Executive Summary

a) statement of the problem

While the majority of America is able to adopt broadband at home, many communities, particularly those who already struggle in a difficult economy, or are otherwise vulnerable to economic and social pressures, are loath to adopt broadband, relying instead to cheaper, less performing options. According To The FCC, 'half (49 percent) of Hispanics have broadband at home. While young African-Americans have broadband access on par with the average, 'under 30' Hispanics trail the average for their age cohort, 57 percent versus 75 percent. ' Latinos are online in great numbers, but foreign-born Latinos, Latinos With less than a high school education, and Latinos With Household Incomes of Less Than $30,000 experienced particularly large increases In internet use . ' These communities, while online in increasing numbers must be reached in meaningful ways to raise awareness and perceived value of broadband adoption. NTIA and the Joint Center for Political and Economic Studies have each released data that found that economic hardship (broadband adoption costs too much) and lack of perceived value (broadband is of no value to me or my family) are the dual barriers to adoption in these communities. While any program focused on adoption can do little to lower costs for a family in adopting broadband at home, a program targeted at changing hearts and minds about the value of broadband to one's family and community is an important aspect of sustainably raising adoption rates over time.

b) overall approach

The overall approach to the proposed work is to raise awareness and adoption of broadband by leveraging grassroots community leaders ' the leaders with the best access to hard to reach communities ' in evangelizing broadband. The work is broken in to three phases: Phase I: Coalition building. In the first phase of the work, we will identify 50 leaders, including state legislators, grassroots organization leaders and community advocates across Texas, New Mexico and Nevada, to invite to the campaign. Leaders and organizations will be contacted directly, and asked to sign on to a pledge for one year of activities in support of increased awareness of broadband. Our 50 leaders will be those who touch communities in a real and direct way ' those who have the trust of the community and who can raise awareness of broadband by bringing that education to their doorstep. Our 50 leaders will include: ' Hispanic and native American state legislators ' Grassroots organizations and leaders aligned to key geographies Leaders will be asked to: a) Sign on to a 'universal adoption pledge' to help their communities to know and access high-speed internet; and b) To develop one stand-alone program in their community at a local computer center Phase II: Training. Our 50 identified leaders will be invited to a training academy at the NHCSL Annual Summit in Dallas, Texas on November 19th, 2010. A two day conference will provide a quality conference featuring speakers and experiential components that enhances awareness of broadband as an economic engine and train our leaders in bringing the message to their communities. Phase III: Outreach. Once we have trained our
leaders, NHCSL and our partners, Interlex Communications, will implement one year of events across our three states' implementing grassroots outreach events in Hispanic and native communities. These events will be coordinated to leverage the partnership between the legislators and organizations to create as much 'buzz' around the partnership as possible. By leveraging leaders who carry the trust of the community, we can promote broadband in the community, with validators who can deliver relevant education in-language and with cultural relevance. Our outreach events will be staffed by a 'street team' trained and managed by Interlex Communications. This team will be made up of workers identified from the geography of our campaign ' locals who will both benefit from the paying work, and who can deliver the message to their own communities with authenticity. c. Areas to be served; population of the targeted markets and demographics Our work will occur in the states of Texas, New Mexico and Arizona ' diverse states with both rural and urban populations including Hispanics and Native communities. d. qualifications The Council of State Governments (CSG) and the National Hispanic Caucus of State Legislators (NHCSL) together represent some of the most influential government leaders in the country. CSG has a track record of innovative programs and campaigns in states, working with legislators, grassroots leaders and others to tackle big problems. NHCSL is uniquely positioned as the source of education support and advocacy for Hispanic State legislators across the country. Uniquely, our membership includes Hispanic state legislators who are on the ground, working with community leaders every day. This unique insight into these hard to reach communities, along with the infrastructure needed to implement large programs, are some of the main ingredients of success. e. jobs to be saved or created This program includes the development and training of a grassroots team of community outreach workers who will take up hourly jobs over the life of the campaign. This program will create 50 new, hourly, part-time jobs in direct support of this campaign. Indirectly, the campaign components, including the training academy, will stimulate local communities, by working with local vendors and facilities. f. The overall cost of the project is $1,589,977.