



Executive Summary of BTOP Sustainable Adoption Application

One Economy and the Broadband Opportunity Coalition (BBOC) have created an unprecedented national partnership committed to broadband adoption. The coalition is comprised of the National Urban League, the NAACP, the National Council of La Raza, the Asian American Justice Center, and the League of United Latin American Citizens. Together, these organizations aim to create a sustainable information and support network that will help communities overcome barriers to broadband adoption and leverage technology to produce enhanced socioeconomic outcomes.

A) Problem/Need:

The United States faces a twin problem. First, the paradox of the Digital Age is that while technology has the capacity to bring people together and connect people to information, it simultaneously presents the threat of deepening the divide between society's information "haves" and "have nots," often referred to as the digital divide. Second, as a nation we have failed to realize the potential of technology to deliver socioeconomic progress across all sectors of society.

B) Our Approach:

"Make It Easy Where You Are"- One Economy and the BBOC will leverage their assets to expand broadband adoption. One Economy's digital adoption approach meets these twin problems head on. Throughout its nine year history, One Economy has recognized the need to simultaneously focus on removing barriers to technology adoption while also innovating to maximize socioeconomic progress. One Economy's approach understands that in the Digital Age, all individuals, regardless of income, location, literacy level, or language, demand information on a 24/7 basis. One Economy's goal is to produce the "social dividend" or value for individuals by way of improved socioeconomic outcomes, such as educational advancement, improved health and increased employment. This adoption approach is multi-faceted. It provides an individual with content, training, and affordable connections. Moreover, it has a proven track record of success; at least 50% of the One Economy audience has sustained their broadband adoption after 5 years.

One Economy presents the following integrated approach to broadband adoption that would be deployable on a much wider scale under BTOP:

1) Digital Connectors & Human Capital: For the past seven years, One Economy has trained young people aged 14-21 to provide digital literacy resources by functioning as technology trainers and ambassadors in underserved communities. To date, 2,800 youth have provided 56,000 hours of training. With this grant, One Economy will franchise this model to deploy 5,620 youth in 350 programs to train 800,000 people.

2) Relevant Content: Under the motto, "Make It Easy," One Economy will produce innovative online programming to meet people where they are with content that is easily accessible, written at low-literacy levels, culturally relevant, and multilingual. During the past nine years, One Economy has created a network of public-purpose media focused on vital issues like health, jobs, finance, education, and civic engagement. The Public Internet Channel (www.PIC.tv) and the Beehive (www.theBeehive.org) engage, inform, and facilitate individual action. They have been visited by more than 18 million individuals, many of whom are first time Internet users. BTOP funding will enable One Economy to customize content based on zip code through a national resource locator and produce public-purpose applications for mobile devices and computers. One Economy will also produce content in additional languages, such as Mandarin.

3) Public Education/Awareness: Through an integrated national public education and awareness initiative, One Economy will leverage its media and large supply of in-kind donations. Combining

these resources with on the ground BBOC activities will reach about 40 million households. All efforts will align core messaging and focus on connecting people to adoption support programs.

4) Access @ Home: The home is the essential place to deliver 24/7 access to broadband. For the past eight years, One Economy has efficiently deployed affordable broadband solutions into thousands of affordable housing developments. This grant will enable One Economy to leverage its investments and experience to wire 37,000 units of low-income housing for affordable broadband. One Economy has aggregated the housing owners in advance to create an extensive list of committed partners.

5) Computer Centers: One Economy has created a sustainable "Opportunity Network" of computer centers that function collectively to share best practices, incorporate adoption programs, and participate in bulk purchasing. The centers will be a vital part of the information and support ecosystem.

C) Areas to Be Served:

One Economy's efforts focus on 350 communities in AL, CA, CO, CT, DC, FL, GA, IL, KY, LA, MA, MD, MI, MS, MO, NC, NJ, NM, NY, OK, OR, PA, RI, SC, SD, TN, TX, VA, WA, WI, and WV. These communities have defined public housing, Digital Connector, and BBOC partners to help One Economy target over 8 million low-income households (below \$35,000) in predominantly African-American and Latino communities for broadband subscribership. One Economy's reach extends nationally though targeted awareness and education efforts. One Economy projects that 637,500 households and 1,651,000 individuals (2.59 per household) will be connected to broadband as a result of these activities. An additional 800,000 individuals will also receive training.

D) Qualifications:

One Economy is the largest digital adoption organization in the United States. Its nine years of work serves as a proof of concept for effective and sustainable digital adoption. One Economy has established partnerships and raised approximately 59 million in private dollars. Its digital literacy, public-purpose media, and housing-based broadband deployment initiatives are now being utilized in nearly all fifty states. The BBOC member organizations are uniquely qualified to lead program expansion and on-the-ground implementation into underserved areas and communities of color.

E) California Resources Requested:

In California, One Economy has requested funding for Digital Connectors & Human Capital and for Access @ Home. The overall request for resources from BTOP that are allocated to California is just over \$3.1 million.

Partners are committed to implementing these programs. Financial resources necessary to implement the programs come from BTOP and from One Economy raised resources to meet the BTOP matching obligations.

Digital Connectors & Human Capital

One Economy's BTOP request includes resources sufficient to implement 18 Digital Connectors programs across the state. Programs will be implemented through a series of partners including BBOC affiliate organizations, affordable housing developers and other on-the-ground partners.

All seven of the communities that One Economy is working with as 21st Century Communities will receive these resources.

The BTOP request for Digital Connectors is approximately \$575,000

Access @ Home

One Economy has obtained commitments from affordable housing developers to connect 6,203 affordable housing units throughout the state. One Economy has already partnered with eight organizations to connect 40 developments. The BTOP request is for just over \$2.6 million.

One Economy will leverage BTOP funds with existing resources from other telecommunications companies and hardware providers to support the goal of connecting 30,000 low-income households to affordable in-home Internet service.

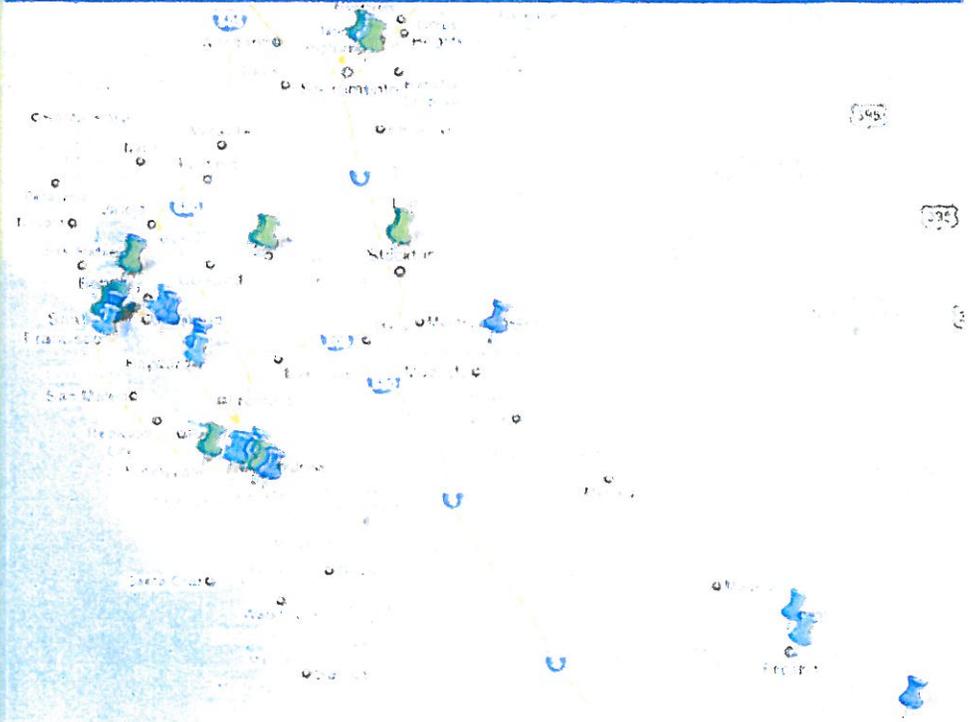
National Efforts

- » One Economy will work in **31** states and the District of Columbia over the next **18** months to encourage **150,000** new people to subscribe to Broadband
- » In partnership with the BBOC we will reach **20,000,000** people through our public awareness campaign
- » We will build wireless networks in **159** housing developments across the U.S.
- » These networks will connect **27,000** households and **81,000** individuals.
- » We will implement **167** Digital Connectors programs in low-income areas.
- » In collaboration with our **4** mobile training vans, these youth will train **235,000** individuals
- » One Economy will map **8** states and territories.
- » This project will create **2,973** new American jobs.

Regional Efforts

- » In **14** cities around Northern and Central California, One Economy will implement **36** projects to increase broadband adoption.
- » Wireless networks will be built in **19** affordable housing complexes connecting **2,829** units to high-speed Internet.
- » We will equip **120** youth to train **120,000** low-income residents through **8** Digital Connectors youth programs.
- » Computer centers at **9** community organizations will serve as training hubs.
- » Housing complexes and CBOs will share **1** mobile training van complete with laptops, Internet access, and skilled staff.

Northern & Central California BTOP Communities



Overview of Community Convenings

- ♦ **Community Advisory Board Meetings** — Community Impact Officers all over the country will assemble boards of 10-15 members consisting of representatives from all relevant sectors of the public and private spheres. These boards will help guide local programming and strategize in regards to project sustainability. Advisory Boards meet once every quarter, for a total of **8** gatherings over the course of the grant. There is a board in San Francisco, one encompassing the South Bay and Central Valley, and another covering Northern California up to Sacramento.
- ♦ **Resident Focus Groups** — Affordable housing complexes being wired by One Economy will also receive community portal splash pages. These websites will help residents and property staff share information, communicate with each other, and generally build a greater sense of community around the new shared technology. To ensure that the content and layout of these websites remains current and relevant, 10-15 residents meet several times a year to discuss possible changes and updates.
- ♦ **Citywide Launch Events** — In each of our key cities, One Economy will host an event to announce the launch of our innovative programs in that locale. Residents will be trained on the Internet and computer applications and representatives from the corporate, media, and political arenas will be invited to share in this historic step towards connecting underserved communities to the benefits of technology.

There are many ways to get involved, contact Leo at lsosa@one-economy.com.

One Economy Corporation
202.393.0051 | one-economy.com | pic.tv | thebeehive.org
Twitter: www.twitter.com/oneeconomy

Leo Sosa
Community Impact Officer
lsosa@one-economy.com | (415) 734-9101

One Economy Corporation

Regional Efforts

- In two cities in the San Diego area, One Economy will implement six projects to increase broadband adoption.
- Wireless networks will be built in four affordable housing complexes connecting 794 units to high-speed Internet.
- We will equip 30 youth to train 3,000 low-income residents through two Digital Connectors programs.

San Diego Region BTOP Communities



One Economy Corporation
202.393.0051 – one-economy.com – pic.tv – beehive.org
Twitter: www.twitter.com/oneeconomy

Alan Greenlee
Vice President
agreenlee@one-economy.com
323.874.4844