Executive Summary

The SF-CBOP SBA application proposes a suite of services that will result in 5-10% increases in broadband adoption among the underserved and vulnerable populations in San Francisco. The City’s research shows that certain groups in San Francisco have significantly lower levels of access to broadband: seniors and adults with disabilities, minorities (especially African-Americans and Latinos), low income families and the unemployed. The innovative programs described in this SBA application are functionally linked to the City’s CII and PCC applications. We request funding for broadband adoption services in 3 distinct components that work together to promote broadband adoption: (1) Department of Aging and Adult Services (DAAS) Senior and Disabled Projects; (2) The City and County of San Francisco’s Department of Technology (DT) Public Broadband Space (SF-PBS); and (3) City College of San Francisco (City College) Business Incubator Center, In-Home Business Skills and WiFi Training. Each of these project sponsors will partner with community institutions to provide specific services described below. Though distinct, the components are integrated by community members participating in any or all programs of their choice. The program itself will be managed by the City and County of San Francisco’s Department of Technology (DT).

1. DAAS Program for Seniors & Adults with Disabilities: DAAS will stimulate usage and adoption of broadband through programs designed to help seniors and adults with disabilities, whose current adoption rate is 42%, overcome social isolation, acquire skills for healthy aging, practice brain fitness, learn ways to increase income; and access community resources. Working with non-profit partners, San Francisco Community Living, Community Technology Network, Self Help for the Elderly, among others, DAAS proposes integrated training and support services to 21 non-profits in 42 PCC facilities and 6 senior public housing buildings. 9+ FTE’s throughout the senior and supportive network and 150-300 volunteers, recruited from Bay Area’s robust technology, student and retiree communities will participate in various roles. Onsite staff and volunteers will participate in Train the Trainer models and provide targeted classes and individual coaching in basic computer skills, and specialized programs to appeal to needs and interests of these groups. Social Networking: To overcome social isolation, professional and volunteer instructors will guide seniors in the use of basic social tools, including Skype, email, and Facebook, teaching to ability and interest, to strengthen connections with family and friends near and far. SF Community Living Campaign will train seniors and volunteers on TYZE, an online system to support vulnerable persons day-to-day. TYZE creates an online virtual support group and organizes actual help for activities (getting to a doctor’s appointment, shopping, pet care, etc.) that can include family, friends, care givers and clinicians. Private grants fund Community Connectors who link vulnerable individuals to their support network for social interaction, and help in meeting demands of daily living. Healthy Aging and Brain Fitness. DAAS will introduce Seniors to online...
programs for healthy aging, including the HHS-CDC promoted evidence 'based Chronic Disease Self-Management Program (CDSMP) in an online version. With BTOP funding, DAAS and National Council on Aging (NCOA) will develop online content in five languages in accessible streaming video creating a health promotion website including an online peer discussion board for continuing healthy motivation. Seniors will be encouraged to use Wii Fit and Sport programs, recommended by researchers for stroke rehabilitation as well as basic fitness. Broadband connections will enable senior centers across the City to engage players in virtual Wii tournaments, providing incentives to get fit and go online. Experts on dementia have identified Brain Fitness software and the online subscription Lumosity as helping improve memory and certain cognitive functions, and possibly slowing progression of Alzheimer’s and other dementias. Trained volunteers will help seniors to use these programs and services. Income /Job Opportunities: a critical issue for retirees is the loss of savings and income. City College's curriculum on how to work at home using broadband will be offered to seniors as one solution. At non-profit Conard House, online training will be offered at 8 supportive housing sites by a Supportive Employment Specialist to enable residents dealing with mental health issues to develop job skills and locate opportunities. At Lighthouse for the Blind and Visually Impaired, BTOP will provide a PCC during all open hours with specially equipped workstations in a public location, and equip a lab for transitional employment training with fully accessible computers, software and peripherals. These programs will stimulate adoption of broadband through access and training in familiar settings, helping seniors experience comfort with tools of tremendous value and benefits for their daily lives. Many Seniors will want to continue access by purchasing broadband service at home or regularly visiting a public computer center.

2. San Francisco's Public Broadband Space (SF-PBS): SF-PBS will increase broadband adoption in San Francisco by leveraging interest in digital media content. SF-PBS will drive broadband adoption in at least two ways: (1) by creating entertaining, publicly accessible broadband 'streams' for digital media works, we will attract members of target groups to broadband-accessible content; and (2) by using the digital media content as a promotional tool, we will provide online training for aspiring media artists and encourage them to use broadband as part of the content creation process. SF-PBS will create a broadband network of digital media anchor sites that will serve as hubs for community-centric digital media training, production and distribution, specifically targeted to attract members of vulnerable populations: minorities, students from low income and disadvantaged families, and the unemployed. Digital Media can be of immense value in preparing our youth and community college students to be literate in the 21st century. Students working with digital media teaching tools learn collaboration, critical thinking, problem solving, creativity, and technological and media literacy. Working with our partners, SF-PBS will develop and test new media educational tools and training curriculum utilizing digital media resources. Training will be available at selected locations specifically targeted for low income and disadvantaged youth, administered through the City's Department of Children, Youth and Families (DCYF). By becoming comfortable with broadband-delivered educational resources, students will be more likely to use and adopt broadband. Finally, San Francisco is home to a thriving digital media industry with high demand for a local digital media-trained workforce. However, training requires fast, symmetrical broadband access, specially configured computer workstations and qualified trainers. SF-PBS would provide the connectivity, tools and training to develop this workforce.

3. City College of San Francisco Business Incubator Center, In-Home Business Skills and WiFi Training Programs. Broadband technology today allows many individuals to work directly from home.
Unfortunately, many San Francisco’s low income and unemployed residents are denied in these options because they have no access to broadband. To provide such access, City College proposes a designated Business Incubator, which will provide those without access to broadband service at home with office space, broadband connection and computer hardware and software to conduct home-based business activities. Participants will enjoy the advantages of shared support services, equipment security and an existing high-speed Internet connection. As a complement to the Business Incubators, City College proposes to offer specific courses that will provide individuals with modern employment skills for in-home businesses. The courses are eBay Reseller, Online Call Center Agent, Online Help Desk Technician and Transcription Services. Each course will be developed following City College’s academic standards and taught by City College instructors in both on-line and face-to-face methods. Wi-Fi technology is now a key component of communications networks and will become even more important as mobile devices continue to proliferate. By enhancing the WiFi Training Program at City College, students who are pursing technical careers will have opportunity to specialize in the field. SF-CBOP will bring in over 50,000 new broadband users and save/create at least 250 jobs for a total program cost of $10,852,903; we will provide matching support of $2,921,096 (26.9%); total from BTOP: $7,931,847.