Broadband USA Applications Database

Applicant Name: COOPER, TOBY
Project Title: Broadband Espanol!
Project Type: Public Computer Center

Executive Summary

a) Statement of the Problem: Broadband Espanol is targeted to educate the Hispanic Community about broadband technology. The hispanic community is growing, throughout the region, yet very little outreach, and education concerning Broadband technology has reached the Hispanic community. Another issue in Washington DC is the poor condition, of public facilities, such as schools, recreation centers, and libraries. These facilities would normally house public computer centers throughout the community. But the Washington DC public schools and libraries, and recreation centers do not offer free broadband computer centers to the majority of the communities, particularly in African-American and Hispanic communities. The majority of the public schools, libraries, and recreation centers, are either closed, or are not in proper condition to provide broadband PCC to their communities.

b) Approach: DDS's innovative approach is to implement a public computer center, in a safe professional setting, that has bilingual Spanish and English language speaking staff, and high speed internet broadband platform. The center will encourage, participation of the center by Spanish reading/speaking persons. Our center will be staffed with Spanish and English speaking staff. DDS's approach is to reach out, and educate as many hispanic small business and individuals as possible. We will conduct our public computer center in the region in Washington DC that has a large Hispanic population. DDS will conduct seminars for small businesses, and individuals. The center will be accessible, on public transportation, and available for usage on weekends, and evening hours, for additional accessibility. Our approach is to educate the population and encourage participation and usage of broadband technologies, by putting the community at ease with the benefits of broadband. The more education and knowledge the population has with the technology, the more at ease they will be with subscribing to using broadband in home, and businesses. The PCC will enable members of the community to access longterm benefits. The longterm benefits of Broadband access include: enabling telemedicine; bridging broadband learning curves by providing distance learning, online course, and advance learning tools and capabilities; The community to be served consist not only of Spanish speaking populations, but also low income populations, African-American, disabled persons, and at risk youth.

c) Demographics: We estimate a high level of usage of the center, at least 200 per month, because there aren't any bilingual computer centers, anywhere in Washington DC.

d) Qualifications: DDS is formed by ex-IBMers. Our team is bi-lingual, and we have extensive IT, telecommunications, business management, training and outreach experience. DDS has a relationship with hispanic small businesses, community leaders, and individuals throughout the community. Our staff has experience implementing broadband technology, public computer centers, and providing training and outreach to diverse, bilingual populations. We know what needs to be done to successfully implement the PCC, because we've done it before. DDS has the operation, people,
processes, and systems to quickly deploy, and manage the project. E) Jobs to be Created/Saved: DDS will create at least (6) jobs for the center. These jobs will consist of trainers, managers, and technicians. In addition, at least (5) indirect jobs will be created, and at least 10 induced jobs. F) Overall Cost of project $754,485. DDS has not partnered with anyone on this project but we do have attached (2) letters of support from members of the Washingon DC community. We attached these (2) letters of support as supplements to this application.