Broadband USA Applications Database

Applicant Name: City of Greensboro

Project Title: Public Computer Center Expansion at the City of Greensboro Library and Employment Service Center

Project Type: Public Computer Center

_____**Executive Summary**_____

Please provide an Executive Summary of the proposed Project. The Executive Summary should be a brief description of the Project, and address the following topics.

a.   A statement of the problem or need your project addresses with regard to improving broadband service adoption rates

As unemployment has continued to slide steadily upward in our area, reaching 12% as of June 2009, the demand for internet and computer access has also steadily increased. This has caused an increased volume of traffic in the Joblink center and the Public Library, which has a limited number of hard-wired computers. Additionally, at the Public Library the number of patrons that need the services of the Business and Career librarians has increased precipitating the need for additional workstations.

b. Your overall approach to addressing the need, and [for Sustainable Adoption projects] how your approach is innovative

We would address the need by increasing the number of computers available and by implementing a wireless network infrastructure.

c. Area(s) to be served; population of the target area(s), including demographic information; and

• For Public Computer Centers - the estimated number of potential users of your public computer center(s) or

• For Sustainable Adoption projects - the estimated number of potential broadband subscribers your project will reach

The Joblink Center system served over 25,000 individual job seekers last year throughout Guilford County. That number is expected to increase by up to 25% or more this year as layoffs continue and unemployment extensions begin to run out. Most of the unemployed or laid off workers need to access broadband service in conjunction with other activities that occur in JobLink Centers to maximize job search and/or retraining efforts. The Public Library will target areas of the city that are underserved by library resources. The library's public computer centers could potentially reach as many as 2340 customers a week. The demographic analysis for this project can be found in our supplemental documentation.

d. Qualifications of the applicant that demonstrate the ability to implement the project and achieve its intended results

The City of Greensboro Information Technology Department will work in conjunction with the Joblink and Library staff to implement this project. The City of Greensboro Information Technology Department has implemented projects city wide that touch over 2900 employees and most of the 248,000 citizens in the city. The IT staff is highly competent to handle this project.

e. Jobs to be saved or created

N/A

f. Overall cost of the proposed project

Joblink Center - $74,336

Library - $130,324