Executive Summary

a. Applicant name: Workforce Wayne, a 501(c)(3) nonprofit organization of business, education, government, economic development, and community entities in Wayne and Pike counties, rural Northeastern Pennsylvania.
b. Project name: Wayne-Pike Broadband Improvement Plan (BIP)
c. Listing of relevant partners: NEPA Alliance; Wayne Economic Development Corporation (WEDCO); Northeastern Pennsylvania Technology Institute; Northeastern Educational Intermediate Unit 19 (NEIU 19); Wallenpaupack Area School District; Wayne Memorial Hospital; Luzerne County Community College; Lackawanna College; The Commonwealth Medical College.
d. Amount of funding requested: $200,000
e. Proposed project activity period: April 1, 2010 to March 31, 2011
f. Target audiences: Residential and commercial customers of broadband services; recipients and providers of workforce training, schools, universities and hospitals.
g. Geographic territory (counties): Pike and Wayne counties
h. Statement of need: Workforce Wayne's mission is to provide an effective workforce delivery system by developing career opportunities, strengthening skills in the workforce and supporting lifelong learning. Since broadband technologies are an increasingly important factor in our ability to accomplish this mission, we commissioned a needs analysis of broadband infrastructure in Wayne and Pike counties this fall. The report notes three primary deficiencies and areas for improvement: 1. Lack of residential broadband in approximately 3,000 households and small businesses; 2. Lack of commercial buyers seeking high-capacity broadband services (>10 Megabits per second); 3. Lack of broadband-delivered training opportunities in the fastest growing industries.
i. Brief description of the proposed project: The Broadband Improvement Plan aims to address these needs by tackling broadband supply and demand in a three part program. We will execute proven methods for aggregating broadband demand in the residential and commercial marketplace in order to improve broadband supply- the Residential Broadband and Commercial Broadband Components respectively. And, we will develop targeted initiatives that employ bandwidth-intensive distance education technologies to improve broadband demand- the Online Training Component.
j. Listing of quantitative deliverables that will result from the project: 1. Twelve Bona Fide Retail Request petitions launched, improved or completed; 2. Establishment of new or enhanced broadband services to one or more commercial buyers; 3. Development of new online workforce training program in the healthcare field.