

Broadband USA Applications Database

Applicant Name: ENGAGE COMMUNICATIONS CORPORATION

Project Title: ENGAGE COMMUNICATIONS SUSTAINABLE BROADBAND ADOPTION APPLICATION

Project Type: Sustainable Adoption

Executive Summary

a) According to 2008 data from the University of Florida's Bureau of Economic and Business Research, Monroe County has the highest retail prices and housing costs in Florida. Yet, the 2007 Census Report on Selected Economic Characteristics indicates that 12.4% of all children in Monroe County live below the poverty line. These demographics suggest a great divide between upper and lower economic status.

There is a clear correlation between broadband adoption and annual household income, as indicated by the following data from Pew Reports:

Source: <http://www.pewinternet.org/Reports/2009/10-Home-Broadband-Adoption-2009/2-Trends-in-broadband-adoption/2-Trends-within-demographic-groups.aspx?r=1>

This divide, coupled with evidence of broadband adoption based on household income, strongly suggests a large population in Monroe County exists without affordable internet. If not for Federal funding for Sustainable Broadband Adoption in Monroe County, this digital divide will continue, if not grow more paramount.

b) Our overall approach to sustainable broadband adoption is twofold:

First, we will partner with community anchor institutions to provide hardware, software, low or no-cost broadband access and service. All of these provisions are to specifically and cost-effectively improve upon their operations and services. These institutions are local non-profits working in the interests of children, public safety, public health, and education.

Second, we will train, consult, and fund the Community Foundation of the Florida Keys to develop a non-profit IT support team. This technical support team will in turn offer service to any and all non-profits in the Florida Keys in Monroe County that do not currently utilize in-house IT support. This team will cut IT

costs to these agencies by up to 72% so these agencies may reallocate these savings to better support their respective core purposes. Furthermore, this team will support broadband services to community anchor institutions beyond the life of the BTOP program and stimulate broadband demand and subscribership into a sustainable future. Details on this non-profit technical support team are provided in Question 12 of this application.

We are also partnered with the Monroe County Public Library System in our Public Computing Center Application. We mention this due to a strong correlation we found between the improvement of the computer centers at this institution and new broadband subscribership. This correlation is based on data gathered from an ongoing survey we are conducting at all three library locations in the Florida Keys in Monroe County. Please refer to our Public Computing Center Application for details on these findings, as we are not requesting funds to service or supply the Monroe County Public Library System via this Sustainable Broadband Adoption Application.

c) Currently, Engage Communications does not have access to a state or countywide broadband map. We also do not currently have the financial resources to outsource for up-to-date mapping data. With that, our intention is to serve the community anchor institutions acting as sub-awardees in this application. We assess our target consumers from client data, provided by our partnered agencies acting as sub-awardees.

d) Engage Communications is a State of Florida Certified Competitive Local Exchange Carrier (CLEC) headquartered in Key West, Florida, primarily servicing the Florida Keys in Monroe County. For details on our qualifications, please refer to our uploaded Management Team Resumes from Question 37 of this Application.

e) Estimate jobs created or saved: 18

f) cost: \$660,250 as detailed in our Budget Summary.