Applicant Name: RUTGERS, THE STATE UNIVERSITY

Project Title: The Rutgers-Newark Computer Access Network (Newark CAN) and PTI Best Practices project.

Project Type: Public Computer Center

_______________________ Executive Summary ____________________

A. Need & Area to Be Served Newark has long suffered from a higher than average unemployment rate and low educational level. The most recent statistics reflect that twenty one (21%) of the households in Newark live at or below the poverty line. According to the US Department of Housing and Urban Development’s analysis of the Newark Enterprise Zone ‘ Renewal Community (‘EZ-RC’) where the proposed PCCs will be located, there are 169,288 people living within a ten square mile area. The area suffers from a 35% percent poverty rate, with a 19% unemployment rate and 73% poverty rate. (See http://www.hud.gov/offices/cpd/economicdevelopment/programs/rc/tour/nj/newark/ National research by NTIA, the FCC and institutions such as the Pew Foundations have made clear that there is a correlation between income level and broadband adoption. The Pew Foundation has identified a $40,000 household income as the lowest household income at which broadband adoption becomes common. Research reveals that the estimated median household income for the City of Newark in 2008 was $35,296 or one half the estimated median income for the rest of the State of New Jersey ($70,378). There is little doubt therefore that there are real needs for broadband access in Newark. Moreover, by locating the NEWARK ‘CAN centers in or near to the federally designated Newark ‘EZ-RC’ will both reinforce and leverage existing federal and state development programs at the highest level. The proposed PCCs and training programs will provide vulnerable populations/residents with access to public computing, broadband access, and training that they would otherwise not have access to. Current efforts to meet these needs cannot keep up with demand. The Newark Public Library System's facilities are always at peak capacity. The Newark Public Housing Authority has only limited equipment at limited locations to meet its clients’ need, the great majority of whom are: seniors, low income families (many of which include young school children.)

B. Overall Approach The program will be a partnership between Rutgers University's School of Public Affairs and Administration (Rutgers SPAA), the Newark Public Housing Authority, the Newark Public Library System and Public Technology Institute (PTI). Together these partners will develop a Community & Economic Development Program for Newark (Newark-CAN) with a focus on expanding broadband adoption and computer training with a special focus on applications for K-12 students, Personal Health Care Information, and Small Business Development which includes expanded job search training. Beyond the positions as budgeted, more than twenty Rutgers professional staff and faculty (such as the PI, Asst. Dean for Finance and Admin., Computing Services Director, etc.) will devote substantial time to this project; however, they are not shown as local match in deference to established university accounting principles. The project will provide equipment, software and on-going training at 26 PCCs, 3 at Newark Public Library sites and 23 at Newark Housing
Authority sites. In addition the program would provide 2 mobile computer centers (or COWs). The partners will also provide training of trainers; direct training at specific centers, technical support, online help support, and coordinate group expanded-hours when possible. For location map see appendix. The plan is to purchase 464 PCs, to include 100 netbooks, 120 routers (115 for NHA, 5 for NLA), 25 printers and two network servers. 329 of the PCs purchased will be dedicated to workstations at Newark Housing Authority (NHA) locations. 120 of the PCs will be used at 3 of the Newark Public Library locations and 25 units will be used by the Rutgers trainers. The vast majority of workstations will be located in NHA community rooms with connectivity to these work areas being provided by means of a wireless access network. A more detailed breakdown of the location of the equipment within NHA facilities would be: ' 107 workstations and 17 routers for 17 community rooms in NHA's elderly housing portfolio. (On average 7 workstations per community room) ' 25 workstations and 5 routers for the 5 family developments centers (Family Success Center, Homework Center, or Boys & Girls Club (5 workstations per location) ' 35 workstations and router for the Grafton Avenue Family Activity Center ' 25 laptops and a router to comprise a Classroom on Wheels (COW) , a secured movable system consisting of, laptops, router and wireless printer. The first of two of these COWs will be located in the multipurpose community conference center at Family Public Housing development at Park Place. (COWS permit the conference center to be used as a training center as well as move the COW to elderly sites to conduct trainings in other multipurpose rooms.) ' A COW (25 laptops, router and printer) at the NHA training center located at 238 Jelliff Avenue, this is another location where it would be ideal to house a COW. ' 100 netbooks for middle school and high school low-income public housing residents who use the NHAs after school programs. ' 12 laptops for use by senior citizens who participate in NHA's homework centers. The program would provide laptops for those seniors for two years. ' PCs dedicated to the Newark Public Library system will be used to create a PCC at two branches lacking computer rooms today and expand the public computer room at the Main Library. For details about the Newark Public Library System and its existing PCC rules and regulations visit http://www.npl.org/ ' The project through it's training materials and web portal will offer the choice of having instruction presented in English, Spanish, and Portuguese. C. Qualifications Rutgers SPAA will both train and certify trainers, research and validate best practices with proven results elsewhere, research and evaluate the latest in technology applications, software, and other interactive content devices. Rutgers SPAA will generate small business training on broadband solutions and applications aimed at helping them survive and grow. The final part of this project includes a central hub in the form of Newark- CAN run by Rutgers SPAA that would tie all the activities and information into one interactive portal. Such a portal would expand the training capabilities of the project by permitting one trainer to simultaneously provide training to multiple PCCs at the same time. PTI, a national organization of municipal chief information officers and technology personnel is also a partner. PTI will provide technical assistance in hardware and software selection, as well as web-based training and information services and support. PTI will also offer insights into the best practices achieved by municipalities around the country, and will also take the lessons learned in this project and share those with municipal governments across the nation, thus providing a model or technology transfer and best practices. To the extent possible, the project seeks to serve the most vulnerable of the vulnerable populations. We estimate that there will be approximately 50,000 PCC users in year one, 100,000 PCC users in year two, 150,000 PCC users in year three, 100,000 PCC users in year four, and 100,000 PCC users year five. Rutgers SPAA has had at its core an urban
mission. It is rated among the top ten schools in the US for its Public Administration programs. The University has developed strong relationships with many of the City of Newark's institutions including the Newark Public Housing Authority and the Newark Public Library and has received high marks for its academic public service programs, its track record for exceeding expectations in delivering exceptional research grants outcomes. NHA employs 10 IT professionals with a combine experience of 210 years. NHA also has a network of 350 computers. NHA has licensed Microsoft Software, Visual Homes software for Finance, LIPH and Section 8. Newark Housing Authority through its Resident Services Division is an authorized community under the Microsoft Authorized Refurbished (Community MAR) NHA's unique ID number is 110465062. http://www.microsoft.com/communitymar. D. Jobs Saved or Generated Rutgers SPAA estimates that this project will employ approximately 14 new staff and at between 4 and 15 part-time employees or interns. We believe that our efforts will lead to 100s of new jobs for newly trained recipients E. Overall Cost The overall cost of the proposed project will be $7,550,127