Applicant Name: ACTION INTELEX

Project Title: Sustainability for at risk Navajo population in NM

Project Type: Sustainable Broadband Adoption

_______________________ Executive Summary _______________________

A. There are several challenges to sustainable broadband adoption on the Navajo Nation. The National avg of broadband adoption is around 67%. In areas of the Navajo Nation where broadband service is available adoption is around 9%. Our project overcomes these challenges by making service culturally relevant, affordable and understandable. B. Our approach to addressing this problem is threefold. 1. Cultural Relevance 2. Affordability 3. Training and Education. In a test market we were able to approach 70% adoption rate in a Navajo service area. We accomplished this high adoption rate by showing the cultural value of the service, making the service affordable and training. 1. Making broadband adoption culturally relevant. The Dine or Navajo value Family and Clan relationships above all else. We believe a Navajo or Dine Facebook would enable Clans and Family to be connected in a way not possible before video conferencing and social networking sites. Language is also another obstacle in adoption. While the UNM and SJC have programs to teach the Navajo Language there is not a English Navajo translation program for TXT or HTML. A Navajo English translation program similar to Babel Fish would enable Navajo's the ability to learn and browse in there native language. This approach is proven and innovative and ensures this at risk population is not left behind the digital divide 2. Affordability is a huge obstacle to adoption. The majority of telephone subscribers are USF subsidy recipients. We believe a broadband subsidy with parity to the telco USF would help ensure increased adoption. If broadband is the lifeline for Education, telemedicine and e-commerce a subsidy should be in place on the same grounds as the USF for telephony. The Navajo have over 70% unemployment and less than 12,000 a yr household income. A 40.00 or 50.00 broadband bill regardless of the uses is an obstacle most people cannot overcome. The cost of the computer equipment is also an obstacle to adoption. We propose to equip customers with a low cost leased computer as part of the monthly subscriber bill and will ask the Government to subsidize broadband much like telephony. This approach is proven and innovative and ensures this at risk population is not left behind the digital divide 3. Understanding, training and education is something most Americans take for granted when it comes to computers and the internet. There are lots of Navajo who literally could not turn on a computer much less get online and search the web. We propose to provide training on a monthly basis free of charge at a nearby chapter house. Our training personnel will be tech savy and speak the native language. This approach is proven and innovative and ensures this at risk population is not left behind the digital divide C. Our Target area is NM portion of the Navajo Nation. The Navajo Nation is 27,000 square miles and covers parts of NM, AZ and Utah. The area is larger than the state of West Virginia. President Obama has described the living conditions and crushing poverty as a 'national disgrace'. Approx 197,000 people call the Navajo Nation Home. Unemployment exceeds 70% and avg household income is less than 12k. The population on the
Navajo Nation is one of the most at risk in the US. The ability of a robust broadband adoption can do more to improve the lives of the people here than at any time in Human History. Everything from commerce to healthcare can be delivered via a robust broadband adoption. Using our small test market as a yardstick the difference in adoption rates breaks down like this. With aggressive adoption measures listed above out of the 39,000 NM NN residents 27,300 or 70% are projected to have home or business access to broadband. Without aggressive adoption measures the status quo 9% or around 3510 residents will adopt broadband. D. Action INTELEX is partnered with Sacred Wind voted the most inspiring US small business of 2009. With our combined understanding of the culture and experience in Navajo test markets for adoption we believe we are the right people at the right time with the right plan. As last mile and Middle mile applicants we have a vested interest in a sustainable adoption model for our service area. Both organizations have successfully managed large complicated IT projects. E. At least 5 Full Time Technology Trainers, 1 Cultural liaisons, 1 PR and 3 billing specialists will be created directly. Total Direct 10 Total Indirect as many as 300 in the new E-Economy, education, telemedicine etc Total Project budget 11,500,000