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Organization:	ZeroDivide
Project Name:	Generation ZD Digital Literacy Program
Project Type:	Sustainable Broadband Adoption
States:	California, Hawaii, New Mexico, Oregon, Utah, Washington
Federal Award:	\$1,384,242

ABOUT THE PROJECT

ZeroDivide's Generation ZD Digital Literacy Program proposes a major regional training and broadband access program for low-income youth in communities across several Western states that will encourage the development of a new generation of broadband users. The project plans to enhance broadband services and outreach in Humboldt and San Benito counties and San Juan Bautista, California; Salt Lake City, Utah; Maui County, Hawaii; King, Snohomish, Skagit Island and Pierce counties, Washington; Multnomah and Washington counties and Portland, Oregon; and Santa Fe, New Mexico. It will also provide sustainable skills training, skill-sharing, and workforce development programs for the North Coast region of California, including for youth from the Native American Table Bluff Wiyot Tribe, Karuk Tribe, and Hoopa Valley Tribe.

ZeroDivide's adoption strategy includes providing support services to those with disabilities; partnering with a youth media arts center that provides after-school mentoring programs and a community television station that provides computer literacy training and broadband technology awareness through TV, radio, webstreaming, and education; and providing free and low-cost media literacy, multimedia storytelling, technology, and video production training to residents, community organizations, and educators.

The Generation ZD Digital Literacy Program also proposes to:

- Encourage broadband subscribership and train as many as 146,000 residents over the life of the project, offering approximately 8.7 million hours of teacher-led training, including an average of 60 hours of teacher-led digital media arts production training for each user.
- Measure subscribership increases, technology adoption, and the resulting impacts on broadband usage in the targeted communities using an existing methodology.
- Develop replicable best practices in digital media technology education in six Western states.

ORGANIZATION'S HISTORY

ZeroDivide, a California-based non-profit organization founded in 1998, has focused on building and sustaining technology adoption in disadvantaged communities and has been providing technology-related access and training in underserved communities for more than 10 years, especially in California and other Western states. As a longtime recipient of grant funds, ZeroDivide is fully familiar with federal funding regulations and requirements.

PROJECT PARTNERS

- Access Humboldt
- Akaku: Maui Community Television
- Boys & Girls Club of Santa Fe
- Community Media Access Partnership
- Portland Community Media
- Reel Grrls
- Spy Hop Productions
- Alliance for Technology Access

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.

For press-related inquiries, contact 202-482-7002 or press@ntia.doc.gov. For the general public, contact BTOP@ntia.doc.gov.

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