Broadband USA Applications Database

**Applicant Name:** ONE BROWARD, INC.

**Project Title:** OneBroward CAN (Community Action Network) /1B-CAN

**Project Type:** Sustainable Broadband Adoption

_______________________ Executive Summary ____________________

The OneBroward CAN (1B-CAN) Project is a digital inclusion program targeting the underserved Black/African-American community in Broward County, Florida, the nation's 16th most populous county. 1B-CAN addresses barriers to broadband adoption prevalent in vulnerable Black/African-American communities through a comprehensive program of outreach, awareness, technology training, and subsidized broadband access. The project's activities brand a message to 'Get Connected for Success' that promotes broadband connectivity to improve quality of life. The significance of the problem of digital exclusion in minority communities is a widening gap of education, health care, public safety and e-Government opportunities enabled by 21st century skills. The problem's significance is summarized in the White Paper 'Power UP: The Campaign for Digital Inclusion' sponsored by Microsoft, the Office of Economic Development and Innovation, and the U.S. Public Section: Ultimately, the Digital Divide is not only a barrier to accessing technology resources; it is increasingly an impediment to how the most vulnerable citizen receives vital social services. A 'day in the life' of the 21st century citizen is a connected life; it is no longer an option not to have access. This is why a comprehensive Digital Inclusion strategy is vital to the future effectiveness of municipal government and community services. A sure path to failure exists when a tactical, stand-alone program to simply enable connectivity is pursued; conquering the divide requires more. OneBroward, Inc. is a non-profit Consortium of eight anchor institutions: Broward County Public Schools, Broward Sheriff, North Broward Hospital District, South Broward Hospital District, Florida Atlantic University, Broward Community College, Nova Southeastern University, and Broward County Government. The OneBroward, Inc. Consortium is leveraging their digital assets to build-out a wired/wireless OneBroward Network. While the vision is to make their services more accessible to the residents of Broward County, the Consortium is painfully aware that unconnected communities face a growing gap in services. But for the opportunity provided by the BTOP Broadband Sustainable Adoption grant, efforts to bridge that gap would continue to operate disparately with little synergy. The 1B-CAN lead anchor institution is The School Board of Broward County, Florida (SBBC). SBBC is the nation's sixth largest school district and a 'majority-minority' system. All other project partners are Black/African-American organizations or vendors. A key partner is the Urban League of Broward County (ULBC), widely regarded as one of the most progressive Urban League Chapters in the nation whose role is sub-recipient for the outreach and awareness campaign. The minority vendor partners will provide contractual services for community trainers, computer refurbishing and supervision of student interns, and technical support for the project. OneBroward CAN addresses the following statutory purposes: ' Provide improved broadband access to consumers in underserved areas ' Provide broadband education, awareness, training, access,
equipment, and support to community anchor institutions, job-creating strategic facilities, and vulnerable populations. Stimulate demand for broadband 1B-CAN targets the economically distressed area of the 33311 zip code, with a population of 65,000 residents of which 86% are Black/African-American. Of the 53 zip codes in Broward County, 33311 is the largest with the lowest socio-economic factors with 30% below the poverty level. The majority of residents (60%) are renters, the highest in the county, and a large concentration of Title I public schools. 42% of residents report high blood pressure, 15% have diabetes, 7% have HIV or AIDS, and 4.9% are victims of violent crimes. In addition to Black/African-American residents, the targeted areas has a large concentration of the 62,000 Haitian-Americans living in Broward County, with an expectation that significantly more Haitian earthquake refugees will settle in Broward County in future months, regardless of their port of entry. Although the Black/African-American community does not exclusively reside in the 33311 zip code, the central urban core has long been recognized as the symbolic heart of the Black/African-American community. It encompasses a Community Redevelopment Agency (CRA) area that has struggled with economic development. Keeping with the intent of the ARRA stimulus goals, the 1B-CAN project creates new jobs in the Black/African-American community, at least 12 FTE and 30 paid internships for minority youth. With an overall project cost of $1,542,784 to increase the awareness of 30,000 in the targeted area, there is a $51 cost per person. However, although the project activities of 1B-CAN target the 33311 zip, broadband awareness and training can impact the entire Black/African-American population of 446,565 through the county. Project activities address the barriers to broadband adoption in the targeted vulnerable group: computer ownership; cost of broadband service; ability to effectively use broadband; lack of awareness of broadband uses; and mistrust of technology. 1B-CAN projects the following broadband adoption impact resulting from grant activities: 60,000 hours of technology training to 20,000 residents, 3,000 low-cost computers distributed to eligible training participants, Household broadband subscription increase of 15,000, Broadband awareness reaching 30,000. Participants who live in the four WIMAX coverage areas of 1B-DNA's network and participate in the training program will get free wireless service during the 3 years of grant funding, with reduced rates after grant funding. The anticipated impact of 1B-CAN is the result of coordinated activities of outreach, awareness, and standardized training into a replicable and scalable model. The Urban League will be a sub-recipient, taking responsibility for developing and delivering a community outreach and awareness campaign to 'Get Connected for Success.' The campaign will feature television broadcasts to get the message to the community. The BCUL's Chief Executive Officer will be actively engaged in the television broadcasts, and will reach out to Urban League chapters participating in BTOP awards, such as One Economy. To brand the message with the community's voice and face, 1B-CAN will sponsor a website competition for high school students in the targeted area to tell their stories of success. Winners receive scholarships to continue their education. The BCUL will also engage a community activist to seek out collaboration among social and political groups active in the targeted area to align resources for common goals. 1B-CAN will develop standardized modules for a training program branded 'Get Connected for Success'. The modules align to 21st century skills from the basics of navigating and searching the Internet to enabling technologies such as managing email to 'quality of life' access such as tele-medicine. OneBroward, Inc. will integrate Google Apps for Education (free to non-profits) to the OneBrowardNetwork domain, thereby making a single-stop portal for training participants to register for free email, utilize Google's social networking, and access OneBroward digital resources for education, healthcare, public safety, and
e-government. ‘Get Connected for Success’ modules will have standardized trainer packages containing an introductory powerpoint, learner outcomes, and hands-on activities for participants. Standardization enables a scalable ‘train the trainer’ model to sustain activities beyond grant funding. In addition to community-based training, schools will incorporate the standardized modules into parent involvement programs. Training will be delivered at over 30 strategically located facilities within the target zip code in a fashion to leverage outside resources including public schools, public libraries, and community center computer labs. In order to provide low-cost computers to eligible residents, 1B-CAN will fund a paid technology internship program for urban youth. Student interns work for vendor partners who will teach them technology skills to refurbish, upgrade, and re-image computers. As it is expected that economic development comes to areas where there is broadband adoption, it is the vision for these internships to 'grow our own' technical support expertise in the area. It is the intention of the OneBroward, Inc. Consortium and the project partners to build a model that is sustainable after grant funding. It is also an objective to build a program that is scalable and replicable. A driving force for all grant activities is the belief that effective use of broadband can improve the quality of life in communities currently unconnected.