There are un- and underserved communities and populations across the United States ' rural, urban, large and small ' who lack broadband access. Specifically, it is evident through this grant process that the Administration has identified that rural America is particularly un- or underserved in their broadband adoption. Subsequently, America's economic competitiveness, access to education, and healthcare has and will continue to suffer. Recent media attention and academic research supports this conclusion. Therefore, the Public Safety Foundation of America (PSFA) proposes an innovative, comprehensive, far-reaching, strategic and tactical Sustainable Broadband Adoption public awareness and education campaign (Campaign), 'Broadband: Revitalizing Communities,' which will reach rural and urban communities. This Campaign will address the need for coordination and provide the adoption of broadband technology and applications in vulnerable population groups in un- and underserved communities across the country. This project will directly create 14 new jobs-years; induce more than 500 new jobs, with the potential to induce thousands more through the nationwide direct outreach campaign for replicability; reach more than 3,000 community anchor institutions and more than 200,000 individuals in vulnerable populations; includes two national and five regional partners; and costs just over $4 million, including a 23.8% match. The Campaign will target two specific audiences: local elected officials and the constituents they represent, with two key goals: importance of building regional broadband infrastructure and citizens' understanding of the necessity of broadband in the community's economic vitality. There will be multiple phases of the Campaign, including: Creation of Advisory Council of national and regional experts to guide the Consortium and address issues related to sustainable broadband adoption nationwide; Assessment of current needs, in each of the five partner regions in both citizen understanding, and local government and partner awareness of methodologies and strategies in broadband usage, adoption and implementation; Curriculum Development to train decision-makers (local elected officials) and their constituents and partners (broadband users) in adoption and implementation of broadband, which may include finance, partnering, communications, workforce training, etc; Performance Adoption Portal, which will track and report jobs created and induced, home and business subscribers added, and individuals reached or trained; and include information about analysis, attendees and impact of the curricula; Broadband Adoption Toolkit, www.BroadbandCommunity.org, targeted to meet the needs of broadband end-users, which includes research, information, best practices, social media and public outreach; and a 'How To' Manual, which will include compendium of all materials, information, resources, presentations, feedback, analysis, recommendations and best practices for replication; Direct Outreach on the national and regional level through meetings, workshops, town hall meetings, etc.; and Model for Replicability, the Campaign will
make all materials and expertise available to regions nationwide, providing for further broadband adoption beyond those audiences targeted in this proposal. The PSFA will partner with the Association of Public-Safety Communication Officials (APCO) - International, National Association of Regional Councils (NARC) and five regional planning organizations to create a Consortium to execute this Campaign and establish replicable best practices for regions and local communities nationwide. These regional planning organizations ' the Green River Area Development District, Northwestern Indiana Regional Planning Commission, SEDA Council of Governments, Southwest Florida Regional Planning Council and the Southwestern Pennsylvania Commission ' are representative of large, small, rural and urban communities nationwide. NARC and APCO are the preeminent associations advocating for and training their membership ' local governments, elected officials, public safety officials and regional planners ' on community development issues, including workforce development and public safety and security. Together, this Consortium has a combined 250 years of experience planning for, building and improving our nation's critical infrastructure, and coordinating the delivery of services to ensure citizen welfare and safety. Details below include the regions, locations, demographic population and total number of potential subscribers who may be reached by this campaign: Green River Area Development District: Owensboro, KY Population Reached: 209,588 Demographic Population: Unemployed, Low Income, Low Educational Attainment Subscribers Reached: 25,000 Northwestern Indiana Regional Planning Commission: Portage, IN Population Reached: 741,468 Demographic Population: African-American, Hispanic, ESL Subscribers Reached: 3,835 SEDA Council of Governments: Lewisburg, PA Population Reached: 660,000 Demographic Populations: Low income, Unemployed, Senior Citizen Subscribers Reached: 1,880 Southwest Florida Regional Planning Council: Fort Myers, FL Population Reached: 1,555,562 Demographic Population: Unemployed, Tribal, Low Income, Hispanic, African-American Subscribers Reached: 7,778 Southwestern Pennsylvania Commission: Pittsburgh, PA Population Reached: 2,600,000 Demographic Population: Low Income, ESL, Disabled, African-American, Asian, Hispanic Subscribers Reached: 5,095 The Consortium's partnership will directly assist 982 units of local government and their elected officials, and 3,117 community anchor institutions, reaching nearly 5.7 million people of all demographics, including over 15,000 public safety officials, in understanding, planning for, and implementing local and regional broadband to connect citizens and businesses. Its partnership will bring together education, economic development, public safety, transportation, healthcare and other important community benefits into efficient, accessible and sustainable networks. Through targeted education, information dissemination, peer-exchange, access to experts and best practices development, the Consortium will build the capacity of the targeted audience, and future audiences.