A. Problem Statement-Miami, as a gateway to the Americas has struggled with endemic poverty for generations. Since its 1896 incorporation, the South Florida region has experienced poverty brought about by a combination of an economy dominated by low wage industries (travel and transportation); constant influx of recent immigrants; high rates of elderly/out of workforce individuals; low education rates; and weather-related catastrophes. In 2000, Miami was the poorest city in the nation with 28.5% in poverty; nine years later, it is the fifth poorest. This slight improvement was brought about by South Florida's explosive real estate market. Now that the boom has gone bust, the economy again is declining at a very rapid rate with local unemployment rates among the highest in the nation. However, in the shadow of the cranes dotting its new skyline, South Florida's economy has begun to shift, as multi-national companies moved headquarters from Central and South America to Miami, Internet startups proliferated, Green Tech industries, biotech and international banking began to locate to Miami. To access and function in these high wage industries, and any entry-level position in most industries in the US economy today, access, understanding and the ability to adapt to technology is critical. New trends in the public sector in transitioning services online require technological literacy as well. Miami-Dade County's public school system is increasing their online service offerings for parents and caregivers to better manage their children's education, 24/7. Access to these opportunities is made possible through broadband connectivity. However, in Miami, and its proposed partners, Miami-Dade County, the City of Hialeah, the City of North Miami, the City of Miami Gardens, Florida Memorial University (historically black institution), and nonprofit centers GESU, Sisters and Brothers and (referred to as PARTNERS), lower income and impoverished residents are significantly 'unwired', lacking the initial capital, digital literacy, and understanding of the myriad ways broadband connectivity in their homes or consistent access in the community might improve their household's economic, educational, and physical health; only 36% on average connect to broadband in their homes compared to the national rate of 60% or higher. In some local Miami neighborhoods the picture is even more bleak. Take Liberty Square for example, low income housing area established in the 1930s by the Federal Government. In this 5 x 5 block area (need to check this number) there are 753 housing units. In those 753 units are in excess of 7,500 residents with 3,900 of those residents being children. Of these 753 housing units only 5 units are currently receiving high-speed internet service, an adoption rate of 0.7 %.This same picture of 'severe exclusion' is repeated many additional times in other underserved neighborhoods in Miami-Dade County. In order to take advantage of economic shifts, we must take transformative action to provide our citizens with the digital training and skill sets needed to take advantage of new economic and educational opportunities available instead of excluding them from the digital revolution and sentencing
them and future generations to a lifetime of poverty and despair. It is imperative that we provide our citizens with skills and opportunities needed to achieve the 'American Dream' through their full inclusion in the evolving new digital society including full participation in eGovernment solutions. Providing our citizens with this essential digital training will allow Miami to transition away from a 'boom or bust' economy with historically high poverty and unemployment rates to a resilient, diverse, self-sustaining economy which will be able to prosper in all economic times and provide new opportunities for all of our citizens.

B. Overall Approach: ELEVATE Miami (EM) will install its Public Computer Center model and digital literacy corps of instructors and technology coaches in its own local government and nonprofit partners' existing network of public parks, libraries, and community centers to provide an opportunity for people of all ages to learn about broadband access and computer basics, discover the wealth of information on the Internet, explore new careers, further their education, connect with friends and family worldwide, participate in community activities, and develop technology skills. The ELEVATE Miami model is comprised of establishing the strategic and proper environment and programming to establish vibrant Public Computer Centers. Physically, EM centers must be an accessible and user-friendly physical environment for economically distressed populations, English Language Learners, physically disabled, working-age and elder adults. EM locates its program in sites owned by local governments or specialized centers for elders and the disabled. This strategy takes advantage of existing foot traffic (ranging from 500-6,000 individuals annually), leverages public dollars to save on operational costs, and is already designed for transportation and ADA accessibility. EM's corporate partnerships result in further cost-savings through the recycling of retired, but operationally contemporary, computer hardware (2 years old); utilization of software donated by Microsoft, McAfee and Citrix (such as Windows7); Internet access donated by Comcast/AT&T; and a communications portal, www.ELEVATEmiami.com, which allows residents to register to receive additional notifications on topics of interest to them or opportunities to gain entr'e into other asset-building activities in the City of Miami or any of its PARTNER sites. Creating physical space and equipping it appropriately is not an end goal in and of itself. EM's target audience is one that needs intensive outreach, instructional services, ongoing support during open lab hours, and guidance in connecting to further educational, vocational and skill-building activities. These jobs are known as Tech Instructor and Tech Coach respectively, but meet the definition of the recent FCC definition of a 'digital literacy corps' (New York Times, Saturday March 3, 2010). The core instructional component will utilize EM's bi-lingual 12-week curricula (offered at varying hours of the day), complemented by programming customized to user demands: advanced topics in home computer use, navigating social networking portals, developing advanced computer skills for work and utilizing online programs to improve small business efficiency. Miami-Dade County Public schools provide further adult education via The Parent Academy. Typically, daily hands on open lab time staffed by Tech Coaches provides the 'high touch' approach appropriate for our target population. EM's proposed outreach and uptake is further strengthened through its relationships with its Partners and the Miami-Dade County Public School System, which was recently awarded a Sustainable Broadband grant, which will result in 6,000 households equipped with computers and 10,000 households having internet access surrounding each of our EM sites. Estimated # of users: ELEVATE Miami will touch 14,382 annually using EM's PCC free Internet access and anticipates 2,900 individuals graduating from its EM instructional program. 

d. Qualifications of the applicant: The City of Miami has operated ELEVATE Miami since 2004, and served 20,000 individuals annually through its initial eParks sites (establishing mini-labs
in parks), and over 1,000 in direct instruction. Each department within the City of Miami manages its
grants separately, and the Information Technology Department has executed its grants without findings.
As local municipalities or anchor institutions, all partners have extensive experience in grant and
operations management, and managing multi-million dollar budgets. The City of Miami manages
approximately 4,000 employees and 43 departments (CITY) and a budget over $500 million, over $55
million of which is grants. The City recently transitioned its financial management system over to Oracle
in one year, a timeline unmatched by most municipalities. Additionally, the City's IT Department is at the
forefront of new technology deployment and innovation see multiple case studies performed by the
Microsoft Corp. on the City of Miami, and its the 2nd place ranking the Center for Digital Government
and Digital Communities 2009 Digital Cities Survey **Overall Cost: $3,977,496 Grant-$2,673,852 Inkind-
$1,303,644; Cost Center Allocations: 85% Personnel; 5% Travel; Equipment: 2%; Supplies 3%;
Contractual 4%; with a total cost per participant of $137 (14,382 served annually) **Jobs to be saved or
created: 41 Instructors; 50 Technology Coaches; 1 Community Liaison, 1 Program Manager, 1 Program
Coordinator for the duration of the grant, 4 tech support technicians. 20 jobs sustained after the end of
the grant. Total jobs saved: 7; Total 98