A. Statement of Need
Los Angeles currently has a 13.2% unemployment rate (December 2009). According to the Department of Housing and Urban Development's Renewal program, 36% of the population is at or below the poverty line and 81% of the population qualifying as low income in a large swath of the City. (See www.hud.gov/offices/cpd/) Many unemployed individuals need skills to compete in a technologically advanced job market as employers demand advanced technological skills. Many of the unemployed individuals are from the manufacturing sector and other labor intensive positions where advanced technology skills were not required, nor was training available. These persons need access to broadband technology and broadband technology training in order to obtain meaningful employment and advance successfully in their careers. Research reveals that over 1 million residents (25%) in the City of Los Angeles do not have access to a computer at home and half of all residents do not subscribe to a high-speed connection at home. In addition to those that lack a computer at home, others cannot afford a broadband connection or have not yet come to understand the important role that such a connection plays in education, employment, economic development and enhanced health care delivery. Due to the current fiscal emergency, libraries, parks, community centers and other facilities, staffing and services are being cut or reduced. Therefore, communities throughout Los Angeles are being further denied access to communal broadband services. Without the BTOP funding, the City could not provide the services it outlines in this project statement within the time period covered by the BTOP program.

B. Overall Approach
LA-PTOP will make it convenient for customers to check out computers, access the Internet, receive technology training, and aid in increasing job search, placement, skills training, educational and family service opportunities. The City's approach to this multi-dimensional challenge is to deploy an innovative netbook lending system available at over 66 public Resource Centers throughout the City of Los Angeles' diverse neighborhoods such as community centers, job training facilities, adult education sites, youth centers, family Resource Centers and domestic violence centers, where broadband usage has a large impact on obtaining employment and training. This proposal seeks to mitigate unemployment rates and enhance peoples' technological, academic and occupational expertise thereby enabling them to compete in a technologically advanced job market. The project will leverage City resources such as existing staffing and facilities to empower over 2 million Angelenos with access to broadband technology, including technical training and guidance. LA-PTOP proposes to serve 300,000 people who access CDD's Resource Centers. A high-speed connection makes it fast and easy for Internet users to search for public job databases and even participate in online interviews via such video services as Skype. Broadband access assists displaced workers in making themselves more marketable by exposing them to a wealth of multimedia resources.
at their fingertips. (Users could enroll in free or low-cost specialized online courses and gain access to universities, community colleges, and vocational training centers.) Broadband access allows students to access tutorials, do research and communicate with peers as part of their schooling. It also helps families access needed resources such as health care facilities and ways to stay healthy, obtain parenting information and find other resources to promote family wellness. To supplement the access to online information, workers, youths and families can access live training and information at CDD Resource Centers. To this end, our project proposes to: ' Provide sustainable, accessible and affordable equipment, training and support to City residents for the use and deployment of broadband service through outreach program using ARRA-NTIA Round 2 funding. ' Create jobs through the City's CDD WorkSource, OneSource, FamilySource and Domestic Violence Centers and substantially enhance the ARRA-NTIA funded Public Computer Center LA-CAN program by developing training and technical support systems. ' Purchase netbooks in bulk at little or no cost, and broadband wireless service at reduced rates. The City will filter content, install anti-theft protections and otherwise ensure that the netbooks will be utilized for the purposes laid out by this grant. ' Utilize system and operations similar to book checkout arrangements, the City would buy in bulk, and then 'lend' the netbook computers to City residents. ' Employ staff to provide on-site technology training and technical support for City residents, in addition to the curriculum already provided by WorkSource, OneSource and FamilySource Centers. Similar to the public library system, computer check-out will allow people convenient access to internet capabilities to create opportunities in their lives. All residents will be able to check out a netbook for a maximum of 1 week at a time; more established clients will have the privilege of utilizing this service for a longer period of time. Additionally, we hope to stimulate job creation through this program by employing 'mobile' staff to provide on-site training (educational classes) and technical support for Angelinos. This approach is fresh and innovative because it provides a continuum of technological access and training resources to individuals with a lack of basic technological skills to adequately compete in the workforce and in the academic realm. The ultimate goal is twofold: the adoption of broadband services to underserved communities and to ensure these individuals sustained employment. Finally, because workstations will be located at workforce development centers, end users and their program leaders can fully leverage the investments that the nation has made in the Workforce Initiative Act ('WIA'). C. Area Served The LA-PTOP project service area includes the entire City of Los Angeles. The total population (2007) is 4,018,080, and the City's residents comprise one of the nation's most ethnically and culturally diverse populations: 46.5 % Hispanic, 30.1 % non-Hispanic White, 11.2 % Black, 10.0 % Asian, 0.8 % Native American, 0.2 %, and Pacific Islander. Los Angeles has been described as an immigrant metropolis. Immigration patterns have resulted in significant populations of people from Mexico, Guatemala, El Salvador, Nicaragua, China, Japan, Korea, and Vietnam. In addition, there are sizable numbers of Armenians, Arabs, Iranians and Israelis. Almost 41% of the city's population is foreign born compared to the national average of 11% (2000 Census). Over 2.2 million residents (approx. 57.7% of the City's population) speak languages other than English at home compared to the national rate of 7.9% (2000 Census). There is also a strong correlation between broadband adoption and household income. Over 22% of the Los Angeles population (801,050 individuals) is living in poverty and, the unemployment rate in the City of Los Angeles was 12.5% in June 2009. Community Development Department facilities are strategically located throughout the City, with most sites in or adjacent to our most vulnerable populations. D. Qualifications The City of Los Angeles has the depth of expertise to
create an innovative program to encourage sustainable adoption of broadband service and experience in meeting the ARRA's requirement for rapid implementation and expenditure of funds. Recent awards make this clear: the Boyle Heights Youth Technology Center was named as the recipient of the National Community Development Association's Audrey Nelson Award for its outstanding youth program; the Los Angeles Youth Opportunity Movement Boyle Heights was recognized for its 'exemplary uses of Community Development Block Grant (CDBG) funds which best address the needs of low-income families and neighborhoods.' E. Jobs to be created Sixty-two jobs will be created or preserved to implement this grant. Fifty-five jobs will be created or retained for personnel to develop and implement the netbook checkout program and its phased roll-out. In addition, 5 trainer jobs will be created to train clients on Technology 101. Each trainer will be responsible for a region of the city (groups of centers) and will be responsible for training clients on the netbook. One Senior Systems Analyst I would be hired to oversee the development and implementation of the LA-PTOP program. F. Cost The total cost of the two-year project is $14,411,000.