

Broadband USA Applications Database

Applicant Name: Self-Help for the Elderly

Project Title: OneChinatown.org

Project Type: Sustainable Adoption

Executive Summary

a) A statement of the problem or need your project addresses with regard to improving broadband service adoption rates.

San Francisco's Chinatown has very low broadband availability and use. It lacks advanced infrastructure. Residents here are not participating in the benefits of broadband. There are only 32 computers in the Chinatown Public Library available for public use. Of these, only 20 (62%) have an Internet connection. A few computers are limited to 15 minutes usage time with the average wait time of 5 minutes to use these machines. For the unlimited Internet usage computers, the average wait time is 30 minutes. There is very limited wireless broadband connectivity in the community and low computer ownership and digital literacy rates. Currently, there is very little in-language, user-generated local content relevant to the lives of residents.

b) Your overall approach to addressing the need, and [for Sustainable Adoption projects] how your approach is innovative.

Our project boldly aims to change the community use in terms of broadband and the Internet by Chinatown residents. We will do this by offering vital information in language and making access easier, more affordable, and beneficial to users of broadband in Chinatown. By making relevant content widely accessible, our approach will eliminate at least 65% of the barriers that stop Chinatown residents from going online presently; barriers include:

- Access (wireless access routers at nine agencies will instantly bring broadband to many more people in Chinatown than present; T1 connections to four wired computers at each of the nine agencies instantly doubles the number of computers available to the public in Chinatown today.)

- Language (instruction and training on how to log on, type emails – in English and Chinese – and navigate to Chinese language sites will be bilingual.)

- Relevant content (our OneChinatown.org site will disseminate critical information that clients already seek, but they will now be able to access it on their own with out having to stand in line or make appointments.)

- Cost (agency clients will receive a free account and password to use the wired and wireless access points to the Internet.)

c) Area(s) to be served; population of the target area(s), including demographic information; and [for Public Computer Centers] the estimated number of potential users of your public computer center(s) or [for Sustainable Adoption projects] the estimated number of potential broadband subscribers your project will reach

Chinatown is almost 4x more dense than the rest of San Francisco. Chinatown residents are three times more likely to have a less than high school education than the rest of San Francisco. Chinatown residents are almost twice as likely to be at or below Federal Poverty Level than the rest of San Francisco. Chinatown residents have limited or no English proficiency.

- 22% of residents are below Federal Poverty Level
- 99% are non-native English speakers
- 55% do not speak English well or do not speak English at all
- 40% are unemployed
- 35% of residents are considered New Immigrants (i.e. they have been in the United States for less than 6 months)
- 72% of residents are foreign born

d) Qualifications of the applicant that demonstrate the ability to implement the project and achieve its intended results.

OneChinatown.org is a consortium of 9 agencies who are trusted grant recipients and individually and collectively have a proven track record of working with private, State, and Federal agencies. Applicant Self Help for the Elderly has extensive experience in administering and managing federal grants and contracts. Please see Index of Attachment, item 7d, and attached documents thereto. Here is a list of recent federal fund administration by Self Help for the Elderly:

	Funder	Contract Number:	Date	Amount	Services
1.	FCC	PUR09000341	5/12/09 – 7/31/09	\$88,100	DT V Assistance Center
2.	FCC	PUR09000281	4/30/09 – 8/31/09	\$80,000	2,000 DTV Home Installations
3.	LCCR – EF		12/22/08 -- 8/31/09	\$37,000	DTV Assistance Center

4.	NTIA / n4a/ DAAS	2/11/09 – 7/17/09	\$35,000	DTV Assistance Center & Home Installations
	TOTAL:		\$240,100	

Additionally, applicant Self Help for the Elderly was chosen by the California Public Utilities Commission to administer the Telecommunication Education and Assistance in Multiple-languages (TEAM) collaborative, a contract that is worth \$2.9 million over its two year lifetime. Like the OneChinatown.org project, the TEAM project is collaborative, multi-phase, and innovative. The TEAM, and prior FCC DTV and NTIA grants each and all demanded operational capability and strict accountability to government entities by Self Help. Self Help has proven its qualifications and ability for this instant grant by repeatedly demonstrating excellence in compliance and reporting as well as implementing and executing strategies and plans of previous large grant projects.

f) Overall cost of the proposed project. \$600,000 (\$300,000 per year for 2 years)