Broadband Non-Infrastructure Application
Submission to NTIA – Sustainable Broadband Adoption

Submitted Date: 3/15/2010 2:19:51 PM	Easygrants ID: 6787
Funding Opportunity: Sustainable Broadband Adoption	**Applicant Organization:** GREATER PHILADELPHIA URBAN AFFAIRS COALITION, THE
Task: Submit Application - Sustainable Broadband Adoption	**Applicant Name:** Mr. Trino Boix

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A. General Application Information

1. Applicant Information	
Name and Federal ID for Applicant	
DUNS Number	077064095
CCR # (CAGE)	50WH4
Legal Business Name	GREATER PHILADELPHIA URBAN AFFAIRS COALITION, THE
Point of Contact (POC)	CYNTHIA S. RAY 2158511734 Ext. cray@gpuac.org
Alternate POC	TRINO BOIX 2158511790 Ext. tboix@gpuac.org
Electronic Business POC	TRINO BOIX 2158511790 Ext. tboix@gpuac.org
Alternate Electronic Business POC	ANDRIA MOORE 2156704346 Ext. andria.moore@wachovia.com

2. Name and Contact Information of Person to be Contacted on Matters Involving this Application:	
Prefix	Mr.
First Name	Trino
Middle Name	
Last Name	Boix

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Suffix	
Telephone Number	215-851-1790
Fax Number	
Email	tboix@gpuac.org
Title	Director of Operations

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

Project Role	Name	Phone	Email
Secondary Point of Contact	Dr. Lucy , Kerman	2158511915	lkerman@gpuac.org

4. Other Required Identification Numbers

Easygrants ID	6787
Funding Opportunity Number	500001
Catalog of Federal Domestic Assistance Number	**BTOP CFDA Number:** 11.557 **BTOP CFDA Title:** Broadband Technology Opportunities Program

5. Organization Classification

Type of Organization	Non-profit Corporation
Is the organization a small business?	No
Does the organization meet the definition of a socially and economically disadvantaged small business concern?	No

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6. Authorized Organizational Representative	
AOR	BOIX, TRINO
Result	Applicant Authorized

7. Project Title and Project Description

Project Title: Freedom Rings: Sustainable Broadband Adoption

Project Description: Freedom Rings SBA program will grow sustainable demand for broadband in underserved areas of Philadelphia by providing trainings on issues of utmost relevance to target populations, specifically skills development, education, healthcare, and media production. Trainings will be integrated into existing social service programs provided by organizations already trusted by Philadelphia's underserved.

8. Other Applications

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

➢ Yes

Easygrants ID	Project Title
4664	Philadelphia Freedom Rings: Public Computing Center Proposal
4266	Philadelphia Freedom Rings: A Comprehensive Community Infrastructure Proposal

If YES, please explain any synergies and/or dependencies between this project and any other applications.

There are three Philadelphia Freedom Rings BTOP proposals. Leads are: (1) GPUAC for the SBA proposal; (2) City of Philadelphia for the PCC proposal; and (3) Wilco Electronic Systems, Inc. for the CCI proposal. All have coordinated efforts in building their programs. This citywide initiative unites partners from all sectors, including many of the city's community anchor institutions to promote broadband access and sustainable adoption among the city's most vulnerable citizens. A portion of key partners in each proposal overlaps with the other two

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proposals. They have formed an Advisory Council, comprised of representation from all lead partners, to ensure continuity and sustainability, facilitate synergies, and maximize all resources.

Initiatives were created to stand on their own, but each will be stronger if the others are funded, as they will combine to meet all of the BTOP statutory purposes. The CCI initiative would give SBA and PCC partners access to advanced wired and wireless broadband connectivity that will greatly improve implementation of SBA's online programs and enhancement of PCC equipment in computer centers throughout the city. SBA and PCC programs will promote innovative and sustainable broadband adoption throughout the city through programs that enhance economic development, health care services, and educational opportunities within economically distressed areas. SBA's project training and awareness events will drive people to use the PCC's and wireless and wired service provided by the CCI.

Freedom Rings SBA programs have capacity to create sustainable change even if other applications are not funded, as it will provide trainings and hold awareness events in existing public computing centers. However, having additional computer centers in which to provide trainings would increase the success of Freedom Rings SBA since more locations and enhanced broadband connectivity translates into improved accessibility, convenience, and adoption by the target populations.

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

   ➢   No, Applicant is subject to these requirements

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

Name	Title	Employer
Trino Boix	Director of Operations	Greater Philadelphia Urban Affairs Coalition

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B. Executive Summary, Project Purpose and Benefits

Essay Question

10. **Executive Summary of the proposed project:**

Statement of the Problem: Philadelphia is a city challenged by high poverty rates and dependence on public benefits. According to the U.S. Census, nearly 25% of individuals and more than 33% of children in Philadelphia live below the poverty level; in the most underserved neighborhoods targeted by this project, 38.6% of individuals and 41% of children live below the poverty level. The City's Office of Emergency Shelter and Services serves nearly 15,000 annually. 52.5% of households in these sections of the city report that they do not have access to the Internet at home compared with 41% of residents in the city as a whole. In a city of 1.5 million people, nearly 50% of Philadelphia residents cannot afford broadband Internet access in their own homes.

According to the Pew Internet and American Life project, African-Americans, Hispanics and those earning under $30,000 a year continue to lag in Internet adoption rates, with broadband in the home at or under 50%. These statistics mirror the demographics of those left behind in the digital divide in Philadelphia; 36% of Philadelphians make at or under $25,000, 54% of those living below the poverty line in Philadelphia are African-American, and 18% are Latino. Together, they make up 72% of Philadelphians living below the poverty line. A study recently released by Econsult Corporation reinforces the direct correlation between poverty and broadband access and use. In an age when broadband is essential for people to learn about and apply for job opportunities, apply for public benefits, find lifesaving health information, complete schoolwork, gain needed social support, etc., it is unacceptable that so many people are not connected.

Overall Approach: To address this problem in a lasting way, Philadelphia has developed the Philadelphia Freedom Rings SBA Initiative. This project employs a community-based approach to provide strategic outreach, broadband education, awareness, training, access, equipment and support to underserved populations in low-income communities throughout Philadelphia. Partners stand ready to integrate the Freedom Rings SBA into their existing programs upon notification of funding award. The initiative will be managed by the Greater Philadelphia Urban

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Affairs Coalition (GPUAC), an organization that provides financial and administrative oversight to more than 90 community-based service providers. GPUAC's Freedom Rings partners serve a cross-section of the city's low-income neighborhoods and provide services to target populations, including at-risk youth, ex-offenders, and people living with HIV/AIDS. The organizations in this initiative already promote broadband adoption among their clients and stand ready to expand their programs to provide a total of 210,630 training hours to 14,960 clients at community sites throughout the city over the next two years.

The Freedom Rings partners have a deep understanding of the housing, employment, mental health, healthcare, education and cultural needs of low-income populations and already know how to tailor broadband outreach, access, education, training and support so it is immediately relevant to people's life circumstances. People served through this initiative will learn from the start how they can use the resources that broadband makes possible to help meet their most immediate needs and open up new opportunities. Each partners' existing ability to adapt their training to suit the most pertinent needs of their users is at the heart of the Freedom Rings innovative approach.

The Initiative will address the BTOP's statutory purpose to provide broadband education, awareness, training and access to community organizations in order to facilitate greater use of broadband services by:
-Providing 210,630 total hours of training to 14,960 Philadelphia residents. Participants will learn basic computer skills and become familiar with popular applications, e.g., connecting to the internet, email, and use of MS Office software. They will gain hands-on assistance with finding and utilizing online resources that are most relevant to their needs, e.g., on-line bill paying tools, financial literacy skills development, job search sites and application development assistance, etc. The initiative will include more advanced trainings for those who are interested.
-Distributing 5,000 computers to public housing residents. Training will be provided by Community College and Drexel University faculty and graduate teaching fellows. Computers will be distributed upon completion of training.
- Developing an educational portal that is updated regularly with new content and provides vulnerable populations with new resources and opportunities that will help them meet their needs.
-Implementing a viral social marketing campaign, estimated to reach at least 75,000. This will include a mix of electronic media, events and a grassroots, word-of-mouth approach that includes training people to recruit peers to participate in broadband trainings and providing them

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with the support needed to complete these programs successfully. Program participants will be asked to share information with their families, neighbors, friends, etc. about the trainings and about the immediate and positive impact broadband resources have had on their lives.

On its own and in combination with the Freedom Rings' CCI and PCC applications, Freedom Rings SBA is a collaborative, citywide effort that will maximize broadband adoption in Philadelphia. Philadelphia is united in its efforts to secure funds from BTOP for infrastructure, public computing centers and sustainable broadband adoption, with many organizations contributing to more than one of these efforts. This "overlap" will ensure that all are coordinating their efforts in a way that taps all resources and assures programmatic synergies. While the synergies between the three BTOP efforts are clear, it is also the case that the Freedom Rings SBA initiative can stand on its own if it is the case that the other two applications are not funded.

Areas to be served: Freedom Rings SBA will serve vulnerable residents throughout the city of Philadelphia, including public housing residents, at-risk youth, ex-offenders, people living with HIV, people in recovery, etc. By the end of the two year project period, the initiative will serve 14,960 people directly and will reach a minimum of 75,000 through the viral social marketing campaign.

Qualifications of applicant: Philadelphia's Freedom Rings SBA initiative will be managed by the Greater Philadelphia Urban Affairs Coalition (GPUAC) and implemented by a strong network of partners that have experience with digital adoption strategies and deep roots in the communities they serve. GPUAC was founded more than 40 years ago to unite government, business, neighborhoods, and individuals to improve quality of life in the region, build wealth in urban communities and solve emerging issues. Today it is one of Philadelphia's largest nonprofit organizations, with an annual operating budget of $34 million. It manages the finances and provides administrative and technical support to 90 program partners that serve nearly 85,000 children, adults and families each year. GPUAC is adept at managing a wide array of government contracts and has a track record of managing large-scale, collaborative initiatives.

Key partners also bring programmatic and management strength. Larger partners (Drexel University, PEC and Philadelphia FIGHT) regularly manage large grants and contracts. Smaller, community-based partners currently have financial and administrative oversight from GPUAC. All are accustomed to working in partnership to maximize resources and extend their reach.

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GPUAC and its partners stand ready to implement this initiative upon award of funding. GPUAC will hire a full-time Project Director to coordinate cross-collaborative project management and a full-time Senior Program Accountant to manage all funds. GPUAC will also hire a part-time data analyst and a full-time administrative support person.

Jobs to be saved or created: The initiative will create or save 88 direct jobs.

Overall cost of proposed project: $17,685,430

11.   Project purpose:

The purpose of Philadelphia Freedom Rings Sustainable Broadband Adoption (SBA) initiative is to promote sustainable broadband adoption by vulnerable populations in Philadelphia, a city where 41% of residents have no Internet access at home. The collaborative initiative leverages and expands community-based programs with proven track records of integrating broadband adoption into their digital inclusion programs in order to directly address the BTOP's statutory purpose to provide broadband education, awareness, training and support to community support organizations. Synergies with Freedom Rings CCI and PCC applications combine to address all statutory purposes.

Problem: According to the US Census, nearly 25% of Philadelphia residents live below the poverty level; in neighborhoods targeted by this project this is true for 38.6%. Fifty-three percent of households in sections of the city targeted by this project report that they have no Internet access at home compared with 41% of residents in the city as a whole. In a city of 1.5 million people, nearly half of Philadelphia residents cannot afford broadband Internet access in their own homes. In an age when broadband use is essential for people to lead successful lives (e.g., learn about and apply for jobs or public benefits, find lifesaving health information, etc.), people are being left behind.

Solution: To address this problem Philadelphia has conceived the Philadelphia Freedom Rings SBA Initiative: outreach, broadband education, awareness, training, access, equipment and support. This will be a collaborative effort by programs that already promote broadband adoption, are looking to expand their programs, and stand ready to integrate the initiative into existing digital inclusion programs upon notification of a funding award. Partners serve a diverse cross-section of the city's low-income neighborhoods and provide trusted, relevant services to

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key target populations, including at-risk youth, public housing residents, ex-offenders, and people with HIV/AIDS. They tailor programs so broadband resources they use are immediately relevant to the populations they serve. Simply put, in meeting the immediate needs of target populations, partners will demonstrate that broadband is not only relevant, but essential, thereby promoting sustained adoption. Zero Divide notes that this is an effective approach: clients are most likely to develop computer skills and recognize broadband's relevance if program delivery is tied to outcomes, e.g., jobs, that make an immediate difference. This flexible approach to program content is at the heart of Freedom Rings SBA's innovation.

Broad significance/potential for replication: In combination with Philadelphia's CCI and PCC applications, Freedom Rings is a collaborative, citywide effort that will maximize impact to meet multiple statutory purposes, including improving broadband access in an underserved city. It is important to note that those who are applying for infrastructure, public computer center, and sustainable broadband adoption funds are working together to include numerous partners who are contributing to more than one of these efforts. This "overlap" will ensure that each initiative taps all resources and assures programmatic synergy. The SBA approach, in combination with the resulting synergies from collaboration with the other applications, hold potential for replication in similar urban markets throughout the nation.

Underserved area: 52.5% of households in sections of the city targeted by Freedom Rings report that they do not have access to the Internet at home compared with 41% of residents in the city as a whole. In a city of 1.5 million people, nearly half of Philadelphia residents cannot afford broadband Internet access in their own homes or lack stable housing with which to have a place to access the Internet.

Statutory purposes: Freedom Rings SBA will directly address the BTOP's statutory purpose to provide broadband education, awareness, training, and access to community-serving organizations in order to facilitate greater use of broadband services by vulnerable populations. Over two years, it will: (1) provide 210,630 total hours of training to 14,960 residents, including formerly homeless youth, public housing residents, people with HIV, and ex-offenders; (2) distribute 5,520 computers to public housing residents and formerly homeless youth and develop an educational portal that is updated with new content; and (3) launch a multi-pronged, viral social marketing campaign, estimated to reach 75,000 at minimum, to promote broadband awareness among Philadelphia's vulnerable populations. Strategies will combine to stimulate broadband demand, as participants will come to realize the relevance and necessity of ongoing

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use of online resources, they will know where they can access these, and they will know how to use them effectively. In turn, this holds potential to stimulate economic growth, as they will be maximizing the investment others have made in broadband infrastructure development, e.g., can help public agencies and private companies limit funds spent on printing bills and processing checks. At the same time, the very use of online resources and tools will enhance health care and educational services for low-income people and children.

Measurement: The New America Foundation will oversee project evaluation, to include use of qualitative and quantitative tools. Data will be collected on an ongoing basis to assure that information gleaned can be used to make programmatic refinements. Data collection will include program inquiries, program participation, event attendance, portal use statistics, website hits, and pre- and post-test surveys. New America will determine broadband adoption success rate, with a goal of successful adoption by 50% of Freedom Rings SBA participants.

12.   Recovery Act and Other Governmental Collaboration:

Freedom Rings SBA will support ARRA objectives to spur job creation and economic growth by: (1) creating new jobs; and (2) boosting PA's statewide efforts to increase the focus on Science, Technology, Engineering and Math (STEM) as promising areas of study and job attainment.

Drexel University participates in several initiatives that receive federal funding. The College of Engineering has a long history of partnership with the School District of Philadelphia on STEM teacher training, including use of technology at all levels of education. These projects have received funding through the National Science Foundation Research Experiences for Teacher site programs, National Science Foundation GK-12 Fellowship programs, and the PA Department of Education Math and Science Partnership program. The Institute for Healthcare Informatics (IHI) is supported by multiple Drexel colleges to solve the complex tasks of system design, organizational change and usability that are needed to achieve a 21st century health system.

The State of Pennsylvania is currently a finalist in the ARRA's Race to the Top Program. If PA is awarded a grant, Freedom Rings SBA will support plans to increase technology education and broadband use among youth. Likewise, Freedom Rings will reinforce the School District's, as well as community organizations' existing efforts to advance youth's understanding of the

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benefits of the internet's relevance to their interests, which will make them more marketable for jobs and ready for higher education.

Most of the community-based organizations partnering in the Freedom Rings initiative do not receive federal funding. PEC does secure federal funds through HUD's McKinney Act program for its affordable housing for homeless children and families. People residing in PEC's HUD-funded affordable housing will participate, and in turn benefit from the broadband outreach, access and training available through the BTOP-SBA grant. Freedom Rings' community-based partners secure private and foundation support to support their ongoing operations. BTOP-SBA funds will position these organizations to leverage additional private philanthropic support to support critical services related to other ARRA priorities (e.g., workforce training, education, and other social services). All Freedom Rings partners will benefit from ongoing opportunities to share best practices and challenges and cross-train staff. Oversight and administrative support from GPUAC will help ensure consistent standards and quality across all programs.

13.   Technology Strategy:

Most of the Freedom Rings SBA trainings will take place at existing computing centers (some as is and some to be updated/expanded) or computing centers seeking support in the Freedom Rings PCC proposal. The Freedom Rings SBA proposal includes funds for a total of 328 workstations to either create new computing centers or increase the capacity of existing computing centers. 3 types of computing center equipment packages will be distributed through this proposal. Freedom Rings SBA is using the same workstation configurations as the Freedom Rings PCC proposal. The most frequently distributed will be Basic Computer Stations. 283 workstations will be distributed to the following partners: NCCF, ODAAT and PEC. Building on Philadelphia's strength as the 4th-largest consumer media market and the civic benefits of ordinary people producing media rather than only consuming media, Freedom Rings SBA will set up 45 Advanced Media Computer Stations within five sites. To reach target populations in locations that cannot host a permanent computing center, Freedom Rings SBA will provide five Mobile Public Computer Centers, four with Advanced Media capabilities.
The computing centers' equipment packages will have the option to access advanced broadband connectivity through the deployment of the Freedom Rings CCI. The Freedom Rings CCI will thus improve connectivity speed at computing stations, particularly important to the quality of online community media production.

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Content creation will occur both in computing centers and in professional studios. For example, Media Mobilizing Project will teach media creation in both newly created and Freedom Ring PCC locations. In addition, Temple University and Media Mobilizing Project will teach media creation in the professional educational television studio being developed by the Freedom Rings CCI.

As the lead agency, GPUAC will create an RFP to contract a local Philadelphia IT company to install, distribute, upgrade, and provide technical support to all training sites. The IT support will ensure that all training sites have networked computers working at capacity, are secure and can collect data on usage. The IT company selected will maintain a technical help desk available to all Freedom Rings SBA staff for timely troubleshooting.

A portal will be built by Drexel based on a user-centered design approach. The ultimate goal of the portal is to provide targeted content that is relevant to the unique needs of the target populations. This will be accomplished using a spiral method of software development. The portal will be available to all Freedom Rings partners and participants. The portal will be a toolbox to support the various SBA training programs and initiatives.

All partners will be encouraged to share their curriculum on and download needed curriculum from the Connect Your Community Share portal being created by the Alliance for Community Media under One Community's successful round one BTOP proposal.

14.   **Innovative Approach:**

Research conducted in May 2008 by Pew Internet and American Life Project found 51% of dial-up and Internet users do not have broadband at home because of a lack of relevance. Many do not realize that broadband use offers access to resources that can make an immediate, positive impact on their lives. At the same time, a Zero Divide study reveals that technological programs are most effective in promoting adoption and skills attainment when program content is tied to relevant outcomes (e.g., finding jobs).

The Freedom Rings SBA Project is tackling broadband adoption by helping residents of Philadelphia understand the relevance of broadband in their lives. Building upon Philadelphia as a neighborhood-based city with trusted community-based organizations, Freedom Rings SBA will provide broadband-based trainings within existing programs structured to be particularly relevant for specific target populations.

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The partners have a deep understanding of housing, employment, mental health, healthcare, education and cultural needs of these different, albeit all vulnerable, low-income populations. People served through this initiative will learn how broadband can be used to access vital resources that can help them meet their most immediate needs and provide access to new opportunities. For example, Philadelphia FIGHT, which serves people with HIV, tailors training delivery to allow clients to develop broadband awareness and computer skills by finding and using health-related information and online tools that could potentially mean the difference between life and death. FIGHT has developed an extensive track record and competency in helping low-income and disenfranchised people get online, and remain online, using applications such as email and search engines to access health information.

Similarly, low-income people who are un/underemployed will realize that using online job search engines is a necessity and that submitting online applications is sometimes the only option. Simply put, in meeting immediate and specific needs of target populations, partners will demonstrate that broadband is not only relevant, but essential, thereby promoting sustained adoption. Several partners will provide Freedom Rings SBA participants with opportunities to create content, which many have found to be the most effective way to promote sustainable broadband adoption among youth. This includes the Media Mobilizing Project's digital media workshops and an educational television studio, which WILCO is developing through the infrastructure proposal that will facilitate citywide video production and competitions.

The innovation of the Freedom Rings SBA initiative is defined by its flexible approach to program content, commitment to locating programs in the heart of the community, and programmatic synergies with Philadelphia's CCI and PCC proposals.

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

 ➢ No

16.   Is the applicant deliquent on any federal debt?

 ➢ No

If Yes, justification for deliquency:
 ➢   .

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

➢ No

C. Partners

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

If YES, key partners are listed below:

Project Role: Sub-recipient Name: Lowman, Anthony Email: alowman@drexel.edu Address 1: Drexel University Address 2: Department of Chemical Engineering Address 3: 3141 Chestnut Street City: Philadelphia State: Pennsylvania Zip Code: 19104 Organization: Drexel University Organization Type: Non-profit Institution Small business: No Socially and economically disadvantaged small business concern: No
Project Role: Sub-recipient Name: Shull, Jane Email: shull@fight.org Address 1: 1233 Locust Street Address 2: Address 3: City: Philadelphia State: Pennsylvania Zip Code: 19107 Organization: Philadelphia FIGHT Organization Type: Non-profit Institution Small business: No Socially and economically disadvantaged small business concern: No

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Project Role: Sub-recipient
Name: Wolfson, Todd
Email: twolfson@rci.rutgers.edu
Address 1: 4205 Chestnut Street
Address 2:
Address 3:
City: Philadelphia
State: Pennsylvania
Zip Code: 19104
Organization: Media Mobilizing Project
Organization Type: Non-profit Association
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
Name: James, Arthur
Email: arthurjames@nccfamerica.com
Address 1: 714 Market Street
Address 2: 7th Floor
Address 3:
City: Philadelphia
State: Pennsylvania
Zip Code: 19106
Organization: National Comprehensive Center for Fathers
Organization Type: Non-profit Institution
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
Name: Ingram, Robin
Email: robini@odaat.us
Address 1: 2426 W. Lehigh Avenue
Address 2:
Address 3:
City: Philadelphia
State: Pennsylvania
Zip Code: 19132
Organization: One Day At A Time
Organization Type: Non-profit Institution
Small business: No
Socially and economically disadvantaged small business concern: No

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Project Role: Sub-recipient
Name: Vu, Tan
Email: tvu@pec-cares.org
Address 1: 325 N 39th Street
Address 2:
Address 3:
City: Philadelphia
State: Pennsylvania
Zip Code: 19104
Organization: People's Emergency Center
Organization Type: Non-profit Institution
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Third party in-kind contributor
Name: Daniel, Brigitte
Email: bdaniel@wilcoinc.com
Address 1: 1035 Camphill Road
Address 2:
Address 3:
City: Fort Washington
State: Pennsylvania
Zip Code: 19034
Organization: Wilco
Organization Type: For-profit Entity
Small business: Yes
Socially and economically disadvantaged small business concern: Yes

Project Role: Sub-recipient
Name: Beale, Duerward
Email: woody@yoacap.org
Address 1: 1207 Chestnut Street
Address 2: 3rd Floor
Address 3:
City: Philadelphia
State: Pennsylvania
Zip Code: 19107
Organization: Youth Outreach Adolescent Community Awareness Program
Organization Type: Non-profit Institution
Small business: No

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Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
Name: Coney, Asia
Email: Asia.coney@pha.phila.gov
Address 1: 642 N Broad Street
Address 2: Lobby Level
Address 3:
City: Philadelphia
State: Pennsylvania
Zip Code: 19130
Organization: Tenant Support Services, Inc.
Organization Type: Non-profit Corporation
Small business: No
Socially and economically disadvantaged small business concern: No

Project Role: Sub-recipient
Name: Meinrath, Sascha
Email: meinrath@newamerica.net
Address 1: 1899 L Street, N.W.
Address 2: Suite 400
Address 3:
City: Washington
State: District of Columbia
Zip Code: 20036
Organization: New America Foundation
Organization Type: Non-profit Foundation
Small business: No
Socially and economically disadvantaged small business concern: No

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

Freedom Rings SBA is a collaborative initiative that will be integrated into partners' existing programs to work with participants to develop a greater understanding of how broadband is relevant to their lives. Currently programs operated by the partners are successful precisely because they provide culturally competent services that meet clients' specific needs. All key partners have been involved in planning efforts and will contribute in-kind support, including staff, space, training, and equipment.

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The Greater Philadelphia Urban Affairs Coalition (GPUAC) will manage the overall project, bringing together government, educational institutions, grassroots organizations, and business partners to carry out the goals of building and sustaining greater access to broadband to historically underserved populations in Philadelphia.

Drexel University faculty and staff from multiple departments will work with partners to create an educational portal focused on a user-centered design to facilitate digital literacy through education and workforce training. The portal will be available to all Freedom Rings participants. Drexel will work with the Community College of Philadelphia to facilitate 40,000 hours of workforce development training to 5,000 public housing residents as part of an innovative laptop program designed to get technology into the hands of the residents; an additional 50 community stakeholders will participate in a train-the-trainer program for the laptop program graduates. Drexel will also work with partners to raise awareness about Freedom Rings programs through community events and an integrated social marketing approach.

Wilco Electronic Systems, Inc. (Wilco) is the exclusive provider of cable and telecommunication services to PHA residential communities; laptops provided to PHA residents through Drexel's programming will be utilized in PHA homes that connect to the Philadelphia Freedom Rings Network operated by Wilco. The company will leverage its existing television channel and the state-of-the art studio to be built at the Freedom Rings Network Operating Center to encourage the creation of original online content. The new studio will allow Temple University students to interact with residents to produce PHA and community organization awareness campaigns, train residents, produce student content, and produce community media programs.

Tenant Support Services, Inc. (TSSI) represents all the interests and needs of the 88,000 PHA residents and will be a key strategic partner with GPUAC, Drexel and Wilco, to implement and manage the adoption programs for all PHA residents. TSSI will administer the overall laptop program in partnership with Drexel University and Wilco Electronic Systems, Inc.

Philadelphia FIGHT (FIGHT) will provide 9,500 hours of training to 1,500 HIV+ clients at 38 shelters and recovery houses throughout the city as an expansion of their current services. The trainings will focus on accessing life-saving HIV information by using online tools that will help clients manage their illness while demonstrating how broadband can be used to access and enroll in other social services.

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Media Mobilizing Project (MMP) will provide audio and video production and web design. By helping people develop the skills to become content providers, MMP increases the relevance of broadband to the lives of Philadelphia residents. MMP will provide 17,280 hours of training to 1,440 youth, low-income workers, and members of other groups that typically do not have opportunities to develop content. Trainings for youth will be conducted by the Philadelphia Student Union, which provides leadership skills-building opportunities for students at schools throughout Philadelphia. The majority of trainings will be held at the office space MMP shares with Philadelphia Student Union, which is located in West Philadelphia.

National Comprehensive Center for Fathers (NCCF) will provide 36,000 hours of computer training to 1,560 clients, including fathers and ex-offenders, and 31,200 hours of more advanced training to 150 clients. Trainings will be offered at NCCF's headquarters in Central Philadelphia, which is easily accessible by all public transit routes. Clients will be drawn from all neighborhoods from the city.

One Day at a Time (ODAAT) will develop a computer lab to provide 500 hours of training to 50 clients in its Recovery Career Development job training program and 12,000 hours of training to as many as 500 additional clients. Trainings will teach clients how to use the Internet to search for jobs, fill out applications, pay bills, and other important activities. The lab will be open to clients when not in use for trainings so that clients can use computers to search for jobs and apply new skills they learn through trainings.

People's Emergency Center (PEC) will integrate a total of 48,150 training hours into afterschool programming for elementary students, financial literacy and media production training for high school age youth, computer courses for adults, and website design courses for businesses. PEC will provide incentives for clients in these programs to continue using broadband to meet their needs: all youth will receive free computers and adults will be able to purchase low-cost, refurbished computers.

Youth Outreach Adolescent Community Awareness Project (YOACAP) will provide at least 16,000 hours of computer training, including media production, to 4,000 youth at four sites throughout the city. YOACAP will offer beginner, intermediate, and advanced trainings so that it can serve youth at all levels and offer more intensive opportunities to those who show greatest interest.

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New America Foundation's Open Technology Initiative (OTI) will assist with program development and implementation, research, analysis and evaluation. OTI will lead the evaluation team which will include representatives from Rutgers University and Drexel University.

D. Congressional Districts

20.   Applicant Headquarters

> Pennsylvania

21. Project Service States

Pennsylvania

22. Project Service Areas

Pennsylvania - 1

Pennsylvania - 2

Pennsylvania - 3

Pennsylvania - 13

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

> No

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

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

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No

E. Community Anchor Summary

26. Community Anchor Institution	
Schools (k-12)	2
Libraries	0
Medical and Healthcare Providers	0
Public Safety Entities	0
Community Colleges	4
Public Housing	12
Other Institutions of Higher Education	2
Other Community Support Organization	67
Other Government Facilities	0
TOTAL COMMUNITY ANCHOR INSTITUTIONS	87
27. Minority Serving Institutions	
Historically Black colleges and Universities	0
Tribal Colleges and Universities	0
Alaska Native Serving Institutions	0
Hispanic Serving Institutions	0
Native Hawaiian Serving Institutions	0

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TOTAL MINORITY SERVING INSTITUTIONS	0

F. Demographics

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

➢   Yes

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

Black/African-American

Low Income

Unemployed

Youth

Other

Other: Homeless Individuals

29.   Vulnerable Populations

Freedom Rings SBA will serve vulnerable people across multiple categories. With African-Americans and Latinos constituting 72% of those living under the poverty line in Philadelphia, it is assumed they will comprise a large portion of those served by this initiative. The initiative will also serve seniors, people with disabilities, people who speak English as a second language, and any who seek to enroll in trainings. Demographics to be targeted specifically:

Low-income: According to the US Census, 25% of Philadelphia residents live below the federal poverty level. Most clients served by partners are low-income, including 88,000 public housing residents of all ethnicities, many seniors, and a large disabled population. The partners will

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provide enhanced basic computer skills training and highlight relevant online resources, including job search tools and basic services to low-income people.

Youth: According to the US Census, 31.7% of Philadelphia residents under 18 are living below the poverty line. Partners were selected for their extensive expertise in providing trusted, relevant, effective services to the city's low-income youth and for placing youth leadership at the center of program design. Reflective of our partners' success, youth regularly refer their friends to our partners' programs and seek additional opportunities to be involved with the organizations. Partners will target youth by providing expanded or enhanced computer and media production training that will assist youth with homework, expose them to various careers, and give them opportunities to create digital media projects.

People with HIV: A 2009 Center for Disease Control and Prevention report estimates there are 29,791 people with HIV in the Philadelphia area. FIGHT and ODAAT will provide computer-based training to people with HIV. This will include basic introductory material and tools that use current information about health to help them manage their specific medical needs. Partners will serve more than 2,000 clients through this initiative, increasing the number of people with HIV who learn how to use broadband to access life-saving information.

Ex-offenders: NCCF will integrate Freedom Rings into the full range of trusted services it provides to help male ex-offenders unite with their children and families, find and keep jobs, and lead fulfilling lives. Annually, NCCF serves more than 200 men, and this additional programming will increase their clients' access to online employment opportunities and resources and provide increased opportunities for communications that support reunification with their families.

Homeless and formerly homeless: PEC provides a full range of services to homeless and formerly homeless women and children. Through Freedom Rings, PEC will serve 870 homeless individuals, providing relevant activities to teach the importance of connectivity, how to increase quality of life, and provide viable, low-cost options to stay connected.

30.   Accessibility

Key partners will ensure that all site locations are accessible and welcoming to people with disabilities.

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Physical Access. All of the physical sites are fully accessible to people with disabilities. Entries are either level with the sidewalk or include ramps to suit individuals in wheelchairs. Multi-floor units all have elevators that can accommodate wheelchairs or other adaptive equipment and there is adequate maneuverability inside each building for wheelchair access to all programming locations. Many sites (including the service delivery sites of GPUAC, YOACAP, Drexel, and NCCF) currently host programming that targets individuals with physical disabilities and all sites are compliant with accessibility codes.

Technological Access. The web portal to be built by Drexel for use at all key partner sites will include adaptive technologies to ensure that it meets all American With Disabilities Act standards. All backend programming involving access to broadband activities using this new set of online resources will take into account the specific needs of disabled populations being served through this initiative. The proposed project budget also includes $500 allocated to each site for accessibility peripherals; each site will determine the best use of these funds to suit the specific needs of their client populations.

31.   Other Languages

Three strategies will be used to ensure that trainers involved in the Freedom Rings Broadband Adoption Program are able to effectively work with a multilingual client base. First, key partners will hire multilingual trainers as needed in order to serve the broadest possible client base. For example, the Media Mobilizing Project, which has a history of working with immigrant groups, will recruit bilingual staff. Second, Drexel has a relationship with the Community College of Philadelphia, which can provide training to clients in Spanish and/or other languages if needed. Finally, if necessary, the initiative will use the city's Language Access Project, which provides interpretation services.

All materials will be developed with sensitivity to multiple languages used by potential clients. Social marketing pieces will be developed in both English and Spanish, and outreach materials and curricula will be translated into other languages as needed.

G. Project Budget

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32. Project Budget	
Federal Grant Request	$11,804,015
Total Match Amount	$5,881,415
Total Budget	$17,685,430
Match Percent	33.3%

33.   Projects Outside Recommended Funding Range:

Freedom Rings SBA total project budget is $17,685,430. Freedom Rings SBA is a collaborative – which are often messy and difficult to pull together. We are proud of the cohesion in this proposal. The budget was one of our most difficult pieces to coordinate. With so many partners, we needed to make sure the needs of each were covered while also consolidating as much as we could. For example, we will provide workstations to partners creating computing centers based upon standardized configurations. This will allow us to purchase in bulk, reducing the cost of the technology purchases, the staff time to manage those purchases, and the consultant time to install and maintain the technology.

Integrating Freedom Rings SBA into existing programs means a good deal of staff work to do so. Fortunately, the result will be a high number of broadband adoption conversions since participants will be working with trusted agencies and their staff.

While the requested budget is above the recommended range, the Freedom Rings SBA offers the strength of a collaborative project and integration into existing trusted and effective programs.

34.   Sustainability:

As a collaborative project, the individual key partners and the project as a whole will both be working toward sustainability. Because each key partner is already engaged with the target populations, integration of the Freedom Rings SBA into existing programs strengthens the services they provide and their organizations overall, which will encourage them to retain and grow the programs. An important resource for sustainability will be the reports and recommendations created by the evaluation team. During the course of the project, the evaluation team (led by the New America Foundation) will use evaluation data and research from other

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broadband adoption programs to provide recommendations for fee-based services. Possible fee-based services include membership fees affordable to the target populations, fee-based class offerings targeted to non-target populations, and computer lab rental to organizations and companies.

Not only is the Freedom Rings SBA a collaboration of individual partners, all three BTOP Freedom Rings proposals can be seen as a collaborative approach to increasing broadband access to vulnerable populations across the City of Philadelphia. Funding awarded to all three separate proposals thereby strengthens the sustainability of all three. Consisting of key partners and community representatives, the Freedom Rings Advisory Council will work jointly toward sharing resources, including those existing and in development. The partnerships formed and solidified through this initiative will have lasting impact on the city. These partnerships can be leveraged for future funding opportunities to continue the goal of increasing broadband adoption after the BTOP funding ends.

A model of sustainability would be to create a replicable model which could be implemented in other cities across the state. If and when this occurs, communication can be facilitated through the statewide BTOP project run by the Keystone Initiative for Network Based Education and Research group which has ties to Drexel University.

35. Matching Funds	
Applicant is providing matching funds of at least 20% towards the total eligible project costs?	Yes
Describe the matching contributions	Cash Match Philadelphia FIGHT: $50,000 of non-federal cash to be applied to equipment purchases & project staff which are eligible costs. Percentage of Total Budget: 0.28% Media Mobilizing Project: $20,000 of non-federal cash to be applied to equipment purchases & project staff which are eligible costs. Percentage of Total Budget: 0.11% Drexel University: $658,820 of non-federal cash to be applied to Liberty Scholarships, Liberty Scholar Stipends, Co-Op Hires, &

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Graduate student tuition. Percentage of Total Budget: 3.73%
New America Foundation: $238,112 of non-federal cash to be applied to Research Associates, Research Fellows, & staff work space. Percentage of Total Budget: 1.35%

In-Kind Contributions
Philadelphia FIGHT: Total match is $120,010. Percentage of Total Budget: 0 .68%. This includes 3 positions totaling $75,801 plus $14,907 for benefits, necessary to successfully operate program. Positions are not federally funded and are eligible costs. This includes $12,340 rent, communications, and web site space for program spaces. This includes $16,962 for indirect costs required to administer the project.

Drexel University: Total match is $1,332,130.51. Percentage of Total Budget: 7.53%. This includes 4 positions totaling $242,000 plus $105,390.60 for benefits, necessary to successfully operate program, Positions are not federally funded and are eligible costs. This includes $917,139.91 for indirect costs to administer the project.

Greater Philadelphia Urban Affairs Coalition: Total match is $1,088,084.02. Percentage of Total Budget: 6.15%. This includes 11 positions totaling $153,017.00 plus $39,065.24 for benefits, necessary to successfully operate program and are not federally funded and are eligible costs. This also includes $4,000 in Data Storage and Management, $8,800 in General Office Supplies, and $817,920 in Rent, Communication, Audit, Insurance, and CompTIA Online Courses. Lastly, this includes $65,201.78 of indirect charges to administer the project.

Media Mobilizing Project: Total match is $382,601. Percentage of Total Budget: 2.16%. This includes 9 positions totaling $138,640 plus $21,528 for benefits, necessary to successfully operate program, and are not federally funded and are eligible costs. Under Equipment, this

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includes $164,228 for User Equipment for Audio and Video training programs. Under Supplies, this includes $10,000 for Training and Outreach supplies. Under Other, this includes $48,205 for Rent, Communications, and Pre-Application development.

National Comprehensive Center for Fathers: Total match is $287,092.95. Percentage of Total Budget: 1.62%. This includes 3 positions totaling $80,000 plus $24,750 for benefits, necessary to successfully operate program and are not federally funded and are eligible costs. Under Equipment this includes $5,942.95 Workstation Peripherals, Tables, and Printers. Finally, under Other this includes $176,400 for project rent.

One Day At A Time: Total match is $83,948.68. Percentage of Total Budget: 0.47%. This includes 2 positions totaling $46,526 plus $13,474.68 for benefits, necessary to successfully operate program, and are not federally funded and are eligible costs. Under Other, this includes $23,948 for Rent and Communications.

People's Emergency Center: Total match is $548,840. Percentage of Total Budget: 3.10%. This includes 2 positions totaling $16,200 plus $16,740 for benefits, necessary to successfully operate program, and are not federally funded and are eligible costs. Under Travel, this includes $4,800 for mandatory monthly site visits. Under Equipment, this includes $235,600 for User Equipment for Basic Workstations and Printers. Under Other, this includes $275,500 for Rent and Communications.

Youth Outreach Adolescent Community Awareness Program: Total match is $81,569.20. Percentage of Total Budget: 0.05%. This includes 2 positions totaling $19,360 plus $4,659.20 for benefits, necessary to successfully operate program, and are not federally funded and are eligible costs. Under Travel, this includes $1,750 for trainee local public transit expenses. Under Equipment, this includes

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	$25,000 for User Equipment for Basic Workstations. Under Other, this includes $30,800 for Rent of computer lab space. Tenant Support Services, Inc.: Total match is $538,168.20. Percentage of Total Budget: 3.04%. This includes 8 positions totaling $280,120 plus $74,177 for benefits, necessary to successfully operate program, and are not federally funded and are eligible costs. Under Supplies, this includes $5,000 for Training and Outreach supplies. Under Contractual, this includes $20,000 for Operations and Management support. Under Other, this includes $120,000 for Rent and usage of the TSSI TV studio. New America Foundation: Total match is $568,039.50. Percentage of Total Budget: 3.21%. This includes 7 positions totaling $314,362 plus $38,562.50 for benefits, necessary to successfully operate program, and are not federally funded and are eligible costs. Under Equipment, this includes $1,500 for Applicant Equipment for a Project Staff Laptop. Under Supplies, this includes $10,000 for Training and Outreach supplies. Under Other, this includes $48,205 for Rent, Communications, and Pre-Application development.
Unjust enrichment	Not applicable.
Disclosure of federal and/or state funding sources	Not applicable.

36. Budget Narrative	
Budget narrative	Freedom Rings SBA will cost $17,685,430 over two years. Expenditures for which we are requesting federal funds include: Personnel-$4,769,440 Each partner will require a project manager, instructor, and administrative support, at minimum. All will dedicate the time of existing staff and most will need to hire additional staff, especially

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instructors, in order to scale up their broadband adoption programs to the level described in this proposal. Additionally, the initiative requires a Public Awareness Campaign Manager to coordinate initiative-wide broadband awareness materials, public relations, and events that will benefit all partners.

Fringe-$1,192,914
These funds will cover fringe benefits associated with the personnel noted above.

Travel-$151,487
Travel funds include $123,127 for transportation passes so that travel cost does not preclude participants from enrolling or attending the trainings that are most relevant to their needs, even if they are not the closest trainings to their home. This will cover 90,818 trips at $1.50/trip. In addition, it includes 96 passes, at $75.00 each, for a total of $7,200, so that instructors can travel to training sites, which will be located throughout the city.

Equipment-$2,571,511
Partners will need to purchase equipment and peripherals in order to scale up programs to meet the level of training included in this proposal. Equipment includes $162,500 in mobile workstation equipment to assure that partners are able to work at select sites that do not have existing or planned computer centers. In addition, $10,295 is included for network and system tools and peripherals so that smaller sites can network the computers in their labs for optimal broadband use and instruction.

Supplies-$752,520
Administration of scaled up programs will require additional office supplies, at $64,000. Freedom Rings will also require training materials, at $28,420. The public awareness campaign will require outreach materials ($379,600) and expenditures related to the public

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	events it will host to raise awareness of broadband training, which it estimates at $300,000. Finally, Freedom Rings estimates the need for $3,000 to allow for publication expenses. Contractual-$364,475 Contracted help will include $184,995 for interns and $48,000 for translators, to assure that the initiative reaches non-English speakers. Both will be paid $15/hour. Community College of Philadelphia will provide assistance to instructors, to include bilingual instruction, for 650 hours at a rate of $124.50/hour. Finally, Freedom Rings will benefit from additional curriculum development expertise, which it estimates at $50,000. Other-$207,908 Includes $50,000 in stipends for participants in Train the Trainer program and $64,000 in rent costs for New America staff in Philadelphia who are working on program design and evaluation. Indirect Charges-$1,795,760
Budget reasonableness	Freedom Rings SBA plans to provide training to 14,960 individuals at public computing centers. We also plan to provide 5000 individuals with laptops for in home use. Our per person subscriber cost is $1182. Because we are focusing upon the relevance of broadband to specific target populations, we are estimating a high rate of success. We are putting a lot of thought and expertise into exactly how best to convert those 14,960 individuals into life-long broadband subscribers. This includes providing sufficient numbers of computers, staffing that is commensurate with the numbers of individuals to be served, and programmatic oversight to ensure success for each individual user and the initiative overall. Each program involved in Freedom Rings already operate digital inclusion programs, which means they are prepared to expand to include a greater focus on broadband adoption.

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	As long-time providers to the precise populations to be served by this initiative, providers are adept at developing accurate program budget estimates. As often as possible, we consolidated and streamlined budgets from the partners. For example, we will provide workstations to partners creating computing centers based upon standardized configurations. This will allow us to purchase in bulk, reducing the cost of the technology purchases, the staff time to manage those purchases and the consultant time to install and maintain the technology. The project will be completed if awarded funds. Through the process of putting this proposal together, the partners have learned how to successfully work together. A major strength of Freedom Rings SBA is the collaborative construction of the project and integration of existing programs.
Demonstration of need	Philadelphia's funding community has been affected by the economic crisis currently facing the nation as whole. Many of the region's foundations have seen sharp drops in endowment revenue, which has led to fewer grants and smaller awards: fifty percent of foundations that responded to a March 2009 survey indicated that their grant making allocations would decline further. At the same time, the region is also facing a major decline in available funding from the local government. The City of Philadelphia has forecasted a $2 billion deficit over the next five years and Philadelphia's mayor has reported a possible deficit of more than $100 million for fiscal year 2011. The city is considering new taxes, fees, and service cuts. Many local agencies were negatively affected earlier this year as they waited for the state of Pennsylvania to reimburse them for services already provided; these agencies are now struggling to maintain their services in the face of future cuts. Service cuts and lost jobs are having a disproportionate, negative

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	impact on the city's most vulnerable residents. This is a particularly critical time for making sure the organizations that serve these populations can help them find and use the resources they need to improve their quality of life. It is vital that these individuals learn how to use computers and broadband access to find and apply for jobs, improve their financial literacy skills and use of online financial tools, continue their education, and access life-saving health information. Key partners have been resourceful and have been able to secure revenue to support operations at the same level of service delivery as last year. However, their operating budgets would not support the expansion of services described in this application – and the city and local philanthropic community simply do not have funds to support this initiative.

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37. Funds to States/Territories

States	Amount of Federal Grant Request
Pennsylvania	11,804,015

Funds to States/Territories Total: $11,804,015

H. Historical Financials

38. Matching Funds			
	2007	**2008**	**2009**
Revenue	41,700,998	47,562,028	48,205,219
Expenditures	41,324,726	48,444,017	48,535,690
Net Assets	6,550,437	5,668,448	5,337,977
Change in Net Assets from Prior Year	376,272	-881,989	-330,471

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Bond Rating (if applicable)			

I. Program Benefits

39. Jobs	
How many direct jobs-years will be created from this project?	88
How many indirect jobs will be created from this project?	123
How many jobs will be induced from this project?	69

40.   Methodology used to estimate jobs:

We will hire 12 full-time staff and 78 part-time staff to work on this project in a variety of capacities.

The methodology used to calculate the total indirect jobs was the total project budget ($17,715,123.65) * 64% / 92,000. This equals 123 indirect jobs. The methodology used to calculate the total induced jobs was the total project budget ($17,715,123.65) * 36% / 92,000. The equals 69 induced jobs created by this project.

We calculated these numbers using the Council of Economic Advisors guidance from the article "Estimates of Job Creation from the American Recovery and Reinvestment Act of 2009" located at http://www.whitehouse.gov/administration/eop/cea/estimate-of-job-creation.

41. Adoption Metrics	
How many total new home subscribers (household accounts) to broadband do you expect to generate through use of BTOP funds over the entire life of the program funded?	5000
How many total new business and/or institutional subscribers to broadband do you expect to generate through use of BTOP funds over the entire life of the program funded?	50

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How many total users of broadband in public computer centers or users of broadband outside the home (e.g., in a community college) do you expect to generate through use of BTOP funds over the entire life of the program funded?	14960
What is the total cost of your project per new subscriber (household, individual, or institutional) or new end-user?	$1,184.00

42.   Measuring Adoption Impact:

The New America Foundation will oversee project evaluation, to include use of qualitative and quantitative tools. Due to New America Foundation's experience and history with community technology, New America Foundation's Open Technology Initiative will lead a collaborative evaluation team. The team will include Todd Wolfson, Assistant Professor of Journalism and Media Studies at Rutgers University and fellows from local universities, including institutions of higher education participating in Freedom Rings as partners.

The evaluation team will develop both individual and community needs assessment strategies upon notification of funding award. Data will be collected on an ongoing basis to assure that information gleaned can be used to make programmatic refinements. Data collection will include program inquiries, program participation, event attendance, portal use statistics, website hits, and pre- and post-test surveys. New America will determine broadband adoption success rate, with a goal of successful adoption by 50% of Freedom Rings SBA participants.

Community informatics and related studies tend to rely upon a mix of qualitative and quantitative data derived from participatory research. The data gathering methodology for Freedom Rings will include software-based systems and qualitative research. The evaluation team will utilize software-based data gathering systems and techniques field tested by existing community technology centers. One of the benefits of relying upon an evaluation team experienced with community technology is their connections to broadband adoption programs around the country. Those connections assure evaluation methods will build upon lessons learned by existing programs, including Drexel's portal development.

In addition, portal development will be based on a user-centered design approach using a spiral method of software development. Through this method both qualitative and quantitative data will be collected throughout the process beginning with the community stakeholders needs assessment and ending with the backend coding of the portal to track usage trends and patterns.

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The needs assessment data will not only drive the content and design of the portal but this will also be disseminated to all training partners to better serve the needs of the community. This data will be provided to the New American Foundation by Drexel University on a regular basis, allowing for continuous quality improvement.

43. Broadband Training Programs	
If you intend to provide training or education, how many people in total will your program(s) reach?	14960
How many hours of training do you expect to provide per person on average for each participant in your training program(s), through completion of training for that individual?	14
How many Full time employee (FTEs) instructors or facilitators will you employ for broadband and digital literacy training purposes?	66

44.   Describe their qualifications (training and experience):

Freedom Rings SBA will train existing and newly hired instructors to order to scale up existing programs to meet the level of need described in this proposal. Instructors will include a mix of Lead and Assistant Instructors.

Lead instructors will be required to have relevant experience in the information technology field. Experience delivering computer training will be required and experience promoting broadband adoption will be preferred. Additionally, Freedom Rings will seek to hire Lead instructors who are bilingual. In addition to their computer training experience, partners will select instructors who are familiar with the specific fields that will comprise the relevant course content – e.g., NCCF will hire instructors familiar with job searching and online parental support, MMP will hire instructors who are experienced in diverse digital media arts, etc.

Many of the instructors will be hired from the target populations to be served. This ensures the instructors understand the challenges of the participants and will also provide role models who have realized the benefits of broadband adoption.
Lead and assistant instructors will receive an orientation to the Freedom Rings Sustainable Broadband Initiative and training before the project is fully implemented to ensure they understand its broader purpose and the guiding principles that partners hold in common. They

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will be required to participate in periodic meetings in which instructors from all partner organizations share curricula, discuss what is working well or what can be improved, and contribute to the initiative's evaluation effort.

45. Equipment Affordability Programs		
What is the total up-front cost of this equipment?	$3,007,782.00	
If you are providing an equipment purchase or loan program, for how many households, businesses and/or institutions do you expect to provide equipment or computers?	0	Households
	0	Businesses
	0	Institutions
If you are employing a loan program for purchases of service or equipment, what will be the total cost to the typical customer you assist over the life of the loan, including all interest and fees?	$0.00	
How many broadband-related equipment units (e.g. computers, wireless devices) do you intend to purchase overall?	5420	

46. Broadband Awareness Programs	
If you are conducting an awareness campaign, how many people do you expect your campaign will reach in total per year?	75000

47.   Awareness Campaign Methods: Briefly describe the targeting, media, and messaging strategies your awareness campaign will employ.

Drexel will coordinate broadband awareness for the initiative. Goals are: raise awareness about the ease and positive impact of broadband use; recruit participants for broadband training programs; and drive Philadelphia residents to the portal that Drexel is developing. Drexel will work closely with partners to develop messaging customized to address the specific needs of each target population, e.g., drawing youth into Freedom Rings training programs because they will learn how create video, upload it to YouTube and promote it on Facebook.

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Drexel will develop a Freedom Rings logo and other simple materials, such as flyer templates, that all partners can customize to be relevant for their respective target populations. Materials, such as newsletters and flyers, will be disseminated throughout the city via the key partners and sites. All key partners and training sites will publicize training opportunities in their newsletters and ensure that updated information regarding training opportunities and new online resources is posted regularly and prominently at their physical locations and on their websites. Because they are already serving the target populations, this holds potential to reach hundreds of thousands of Philadelphia's most vulnerable residents.

Drexel will host a kickoff event for its laptop training program, which will inform people of upcoming training opportunities. Drexel will also host events at training sites during Black Family Technology Awareness Week and National Nutrition Month. Drexel will (1) coordinate engaging workshops across Freedom Rings SBA sites such as "Loading Music on Your iPod" and "How Your Cell Phone is Like a Computer"; (2) sponsor scavenger hunts to find Philadelphia's technological resources; and (3) develop local video competitions. The events will serve as recruiting tools to increase the number of Freedom Rings participants. Since the Freedom Rings PCC proposal and the Freedom Rings SBA proposal are coordinating efforts, the events will also promote the availability of Philadelphia's public computing centers and the availability of broadband access in the PHA homes through the Freedom Rings CCI proposal.

All partners will assist in outreach by hosting events and advertising contests, while reinforcing the core message of broadband adoption in the trainings they provide. Drexel's "train-the-trainers" program will ensure that public housing residents are promoting broadband relevance and supporting its use among fellow residents. Partners will facilitate the viral marketing campaign by encouraging participants to recruit an average of five peers to Freedom Rings trainings. This strategy allows individual partners' previously isolated efforts focused on broadband awareness to be encompassed into a comprehensive community campaign that goes beyond the needs of any one partner to create a citywide impact. This holds potential to reach 75,000 individuals at minimum.

48.   Measuring Campaign Impact: Describe how you will measure the impact of the awareness campaign.

Freedom Rings SBA will track attendance at events and will cross-reference attendance lists with program enrollment to determine the number of people who first learned of training opportunities through these events. Additionally, the initiative will track the number of contest

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applicants and number of contest voters, partner website hits, and portal traffic. When it is feasible, surveys will be collected at events.

Partners will ask program participants how/where they learned about the training opportunity, what they have told their friends or peers about it, and whether they would be willing to recruit others to participate in the program in the future. Additionally, partners will measure increased interest in their trainings overall by tracking program inquiries made via phone or email.

J. Project Readiness

49. **Licenses and Regulatory Approvals**

None required.

50. **Organizational Readiness**

Greater Philadelphia Urban Affairs Coalition was founded more than 40 years ago to unite government, business, neighborhoods, and individuals to improve quality of life in the region, build wealth in urban communities, and solve emerging issues. Today it is one of Philadelphia's largest nonprofit organizations, with an annual operating budget of $34 million and more than 90 program partners that serve nearly 85,000 individuals each year. GPUAC has managed thousands of government contracts and private sector initiatives and also has a long history of managing the finances and supporting the administration of its program partners. Recent contracts include $1.4 million from the Department of Community and Economic Development and $1.87 million from the Commonwealth of Pennsylvania for Blueprint for a Safer Philadelphia. Blueprint's goal was to end youth homicides in the city by 2016 by leveraging the resources, expertise, and capacity of a wide range of community and government stakeholders. GPUAC implemented the project's grant making program to community organizations and oversaw compliance activities; supported grantee data collection, tracking and reporting capability; and provided technical assistance focused on program planning, outcomes measurement, performance management, and financial sustainability.

GPUAC and its partners stand ready to implement this initiative upon award of funding. GPUAC will hire a full-time Project Director to coordinate cross-collaborative project management and a full-time Senior Program Accountant to manage all funds. Additionally, GPUAC will hire a part-

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time Data Analyst and a full-time administrative support staff member to manage data collection, tracking, and analysis.

Key partners will integrate Freedom Rings SBA into their existing programs. All have digital inclusion programs in place (including program management, space, and equipment) and can bring these activities up to scale quickly if funding is awarded. Larger partners, such as Drexel, PEC, and FIGHT, regularly manage large grants and contracts, many of which entail collaboration with a broad range of public and private sector partners.

51.   Project Timeline and Challenges

Year One 1st QTR: GPUAC hires Project Director to begin carrying out all aspects of this project. GPUAC distributes an RFP for an information technology company to handle distribution, installation, and maintenance of equipment. The key partners hire or assign Project Managers, Instructors and other key staff for their respective projects. PHA residents are chosen to participate in home laptop program. Participants of home laptop program begin receiving training. Evaluation team sets guidelines and processes for data collection. Drexel works with key partners to design the portal and social marketing strategy. Portal development begins. Key partners share curriculum and service policies on CYC Share. Key partners revise existing curriculums.

2nd QTR: Install equipment. Training is held for all Freedom Rings SBA staff. Social marketing plan implemented. Portal is launched. Sites fully equipped with technology, and staff begin providing services. Participants completing home laptop program receive laptops.

3rd QTR: All sites up and running at full capacity.

4th QTR: Evaluation team begins to develop reports and recommendations.

Year 2: 1st QTR: Key partners create sustainability plan.

2nd, 3rd, 4th QTRs: Services continue to be provided. Promotion continues via social marketing strategy. Evaluation and reporting continues.

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Key Challenges: As a collaborative project, our biggest challenges relate to coordination among all the partners. Collaborations provide a great deal of strength to a project but they also cause a great deal of difficulty. The Freedom Rings Advisory Council, which will consist of representatives from partners in each of the three Freedom Rings BTOP proposals, will help improve the communication between the partners, increase collaboration for future digital equity programs and improve the likelihood of creation of a successful sustainability plan.

52.   SPIN Number

K. Environmental Questionnaire

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

Yes

 Yes, the following items will procured and stored at existing buildings serving as proposed sites: 5385 Computers & peripherals, 26 Printers, 9 File Servers, 3 Data/Storage Management 1485 units of AV equipment, 2 Projectors, 100 Chairs, 37 Tables, and 50 media production software licenses.

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

Yes

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

Yes

One site, ODAAT, intends to complete minor interior renovations (the installation of a door).

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

Yes

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

Yes

All trainings and teaching will be conducted at pre-existing facilities and structures, as described elsewhere in this proposal; there will be no new structures built for the purpose of training.

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

No

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

No

Broadband Non-Infrastructure Application
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Uploads

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

Upload Name	File Name	Uploaded By	Uploaded Date
Management Team Resumes and Organization Chart	Management Team Resumes and Organization Chart.pdf	Boix, Trino	03/15/2010
Government and Key Partnerships	Government and Key Partnerships.pdf	Boix, Trino	03/14/2010
Historical Financial Statements	Historical Financial Statements.pdf	Boix, Trino	03/15/2010
Community Anchor Institutions Detail	Community Anchor Institutions Detail.xlsx	Boix, Trino	03/15/2010
BTOP Certifications	BTOP Certifications.pdf	Boix, Trino	03/15/2010
Detailed Budget	Detailed Budget.xlsx	Boix, Trino	03/15/2010
SF424 A Budget	SBA SF-424A.xlsx	Boix, Trino	03/15/2010
SF424 B Assurances - Non-Construction	SF424 B Assurances - Non-Construction.pdf	Boix, Trino	03/15/2010

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