Applicant Name: GOODWILL INDUSTRIES OF THE COASTAL EMPIRE, INC.

Project Title: Goodwill Industries of the Coastal Empire's Public Cyber Access Program (PCAP)

Project Type: Public Computer Center

_______________________Executive Summary_______________________

Summary of Overall Project: Goodwill's Public Cyber Access Program (PCAP) will offer a three-pronged approach to bring computers and their benefits to the targeted area. The program includes twelve (12) Cyber Access Centers, two (2) Cyber Caf's and three (3) Low-Cost Cyber Sales Stations offering high quality refurbished computer equipment. These seventeen Public Computer Centers will offer a total of 63 new workstations to twelve coastal communities in Georgia and South Carolina. The primary goal of PCAP is to narrow the digital divide between computer access 'haves and have nots'. Although 'Internet Caf''s' and coffee shops offering Wi-Fi access are becoming more common, very few, if any, are designed for people with disabilities or are welcoming to people without money to spend, children, or those presenting any non-traditional needs. Through its comprehensive design, the program's impact will be widespread and strong, in both the number of people served and the nature of the multi-faceted services offered. This project will increase affordable access to computers, the internet, broadband, and related technology to the public at large, with emphasis on vulnerable populations, including people who are Hispanic, African-American, Asian, Native American, speakers of English as a Second Language (ESL), those with disabilities, who are homeless, low-income, unemployed or underemployed, Senior Citizens, Veterans and youth, including at-risk youth. The targeted service area incorporates communities in nine counties throughout coastal Georgia and South Carolina that have been identified as being unserved and underserved by current broadband access. By addressing not only broadband access, but also education, training and awareness, and by providing equipment and technology at affordable costs, the demand for broadband service will be expanded to new markets. The residents of this large region of Georgia and South Carolina will 'come of age' in regard to Information and Communication Technology through this project. Statement of problem: The Children's Partnership conducted a national study in 2005 that examined if and how technology tools help families increase educational achievement, lead healthier lives, prepare for the workforce and become engaged in their communities. The results of the study indicate that, compared to their peers in households with annual incomes over $75,000, those in households living in poverty are 1/3 as likely to have a computer at home, 1/3 as likely to have the internet at home, and 1/7 as likely to have broadband at home. Some of the most severe disparities facing low-income and ethnic minority families were clearly identified as a function of limited access to computers, the internet and high-speed connections, often referred to as the 'digital divide.' Another national study, Computer and Internet Use Among People with Disabilities, was conducted in 2000. Conclusions state people with disabilities are perhaps the single segment of society with the most to gain from new technology, yet have the lowest rates of use. The problem' 'Largely one of access.' Closer to home, the Anne E. Casey Foundations Kids Count Data ranks Georgia
among the top ten states (GA 9th) with the highest number of children without internet access in the home at 48%. Georgia also places 9th among the top twelve states reporting 36% of children without a computer in the home. Overall approach to addressing problem: PCAP will offer increased, affordable public access to computers, the internet, broadband and related technology through fourteen Cyber Access Centers, two Cyber Caf’s and three Low-Cost Cyber Sales Stations offering high quality refurbished computer equipment and access to broadband service subscriptions at reasonable costs. All activities will be located within Goodwill retail stores throughout coastal Georgia and South Carolina. The project addresses and will have a significant impact on four of the five BTOP statutory purposes: Provide broadband access to consumers in unserved areas; Provide improved broadband access to consumers in underserved areas; Provide broadband education, awareness, training, access, equipment and support to a community anchor institution, job-creating strategic facilities and vulnerable populations; and Stimulate demand for broadband. Key partners in Goodwill’s Public Cyber Access Program (PCAP) are All Walks of Life, Inc. (AWOL) and the College of Coastal Georgia (CCGA). AWOL is the only federally recognized spoken poetry word and hip-hop based youth development program in Chatham County (Savannah), Georgia. AWOL’s mission is to promote and provide self awareness through the use of poetry, hip-hop and life. AWOL will provide the computer hardware and open source software for Goodwill’s Public Cyber Access Program (PCAP). These refurbished units will also be sold through the Low-Cost Computer Sales Stations, with proceeds feeding back into the project. An MOU and letter of support from AWOL is included. Goodwill Industries has also developed a key partnership with the College of Coastal Georgia (CCGA) in Brunswick, Georgia to support the PCAP. In this project, the primarily responsibility of CCGA will be to place students in internship opportunities that would support the delivery of technical support to the Public Cyber Access Program as well as to teach basic computer literacy skills at the proposed centers. The College views this project as a win-win opportunity through which students gain invaluable service learning experiences while a significant community need is being met. A letter of agreement from CCGA is included in the Supplemental Information section of this application. Areas and population to be served, demographic information, estimated number of potential users: Goodwill’s Public Cyber Access Program (PCAP) will serve twelve communities throughout coastal Georgia and South Carolina. Published poverty levels in these communities range from 15% to 34%, compared to a national rate of 13%. According to the 2008 U.S Census records, the total population in this targeted area is 389,789. The communities range from urban to rural and have broadband service needs identified by the Georgia Technology Authority as 'moderate' (underserved) and 'critical' (unserved). Based on the consumer data collected annually for the Goodwill retail locations targeted for the project, it is estimated that there are 39,651 potential users for PCAP. Qualifications of the applicant that demonstrate the ability to implement the project and achieve intended results: Goodwill Industries has the experience and expertise necessary to implement the project and achieve the intended results as described. With its 45 year history, Goodwill has operated a very successful Workforce Development Department. Every member of the Senior Management Team has extensive experience in managing large, complex grant programs and funds. Federal grant program experience includes Weed and Seed, SETA and JTPA. More recent programs include One-Stop under the Workforce Investment Act, GoodWorks for TANF recipients, LEAP for disadvantaged youth, and more recently YES for Adjudicated Youth. Currently Goodwill Industries of the Coastal Empire is a sub-grantee of Goodwill International providing mentoring services to At-Risk Youth under a DOJ Recovery Act grant. Goodwill's
Workforce Development Department is well connected to the communities throughout Coastal Georgia with solid working relationships with community based agencies such as Southeast Georgia Communities Project, Hispanic Outreach & Leadership at Armstrong, America's Second Harvest, Step up Savannah, Brunswick Weed & Seed Project, Brunswick Family Connections, Southeast Georgia Community Development Center, Vidalia Family Connection Collaborative, Salvation Army, and Union Mission. Jobs to be created: Twelve (12) new staff positions will be created by Goodwill's Public Cyber Access Program: a Program Manager, three Technical Assistants and a Vocational Trainer and Literacy Specialist at two locations, each year for a total of 24 new staff positions. Details of these positions may be found in the Training and Education Programs section of this application. Job Descriptions for these new staff positions are also included. Overall cost of the project: The cost of Goodwill's Public Cyber Access Program totals $1,611,158. The request for federal BTOP funds is $1,124,036. Goodwill Industries of the Coastal Empire, Inc will provide a match of $487,122 (30.2%) in cash contributions to the project.