

C7. Executive Summary of Overall Proposal: (Two Page Limit)

a. The Tampa Housing Authority owns and manages 3,430 public housing units in the City of Tampa. Residents of the Tampa Housing Authority are all below 80% of the area median income. As a result of numerous socio-economic issues, public housing residents lack knowledge of broadband technology, awareness about its capabilities and the means to subscribe to the services (access). In today's world, lack of access to the Internet creates barriers along a broad spectrum. Public housing residents do not have the ability to email with teachers, search the Internet for jobs, participate in online training opportunities and simply, be technologically connected to the world outside of public housing. In 2006, Tampa Housing began implementing its vision to turn its public housing communities into technologically "smart communities", providing residents with opportunities they could otherwise not afford, all within the realm of stimulating self sufficiency and economic growth within these communities. This innovative vision included the provision of broadband as well as the necessary hardware, software and technical training to communities unable to access this increasingly necessary technology. The vision is to equip all units with broadband and create an education, training and mass communication portal whereby all residents could be connected to a broad range of information in a timely manner. Phase 2 includes the creation of the portal and implementation of a Pilot Initiative being tested in 513 units where computers will become a standard appliance in the apartment. These units will become "smart units". Not only will residents have access to broadband, the value added through the portal will enhance areas such as health, education, finance, employment, news alerts, community involvement, recreation, scheduling and social services, something public housing residents desperately need in the effort to work towards self-sufficiency and achieve economic growth. Through mass awareness and specialized training, and the utilization of the services, it is anticipated sustainable broadband service adoption rates will be improved among all public housing communities. AccessALL brings technology common to middle and upper income families to the poorest of the poor residing in public housing.

b. AccessALL Tampa will provide broadband technology as an amenity to every Tampa Housing public housing community. In addition, Tampa Housing is pilot testing the installation of 513 computers as standard appliances to "smart units" within four communities that require self sufficiency efforts as part of the lease agreement. AccessALL has 6 major phases:

1. Bring broadband technology infrastructure to public housing communities (complete)
2. Make broadband service accessible and affordable to all public housing residents
3. Design the AccessALL Resident Portal available via computer and/or voice response system in all 3,430 units
4. Implement the AccessALL Pilot Initiative to install "built in" computers as appliances
5. Provide comprehensive computer training on AccessALL and ongoing technical support to residents

6. Establish additional community partnerships with education, community services, universities, government agencies and local business to build sustainability and improve quality of life through greater and easier access to social and community services.

This approach is innovative in that 1) Tampa Housing is the first public housing authority to implement this vision and establish broadband as an amenity; 2) this initiative will significantly enhance the ability of public housing residents to increase education and employment levels by bridging the digital divide; and 3) the approach leverages stimulus dollars and grant dollars to complete this project.

c. Twenty-two public housing properties representing 3,430 units will be targeted throughout Tampa, Florida. According to the Tampa Housing database (2009), 79% of the single-headed households are women, only 21% men. 95% of the family units are headed by a single person. There are a total of 6,331 residents within Tampa Housing developments; 47% are adults over age 21. The racial/ethnic make up of the public housing households is 74.6% African American, 23.8% White and 1.6% other. There are 834 households with employed heads of households. The balance of income is derived from SSI, child support, TANF, unemployment, pension, and medical assistance. The average annual income for Tampa Housing public housing residents is \$11,474, with incomes ranging from \$0 to \$55,654. All of the ongoing programs implemented by Tampa Housing are designed to promote resident self-sufficiency. Broadband technology will significantly increase the ability of residents to actually achieve long-term self sufficiency. Broadband technology will reach 3,430 public housing units/households.

d. Tampa Housing, established in 1936, has managed multi-million dollar projects and grants over the years. The AccessALL Tampa project management team includes the Vice President/Chief Operating Officer, Director of IT, the entire IT Department, the Housing Development Department and the Program & Property Services Department. This team has extensive experience with managing technology, resident services, project build-out and construction issues.

e. AccessALL will create 5 new jobs paid by grant. In addition, a Maintenance of Broadband (MOB) Squad will be created. The MOB Squad will be trained through existing Tampa Housing initiatives and will be responsible for actual on-site repair of computers within the housing units and assist with system administration. Tampa Housing has a broad job training and apprenticeship program that AccessALL Tampa will be incorporated into. It is anticipated that through this initiative, many public housing residents will become job ready, increasing the pool of qualified applicants for jobs in the community.

f. Grant- \$3,814,326 / Total project- \$4,805,647