



# BROADBANDUSA

CONNECTING AMERICA'S COMMUNITIES

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<b>Organization:</b>	Connected Nation, Inc.
<b>Project Name:</b>	Public Adoption through Libraries (OPAL II): Every Community Online
<b>Project Type:</b>	Sustainable Broadband Adoption
<b>State:</b>	Ohio
<b>Federal Award:</b>	\$6,856,399

### ABOUT THE PROJECT

**Connect Ohio**, a subsidiary of Connected Nation, proposes to encourage broadband adoption in Ohio by conducting training sessions at libraries, community colleges, and other anchor institutions throughout the state. The OPAL II project intends to deploy trainers statewide for instruction in the use and maintenance of computer components, Internet use, and practical applications of broadband access. Once users have completed training, they will receive a certification that will allow them to take advantage of special offers from local broadband service providers to subscribe to home broadband service. The project plans to conduct an extensive statewide advertising campaign to raise awareness about training opportunities. These outreach efforts will utilize radio and television stations that provide programming for vulnerable populations, including Spanish-language stations, urban formats targeting African-Americans, stations reaching rural areas where lower-income citizens often reside, and stations with programming that targets an older demographic.

OPAL II also proposes to:

- Train more than 100,000 residents over the life of the project, providing approximately 1.1 million hours of training to Ohio's economically vulnerable residents.
- Upgrade 317 public computer centers across the state, deploying approximately 2,000 new workstations and training 208,000 residents over the life of the project.
- Implement an evaluation program that would measure broadband adoption in counties targeted by the project against counties in which no adoption efforts take place, helping to identify best practices and lessons-learned for future broadband adoption programs.

### ORGANIZATION'S HISTORY

Connect Ohio, a subsidiary of the Connected Nation, currently works with community teams in each county in Ohio and regularly engages broadband service providers to discuss expansion throughout the state. Connect Ohio has significant expertise in measuring broadband adoption and is working with the Ohio Office of Information Technology, the designated entity for the NTIA State Broadband Data & Development Program.

### PROJECT PARTNERS

- Time Warner Cable
- State Library of Ohio
- Ohio Public Library Information Network
- GroundWork Group
- Columbus State Community College
- Central Ohio Technical College
- Sinclair Community College
- Rio Grande Community College
- East Central Ohio Educational Service Center
- Ohio University—Chillicothe
- Washington State Community College
- Belmont Technical College

Data provided in the project description is based on information supplied by the applicant. An executive summary of this application can be found on [www.ntia.doc.gov/broadbandusa](http://www.ntia.doc.gov/broadbandusa).

For press-related inquiries, contact 202-482-7002 or [press@ntia.doc.gov](mailto:press@ntia.doc.gov). For the general public, contact [BTOP@ntia.doc.gov](mailto:BTOP@ntia.doc.gov).

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