondary services of the technology infrastructure:

d) Provide a building computer network to support facilities-wide automation and security systems, emerging green technologies and facilities support software.

Technology Introduction

This Broadband Service Section details the requirements to provide broadband Internet to each residential apartment at the twenty-two (22) senior living facilities.   These requirements consist of:

a) The initial technology infrastructure at each facility to support broadband service, and

b) Ongoing support of that infrastructure.

This section also details the initial capital investment required for all facilities as well as two (2) years operating cost to support the infrastructure.

The technology infrastructure can be provided by:

a) Incumbent Service: As part of a pre-existing service from an Incumbent Provider (i.e. DSL or Cable). This approach requires paying monthly service charges to the Incumbent for each senior resident.   There are no capital costs for this approach as such costs are borne by the Incumbent. However, the Coalition will have little control over the network and thereby additional services that may be used by it. Additionally, this approach costs more to operate than the Self Service approach.

b) Self Service: As newly constructed infrastructure with broadband service provided directly to each senior apartment by the Coalition. This approach requires a considerable capital outlay, however, its total cost to build and operate are lower than similar Incumbent Services.

c) 50/50 Service: Entails providing service at 50% of the housing facilities from Incumbents and 50% of the housing facilities from Self Service. This approach acknowledges that Approach a) and b) are not exclusive and that the particular requirements of each housing facility must be evaluated to determine the optimal approach to take.

This proposal anticipates utilization of an Incumbent Service at 50% of the housing facilities and utilization of Self Service at the remaining 50% of facilities (the 50/50 Approach). While it is our preference to utilize Self Service networks, we will utilize the right approach given the technology infrastructure in place at each facility as well as the management capability and inclination at each location. Our preference is based on the cost effectiveness of the Self Service approach over time. Self Service networks will cost $26.63 per residential unit per month over two years, while an all Incumbent Service approach will cost $25.00 per residential unit per month and the 50/50 approach will cost $17.58 per residential units per month (See Costs).

The housing facilities that are a part of this proposal average between 87 and 115 units per building. We have used a one hundred (100) unit building as our standard model for network build-out and cost analysis. This facility has 11 floors with the first floor dedicated for common use and the remaining floors having 10 living units per floor).

Technology Components
To support these services each facility will require the following technology components:
I.   Broadband connectivity to the facility;
II.   Network connectivity throughout the facility capable of supporting computers in the computer learning center as well as computers in each senior's living unit.

I. Broadband Connectivity
The first component of the technology infrastructure is to provide broadband Internet services to the facility. This service is the network "Main Feed" to the building. The broadband service must have enough capacity, expressed as download and upload speed, to support the current and near-term future Internet requirements of the residents and staff. These requirements will include the need to support voice and video services through the broadband connection to the building. We have estimated the facility broadband capacity to be 25mbps download and 15mbps upload to the Standard Building. This is based on the need to support 3mbps download speed and 1mbps upload speed for each resident. This creates the need for 300mbps download and 100mbps upload overall capacity. However, because of the nature of the Internet, the broadband needs of residents can be multiplexed over a single building connection by a ratio of 15 to 1. This creates a building capacity need for residents of 20mbps download and 7mbps upload. The remaining capacity needs of the estimated requirements if for building support activities. Broadband services can be provided by: DSL, Cable, T1s/T3s, Fixed Wireless.

II. Facility Network Infrastructure
A private computer network must be installed at each building. This network is used as the backbone to provide internet connectivity within the building between the computer learning center, the resident's computers, the facility management computers and other networked building devices. The network infrastructure can be installed as a wired network or wireless network within the building.

A wired network would require a routing device connected to the facility broadband service (the Main Feed). The router would then connect to switches located on each floor of the facility. The floor switch directly connects to the computing devices on each floor (resident computers). An Ethernet cable would be installed from the appropriate switch to the i) computer learning

center, ii) the building meeting room, iii) the building management offices and iv) each resident living unit.

A wireless network has most of the same requirements of a wired network by having a router and switches installed. However, instead of installing cables to each required room and living unit, a series of wireless access points (WAPs) are installed on each floor of the building. The wireless access points provide the same functionality as wired connections; network devices will connect to the network using wireless technology.

A cost savings of 10-20% is achieved deploying a wireless network over a wired network. We include the build-out of wired networks to present a conservative estimate of costs.

Costs:

The cost details below specify the capital costs and two (2) years of operating costs for each approach. The capital costs specify: a) the build-out of wired networks capable of providing broadband service directly to the residents of each senior in the targeted facilities and b) the build out of a network operating center and field service facility to support the facilities. The operating costs for Self Service specify: a) the outside bandwidth necessary to support all facilities, b) the technology administrative costs and c) the staffing costs needed to support the facilities. Note: All operating costs may be provided as contracted services. The operating costs for Incumbent Service specify the fees charged by the Incumbent to provide service to each senior tenant.

Incumbent Service Only

The cost analysis below is for broadband service to 22 buildings representing 2,200 residential units. The costs assume an average building of 11 stories high with 100 apartments. Further, the costs solely utilizing incumbent carrier(s) for all buildings.

Total Number of buildings	22
Total Number of residential units	2706

Capital Requirements			**Operating Requirements (24 months)***		
There are no capital requirements for the incumbent network(s). incumbent network(s). These costs are the burden of the incumbent(s).			Cost per resident per month	$	25
			Annaul cost per resident	$	300
			Number of residents	$	2,706
			Cost per year to service all residents	$	811,800
			TOTAL FUNDING: INCUMBENT NETWORK (Two years)	**$**	**1,623,600**

COST ANALYSIS

Total Capital costs per building	$	-	Total Operating costs per building	$	73,800
Total Capital costs per resident	$	-	Total Operating costs per resident	$	600
			Total Costs: Capital and Operating per building	$	73,800
			Total Costs: Capital and Operating per resident	$	600
			Total costs per building per month	$	3,075
			Total Operating costs per resident per month	$	25.00

*Based on full depreciation of capital costs over 5 years

Self Service Analysis

The cost analysis below is for broadband service to 22 buildings representing 2,200 residential senior units. The costs assumes an average building of 11 stories with 100 apartments (the first floor is used solely for public space). The costs are for the build-out of a self-managed and serviced network for each building.

Total Number of buildings	22	Floors per building	11
Total Number of residential units	2706	Residents per building	123

Self Service :

Capital Requirements

Network Equipment and Installation (wired) / per building

To building broadband equip.	1
Main building router	1
Main building Switch	1
UPS for Router/Switch	1
Main Cabinet	1
	$ 3,100

One switch per floor	10
UPS for each switch	10
Cabinet for floor equip.	10
	$ 4,500

First floor cabling and install	5
Cabling to each residents	123
Cabling to switches	10
Network Installation/PM	1
In building splash page	1
	$ 36,600

Total per building	**$ 44,200**
Total Capital Costs	**$ 972,400**
Equipment Replacement	**$ 97,240**
GRAND TOTAL CAPITAL COSTS	**$ 1,069,640**

Operating Requirements (24 months)*

Contracted Services	M	Cost	Total
Bandwidth to Building and Management of Network	24	$ 1,250	$ 30,000
Number of buildings			22
Total Services			660,000

Services

Bandwidth of 25mbps D. x 15mbps U.

24-7 Telephone Support

24 hour residential On-Site (for internet connectivity)

8 hour building On-Site (for building outages, etc.)

Cable re-wiring as needed

Pro-Active Network Monitoring
Pro-Active Network Alerting

Quarterly System PM

GRAND TOTAL TWO (2) YEAR OPERATING COSTS	**$ 660,000**
Total Required Funding	**$ 1,729,640**

Cost Analysis

Total Capital costs per building	$ 48,620	Total Operating costs per building	$ 30,000
Total Capital costs per resident	$ 395	Total Operating costs per resident	$ 244

Total Costs: Capital and Operating per building	$	78,620
Total Costs: Capital and Operating per resident	$	639.19
Total costs per building per month*	$	3,276
Total costs per resident per month*	$	26.63
Total costs per building per month*	$	2,060
Total costs per resident per month*	$	16.75

50-50 Analysis: 50% Self Service / 50% Incumbent Service

The cost analysis below is for broadband service to 22 buildings representing 2,706 residential units. The costs assume an average building of 11 stories high with 100 apartments. Further, the costs assumes the build-out of a network to provide broadband to 50% of the buildings and the utilization of incubent carrier(s) for the remaining 50% of buildings.

Total Number of buildings	22	Floors per build	11	
Total Number of residential units	2,706	Residents per b	123	

Self Service: 11 buildings

Capital Requirements

Operating Requirements (24 months)*

Contracted Servic	M		Cost		Total

Network Equipment and Installation (wired) / per building

		Bandwidth to B	24	$	1,250 $	30,000
To building broadband equip.	1	Management of Network				
Main building router	1					
Main building Switch	1	Number of buildings				11
UPS for Router/Switch	1					
Main Cabinet	1	Total Services				330,000
	$ 3,100					
One switch per floor	10	Services				
UPS for each switch	10	Bandwidth of 25mbps D. x 15mbps U.				
Cabinet for floor equip.	10	24-7 Telephone Support				
	$ 4,500					
First floor cabling and install	5	24 hour residential On-Site				
Cabling to each residents	123	(for internet connectivity)				
Cabling to switches	10	8 hour building On-Site				
Network Installation/PM	1	(for building outages, etc.)				
In building splash page	1					
	$ 36,600	Cable re-wiring as needed				
Total per building	$ 44,200	Pro-Active Nework Monitoring				
		Pro-Active Network Alerting				
Total Capital Costs	$ 486,200					
		Quarterly System PM				
Equipment Replacement	$ 48,620					
GRAND TOTAL CAPITAL COSTS	$ 534,820	GRAND TOTAL TWO (2) YEAR OPERATING C $				330,000

Incumbent

TOTAL SELF-SERVICE FUNDING $ 864,820

Capital Requirements

There are no capital requirements for the incumbent network(s). incumbent network(s). These costs are the burden of the incumbent(s).

Operating Requirements (24 months)*

Cost per resident per month	$	25
Annual cost per resident	$	300
Number of residents	$	1,353
Cost per year to service all residents	$	405,900
TOTAL FUNDING: INCUMBENT NETWORK (T $		811,800

Total Capital Funding $ 534,820

(For 11 buildings)		
Total Operating Funding	$	1,141,800

Cost Analysis

TOTAL REQUIRED FUNDING: ALL BUILDING $ 1,676,620

Total Capital costs per building	$	24,310
Total Capital costs per resident	$	198

Total Operating costs per building	$	51,900
Total Operating costs per resident	$	422
Total Costs: Capital and Operating per buildi $		76,210
Total Costs: Capital and Operating per reside $		619.59
Total costs per building per month	$	3,175
Totalcosts per resident per month	$	25.82
Total costs per building per month	$	2,163
Totalcosts per resident per month	$	17.58

*Based on full depreciation of capital costs over 5 years

Cost Analysis

This proposal is for the implementation and operation of the senior services for two years. The operating cost is projected at $2,907 monthly per building. This figure is based on historical projected two-year operating costs in similar facilities. After the initial two years, the technology infrastructure should be self supporting. This self sufficiency will occur by:

    a) Payment for broadband services by the residents at each facility;

    b) Cost savings from use of the technology infrastructure for facility support services.

Self Service Residents' Payment for Services

At Self Service facilities, seniors who have received their certification for broadband adoption will be entitled to reduced cost broadband access. This access would cost between $15 and $20 a month per senior. As the MyWay Village adoption rate illustrates, up to 70% of seniors adopt use of the computer and the Internet after initial training. This translates to 70 active users in a 100 resident building. It also translates into $1,050 to $1,400 a month in revenue to support the continued operation of the technology infrastructure.

At Incumbent Service facilities, the above revenue generation will not be available to the housing management. All revenue will go to the Incumbent Provider. However, the housing management will also not incur continued expense.

In either case, whether revenue is generated or not, broadband adoption among seniors will have increased from 5% to 70%.

Additional Services and Utilization

Additional services can be provided at Self Service housing facilities. The network built for these properties can be utilized to provide value added services related to the maintenance, management and security of each property. These services could be:

- Heating and cooling controls for building operating cost reductions
- Building online portal in increase communication between building staff and provide productivity savings
- Networked security system to decrease operating costs and increase functionality of such systems.

These are sample applications that can be used over a new building network.

Role Model

It should also be noted that this broadband initiative is to serve as a role model for the adoption of broadband by other senior facilities. Once the initial 2 year operating timeframe has expired, additional locations can be added the Coalition. These additional locations will lower the overall administrative and technical overhead costs of the initiative going forward.

Exhibit I: Program Evaluation Plan

BTOP Evaluation Plan
Illinois Senior Internet Adoption Coalition

The purpose of this exhibit, prepared by **Professor Adrian Kok, Dominican University,** is to outline the evaluation plans for the grant by the Illinois Senior Internet Adoption Coalition. The plans include a logic evaluation model which incorporates formative and summative evaluation components to assess the processes and outcomes of the providing broadband to low income seniors. While the evaluation is primarily outcome driven in terms of the measures as dictated by the requirements of the grant, the consortium's plans will focus on systematizing data collection throughout the entire three years of the grant as well as two year to follow up on the impact on its participants. Additionally process measures will be identified which will illuminate the conditions that encourage Broadband adoption among seniors living in low-income housing. A variety of quantitative and qualitative methods will be used to assess individual and aggregate outcomes. There are also plans to develop a Senior Broadband Adoption Institute in an academic setting to systematize data collection and to analyze short and long term outcomes of the project. The discussion below will focus on five major parts of the evaluation plan: *a) Mandated Outcomes; b) Process measures; c) Development of a tracking system d) Building best practices; and, e) Development of a Senior Broadband Adoption Institute.*

a) Mandated Outcomes. There are four purposes to the evaluation a) to assess the impact of providing broadband to seniors in low income housing on their becoming subscribers (summative evaluation); b) to assess the short and long term effects of the training seniors to use broadband (summative evaluation); c) to examine the process of becoming an active users of broadband technology (formative/summative evaluation); and d) to examine the cost effectiveness of the program. Central to these four purposes of the study are two key evaluation metrics: the effectiveness of "awareness raising" strategies, which covers the first three purposes of the evaluation, and the fourth focuses on the calculation of the costs of generating a "new subscriber." We are defining "awareness raising strategies" as efforts taken to inform, educate, and/or train low income seniors to become users of broadband technology. There are two ways to measure the impact of the awareness raising efforts. The first is to measure the number and quality of the responses to each of the communication efforts used to promote awareness. The measures are (1) attendance and interest demonstrated at initial group informational meetings; (2) attendance and interest at the initial meetings with the Internet instructor; (3) preparing materials for the community directory; (4) attending Internet institutional group meetings; (5) participating in computer labs; (6) interest demonstrated in meetings with Ambassadors; (7) creating an e-mail account; (8) using e-mail on a regular basis; (9) accessing the Internet on topics of interest to the resident; and (10) taking and passing Internet competence and literacy tests. The ultimate test of the effectiveness of the overall awareness-raising and instructional programs relates to

the increase in the number of seniors actually subscribing to and using broadband to access the Internet. In effect, all of these awareness raising efforts should be evaluated on a Return-On-Investment ("ROI") basis. How much money was spent in each of the marketing channels? What results were obtained? What was the overall ROI on the individual initiative and on the cost-effectiveness of the overall program? Additionally, the results of the expenditures are tracked on a "cost per unit of intended result" basis. Analysis of cost benefit ratio will include tangible benefits as well as non tangible benefits.

Table 1 provides a summary of the outcome measures of the evaluation.

Table 1: Overview of Evaluation Objectives and Outcome Measures

Broad Evaluation Theme	*Specific Evaluation Objective*	*Outcome Measures*	*Timing of Data Collection*	*Outcome Measure*
Impact of Awareness Raising	To assess the impact of providing broadband to seniors in low income housing on broadband subscription rates	Number of older adults before, during, and after grant implementation	Comparison of number of subscribers before, during, and after the grant period	Frequency Count
		Broadband subscription maintains after BTOP funding is complete	6 month follow up for two years following the implementation	Duration
Impact of Awareness Raising	To assess the short and long term effects of the training seniors to use broadband	Attendance at information meetings	Attendance will be taken at the beginning of the meeting	Frequency Count
		Attendance in computer training sessions	At the beginning of computer training session	Frequency count
		Preparation of materials for the community directory	At the end of the preparation period	Time spent
		Attendance in group meeting	At the beginning of class	Frequency count

		Number of daily users in computer labs	Every hour when the computer lab is opened	Frequency count
		Number of meetings with Ambassadors	Every time when the senior meets with Ambassador	Frequency count
		Number of seniors who created an email account	Number of seniors with newly created email accounts per month	Frequency count
		Time spent on emailing daily	Estimates by seniors	Duration
		Time spent on the Internet	Time is recorded during the session	Duration
		Passing rates of Internet competence test	Passing rates are recorded for Internet competence test	Score of Competence Test for Internet Proficiency
Impact of Awareness Raising	To examine the process of becoming an active users of broadband technology	Assessment of 7 stages of adopting new technology	Time taken to move from one stage to the next	Duration
		Number of uses of the Internet over time	Interview every six months	Frequency count
		Learning Experiences	Annual interviews of seniors of their experiences and use of broadband	Qualitative data

	To examine the cost effectiveness of the program	Cost per user	At the end of the program grant cycle	Cost per subscriber
		Cost benefit ratio – calculated based on tangible benefits and intangible outcomes	At the end of the grant	Benefits accrued for every dollar spent

To encapsulate these four purposes of the evaluation, a logic model of the BTOP research has been developed. The inputs, outputs, and short and long term outcomes are summarized in a table below,

Table 2: Logic Model of BTOP Evaluation
Goal: To Increase the Number of Active Users of Broadband and New Subscribers

Resources	Activities	Outputs	Short and Long Term Outcomes	Impact
In order to accomplish our set of activities we will need the following:	*In order to address our problem or asset we will conduct the following activities:*	*We expect that once completed or underway these activities will produce the following evidence of service delivery:*	*We expect that if completed or ongoing these activities lead to the following changes in 1-3 then 4-6 years:*	*We expect that if completed these activities will lead to the following changes in 7-10 years:*
Transportation; Research expertise	Infrastructure Assessment; Discussion with Service Providers of Broadband	Baseline data of Infrastructure prior to broadband implementation; Reduced rates for broadband	Comparison of broadband adoption rates before and after the grant; Analysis of broadband adoption rates	Adoption of Broadband by seniors in low housing income

Stationery; Manpower to collect and enter data Interviewers, tape recorders	Assessment of Residents' Information Needs; Interviews of Residents	Develop effective curriculum to train seniors to use computers	Enhanced computer skills, confidence to use computers; awareness of internet & community resources;	Subscription to broadband after duration of the grant
Computer instructors; computer terminals	Awareness raising & curriculum development	Generate interest in learning computers; increase attendance in training sessions; awareness of uses of internet	Generate interest in learning computers among residents; Interest in using computers to find information	Realize the ubiquituosness and importance of the Internet and high speed internet
Technicians, Computer programmers, Instructors	Infrastructure set up for Broadband	Infrastructure for high speed internet, and computer terminals will be set up within residential blocks	Availability of internet in low income senior housing; Increased usage	Adoption of Broadband and seniors will subscribe to internet after grant period
Program developers, Data entry professionals	Development of Tracking System of Participant	Program will be developed to monitor use and demographic data associated with usage	Monitoring system established to assess impact of the introduction of broadband in senior housing	Data will help policy makers understand broadband adoption by seniors
Incentives, Stationery, Research Expertise, Staticians	Assessment of Demographics; Behavior, Attitudes and Interest of Residents	Baseline data on will be collected	Data before, during, and after will be available	Data will demonstrate the impact of the intervention

Technicians, Computer programmers, Instructors	Implementation of Broadband	Computer Centers and WIFI will be established in residents blocks	Computers will be a standard for low income seniors	Residents would become broadband subscribers
Technicians, Programmers, Computer Instructors, Senior Residents, Support staff, Researchers	Computer Training & Support	Training will lead to interest in computers and enhanced usage among seniors; Realize importance of web; Data will be collected before, during, and after training	Pass Competency Test on use of the Internet; Enhanced use of computers to connect with families, community resources, and interest in new technology eg. Cell phone	Subscribe to broadband after implementation of grant; Enhanced usage of the internet to meet needs
Computer Trainers & Trained Seniors	Training of more able senior citizens	Building skills of seniors to build internal capacity	Training other seniors who are less capable; provide support to mentor novices	Consolidation of skills; Enhanced information seeking skills will lead to culture of use among residents
Research expertise, data entry experts, statisticians, meeting space, computer systems, statistical programs	Meetings and discussions; Administration of online & print survey before, during, after implementation of grant	Data will be gathered to allow for assessment of short term and long term impact	Ongoing assessment of outcomes will be systematized and impact of grant will be evaluated	Evaluation data will show qualitative and quantitative impact of the BTOP grant.

The training program, Connected Living Adoption and Sustainability Program (CLASP) and its impact on seniors will be evaluated. We will assess measures before, during, and after the training to assess the effectiveness of the program. Training characteristics of the CLASP program can be varied to assess for difference in terms of impact on outcomes. Potential outcome measures include time spent on using email, uses of the Internet, exploring new applications online, confidence in searching for information

without the assistance of the instructor, interest in new technology, self efficacy in using the computer, community connectedness, payments and transactions made over the Internet, and family connectedness.

The broader objectives of the evaluation plan will be consistent with the BTOP priorities – to provide access to broadband service to consumers residing in unserved areas; to provide improved access to broadband service to consumers residing in underserved areas; to provide broadband education awareness, training, access, equipment, and support to community and its organizations. Additionally the evaluation will assess whether adoption of broadband made a difference in the quality of life of older adults. The number of jobs created directly as a result of this initiative will be documented as well as the indirect number of jobs by older adults and economic gains as a result of the broadband access.

b) Formative Evaluation – Formative evaluation data will be collected from the end users, system developers, as well as the instructors. The purpose of the formative evaluation for the users is to provide feedback to enhance program functioning and implementation of broadband in low income senior housing. Formative evaluation will be conducted at the beginning, midway, and at the end of the training sessions to provide feedback on curriculum development, the adequacy of training, training approaches, and support provided by the instructors. Data will be collected through the use of surveys and focus groups. Additionally, suggestions and feedback will be elicited about the interactivity and web architecture of the portal for older adults. This will be assessed through online surveys. Additionally information needs assessment of residents will be conducted every six months to determine whether new needs may emerge which may affect curriculum development and training. Qualitative feedback will also be obtained from the instructors regarding the logistics of instructions, support from residents, adequacy of instructions to operate technology, and curriculum development.

c) Building Best Practices – The sample of 3000 low income older adults participating in the study will provide a fertile ground and opportunity for the systematic study of best practices in training seniors to adopt technology and broadband. The diversity in the sample in terms of age, income, education, location of neighborhood, and disabilities will provide additional layers of analysis of the impact of these digital divide barriers on access and use of technology. Research could consider the multiplicity of person, systemic, cultural, and environmental variables that affect technology use and access by older adults. Additionally the impact of the CLASP training model and its awareness raising and training components can be assessed systematically build on the research literature of effective training practices for different sub groups of older adults. Best practices can be systematically studied with comparison community groups and possibly other existing computer training models that are used nationwide by retirement communities, libraries, and AARP. This will contribute to the discussion of optimal learning environments for adoption of technology by older adults.

d) Implementation of a Tracking System – A tracking system of all users in our demonstrations sites will be established. All seniors in demonstration projects will be required to log into the system if they are using the portal. They will be tagged by a number which will embed demographic and socio-economic information, block number, location, and associated data. This tracking system will generate and accumulate usage which could be used as to provide data to assess outcomes of the computer training program and the long term senior adoption of broadband.

e) Development of a Senior Broadband Adoption Institute – To systematize data collection and to manage collected data, an institute will be developed within an academic setting. A team of interdisciplinary researchers from the library information sciences, social work, psychology, community informatics, gerontology, computer science, and statistics will institute a tracking system, record, manage data, and evaluate the short and long term outcomes of the BTOP project. An advisory board of the Senior Broadband Adoption Institute comprising of administrators of the grant, practitioners, as well as coalition partners will be established. Partnerships with the Dominican University's Graduate School of Library Information Science, Graduate School of Social Work, and the undergraduate Service Learning will be established to provide opportunities for students who are interested in working with older adults adapt to technology. This will tie in with gerontology initiatives within the university that focus on training professionals to meet the needs of the aging baby boomers. Additionally the BTOP initiative will offer research opportunities to graduate students who will supplement the efforts of the researchers who will examine the impact of the program on the seniors and the surrounding communities.

Exhibit J: Implementation: Designing, Implementing and Assessing an Internet Adoption Program for Senior Housing
March 3rd, 2010 Expert Opinion, BroadbandBreakfast.com

By Don S. Samuelson and Andrew Lowenstein

LAKE FOREST, Ill., March 3, 2010 – On Tuesday, the National Telecommunications and Information Administration announced a brief delay for some applicants for broadband stimulus grants. Broadband Technologies Opportunity Program Comprehensive Community Infrastructure projects will have until March 26th to file their applications to NTIA. Applicants for Rural Utilities Service infrastructure projects will have until March 29th to file their applications to RUS.

But applicants for Applications in NTIA's two other project categories -**Public Computer Centers and Sustainable Broadband Adoption – remain due on March 15th**. As regards these latter category of applications, we have found that there are three essential elements in the design and implementation of an effective broadband adoption program for seniors living in senior housing communities and for their surrounding neighborhoods.

The first element involves the establishment of a solid base line of information on each given community which can function as a starting point. This will include: (1) demographic and background data on the senior population; (2) questionnaires on their existing familiarity with and use of typewriters, computers and the Internet; and (3) surveys of their initial thoughts on how computers and the Internet might be useful to them and which Internet skills they would like to develop.

The second element involves the "intervention strategies," the approaches and programs used to raise the awareness levels of seniors with respect to the personal and practical benefits that can result from the broadband/Internet skills and applications. It also involves offline and on-line education training most effective in developing those skills.

The third element involves ongoing and post-program evaluation. What Internet skills were actually developed? How are the skills being used? Was there testing? Did "offline" seniors become online Internet subscribers? What did it take/cost to convert a previously offline senior to an active user with an Internet account: A certification of a "driver's license" level of computer/Internet competence for travel on the information superhighway? The personal ownership of an Internet device and broadband connectivity? What can be done to make awareness raising efforts, the education and training and the sustained use of the Internet more efficient and fun? How can the overall process be improved? How can it become more cost-effective. Were the increases in the appreciation and use of the Internet results justified by the costs?

Developing the Base Line of Information

The BTOP Sustainable Broadband Adoption (SBA) application lists a number of categories for which information is to be collected: age and birthdate, ethnicity, gender, household income, educational achievement, the nature of disabilities, the employment status of the individual and the primary and secondary language of the seniors.

This information creates a simple base line for the demographic profile of a user community, but the authors of this paper recommend collecting more specific data that can help in the design and success of individual adoption program content. This additional information includes the name of the individual, their unit number, phone number, marital status, number of years living in the building, family and friends, places of residence, education, work experience and hobbies – any of which could suggest areas of interest that could be supported by the use of e-mail and the Internet.

The background survey information collected on the senior can be gathered during an informal discussion. No computer is involved. The other goal of this discussion is to make a human connection and to promote bonding and trust.

A second category of information to be collected relates to the prior experience of the senior with typewriters, other office equipment, business or office work or involvement in informal or volunteer organizational settings. Experience in organizing holiday dinners, picnics, family reunions are examples of organizational skills that may not be thought of as such. The informal one-on-one conversations will lead into all sorts of background information that have relevance to the underlying purposes of Internet/broadband adoption if not to the obvious utility of the skills. Those points can be made later in classroom settings, in computer labs or in conversations with other seniors "around the water cooler."

This category will also involve questions about computer experiences at school, home or work, the interest of the senior in developing or improving Internet skills and specific questions about a cell phone, an e-mail address, a computer and a broadband connection. The last question will ask the senior to assess their own computer/Internet skills on a scale of zero to 10. The goal is to determine Internet literacy and fluency prior to the intervention of awareness raising, education or training.

The third category of information to be generated for the survey relates to the expression of initial interest of each senior to possible Internet skills: (1) connecting to children and grandchildren; (2) setting up an e-mail account; (3) sending and receiving messages; (4) attaching documents and photos to messages; (5) learning to use Google and other search engines; (6) accessing information on healthcare, Medicare, Medicaid or drug programs; (7) budgeting, banking and paying bills; (8) accessing online games and entertainment; (9) accessing government financial support programs; and (10) connecting to hobbies and interest groups.

The overall goal of this data collection is to understand the experience and interests of the senior so that the benefits of Internet skills and applications can be real, practical and personal.

Designing and Implementing the Intervention Strategy
The basic goal of the intervention strategy is to illustrate the practical benefits of the Internet sufficiently that prospective program participants will see personal value in passing through a progression of interim steps to becoming an active user of the Internet and a subscriber to a broadband Internet service.

Crossing the digital divide to become an Internet subscriber is a process, not a single act. The Sustainable Broadband Adoption application recognizes that there are a number of steps involved in crossing the Digital Divide and being actively online. The authors of this article propose seven specific steps to help a senior advance from being offline and uninformed about Internet benefits to being an active Internet user and subscriber.

Awareness Raising
The first step is to use normal communication processes like flyers, printed materials, "announcements" and group meetings to explain the benefits of broadband/Internet use that seniors have experienced from using the Internet. This is a general explanation of Internet benefits, so that seniors can identify areas of possible personal benefit to them.

Particularizing the Benefits to the Individual
The second step is to make an initial assessment of an individual's "offline" interests and experiences as well as his/her basic level of comfort and knowledge with computers and the Internet. This helps the educator determine how the individual's existing interests might be enhanced through the Internet and broadband adoption and to engage in a friendly, non-technical discussion about how computer technology and the internet can help the individual explore his/her interests. Steps one and two are awareness raising activities.

Education and Training
The third step is to develop the basic knowledge and skills to be comfortable using a computer (mouse, keyboard, touch screen, etc.), as well as how to access basic programs and the web. This involves the implementation of a learning curriculum with group meetings, one-on-one tutoring, the use of the computer lab and hard copy handouts describing and illustrating the learning program. This process may utilize senior friendly software such as the Connected Living Internet Portal or other applications geared toward first time users.

Initial Evaluation and Additional Training

The fourth step is the post-training assessment to evaluate the results of the preliminary training and to develop a specific "case management-like" program for the development of additional Internet skills and confidence using particular interest to the senior.

Certification of Achievement – The "Driver's License and the Computer"
The fifth step involves study for and the achievement of some level of certification on the Information Superhighway. The authors believe it is reasonable to require the recipients of subsidized broadband access and computer equipment to demonstrate their commitment by starting and completing a learning program, some combination of a physical program taught at the onsite computer learning center and a "virtual" program using distance learning materials specifically designed for seniors. The objective of this step is for the individual to pass a simple test and be awarded an Information Superhighway "Driver's License."

Actively Using the Internet
The sixth "step" is really a stage when the senior starts to use the Internet as part of the everyday routine, like waking up with coffee, reading the newspaper or using the phone. At this point in the process, the senior has crossed the Digital Divide and has "adopted" the Internet as a tool in their skill set.

Becoming a Subscriber
The seventh and final step is for the senior to conclude that broadband/Internet has demonstrated its value so that the senior regards it as a priority expenditure in the budget, whether fully paid for by the senior, or paying the remaining amount after subsidies through Universal Service of contributions made by the building. For seniors who can't or won't pay the subscription cost, there is always the option of using the onsite computer learning center and remaining an "active user."

The authors feel that there are a number of key factors that have led to the significant adoption success results that Connected Living has experienced with their pilot project in Massachusetts and Illinois in 2008 and 2009. The senior "bonded" with the program through the initial one-on-one interviews that were directed to their particular interests and experiences. Registering with self-authored profiles to be part of a residential community created an instant network of seniors with like interests. The group discussions were good overviews of computers and the Internet and interesting topics of general interest to the seniors. Initially, the Internet was simply a vehicle to gather information of interest to the residents. Getting online quickly with an e-mail address and actual contacts made the whole exercise practical.

The use of offline materials – including videos, white board presentations, and individual and group discussions – turned out to be an excellent mechanism to explain the benefits of an on-line experience. Finally, the simple interface developed by Connected Living gave seniors the "training wheels" to get them online and using e-mail and the Internet for practical purposes quickly and easily.

We have found that seniors act positively to: (1) the initial one-on-one human connection; (2) developing skills with clear and practical values; (3) proceeding at one's own pace; (4) having access to offline and on-line training materials; (5) the social aspects of group classes and learning experiences, like high school; and (6) having access to a computer and an Internet connection in the individual apartments.

Evaluating the Effectiveness of the Intervention
The Sustainable Adoption BTOP applicants ask for two key evaluation metrics. The first relates to the effectiveness of "awareness raising" strategies. The second involves the calculation of the costs of generating a "new subscriber."

Awareness-raising campaigns use conventional marketing metrics. Target audiences are identified and researched. A strategy for appealing to the target audiences is developed. Channels of communication are selected. Channel communication strategies are developed. Budgets are established. As the marketing program is implemented, the results of the expenditures are tracked on a "cost per unit of intended result" basis. More of the budget is allocated to the marketing channels that are effective. Less is allocated to those of lesser effectiveness.

There are two basic ways to measure the impact of the awareness raising efforts. The first is to measure the number and quality of the responses to each of the communication efforts used to promote awareness. That would involve tracking: (1) attendance and interest demonstrated at initial group informational meetings; (2) attendance and interest at the initial meetings with the Internet instructor; (3) the entry and dissemination of materials for the online community directory; (4) attendance Internet institutional group meetings; (5) participation in computer labs; (6) interest demonstrated in meetings with instructors such as Connected Living Ambassadors;

The second and more important measure of impact is to determine the number of seniors who: (1) obtain an e-mail address; (2) start using the internet on a regular basis; (3) take and pass competency tests; (4) obtain and use computing devices in their individual units; (5) get Internet connectivity in their individual units; and (6) subscribe and pay for an Internet service. The ultimate test of the effectiveness of the overall awareness-raising and instructional programs relates to the increase in the number of seniors actually subscribing to and using the Internet, because they have become convinced that the practical and prioritized values of the Internet are worth the effort, frustration, and cost of actually getting online.

Similar measurements of the impact of awareness raising campaigns can be developed to assess interest and activity by: (1) family and friends of the seniors; (2) senior on the building waiting lists; and (3) seniors and senior-supporting organizations in the neighborhood.

Exhibit K: Example Awareness Materials

The Biography of Amelia Earhart

Please join us to start off the new year with a story of a forward-thinking aviation pioneer, author and businesswoman named Amelia Earhart.

DATE: Wednesday January 18th

TIME: 2:00 PM

LOCATION: Activities Room

CONNECTED LIVING™

MARDI GRAS CELEBRATION

" Shrove Tuesday"

" Mardi Gras"

" Fat Tuesday"

Whatever you call it, it's Carnival Season!

Please join us to celebrate and learn about the origins of the Mardi Gras Season. We will explore cities like Rio de Janeiro, Sydney and New Orleans, which are famous for Mardi Gras festivities and traditions.

DATE: Monday, February 15th

TIME: 2:30 PM

PLACE: CLUB ROOM

Proverbs:
The Power of Words

Proverbs have been preserved through many generations and now are recorded as a gift of knowledge and wisdom. Please join us to play some trivia and reminisce about your favorite proverbs!

DATE: Wednesday, January 27th

TIME: 2:00 PM

LOCATION: Activities Room

On January 12, 2010, a massive earthquake devastated the island nation of Haiti.

HOW CAN WE HELP?

Connected Living is donating to the American Red Cross for Haitian Relief. Please join us to recognize Haiti at this time and for the opportunity to make a donation.

~ 100% of donations will go directly to the Red Cross ~

CONNECTED LIVING

ST. PATRICK'S DAY CELEBRATION

Please join us to celebrate St. Patrick's Day! Enjoy music, photos, videos and our discussion about St. Patrick's Day traditions!

Monday, March 8th

2:30 PM

Club Room

CONNECTED LIVING™

Tinseltown

What was the first film ever shot in Hollywood? What were the four major film companies in Los Angeles by the year 1915? Please join us to find out as we take a walk down Hollywood's memory lane.

Monday, March 15th

2:30 PM

Club Room

Connected Living Brain Health

Powered by MyWay Village

Connected Living is Brain Health

- A combination of user-friendly Internet technology, interactive group discussions, and personalized Ambassador support delivers a "connected life" to older adults, their family members, and community staff.

- Through a unique blend of cognitive, emotional and social stimulation, members learn new skills, maintain existing skills and build larger social networks.

- The *Connected Living* experience delivers "brain healthy" socialization and reminiscing, both online and in person.

"Connected Living offers socialization and mental stimulation, two key components to brain health."

~ Paul Nussbaum, Ph.D, leader in Brain Health Lifestyle

"Having a social network which keeps the brain stimulated is critical to maintaining brain health. This program helps people become connected, helps us access each other's life story and helps stimulate our brains because we are sharing life experiences."
~ Paul Nussbaum, PhD

Internet-Based Applications

- Online socialization and use of the internet has been shown to stimulate the brain
- Maintain and expand social networks
- The "My Games" application includes "FitBrains," an online brain exercise program that combines games and lifestyle tools to improve a person's quality of life through activity, awareness, and motivation.
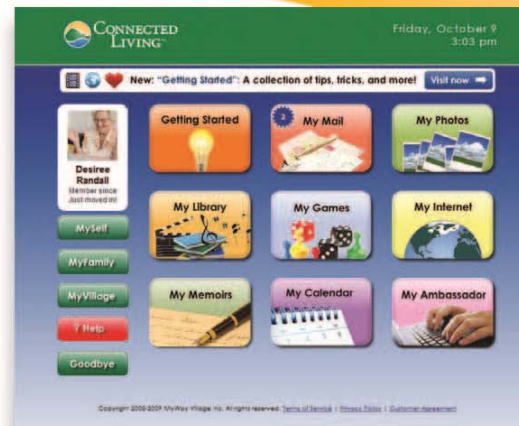
Discussion Group Sessions

- Maximize brain healthy socialization with weekly, multi-sensory discussions and opportunities for learning new information and skills
- Reminisce and activate memories from the past
- Stimulate auditory, visual and physical functioning by enhancing memory
- Help to improve cognitive abilities

To learn more about Connected Living™ Brain Health, please visit
www.ConnectedLiving.com

CONNECTED LIVING™
POWERED BY MYWAY VILLAGE

Transforming the Experience of Aging Through Technology

Connected Living™ is focused on improving the quality of life for seniors by providing a safe, secure, and user-friendly home on the Internet to communicate with their families, friends, and communities. With this commitment, *Connected Living* services are also designed to assist senior living providers in helping their residents make the transition from their homes into new communities.

Connected Living Goals

- Increase communication with family, friends, and community
  - Build a sense of community and connect residents with similar interests
- Increase participation in activities and help alleviate potential isolation
- Empower members to feel more independent and purposeful

Components of Connected Living

1. Secure Online Tools
2. "High Touch" Support
   Connected Living Center and Personal Ambassadors
3. Curriculum and Content

Senior Living Provider Benefits

Improve quality of life and communications for your residents and connect them to important information.

- **Customized Village Interface**
  Add your logo to the customizable interface.

- **Village Digital Directory**
  Build a sense of community by posting all members with photos and profiles.

- **Village Calendar and Newsletters**
  Post daily activities schedules, menus, and events. Offer online registration and post your newsletter.

- **Village Messaging**
  Send messages out to seniors and family members.

Ambassadors

Ambassadors are specially trained, patient, and supportive. They work one-to-one with seniors to get them connected online and keep them actively engaged in the program.

Support – Connected Living Center

The toll-free **Connected Living Center™** strives to eliminate the frustration that many seniors experience when learning new technology. Our experienced team provides easy-to-understand, personalized assistance to older adults and their families.

Call 800-223-5080

Connected Living Curriculum & Group Discussions

Connected Living offers a robust curriculum and group discussions that are open to all residents seeking knowledge, increased family engagement, connections, and entertainment.

- Group-based activity sessions
- State-of-the-art programming
- Encourages lively interactive discussions
- Members reminisce and share their stories
- Social engagement
- Guided by trained staff or Ambassadors
- Promotes brain healthy lifestyle

Connecting Families

Connecting to family has never been easier. *Connected Living* allows families to share messages, calendars, photos, memories, and more.

Record your family legacy.

"Connected Living helped me share pictures and send messages to my grandchildren!"

"Connected Living offers socialization and mental stimulation, two key components to brain health."

Paul Nussbaum, Ph.D., leader in Brain Health Lifestyle

Connected Living is Brain Health

Living a "Connected Life" delivers a unique blend of cognitive, emotional, and social stimulation that empowers seniors to learn new skills, maintain existing skills, and build larger social networks. The My Games application offers a suite of brain exercise activities.

Find out more:
ConnectedLiving.com

Program Features

My Memoirs
Write and publish stories

My Photos
Share photos online with
family and friends

My Mail
Keep in touch through email

My Calendar
View a shared family calendar

My Ambassador
Schedule visits with
Ambassadors

My Health
Manage wellness, medication,
and more

My Games
Improve brain health

My Library
Books, music, and videos

My Internet
Surf the Internet

My Village
Community directory and
resident profiles

My Family
Message family and invite
members

Connected Living Now

Connected Living Now is a specialized version
of our product designed specifically for
memory care, including communities
and caregivers.

*Many abilities remain!
Discover them!*

For more information on
Connected Living, call
800-223-5080

CONNECTED LIVING IS POWERED BY:

**MY WAY
VILLAGE™**

Benefits

Seniors
Enhance communication with family and
friends, reduce technology timidity, and
expand educational opportunities.

Family
Peace of mind for family members who can
more easily share daily lives and important
events with loved ones.

Community
Improve quality of life and
communications for residents, and
deliver innovative programming.

*MyWay Village's mission is to enhance
the lives of seniors by empowering them to
connect to family, friends, and community.*

300 Congress Street, Suite 305, Quincy, MA 02169

Exhibit L: Commitment of Matching Funds from Illinois Department of Commerce and Economic Opportunity

Dear Mr. Andrew Lowenstein,

Governor Quinn recognizes the need to bring world class broadband to every community. The Illinois Department of Commerce and Economic Opportunity (DCEO) is pleased to commit $1,206,550 for the MyWay Village, Inc. Getting Illinois Low-Income Seniors Online project based on the following conditions.

- State funding is contingent upon your federal application being approved and the execution of a grant agreement with DCEO. Please note that this commitment letter does not constitute an enforceable agreement and does not confer any property, equitable or legal rights.

- State funding commitments are valid for projects that are awarded federal funding under the January 15, 2010 Notice of Funding Availability for the Broadband Technology Opportunities Program (application due March 15, 2010).

- State financial commitments will be made based on the information provided in the state application. Any significant change to the project scope of work and budget must be agreed upon by DCEO for the state funding commitment to remain valid.

- Upon the approval of the federal broadband proposal, please contact DCEO regarding a state grant agreement that will include the project scope of work and budget.

- The issuance of state matching funds is contingent on the cash available in the Build Illinois Bond Fund and valid state appropriations.

- This award is also contingent upon the project expenses being approved as bondable by the Governor's Office of Management and Budget.

Please contact Mark Pradun at mark.pradun@illinois.gov or (217) 558-2789 if you have any questions.

**Housing Authority of
the County of DeKalb**

Open the Door to Independence

March 12, 2010

Lawrence E. Strickling
Assistant Secretary of Commerce - NTIA
Room 4898
1401 Constitution Avenue
Washington, D.C. 20230

Dear Mr. Strickling:

On behalf of the Housing Authority of the County of DeKalb, I want to register our strong desire to participate in this Illinois Senior Internet Adoption Coalition effort to help our low-income senior and disabled residents appreciate and benefit from the riches of the Internet. This program will train and equip our residents to participate in the online world through e-mail, web searches and the host of other applications relevant to them.

At present, less than 15% of our residents have the computers, broadband connectivity and skills to use the Internet effectively. We regard this as a great need in our buildings and in our community, but unfortunately we have no resources in our current budget with which to implement the type of program contemplated by this proposal. This BTOP grant will fill an important void in providing important services to our residents.

We understand that our responsibility is to support the program by providing space, utilities and building services to the dedicated training space as well as for group educational and training meetings. Our building and central office staff will coordinate with and support the efforts of the Coalition staff in delivering services to the residents and we will work with the Coalition to promote the objectives of the proposal within the building and the surrounding community. We estimate these in-kind contributions will amount to no less than $25,000 per year or $50,000 for the two years of BTOP funding.

We also understand that the Coalition will work with us to: (1) design and staff a site-specific education and training program for our building; (2) create an onsite computer learning center; (3) provide computers and connectivity to our residents who have demonstrated the skill and commitment to the regular use of the Internet in their lives; and (4) assure that there is broadband connectivity available to all of the resident in our building.. The overall goal of this project is to bring our residents online.

We appreciate that this effort, while entirely worthwhile, is pioneering and that it will require a close working relationship between the Coalition and our building. We assure you that you will have our cooperation in making this demonstration a success.

Sincerely,

Michelle M. Perkins
Operations Manager

HOUSING AUTHORITY OF JOLIET

6 South Broadway Street • Joliet, Illinois 60436
Phone (815) 727-0611 • Fax (815) 727-2073
Relay Service (800) 545-1833 ext.878
www.hajoliet.org

Henry Morris
Chief Executive Officer

BOARD OF
COMMISSIONERS

Susie Barber
Chairman

Patrick Asher
Vice Chairman

Kennedy Millsap
Secretary

Daniel Campus
Treasurer

Richard Clementi
Commissioner

March 12, 2010

Mr. Lawrence E. Strickling
Assistant Secretary of Commerce - NTIA
Room 4898
1401 Constitution Avenue
Washington, D.C. 20230

Dear Mr. Strickling:

On behalf of the Housing Authority of Joliet, I want to register our strong desire to participate in this Illinois Senior Internet Adoption Coalition effort to help our low-income senior and disabled residents appreciate and benefit from the riches of the Internet. This program will train and equip our residents to participate in the online world through e-mail, web searches and the host of other applications relevant to them.

At present, less than 10% of our residents have the computers, broadband connectivity and skills to use the Internet effectively. We regard this as a great need in our buildings and in our community, but unfortunately we have no resources in our current budget with which to implement the type of program contemplated by this proposal. This BTOP grant will fill an important void in providing important services to our residents.

We understand that our responsibility is to support the program by providing space, utilities and building services to the dedicated training space as well as for group educational and training meetings. Our building and central office staff will coordinate with and support the efforts of the Coalition staff in delivering services to the residents and we will work with the Coalition to promote the objectives of the proposal within the building and the surrounding community. We estimate these in-kind contributions will amount to no less than $25,000 per year or $50,000 for the two years of BTOP funding.

• AN EQUAL OPPORTUNITY EMPLOYER •

We also understand that the Coalition will work with us to: (1) design and staff a site-specific education and training program for our building; (2) create an onsite computer learning center; (3) provide computers and connectivity to our residents who have demonstrated the skill and commitment to the regular use of the Internet in their lives; and (4) assure that there is broadband connectivity available to all of the resident in our building.. The overall goal of this project is to bring our residents online.

We appreciate that this effort, while entirely worthwhile, is pioneering and that it will require a close working relationship between the Coalition and our building. We assure you that you will have our full cooperation in making this demonstration a success.

Sincerely,

Housing Authority of Joliet

Henry Morris
Chief Executive Officer

HAHC THE HOUSING AUTHORITY OF HENRY COUNTY

KATHLEEN A. BARTON, Executive Director
CLARENCE MEDLEY, Chairman
PAUL LINDSEY, Vice Chairman
CAROL VAN DE ROSTYNE, Secretary-Treasurer
JAN MAY, Commissioner
DOROTHY MCCOLLAM, Commissioner
JOHN V. HANSON, Attorney

Administration Office • 125 N. Chestnut St. • Kewanee, Illinois 61443 • 309-852-2801 • Fax 309-852-0889

March 12, 2010

Lawrence E. Strickling
Assistant Secretary of Commerce - NTIA
Room 4898
1401 Constitution Avenue
Washington, D.C. 20230

Dear Mr. Strickling:

On behalf of the Housing Authority of Henry County, I wish to register our strong desire to participate in this Illinois Senior Internet Adoption Coalition effort to help our low-income senior and disabled residents appreciate and benefit from the riches of the Internet. This program will train and equip our residents to participate in the online world through e-mail, web searches and the host of other applications relevant to them.

At present, less than 10% of our residents have the computers, broadband connectivity and skills to use the Internet effectively. We regard this as a great need in our buildings and in our community, but unfortunately we have no resources in our current budget with which to implement the type of program contemplated by this proposal. This BTOP grant will fill an important void in providing important services to our residents.
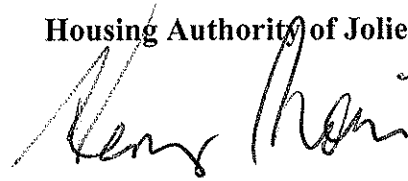
We understand that our responsibility is to support the program by providing space, utilities and building services to the dedicated training space as well as for group educational and training meetings. Our building and central office staff will coordinate with and support the efforts of the Coalition staff in delivering services to the residents and we will work with the Coalition to promote the objectives of the proposal within the building and the surrounding community. We estimate these in-kind contributions will amount to no less than $25,000 per year or $50,000 for the two years of BTOP funding.

We also understand that the Coalition will work with us to: (1) design and staff a site-specific education and training program for our building; (2) create an onsite computer learning center; (3) provide computers and connectivity to our residents who have demonstrated the skill and commitment to the regular use of the Internet in their lives; and (4) assure that there is broadband connectivity available to all of the resident in our building. The overall goal of this project is to bring our residents online.

We appreciate that this effort, while entirely worthwhile, is pioneering and that it will require a close working relationship between the Coalition and our building. We assure you that you will have our full cooperation in making this demonstration a success.

Sincerely,

Kathleen Barton, CEO

**Housing Authority of
the County of DeKalb**

Open the Door to Independence

March 12, 2010

Lawrence E. Strickling
Assistant Secretary of Commerce - NTIA
Room 4898
1401 Constitution Avenue
Washington, D.C. 20230

Dear Mr. Strickling:

On behalf of the Housing Authority of the County of DeKalb, I want to register our strong desire to participate in this Illinois Senior Internet Adoption Coalition effort to help our low-income senior and disabled residents appreciate and benefit from the riches of the Internet. This program will train and equip our residents to participate in the online world through e-mail, web searches and the host of other applications relevant to them.

At present, less than 15% of our residents have the computers, broadband connectivity and skills to use the Internet effectively. We regard this as a great need in our buildings and in our community, but unfortunately we have no resources in our current budget with which to implement the type of program contemplated by this proposal. This BTOP grant will fill an important void in providing important services to our residents.

We understand that our responsibility is to support the program by providing space, utilities and building services to the dedicated training space as well as for group educational and training meetings. Our building and central office staff will coordinate with and support the efforts of the Coalition staff in delivering services to the residents and we will work with the Coalition to promote the objectives of the proposal within the building and the surrounding community. We estimate these in-kind contributions will amount to no less than $25,000 per year or $50,000 for the two years of BTOP funding.

We also understand that the Coalition will work with us to: (1) design and staff a site-specific education and training program for our building; (2) create an onsite computer learning center; (3) provide computers and connectivity to our residents who have demonstrated the skill and commitment to the regular use of the Internet in their lives; and (4) assure that there is broadband connectivity available to all of the resident in our building.. The overall goal of this project is to bring our residents online.

We appreciate that this effort, while entirely worthwhile, is pioneering and that it will require a close working relationship between the Coalition and our building. We assure you that you will have our cooperation in making this demonstration a success.

Sincerely,

Michelle M. Perkins
Operations Manager

PHIL HARE
17TH DISTRICT, ILLINOIS

428 CANNON HOUSE OFFICE BUILDING
WASHINGTON, DC 20515–1317
PHONE: (202) 225–5905
FAX: (202) 225–5396

http://hare.house.gov
(Email through Website)

SENIOR WHIP
REGIONAL WHIP

Congress of the United States
House of Representatives
Washington, DC 20515–1317
March 11, 2010

EDUCATION AND LABOR
COMMITTEE

SUBCOMMITTEE ON HEALTH,
EMPLOYMENT, LABOR, AND PENSIONS

SUBCOMMITTEE ON WORKFORCE
PROTECTIONS

TRANSPORTATION AND
INFRASTRUCTURE COMMITTEE
SUBCOMMITTEE ON HIGHWAYS AND TRANSIT

SUBCOMMITTEE ON
WATER RESOURCES AND ENVIRONMENT

Mr. Lawrence Strickling
Assistant Secretary
U.S. Department of Commerce
Communications & Information
1401 Constitution Avenue
Room 4898
Washington, D.C. 20230

Dear Mr. Strickling:

I am writing to express my strong support for the BTOP application of the Illinois Senior Housing Coalition to promote broadband/Internet use by low-income seniors. I was discouraged to learn that there are virtually no seniors at Moline Housing Authority and Rock Island Housing Authority that are currently using the Internet. If 30% of seniors are online and virtually no low-income seniors are online that means that I have a significant number of seniors in my district that are not using the Internet and not taking advantages of the benefits of Internet use.

A host of other public housing and Section 8 senior housing developments in my district could benefit from the "best practices" developed out of this demonstration. If the delivery of government and healthcare services will increasingly be done online, it's incumbent on us to make sure the intended beneficiaries of our services have the capacity and skills to receive them.

To accomplish this goal, our seniors need Internet and computer skills, devices and connectivity. I'm hopeful that we can adapt the Universal Service Fund to subsidize Internet as well as basic telephone service of low-income seniors. There are existing computers that can be refurbished and supplied to seniors. The combination of these initiatives should make Internet access affordable to all seniors.

Getting seniors online is not going to be a permanent problem. Once seniors experience the practical benefits of Internet applications, support groups will be established and online applications will be developed so that a permanent structure of Internet use can be supported by self interest and marketplace applications. It is in this transition period, when there is the need for the government intervention represented by this proposal.

I thank you for the careful consideration of the Coalition's BTOP application as it will provide enormous benefits to the Cities of Rock Island and Moline, to the Coalition communities and to the State of Illinois. If you need additional information please feel free to contact my office.

Sincerely,

PHIL HARE
Member of Congress

PH:ar

PLEASE REPLY TO:

☐ 2001 52ND AVENUE, #5
MOLINE, IL 61265
(309) 793–5760

☐ 261 NORTH BROAD, #5
GALESBURG, IL 61401
(309) 342–4411

☐ 236 NORTH WATER STREET, #765
DECATUR, IL 62523
(217) 422–9150

☐ 210 NORTH BROAD
CARLINVILLE, IL 62626
(217) 854–2290

DISTRICT TOLL FREE: 800–322–6210

PRINTED ON RECYCLED PAPER

DONALD A. MANZULLO
16TH DISTRICT, ILLINOIS

COMMITTEE ON FOREIGN AFFAIRS

SENIOR REPUBLICAN
SUBCOMMITTEE ON ASIA, THE PACIFIC,
AND THE GLOBAL ENVIRONMENT

SUBCOMMITTEE ON TERRORISM,
NONPROLIFERATION, AND TRADE

Congress of the United States
House of Representatives
Washington, DC 20515-1316

COMMITTEE ON FINANCIAL SERVICES

SUBCOMMITTEE ON CAPITAL MARKETS,
INSURANCE, AND GOVERNMENT
SPONSORED ENTERPRISES

SUBCOMMITTEE ON INTERNATIONAL
MONETARY POLICY AND TRADE

HOUSE MANUFACTURING CAUCUS
FOUNDER AND CO-CHAIRMAN

March 12, 2010

Lawrence E. Strickling
Assistant Secretary of Commerce
Communications and Information
Room 4898
1401 Constitution Avenue
Washington, D.C. 20230

Dear Mr. Strickling:

I am writing to express my support for a BTOP application being submitted by The Illinois Coalition to Promote Internet Adoption in Senior Housing. The proposal is directed to overcoming the traditional barriers to Internet use by these groups – the Internet's lack of apparent relevance to the priorities in their lives; the difficulty of learning to use computers and the Internet; and cost. The Rockford Housing Authority is a key partner as one of the demonstration project partners in the state.

I know that seniors and the disabled who are low-income, minority and living in distressed communities are most handicapped by the Digital Divide. They are not using the Internet. This demonstration project should provide us with much needed answers. The practical core of this effort will be to determine: (1) how seniors and the disabled in low-income housing and the surrounding neighborhoods are or are not currently using the Internet; (2) the specific reasons for non-use among a large and representative group of low-income disabled and seniors; and (3) effective strategies to correct the problem; (4) ways to draw upon community assets and resources to help "raise" the Internet use by seniors and the disabled.

Once again, I support this application for federal funding. I respectfully request that you give it your full and fair consideration.

Sincerely,

Donald A. Manzullo
Member of Congress
16th District of Illinois

WASHINGTON, DC OFFICE:
2228 RAYBURN BUILDING, WASHINGTON, DC 20515 • 202/225-5676 • FAX: 202/225-5284
http://manzullo.house.gov

DISTRICT OFFICES:
❑ 415 SOUTH MULFORD ROAD, ROCKFORD, IL 61108 • 815/394-1231 • FAX: 815/394-3930
❑ 101 NORTH VIRGINIA, SUITE 170, CRYSTAL LAKE, IL 60014 • 815/356-9800 • FAX: 815/356-9803

PRINTED ON RECYCLED PAPER

March 12, 2010

Mr. Lawrence E. Strickling
Assistant Secretary of Commerce - NTIA
Room 4898
1401 Constitution Avenue
Washington, D.C. 20230

Dear Mr. Strickling,

On behalf of Bethel New Life, Inc., I want to register our strong desire to participate in this Illinois Senior Internet Adoption Coalition effort to help our low-income senior and disabled residents appreciate and benefit from the riches of the Internet. This program will train and equip our residents to become proficient with the usage of technology, such as the internet, e-mail, and other applications.

Currently, less than 7% of our residents access to computers, broadband connectivity, and skills to use the Internet effectively. We regard this as a great need in our buildings and in our community, but unfortunately we have no resources in our current budget to implement the type of program that this proposal supports. The BTOP grant will fill an important void in providing important services to our residents.

We understand that our responsibility is to support the program by providing space, utilities and building services to the dedicated training space as well as for group educational and training meetings. Our building and central office staff will coordinate with and support the efforts of the Coalition staff in delivering services to the residents and we will work with the Coalition to promote the objectives of the proposal within the building and the surrounding community. We estimate these in-kind contributions will amount to no less than $25,000 per year or $50,000 for the two years of BTOP funding.

We also understand that the Coalition will work with us to: (1) design and staff a site-specific educational and training programs for our building; (2) create an onsite computer learning center; (3) provide computers and connectivity to our residents who have demonstrated the skills and commitment to the regular use of the Internet in their lives; and (4) assure that there is broadband connectivity available to all of the resident in our building.. The overall goal of this project is share the benefits of the internet and World Wide Web. Bethel New Life appreciates the opportunity of being able to share the needs of our seniors and we hope you accept this proposal.

Sincerely,

Laurena Moore
Senior Director, Community of Elders
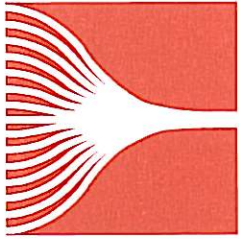
BENTON
FOUNDATION

March 10, 2010

Lawrence E. Strickling
Assistant Secretary of Commerce
Communications and Information
Room 4898
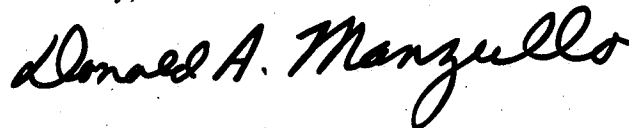1401 Constitution Avenue
Washington, D.C. 20230

Dear Mr. Strickling:

The Benton Foundation is a private foundation headquartered in Washington, DC, with an office in Evanston, IL, that has concentrated on research and policy analysis related to communications in general and telecommunications in particular. We have been very involved in the issues of digital inclusion and the promotion of broadband/Internet by vulnerable populations in distressed communities.

It is because of our long-standing concern with the importance of communication and the inclusion of vulnerable populations in Internet access and use that I want to support the proposal of the Illinois Coalition to promote the training and use of broadband/Internet among seniors and the disabled in low-income housing. The Coalition's initial research indicates that less than 5% of the 3000 residents in the Coalition's 24 low-income buildings are using the internet. This is in comparison to the 65% of Americans and 30% of seniors who are online.

Detailed demographic and Internet use information will be collected for the building residents and for comparable numbers of senior and disabled residents in the neighborhoods surrounding the buildings. Sensible awareness-raising, education and training programs will be provided for the building and neighborhood residents. Most importantly, the proposed evaluation system is comprehensive and rigorous. It extends at a more granular level the recent Internet adoption studies by Pew, New York Law and the FCC.

The principal investigators will be faculty members of Dominican University in River Forest, Illinois, including Professor Adrian Kok who completed a recent survey of the effectiveness of Internet training for seniors in 2008. The practical thrust of this effort is to determine: (1) how seniors and the disabled in low-income housing and the surrounding neighborhoods are or are not currently using the Internet; (2) the specific reasons for non-use among a large and representative group of low-income disabled and seniors; and (3) effective strategies to correct the problem.

The team behind this proposal is impressive. The conceptual leader of the group is Don S. Samuelson, a Dartmouth, Peace Corps and University of Chicago trained lawyer, with 40 years of experience in all aspects of subsidized housing. The awareness raising, training and education programs will be supplied by Connected Living of Quincy, Massachusetts, a group that has demonstrated their programs in senior housing communities in Massachusetts and Illinois in 2008 and 2009. There is considerable interest in this project among the academic community in Illinois. Finally, a wide variety of northern Illinois public housing authorities are participating in this demonstration project as partners: Kankakee, Oak Park, Joliet, Grundy County, DeKalb County, Henry County, Rock Island, Moline, Rockford and Waukegan. Non-profit and for-profit sponsors of senior housing in Chicago are also involved.

This project deserves serious research. It can help to fill in a major gap in our understanding, at a granular level, of how best to recruit key vulnerable groups to the online community. I have encouraged the Coalition to begin their efforts with a rigorous evaluation of the working assumptions and results of the demonstration project and then to evolve into a permanent institute or clearinghouse in an L3C structure to be sustained by program-related investments from foundations with either geographical or thematic interests in increasing the Internet participation of seniors and the disabled.

The Benton Foundation will use its experience and connections with funding sources to promote this important BTOP proposal and with the subsequent Institute that will grow out of this demonstration. In addition, Benton will disseminate the results of this important work to policy-makers in Washington.

This proposal is extremely well conceived. It is directed to a major problem with respect to the digital inclusion of vulnerable populations. The planning and early-stage efforts in this proposal can be shared widely through the Internet and other creative communication strategies. The results of the demonstration can also be widely disseminated so that this work can be replicated around the country.

I am enthusiastic about the potential awareness/adoption benefits of this proposal. I strongly recommend that it be funded.

Sincerely,

Charles Benton

The Village of Oak Park   708.383.6400
Village Hall   Fax 708.383.9584
123 Madison Street   TTY 708.383.0048
Oak Park, Illinois 60302-4272   village@vil.oak-park.il.us

Oak Park

March 10, 2010

Lawrence E. Strickling
Assistant Secretary of Commerce
Communications and Information
Room 4898
1401 Constitution Avenue
Washington, D.C. 20230

Dear Mr. Strickling:

The Village of Oak Park and I strongly support the participation of the Oak Park Housing Authority, the Oak Park Residence Corporation and their low-income housing developments for seniors and the disabled in a grant application to increase broadband/Internet use by seniors. While the percentage of our general population in Oak Park using broadband/Internet is large and growing, the percentage of low-income seniors utilizing the internet is low. Our low income seniors are not participating in our Internet-based society. I view this as a serious problem that needs to be corrected.

The Oak Park Housing Authority and the Oak Park Residence Corporation are joining together with a coalition of northern Illinois housing organizations to submit a grant application under the National Telecommunications and Information Administration's Broadband Technology Opportunities Program (BTOP).

The coalition's application correctly appreciates that the problem cannot be solved by computers and Internet access alone. It will require a cultural shift where seniors appreciate the practical benefits to them of broadband/Internet applications. We need to create an Internet-based senior support system. The application – with its emphasis on collaboration – sets out a pathway to achieve that objective. I particularly like the program's goal of individualizing training and emphasizing the practical benefits of Internet use.
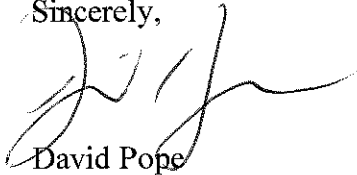
The senior population in Oak Park represents an important part of our local economy. They have life and work experiences that need to be recycled into our community, not merely put on a shelf and neglected. The benefits of reconnecting our seniors with their network of friends, family and neighbors and the broader community will be of immense value, in ways that are yet to be realized.

Clearly, the experiences we gain can be applied in our other subsidized and conventional senior housing developments and to seniors living in their own homes. There are enormous values in getting our seniors up to a participation rate as close to 100% as we

can. The coalition's BTOP application should be funded. It will provide enormous benefits to the Village of Oak Park, to the other coalition communities and to the State of Illinois.

Thank you for your consideration of the coalition's application.

Sincerely,

David Pope
Village President

1. I certify that I am the duly Authorized Organization Representative (AOR) of the applicant organization, and that I have been authorized to submit the attached application on its behalf.

2. I certify that I have examined this application, that all of the information and responses in this application, including certifications, and forms submitted, all of which are part of this grant application, are material representations of fact and true and correct to the best of my knowledge, that the entity(ies) that is requesting grant funding pursuant to this application and any subgrantees and subcontractors will comply with the terms, conditions, purposes, and federal requirements of the grant program; that no kickbacks were paid to anyone; and that a false, fictitious, or fraudulent statements or claims on this application are grounds for denial or termination of a grant award, and/or possible punishment by a fine or imprisonment as provided in 18 U.S.C. §1001 and civil violations of the False Claims Act.

3. I certify that the entity(ies) I represent have and will comply with all applicable federal, state, and local laws, rules, regulations, ordinances, codes, orders and programmatic rules and requirements relating to the project. I acknowledge that failure to do so may result in rejection or deobligation of the grant or loan award. I acknowledge that failure to comply with all federal and program rules could result in civil or criminal prosecution by the appropriate law enforcement authorities.

4. I certify that the entity(ies) I represent has and will comply with all applicable administrative and federal statutory, regulatory, and policy requirements set forth in the Department of Commerce Pre-Award Notification Requirements for Grants and Cooperative Agreements ("DOC Pre-Award Notification"), published in the Federal Register on February 11, 2008 (73 FR 7696), as amended; DOC Financial Assistance Standard Terms and Conditions (Mar. 8, 2009); the Department of Commerce American Recovery and Reinvestment Act Award Terms (Apr. 9, 2009); and any Special Award Terms and Conditions that are included by the Grants Officer in the award.

5. I certify that any funds awarded to the entity(ies) I represent as a result of this application will not result in any unjust enrichment of such entity(ies) or duplicate any funds such entity(ies) receive under federal universal service support programs administered by the Universal Service Administrative Corporation (USAC).

6. I certify that the entity(ies) I represent has secured access to pay the 20% of total project cost or has petitioned the Assistant Secretary of NTIA for a waiver of the matching requirement.

March 10, 2010   Andrew Lowenstein
                                  Chief Financial Officer
                                  MyWay Village, Inc.

ATMOSPHERE

http://www.myatmosphere.net

Atmosphere Communications, Inc.
820 Davis Street
Evanston, Illinois 60201

847- 866-8100 Telephone
847-866-8111 Facsimile

March 12, 2010

Andrew Lowenstein
President
MyWay Village
300 Congress Street
Quincy, MA 02169

Re: Illinois Senior Internet Adoption Participation

Dear Mr. Lowenstein:

Atmosphere Communications, Inc. applauds the efforts of the Illinois Senior Internet Adoption Coalition in its effort to increase Internet participation and use among senior citizens. Seniors are often neglected members of our society. This could not be truer when it comes to computing technology. However, they can benefit greatly from its use.

Atmosphere looks forward to assisting the Coalition with the deployment and management of the technology necessary to make its adoption program a success. This technology includes providing broadband Internet access and a computer to each resident at participating senior housing facilities, implementing a computer lab at each facility and providing ongoing training to the senior citizen residents to increase their adoption of broadband and computing technology.

Atmosphere is an Illinois minority owned and operated company that started in the Technology Innovation Center (the former business incubator of Northwestern University and the City of Evanston).   Atmosphere was formed in 2004 as a fixed wireless Internet Service Provider. One of our services is providing broadband Internet to Multi Dwelling and Multi Tenant Unit buildings (MDUs/MTUs) in the greater Chicago area. These buildings are apartment complexes and condominiums up to 200 units in size. We have since grown to also provide building automation and security system installation and general Information Technology support and services to small-medium businesses (SMBs).

We are excited by the Coalition's program and the impact it will have. We can't wait to participate.

Best Regards,

Warren C. Walker II
Chief Executive Officer

BTOP Sustainable Broadband Adoption
Community Anchor Institution Detail Template

Please complete the Anchor Institution Details worksheet by providing information or Community Anchor Institutions that will be directly involved in or benefit from the pro project. Add rows as necessary. All community anchor institutions should be given a the specified list. A Community Anchor Institution is considered a minority-serving in: is a post-secondary educational institution with enrollment of minority students excee its total enrollment. The "Role" column only requires a word or two, or a short phrase detailed explanation. A detailed explanation of the role of project partners and comm institutions should be provided in the essay portions of the application.

The data provided via this template will be subject to automated processing. Applic therefore required to provide this upload as an Excel file, and not to convert it to a F upload. Additionally, applicants should not modify the format of this file.

n all
oposed
type from
stitution if it
eding 50% of
e, not a
nunity anchor

**cants are
PDF prior to**

BTOP SBA Community Anchor Institutions Detail Template

Title:

Easy Grants ID:

Facility Name	Organization	Address Line 1	City	State	Zip	Facility Type	Minority Serving Institution Type	Project Role
Saratoga Tower	Grundy Tower Housing Authorit	1700 Newton Place	Morris	IL	50450	Public Housing	N/A	
Mazon Park Place	Grundy County Housing Authority	608 Center Street	Mazon	IL	60444	Public Housing	N/A	
	Northeastern Illinois AAA	200 Plaza Drive		IL		Other Community Support Organization	N/A	
Morris Senior Center		913 Pine Street	Morris	IL	60450	Other Community Support Organization	N/A	
	We Care of Grundy County	520 W Illinois Ave	Morris	IL	60450	Medical or Healthcare Provider	N/A	
	Grundy County Health Division	1320 Union Street	Morris	IL	60450	Medical or Healthcare Provider	N/A	
Kankakee County Housing A	Kankakee County Housing Authority							
Azzarelli Tower	Kankakee County Housing Authority	145 West Broadview	Kankakee	IL	60901	Other Community Support Organization	N/A	
Midtown Towers	Kankakee County Housing Authority	340 N. Dearborn	Kankakee	IL	60901	Other Institution of Higher Education	N/A	
	Northeastern Illinois AAA	434 South Poplar Street	Centralia	IL	62801	Other Community Support Organization	N/A	
Kankakee Senior Center	Salvation Army the: Senior Citizens Center	148 North Harrison Avenue	Kankakee	IL	60901	Other Community Support Organization	N/A	
Catholic Charities	Home Health Care	270 North Schuyler Avenue	Kankakee	IL	60901	Medical or Healthcare Provider	N/A	
Stevenson Gardens	Joliet Housing Authority	102 Stryker Avenue	Joliet	IL	60436	Public Housing	N/A	
Kennedy Terrace	Joliet Housing Authority	2200 Oneida Street	Joliet	IL	60435	Public Housing	N/A	
	Senior Services of Will County	251 N. Center Street	Joliet	IL	60435	Other Community Support Organization	N/A	
Joliet Senior Center		251 N. Center Street	Joliet	IL	560435	Other Community Support Organization	N/A	
Washington Apartments	Henry County Housing Authority	700 E. 2nd Street	Kewanee	IL	61443	Public Housing	N/A	
Hollis House	Henry County Housing Authority	605 Hollis Street	Kewanee	IL	61443	Public Housing	N/A	
	Alternatives for the Older Adult	731 S. Tremont Street	Kewanee	IL	61443	Other Community Support Organization	N/A	
Kewanee Senior Center		219 W. 2nd Street	Kewanee	IL	61443	Other Community Support Organization	N/A	
Golden Plaza	DeKalb Housing Authority	507 East Taylor	DeKalb	IL	60115	Public Housing	N/A	
Area Agency on Aging	Elder Care Services of Dekalb	330 Grove Street	DeKalb	IL	60115	Other Community Support Organization	N/A	
Illinios Department of Human Services	Family Service Agency	14 Health Services Drive	DeKalb	IL	60115	Other Community Support Organization	N/A	
Olesen Plaza	Rockford Housing Authority	511 N. Church Street	Rockford	IL	61103	Other Community Support Organization	N/A	
North Main Manor	Rockford Housing Authority	505 North Main Street	Rockford	IL	61103	Public Housing	N/A	
Park Terrace	Rockford Housing Authority	1000 Chamberlain	Rockford	IL	61003	Public Housing	N/A	
Area on Aging NW IL	Northern Illinois Area Agency on Aging	2576 Charles Street	Rockford	IL	61101	Other Community Support Organization	N/A	
Lifescape Community Senior Center	Lifescape Community Services	705 Kilburn Avenue	Rockford	IL	61101	Other Community Support Organization	N/A	
Milestone, Inc..	Downton Community Services (CILA)	4060 McFarland Road	Rockford	IL	61111	Medical or Healthcare Provider	N/A	

Facility Name	Organization	Address Line 1	City	State	Zip	Facility Type	Minority Serving Institution Type	Project Role
	Lifescape Community Services	705 Kilburn Avenue	Rockford	IL	61101	Other Community Support Organization	N/A	
Spencer Towers	Rock Island Housing Authority	111 20th Street	Rock Island	IL	61201	Public Housing	N/A	
Community Health Center	Primary Health Care Provider	2200 3rd Avenue	Rock Island	IL	61201	Medical or Healthcare Provider	N/A	
Sunset Heights	Rock Island Housing Authority	3130 9th Street	Rock Island	IL	61201	Public Housing	N/A	
	Western Illinois Area on Aging	729 34th Avenue	Rock Island	IL	61201	Other Community Support Organization	N/A	
Robert Young Center	Trinity Regional Health System	2701 17th Street	Rock Island	IL	61201	Medical or Healthcare Provider	N/A	
Hillside Heights	Moline Housing Authority	825 17th Street	Moline	IL	61265	Public Housing	N/A	
Spring Valley	Moline Housing Authority	1150 41st Street	Moline	IL	61265	Public Housing	N/A	
The Moline Acitivity Center		620 18th Street	Moline	IL	61265	Other Community Support Organization	N/A	
The Oaks	Oak Park Housing Authority	114 S. Humphrey	Oak Park	IL	60302	Public Housing	N/A	
Mills Park Tower	Oak Park Housing Authority	1025 Pleasant Place	Oak Park	IL	60302	Public Housing	N/A	
Age Options		1048 Lake Street	Oak Park	IL	60302	Other Community Support Organization	N/A	
	Oak Park Senior Services	418 South Oak Park Ave.	Oak Park	IL	60302	Other Community Support Organization	N/A	
River Forest Community Center		8020 Madison Street	River Forest	IL	60305	Other Community Support Organization	N/A	
Oak Park Fire & Police Department		123 Madison Street	Oak Park	IL	60302	Public Safety Entity	N/A	
Volunteer Center of Oak Park		1111 South Boulevard	Oak Park	IL	60302	Other Community Support Organization	N/A	
Beth Anne Place	Section 8 Housing	1134 La Vergne Avenue	Chicago	IL	60651	Public Housing	N/A	
Sankofa House	Section 8 Housing	4041 W. Roosevelt Road	Chicago	IL	60651	Public Housing	N/A	
Area Agency on Aging		1615 W. Chicago Avenue	Chicago	IL	60623	Other Community Support Organization	N/A	
West Side/Austin Senior Center		1615 W. Chicago Avenue	Chicago	IL	60623	Other Community Support Organization	N/A	
HIS Support Services		415 S. Kilpatrick Avenue	Chicago	IL	60644	Medical or Healthcare Provider	N/A	
Senior Suites of Austin	Section 8 Housing	335 N. Menard	Chicago	IL	60644	Public Housing	N/A	
Area Agency on Aging		2102 West Ogden	Chicago	IL	60651	Other Community Support Organization	N/A	
Austin Library		5016 West Race	Chicago	IL		Library	N/A	
Senior Suites of Bridgeport	Section 8 Housing	2825 S. Halsted	Chicago	IL	60608	Public Housing	N/A	
Area Agency on Aging		1615 West Chicago Avenue	Chicago	IL	60622	Other Community Support Organization	N/A	
South Side Senior Center		6117 South King Boulevard	Chicago	IL	60637	Other Community Support Organization	N/A	